Editor & Publisher

® THE FOURTH ESTATE

Market Guide

1988

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1988 MARKET GUIDE

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Market rankings expanded

The Market Ranking tables starting on page I-12 of this edition of the *EDITOR & PUBLISHER MARKET GUIDE* have been expanded this year to include the nine catagories that make up total retail sales — lumber/hardware, general merchandise, autos, gasoline, apparel, furniture, eating/drinking establishments and drugstores by Metropolitan Statistical Areas and by counties. These are additions to the rankings by population, disposable personal income, income per household, total retail and food sales for all cities and towns in which a daily newspaper is published and for all MSAs and counties that have been regularly featured.

The 1988 estimates used in these tables were made for Editor & Publisher this year by E&P Research Inc., an affiliate of Editor & Publisher Co. Inc., working with a data base provided by Woods and Poole Economics of Washington, D.C.

This new affiliation makes it possible for E&P to fullfill requests, such as we have had in the past, for computer tapes or diskettes of data from the Guide or to provide customized data for those who wish to order it.

We thank the daily newspapers of the U.S.A. and Canada for the data that they have provided about their markets that have made this MARKET GUIDE possible. Additional information about any of the markets listed may be obtained by contacting the newspaper or newspapers listed in item 14 of each market survey.

Ferdinand C. Teubner
Publisher

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SECTION I

1988 Market Rankings

Including Metropolitan Statistical Area definitions and Newspaper Representatives — U.S. and Canada

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There's no place like New England

Architect's model of Merritt 7, Norwalk, Connecticut

WHEN BUSINESS WANTS A COUNTRY HOME

Nowadays when corporations go looking for sites for new offices, plants or research facilities, they're seeking more than just accessibility, good space and reasonable cost. They want to be able to draw on a ready pool of capable personnel, and they look for on-site amenities and pleasant surroundings to keep both workers and executives contented. New England offers all of these.

Business, industry and research have increasingly favored New England's countryside for plant and office sites.

Construction and occupancy of such projects brings increasing millions of payroll dollars to New England, where retail sales per household, are highest in the nation, and daily newspaper coverage is close to saturation in many markets.

Each of the newspapers listed below will be pleased to help ascertain plant and office site information with marketing data for each of their markets.

For daily newspaper detail see the data in Section II, of this annual—"Surveys of Daily Newspaper Cities" with information pertaining to each market listing.

Smart marketing starts with New England daily newspapers

MAINE

Bangor Daily News (M)
Maine Weekend
The Lewiston Daily Sun (M)
Lewiston Journal (E)
Sunday Sun-Journal (S)
Maine Sunday Telegram (S)
Portland Press Herald (M)
Portland Express (E)

NEW HAMPSHIRE

Concord Monitor (E)
Union Leader (M)
Nashua Telegraph (E&S)
New Hampshire Sunday News (S)

MASSACHUSETTS

Boston Globe (M&S)
Boston Herald (M&S)
Cape Cod Times (Hyannis) (M&S)
The Enterprise (Brockton) (E&S)
The Daily Transcript (Dedham) (E)
Gardner News (E)
The Lowell Sun (E&S)
Daily Evening Item (Lynn) (E)
The Middlesex News (E&S)
The Patriot Ledger (Quincy) (E)
Salem Evening News (E)
Union-News (Springfield) (AD)
Republican (Springfield) (S)
The News Tribune (Waltham) (E)
Daily Times and Chronicle (Woburn) (E)
Worcester Telegram (M-S)
Worcester Gazette (E)

CONNECTICUT

The Advocate (Stamford) (AD&S)
Bridgeport Post-Telegram (M&E)
Bridgeport Post (S)
The Day (New London) (M&S)
Greenwich Time (AD&S)
Hartford Courant (M&S)
Manchester Journal Inquirer (E)
Meriden Record-Journal (M&S)
Middletown Press (E)
New Britain Herald (E)
New Haven Register (M&S)
Waterbury American (E)
Waterbury Republican (M&S)

VERMONT

The Times-Argus (Barre-Montpelier) (E&S)
Burlington Free Press (M&S)
Rutland Herald (M&S)

RHODE ISLAND

The Newport Daily News (
Providence Bulletin (E)
Providence Journal (M&S)
The Westerly Sun (E)

SELL NEW ENGLAND • WITH NEWSPAPERS •

How to use the 1988 Editor & Publisher Market Guide

The data in this *MARKET GUIDE* is presented in four sections:

I — Market Ranking Tables

These tables show, ranked by size according to E&P estimates for 1988, the population, disposable income, income per household and total retail sales of all MSAs, PMSAs and the top 250 counties and cities of the U.S. New this year are the ranking tables for the 9 categories that comprise the total retail sales for all MSAs and the top 250 counties.

II — Individual Market Surveys—United States

Facts and figures about all United States daily newspaper markets, listed alphabetically by state and city in the U.S.A., followed by Puerto Rico. The sample survey below shows the information included, and how the data is generally shown. A state map introduces surveys for each state, showing MSAs, PMSAs, CMSAs, county boundaries, location of all daily newspaper cities, and county-seat cities without daily newspapers.

III — Individual Market Surveys—Canada

Facts and figures about all Canadian daily newspaper markets. The map for Canada shows national and provincial capitals, and location of all daily newspaper cities.

IV — Sales, Population and Income Tables

E&P 1988 retail sales estimates, total, and in nine categories, with number of stores in each, for all MSAs or PMSAs, U.S. counties and daily newspaper cities. Tables are arranged alphabetically by state (by province in Canada), followed by tables of estimated 1988 population, personal income — total, per capita and per household; also number of farms and value of crops and livestock.

SAMPLE SURVEY

1 - Location of city on map

4 - 1987 estimates of number of households in the community and county

6 - Number of passenger autos

7/8 - Gas and electric meters for CORPORATE LIMITS only

9 - KINDS of industries: NOT names of companies! Number of wage earners, and the average weekly wage for CITY ZONE only

12 - The most important shopping centers, the distance from "Downtown" and the name of principal stores in each shopping center

14 - ABC Statement; Publisher's Statement or Sworn Circulation Statement; VAC or CAC.

1 - LOCATION: Seminole County (In Orlando MSA). E&P Map D-2. County Seat. 39 mi. from Walt Disney World I-4. Light industry, tourist, citrus, truck ctr. 19 mi. N of Orlando on 17, 92, I-4. U.S. Hwys. 17, 92. State Hwys. 46, 415, I-4.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-8.
Barges-From Jacksonville to Port of Sanford on inland waterway.
Intercity Bus Lines-City; Greyhound; Tamiami Trail Tours.

3 - POPULATION:
Corp. City 80 Cen. 23,176; E&P 87 Est. 32,166
MSA 80 Cen. 700,699; E&P 87 Est. 940,731
Cou[illegible] Cen. 179,752; E&P 87 Est. 259,456
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,355; E&P 87 Est. 12,115
County 80 Cen. 63,247; E&P 87 Est. 94,895
MSA 80 Cen. 252,847; E&P 87 Est. 354,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$194,066,390
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 164,819

7 - ELECTRIC METERS: County 76,323

8 - GAS METERS: Residence 4,100

9 - PRINCIPAL INDUSTRIES: Knit Goods; Boats; Electronics; Aluminum Prods.; Mobile Homes; (120 industries).

10 - CLIMATE: Min. & Max. Temp.-Spring 59-82; Summer 73-94; Fall 60-89; Winter 51-78. First killing frost, Dec. 23; last killing frost, Jan. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Downtown Shopping**-6 blocks 1st St., including 4 unit Winn-Dixie shpg. ctr. Sanford Plz. 3 mi. S. 26 units, including JCPenney, McCrory, 2 mi. S; Pinecrest Ctr., 3 units, 2 1/2 mi. S; Fairway Ctr., 4 units, 2 1/2 mi. S. Zayre Plz., 3 mi. S.; K mart 3 mi. S., 20 units, Revco Drug, Winn-Dixie, 6 mi. Seminole Ctr., 30 units, including Wal-mart, Eckerd & Publix.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deltona(18)	9	Winn-Dixie
Longwood(10)	9	Winn-Dixie
Seminole(28)	11	Publix, Nat'l Fab
K mart(7)	2	K mart

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores open evenings and Sunday-JCPenney, Zayre, Wal-Mart; Luria's; McDuff's; K mart. Most groceries & drugs.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Garett's; Jacobson's.
Discount Stores-Zayre; K mart; Wal-Mart.
Variety Stores-McCrory's 2; Family Dollar; Dollar General.
Chain Drug Stores-Eckerd; Rite Aid; Medco; Revco; Rexall; Walgreens; Wal-Mart.
Chain Supermarkets-Winn-Dixie 3; Publix; Albertson's.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,307 (S) 8,307; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Mel Adkins, Adv. Dir., HERALD, 300 N French Ave., Sanford, FL 32771; Tel. (305) 322-2611.
National Representative: Landon Associates.

2 - Railroads, inter-city bus lines, motor freight and airlines available to the community

3 - 1987 local population estimates of your community and county

5 - Number of banks in the City Zone, with the latest available totals of deposits

10 - Minimum and maximum temperatures during the year

11 - Kinds of tap water

13 - Retail stores in these categories which are located in the City Zone, plus the number of chain stores

14 - Name and title of the person on the newspaper to be contacted by advertising prospects for information

GENERAL INDEX

All sections are arranged alphabetically by state and city for U.S. and by province and city for Canada. Individual market survey data are indicated in boldface type, with the survey paragraph number following the subject. Page indices for Section II, III and IV appear on dividers preceding those sections.

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ALASKA
HAWAII
WASH.
ORE.
CALIF.
NEV.
ID.
MONT.
WYO.
UTAH
ARIZ.
COLO.
N.M.
N.D.
S.D.
NEB.
KAN.
OKLA.
TEX.
MINN.
IOWA
MO.
ARK.
LA.
WIS.
ILL.
MICH.
IND.
OHIO
KY.
TENN.
MISS.
ALA.
GA.
FLA.
S.C.
N.C.
VA.
W.VA.
MD.
DEL.
D.C.
PA.
N.
J.
N.Y.
VT.
N.H.
ME.
MASS.
CT.
R.I

DEFINITIONS AND NOTES

ABC—Adjacent to certain population figures and newspaper circulations in the surveys in this book are references to the Audit Bureau of Circulations. The ABC issues standardized statements of the circulation of publisher members, verifies the figures shown in these statements by auditor's examination and disseminates the circulation data to advertisers, advertising agencies and publishers.

Each publisher's statement and audit report issued to members covers the quantity, quality, distribution of circulation and circulation methods.

ADVERTISING & MERCHANDISING DATA—The daily newspaper is the prime source of information on local conditions in each of the newspaper market areas. The name, address and telephone number of people able to supply more information about these areas appear in paragraph 14 of each survey.

CIRCULATION FIGURES—The March 1987 figures appear in most of the surveys. Where March 1987 figures are not available, proper notation is made. Also indicated with the figure is whether the circulation is verified by ABC (Audit Bureau of Circulations), VAC (Verified Audit Circulation), CAC (Certified Audit of Circulations), or comes from a sworn statement by the publisher of the newspaper.

CITY ZONE (CZ)—The corporate limits of the city in which the newspaper is published, plus in some cases, the contiguous areas built up adjacent to or surrounding the city of publication. This could also include more than one city, where the areas involved are contiguous areas.

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA)—The larger geographical area of which Primary Metropolitan Statistical Areas are components. CMSA's are designated and defined by the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce. A complete list of these areas appears on the following pages.

CONSUMER SPENDABLE INCOME—See "Disposable Personal Income" below.

DISPOSABLE PERSONAL INCOME—Sometimes referred to as "Effective Buying Income" or "Consumer Spendable Income," is equal to current income received individuals, unincorporated business and non-profit institutions, from all sources. It includes all that is received as wages, salaries and commissions, including pensions, trust and welfare funds, labor, farm, non-farm, professional, rental, dividends, personal interest and transfer payments after taxes.

The amounts usually deducted for income, property, and other taxes not deductible as business expenses, as well as other general government revenues, such as fines, penalties, and so on, have been subtracted.

EFFECTIVE BUYING INCOME—See "Disposable Personal Income" above.

ESTIMATES—Figures on which estimates are based are always U.S. Government figures (U.S. Census) or in Canada, the latest available Census figures from Statistics Canada. Any other figures are either identified as to source or are considered "local estimates."

FARM DATA—County Data: The figures used in these tables for the counties are the latest released by the U.S. Department of Agriculture. The most recent agriculture census was made in 1982.

State Data: State totals of crops and livestock are released annually by the U.S. Department of Agriculture. State totals used in these tables are from the most recent USDA Statistical Bulletin. Footnotes at the bottom of each table show the year and source of data.

HOUSEHOLDS—Not to be confused with "families." The term "household" corresponds to "private dwelling unit" as defined in the Census Bureau's current operations, which would include all persons occupying a house or an apartment together.

INCOME PER HOUSEHOLD (DISPOSABLE INCOME)—The total average income earned or received by each household with direct or indirect taxes deducted.

METROPOLITAN STATISTICAL AREA (MSA)—A large population nucleus with adjacent communities which have a high degree of economic and social integration within that nucleus. Metropolitan Statistical Areas are designated and defined by the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce. A complete list of these areas, with explanation of the standards applied to their designation, appears in the following pages.

NEIGHBORHOOD SHOPPING AREA (OR DISTRICT)—Indicates specific street locations of active retail trade.

NEWSPAPER DESIGNATED MARKET (NDM)—The geographical area which a newspaper considers to be the market it serves. Publisher members have the option of reporting circulation according to just the new NDM or in combination with a City Zone and/or Retail Trading Zone figure.

PASSENGER AUTOS—These figures are obtained from the various state departments of motor vehicles, where available, and generally on a county basis. However, in some states, no county breakdown is available. Motor vehicle figures in Canada are obtained from the Transportation and Communications Division of Statistics Canada.

PERSONAL INCOME—See "Disposable Personal Income" above.

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA)—A Metropolitan Statistical Area (MSA) of more than 1 million population which meets additional social and economic requirements and, together with one or more other PMSAs, forms a Consolidated Metropolitan Statistical Area (CMSA). For more information, see explanation on following pages.

RETAIL SALES ESTIMATE TABLES—Based upon the lastest available (1982) U.S. Department of Commerce Census of Retail Sales, brought up-to-date, with considerations given to conditions and developments since the Census figures were collected.

Sales and "Kinds of Retail Stores" (as well as estimates) are reported as in the Bureau of Census reports, by type of store in which the sales are made (using the Standard Industrial Classification Manual codes and descriptions, all listed in this volume) rather than by the products sold. For example, many non food items are sold in food stores.

The sum of the nine types of stores will not add up to the total of retail sales estimates for each area since there is also a miscellaneous classification of stores not included in these tables.

In some areas (cities or counties), retail sales per household exceed the figures shown for total income per household. This is because of the influence or attraction an area may have on the shopping patterns or habits of those who live adjacent to or outside it.

RETAIL TRADING ZONE (RTZ)—The area beyond the City Zone whose residents regularly trade to an important degree with the retail merchants in the City Zone. In establishing the boundaries of the RTZ, consideration is given to the transportation facilities, traffic flow, traveling time and schedules by both public facilites, private cars and common carriers; as well as charge accounts, phone orders and regular delivery service from the central or City Zone to the outlying areas.

SHOPPING CENTER—The term is intended to apply to developments with a number and a variety of stores, including chains, supermarkets or banks, with extensive parking facilities, and located on or near a main highway.

STATISTICS CANADA—Canadian Government agency in Ottawa reponsible for all official statistics covering population, retail sales, etc.

STORES—Stores are typed according to the definition of the 1982 U.S. Census of Business (Retail Trade) which use the Standard Industrial Classification Manual codes and descriptions.

SUPERMARKET—This term involves these three conditions: annual sales volume of at least $1 million; four departments — dairy, meat, produce and groceries; and a grocery department that is entirely self-service.

RETAIL SALES ESTIMATES

The basis for kind-of-business classifications used in the *Editor & Publisher Market Guide* is the same as that used by the U.S. Department of Commerce in the Census of Retail Trade. This follows the Standard Industrial Classification (SIC) Manual (Executive Office of the President, Office of Management and Budget, Standard Industrial Classification Manual, 1972.)

The 1982 Census of Retail Sales conducted by the U.S. Department of Commerce was a gigantic task and required considerable time for evaluation and tabulation. The 1982 Census is the basis for the Retail Sales Estimates included in the 1988 edition. However, strict comparison of the data for both the 1977 and 1982 census is limited by the following factors:

Geographic boundaries of a number of areas for which data are shown in the 1982 census are not the same as in the 1977 census because of annexations, other boundary changes, redefinitions of SMSA's, and changes in qualifying criteria since 1977. For 1982, data for census-defined, unincorporated places are no longer shown separately but are included as part of the "remainder of county" statistics.

In the 1977 census, and prior to that, the combined data for all establishments were presented for selected kind-of-business classifications, including all 2-digit major industry groups. For these, data for nonemployer firms were obtained from administrative records of the Internal Revenue Service (IRS) based on business tax returns. For 1982, data for nonemployers and combined data for all establishments are presented only at the retail trade total level for all geographic areas.

For your quick reference, we provide a complete list of the major group classifications of stores included in the Tables of Estimated Retail Sales in Section IV; the Miscellaneous Retail Stores category in this list is not included in the Tables. Numbers following names are SIC codes; PT following the SIC codes refers to "part"; n.e.c. refers to "not elsewhere classified."

Apparel and Accessories

Men's and boys' clothing and furnishings stores (5561)
Women's ready-to-wear stores (5621)
Millinery stores (5631 PT)
Corset and lingerie stores (5631 PT)
Other women's accesory, specialty stores (5631 PT)
Children's and infant's wear shoes (5641)
Family clothing stores (5651)
Men's shoe stores (5661 PT)
Women's shoe stores (5661 PT)
Children's and juveniles' shoe stores (5661 PT)
Family shoe stores (5661 PT)
Furriers and fur shops (5681)
Miscellaneous apparel and accessory stores (5699)

Automotive Dealers

Dealers with domestic car franchise only (5511 PT)
Dealers with imported car franchise only (5511 PT)
Dealers with domestic, import car franchises (5511 PT)
Used-car dealers (5521)
Tire battery, and accessory dealers (5531 PT)
Other auto and home supply stores (5531 PT)
Boat dealers (5511)
Recreational and utitlity trailer dealers (5561)
Motorcycle dealers (5571)
Automotive dealers, n.e.c. (5599)

Drug Stores

Drug stores (5912 PT)
Proprietary stores (5912 PT)

Eating and Drinking Places

Restaurants and lunchrooms (5812 PT)
Social caterers (5812 PT)
Cafeterias (5812 PT)
Refreshment places (5812 PT)
Contract feeding (5812 PT)
Ice Cream, frozen custard stands (5812 PT)
Drinking places (alcoholic beverages) (5813)

Food

Grocery stores (5441)
Freezer and locker meat provisioners (5422)
Meat market (5423 PT)
Fish (seafood) markets (5423 PT)
Fruit stores and vegetable markets (5431)
Candy, nut and confectionery stores (5411)
Dairy products stores (5451)
Retail bakeries—baking and selling (5462)
Retail bakeries—selling only (5463)
Miscellaneous food stores (5499)

Furniture, Home Furnishing and Equipment

Furniture stores (5712)
Floor covering stores (5713)
Drapery, curtain and upholstery stores (5714)
Miscellaneous home furnishing stores (5719)
Household appliance stores (5722)
Radio and television stores (5732)
Record shops (5733 PT)
Musical instrument stores (5733 PT)

Gasoline Service Stations

Gasoline service stations (5541)

General Merchandise

Department stores (5311)
Variety stores (5331)
Miscellaneous general merchandise stores (5399)

Lumber, Hardware

(Building Materials, Hardware, Garden Supply, and Mobile Home Dealers)

Lumber and other building material dealers (5211)
Paint, glass and wallpaper stores (5231)
Hardware stores (5251)
Retail nurseries, lawn and garden supply stores (5261)
Mobile home dealers (5271)

Miscellaneous Retail

Liquor stores (5921)
Used merchandise stores (5931)
General-line sporting goods stores (5941 PT)
Specialty-line sporting goods stores (5941 PT)
Book stores (5942)
Stationery stores (5943)
Jewelry stores (5944)
Hobby, toy and game shops (5945)
Camera and photographic supply stores (5946)
Gift, novelty and souvenir shops (5947)
Luggage and leather goods stores (5948)
Sewing, needlework and piece goods stores (5949)
General merchandise, n.e.c. — mail order (5961 PT)
Other mail order houses (5961 PT)
Automatic merchandising machine operators (5962)
Furniture, home furnishings, equipment — direct selling (5963 PT)
Mobile food service — direct selling (5963 PT)
Other direct selling (5963 PT)
Fuel and ice dealers, n.e.c. (5982)
Fuel-oil dealers (5983)
Liquefied petroleum gas (bottled gas) dealers (5984)
Florists (5992)
Cigar stores and stands (5993)
News dealers and newsstands (5994)
Pet shops (5999)
Typewriter stores (5999 PT)
Optical goods stores (5999 PT)
Other retail stores, n.e.c. (5999 PT)

METROPOLITAN STATISTICAL AREAS
(MSAs, PMSAs and CMSAs)

METROPOLITAN STATISTICAL AREAS are defined according to a set of detailed standards prepared by the Federal Committee on MSAs which advises the Office of Management and Budget. These standards are periodically reviewed in connection with each Decennial Census of Population.

The general concept underlying the MSA is that of a geographic area consisting of a large population nucleus together with adjacent communities which have a high degree of economic and social integration with that nucleus.

An MSA includes one city of at least 50,000 or more inhabitants *or* an urbanized area of at least 50,000 with total metropolitan population of at least 100,000. MSAs are defined in terms of entire counties; each MSA has one or more central counties, containing the area's main population concentration. In addition to the county (or counties) containing the main city (or cities), an MSA may also include outlying counties which have close economic and social relationships with the central counties. Such counties must meet certain standards regarding "metropolitan character," such as population density, and must have a specified level of commuting to the central county(ies). For example, counties with a commuting rate of 50 percent or more must have a population density of at least 25 persons per square mile. When the commuting rate is lower than this, the density requirement proportionately increases.

In the six New England states, however, MSAs are defined in terms of cities and towns rather than entire counties. Because smaller areas are used, the total MSA population requirement is reduced from 100,000 to 75,000.

The official title of an MSA always includes the state or states into which it extends and the name of the largest city in that MSA. It might include several cities — as many as three — all dependant upon relative and minimum populations of the central city and other cities in the MSA. When more than one city appears in the MSA title, they are usually ordered by their relative populations.

In total, there are 265 recognized MSAs and 21 CMSAs, consisting of 73 PMSAs. Most MSA definitions are not subject to change until after the next national census. However, a few new MSAs may be added each year, usually because additional cities have reached the 50,000 population level according to official population estimates.

An area with more than 1 million population may be defined as a **PRIMARY METROPOLITAN STATISTICAL AREA.** A PMSA is a large urbanized county or a cluster of counties that exhibit very strong social and economic links. Local opinion, obtained through Congressional delegation, is also a very strong factor in determining if an area will be designated a PMSA. The specific standards for defining PMSAs are as follows:

1. The area must include at least one county that has a population of more than 100,000;
2. At least 60 percent of this county's population must be classified as urban;
3. Less than 50 percent of its workers commute to jobs outside of the county.

The larger area of which all PMSAs are component parts is defined as a **CONSOLIDATED METROPOLITAN STATISTICAL AREA**.

MSAs in New England have been combined to form **NEW ENGLAND COUNTY METROPOLITAN AREAS (NECMA).**

The complete criteria used in defining metropolitan statistical areas can be obtained directly fom the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce, Washington, DC 20230.

METROPOLITAN STATISTICAL AREAS
(In alphabetical order by city)

Abilene, TX
(MSA)
Taylor County

Aguadilla, PR
(MSA)
Aguada Municipio
Aguadilla Municipio
Isabela Municipio
Moca Municipio

Akron, OH
(PMSA)
Portage County
Summit County
see also Cleveland-Akron-Lorain, OH CSMA

Albany, GA
(MSA)
Dougherty County
Lee County

Albany-Schenectady-Troy, NY
(MSA)
Albany County
Greene County
Montgomery County
Rensselaer County
Saratoga County
Schenectady County

Albuquerque, NM
(MSA)
Bernalillo County

Alexandria, LA
(MSA)
Rapides Parish

Allentown-Bethlehem, PA-NJ
(MSA)
Carbon County, PA
Lehigh County, PA
Northampton, PA
Warren County, NJ

Altoona, PA
(MSA)
Blair County

Amarillo, TX
(MSA)
Potter County
Randall County

Anaheim-Santa Ana, CA
(PMSA)
Orange County
see also Los Angeles-Anaheim-Riverside, CA CSMA.

Anchorage, AK
(MSA)
Anchorage Borough

Anderson, IN
(MSA)
Madison County

Anderson, SC
(MSA)
Anderson County

Ann Arbor, Mich.
Washtenaw County
see also Detroit-Ann Arbor, Mich. CSMA.

Anniston, AL
(MSA)
Calhoun County

Appleton-Oshkosh-Neenah, WI
(MSA)
Calumet County
Outagamie County
Winnebago County

Arecibo, PR
(MSA)
Arecibo Municipio
Camuy Municipio
Hatillo Municipio
Quebradillas Municipio

Asheville, NC
(MSA)
Buncombe County

Athens, GA
(MSA)
Clarke County
Jackson County
Madison County
Oconee County

Atlanta, GA
(MSA)
Barrow County
Butts County
Cherokee County
Clayton County
Cobb County
Coweta County
De Kalb County
Douglas County
Fayette County
Forsyth County
Fulton County
Gwinnett County
Henry County
Newton County
Paulding County
Rockdale County
Spalding County
Walton County

Atlantic City, NJ
(MSA)
Atlantic County
Cape May County

Augusta, GA-SC
(MSA)
Columbia County, Ga.
McDuffie County, GA
Richmond County, Ga.
Aiken County, SC

Aurora-Elgin, IL
(PMSA)
Kane County
Kendall County
see also Chicago-Gary Lake County, IL-IN-WI CMSA.

Austin, TX
(MSA)
Hays County
Travis County
Williamson County

Bakersfield, CA
(MSA)
Kern County

Baltimore, MD
(MSA)
Anne Arundel County
Baltimore County
Carrol County
Harford County
Howard County
Queen Anne's County
Baltimore city

Bangor, ME
(MSA)
●Penobscot County Bangor, Brewer, Eddington, Glenburn, Hampden, Hermon, Holden, Kenduskeag, Old Town City, Orono, Orrington, Veazie, Penobscot Indian Island Indian Reservation.
●Waldo County: Winterport town.

Baton Rouge, LA
(MSA)
Ascension Parish
East Baton Rouge Parish
Livingston Parish
West Baton Rouge Parish

Battle Creek, MI
(MSA)
Calhoun County

Beaumont-Port Arthur, TX
(MSA)
Hardin County
Jefferson County
Orange County

Beaver County, PA
(PMSA)
Beaver County
see also Pittsburgh-Beaver Valley, PA CMSA

Bellinham, WA
(MSA)
Whatcom County

Benton Harbor, MI
(MSA)
Berrien County

Bergen-Passaic, NJ
(PMSA)
Bergen County
Passaic County
see also New York-Northern New Jersey-Long Island, NY-NJ-CT CMSA.

Billings, MT
(MSA)
Yellowstone County

Biloxi-Gulfport, MS
(MSA)
Hancock County
Harrison County

Binghamton, NY
(MSA)
Broome County
Tioga County

Birmingham, AL
(MSA)
Blount County
Jefferson County
St. Clair County
Shelby County
Walker County

Bismarck, ND
(MSA)
Burleigh County
Morton County

Bloomington, IN
(MSA)
Monroe County

Bloomington-Normal, IL
(MSA)
McLean County

Boise City, ID
(MSA)
Ada County

Boston, MA
(PMSA)
●Bristol County: Mansfield, Norton and Raynham towns.
●Essex County: Lynn city; Lynnfield, Nahant and Saugus towns.
●Middlesex County: Cambridge, Everett, Malden, Marlborough, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Ayer, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Groton, Holliston,Hopkinton, Hudson, Lexington, Lincoln, Littleton, Maynard, Natick, North Reading, Reading, Sherbon, Shirley, Stoneham, Stow, Sudbury, Townsend, Wakefield, Watertown, Wayland, Weston, Wilmington and Winchester towns.
●Norfolk County: Quincy city; Belingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns.
●Plymouth County: Carver, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Lakeville, Marshfield, Middleborough, Norwell, Pembroke, Plymouth, Plympton, Rockland and Scituate towns.
●Suffolk County: Boston, Chelsea and Revere cities; Winthrop town.
●Worcester County: Berlin, Bolton, Harvard, Hopedale, Lancaster, Mendon, Milford, Southborough and Upton towns.
see also Boston-Lawrence-Salem, MA-NH CMSA

Boulder-Longmont, CO
(PMSA)
Boulder County
see also Denver-Boulder, CO CMSA

Bradenton, FL
(MSA)
Manatee County

Brazoria, TX
(PMSA)
Brazoria County
see also Houston-Galveston-Brazoria, TX CSMA

Bremerton, WA
(MSA)
Kitsap County

Bridgeport-Milford, CT
(PMSA)
●Fairfield County: Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford and Trumbull towns.
●New Haven County: Ansonia, Derby and Milford cities; Beacon Falls, Oxford and Seymour towns.
see also New York-Northern New Jersey-Long Island, NY-NJ-CT CMSA.

Bristol, CT
(PMSA)
●Hartford County: Bristol city; Burlington town.
●Litchfield County: Plymouth town.
see also Hartford-New Britain-Middleton, CT CMSA.

Brockton, MA
(PMSA)
●Bristol County: Easton town.
●Norfolk County: Avon town.
●Plymouth County: Brockton city; Abington, Bridgewater, East Bridgewater, Halifax, West Bridgewater and Whitman towns.
see also Boston-Lawrence-Salem, MA-NH CMSA.

Brownsville-Harlingen, TX
(MSA)
Cameron County

Bryan-College Station, TX
(MSA)
Brazos County

Buffalo, NY
(PMSA/CMSA)
Erie County
see also Buffalo-Niagara Falls, NY CMSA

Burlington, NC
(MSA)
Alamance County

Burlington, VT
(MSA)
●Chittenden County: Burlington, South Burlington and Winooski cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St. George, Shelburne and Williston towns.
●Franklin County: Georgia town.
●Grand Isle County: Grand Isle and South Hero towns.

Caguas, PR
(PMSA)
Aguas Buenas Municipio
Caguas Municipio
Cayey Municipio
Cidra Municipio
Gurabo Municipio
San Lorenzo Municipio
see also San Juan-Caguas, PR CMSA.

Canton, OH
(MSA)
Carroll County
Stark County

Casper, WY
(MSA)
Natrona County

Cedar Rapids, IA
(MSA)
Linn County

Champaign-Urbana-Rantoul, IL
(MSA)
Champaign County

Charleston, SC
(MSA)
Berkeley County
Charleston County
Dorchester County

Charleston, WV
(MSA)
Kanawha County
Putman County

Charlotte-Gastonia-Rock Hill, NC-SC
(MSA)
Carbarrus County, NC
Gaston County, NC
Lincoln County, NC
Mecklenburg County, NC
Rowan County, NC
Union County, NC
York County, SC

Charlottesville, VA
(MSA)
Albemarle County
Fluvanna County
Greene County
Charlottesville City

Chattanooga, TN-GA
(MSA)
Hamilton County, TN
Marion County, TN
Sequatchie County, TN
Catoosa County, GA
Dade County, GA
Walker County, GA

Cheyenne, WY
(MSA)
Laramie County

Chicago, IL
(PMSA/CMSA)
Cook County
DuPage County
McHenry County
see also Chicago-Gary Lake County CMSA.

Chico, CA
(MSA)
Butte County

Cincinnati, OH-KY-IN
(PMSA)
Clermont County, OH
Hamilton County, OH
Warren County, OH
Boone County, KY
Campbell County, KY
Kenton County, KY
Dearborn County, IN
see also Cincinnati-Hamilton CMSA.

Clarksville-Hopkinsville, TN-KY
(MSA)
Montgomery County, TN
Christian County, KY

Cleveland, OH
(PMSA/CMSA)
Cuyahoga County
Geauga County
Lake County
Medina County
see also Cleveland-Akron-Lorain, OH CMSA.

Colorado Springs, CO
(MSA)
El Paso County

Columbia, MO
(MSA)
Boone County

Columbia, SC
(MSA)
Lexington County
Richland County

Columbus, GA-AL
(MSA)
Chattahochee County, GA
Muscogee County, GA
Russell County, AL

Columbus, OH
(MSA)
Delaware County
Fairfield County
Franklin County
Licking County
Madison County
Pickaway County
Union County

Corpus Christi, TX
(MSA)
Nueces County
San Patricio County

Cumberland, MD-WV
(MSA)
Alleghany County, MD
Mineral County, WV

Dallas, TX
(PMSA/CMSA)
Collin County
Dallas County
Denton County
Ellis County
Kaufman County
Rockwall County
see also Dallas-Fort Worth CMSA.

Danbury, CT
(PMSA)
●Fairfield County: Danbury city; Bethel, Brookfield, New Fairfield, Newton, Redding, Ridgefield and Sherman towns.
●Lichtfield County: Bridgewater and New Milford towns.
see also New York, Northern New Jersey-Long Island CMSA.

Danville, VA
(MSA)
Pittsylvania County
Danville City

Davenport-Rock Island-Moline, IA-IL
(MSA)
Scott County, IA
Henry County, IL
Rock Island County, IL

Dayton-Springfield, OH
(MSA)
Clark County
Greene County
Miami County
Montgomery County
see also Dayton-Springfield, OH CMSA.

Daytona Beach, FL
(MSA)
Volusia County

Decatur, IL
(MSA)
Macon County

Denver, CO
(PMSA)
Adams County
Arapahoe County
Denver County
Douglas County
Jefferson County
see also Denver-Boulder CMSA.

Des Moines County, IA
(MSA)
Dallas County
Polk County
Warren County

Detroit, MI
(PMSA)
Lapeer County
Livingston County
Macomb County
Monroe County
Oakland County
St. Clair County
Wayne County
see also Detroit-Ann Arbor, MI CMSA.

Dothan, AL
(MSA)
Dale County
Houston County

Dubuque, IA
(MSA)
Dubuque County

Duluth, MN-WI
(MSA)
St. Louis County, MN
Douglas County, WI

Eau Claire, WI
(MSA)
Chippewa County
Eau Claire County

El Paso, TX
(MSA)
El Paso County

Elkhart-Goshen, IN
(MSA)
Elkhart County

Elmira, NY
(MSA)
Chemung County

Enid, OK
(MSA)
Garfield County

Erie, PA
(MSA)
Erie County

Eugene-Springfield, OR
(MSA)
Lane County

Evansville, IN-KY
(MSA)
Posey County, IN
Vanderburgh County, IN
Warrick County, IN
Henderson County, KY

Fall River, MA-RI
(PMSA)
●Bristol County, MA: Fall River city; Somerset Swansea and Westport towns.
●Newport County, RI: Little Compton and Tiverton towns.
see also Providence-Pawtucket-Fall River CMSA.

Fargo-Moorhead, ND-MN
(MSA)
Cass County, ND
Clay County, MN

Fayetteville, NC
(MSA)
Cumberland County

Fayetteville-Springdale, AR
(MSA)
Washington County

Fitchburg-Leominster, MA
(MSA)
●Middlesex County: Ashby town.
●Worcester County: Fitchburg and Leominster cities; Ashburnham, Lunenburg and Westminster towns.

Flint, MI
(MSA)
Genesee County

Florence, AL
(MSA)
Colbert County
Lauderdale County

Florence, SC
(MSA)
Florence County

Fort Collins-Loveland, CO
(MSA)
Larimer County

Fort Lauderdale-Hollywood-Pompano Beach, FL
(PMSA)
Broward County
see also Miami-Fort Lauderdale CMSA.

Fort Myers-Cape Coral, FL
(MSA)
Lee County

Fort Pierce, FL
(MSA)
Martin County
St. Lucie County

Fort Smith, AR-OK
(MSA)
Crawford County, AR
Sebastian County, AR
Sequoyah County, OK

Fort Walton Beach, FL
(MSA)
Okaloosa County

Fort Wayne, IN
(MSA)
Allen County
De Kalb County
Whitley County

Fort Worth-Arlington, TX
(PMSA)
Johnson County
Parker County
Tarrant County
see also Dallas-Fort Worth CMSA

Fresno, CA
(MSA)
Fresno County

Gadsden, AL
(MSA)
Etowah County

Gainesville, FL
(MSA)
Alachua County
Bradford County

Galveston-Texas City, TX
(PMSA)
Galveston County
see also Houston-Galveston-Brazoria CMSA

Gary-Hammond, IN
(PMSA)
Lake County
Porter County
see also Chicago-Gary-Lake County CMSA

Glens Falls, NY
(MSA)
Warren County
Washington County

Grand Forks, ND
(MSA)
Grand Forks County

Grand Rapids, MI
(MSA)
Kent County
Ottawa County

Great Falls, MT
(MSA)
Cascade County

Greeley, CO
(MSA)
Weld County

Green Bay, WI
(MSA)
Brown County

Greenboro-Winston-Salem-High Point, NC
(MSA)
Davidson County
Davie County
Forsyth County
Guilford County
Randolph County
Stokes County
Yadkin County

Greenville-Spartanburg, SC
(MSA)
Greenville County
Pickens County
Spartanburg County

Hagerstown, MD
(MSA)
Washington County

Hamilton-Middletown, OH
(PMSA)
Butler County
see also Cincinnati-Hamilton CMSA

Harrisburg-Lebanon-Carlisle, PA
(MSA)
Cumberland County
Dauphin County
Lebanon County
Perry County

Hartford, CT
(PMSA)
●Hartford County: Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns.
●Litchfield County: Barkhamsted and New Hartford towns.
●Middlesex County: East Haddam town.
●New London County: Colchester town.
●Tolland County: Andover, Bolton, Columbia Coventry, Ellington, Hebron, Somers, Stafford, Tolland, Vernon and Willington towns.
see also Hartford-New Britain-Middletown CMSA.

Hickory, NC
(MSA)
Alexander County
Burke County
Catawba County

Honolulu, HI
(MSA)
Honolulu County

Houma-Thibodaux, LA
(MSA)
Lafourche Parish
Terrebonne Parish

Houston, TX
(PMSA)
Fort Bend County
Harris County
Liberty County
Montgomery County
Waller County
see also Houston-Galveston-Brazoria, TX CMSA.

Huntington-Ashland, WV-KY-OH
(MSA)
Cabell County, WV
Wayne County, WV
Boyd County, KY
Carter County, KY
Greenup County, KY
Lawrence County, KY

Huntsville, AL
(MSA)
Madison County

Indianapolis, IN
(MSA)
Boone County
Hamilton County
Hancock County
Hendricks County
Johnson County
Marion County
Morgan County
Shelby County

Iowa City, IA
(MSA)
Johnson County

Jackson, MI
(MSA)
Jackson County

Jackson, MS
(MSA)
Hinds County
Madison County
Rankin County

Jackson, TN
(MSA)
Madison County

Jacksonville, FL
(MSA)
Clay County
Duval County
Nassau County
St. Johns County

Jacksonville, NC
(MSA)
Onslow County

Janesville-Beloit, WI
(MSA)
Rock County

Jersey City, NJ
(PMSA)
Hudson County
see also New York-Northern New Jersey-Long Island CMSA.

Johnson City-Kingsport-Bristol, TN-VA
(MSA)
Carter County, TN
Hawkins County, TN
Sullivan County, TN
Unicoi County, TN
Washington County, TN
Scott County, VA
Washington County, VA
Bristol city

Johnstown, PA
(MSA)
Cambria County
Somerset County

Joliet, IL
(PMSA)
Grundy County
Will County
see also Chicago-Gary-Lake County CMSA.

Joplin, MO
(MSA)
Jasper County
Newton County

Kalamazoo, MI
(MSA)
Kalamazoo County

Kankakee, IL
(MSA)
Kankakee County

Kansas City, MO-KS
(MSA)
Cass County, MO
Clay County, MO
Jackson County, MO
Lafayette County, MO
Platte County, MO
Ray County, MO
Johnson County, KS
Leavenworth County, KS
Miami County, KS
Wyandotte County, KS

Kenosha, WI
(PMSA)
Kenosha County
see also Chicago-Gary-Lake County CMSA

Kileen-Temple, TX
(MSA)
Bell County
Coryell County

Knoxville, TN
(MSA)
Anderson County
Blount County
Grainger County
Jefferson County
Knox County
Sevier County
Union County

Kokomo, IN
(MSA)
Howard County
Tipton County

La Crosse, WI
(MSA)
La Crosse County

Lafayette, LA
(MSA)
Lafayette Parish
St. Martin Parish

Lafayette-West Lafayette, IN
(MSA)
Tippecanoe County

Lake Charles, LA
(MSA)
Calcasieu Parish

Lake County, IL
(PMSA)
Lake County
see also Chicago-Gary-Lake County CMSA.

Lakeland-Winter Haven, FL
(MSA)
Polk County

Lancaster, PA
(MSA)
Lancaster County

Lansing-East Lansing, MI
(MSA)
Clinton County
Eaton County
Ingham County

Laredo, TX
(MSA)
Webb County

La Cruces, NM
(MSA)
Dona Ana County

Las Vegas, NV
(MSA)
Clark County

Lawrence, KS
(MSA)
Douglas County

Lawrence-Haverhill, MA-NH
(PMSA)
●Essex County, MA: Haverhill, Lawrence and Newburyport cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns.
●Rockingham County, NH: Atkinson, Brentwood, Danville, Derry, East Kingston, Hampstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns.
see also Boston-Lawrence-Salem, MA-NH CMSA.

Lawton, OK
(MSA)
Comanche County

Lewiston-Auburn, ME
(MSA)
●Androscoggin County: Auburn and Lewiston cities; Greene, Lisbon, Mechanic Falls, Poland and Sabattus towns.

Lexington-Fayette, KY
(MSA)
Bourbon County
Clark County
Fayette County
Jessamine County
Scott County
Woodford County

Lima, OH
(MSA)
Allen County
Auglaize County

Lincoln, NE
(MSA)
Lancaster County

Little Rock-North Little Rock, AR
(MSA)
Faulkner County
Lonoke County
Pulaski County
Saline County

Long Branch-Asbury Park, NJ
(see Monmouth-Ocean Counties, NJ PMSA)
see also New York-Northern New Jersey-Long Island CMSA

Longview-Marshall, TX
(MSA)
Gregg County
Harrison County

Lorain-Elyria, OH
(PMSA)
Lorain County
see also Cleveland-Akron-Lorain CMSA.

Los Angeles-Long Beach, CA
(PMSA)
Los Angeles County
see also Los Angeles-Anaheim-Riverside, CA CMSA.

Louisville, KY-IN
(MSA)
Bullitt County, KY
Jefferson County, KY
Oldham County, KY
Shelby County, KY
Clark County, IN
Floyd County, IN
Harrison County, IN

Lowell, MA-NH
(PMSA)
●Middlesex County, MA: Lowell city; Billerica, Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns.
●Hillsborough County, NH: Pelham town.
see also Boston-Lawrence-Salem CMSA.

Lubbock, TX
(MSA)
Lubbock County

Lynchburg, VA
(MSA)
Amherst County
Campbell County
Lynchburg city

Macon-Warner Robins, GA
(MSA)
Bibb County
Houston County
Jones County
Peach County

Madison, WI
(MSA)
Dane County

Manchester, NH
(MSA)
●Hillsborough County: Manchester city; Bedford and Goffstown towns.
●Merrimack County: Allenstown and Hooksett towns.
●Rockingham County: Auburn and Candia towns.

Mansfield, OH
(MSA)
Richland County

Mayaguez, PR
(MSA)
Anasco Municipio
Cabo Rojo Municipio
Hormigueros Municipio
Mayaguez Municipio
San German Municipio

McAllen-Edinburgh-Mission, TX
(MSA)
Hidalgo County

Medford, OR
(MSA)
Jackson County

Melbourne-Titusville-Palm Bay, FL
(MSA)
Brevard County

Memphis, TN-AR-MS
(MSA)
Shelby County, TN
Tipton County, TN
Crittenden County, AR
De Soto County, MS

Merced, CA
(MSA)
Merced County

Meriden, CT
(see New Haven-Meriden, CT)

Miami-Hialeah, FL
(PMSA)
Dade County
see also Miami-Fort Lauderdale CMSA

Middlesex-Somerset-Hunterdon, NJ
(PMSA)
Hunterdon County
Middlesex County
Somerset County
see also New York-Northern New Jersey-Long Island CMSA

Middletown, CT
(PMSA)
●Middlesex County: Middletown city; Cromwell, Curham, East Hampton, Haddam, Middlefield and Portland towns.
see also Hartford-New Britain-Middletown CMSA

Midland, TX
(MSA)
Midland County

Milwaukee, WI
(PMSA)
Milwaukee County
Ozaukee County
Washington County
Waukesha County
see also Milwaukee-Racine CMSA

Minneapolis-St. Paul, MN-WI
(MSA)
Anoka County, MN
Carver County, MN
Chisago County, MN
Dakota County, MN
Hennepin County, MN
Isanti County, MN
Ramsey County, MN
Scott County, MN
Washington County, MN
Wright County, MN
St. Croix County, WI

Mobile, AL
(MSA)
Baldwin County
Mobile County

Modesto, CA
(MSA)
Stanislaus County

Monmouth-Ocean, NJ
(PMSA)
Monmouth County
Ocean County
see also New York-Northern New Jersey-Long Island CMSA.

Monroe, LA
(MSA)
Ouachita Parish

Montgomery, AL
(MSA)
Autauga County
Elmore County
Montgomery County

Muncie, IN
(MSA)
Delaware County

Muskegon, MI
(MSA)
Muskegon County

Naples, FL
(MSA)
Collier County

Nashua, NH
(PMSA)
●Hillsborough County: Nashua city; Amherst, Brookline, Hollis, Hudson, Litchfield, Merrimack, Milford, Mount Vernon and Wilton towns.
●Rockingham County: Londonderry town.
see also Boston-Lawrence-Salem CMSA

Nashville, TN
(MSA)
Cheatham County
Davidson County
Dickson County
Robertson County
Rutherford County
Summer County
Williamson County
Wilson County

Nassau-Suffolk, NY
(PMSA)
Nassau County
Suffolk County
see also New York-Northern New Jersey-Long Island CMSA

New Bedford, MA
(MSA)
●Bristol County: New Bedford city; Acushnet, Dartmouth, Fairhaven and Freetown towns.
●Plymouth County: Marion, Mattapoisett and Rochester towns.

New Britain, CT
(PMSA)
●Hartford County: New Britain city; Berlin, Plainville and Southington towns.
see also Hartford-New Britain-Middletown CMSA

New Brunswick-Perth Amboy-Sayerville, NJ
●*(see Middlesex-Somerset-Hunterdon, NJ PMSA)*
see also New York-Northern New Jersey-Long Island CMSA.

New Haven-Meriden, CT
(MSA)
●Middlesex County: Clinton and Killingworth towns.
●New Haven County: Meriden, New Haven and West Haven cities; Bethany, Branford, Cheshire, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Wallingford and Woodbridge towns.

New London-Norwich, CT-RI
(MSA)
●New London County, CT: New London and Norwich cities; Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns.
●Windham County, CT: Cantebury town.
●Washington County, R.I.: Hopkinton and Westerly towns.

New Orleans, LA
(MSA)
Jefferson Parish
Orleans Parish
St. Bernard Parish
St. Charles Parish
St. John the Baptist Parish
St. Tammany Parish

New York, NY
(PMSA)
Bronx County
Kings County
New York County
Putnam County
Queens County
Richmond County
Rockland County
Westchester County
see also New York-Northern New Jersey-Long Island CMSA.

Newark, NJ
(PMSA)
Essex County
Morris County
Sussex County
Union County
see also New York-Northern New Jersey-Long Island CMSA.

Newark, OH
(See Columbus, OH)

Newburgh-Middletown, NY
(see Orange County, NY PMSA)
see also New York-Northern New Jersey-Long Island CMSA.

Newport News-Hampton, VA
(See Norfolk-Virginia Beach-Newport News, VA)
see also Buffalo-Niagara Falls CMSA

Niagara Falls, NY
(PMSA)
Niagara County
see also Buffalo-Niagara Falls CMSA.

Norfolk-Virginia Beach-Newport News, VA
(MSA)
Gloucester County
James City County
York County
Chesapeake City
Hampton City
Newport News City
Norfolk City
Poquoson City
Portsmouth City
Suffolk City
Virginia Beach City
Williamsburg City

Northeast Pennsylvania
(see Scranton-Wilkes Barre, PA)

Norwalk, CT
(PMSA)
●Fairfield County: Norwalk city; Weston, Westport and Wilton towns.
see also New York-Northern New Jersey-Long Island CMSA

Oakland, CA
(PMSA)
Alameda County
Contra Costa County
see also San Francisco-Oakland-San Jose CMSA.

Ocala, FL
(MSA)
Marion County

Odessa, TX
(MSA)
Ector County

Oklahoma City, OK
(MSA)
Canadian County
Cleveland County
Logan County
McClain County
Oklahoma County
Pottawattomie County, IA

Olympia, WA
(MSA)
Thurston County

Omaha, NE-IA
(MSA)
Douglas County, NE
Sarpy County, NE
Washington County, NE
Pottawattomie County, IA

Orange County, NY
(PMSA)
Orange County
see also New York-Northern New Jersey-Long Island CMSA.

Orlando, FL
(MSA)
Orange County
Osceola County
Seminole County

Owensboro, KY
(MSA)
Daviess County

Oxford-Ventura, CA
(PMSA)
Ventura County
see also Los Angeles-Anaheim-Riverside CMSA.

Panama City, FL
(MSA)
Bay County

Parkersburg-Marietta, WV-OH
(MSA)
Wood County, WV
Washington County, OH

Pascagoula, MS
(MSA)
Jackson County

Paterson-Clifton-Passaic, NJ
(see Bergen-Passaic, NJ PMSA)
see also New York-Northern New Jersey-Long Island CMSA

Pawtucket-Woonsocket-Attleboro, RI-MA
(PMSA)
●Bristol County, MA: Attleborough city; North Attleboro, Rehoboth and Seekonk towns.
●Norfolk County, MA: Plainville town.
●Worchester County, MA: Blackstone and Millville towns.
●Providence County, RI: Central Falls, Pawtucket and Woonsocket cities; Burrillville, Cumberland, Lincoln, North Smithfield and Smithfield towns.
see also Providence-Pawtucket-Fall River CMSA.

Pensacola, FL
(MSA)
Escambia County
Santa Rosa County

Peoria, IL
(MSA)
Peoria County
Tazewell County
Woodford County

Petersburg-Colonial Heights-Hopewell, VA
(See Richmond-Petersburg, VA)

Philadelphia, PA-NJ
(PMSA)
Bucks County, PA
Chester County, PA
Delaware County, PA
Montgomery County, PA
Philadelphia County, PA
Burlington County, NJ
Camden County, NJ
Gloucester County, NJ
see also Philadelphia-Wilmington-Trenton CMSA

Phoenix, AZ
(MSA)
Maricopa County

Pine Bluff, AR
(MSA)
Jefferson County

Pittsburgh, PA
(PMSA)
Allegheny County
Fayette County
Washington County
Westmoreland County
see also Pittsburgh-Beaver Valley CMSA.

Pittsfield, MA
(MSA)
- Berkshire County: Pittsfield city; Cheshire, Dalton,Hinsdale, Lanesborough, Lee, Lenox, Richmond and Stockbridge towns.

Ponce, PR
(MSA)
Juan Diaz Municipio
Ponce Municipio

Portland, ME
(MSA)
- Cumberland County: Portland, South Portland and Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Gray, North Yarmouth, Raymond, Scarborough, Standish, Windham and Yarmouth towns.
- York County: Buxton, Hollis and Old Orchard Beach towns.

Portland, OR
(PMSA)
Clackamas County
Multnomah County
Washington County
Yamhill County
see also Portland-Vancouver CMSA.

Portsmouth-Dover-Rochester, NH-ME
(MSA)
- Rockingham County, NH: Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns.
- Strafford County, NH: Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns.
- York County, ME: Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns.

Poughkeepsie, NY
(MSA)
Dutchess County

Providence, RI
(PMSA)
- Bristol County: Barrington, Bristol, and Warren towns.
- Kent County: Warwick city; Coventry, East Greenwich and West Warwick towns.
- Newport County: Jamestown.
- Providence County: Cranston, East Providence and Providence cities; Foster, Gloucester, Johnston, North Providence and Scituate towns.
- Washington County: Exeter, Narragansett, North Kingstown, Richmond and South Kingston towns.

see also Providence-Pawtucket-Fall River CMSA.

Provo-Grem, UT
(MSA)
UT County

Pueblo, CO
(MSA)
Pueblo County

Racine, WI
(PMSA)
Racine County
see also Milwaukee-Racine CMSA

Raleigh-Durham, NC
(MSA)
Durham County
Franklin County
Orange County
Wake County

Rapid City, SD
(MSA)
Pennington County

Reading, PA
(MSA)
Berks County

Redding, CA
(MSA)
Shasta County

Reno, NV
(MSA)
Washoe County

Richmond-Kennewick-Pasco, WA
(MSA)
Benton County
Franklin County

Richmond-Petersburg VA
(MSA)
Charles City County
Chesterfield County
Dinwiddie County
Goochland County
Hanover County
Henrico County
New Kent County
Powhatan County
Prince George County
Colonial Heights city
Hopewell city
Petersburg city
Richmond city

Riverside-San Bernardino, CA
(PMSA)
Riverside County
San Bernardino County
see also Los Angeles-Anaheim-Riverside CMSA.

Roanoke, VA
(MSA)
Botetourt County
Roanoke County
Roanoke city
Salem city

Rochester, MN
(MSA)
Olmsted County

Rochester, NY
(MSA)
Livingston County
Monroe County
Ontario County
Orleans County
Wayne County

Rockford, IL
(MSA)
Boone County
Winnebago County

Rock Hill, SC
(See Charlotte-Gastonia-Rock Hill, NC-SC)

Sacramento, CA
(MSA)
El Dorado County
Placer County
Sacramento County
Yolo County

Saginaw-Bay City-Midland, MI
(MSA)
Bay County
Midland County
Saginaw County

St. Cloud, MN
(MSA)
Benton County
Sherburne County
Stearns County

St. Joseph, MO
(MSA)
Buchanan County

St. Louis, MO-IL
(MSA)
Franklin County, MO
Jefferson County, MO
St. Charles County, MO
St. Louis County, MO
St. Louis city, MO
Clinton County, IL
Jersey County, IL
Madison County, IL
Monroe County, IL
St. Clair County, IL

Salem, OR
(MSA)
Marion County
Polk County

Salem-Gloucester, MA
(PMSA)
- Essex County: Beverly, Gloucester, Peabody and Salem cities; Danvers, Essex, Hamilton,Ipswich, Manchester, Marblehead, Middleton, Rockport, Rowley, Swampscott, Topsfield and Wenham towns.

see also Boston-Lawrence-Salem CMSA.

Salinas-Seaside-Monterey, CA
(MSA)
Monterey County

Salisbury-Concord, NC
(See Charlotte-Gastonia-Rock Hill, NC-SC)

Salt Lake City-Ogden, UT
(MSA)
Davis County
Salt Lake County
Weber County

San Angelo, TX
(MSA)
Tom Green County

San Antonio, TX
(MSA)
Bexer County
Comal County
Guadalupe County

San Diego, CA
(MSA)
San Diego County

San Francisco, CA
(PMSA)
Marin County
San Francisco County
San Mateo County
see also San Francisco-Oakland-San Jose CMSA.

San Jose, CA
(PMSA)
Santa Clara County
see also San Francisco-Oakland-San Jose CMSA.

San Juan, PR
(PMSA)
Barceloneta Municipio
Bayamon Municipio
Canovanas Municipio
Carolina Municipio
Catano Municipio
Corozal Municipio
Dorado Municipio
Fajardo Municipio
Florida Municipio
Guaynabo Municipio
Humacao Municipio
Juncos Municipio
Las Piedras Municipio
Loiza Municipio
Luquillo Municipio
Manati Municipio
Naranjito Municipio
Rio Grande Municipio
San Juan Municipio
Toa Alta Municipio
Toa Baga Municipio
Trujillo Municipio
Vega Alta Municipio
Vega Baja Municipio
see also San Juan-Caguas CMSA.

Santa Barbara-Santa Maria-Lompoc, CA
(MSA)
Santa Barbara County

Santa Cruz, CA
(PMSA)
Santa Cruz County
see also San Francisco-Oakland-San Jose CMSA.

Santa Fe, NM
(MSA)
Los Alamos County
Santa Fe County

Santa Rosa-Petaluma, CA
(PMSA)
Sonoma County
see also San Francisco-Oakland-San Jose CMSA.

Sarasota, FL
(MSA)
Sarasota County

Savannah, GA
(MSA)
Chatham County
Effingham County

Scranton-Wilkes-Barre, PA
(MSA)
Columbia County
Lackawanna County
Luzerne County
Monroe County
Wyoming County

Seattle, WA
(PMSA)
King County
Snohomish County
see also Seattle-Tacoma CMSA.

Sharon, PA
(MSA)
Mercer County

Sheboygan, WI
(MSA)
Sheboygan County

Sherman-Denison, TX
(MSA)
Grayson County

Shreveport, LA
(MSA)
Bossier Parish
Caddo Parish

Sioux City, IA-NE
(MSA)
Woodbury County, IA
Dakota County, NE

Sioux Falls, SD
(MSA)
Minnehaha County

South Bend-Mishawaka, IN
(MSA)
St. Joseph County

Spokane, WA
(MSA)
Spokane County

Springfield, IL
(MSA)
Menard County
Sangamon County

Springfield, MA
(MSA)
- Hampden County: Chicopee, Holyoke, Springfield and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Montgomery, Palmer, Russell, Southwick, West Springfield and Wibraham towns.
- Hampshire County: Northhampton city; Belchertown, Easthampton, Granby, Huntington, Southampton and South Hadley towns.

Sringfield, MO
(MSA)
Christian County
Greene County

Springfield, OH
(See Dayton-Springfield, OH)

Stamford, CT
(PMSA)
- Fairfield County: Stamford city; Darien, Greenwich and New Canaan towns.

see also New York-Northern New Jersey-Long Island CMSA.

State College, PA
(MSA)
Centre County

Steubenville-Weirton, OH-WV
(MSA)
Jefferson County, OH
Brooke County, WV
Hancock County, WV

Stockton, CA
(MSA)
San Joaquin County

Syracuse, NY
(MSA)
Madison County
Onondaga County
Oswego County

Tacoma, WA
(PMSA)
Pierce County
see also Seattle-Tacoma CMSA

Tallahassee, FL
(MSA)
Gadsen County
Leon County

Tampa-St. Petersburg-Clearwater, FL
(MSA)
Hernando County
Hillsborough County
Pasco County
Pinellas County

Terre Haute, IN
(MSA)
Clay County
Vigo County

Texarkana, TX-AR
(MSA)
Bowie County, TX
Miller County, AR

Toledo, OH
(MSA)
Fulton County
Lucas County
Wood County

Topeka, KS
(MSA)
Shawnee County

Trenton, NJ
(PMSA)
Mercer County
see also Philadelphia-Wilmington-Trenton CMSA.

Tucson, AZ
(MSA)
Pima County

Tulsa, OK
(MSA)
Creek County
Osage County
Rogers County
Tulsa County
Wagoner County

Tuscaloosa, AL
(MSA)
Tuscaloosa County

Tyler, TX
(MSA)
Smith County

Utica-Rome, NY
(MSA)
Herkimer County
Oneida County

Vallejo-Fairfield-Napa, CA
(PMSA)
Napa County
Solano County
see also San Francisco-Oakland-San Jose CMSA.

Vancouver, WA
(PMSA)
Clark County
see also Portland-Vancouver CMSA.

Victoria, TX
(MSA)
Victoria County

Vineland-Millville-Bridgeton, NJ
(PMSA)
Cumberland County
see also Philadelphia-Wilmington-Trenton CMSA.

Visalia-Tulare-Porterville, CA
(MSA)
Tulare County

Waco, TX
(MSA)
McLennan County

Washington, DC-MD-VA
(MSA)
District of Columbia
Calvert County, MD
Charles County, MD
Frederick County, MD
Montgomery County, MD
Prince George's County, MD
Arlington County, VA
Fairfax County, VA
Loudoun County, VA
Prince William County, VA
Stafford County, VA
Alexandria city, VA
Fairfax city, VA
Fall Church city, VA
Manassas city, VA
Manassas Park city, VA

Waterbury, CT
(MSA)
Litchfield County: Bethlehem, Thomaston, Watertown and Woodbury towns.
●New Haven County: Waterbury city; Naugatuck borough; Middlebury, Prospect, Southbury and Wolcott towns.

Waterloo-Cedar Falls, IA
(MSA)
Black Hawk County
Bremer County

Wausau, WI
(MSA)
Marathon County

West Palm Beach-Boca Raton-Delray Beach, FL
(MSA)
Palm Beach County

Wheeling, WV-OH
(MSA)
Marshall County, WV
OH County, WV
Belmont County, OH

Wichita, KS
(MSA)
Butler County
Harvey County
Sedgwick County

Wichita Falls, TX
(MSA)
Wichita County

Williamsport, PA
(MSA)
Lycoming County

Wilmington, DE-NJ-MD
(PMSA)
New Castle County, DE
Salem County, NJ
Cecil County, MD
see also Philadelphia-Wilmington-Trenton CMSA.

Wilmington, NC
(MSA)
New Hanover County

Worcester, MA
(MSA)
●Worcester County: Worcester city; Auburn, Barre, Boylston, Brookfield, Charlton, Clinton, Douglas, Dudley, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Princeton, Rutland, Shrewsbury, Spencer, Sterling, Sutton, Uxbridge, Webster, Westborough and West Boylston towns.

Yakima, WA
(MSA)
Yakima County

York, PA
(MSA)
Adams County
York County

Youngstown-Warren, OH
(MSA)
Mahoning County
Trumbull County

Yuba City, CA
(MSA)
Sutter County
Yuba County

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

(In alphabetical order by city)

Boston-Lawrence-Salem, MA-NH CMSA: Includes Boston, MA PMSA; Brockton, MA PMSA; Lawrence-Haverhill, MA-NH PMSA; Lowell, MA-NH PMSA; Nashua NH PMSA; and Salem-Gloucester, MA PMSA.

Buffalo-Niagara Falls, NY CMSA: Includes Buffalo, NY PMSA; and Niagara Falls, NY PMSA.

Chicago-Gary-Lake County, IL-IN-WI CMSA: Includes Aurora-Elgin, IL PMSA; Chicago, IL PMSA; Gary-Hammond, IN PMSA; Joliet, IL PMSA; Kenosha, WI PMSA; Lake County, IL PMSA.

Cincinnati-Hamilton, OH-KY-IN CMSA: Includes Cincinnati, OH-KY-IN PMSA; Hamilton-Middletown, OH PMSA.

Cleveland-Akron-Lorain, OH CMSA: Includes Akron, OH PMSA; Cleveland, OH PMSA; and Lorain-Elyria, OH PMSA.

Dallas-Fort Worth, TX CMSA: Includes Dallas, TX PMSA; and Fort Worth-Arlington, TX PMSA.

Denver-Boulder, CO CMSA: Includes Boulder-Longmont, CO PMSA; and Denver CO PMSA.

Detroit-Ann Arbor, MI CMSA: Includes Ann Arbor, MI PMSA; and Detroit, MI PMSA.

Hartford-New Britain-Middletown, CT CMSA: Includes Bristol, CT PMSA; Hartford, CT PMSA; Middletown, CT PMSA; and New Britain, CT PMSA.

Houston-Galveston-Brazoria, TX CMSA: Includes Brazoria, TX PMSA; Galveston-Texas City, TX PMSA; and Houston, TX PMSA.

Los Angeles-Anaheim-Riverside, CA CMSA: Includes Anaheim-Santa Ana, CA PMSA; Los Angeles-Long Beach, CA PMSA; Oxnard-Ventura, CA PMSA; and Riverside-San Bernadino, CA PMSA.

Miami-Fort Lauderdale, FL CMSA: Includes Fort Lauderdale-Hollywood-Pompano Beach, FL PMSA; and Miami-Hialeah, FL PMSA.

Milwaukee-Racine, WI CMSA: Includes Milwaukee, WI PMSA; Racine, WI PMSA.

New York-Northern New Jersey-Long Island, NY-NJ-CT CMSA: Includes Bergen-Passaic, NJ PMSA; Bridgeport-Milford, CT PMSA; Danbury, CT PMSA; Jersey City, NJ PMSA; Middlesex-Somerset-Hunterdon, NJ PMSA; Monmouth-Ocean, NJ PMSA; Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Norwalk, CT PMSA; Orange County, NY PMSA; and Stamford, CT PMSA.

Philadelphia-Wilmington-Trenton, PA-NJ-DE-MD CMSA: Includes Philadelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millville-Bridgeton, NJ PMSA, and Wilmington, DE-NJ-MD PMSA.

Pittsburgh-Beaver Valley, PA CMSA: Includes Beaver County, PA PMSA; and Pittsburgh, PA PMSA.

Portland-Vancouver, OR-WA CMSA: Includes Portland, OR PMSA; Vancouver, WA PMSA.

Providence-Pawtucket-Fall River, RI-MA CMSA: Includes Fall River, MA-RI PMSA; Pawtucket-Woonsocket-Attleboro RI-MA PMSA; and Providence, RI PMSA.

San Francisco-Oakland-San Jose, CA CMSA: Includes Oakland, CA PMSA; San Francisco, CA PMSA; San Jose, CA PMSA; Santa Cruz, CA PMSA; Santa Rosa-Petaluma, CA PMSA; and Vallejo-Fairfield-Napa, CA PMSA.

San Juan-Caguas, PR CMSA: Includes Caguas, PR PMSA; and San Juan, PR PMSA.

Seattle-Tacoma, WA CMSA: Includes Seattle, WA PMSA; and Tacoma, WA PMSA.

NEW ENGLAND COUNTY METROPOLITAN AREAS

(In alphabetical order by city)

Bangor, ME
(NECMA)
Penobscot County

Boston-Lawrence-Salem-Lowell-Brockton, MA
(NECMA)
Essex County
Middlesex County
Norfolk County
Plymouth County
Suffolk County

Bridgeport-Stamford-Norwalk-Danbury, CT
(NECMA)
Fairfield County

Burlington, VT
(NECMA)
Chittenden County
Grand Isle County

Hartford-New Britain-Middletown-Bristol, CT
(NECMA)
Hartford County
Middlesex County
Tolland County

Lewiston-Auburn, ME
(NECMA)
Androscoggin County

Manchester-Nashua, NH
(NECMA)
Hillsborough County

New Bedford-Fall River-Attleboro, MA
(NECMA)
Bristol County

New Haven-Waterbury-Meriden, CT
(NECMA)
New Haven County

New London-Norwich, CT
(NECMA)
New London County

Pittsfield, MA
(NECMA)
Berkshire County

Portland, ME
(NECMA)
Cumberland County

Portsmouth-Dover-Rochester, NH
(NECMA)
Rockingham County
Strafford County

Providence-Pawtucket-Woonsocket, RI
(NECMA)
Bristol County
Kent County
Providence County
Washington County

Springfield, MA
(NECMA)
Hampden County
Hampshire County

Worcester-Fitchburg-Leominster, MA
(NECMA)
Worcester County

EDITOR & PUBLISHER'S MARKET RANKINGS

Leading U.S. cities, counties and metropolitan statistical areas ranked according to EDITOR & PUBLISHER estimates for 1988

This year *Editor & Publisher* has once again compiled market-ranking tables to help advertising and marketing executives plan programs for the coming year. These tables have been a feature of the *E&P Market Guide* since they first appeared in the 1964 edition.

The rankings, based on *E&P* estimates for 1988, are shown for: population, disposable personal income, income per household and total retail sales, as they have been since 1964.

This year, we have also added new ranking tables — at the MSA and county level — for the nine categories that make up *total retail sales,* and they are as follows: lumber/hardware, general merchandise, food, auto, gasoline, apparel, furniture, eat/drink and drugs.

Rankings are provided for all cities or communities in the United States in which newspapers are published on a daily basis, for all counties whether daily newspapers are published in them or not, and for all metropolitan statistical areas in the United States, as defined by the Office of Management and Budget.

The tables are tabulated by computer and are based on the 1980 U.S. Census and the 1982 Census of Business, and 1988 research estimates by E&P Research, Inc.

MSA RANKINGS

POPULATION ESTIMATES

1	NEW YORK, NY	8,449,667
2	LOS ANGELES, CA	8,377,161
3	CHICAGO, IL	6,174,544
4	PHILADELPHIA, PA-NJ	4,848,893
5	DETROIT, MI	4,272,196
6	BOSTON, MA	3,767,491
7	WASHINGTON, DC-MD-VA	3,584,457
8	HOUSTON, TX	3,350,941
9	NASSAU-SUFFOLK, NY	2,753,677
10	ATLANTA, GA	2,630,015
11	DALLAS, TX	2,478,045
12	ST. LOUIS, MO-IL	2,468,035
13	ANAHEIM-SANTA ANA, CA	2,369,407
14	MINNEAPOLIS-ST. PAUL, MN	2,347,088
15	BALTIMORE, MD	2,328,483
16	SAN DIEGO, CA	2,247,863
17	PITTSBURGH, PA	2,198,649
18	OAKLAND, CA	2,062,500
19	RIVERSIDE-SAN BERNARDINO, CA	2,054,435
20	TAMPA-ST. PETERSBURG-CLEARWATER, FL	2,014,319
21	PHOENIX, AZ	1,919,238
22	CLEVELAND, OH	1,878,866
23	NEWARK, NJ	1,878,010
24	MIAMI-HIALEAH, FL	1,827,891
25	SEATTLE, WA	1,798,378
26	DENVER, CO	1,739,385
27	SAN FRANCISCO, CA	1,628,181
28	KANSAS CITY, MO-KS	1,524,435
29	SAN JOSE, CA	1,509,423
30	CINCINNATI, OH-KY-IN	1,445,419
31	MILWAUKEE, WI	1,416,751
32	NEW ORLEANS, LA	1,383,440
33	SACRAMENTO, CA	1,355,782
34	NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA	1,350,097
35	COLUMBUS, OH	1,333,594
36	SAN ANTONIO, TX	1,303,921
37	BERGEN-PASSAIC, NJ	1,303,453
38	FORT WORTH-ARLINGTON, TX	1,250,626
39	INDIANAPOLIS, IN	1,233,475
40	FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH, FL	1,230,188
41	PORTLAND, OR	1,172,105
42	HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL, CT	1,111,880
43	CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	1,110,273
44	SALT LAKE CITY-OGDEN, UT	1,095,004
45	ROCHESTER, NY	1,026,050
46	BUFFALO, NY	989,729
47	MIDDLESEX-SOMERSET-HUNTERDON, NJ	974,436
48	OKLAHOMA CITY, OK	972,532
49	LOUISVILLE, KY-IN	969,596
50	ORLANDO, FL	957,776
51	MEMPHIS, TN-AR-MS	955,571
52	MONMOUTH-OCEAN, NJ	953,967
53	NASHVILLE, TN	945,135
54	GREENSBORO-WINSTON-SALEM-HIGH POINT, NC	938,069
55	DAYTON-SPRINGFIELD, OH	932,352
56	BIRMINGHAM, AL	916,485
57	PROVIDNCE-PAWTUCKET-WOONSOCKET, RI	902,254
58	ALBANY-SCHENECTADY-TROY, NY	863,023
59	JACKSONVILLE, FL	861,902
60	RICHMOND-PETERSBURG, VA	838,617
61	BRIDGEPORT-STAMFORD-NORWALK-, CT	828,709
62	HONOLULU, HI	826,303
63	WEST PALM BEACH-BOCA RATON-DELRAY BEACH, FL	817,902
64	NEW HAVEN-WATERBURY-MERIDEN, CT	790,214
65	SCRANTON-WILKES-BARRE, PA	742,027
66	TULSA, OK	727,650
67	AUSTIN, TX	704,703
68	RALEIGH-DURHAM, NC	673,720
69	SYRACUSE, NY	671,979
70	WORCESTER-FITCHBURG-LEOMINSTER, MA	662,621
71	ALLENTOWN-BETHLEHEM, PA-NJ	661,750
72	OXNARD-VENTURA, CA	658,530
73	GRAND RAPIDS, MI	655,826
74	AKRON, OH	649,036
75	TUCSON, AZ	642,385
76	GREENVILLE-SPARTANBURG, SC	628,206
77	OMAHA, NE-IA	625,076
78	KNOXVILLE, TN	616,105
79	TOLEDO, OH	615,455
80	FRESNO, CA	604,560
81	LAS VEGAS, NV	602,910
82	GARY-HAMMOND, IN	595,333
83	SPRINGFIELD, MA	590,764
84	HARRISBURG-LEBANON-CARLISLE, PA	590,051
85	BATON ROUGE, LA	589,912
86	EL PASO, TX	565,798
87	WILMINGTON, DE-NJ-MD	558,391
88	JERSEY CITY, NJ	544,794
89	TACOMA, WA	539,123
90	YOUNGSTOWN-WARREN, OH	516,667
91	LITTLE ROCK-NORTH LITTLE ROCK, AR	514,393
92	CHARLESTON, SC	513,972
93	BAKERSFIELD, CA	504,447
94	MOBILE, AL	487,814
95	NEW BEDFORD-FALL RIVER-ATTLEBORO, MA	485,320
96	ALBUQUERQUE, NM	482,118
97	LAKE COUNTY, IL	481,702
98	COLUMBIA, SC	464,709
99	JOHNSN CITY-KINGSPORT-BRISTOL, TN-VA	459,962
100	WICHITA, KS	445,262
101	FLINT, MI	429,044
102	CHATTANOOGA, TN-GA	428,517
103	LANSING-EAST LANSING, MI	426,574
104	STOCKTON, CA	420,274
105	SAGINAW-BAY CITY-MIDLAND, MI	410,932
106	YORK, PA	405,519
107	BEAUMONT-PORT ARTHUR, TX	405,165
108	CANTON, OH	402,027
109	LANCASTER, PA	401,780
110	JACKSON, MS	399,060
111	VALLEJO-FAIRFIELD-NAPA, CA	398,499
112	AUGUSTA, GA-SC	392,631
113	DAVENPORT-ROCK ISLAND-MOLINE, IA-IL	386,087
114	CORPUS CHRISTI, TX	383,244
115	DES MOINES, IA	381,681
116	SHREVEPORT, LA	379,835
117	JOLIET, IL	379,144
118	COLORADO SPRINGS, CO	378,677
119	MCALLEN-EDINBURG-MISSION, TX	377,076
120	SANTA ROSA-PETALUMA	373,666
121	SANTA BARBARA-SANTA MARIA-LOMPOC, CA	364,675
122	LAKELAND-WINTER HAVE	362,426
123	SPOKANE, WA	360,792
124	MELBOURNE-TITUSVILLE-PALM BAY, FL	359,588
125	PEORIA, IL	355,574
126	FORT WAYNE, IN	348,618
127	MADISON, WI	347,455
128	AURORA-ELGIN, IL	342,578
129	PENSACOLA, FL	341,622
130	HUNTINGTON-ASHLAND, WV	340,314
131	SALINAS-SEASIDE-MONTEREY, CA	339,074
132	LEXINGTON-FAYETTE, KY	335,580
133	PORTSMOUTH-DOVER-ROCHESTER, NH	333,772
134	ATLANTIC CITY, NJ	327,389
135	TRENTON, NJ	327,059
136	UTICA-ROME, NY	326,936
137	DAYTONA BEACH, FL	323,416
138	READING, PA	323,093
139	MANCHESTER-NASHUA, NH	317,962
140	MODESTO, CA	313,638
141	APPLETON-OSHKOSH-NEENAH, WI	309,772
142	MONTGOMERY, AL	296,806
143	VISALIA-TULARE-PORTERVILLE, CA	287,962
144	EVANSVILLE, IN-KY	286,978
145	ERIE, PA	286,468
146	MACON-WARNER ROBINS	284,957
147	FORT MEYERS-CAPE CORAL, FL	284,627
148	ROCKFORD, IL	282,515
149	ORANGE COUNTY, NY	278,414
150	HAMILTON-MIDDLETOWN	273,551
151	CHARLESTON, WV	271,113
152	ANN ARBOR, MI	268,666
153	BINGHAMTON, NY	266,296
154	EUGENE-SPRINGFIELD, O	265,821
155	LORAIN-ELYRIA, OH	265,351
156	SARASOTA, FL	263,567
157	PROVO-OREM, UT	261,130
158	BROWNSVILLE-HARLINGEN, TX	258,239
159	FAYETTEVILLE, NC	257,311
160	POUGHKEEPSIE, NY	257,230
161	NEW LONDON-NORWICH, CT	256,261
162	SALEM, OR	255,895
163	COLUMBUS, GA-AL	251,481
164	DULUTH, MN-WI	250,461
165	JOHNSTOWN, PA	248,583
166	SOUTH BEND-MISHAWAKA, IN	239,109
167	SAVANNAH, GA	238,607
168	BOULDER-LONGMONT, CO	237,508
169	KILLEEN-TEMPLE, TX	235,667
170	PORTLAND, ME	235,043
171	SANTA CRUZ, CA	232,714
172	ANCHORAGE, AK	229,627
173	SPRINGFIELD, MO	229,193
174	TALLAHASSEE, FL	228,698
175	GALVESTON-TEXAS CITY, TX	228,075
176	ROANOKE, VA	227,211
177	HUNTSVILLE, AL	226,861
178	FORT PIERCE, FL	226,308
179	LUBBOCK, TX	225,989
180	HICKORY, NC	225,614
181	RENO, NV	224,171
182	LAFAYETTE, LA	222,257
183	KALAMAZOO, MI	218,153
184	VANCOUVER, WA	217,861
185	NIAGARA FALLS, NY	212,486
186	GAINESVILLE, FL	209,497
187	LINCOLN, NE	207,672
188	BILOXI-GULFPORT, MS	204,809
189	AMARILLO, TX	201,340
190	BOISE CITY, ID	198,168
191	BRAZORIA, TX	195,405
192	BEAVER COUNTY, PA	194,799

193	HOUMA-THIBODAUX, LA	194,645
194	WACO, TX	193,073
195	SPRINGFIELD, IL	191,795
196	GREEN BAY, WI	191,783
197	BRADENTON, FL	189,743
198	YAKIMA, WA	187,011
199	ST. CLOUD, MN	186,697
200	WHEELING, WV-OH	185,847
201	FORT SMITH, AR-OK	182,128
202	FORT COLLINS-LOVELAND,CO	180,270
203	BREMERTON,WA	180,253
204	LONGVIEW-MARSHALL, TX	179,967
205	OCALA, FL	177,706
206	LAKE CHARLES, LA	176,020
207	CHICO, CA	175,546
208	CHAMPAIGN-URBANA-RANTOUL, IL	174,489
209	RACINE, WI	173,308
210	ASHEVILLE, NC	172,119
211	CEDAR RAPIDS, IA	170,683
212	MERCED, CA	166,142
213	WATERLOO-CEDAR FALLS,IA	163,965
214	PARKERSBURG-MARIETTA, WV-OH	160,498
215	TYLER, TX	159,000
216	BENTON HARBOR, MI	158,683
217	TOPEKA, KS	157,485
218	RICHLAND-KENNEWICK-PASCO, WA	156,332
219	CLARKSVILLE-HOPKINSVILLE, TN-KY	155,896
220	MUSKEGON, MI	154,649
221	STEUBENVILLE-WEIRTON, OH-WV	154,532
222	LIMA, OH	153,757
223	OLYMPIA, WA	152,753
224	ELKHART-GOSHEN, IN	150,587
225	ODESSA, TX	147,711
226	MONROE, LA	147,534
227	FARGO-MOORHEAD, ND-MN	146,048
228	LYNCHBURG, VA	145,631
229	ANDERSON, SC	144,705
230	JACKSON, MI	144,416
231	FORT WALTON BEACH, FL	144,236
232	BANGOR, ME	143,795
233	ALEXANDRIA, LA	143,253
234	PITTSFIELD, MA	142,739
235	TUSCALOOSA, AL	141,528
236	ATHENS, GA	141,183
237	JANESVILLE-BELOIT, WI	141,100
238	MEDFORD, OR	140,227
239	EAU CLAIRE, WI	140,060
240	FLORENCE, AL	138,998
241	JOPLIN, MO	138,763
242	BURLINGTON, VT	137,611
243	BRYAN-COLLEGE STATION, TX	136,794
244	GREELEY, CO	136,106
245	VINELAND-MILLVILLE-BRIDGETON, NJ	135,929
246	REDDING, CA	135,537
247	ALTOONA, PA	135,441
248	TERRE HAUTE, IN	133,275
249	BATTLE CREEK, MI	133,057
250	ANDERSON, IN	132,331
251	PUEBLO, CO	130,440
252	MANSFIELD, OH	129,812
253	ANNISTON, AL	129,491
254	BLOOMINGTON-NORMAL,IL	129,340
255	DECATUR,IL	128,603
256	LAFAYETTE-WEST LAFAYETTE, IN	127,785
257	SHARON, PA	127,570
258	DOTHAN, AL	127,085
259	PASCAGOULA, MS	127,000
260	WICHITA FALLS, TX	125,917
261	LAREDO, TX	125,883
262	ABILENE, TX	125,693
263	SIOUX FALLS, SD	125,155
264	JACKSONVILLE, NC	125,096
265	CHARLOTTESVILLE, VA	124,972
266	BILLINGS, MT	124,225
267	LAWTON, OK	123,276
268	TEXARKANA, TX-TEXARKANA, AR	122,959
269	MUNCIE, IN	122,692
270	LAS CRUCES, NM	122,389
271	NAPLES, FL	122,197
272	KENOSHA, WI	121,662
273	STATE COLLEGE, PA	121,054
274	ALBANY, GA	120,987
275	SIOUX CITY, IA-NE	120,191
276	PANAMA CITY, FL	119,725
277	FLORENCE, SC	119,296
278	WILMINGTON, NC	118,562
279	BELLINGHAM, WA	117,576
280	WILLIAMSPORT, PA	117,512
281	YUBA CITY, CA	115,816
282	WAUSAU, WI	114,052
283	GLENS FALLS, NY	113,844
284	MIDLAND, TX	113,766
285	DANVILLE, VA	112,447
286	SANTA FE, NM	111,764
287	HAGERSTOWN, MD	111,544
288	FAYETTEVILLE-SPRINGDALE, AR	109,411
289	COLUMBIA, MO	109,036
290	BLOOMINGTON, IN	107,356
291	BURLINGTON, NC	106,775
292	CUMBERLAND, MD-WV	104,832
293	GADSDEN, AL	104,764
294	ROCHESTER, MN	102,593
295	LEWISTON-AUBURN, ME	101,787
296	SHEBOYGAN, WI	101,709
297	KOKOMO, IN	100,186
298	KANKAKEE, IL	97,789
299	SAN ANGELO, TX	97,639
300	LA CROSSE, WI	97,184
301	SHERMAN-DENISON, TX	96,934
302	ELMIRA, NY	95,256
303	PINE BLUFF, AR	91,287
304	DUBUQUE, IA	91,058
305	BISMARCK, ND	90,992
306	IOWA CITY, IA	90,346
307	OWENSBORO, KY	89,270
308	ST. JOSEPH, MO	86,023
309	GREAT FALLS, MT	81,472
310	JACKSON, TN	79,969
311	VICTORIA, TX	77,183
312	CASPER, WY	74,640
313	RAPID CITY, SD	74,422
314	CHEYENNE, WY	72,292
315	LAWRENCE, KS	72,160
315	GRAND FORKS, ND	71,111
317	ENID, OK	62,848

DISPOSABLE INCOME
(thousands)

1	NEW YORK, NY	145,861,221
2	LOS ANGELES, CA	94,736,879
3	CHICAGO, IL	88,472,565
4	WASHINGTON, DC	82,886,408
5	PHILADELPHIA, PA	72,321,892
6	BOSTON, MA	69,713,319
7	DETROIT, MI	60,936,133
8	NASSAU-SUFFOLK, NY	55,092,250
9	ANAHEIM-SANTA ANA, CA	52,965,213
10	HOUSTON, TX	52,568,696
11	DALLAS, TX	39,180,518
12	OAKLAND, CA	38,685,191
13	SAN DIEGO, CA	38,134,422
14	SAN JOSE, CA	37,060,032
15	MPLS-ST. PAUL, MN	36,589,132
16	ATLANTA, GA	36,541,768
17	SAN FRANCISCO, CA	35,498,610
18	NEWARK, NJ	33,314,312
19	PITTSBURGH, PA	31,096,000
20	BALTIMORE, MD	28,922,192
21	RIVERSIDE-SAN BERNARDINO, CA	28,254,847
22	TAMPA-ST. PETERSBURG, FL	28,033,994
23	SEATTLE, WA	27,877,841
24	SACRAMENTO, CA	27,869,828
25	CLEVELAND, OH	27,821,792
26	PHOENIX, AZ	27,552,675
27	DENVER, CO	26,722,404
28	BERGEN-PASSAIC, NJ	25,705,153
29	MIAMI-HIALEAH, FL	25,362,929
30	CINCINNATI, OH-KY-IN	22,778,750
31	FORT LAUDERDALE, FL	22,012,827
32	KANSAS CITY, MO-KS	21,668,077
33	COLUMBUS, OH	20,607,894
34	HARTFORD, CT	20,113,870
35	BRIDGEPORT-STAMFORD NORWALK-DANBURY, CT	19,924,176
36	MIDDLESEX-SOMERSET-HUNTERDON, NJ	19,800,470
37	MILWAUKEE, WI	19,340,794
38	ST. LOUIS, MO-IL	17,827,827
39	PORTLAND, OR	17,053,944
40	INDIANAPOLIS, IN	16,847,324
41	NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA	16,677,139
42	MONMOUTH-OCEAN, NJ	16,491,586
43	NEW ORLEANS, LA	16,005,459
44	SAN ANTONIO, TX	15,679,400
45	ROCHESTER, NY	15,637,278
46	FORT WORTH-ARLINGTON, TX	14,452,548
47	NASHVILLE, TN	14,241,337
48	ORLANDO, FL	14,226,039
49	CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	14,153,370
50	OKLAHOMA CITY, OK	13,355,044
51	AUSTIN, TX	12,897,576
52	HONOLULU, HI	12,738,866
53	WEST PALM BEACH-BOCA RATON-DELRAY BEACH, FL	12,460,523
54	PROVIDENCE-PAWTUCKET-WOONSOCKET, RI	12,440,373
55	OXNARD-VENTURA, CA	12,143,476
56	ALBANY-SCHENECTADY-TROY, NY	11,649,392
57	MEMPHIS, TN-AR-MS	11,640,119
58	SALT LAKE CITY-OGDEN, UT	11,631,332
59	BUFFALO, NY	11,610,189
60	GREENSBORO-WINSTON SALEM-HIGH POINT, NC	11,253,836
61	NEW HAVEN-WATERBURY-MERIDEN, CT	11,143,023
62	GRAND RAPIDS, MI	11,106,982
63	DAYTON-SPRINGFIELD, OH	11,022,058
64	HARRISBURG-LEBANON-CARLISLE, PA	10,951,997
65	BIRMINGHAM, AL	10,861,007
66	RALEIGH-DURHAM, NC	10,853,894
67	LOUISVILLE, KY-IN	10,780,253
68	RICHMOND-PETERSPURG, VA	10,762,834
69	JACKSONVILLE, FL	9,735,740
70	TUCSON, AZ	9,429,927
71	VALLEJO-FAIRFIELD-NAPA, CA	9,322,679
72	SYRACUSE, NY	9,260,446
73	ALLENTOWN-BETHLEHEM, PA-NJ	9,017,629
74	FRESNO, CA	8,893,893
75	TOLEDO, OH	8,840,079
76	LAKE COUNTY, IL	8,787,681
77	WORCESTER-FITCHBURG-LEOMINSTER, MA	8,779,208
78	KNOXVILLE, TN	8,624,229
79	LAS VEGAS, NV	8,585,068
80	SCRANTON-WILKES-BARRE, PA	8,395,358
81	OMAHA, NE-IA	8,332,143
82	WILMINGTON, DE-NJ-MD	8,330,561
83	AKRON, OH	7,872,445
84	SPRINGFIELD, MA	7,719,205
85	MADISON, WI	7,412,994
86	BAKERSFIELD, CA	7,410,858
87	GREENVILLE-SPARTANBURG, SC	7,293,082
88	SANTA BARBARA-SANTA MARIA-LOMPOC, CA	7,227,414
89	SANTA ROSA-PETALUMA, CA	7,218,480
90	TULSA, OK	7,155,558
91	TACOMA, WA	6,893,607
92	LITTLE ROCK-NORTH LITTLE ROCK, AR	6,837,218
93	BATON ROUGE, LA	6,662,450
94	JERSEY CITY, NJ	6,647,530
95	STOCKTON, CA	6,593,811
96	GARY-HAMMOND, IN	6,477,226
97	ATLANTIC CITY, NJ	6,240,262
98	COLUMBIA, SC	6,064,582
99	CHARLESTON, SC	6,045,120
100	PORTSMOUTH-DOVER-ROCHESTER, NH	5,917,641
101	COLORADO SPRINGS, CO	5,916,918
102	ALBUQUERQUE, NM	5,913,544
103	SALINAS-SEASIDE-MONTEREY, CA	5,745,095
104	LANSING-EAST LANSING,MI	5,733,686
105	PEORIA,IL	5,716,280
106	YOUNGSTOWN-WARREN,OH	5,501,770
107	LANCASTER, PA	5,476,199
108	NEW BEDFORD-FALL RIVER ATTLEBORO,MA	5,465,426
109	AURORA-ELGIN, IL	5,369,873
110	DES MOINES, IA	5,356,499
111	YORK, PA	5,345,187
112	DAVENPORT-ROCK ISLAND-MOLINE,IA-IL	5,321,727
113	WICHITA, KS	5,283,954
114	AUGUSTA, GA-SC	5,279,326
115	JOLIET, IL	5,246,744
116	MANCHESTER-NASHUA,NH	5,175,221
117	SPOKANE,WA	5,161,837
118	TRENTON, NJ	5,142,318
119	FLINT, MI	5,137,216
120	SAGINAW-BAY CITY-MIDLAND, MI	5,101,701
121	MOBILE, AL	4,840,286
122	EL PASO, TX	4,808,295
123	CANTON, OH	4,668,961
124	JACKSON, MS	4,663,631
125	ANCHORAGE, AK	4,531,381
126	READING, PA	4,520,528
127	FORT WAYNE, IN	4,419,212
128	BEAUMONT-PORT ARTHUR, TX	4,317,577
129	MACON-WARNER ROBINS, GA	4,311,680
130	NEW LONDON-NORWICH,CT	4,292,978
131	VISALIA-TULARE-PORTERVILLE, CA	4,252,245
132	CHATTANOOGA, TN-GA	4,229,909
133	MODESTO, CA	4,220,910
134	TALLAHASSEE, FL	4,199,969
135	SARASOTA, FL	4,145,190
136	DAYTONA BEACH, FL	4,140,951
137	ANN ARBOR, MI	4,127,277
138	JOHNSON CITY-KINGSPORT BRISTOL,TN-VA	4,054,412
139	BREMERTON, WA	4,051,576
140	FORT MEYERS-CAPE CORAL, FL	4,044,912
141	SHREVEPORT, LA	3,986,217
142	SANTA CRUZ, CA	3,985,201
143	ROCKFORD, IL	3,935,961
144	APPLETON-OSHKOSH-NEENAH, WI	3,934,026
145	LAKELAND-WINTER HAVEN, FL	3,917,074
146	LEXINGTON-FAYETTE, KY	3,864,110
147	CORPUS CHRISTI, TX	3,814,267
148	RENO, NV	3,805,415
149	EVANSVILLE, IN-KY	3,772,189
150	PENSACOLA, FL	3,771,261
151	POUGHKEEPSIE, NY	3,688,437
152	PORTLAND, ME	3,661,402
153	ASHEVILLE, NC	3,630,615
154	BOULDER-LONGMONT,CO	3,628,922
155	MONTGOMERY,AL	3,548,056
156	BINGHAMTON, NY	3,537,275
157	EUGENE-SPRINGFIELD, OR	3,480,590
158	UTICA-ROME, NY	3,465,504
159	CHARLESTON, WV	3,40[illegible],209
160	ORANGE COUNTY, NY	3,396,671
161	KALAMAZOO, MI	3,346,051
162	GAINESVILLE, FL	3,325,666
163	ERIE, PA	3,316,425
164	MELBOURNE-TITUSVILLE-PALM BAY, FL	3,267,871
165	SPRNGFIELD, MO	3,244,698
166	HUNTINGTON-ASHLAND,WV	3,230,154
167	CHAMPAIGN-URBANA-RANTOUL, IL	3,207,958
168	HAMILTON-MIDDLETOWN, OH	3,177,980
169	SPRINGFIELD, IL	3,125,125
170	COLUMBUS, GA-AL	3,081,896
171	AMARILLO, TX	3,050,614
172	SOUTH BEND-MISHAWAKA, IN	3,048,707
173	SALEM, OR	3,033,049
174	HUNTSVILLE, AL	2,995,901
175	DULUTH, MN-WI	2,991,927
176	ROANOKE, VA	2,957,404
177	BOISE CITY, ID	2,927,747
178	FORT PIERCE, FL	2,866,062
179	LUBBOCK, TX	2,826,008
180	SAVANNAH, GA	2,814,986
181	FORT COLLINS-LOVELAND, CO	2,798,253

182	BRADENTON, FL	2,759,549
183	LAFAYETTE, LA	2,758,881
184	BRAZORIA, TX	2,758,851
185	FAYETTEVILLE, NC	2,746,805
186	KILLEEN-TEMPLE, TX	2,739,637
187	LINCOLN, NE	2,653,009
188	LORAIN-ELYRIA, OH	2,649,536
189	GREEN BAY, WI	2,561,387
190	MCALLEN-EDINBURG-MISSION, TX	2,531,124
191	VANCOUVER, WA	2,514,265
192	JOHNSTOWN, PA	2,497,384
193	RICHLAND-KENNEWICK-PASCO, WA	2,492,945
194	HICKORY, NC	2,479,281
195	BLOOMINGTON-NORMAL, IL	2,428,828
196	OLYMPIA, WA	2,428,625
197	BRYAN-COLLEGE STATION, TX	2,420,591
198	NIAGARA FALLS, NY	2,378,034
199	MERCED, CA	2,375,840
200	GALVESTON-TEXAS CITY, TX	2,338,693
201	RACINE, WI	2,333,491
202	ELKHART-GOSHEN, IN	2,288,503
203	ST CLOUD, MN	2,258,129
204	LAFAYETTE-WEST LAFAYETTE, IN	2,232,757
205	HOUMA-THIBODAUX, LA	2,210,335
206	CEDAR RAPIDS, IA	2,174,513
207	CHICO, CA	2,173,006
208	BURLINGTON, VT	2,165,398
209	BILOXI-GULFPORT, MS	2,154,512
210	WHEELING, WV-OH	2,129,382
211	NAPLES, FL	2,127,469
212	YAKIMA, WA	2,102,689
213	WACO, TX	2,099,826
214	TYLER, TX	2,096,276
215	TOPEKA, KS	2,062,500
216	WATERLOO-CEDAR FALLS, IA	1,990,442
217	ROCHESTER, MN	1,988,259
218	OCALA, FL	1,982,004
219	PROVO-OREM, UT	1,973,352
220	FORT SMITH, AR-OK	1,953,422
221	BEAVER COUNTY, PA	1,944,769
222	BROWNSVILLE-HARLINGEN, TX	1,943,518
223	BENTON HARBOR, MI	1,916,372
224	KENOSHA, WI	1,876,566
225	LAKE CHARLES, LA	1,860,270
226	SANTA FE, NM	1,860,215
227	DECATUR, IL	1,856,683
228	ATHENS, GA	1,849,326
229	LONGVIEW-MARSHALL, TX	1,848,174
230	STEUBENVILLE-WEIRTON, OH-WV	1,847,536
231	BANGOR, ME	1,829,515
232	PITTSFIELD, MA	1,809,779
233	STATE COLLEGE, PA	1,797,820
234	ALEXANDRIA, LA	1,793,666
235	BLOOMINGTON, IN	1,792,597
236	MUSKEGON, MI	1,789,770
237	REDDING, CA	1,775,921
238	LIMA, OH	1,772,015
239	PARKERSBURG-MARIETTA, WV-OH	1,765,171
240	GREELEY, CO	1,762,547
241	LAWTON, OK	1,749,233
242	BILLINGS, MT	1,735,742
243	WICHITA FALLS, TX	1,725,211
244	BATTLE CREEK, MI	1,717,230
245	ABILENE, TX	1,699,341
246	JOPLIN, MO	1,681,661
247	COLUMBIA, MO	1,676,014
248	TERRE HAUTE, IN	1,672,433
249	JACKSON, MI	1,653,711
250	DOTHAN, AL	1,629,958
251	LYNCHBURG, VA	1,615,421
252	FARGO-MOORHEAD, ND-MN	1,585,520
253	MEDFORD, OR	1,555,450
254	ALBANY, GA	1,551,231
255	SIOUX FALLS, SD	1,544,003
256	MIDLAND, TX	1,542,607
257	JACKSONVILLE, NC	1,542,279
258	ODESSA, TX	1,533,714
259	FORT WALTON BEACH, FL	1,518,940
260	ALTOONA, PA	1,500,233
261	SIOUX CITY, IA-NE	1,498,457
262	WILMINGTON, NC	1,482,638
263	TUSCALOOSA, AL	1,479,397
264	CHARLOTTESVILLE, VA	1,476,311
265	BELLINGHAM, WA	1,471,142
266	MANSFIELD, OH	1,460,866
267	JANESVILLE-BELOIT, WI	1,444,000
268	CLARKSVILLE-HOPKINSVILLE, TN-KY	1,430,917
269	LA CROSSE, WI	1,421,335
270	MONROE, LA	1,412,838
271	IOWA CITY, IA	1,400,331
272	FLORENCE, SC	1,388,271
273	SHARON, PA	1,366,501
274	EAU CLAIRE, WI	1,360,546
275	ANDERSON, IN	1,345,780
276	FLORENCE, AL	1,342,555
277	MUNCIE, IN	1,337,861
278	SAN ANGELO, TX	1,324,755
279	WILLIAMSPORT, PA	1,302,035
280	VINELAND-MILLVILLE-BRIDGETON, NJ	1,298,321
281	ANDERSON, SC	1,294,767
282	FAYETTEVILLE-SPRINGDALE, AR	1,266,737
283	KOKOMO, IN	1,259,921
284	SHERMAN-DENISON, TX	1,249,813
285	SHEBOYGAN, WI	1,241,397
286	WAUSAU, WI	1,240,615
287	YUBA CITY, CA	1,231,637
288	BISMARCK, ND	1,227,092
289	KANKAKEE, IL	1,220,702
290	PANAMA CITY, FL	1,210,409
291	ANNISTON, AL	1,194,421
292	GLENS FALLS, NY	1,194,372
293	PUEBLO, CO	1,186,039
294	HAGERSTOWN, MD	1,150,160
295	DUBUQUE, IA	1,125,974
296	LEWISTON-AUBURN, ME	1,125,270
297	PASCAGOULA, MS	1,106,363
298	BURLINGTON, NC	1,098,617
299	LAS CRUCES, NM	1,078,274
300	LAWRENCE, KS	1,072,582
301	DANVILLE, VA	1,042,691
302	PINE BLUFF, AR	1,018,532
303	VICTORIA, TX	1,018,122
304	CUMBERLAND, MD-WV	996,499
305	CASPER, WY	989,057
306	ST JOSEPH, MO	983,712
307	GREAT FALLS, MT	941,008
308	TEXARKANA, TX-AR	933,768
309	CHEYENNE, WY	906,648
310	JACKSON, TN	880,386
311	GRAND FORKS, ND	850,605
312	ELMIRA, NY	848,216
313	OWENSBORO, KY	845,956
314	GADSDEN, AL	841,538
315	LAREDO, TX	834,528
316	RAPID CITY, SD	802,982
317	ENID, OK	684,982

INCOME PER HOUSEHOLD

1	BRIDGEPORT-STAMFORD-NORWALK-DANBURY, CT	66,967
2	SAN JOSE, CA	66,372
3	VALLEJO-FAIRFIELD-NAPA, CA	65,631
4	NASSAU-SUFFOLK, NY	62,151
5	BREMERTON, WA	61,872
6	WASHINGTON, DC-MD-VA	61,556
7	ANAHEIM-SANTA ANA, CA	60,402
8	MIDDLESEX-SOMERSET-HUNTERDON, NJ	59,840
9	LAKE COUNTY, IL	56,641
10	MADISON, WI	54,719
11	OXNARD-VENTURA, CA	54,716
12	CHAMPAIGN-URBANA-RANTOUL, IL	54,581
13	LAFAYETTE-WEST LAFAYETTE, IN	54,532
14	BERGEN-PASSAIC, NJ	54,332
15	ASHEVILLE, NC	54,299
16	BLOOMINGTON-NORMAL, IL	53,601
17	ANCHORAGE, AK	53,307
18	SANTA BARBARA-SANTA MARIA-LOMPOC, CA	52,543
19	SACRAMENTO, CA	51,910
20	ROCHESTER, MN	51,760
21	SAN FRANCISCO, CA	51,723
22	BRYAN-COLLEGE STATION, TX	50,916
23	SALINAS-SEASIDE-MONTEREY, CA	50,817
24	TALLAHASSEE, FL	50,685
25	BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON, MA	50,530
26	NEWARK, NJ	50,204
27	HONOLULU, HI	50,121
28	HARRISBURG-LEBANON-CARLISLE, PA	50,014
29	ATLANTIC CITY, NJ	49,919
30	PORTSMOUTH-DOVER-ROCHESTER, NH	49,681
31	BLOOMINGTON, IN	49,672
32	HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL, CT	49,575
33	SANTA ROSA-PETALUMA, CA	49,029
34	AUSTIN, TX	48,633
35	GRAND RAPIDS, MI	48,154
36	OAKLAND, CA	47,675
37	JACKSONVILLE, NC	47,610
38	STATE COLLEGE, PA	47,370
39	MONMOUTH-OCEAN, NJ	47,209
40	NEW LONDON-NORWICH, CT	47,027
41	SAN DIEGO, CA	46,262
42	AURORA-ELGIN, IL	45,372
43	BURLINGTON, VT	45,559
44	MANCHESTER-NASHUA, NH	45,346
45	SANTA CRUZ, CA	45,183
46	LAWTON, OK	45,109
47	COLUMBIA, MO	45,006
48	TRENTON, NJ	44,986
49	SANTA FE, NM	44,436
50	VISALIA-TULARE-PORTERVILLE, CA	44,303
51	BRAZORIA, TX	44,278
52	RALEIGH-DURHAM, NC	44,030
53	NEW YORK, NY	43,746
54	LAWRENCE, KS	43,711
55	PEORIA, IL	43,653
56	RICHLAND-KENNEWICK-PASCO, WA	43,643
57	GAINESVILLE, FL	43,206
58	MACON-WARNER ROBINS, GA	42,936
59	KENOSHA, WI	42,931
60	COLORADO SPRINGS, CO	42,908
61	JOLIET, IL	42,868
62	ANN ARBOR, MI	42,784
63	POUGHKEEPSIE, NY	42,753
64	ELKHART-GOSHEN, IN	42,693
65	STOCKTON, CA	42,688
66	NAPLES, FL	42,677
67	HOUSTON, TX	42,619
68	CINCINNATI, OH-KY-IN	42,601
69	KALAMAZOO, MI	42,393
70	DALLAS, TX	42,085
71	FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH, FL	41,994
72	FORT COLLINS-LOVELAND, CO	41,969
73	ROCHESTER, NY	41,855
74	MERCED, CA	41,778
75	WILMINGTON, DE-NJ-MD	41,602
76	PHILADELPHIA, PA-NJ	41,600
77	IOWA CITY, IA	41,458
78	BAKERSFIELD, CA	41,441
79	NASHVILLE, TN	41,345
80	MINNEAPOLIS-ST PAUL, MN	41,333
81	OLYMPIA, WA	41,234
82	FRESNO, CA	41,146
83	COLUMBUS, OH	40,966
84	SPRINGFIELD, IL	40,902
85	RENO, NV	40,893
86	PORTLAND, ME	40,647
87	LA CROSSE, WI	40,556
88	BOULDER-LONGMONT, CO	40,530
89	AMARILLA, TX	40,112
90	ORLANDO, FL	39,932
91	BOISE CITY, ID	39,369
92	CHICAGO, IL	39,316
93	AUGUSTA, GA-SC	39,278
94	DETROIT, MI	39,252
95	LANCASTER, PA	39,115
96	TOLEDO, OH	38,939
97	SEATTLE, WA	38,873
98	COLUMBIA, SC	38,865
99	LANSING-EAST LANSING, MI	38,833
100	ST CLOUD, MN	38,747
101	DENVER, CO	38,723
102	ABILENE, TX	38,723
103	MIAMI-HIALEAH, FL	38,518
104	CLEVELAND, OH	38,493
105	SYRACUSE, NY	38,347
106	RIVERSIDE-SAN BERNARDINO, CA	38,330
107	TUCSON, AZ	38,271
108	DECATUR, IL	38,240
109	NEW HAVEN-WATERBURY-MERIDEN, CT	38,226
110	PHOENIX, AZ	38,094
111	VICTORIA, TX	38,066
112	WICHITA FALLS, TX	37,923
113	ROCKFORD, IL	37,893
114	ALBANY, GA	37,859
115	KILLEEN-TEMPLE, TX	37,782
116	ATLANTA, GA	37,769
117	SPRINGFIELD, MO	37,673
118	SAN ANGELO, TX	37,525
119	RACINE, WI	37,438
120	ORANGE COUNTY, NY	37,383
121	KANSAS CITY, MO-KS	37,358
122	READING, PA	37,326
123	DAVENPORT-ROCK ISLAND-MOLINE, IA-IL	37,293
124	PROVIDENCE-PAWTUCKET-WOONSOCKET, RI	37,252
125	BISMARCK, ND	37,147
126	SPOKANE, WA	37,076
127	DES MOINES, IA	37,067
128	KNOXVILLE, TN	37,027
129	DUBUQUE, IA	36,963
130	MODESTO, CA	36,936
131	PITTSBURGH, PA	36,915
132	ATHENS, GA	36,913
133	COLUMBUS, GA-AL	36,905
134	ALEXANDRIA, LA	36,902
135	WORCESTER-FITCHBURG-LEOMINSTER, MA	36,862
136	SPRINGFIELD, MA	36,855
137	HUNTSVILLE, AL	36,819
138	ALLENTOWN-BETHLEHEM, PA-NJ	36,695
139	GREEN BAY, WI	36,674
140	MILWAUKEE, WI	36,618
141	INDIANAPOLIS, IN	36,547
142	LITTLE ROCK-NORTH LITTLE ROCK, AR	36,545
143	DOTHAN, AL	36,473
144	ALBANY-SCHENECTADY-TROY, NY	36,380
145	WEST PALM BEACH-BOCA RATON-DELRAY BEACH, FL	36,343
146	GREELEY, CO	36,337
147	PORTLAND, OR	36,260
148	YORK, PA	36,206
149	BINGHAMTON, NY	36,158
150	LAS VEGAS, NV	36,139
151	BANGOR, ME	36,137
152	MIDLAND, TX	36,135
153	BILLINGS, MT	36,065
154	LUBBOCK, TX	36,045
155	NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA	36,030
156	KANKAKEE, IL	35,964
157	OMAHA, NE-IA	35,807
158	TYLER, TX	35,763
159	OKLAHOMA CITY, OK	35,721
160	LAFAYETTE, LA	35,694
161	CASPER, WY	35,691
162	GRAND FORKS, ND	35,583
163	APPLETON-OSHKOSH-NEENAH, WI	35,532
164	SAN ANTONIO, TX	35,511
165	CHARLESTON, SC	35,495
166	SOUTH BEND-MISHAWAKA, IN	35,420
167	SARASOTA, FL	35,250
168	HOUMA-THIBODAUX, LA	35,224
169	RICHMOND-PETERSBURG, VA	35,079
170	SAGINAW-BAY CITY-MIDLAND, MI	35,045
171	CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	34,834
172	BRADENTON, FL	34,832
173	EVANSVILLE, IN-KY	34,700
174	FLORENCE, SC	34,493
175	KOKOMO, IN	34,460
176	REDDING, CA	34,386
177	FORT WAYNE, IN	34,337

178	FAYETTEVILLE, NC	34,289
179	TACOMA, WA	34,269
180	FORT MEYERS-CAPE CORAL, FL	34,261
181	BALTIMORE, MD	34,257
182	MEMPHIS, TN-AR-MS	34,218
183	MONTGOMERY, AL	34,135
184	PITTSFIELD, MA	34,098
185	JACKSON, MS	34,043
186	WATERLOO-CEDAR FALLS, IA	33,973
187	ROANOKE, VA	33,919
188	LINCOLN, NE	33,892
189	SHEBOYGAN, WI	33,734
190	TERRE HAUTE, IN	33,708
191	CEDAR RAPIDS, IA	33,550
192	TAMPA-ST. PETERSBURG-CLEARWATER, FL	33,481
193	SIOUX CITY, IA-NE	33,436
194	CHARLOTTESVILLE, VA	33,341
195	WILMINGTON, NC	33,308
196	HAMILTON-MIDDLETOWN, OH	33,298
197	SHERMAN-DENISON, TX	33,249
198	TOPEKA, KS	33,208
199	EUGENE-SPRINGFIELD, OR	33,129
200	SAVANNAH, GA	33,078
201	FLINT, MI	32,926
202	BATON ROUGE, LA	32,809
203	AKRON, OH	32,719
204	PINE BLUFF, AR	32,712
205	BELLINGHAM, WA	32,676
206	SALT LAKE CITY-OGDEN, UT	32,648
207	CHARLESTON, WV	32,637
208	GREENVILLE-SPARTANBURG, SC	32,558
209	SIOUX FALLS, SD	32,542
210	CHEYENNE, WY	32,386
211	FORT PIERCE, FL	32,374
212	BATTLE CREEK, MI	32,285
213	ERIE, PA	32,226
214	LYNCHBURG, VA	32,209
215	ALBUQUERQUE, NM	32,122
216	JERSEY CITY, NJ	32,112
217	LIMA, OH	32,080
218	GREENSBORO-WINSTON-SALEM-HIGH POINT, NC	31,943
219	SALEM, OR	31,925
220	FAYETTEVILLE-SPRINGDALE, AR	31,853
221	BIRMINGHAM, AL	31,782
222	CANTON, OH	31,638
223	LEXINGTON-FAYETTE, KY	31,595
224	JOPLIN, MO	31,563
225	NEW ORLEANS, LA	31,528
226	MUNCIE, IN	31,417
227	VANCOUVER, WA	31,409
228	NEW BEDFORD-FALL RIVER-ATTLEBORO, MA	31,355
229	DULUTH, MN-WI	31,333
230	FORT WORTH-ARLINGTON, TX	31,288
231	DAYTON-SRPINGFIELD, OH	31,227
232	BUFFALO, NY	31,166
233	BILOXI-GULFPORT, MS	31,000
234	MUSKEGON, MI	30,993
235	LOS ANGELES-LONG BEACH, CA	30,855
236	STEUBENVILLE-WEIRTON, OH-WV	30,836
237	DAYTONA BEACH, FL	30,790
238	FARGO-MOORHEAD, ND-MN	30,779
239	WAUSAU, WI	30,726
240	YAKIMA, WA	30,674
241	MANSFIELD, OH	30,620
242	PENSACOLA, FL	30,601
243	JACKSON, MI	30,597
244	SCRANTON-WILKES-BARRE, PA	30,553
245	WICHITA, KS	30,531
246	CHICO, CA	30,360
247	WILLIAMSPORT, PA	30,324
248	LAKELAND-WINTER HAVEN, FL	30,295
249	NIAGARA FALLS, NY	30,232
250	WACO, TX	30,158
251	BENTON HARBOR, MI	30,133
252	LEWISTON-AUBURN, ME	30,097
253	HICKORY, NC	30,051
254	LAKE CHARLES, LA	29,999
255	JACKSONVILLE, FL	29,982
256	GLENS FALLS, NY	29,924
257	GREAT FALLS, MT	29,905
258	PARKERSBURG-MARIETTA, WV-OH	29,898
259	CORPUS CHRISTI, TX	29,866
260	ALTOONA, PA	29,835
261	SHARON, PA	29,815
262	LOUISVILLE, KY-IN	29,812
263	JACKSON, TN	29,810
264	TUSCALOOSA, AL	29,736
265	UTICA-ROME, NY	29,328
266	WHEELING, WV-OH	29,321
267	MEDFORD, OR	29,196
268	BEAUMONT-PORT ARTHUR, TX	29,190
269	GARY-HAMMOND, IN	29,064
270	FORT WALTON BEACH, FL	29,060
271	CLARKSVILLE-HOPKINSVILLE, TN-KY	29,018
272	FORT SMITH, AR-OK	28,998
273	OCALA, FL	28,917
274	ST. JOSEPH, MO	28,861
275	LORAIN-ELYRIA, OH	28,834
276	HAGERSTOWN, MD	28,768
277	YOUNGSTOWN-WARREN, OH	28,719
278	SHREVEPORT, LA	28,630
279	EL PASO, TX	28,570
280	PROVO-OREM, UT	28,506
281	LONGVIEW-MARSHALL, TX	28,447
282	YUBA CITY, CA	28,446
283	RAPID CITY, SD	28,385
284	ODESSA, TX	28,355
285	VINELAND-MILLVILLE-BRIDGETON, NJ	28,139
286	ENID, OK	27,977
287	GALVESTON-TEXAS CITY, TX	27,959
288	ANDERSON, IN	27,949
289	MOBILE, AL	27,908
290	JOHNSTOWN, PA	27,898
291	JANESVILLE-BELOIT, WI	27,843
292	EAU CLAIRE, WI	27,658
293	MONROE, LA	27,484
294	PANAMA CITY, FL	27,390
295	BEAVER COUNTY, PA	27,326
296	CHATTANOOGA, TN-GA	27,159
297	BURLINGTON, NC	27,002
298	ANNISTON, AL	26,912
299	LAS CRUCES, NM	26,811
300	BROWNSVILLE-HARLINGEN, TX	26,369
301	FLORENCE, AL	26,332
302	PASCAGOULA, MS	26,168
303	TULSA, OK	25,969
304	HUNTINGTON-ASHLAND, WV	25,950
305	OWNESBORO, KY	25,931
306	CUMBERLAND, MD-WV	25,807
307	LAREDO, TX	25,213
308	DANVILLE, VA	25,030
309	ANDERSON, SC	24,669
310	ELMIRA, NY	24,392
311	MCALLEN-EDINBURG-MISSION, TX	24,356
312	PUEBLO, CO	24,117
313	JOHNSON CITY-KINGSPORT-BRISTOL, TN-VA	24,024
314	MELBOURNE-TITUSVILLE-PALM BAY, FL	22,747
315	GADSDEN, AL	21,768
316	TEXARKANA, TX-TEXARKANA, AR	20,466
317	ST. LOUIS, MO-IL	19,545

TOTAL RETAIL SALES
(thousands)

1	LOS ANGELES, CA	60,846,181
2	NEW YORK, NY	50,713,909
3	CHICAGO, IL	42,177,592
4	PHILADELPHIA, PA-NJ	31,542,208
5	BOSTON, MA	31,444,981
6	WASHINGTON, DC	29,100,158
7	DETROIT, MI	27,872,383
8	HOUSTON, TX	26,437,284
9	DALLAS, TX	22,925,534
10	NASSAU-SUFFOLK, NY	22,373,672
11	ANAHEIM-SANTA ANA, CA	20,804,666
12	ATLANTA, GA	20,159,278
13	MINNEAPOLIS-ST PAUL, MN	8,025,010
14	ST. LOUIS, MO	6,616,065
15	MIAMI, FL	15,534,343
16	SAN DIEGO, CA	15,462,228
17	BALTIMORE, MD	15,272,933
18	OAKLAND, CA	15,230,050
19	PHOENIX, AZ	15,180,547
20	SAN FRANCISCO, CA	14,921,665
21	TAMPA-CLEARWATER-ST. PETERSBURG, FL	14,909,700
22	DENVER, CO	14,326,931
23	SEATTLE, WA	14,035,487
24	PITTSBURGH, PA	13,524,956
25	SAN JOSE, CA	13,434,633
26	NEWARK, NJ	13,093,547
27	RIVERSIDE-SAN BERNARDINO, CA	12,615,662
28	CLEVELAND, OH	12,229,185
29	FORT LAUDERDALE-HOLLYOOD-POMPANO BEACH, FL	11,795,811
30	BERGEN-PASSAIC, NJ	11,333,272
31	KANSAS CITY, MO-KS	10,729,216
32	CINCINNATI, OH-KY-IN	9,770,025
33	SACRAMENTO, CA	9,747,242
34	FT WORTH-ARLINGTON, TX	9,666,117
35	MILWAUKEE, WI	9,368,299
36	COLUMBUS, OH	9,313,201
37	NEW ORLEANS, LA	9,268,636
38	SAN ANTONIO, TX	9,029,221
39	PORTLAND, OR	8,941,676
40	INDIANAPOLIS, IN	8,828,391
41	HARTFORD, CT	8,648,351
42	NORFOLK-NEWPORT NEWS-VIRGINIA BEACH, VA	8,569,279
43	ORLANDO, FL	8,257,728
44	MIDDLESEX-SOMERSET-HUNTERDON, NJ	7,784,736
45	CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	7,739,279
46	OKLAHOMA CITY, OK	7,656,864
47	BRIDGEPORT-STAMFORD-NORWALK-DANBURY, CT	7,318,357
48	MONMOUTH-OCEAN, NJ	7,204,615
49	W. PALM BEACH-DELRAY-BOCA RATON, FL	6,993,286
50	SALT LAKE CITY, UT	6,798,057
51	NASHVILLE, TN	6,788,253
52	MEMPHIS, TN-AR-MS	6,561,289
53	ROCHESTER, NY	6,463,240
54	GREENSBORO-WINSTON-SALEM-HIGH POINT, NC	6,313,319
55	AUSTIN, TX	6,262,807
56	JACKSONVILLE, FL	6,155,183
57	LOUISVILLE, KY-IN	6,109,164
58	DAYTON-SPRINGFIELD, OH	6,092,541
59	HONOLULU, HI	5,895,661
60	RICHMOND, VA	5,891,886
61	ALBANY-SCHENECTADY-TROY, NY	5,816,842
62	PROVIDENCE-PAWTUCKET-WOONSOCKET, RI	5,761,458
63	BUFFALO, NY	5,650,544
64	NEW HAVEN-WATERBURY-MERIDEN, CT	5,642,624
65	BIRMINGHAM, AL	5,386,476
66	LAS VEGAS, NV	5,088,240
67	RALEIGH-DURHAM, NC	4,884,336
68	TULSA, OK	4,883,586
69	GRAND RAPIDS, MI	4,666,310
70	OMAHA, NE-IA	4,544,919
71	TOLEDO, OH	4,506,337
72	TUCSON, AZ	4,389,584
73	KNOXVILLE, TN	4,383,691
74	HARRISBURG-LEBANON-CARLISLE, PA	4,382,873
75	SCRANTON-WILKES-BARRE, PA	4,345,263
76	SYRACUSE, NY	4,289,742
77	ALLENTOWN-BETHLEHEM, PA	4,288,727
78	WORCESTER-FITCHBURG-LEOMINSTER, MA	4,243,115
79	WILMINGTON, DE-NJ-MD	4,089,857
80	GREENVILLE-SPARTANBURG, SC	4,043,753
81	BATON ROUGE, LA	4,039,897
82	AKRON, OH	4,016,082
83	OXNARD-VENTURA, CA	4,014,903
84	SPRINGFIELD, MA	3,980,082
85	FRESNO, CA	3,897,777
86	ALBUQUERQUE, NM	3,764,037
87	LITTLE ROCK, AR	3,665,640
88	LAKE COUNTY, IL	3,468,362
89	NEW BEDFORD-FALL RIVER-ATTLEBORO, MA	3,368,465
90	EL PASO, TX	3,300,805
91	GARY-HAMMOND, IN	3,262,747
92	WICHITA, KS	3,260,058
93	ATLANTIC CITY, NJ	3,234,533
94	SANTA BARBARA-SANTA MARIA-LOMPOC, CA	3,219,029
95	TACOMA, WA	3,083,135
96	DES MOINES, IA	3,067,730
97	BAKERSFIELD, CA	3,055,795
98	CHARLESTON, SC	3,029,915
99	PORTSMOUTH-DOVER-ROCHESTER, NH	3,023,797
100	MANCHESTER-NASHUA, NH	3,013,190
101	YOUNGSTOWN-WARREN, OH	2,989,046
102	FLINT, MI	2,962,673
103	LANSING-EAST LANSING, MI	2,898,983
104	COLUMBIA, SC	2,898,688
105	MOBILE, AL	2,850,994
106	SANTA ROSA-PETALUMA, CA	2,825,642
107	MADISON, WI	2,778,906
108	BEAUMONT-PORT ARTHUR, TX	2,776,937
109	COLORADO SPRINGS, CO	2,774,062
110	JERSEY CITY, NJ	2,740,599
111	CHATTANOOGA, TN-GA	2,672,318
112	ANCHORAGE, AK	2,657,056
113	CORPUS CHRISTI, TX	2,637,937
114	SHREVEPORT, LA	2,608,727
115	JOHNSON CITY-KINGSPORT-BRISTOL, TN-VA	2,593,596
116	SAGINAW-BAY CITY-MIDLAND, MI	2,550,775
117	LANCASTER, PA	2,539,011
118	MELBOURNE-TITUSVILLE-PALM BEACH, FL	2,526,122
119	DAYTONA BEACH, FL	2,501,224
120	DAVENPORT-ROCK ISLAND-MOLINE, IA-IL	2,481,494
121	CANTON, OH	2,455,454
122	SARASOTA, FL	2,443,960
123	JACKSON, MS	2,438,142
124	SPOKANE, WA	2,436,624
125	LAKELAND-WINTER HAVEN, FL	2,432,371
126	PORTLAND, ME	2,412,406
127	TRENTON, NJ	2,398,171
128	RENO, NV	2,387,605
129	FT MEYERS-CAPE CORAL, FL	2,374,203
130	VALLEJO-FAIRFIELD-NAPA, CA	2,371,979
131	LEXINGTON-FAYETTE, KY	2,355,539
132	STOCKTON, CA	2,348,492
133	AUGUSTA, GA-SC	2,347,532
134	READING, PA	2,329,666
135	FORT WAYNE, IN	2,327,449
136	YORK, PA	2,319,801
137	SALINAS-SEASIDE-MONTEREY, CA	2,161,393
138	AURORA-ELGIN, IL	2,156,537
139	MCALLEN-EDINBURG-MISSION, TX	2,071,537
140	PENSACOLA, FL	2,070,283
141	PEORIA, IL	2,054,315
142	ANN ARBOR, MI	2,010,185
143	APPLETON-OSHKOSH-NEENAH, WI	2,004,402
144	EVANSVILLE, IN-KY	1,992,993
145	LUBBOCK, TX	1,971,031
146	BOULDER-LONGMONT, CO	1,959,440
147	ORANGE COUNTY, NY	1,947,967
148	MACON, GA	1,915,049
149	NEW LONDON-NORWICH, CT	1,905,753
150	MODESTO, CA	1,905,406
151	AMARILLO, TX	1,863,589
152	UTICA-ROME, NY	1,824,809
153	EUGENE-SPRINGFIELD, OR	1,816,700
154	ROCKFORD, IL	1,816,482
155	MONTGOMERY, AL	1,811,148
156	CHARLESTON, WV	1,805,043
157	HUNTINGTON-ASHLAND, KY-OH-WV	1,804,962
158	BINGHAMTON, NY	1,790,057
159	POUGHKEEPSIE, NY	1,759,491
160	SANTA CRUZ, CA	1,754,358
161	SPRINGFIELD, MO	1,749,308
162	SO. BEND-MISHAWAKA, IN	1,686,426
163	JOLIET, IL	1,684,613
164	ROANOKE, VA	1,679,128
165	KALAMAZOO, MI	1,668,629

166	DULUTH, MN-WI	1,661,185
167	ST. CLOUD, MN	1,647,760
168	SAVANNAH, GA	1,644,600
169	LAFAYETTE, LA	1,642,855
170	FORT PIERCE, FL	1,638,851
171	ERIE, PA	1,634,851
172	BROWNSVILLE-HARLINGEN, TX	1,542,257
173	VISALIA-TULARE-PORTERVILLE, CA	1,536,602
174	HUNTSVILLE, AL	1,530,224
175	TALLAHASSEE, FL	1,529,209
176	FAYETTEVILLE, NC	1,511,478
177	GAINESVILLE, FL	1,510,206
178	COLUMBUS, GA-AL	1,471,104
179	WACO, TX	1,466,269
180	SALEM, OR	1,454,927
181	BRADENTON, FL	1,448,958
182	LONGVIEW-MARSHALL, TX	1,442,030
183	BOISE CITY, ID	1,395,766
184	GALVESTON-TEXAS CITY, TX	1,392,840
185	ELKHART-GOSHEN, IN	1,390,664
186	GREEN BAY, WI	1,389,159
187	SPRINGFIELD, IL	1,376,415
188	LINCOLN, NE	1,370,528
189	HICKORY, NC	1,365,751
190	KILLEEN-TEMPLE, TX	1,346,056
191	LORAIN-ELYRIA, OH	1,345,917
192	ASHEVILLE, NC	1,311,728
193	HOUMA-THIBODAUX, LA	1,308,116
194	HAMILTON-MIDDLETOWN, OH	1,299,500
195	OCALA, FL	1,271,698
196	FARGO-MOORHEAD,ND-MN	1,251,687
197	BILOXI-GULFPORT, MS	1,239,778
198	FT. COLLINS-LOVELAND,CO	1,220,808
199	PROVO-OREM, UT	1,218,581
200	CHAMPAIGN-URBANA-RANTOUL, IL	1,194,653
201	FORT SMITH, AR-OK	1,183,186
202	CEDAR RAPIDS, IA	1,180,819
203	LAKE CHARLES, LA	1,180,163
204	TYLER, TX	1,178,178
205	JOHNSTOWN, PA	1,171,921
206	BILLINGS, MT	1,159,936
207	BURLINGTON, VT	1,158,224
208	NAPLES, FL	1,148,062
209	TOPEKA, KS	1,144,475
210	SIOUX FALLS, SD	1,128,945
211	NIAGARA FALLS, NY	1,115,998
212	WHEELING, WV-OH	1,087,231
213	ODESSA, TX	1,074,652
214	CHICO, CA	1,074,100
215	BRAZORIA, TX	1,072,591
216	BANGOR, ME	1,065,814
217	LIMA, OH	1,059,610
218	PITTSFIELD, MA	1,057,076
219	PARKERSBURG-MARIETTA, WV-OH	1,048,683
220	YAKIMA, WA	1,045,762
221	VANCOUVER, WA	1,044,456
222	ABILENE, TX	1,039,779
223	RACINE, WI	1,038,576
224	TERRE HAUTE, IN	1,019,972
225	MONROE, LA	1,018,795
226	MEDFORD, OR	1,013,845
227	BRYAN-COLLEGE STATION, TX	1,013,601
228	ROCHESTER, MN	986,193
229	JOPLIN, MO	979,796
230	WATERLOO-CEDAR FALLS, IA	969,610
231	PANAMA CITY, FL	967,006
232	LYNCHBURG, VA	964,867
233	WILMINGTON, NC	957,379
234	FT. WALTON BEACH, FL	953,297
235	CHARLOTTESVILLE, VA	952,324
236	BLOOMINGTON-NORMAL, IL	949,404
237	LAREDO, TX	946,029
238	WICHITA FALLS, TX	943,136
239	EAU CLAIRE, WI	937,503
240	JANESVILLE-BELOIT, WI	936,856
241	REDDING, CA	935,850
242	ALEXANDRIA, LA	927,846
243	RICHLAND-KENNEWICK-PASCO, WA	926,877
244	MANSFIELD, OH	920,001
245	LAFAYETTE, IN	918,761
246	ATHENS, GA	909,120
247	OLYMPIA, WA	904,133
248	BENTON HARBOR, MI	897,795
249	SANTA FE, NM	889,361
250	BREMERTON, WA	877,791
251	MIDLAND, TX	876,113
252	SIOUX CITY, IA-NE	874,714
253	TEXARKANA, TX-AR	867,162
254	DOTHAN, AL	850,658
255	ALTOONA, PA	847,594
256	VINELAND-MILLVILLE-BRIDGETON, NJ	837,232
257	DECATUR, IL	836,764
258	CLARKSVILLE-HOPKINSVILLE, TN-KY	827,732
259	ALBANY, GA	826,808
260	MUSKEGON, MI	822,527
261	MUNCIE, IN	821,469
262	ANDERSON, IN	818,235
263	HAGERSTOWN, MD	817,244
264	FLORENCE, SC	812,201
265	ANDERSON, SC	808,778
266	GLENS FALLS, NY	805,148
267	STATE COLLEGE, PA	804,376
268	BELLINGHAM, WA	796,589
269	TUSCALOOSA, AL	795,273
270	LA CROSSE, WI	795,016
271	FAYETTEVILLE-SPRINGDALE, AR	788,298
272	MERCED, CA	784,694
273	BURLINGTON, NC	783,795
274	BEAVER COUNTY, PA	783,283
275	JACKSON, MI	782,386
276	SAN ANGELO, TX	771,463
277	FLORENCE, AL	757,722
278	KOKOMO, IN	756,586
279	LAWTON, OK	739,988
280	BATTLE CREEK, MI	728,118
281	BISMARCK, ND	727,322
282	PUEBLO, CO	724,076
283	WILLIAMSPORT, PA	720,145
284	SHERMAN-DENISON, TX	719,124
285	COLUMBIA, MO	708,734
286	BLOOMINGTON, IN	704,843
287	STEUBENVILLE-WEIRTON, OH-WV	678,934
288	LEWISTON-AUBURN, ME	677,679
289	JACKSONVILLE, NC	677,363
290	RAPID CITY, SD	667,919
291	ANNISTON, AL	644,660
292	LAS CRUCES, NM	643,465
293	SHARON, PA	639,580
294	VICTORIA, TX	637,814
295	WAUSAU, WI	636,325
296	JACKSON, TN	635,825
297	IOWA CITY, IA	635,589
298	ST. JOSEPH, MO	629,981
299	GREELEY, CO	629,417
300	OWENSBORO, KY	622,380
301	GREAT FALLS, MT	620,289
302	KENOSHA, WI	617,988
303	DUBUQUE, IA	607,820
304	YUBA CITY, CA	580,166
305	SHEBOYGAN, WI	577,308
306	DANVILLE, VA	575,641
307	CASPER, WY	575,327
308	GRAND FORKS, ND	575,234
309	GADSDEN, AL	569,716
310	ELMIRA, NY	568,386
311	CUMBERLAND, MD-WV	559,296
312	PINE BLUFF, AR	545,615
313	KANKAKEE, IL	535,088
314	PASCAGOULA, MS	522,214
315	CHEYENNE, WY	498,392
316	ENID, OK	440,396
317	LAWRENCE, KS	431,020

Lumber/ Hardware Sales

(thousands)

1	LOS ANGELES, CA	2,594,252
2	CHICAGO, IL	1,760,578
3	HOUSTON, TX	1,621,762
4	NEW YORK, NY	1,574,314
5	BOSTON, MA	1,521,812
6	PHILADELPHIA, PA	1,441,881
7	ATLANTA, GA	1,376,856
8	DETROIT, MI	1,306,549
9	NASSAU-SUFFOLK, NY	1,190,214
10	WASHINGTON, DC-MD-VA	1,172,152
11	ANAHEIM-SANTA ANA, CA	1,148,693
12	MINNEAPOLIS-ST. PAUL, MN	1,138,740
13	DALLAS, TX	1,113,326
14	ST. LOUIS, MO-IL	943,511
15	PHOENIX, AZ	910,993
16	RIVERSIDE-SAN BERNARDINO,CA	898,937
17	DENVER, CO	879,978
18	TAMPA-CLEARWATER-ST. PETERSBURG, FL	841,061
19	SEATTLE, WA	838,618
20	OAKLAND, CA	765,921
21	SAN DIEGO, CA	760,348
22	BALTIMORE, MD	713,300
23	SAN JOSE, CA	664,997
24	PITTSBURGH, PA	633,549
25	MIAMI-HIALEAH, FL	622,823
26	SACRAMENTO, CA	619,844
27	NEWARK, NJ	607,182
28	SAN FRANCISCO, CA	603,189
29	OKLAHOMA CITY, OK	571,594
30	FT WORTH-ARLINGTON, TX	561,461
31	KANSAS CITY, MO-KS	560,096
32	AUSTIN, TX	550,940
33	SAN ANTONIO, TX	544,895
34	ORLANDO, FL	542,326
35	CHARLOTTE-GASTONIA-ROCK HILL, NC	495,078
36	BERGEN-PASSAIC, NJ	490,393
37	FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH, FL	483,045
38	CLEVELAND, OH	479,163
39	INDIANAPOLIS, IN	467,335
40	NEW ORLEANS, LA	461,761
41	SALT LAKE CITY, UT	454,056
42	CINCINNATI, OH	451,245
43	NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA	451,083
44	COLUMBUS, OH	423,985
45	HARTFORD, CT	421,426
46	MILWAUKEE, WI	411,187
47	BRIDGEPORT-STAMFORD-NORWALK-DANBURY, CT	402,797
48	MONMOUTH-OCEAN, NJ	393,137
49	ANCHORAGE, AK	385,942
50	PORTLAND, OR	383,448
51	MIDDLESEX-SOMERSET-HUNTERDON,NJ	382,448
52	GREENSBORO-WINSTON-SALEM-HIGH POINT,NC	368,734
53	WEST PALM BEACH-BOCA RATON-DELRAY BEACH, FL	359,212
54	JACKSONVILLE, FL	340,461
55	ROCHESTER, NY	336,742
56	TULSA, OK	321,172
57	BATON ROUGE, LA	319,619
58	NASHVILLE, TN	318,966
59	LOUISVILLE, KY-IN	312,641
60	OMAHA, NE-IA	301,656
61	LAS VEGAS, NV	297,637
62	PROVIDENCE-PAWTUCKET-WOONSOCKET, RI	293,377
63	ALBANY-TROY-SCHENECTADY, NY	288,402
64	RALEIGH-DURHAM, NC	283,667
65	GREENVILLE-SPARTANBURG, SC	283,085
66	GRAND RAPIDS, MI	282,252
67	RICHMOND-PETERSBURG, VA	277,325
68	NEW HAVEN-WATERBURY-MERIDEN, CT	276,470
69	BIRMINGHAM, AL	276,192
70	KNOXVILLE, TN	274,580
71	MEMPHIS, TN	271,993
72	WICHITA, KS	269,045
73	AKRON, OH	268,459
74	DAYTON-SPRINGFIELD, OH	260,317
75	SANTA ROSA-PETALUMA, CA	255,713
76	TACOMA, WA	252,660
77	ALBUQUERQUE, NM	248,857
78	TUCSON, AZ	236,746
79	PORTSMOUTH-DOVER-ROCHESTER, NH	234,802
80	SPRINGFIELD, MA	228,225
81	BUFFALO, NY	227,563
82	SCRANTON-WILKES-BARRE, PA	224,956
83	SYRACUSE, NY	221,444
84	LITTLE ROCK, AR	221,181
85	HARRISBURG-LEBANON-CARLISLE, PA	220,635
86	OXNARD-VENTURA, CA	216,356
87	FRESNO, CA	215,840
88	SARASOTA, FL	203,478
89	LAKELAND-WINTER HAVEN, FL	203,085
90	MANCHESTER-NASHUA, NH	194,394
91	CHARLSETON, SC	193,212
92	WILMINGTON, DE-NJ-MD	192,604
93	FT MEYERS-CAPE CORAL, FL	192,052
94	ALLENTOWN-BETHLEHEM, PA	191,559
95	WORCESTER-FITCHBURG-LEOMINSTER, MA	191,529
96	LAKE COUNTY, IL	190,215
97	COLORADO SPRINGS, CO	188,267
98	BAKERSFIELD, CA	188,064
99	COLUMBIA, SC	185,955
100	EL PASO, TX	183,109
101	MOBILE, AL	179,393
102	MCALLEN-EDINBURG-MISSION, TX	178,659
103	SANTA BARBARA-LOMPOC-SANTA MARIA, CA	178,335
104	LANCASTER, PA	177,833
105	FORT PIERCE, FL	177,559
106	DES MOINES, IA	177,483
107	DAYTONA BEACH, FL	174,325
108	SANTA CRUZ, CA	172,728
109	BEAUMONT-PORT ARTHUR,TX	172,072
110	SHREVEPORT, LA	169,728
111	MELBOURNE-TITUSVILLE-PALM BAY, FL	168,616
112	ATLANTIC CITY, NJ	166,448
113	AURORA-ELGIN, IL	164,369
114	AUGUSTA, GA-SC	164,330
115	PORTLAND, ME	163,316
116	JOHNSON CITY-KINGSPORT-BRISTOL, TN-VA	159,883
117	TOLEDO, OH	159,728
118	YORK, PA	159,710
119	FLINT, MI	158,810
120	LAFAYETTE, LA	156,550
121	AMARILLO, TX	156,066
122	CORPUS CHRISTI, TX	155,522
123	GARY-HAMMOND, IN	153,584
124	HONOLULU, HI	153,283
125	LAKE CHARLES, LA	150,915
126	RENO, NV	150,561
127	OCALA, FL	146,115
128	LUBBOCK, TX	146,069
129	VALLEJO-FAIRFIELD-NAPA, CA	145,256
130	CANTON, OH	144,884
131	BOULDER-LONGMONT, CO	143,661
132	SPOKANE, WA	140,821
133	DULUTH, MN-WI	139,836
134	STOCKTON, CA	139,805
135	EVANSVILLE, IN-KY	138,606
136	LANSING-EAST LANSING, MI	137,408
137	YOUNGSTOWN-WARREN, OH	136,491
138	MODESTO, CA	135,056
139	SAGINAW-BAY CITY-MIDLAND, MI	134,818
140	PENSACOLA, FL	132,417
141	TALLAHASSEE, FL	131,769
142	DAVENPORT-ROCK ISLAND-MOLINE, IA-IL	131,003
143	ORANGE COUNTY, NY	130,987
144	CHATTANOOGA, TN-GA	130,932
145	JACKSON, MS	130,232
146	ST. CLOUD, MN	128,938
147	MADISON, WI	127,718
148	SALINAS-SEASIDE-MONTEREY, CA	127,188
149	CHARLESTON, WV	125,118
150	FORT WAYNE, IN	125,749
151	APPLETON-OSHKOSH-NEENAH, WI	123,736
152	MACON-WARNER ROBINS, GA	122,979
153	FORT COLLINS-LOVELAND, CO	122,871
154	NEW BEDFORD-FALL RIVER-ATTLEBORO, MA	121,410
155	HICKORY, NC	121,396
156	NEW LONDON-NORWICH, CT	118,138
157	SPRINGFIELD, MO	117,235
158	BILLINGS, MT	115,019
159	ANN ARBOR, MI	114,670

160	JOLIET, IL	112,465
161	HUNTINGTON-ASHLAND, WV	110,700
162	BROWNSVILLE-HARLINGEN, TX	110,135
163	ROCKFORD, IL	109,102
164	GAINESVILLE, FL	106,998
165	WACO, TX	105,664
166	PEORIA, IL	105,092
167	VISALIA-TULARE-PORTERVILLE, CA	104,969
168	GALVESTON-TEXAS CITY, TX	104,423
169	EUGENE-SPRINGFIELD, OR	104,324
170	LEXINGTON-FAYETTE, KY	104,302
171	HOUMA-THIBODAUX, LA	103,159
172	ASHEVILLE, NC	101,794
173	POUGHKEEPSIE, NY	101,387
174	LINCOLN, NE	101,294
175	JERSEY CITY, NJ	100,688
176	BRAZORIA, TX	100,104
177	HUNTSVILLE, AL	99,177
178	ODESSA, TX	97,882
179	LONGVIEW-MARSHALL, TX	96,500
180	FAYEYTEVILLE, NC	96,179
181	TYLER, TX	96,059
182	BRADENTON, FL	95,681
183	TRENTON, NJ	95,232
184	PROVO-OREM, UT	94,631
185	BURLINGTON, VT	94,133
186	KALAMAZOO, MI	93,791
187	MONTGOMERY, AL	93,620
188	BRYAN COLLEGE STATION, TX	93,130
189	MIDLAND, TX	92,859
190	CEDAR RAPIDS, IA	92,363
191	SAVANNAH, GA	92,322
192	SALEM, OR	92,129
193	SPRINGFIELD, IL	92,110
194	FORT SMITH, AR-OK	91,998
195	NAPLES, FL	91,850
196	CHICO, CA	91,435
197	TOPEKA, KS	90,999
198	UTICA-ROME, NY	90,744
199	JOHNSTOWN, PA	89,171
200	BOISE CITY, ID	88,495
201	REDDING, CA	86,276
202	BINGHAMTON, NY	84,076
203	FARGO-MOORHEAD, ND-MN	83,278
204	GREEN BAY, WI	81,854
205	BREMERTON, WA	81,071
206	READING, PA	80,454
207	ELKHART-GOSHEN, IN	79,876
208	EAU CLAIRE, WI	79,568
209	STATE COLLEGE, PA	79,532
210	ROANOKE, VA	79,405
211	MONROE, LA	79,216
212	BELLINGHAM, WA	77,638
213	SANTA FE, NM	77,615
214	FORT WALTON BEACH, FL	77,604
215	BANGOR, ME	77,508
216	SIOUX FALLS, SD	77,117
217	ERIE, PA	76,679
218	ROCHESTER, MN	76,396
219	BILOXI-GULFPORT, MS	76,364
220	ABILENE, TX	75,237
221	CHAMPAIGN-URBANA-RANTOUL, IL	75,222
222	WILMINGTON, NC	74,916
223	FLORENCE, SC	73,231
224	KILLEEN-TEMPLE, TX	72,830
225	WICHITA FALLS, TX	72,752
226	PITTSFIELD, MA	72,641
227	ALEXANDRIA, LA	71,627
228	SIOUX CITY, IA-NE	71,326
229	SOUTH BEND-MISHAWAKA, IN	71,019
230	ANDERSON, SC	68,789
231	YAKIMA, WA	68,657
232	OLYMPIA, WA	67,769
233	TERRE HAUTE, IN	67,221
234	HAGERSTOWN, MD	65,966
235	SAN ANGELO, TX	63,869
236	PARKERSBURG-MARIETTA, WV-OH	63,600
237	SHERMAN-DENISON, TX	62,938
238	BLOOMINGTON-NORMAL, IL	62,869
239	WATERLOO-CEDAR FALLS, IA	61,557
240	CLARKSVILLE-HOPKINSVILLE, TN-KY	61,155
241	RACINE, WI	60,845
242	LAFAYETTE-WEST LAFAYETTE, IN	60,364
243	TUSCALOOSA, AL	60,170
244	VANCOUVER, WA	59,468
245	TEXARKANA, TX TEXARKANA, AR	59,112
246	RICHLAND-KENNEWICK-PASCO, WA	57,997
247	WAUSAU, WI	57,664
248	LYNCHBURG, VA	57,136
249	COLUMBUS, GA-AL	57,081
250	JOPLIN, MO	56,630
251	BENTON HARBOR, MI	56,240
252	GLENS FALLS, NY	55,769
253	PANAMA CITY, FL	55,472
254	VICTORIA, TX	54,691
255	MUNCIE, IN	54,550
256	MEDFORD, OR	54,502
257	CHARLOTTESVILLE, VA	54,205
258	LAREDO, TX	53,986
259	LIMA, OH	53,862
260	RAPID CITY, SD	53,818
261	LORAIN-ELYRIA, OH	53,664
262	FAYETTEVILLE-SPRINGDALE, AR	53,410
263	DOTHAN, AL	53,346
264	IOWA CITY, IA	52,652
265	DECATUR, IL	52,608
266	ALTOONA, PA	52,579
267	LA CROSSE, WI	52,239
268	JACKSONVILLE, NC	52,119
269	MANSFIELD, OH	52,084
270	WHEELING, WV-OH	51,627
271	YUBA CITY, CA	51,001
272	JACKSON, TN	50,946
273	ATHENS, GA	50,712
274	COLUMBIA, MO	49,997
275	STEUBENVILLE-WEIRTON, OH-WV	49,591
276	HAMILTON-MIDDLETOWN, OH	49,295
277	BISMARCK, ND	48,820
278	JACKSON, MI	48,671
279	OWENSBORO, KY	47,867
280	JANESVILLE-BELOIT, WI	47,840
281	CASPER, WY	47,492
282	PUEBLO, CO	47,375
283	MUSKEGON, MI	47,370
284	ALBANY, GA	47,087
285	KOKOMO, IN	47,023
286	MERCED, CA	47,012
287	FLORENCE, AL	46,858
288	SHEBOYGAN, WI	46,565
289	NIAGARA FALLS, NY	46,043
290	BURLINGTON, NC	44,594
291	GREELEY, CO	43,121
292	ANNISTON, AL	42,824
293	LAWTON, OK	41,217
294	WILLIAMSPORT, PA	39,558
295	BLOOMINGTON, IN	39,251
296	PINE BLUFF, AR	39,016
297	LAS CRUCES, NM	38,864
298	DUBUQUE, IA	38,461
299	ANDERSON, IN	38,377
300	SHARON, PA	38,251
301	DANVILLE, VA	38,248
302	GREAT FALLS, MT	36,640
303	GRAND FORKS, ND	36,373
304	KANKAKEE, IL	35,452
305	GADSDEN, AL	35,008
306	VINELAND-MILLVILLE-BRIDGETON, NJ	34,812
307	BATTLE CREEK, MI	34,207
308	LEWISTON-AUBURN, ME	32,843
309	ENID, OK	32,597
310	BEAVER COUNTY, PA	32,407
311	CUMBERLAND, MD-WV	31,936
312	CHEYENNE, WY	31,251
313	LAWRENCE, KS	29,997
314	ST. JOSEPH, MO	29,944
315	ELMIRA, NY	26,929
316	PASCAGOULA, MS	24,947
317	KENOSHA, WI	24,405

General Merchandise
(thousands)

1	LOS ANGELES, CA	6,821,347
2	NEW YORK, NY	5,641,627
3	CHICAGO, IL	5,025,982
4	PHILADELPHIA, PA-NJ	3,845,035
5	WASHINGTON, DC-MD-VA	3,543,736
6	BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON, MA	3,335,290
7	DETROIT, MI	3,271,927
8	HOUSTON, TX	3,066,248
9	ATLANTA, GA	2,595,461
10	ANAHEIM-SANTA ANA, CA	2,532,798
11	DALLAS, TX	2,517,925
12	MINNEAPOLIS-ST. PAUL, MN	2,503,284
13	NASSAU-SUFFOLK, NY	2,325,754
14	ST. LOUIS, MO-IL	2,269,189
15	SAN DIEGO, CA	2,043,910
16	PITTSBURGH, PA	1,982,651
17	OAKLAND, CA	1,917,665
18	SAN JOSE, CA	1,796,814
19	BALTIMORE, MD	1,772,687
20	MIAMI-HIALEAH, FL	1,765,716
21	TAMPA-ST. PETERSBURG-CLEARWATER, FL	1,734,559
22	CLEVELAND, OH	1,702,433
23	SAN FRANCISCO, CA	1,657,542
24	PHOENIX, AZ	1,622,715
25	PORTLAND, OR	1,597,222
26	SEATTLE, WA	1,545,779
27	RIVERSIDE-SAN BERNARDINO, CA	1,529,173
28	DENVER, CO	1,525,879
29	KANSAS CITY, MO-KS	1,503,657
30	CINCINNATI, OH-KY-IN	1,491,139
31	BERGEN-PASSAIC, NJ	1,301,825
32	COLUMBUS, OH	1,244,635
33	MILWAUKEE, WI	1,241,383
34	FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH, FL	1,218,513
35	FORT WORTH-ARLINGTON, TX	1,177,712
36	SACRAMENTO, CA	1,084,498
37	SAN ANTONIO, TX	1,083,647
38	INDIANAPOLIS, IN	1,072,547
39	NEWARK, NJ	1,062,215
40	NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA	1,049,869
41	NEW ORLEANS, LA	1,046,564
42	ORLANDO, FL	919,928
43	OKLAHOMA CITY, OK	894,367
44	NASHVILLE, TN	680,644
45	LOUISVILLE, KY-IN	871,787
46	HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL, CT	871,282
47	HONOLULU, HI	858,355
48	MIDDLESEX-SOMERSET-HUNTERDON, NJ	855,694
49	DAYTON-SPRINGFIELD, OH	850,051
50	MEMPHIS, TN-AR-MS	844,892
51	SALT LAKE CITY, UT	811,752
52	RICHMOND-PETERSBURG, VA	779,982
53	CHARLOTTE-GASTONIA-ROCK HIL, NC-SC	766,366
54	BRIDGEPORT-STAMFORD-NORWALK-DANBURY, CT	763,210
55	WEST PALM BEACH-BOCA RATON-DELRAY BEACH, FL	757,984
56	TOLEDO, OH	719,473
57	MONMOUTH-OCEAN, NJ	707,546
58	AUSTIN, TX	692,551
59	ROCHESTER, NY	689,852
60	GREENSBORO-WINSTON-SALEM-HIGH POINT, NC	685,537
61	PROVIDENCE-PAWTUCKET-WOONSOCKET, RI	649,846
62	NEW HAVEN-WATERBURY-MERIDEN, CT	649,613
63	JACKSONVILLE, FL	637,863
64	BUFFALO, NY	630,732
65	GRAND RAPIDS, MI	621,439
66	LAS VEGAS, NV	616,451
67	RALEIGH-DURHAM, NC	609,452
68	OMAHA, NE-IA	589,113
69	ALBUQUERQUE, NM	584,626
70	ALBANY-SCHENECTADY-TROY, NY	582,852
71	TUCSON, AZ	573,118
72	SCRANTON-WILKES-BARRE, PA	570,136
73	BIRMINGHAM, AL	569,008
74	BATON ROUGE, LA	561,085
75	TULSA, OK	545,824
76	WILMINGTON, DE-NJ	535,434
77	WORCESTER-FITCHBURG-LEOMINSTER, MA	528,239
78	FLINT, MI	516,046
79	OXNARD-VENTURA, CA	515,675
80	EL PASO, TX	507,961
81	LANSING, MI	504,464
82	ALLENTOWN-BETHLEHEM, PA	498,313
83	LITTLE ROCK, AR	495,106
84	KNOXVILLE, TN	492,544
85	AKRON, OH	490,772
86	YOUNGSTOWN-WARREM, OH	473,987
87	GREENVILLE-SPARTANBURG, SC	465,775
88	SPRINGFIELD, MA	452,435
89	HARRISBURG-LEBANON-CARLISLE, PA	451,651
90	MANCHESTER-NASHUA, NH	441,346
91	FRESNO, CA	438,432
92	SYRACUSE, NY	415,157
93	TACOMA, WA	384,502
94	GARY-HAMMOND, IN	373,863
95	COLUMBIA, SC	371,659
96	LEXINGTON-FAYETTE, KY	367,568
97	WICHITA, KS	367,564
98	SAGINAW-BAY CITY-MIDLAND, MI	362,372
99	MOBILE, AL	361,450
100	JACKSON, MS	357,031
101	ANCHORAGE, AK	345,949
102	MELBOURNE-TITUSVILLE-PALM BEACH, FL	345,813
103	SHREVEPORT, LA	345,259
104	DAVENPORT-ROCK ISLAND-MOLINE, IA-IL	345,139
105	COLORADO SPRINGS, CO	343,165
106	DES MOINES, IA	341,694
107	BRISTOL-JOHNSON CITY-KINGSPORT, VA-TN	337,042
108	RENO, NV	332,268
109	CHARLESTON, SC	329,419
110	MADISON, WI	329,050
111	NEW BEDFORD-FALL RIVER-ATTLEBORO, MA	327,821
112	KALAMZOO, MI	324,851
113	LAKE COUNTY, IL	321,057
114	PEORIA, IL	320,272
115	CHATTANOOGA, TN-GA	319,185
116	BEAUMONT-PORT ARTHUR, TX	316,133
117	SPOKANE, WA	312,450
118	ANN ARBOR, MI	309,020
119	TRENTON, NJ	302,822
120	FORT WAYNE, IN	302,734
121	MCALLEN-EDINBURG-MISSION, TX	297,422
122	SANTA ROSA-PETALUMA, CA	290,031
123	ATLANTIC CITY, NJ	288,862
124	BAKERSFIELD, CA	286,984
125	SANTA BARBARA-SANTA MARIA-LOMPOC, CA	285,018
126	LAKELAND-WINTER HAVEN, FL	279,180
127	APPLETON-OSHKOSH-NEENAH, WI	276,727
128	FORT MEYERS-CAPE CORAL, FL	276,064
129	READING, PA	275,746
130	CORPUS CHRISTI, TX	274,809
131	GREEN BAY, WI	274,191
132	YORK, PA	273,848
133	PENSACOLA, FL	272,586
134	DAYTONA BEACH, FL	272,052
135	EVANSVILLE, IN-KY	271,932
136	LANCASTER, PA	269,851
137	SARASOTA, FL	267,520
138	AURORA-ELGIN, IL	267,492
139	STOCKTON, CA	264,896
140	EUGENE-SPRINGFIELD, OR	257,044
141	CHARLESTON, WV	248,721
142	SALEM, OR	247,326
143	LUBBOCK, TX	246,364
144	SO. BEND-MISHAWAKA, IN	243,295
145	AUGUSTA, GA-SC	240,911
146	MODESTO, CA	234,981
147	PORTSMOUTH-DOVER-ROCHESTER, NH	234,243

148	PORTLAND, ME	234,041
149	ROCKFORD, IL	231,224
150	LAFAYETTE, LA	230,579
151	FAYETTEVILLE, NC	228,626
152	ORANGE COUNTY, NY	226,709
153	CANTON, OH	226,586
154	MONTGOMERY, AL	225,101
155	TALLAHASSEE, FL	222,536
156	DULUTH, MN-WI	222,226
157	HUNTINGTON-ASHLAND, WV-KY-OH	221,895
158	HUNTSVILLE, AL	217,649
159	VALLEJO-FAIRFIELD-NAPA, CA	216,556
160	SPRINGFIELD, MO	211,065
161	SALINAS-SEASIDE-MONTEREY, CA	209,226
162	CEDAR RAPIDS, IA	206,960
163	ROANOKE, VA	202,308
164	COLUMBUS, GA-AL	201,951
165	BINGHAMTON, NY	198,007
166	MACON-WARNER, GA	197,521
167	ERIE, PA	196,103
168	BROWNSVILLE, TX	194,938
169	AMARILLO, TX	194,428
170	WACO, TX	192,611
171	LINCOLN, NE	190,626
172	BILOXI-GULFPORT, MS	188,585
173	POUGHKEEPSIE, NY	186,120
174	KILLEEN-TEMPLE, TX	184,418
175	UTICA-ROME, NY	182,770
176	LORAIN-ELYRIA, OH	182,649
177	WHEELING, WV-OH	179,237
178	GAINESVILLE, FL	178,696
179	VISALIA-TULARE-PORTERVILLE, CA	178,016
180	LIMA, OH	177,940
181	SPRINGFIELD, IL	176,409
182	JOLIET, IL	175,641
183	SAVANNAH, GA	174,113
184	VANCOUVER, WA	171,911
185	TYLER, TX	170,729
186	CHAMPAIGN-URBANA-RANTOUL, IL	169,339
187	LONGVIEW-MARSHALL, TX	164,357
188	MANSFIELD, OH	164,263
189	JACKSON, MI	160,705
190	MUSKEGON, MI	158,526
191	ASHEVILLE, NC •	157,996
192	BILLINGS, MT	156,664
193	PROVO-OREM, UT	154,926
194	HOUMA-THIBODAUX, LA	153,928
195	FORT SMITH, AR-OK	152,342
196	BRADENTON, FL	151,930
197	ROCHESTER, MN	151,486
198	BOULDER-LONGMONT, CO	150,444
199	LAREDO, TX	149,435
200	HAMILTON-MIDDLETOWN, OH	149,138
201	ODESSA, TX	147,994
202	NIAGARA FALLS, NY	147,856
203	LYNCHBURG, VA	146,184
204	BEAVER COUNTY, PA	144,789
205	JOHNSTOWN, PA	144,119
206	MEDFORD, OR	143,887
207	MONROE, LA	14[illegible],415
208	SIOUX FALLS, SD	143,386
209	BRYAN-COL STATION, TX	142,956
210	LAFAYETTE, IN	142,429
211	LAKE CHARLES, LA	138,848
212	NEW LONDON-NORWICH, CT	138,441 138,256
213	PARKERSBURG-MARIETTA, WV-OH	137,931
214	OCALA, FL	135,931
215	SANTA CRUZ, CA	135,710
216	WILMINGTON, NC	134,030
217	FORT PIERCE, FL	133,203
218	ALEXANDRIA, LA	131,921
219	DECATUR, IL	130,870
220	RACINE, WI	129,774
221	FORT WALTON BEACH, FL	129,038
222	TOPEKA, KS	127,351
223	TEXARKANA, TX-AR	127,244
224	WATERLOO-CEDAR FALLS, IA	126,434
225	BLOOMINGTON-NORMAL, IL	125,683
226	FARGO-MOORHEAD, ND-MN	125,658
227	FORT COLLINS-LOVELAND, CO	125,629
228	TERRE HAUTE, IN	125,375
229	GALVESTON-TEXAS CITY	124,772
230	BANGOR, ME	124,140
231	LA CROSSE, WI	123,550
232	BENTON HARBOR, MI	123,273
233	JERSEY CITY, NJ	123,211
234	ALTOONA, PA	123,135
235	YAKIMA, WA	121,514
236	HICKORY, NC	121,318
237	JACKSON, TN	119,469
238	LAWTON, OK	118,864
239	OLYMPIA, WA	118,751
240	ST. CLOUD, MN	118,624
241	ALBANY, GA	118,572
242	RICHLAND-KENNEWICK-PASCO, WA	118,344
243	EAU CLAIRE, WI	118,218
244	JOPLIN, MO	116,577
245	CHARLOTTESVILLE, VA	116,506
246	ELKHART-GOSHEN, IN	116,432
247	BATTLE CREEK, MI	116,023
248	PANAMA CITY, FL	114,777
249	FLORENCE, AL	113,850
250	DOTHAN, AL	113,058
251	CLARKSVILLE-HOPKINSVILLE, YN-KY	110,938
252	BURLINGTON, VT	110,938
253	MIDLAND, TX	110,848
254	BOISE CITY, ID	108,285
255	TUSCALOOSA, AL	107,298
256	BRAZORIA, TX	106,609
257	BISMARCK, ND	105,812
258	FAYETTEVILLE-SPRINGDALE, AR	104,064
259	DUBUQUE, IA	102,485
260	STEUBENVILLE-WEIRTON, OH-WV	101,866
261	FLORENCE, SC	101,690
262	PUEBLO, CO	101,535
263	ELMIRA, NY	101,360
264	CHICO, CA	100,637
265	HAGERSTOWN, MD	100,291
266	SAN ANGELO, TX	99,623
267	PITTSFIELD, MA	96,554
268	MUNCIE, IN	96,148
269	ANDERSON, IN	96,138
270	JACKSONVILLE, NC	93,652
271	SHEBOYGAN, WI	93,324
272	JANESVILLE-BELOIT, WI	93,257
273	BELLINGHAM, WA	92,594
274	COLUMBIA, MO	92,513
275	WAUSAU, WI	92,475
276	SHERMAN-DENISON, TX	92,043
277	SIOUX CITY, IA-NE	91,713
278	NAPLES, FL	91,467
279	WILLIAMSPORT, PA	91,274
280	KOKOMO, IN	91,163
281	CUMBERLAND, MD-WV	91,132
282	ANDERSON, SC	90,722
283	BLOOMINGTON, IN	90,664
284	OWENSBORO, KY	90,127
285	ATHENS, GA	89,511
286	RAPID CITY, SD	88,041
287	YUBA CITY, CA	87,455
288	SHARON, PA	86,789
289	VINELAND-MILLVILLE-BRIDGETON, NJ	86,396
290	STATE COLLEGE, PA	85,533
291	REDDING, CA	84,802
292	PASCAGOULA, MS	83,387
293	ABILENE, TX	82,427
294	VICTORIA, TX	82,124
295	ANNISTON, AL	81,984
296	MERCED, CA	81,312
297	GREAT FALLS, MT	79,566
298	BREMERTON, WA	79,305
299	LEWISTON-AUBURN, ME	76,402
300	GADSDEN, AL	76,012
301	ST. JOSEPH, MO	76,011
302	PINE BLUFF, AR	75,025
303	WICHITA FALLS, TX	74,765
304	IOWA CITY, IA	74,464
305	LAS CRUCES, NM	71,177
306	KENOSHA, WI	70,832
307	BURLINGTON, NC	69,805
308	GREELEY, CO	66,845
309	SANTA FE, NM	66,057
310	KANKAKEE, IL	65,601
311	GRAND FORKS, ND	62,321
312	GLENS FALLS, NY	59,098
313	CHEYENNE, WY	53,915
314	CASPER, WY	51,062
315	DANVILLE, VA	49,872
316	ENID, OK	39,468
317	LAWRENCE, KS	31,369

Food Sales
(thousands)

1	LOS ANGELES, CA	11,972,763
2	NEW YORK, NY	10,023,995
3	CHICAGO, IL	7,355,599
4	PHILADELPHIA, PA-NJ	6,147,189
5	WASHINGTON, DC-MD-VA	5,487,012
6	BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON, MA	5,450,086
7	DETROIT, MI	5,312,011
8	HOUSTON, TX	5,218,386
9	NASSAU-SUFFOLK, NY	4,575,368
10	DALLAS, TX	4,117,725
11	ANAHEIM-SANTA ANA, CA	3,832,776
12	ATLANTA, GA	3,623,083
13	ST. LOUIS, MO-IL	3,313,939
14	TAMPA-ST. PETERSBURG-CLEARWATER, FL	3,302,147
15	PHOENIX, AZ	3,166,734
16	OAKLAND, CA	3,090,717
17	BALTIMORE, MD	3,050,983
18	MINNEAPOLIS-ST. PAUL, MN	3,019,608
19	NEWARK, NJ	2,891,967
20	SAN DIEGO, CA	2,891,836
21	PITTSBURGH, PA	2,817,584
22	SEATTLE, WA	2,785,492
23	DENVER, CO	2,783,061
24	RIVERSIDE-SAN BERNARDINO, CA	2,782,043
25	SAN FRANCISCO, CA	2,755,981
26	MIAMI-HIALEAH, FL	2,689,403
27	CLEVELAND, OH	2,556,030
28	SAN JOSE, CA	2,489,516
29	FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH, FL	2,169,549
30	BERGEN-PASSAIC, NJ	2,166,913
31	NEW ORLEANS, LA	2,108,328
32	SACRAMENTO, CA	2,039,278
33	CINCINNATI, OH-KY-IN	2,004,248
34	SAN ANTONIO, TX	1,921,587
35	FORT WORTH-ARLINGTON	1,919,165
36	MILWAUKEE, WI	1,885,340
37	KANSAS CITY, MO-KS	1,883,636
38	COLUMBUS, OH	1,825,861
39	CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	1,734,043
40	MIDDLESEX-SOMERSET-HUNTERDON, NJ	1,657,420
41	HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL, CT	1,654,371
42	NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA	1,614,641
43	ORLANDO, FL	1,598,906
44	MONMOUTH-OCEAN, NJ	1,580,120
45	INDIANAPOLIS, IN	1,520,477
46	PORTLAND, OR	1,510,537
47	WEST PALM BEACH-BOCA RATON-DELRAY BEACH, FL	1,406,401
48	BUFFALO, NY	1,403,557
49	ROCHESTER, NY	1,402,699
50	SALT LAKE CITY-OGDEN, UT	1,385,232
51	OKLAHOMA CITY, OK	1,363,380
52	BRIDGEPORT-STAMFORD-NORWALK-DANBURY, CT	1,340,447
53	NASHVILLE, TN	1,317,596
54	ALBANY-SCHENECTADY-TROY, NY	1,308,691
55	MEMPHIS, TN-AR-MS	1,302,584
56	DAYTON-SPRINGFIELD, OH	1,257,437
57	LOUISVILLE, KY-IN	1,224,360
58	RICHMOND-PETERSBURG, VA	1,221,702
59	GREENSBORO-WINSTON-SALEM-HIGH POINT, NC	1,217,029
60	AUSTIN, TX	1,208,714
61	BIRMINGHAM, AL	1,162,122
62	NEW HAVEN-WATERBURY-MERIDEN, CT	1,159,580
63	JACKSONVILLE, FL	1,149,470
64	PROVIDENCE-PAWTUCKET-WOONSOCKET, RI	1,141,515
65	SYRACUSE, NY	1,033,417
66	LAS VEGAS, NV	1,007,777
67	TULSA, OK	991,169
68	RALEIGH-DURHAM, NC	986,861
69	HONOLULU, HI	986,248
70	SCRANTON-WILKES-BARRE, PA	942,620
71	TUCSON, AZ	926,039
72	HARRISBURG-LEBANON-CARLISLE, PA	914,247
73	TOLEDO, OH	902,389
74	AKRON, OH	895,235
75	BATON ROUGE, LA	887,150
76	GREENVILLE-SPARTANBURG, SC	877,561
77	KNOXVILLE, TN	877,180
78	ALLENTOWN-BETHLEHEM, PA-NJ	875,252
79	OXNARD-VENTURA, CA	865,640
80	OMAHA, NE-IA	839,546
81	FRESNO, CA	828,734
82	SPRINGFIELD, MA	814,697
83	NEW BEDFORD-FALL RIVER-ATTLEBORO, MA	788,395
84	WORCESTER-FITCHBURG-LEOMINSTER, MA	787,678
85	WILMINGTON, DE-NJ-MD	772,218
86	GRAND RAPIDS, MI	735,338
87	ALBUQUERQUE, NM	724,441
88	GARY-HAMMOND, IN	698,015
89	JERSEY CITY, NJ	690,078
90	BAKERSFIELD, CA	686,925
91	CHARLESTON, SC	675,731
92	LITTLE ROCK-NORTH LITTLE ROCK, AR	669,094
93	ATLANTIC CITY, NJ	665,577
94	MOBILE, AL	657,805
95	SANTA ROSA-PETALUMA	639,626
96	PORTSMOUTH-DOVER-ROCHESTER, NH	637,071
97	DES MOINES, IA	635,641
98	EL PASO, TX	630,710
99	YOUNGSTOWN-WARREN, OH	620,733
100	TACOMA, WA	602,579
101	CHATTANOOGA, TN-GA	601,306
102	CORPUS CHRISTI, TX	597,406
103	WICHITA, KS	585,108
104	SANTA BARBARA-SANTA MARIA-LOMPOC, CA	573,474
105	JOHNSON CITY-KINGSPORT-BRISTOL, TN-VA	572,040
106	LAKELAND-WINTERHAVEN, FL	570,242
107	MANCHESTER-NASHUA, NH	559,441
108	VALLEJO-FAIRFIELD-NAPA, CA	559,066
109	BEAUMONT-PORT ARTHUR, TX	556,743
110	CANTON, OH	550,068
111	LAKE COUNTY, IL	543,315
112	COLUMBIA, SC	540,516
113	LANCASTER, PA	540,180
114	DAYTONA BEACH, FL	538,158
115	FLINT, MI	518,193
116	SPOKANE, WA	517,621
117	FORT MEYERS-CAPE CORAL, FL	512,984
118	LANSING-EAST LANSING, MI	508,652
119	STOCKTON, CA	506,134
120	YORK, PA	501,065
121	SAGINAW-BAY CITY-MIDLAND, MI	495,204
122	SHREVEPORT, LA	491,596
123	TRENTON, NJ	491,032
124	MELBOURNE-TITUSVILLE-PALM BAY, FL	482,137
125	COLORADO SPRNGS, CO	478,526
126	AUGUSTA, GA-SC	475,060
127	ORANGE COUNTY, NY	473,593
128	PORTLAND, ME	471,001
129	SARASOTA, FL	467,941
130	JACKSON, MS	467,204
131	DAVENPORT-ROCK ISLAND-MOLINE, IA-IL	467,093
132	MADISON, WI	446,805
133	FORT WAYNE, IN	433,556
134	RENO, NV	439,327
135	PENSACOLA, FL	438,985
136	MCALLEN-EDINBURG-MISSION, TX	435,342
137	READING, PA	433,699

138	LEXINGTON-FAYETTE, KY	431,870
139	MODESTO, CA	425,122
140	POUGHKEEPSIE, NY	423,812
141	UTICA-ROME, NY	423,652
142	AURORA-ELGIN, IL	419,777
143	BOULDER-LONGMONT, CO	416,504
144	BINGHAMTON, NY	414,429
145	PEORIA, IL	406,889
146	SANTA CRUZ, CA	401,463
147	EVANSVILLE, IN-KY	399,674
148	CHARLESTON, WV	393,907
149	ANCHORAGE, AK	391,206
150	SALINAS-SEASIDE-MONTEREY, CA	387,240
151	HUNTINGTON-ASHLAND, WV	386,446
152	MACON-WARNER ROBINS	384,661
153	FORT PIERCE, FL	365,529
154	APPLETON-OSHKOSH-NEENAH, WI	364,067
155	VISALIA-TULARE-PORTERVILLE, CA	362,841
156	BROWNSVILLE-HARLINGEN, TX	362,147
157	NEW LONDON-NORWICH, CT	361,771
158	EUGENE-SPRINGFIELD, OR	360,200
159	ROANOKE, VA	360,162
160	GALVESTON-TEXAS CITY	355,498
161	ROCKFORD, IL	354,073
162	MONTGOMERY, AL	352,271
163	LUBBOCK, TX	349,376
164	ERIE, PA	349,104
165	GAINESVILLE, FL	341,957
166	AMARILLO, TX	341,283
167	SPRINGFIELD, MO	326,704
168	TALLAHASSEE, FL	322,213
169	SAVANNAH, GA	319,911
170	DULUTH, MN-WI	319,744
171	HAMILTON-MIDDLETOWN, OH	319,102
172	BRADENTON, FL	314,545
173	JOLIET, IL	314,538
174	LORAIN-ELYRIA, OH	313,743
175	BOISE CITY, ID	310,538
176	ANN ARBOR, MI	308,549
177	SOUTH BEND-MISHAWAKA, IN	307,625
178	WACO, TX	301,567
179	HICKORY, NC	301,355
180	BRAZORIA, TX	300,339
181	ELKHART-GOSHEN, IN	300,093
182	LONGVIEW-MARSHALL, TX	297,923
183	LAFAYETTE, LA	291,630
184	FAYETTEVILLE, NC	290,098
185	KILLEEN-TEMPLE, TX	285,148
186	HOUMA-THIBODAUX, LA	281,946
187	CHICO, CA	281,003
188	NIAGARA FALLS, NY	280,686
189	HUNTSVILLE, AL	279,830
190	LAKE CHARLES, LA	275,997
191	SALEM, OR	265,352
192	JOHNSTOWN, PA	265,170
193	OCALA, FL	264,405
194	COLUMBUS, GA-AL	261,074
195	PROVO-OREM, UT	260,349
196	SPRINGFIELD, IL	258,440
197	ASHEVILLE, NC	254,914
198	BILOXI-GULFPORT, MS	248,432
199	VANCOUVER, WA	246,808
200	WHEELING, WV-OH	246,309
201	YAKIMA, WA	244,259
202	FORT COLLINS-LOVELAND, CO	244,055
203	KALAMAZOO, MI	242,832
204	LINCOLN, NE	240,486
205	NAPLES, FL	238,358
206	CEDAR RAPIDS, IA	234,109
207	TOPEKA, KS	232,642
208	PITTSFIELD, MA	231,533
209	RACINE, WI	224,224
210	BURLINGTON, VT	221,323
211	BRYAN-COLLEGE STATION, TX	220,270
212	PARKERSBURG-MARIETTA, WV-OH	219,053
213	BANGOR, ME	216,792
214	OLYMPIA, WA	216,425
215	RICHLAND-KENNEWICK-PASCO, WA	215,693
216	REDDING, CA	212,434
217	FORT SMITH, AR-OK	210,667
218	TYLER, TX	209,292
219	LYNCHBURG, VA	208,944
220	VINELAND-MILLVILLE-BRIDGETON, NJ	207,098
221	BREMERTON, WA	205,076
222	CHARLOTTESVILLE, VA	204,590
223	BEAVER COUNTY, PA	204,546
224	BILLINGS, MT	204,432
225	CHAMPAIGN-URBANA-RANTOUL, IL	202,019
226	LIMA, OH	201,133
227	GREEN BAY, WI	200,621
228	LAREDO, TX	200,492
229	ODESSA, TX	199,070
230	ST. CLOUD, MN	198,582
231	JOPLIN, MO	194,156
232	GLENS FALLS, NY	193,111
233	MONROE, LA	191,245
234	ATHENS, GA	191,193
235	JANESVILLE-BELOIT, WI	189,303
236	ALTOONA, PA	188,122
237	TUSCALOOSA, AL	187,028
238	ALEXANDRIA, LA	183,602
239	ANDERSON, SC	183,424
240	ANDERSON, IN	183,179
241	WATERLOO-CEDAR FALLS, IA	183,101
242	WILMINGTON, NC	181,033
243	TEXARKANA, TX-TEXARKANA, AR	180,659
244	SIOUX CITY, IA-NE	176,844
245	BENTON HARBOR, MI	175,621
246	SANTA FE, NM	174,173
247	STEUBENVILLE-WEIRTON, OH-WV	173,998
248	MEDFORD, OR	173,517
249	ABILENE, TX	173,473
250	PUEBLO, CO	172,615
251	BELLINGHAM, WA	172,432
252	FORT WALTON BEACH, FL	171,471
253	FARGO-MOORHEAD, ND-MN	170,587
254	SIOUX FALLS, SD	169,305
255	WILLIAMSPORT, PA	168,964
256	TERRE HAUTE, IN	168,817
257	MANSFIELD, OH	168,291
258	MIDLAND, TX	167,470
259	MUSKEGON, MI	164,660
260	DOTHAN, AL	163,309
261	STATE COLLEGE, PA	162,593
262	BLOOMINGTON-NORMAL, IL	161,329
263	FLORENCE, SC	159,479
264	ALBANY, GA	159,380
265	MERCED, CA	159,151
266	LEWISTON-AUBURN, ME	157,741
267	LAWTON, OK	157,700
268	ROCHESTER, MN	157,671
269	WICHITA FALLS, TX	156,766
270	DECATUR, IL	156,152
271	LAFAYETTE-WEST LAFAYETTE, IN	156,112
272	BURLINGTON, NC	155,461
273	CLARKSVILLE-HOPKINSVILLE, TN-KY	154,568
274	PANAMA CITY, FL	153,632
275	KENOSHA, WI	152,518
276	FLORENCE, AL	152,063
277	SAN ANGELO, TX	151,179
278	MUNCIE, IN	151,059
279	EAU CLAIRE, WI	151,052
280	FAYETTEVILLE-SPRINGDALE, AR	147,549
281	COLUMBIA, MO	144,088
282	GADSDEN, AL	143,646
283	HAGERSTOWN, MD	141,817
284	DANVILLE, VA	141,730
285	PASCAGOULA, MS	141,549
286	GREELEY, CO	141,165
287	SHARON, PA	140,485
288	LA CROSSE, WI	139,905
289	SHERMAN-DENISON, TX	139,283
290	KOKOMO, IN	138,929
291	YUBA CITY, CA	138,586
292	BLOOMINGTON, IN	137,446
293	ST. JOSEPH, MO	135,506
294	JACKSON, MI	133,744
295	ANNISTON, AL	133,500
296	BATTLE CREEK, MI	133,210
297	JACKSONVILLE, NC	133,117
298	IOWA CITY, IA	129,020
299	SHEBOYGAN, WI	124,690
300	VICTORIA, TX	124,459
301	WAUSAU, WI	122,736
302	OWENSBORO, KY	122,171
303	LAS CRUCES, NM	120,761
304	CUMBERLAND, MD-WV	117,490
305	PINE BLUFF, AR	115,203
306	DUBUQUE, IA	113,395
307	ELMIRA, NY	113,108
308	CASPER, WY	112,990
309	KANKAKEE, IL	111,941
310	RAPID CITY, SD	110,165
311	BISMARCK, ND	110,096
312	JACKSON, TN	109,146
313	GREAT FALLS, MT	105,511
314	ENID, OK	86,334
315	LAWRENCE, KS	85,541
316	CHEYENNE, WY	71,614
317	GRAND FORKS, ND	70,279

Automobile Sales
(thousands)

1	LOS ANGELES-LONG BEACH, CA	14,159,462
2	CHICAGO, IL	8,691,504
3	HOUSTON, TX	7,434,357
4	DETROIT, MI	7,199,005
5	PHILADELPHIA, PA-NJ	7,130,170
6	WASHINGTON, DC-MD-VA	6,665,054
7	DALLAS, TX	6,639,555
8	BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON, MA	6,596,366
9	NEW YORK, NY	6,222,304
10	ATLANTA, GA	5,031,054
11	ANAHEIM-SANTA ANA, CA	4,987,417
12	NASSAU-SUFFOLK, NY	4,452,364
13	MINNEAPOLIS-ST. PAUL, MN	4,356,504
14	MIAMI-HIALEAH, FL	4,155,528
15	ST. LOUIS, MO-IL	3,946,446
16	PHOENIX, AZ	3,918,882
17	SAN DIEGO, CA	3,766,624
18	TAMPA-ST. PETERSBURG	3,764,745
19	DENVER, CO	3,640,625
20	FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH, FL	3,520,816
21	OAKLAND, CA	3,480,884
22	BALTIMORE, MD	3,406,567
23	SAN JOSE, CA	3,157,610
24	PITTSBURGH, PA	3,114,272
25	NEWARK, NJ	2,911,787
26	SEATTLE, WA	2,896,737
27	FORT WORTH-ARLINGTON, TX	2,853,729
28	RIVERSIDE-SAN BERNARDINO, CA	2,823,526
29	SAN FRANCISCO, CA	2,780,456
30	KANSAS CITY, MO-KS	2,754,029
31	CLEVELAND, OH	2,568,742
32	OKLAHOMA CITY, OK	2,417,564
33	ORLANDO, FL	2,372,148
34	BERGEN-PASSAIC, NJ	2,352,854
35	SACRAMENTO, CA	2,294,028
36	SAN ANTONIO, TX	2,282,110
37	COLUMBUS, OH	2,250,715
38	INDIANAPOLIS, IN	2,188,840
39	NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA	2,135,426
40	MILWAUKEE, WI	2,077,126
41	CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	2,062,477
42	CINCINNATI, OH-KY-IN	2,039,196
43	PORTLAND, OR	1,994,627
44	MONMOUTH-OCEAN, NJ	1,941,614
45	NEW ORLEANS, LA	1,928,099
46	HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL, CT	1,900,618
47	WEST PALM BEACH-BOCA RATON-DELRAY BEACH, FL	1,848,917
48	NASHVILLE, TN	1,763,338
49	JACKSONVILLE, FL	1,751,312
50	SALT LAKE CITY-OGDEN, UT	1,716,187
51	MEMPHIS, TN-AR-MS	1,731,398
52	AUSTIN, TX	1,698,854
53	ROCHESTER, NY	1,696,502
54	GREENSBORO-WINSTON-SALEM-HIGH POINT, NC	1,550,453
55	BRIDGEPORT-STAMFORD-NORWALK-DANBURY, CT	1,542,069
56	MIDDLESEX-SOMERSET-HUNTERDON, NJ	1,517,239
57	TULSA, OK	1,457,175
58	BIRMINGHAM, AL	1,429,062
59	DAYTON-SPRINGFIELD, OH	1,361,306
60	LOUISVILLE, KY-IN	1,350,686
61	RICHMOND-PETERSBURG, VA	1,314,309
62	ALBANY-SCHENECTADY-TROY, NY	1,281,269
63	LAKE COUNTY, IL	1,280,916
64	BUFFALO, NY	1,233,240
65	LAS VEGAS, NV	1,217,009
66	GRAND RAPIDS, MI	1,211,196
67	RALEIGH-DURHAM, NC	1,178,447
68	NEW HAVEN-WATERBURY-MERIDEN, CT	1,132,228
69	TUCSON, AZ	1,100,031
70	OMAHA, NE-IA	1,094,743
71	OXNARD-VENTURA, CA	1,078,808
72	LITTLE ROCK-NORTH LITTLE ROCK, AR	1,070,902
73	PROVIDENCE-PAWTUCKET-WOONSOCKET, RI	1,069,957
74	SYRACUSE, NY	1,031,600
75	ALBUQUERQUE, NM	993,341
76	TOLEDO, OH	977,366
77	BATON ROUGE, LA	965,929
78	KNOXVILLE, TN	961,283
79	ALLENTOWN-BETHLEHEM, PA-NJ	956,832
80	HARRISBURG-LEBANON-CARLISLE, PA	948,558
81	FRESNO, CA	940,657
82	WILMINGTON, DE-NJ-MD	920,123
83	WORCESTER-FITCHBURG-LEOMINSTER, MA	909,661
84	GREENVILLE-SPARTANBURG, SC	885,063
85	WICHITA, KS	870,419
86	AKRON, OH	860,897
87	SCRANTON-WILKES-BARRE, PA	842,956
88	HONOLULU, HI	822,738
89	EL PASO, TX	817,198
90	SPRINGFIELD, MA	790,325
91	CHARLESTON, SC	788,600
92	FLINT, MI	785,657
93	BEAUMONT-PORT ARTHUR, TX	766,656
94	TACOMA, WA	732,080
95	NEW BEDFORD-FALL RIVER-ATTLEBORO, MA	728,213
96	JOHNSON CITY-KINGSPORT-BRISTOL, TN-VA	726,356
97	CORPUS CHRISTI, TX	724,129
98	PORTSMOUTH-DOVER-ROCHESTER, NH	715,929
99	MANCHESTER-NASHUA, NH	712,271
100	DES MOINES, IA	711,343
101	LANSING-EAST LANSING, PA	709,072
102	MOBILE, AL	705,047
103	COLUMBIA, SC	696,430
104	BAKERSFIELD, CA	694,314
105	MELBOURNE-TITUSVILLE-PALM BAY, FL	688,081
106	LAKELAND-WINTER HAVEN, FL	684,333
107	GARY-HAMMOND, IN	669,669
108	COLORADO SPRINGS, CO	668,925
109	SHREVEPORT, LA	668,523
110	LUBBOCK, TX	656,650
111	JACKSON, MS	654,473
112	CHATTANOOGA, TN-GA	636,846
113	MADISON, WI	629,004
114	DAVENPORT-ROCK ISLAND-MOLINE, IA-IL	612,301
115	SAGINAW-BAY CITY-MIDLAND, MI	609,160
116	SARASOTA, FL	595,670
117	YOUNGSTOWN-WARREN, OH	590,223
118	AMARILLO, TX	588,963
119	AUGUSTA, GA-SC	573,791
120	FORT MEYERS-CAPE CORAL, FL	577,008
121	DAYTONA BEACH, FL	573,071
122	SANTA BARBARA-SANTA MARIA-LOMPOC, CA	570,022
123	ATLANTIC CITY, NJ	569,208
124	SPOKANE, WA	566,976
125	RENO, NV	563,886
126	LANCASTER, PA	561,293

127	PENSACOLA, FL	549,386
128	CANTON, OH	545,663
129	READING, PA	544,916
130	LEXINGTON-FAYETTE, KY	544,868
131	ELKHART-GOSHEN, IN	539,683
132	SANTA ROSA-PETALUMA, CA	537,319
133	STOCKTON, CA	537,037
134	FORT WAYNE, IN	533,937
135	YORK, PA	527,914
136	MACON-WARNER ROBINS, GA	525,415
137	NEW LONDON-NORWICH, CT	522,272
138	ANCHORAGE, AK	521,991
139	PEORIA, IL	515,230
140	SALINAS-SEASIDE-MONTEREY, CA	514,512
141	VALLEJO-FAIRFIELD-NAPA, CA	514,472
142	MONTGOMERY, AL	508,857
143	CHARLESTON, WV	502,325
144	BOULDER-LONGMONT, CO	496,032
145	ANN ARBOR, MI	475,108
146	PORTLAND, ME	470,583
147	JERSEY CITY, NJ	455,844
148	MCALLEN-EDINBURG-MISSION, TX	455,827
149	FORT PIERCE, FL	448,345
150	LONGVIEW-MARSHALL, TX	447,426
151	SPRINGFIELD, MO	443,582
152	APPLETON-OSHKOSH-NEENAH, WI	442,833
153	TRENTON, NJ	440,467
154	EVANSVILLE, IN-KY	437,301
155	EUGENE-SPRINGFIELD, OR	434,597
156	BRADENTON, FL	427,782
157	AURORA-ELGIN, IL	424,855
158	COLUMBUS, GA-AL	424,716
159	ROCKFORD, IL	424,359
160	HUNTSVILLE, AL	420,102
161	ORANGE COUNTY, NY	413,601
162	JOLIET, IL	413,031
163	BINGHAMTON, NY	412,536
164	LAFAYETTE, LA	406,554
165	SOUTH BEND-MISHAWAKA, IN	401,991
166	KILLEEN-TEMPLE, TX	395,532
167	WACO, TX	394,168
168	ROANOKE, VA	393,551
169	FAYETTEVILLE, NC	388,876
170	SAVANNAH, GA	387,458
171	POUGHKEEPSIE, NY	381,259
172	UTICA-ROME, NY	374,275
173	GALVESTON-TEXAS CITY, TX	368,510
174	FARGO-MOORHEAD, ND-MN	367,170
175	GAINESVILLE, FL	366,907
176	SANTA CRUZ, CA	366,476
177	VISALIA-TULARE-PORTERVILLE, CA	365,843
178	ERIE, PA	364,953
179	KALAMAZOO, MI	361,895
180	MODESTO, CA	358,314
181	HUNTINGTON-ASHLAND, WV	338,841
182	WICHITA FALLS, TX	335,696
183	BOISE CITY, ID	335,358
184	SALEM, OR	334,879
185	BILOXI-GULFPORT, MS	333,490
186	LORAIN-ELYRIA, OH	332,082
187	ODESSA, TX	330,334
188	BROWNSVILLE-HARLINGEN, TX	329,199
189	TYLER, TX	324,693
190	HOUMA-THIBODAUX, LA	324,242
191	ABILENE, TX	322,471
192	ASHEVILLE, NC	321,902
193	GREEN BAY, WI	321,845
194	HAMILTON-MIDDLETOWN, OH	318,214
195	FORT SMITH, AR-OK	311,538
196	LINCOLN, NE	311,116
197	HICKORY, NC	310,017
198	SIOUX FALLS, SD	309,333
199	FORT COLLINS-LOVELAND, CO	303,256
200	BILLINGS, MT	298,622
201	PANAMA CITY, FL	294,165
202	PROVO-OREM, UT	292,835
203	SPRINGFIELD, IL	291,355
204	BURLINGTON, VT	289,310
205	TALLAHASSEE, FL	282,158
206	BANGOR, ME	281,133
207	BRAZORIA, TX	278,211
208	JOHNSTOWN, PA	274,745
209	NAPLES, FL	274,201
210	ST. CLOUD, MN	273,351
211	OCALA, FL	271,810
212	DULUTH, MN-WI	270,956
213	LAKE CHARLES, LA	265,179
214	MONROE, LA	261,106
215	CLARKSVILLE-HOPKINSVILLE, TN-KY	259,886
216	JOPLIN, MO	259,451
217	TOPEKA, KS	256,356
218	CEDAR RAPIDS, IA	252,537
219	DOTHAN, AL	252,418
220	ROCHESTER, MN	252,031
221	EAU CLAIRE, WI	249,475
222	NIAGARA FALLS, NY	247,771
223	MEDFORD, OR	244,605
224	FORT WALTON BEACH, FL	241,955
225	CHAMPAIGN-URBANA-RANTOUL, IL	241,739
226	WATERLOO-CEDAR FALLS, IA	241,380
227	YAKIMA, WA	240,862
228	SAN ANGELO, TX	233,674
229	ALEXANDRIA, LA	231,059
230	RACINE, WI	227,927
231	LAFAYETTE-WEST LAFAYETTE, IN	223,705
232	BRYAN-COLLEGE STATION, TX	220,411
233	LIMA, OH	218,323
234	SHERMAN-DENISON, TX	217,259
235	TERRE HAUTE, IN	216,784
236	LAWTON, OK	216,304
237	SANTA FE, NM	216,065
238	MANSFIELD, OH	215,940
239	BISMARCK, ND	215,526
240	PARKERSBURG-MARIETTA, WV-OH	213,514
241	JACKSONVILLE, NC	212,475
242	BURLINGTON, NC	211,589
243	WILMINGTON, NC	209,771
244	ALTOONA, PA	207,913
245	ALBANY, GA	207,789
246	PITTSFIELD, MA	207,126
247	BLOOMINGTON-NORMAL, IL	206,585
248	TEXARKANA, TX-TEXARKANA, AR	206,474
249	KOKOMO, IN	203,699
250	MIDLAND, TX	202,290
251	WHEELING, WV-OH	201,815
252	ATHENS, GA	200,135
253	FAYETTEVILLE-SPRINGDALE, AR	200,060
254	CHICO, CA	199,594
255	FLORENCE, AL	198,932
256	FLORENCE, SC	197,514
257	ANDERSON, IN	195,872
258	LYNCHBURG, VA	194,538
259	CHARLOTTESVILLE, VA	193,550
260	DECATUR, IL	193,401
261	SIOUX CITY, IA-NE	192,039
262	MERCED, CA	191,029
263	VANCOUVER, WA	190,199
264	VINELAND-MILLVILLE-BRIDGETON, NJ	189,725
265	RAPID CITY, SD	183,309
266	GRAND FORKS, ND	181,685
267	BENTON HARBOR, MI	181,683
268	ANDERSON, SC	181,312
269	CASPER, WY	181,042
270	BREMERTON, WA	179,713
271	LA CROSSE, WI	176,930
272	RICHLAND-KENNEWICK-PASCO, WA	174,887
273	LEWISTON-AUBURN, ME	174,035
274	WILLIAMSPORT, PA	174,016
275	GREAT FALLS, MT	173,928
276	SHARON, PA	173,500
277	REDDING, CA	171,614
278	GREELEY, CO	171,219
279	MUNCIE, IN	169,956
280	TUSCALOOSA, AL	169,475
281	LAS CRUCES, NM	169,415
282	GLENS FALLS, NY	169,198
283	VICTORIA, TX	168,139
284	JANESVILLE-BELOIT, WI	167,077
285	MUSKEGON, MI	166,701
286	STATE COLLEGE, PA	166,649
287	OLYMPIA, WA	164,881
288	ST. JOSEPH, MO	164,589
289	COLUMBIA, MO	163,946
290	ANNISTON, AL	163,340
291	BATTLE CREEK, MI	161,321
292	HAGERSTOWN, MD	159,459
293	BELLINGHAM, WA	154,184
294	PUEBLO, CO	149,887
295	PINE BLUFF, AR	148,444
296	WAUSAU, WI	146,838
297	BLOOMINGTON, IN	144,784
298	DANVILLE, VA	139,112
299	DUBUQUE, IA	138,466
300	KANKAKEE, IL	137,725
301	STEUBENVILLE-WEIRTON, OH-WV	136,722
302	JACKSON, MI	136,531
303	JACKSON, TN	136,508
304	ENID, OK	131,073
305	OWENSBORO, KY	130,872
306	ELMIRA, NY	130,688
307	LAREDO, TX	124,620
308	IOWA CITY, IA	123,113
309	BEAVER COUNTY, PA	122,907
310	SHEBOYGAN, WI	122,701
311	GADSDEN, AL	120,448
312	CHEYENNE, WY	119,551
313	YUBA CITY, CA	111,223
314	LAWRENCE, KS	109,877
315	PASCAGOULA, MS	108,937
316	CUMBERLAND, MD-WV	96,817
317	KENOSHA, WI	91,631

Gasoline Sales
(thousands)

1	LOS ANGELES, CA	3,301,053
2	CHICAGO, IL	2,213,659
3	DETROIT, MI	1,836,328
4	WASHINGTON, DC-MD-VA	1,826,612
5	BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON, MA	1,678,290
6	PHILADELPHIA, PA-NJ	1,641,698
7	HOUSTON, TX	1,444,019
8	NEW YORK, NY	1,363,023
9	ATLANTA, GA	1,358,871
10	DALLAS, TX	1,345,583
11	MINNEAPOLIS-ST. PAUL, MN	1,248,270
12	ST. LOUIS, MO-IL	1,181,582
13	ANAHEIM-SANTA ANA, CA	1,130,181
14	NASSAU-SUFFOLK, NY	1,064,622
15	BALTIMORE, MD	932,486
16	SAN DIEGO, CA	903,529
17	CLEVELAND, OH	868,188
18	TAMPA-ST. PETERSBURG-CLEARWATER, FL	861,674
19	RIVERSIDE-SAN BERNARDINO, CA	851,153
20	MIAMI-HIALEAH, FL	847,323
21	PHOENIX, AZ	846,094
22	OAKLAND, CA	829,245
23	DENVER, CO	810,659
24	PITTSBURGH, PA	793,021
25	SEATTLE, WA	761,372
26	SAN JOSE, CA	747,830
27	NEWARK, NJ	730,457
28	INDIANAPOLIS, IN	711,820
29	CINCINNATI, OH-KY-IN	703,953
30	COLUMBUS, OH	702,502
31	KANSAS CITY, MO-KS	679,221
32	SAN FRANCISCO, CA	649,624
33	BERGEN-PASSAIC, NJ	625,370
34	FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH, FL	620,664
35	MILWAUKEE, WI	602,247
36	SACRAMENTO, CA	595,697
37	HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL, CT	575,041
38	SAN ANTONIO, TX	558,658
39	NEW ORLEANS, LA	511,557
40	NASHVILLE, TN	507,011
41	MEMPHIS, TN-AR-MS	504,581
42	MIDDLESEX-SOMERSET-HUNTERDON, NJ	504,227
43	ORLANDO, FL	500,927
44	FORT WORTH-ARLINGTON, TX	497,501
45	NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA	496,792
46	PORTLAND, OR	485,391
47	DAYTON-SPRINGFIELD, OH	457,576
48	JACKSONVILLE, FL	422,652
49	LOUISVILLE, KY-IN	420,691
50	BRIDGEPORT-STAMFORD-NORWALK-DANBURY, CT	420,528
51	RICHMOND-PETERSBURG	416,057
52	MONMOUTH-OCEAN, NJ	415,128
53	SALT LAKE CITY-OGDEN, UT	397,435
54	CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	395,468
55	TOLEDO, OH	370,365
56	ROCHESTER, NY	365,926
57	WEST PALM BEACH-BOCA RATON-DELRAY BEACH, FL	361,993
58	PROVIDENCE-PAWTUCKET-WOONSOCKET, RI	348,550
59	GREENSBORO-WINSTON-SALEM-HIGH POINT, NC	344,577
60	ALBANY-SCHENECTADY-TROY, NY	335,206
61	NEW HAVEN-WATERBURY-MERIDEN, CT	321,995
62	OMAHA, NE-IA	318,215
63	AKRON, OH	314,516
64	LAS VEGAS, NV	309,865
65	HARRISBURG-LEBANON-CARLISLE, PA	307,079
66	OKLAHOMA CITY, OK	302,967
67	AUSTIN, TX	301,519
68	HONOLULU, HI	299,877
69	BIRMINGHAM, AL	297,625
70	WILMINGTON, DE-NJ-MD	297,510
71	BUFFALO, NY	297,454
72	KNOXVILLE, TN	292,778
73	GARY-HAMMOND, IN	274,926
74	GRAND RAPIDS, MI	275,203
75	GREENVILLE-SPARTANBURG, SC	272,961
76	ALLENTOWN-BETHLEHEM, PA-NJ	265,277
77	BAKERSFIELD, CA	247,628
78	WORCESTER-FITCHBURG-LEOMINSTER, MA	246,209
79	RALEIGH-DURHAM, NC	246,110
80	TUCSON, AZ	243,204
81	YOUNGSTOWN-WARREN, OH	241,849
82	SPRINGFIELD, MA	238,144
83	SCRANTON-WILKES-BARRE, PA	233,644
84	TULSA, OK	232,262
85	OXNARD-VENTURA, CA	227,361
86	FRESNO, CA	225,282
87	LITTLE ROCK-NORTH LITTLE ROCK, AR	219,070
88	SYRACUSE, NY	217,416
89	COLUMBIA, SC	211,616
90	LAKE COUNTY, IL	211,552
91	CHATTANOOGA, TN-GA	206,252
92	BATON ROUGE, LA	204,782
93	ALBUQUERQUE, NM	199,180
94	TACOMA, WA	199,089
95	DES MOINES, IA	194,079
96	SANTA BARBARA-SANTA MARIA-LOMPOC, CA	192,972
97	LANSING-EAST LANSING, MI	188,004
98	SAGINAW-BAY CITY-MIDLAND, MI	187,863
99	SANTA-ROSA-PETALUMA, CA	184,840
100	CANTON, OH	183,585
101	FLINT, MI	181,860
102	DAVENPORT-ROCK ISLAND-MOLINE, IA-IL	180,439
103	MADISON, WI	178,245
104	WICHITA, KS	177,915
105	CORPUS CHRISTI, TX	175,506
106	JOLIET, IL	174,892
107	MOBILE, AL	172,161
108	CHARLESTON, SC	171,736
109	BEAUMONT-PORT ARTHUR, TX	166,037
110	FORT WAYNE, IN	164,225
111	ATLANTIC CITY, NJ	162,534
112	VALLEJO-FAIRFIELD-NAPA, CA	161,974
113	EL PASO, TX	161,196
114	NEW BEDFORD-FALL RIVER-ATTLEBORO, MA	160,164
115	JACKSON, MS	158,965
116	LEXINGTON-FAYETTE, KY	158,009
117	SHREVEPORT, LA	157,693
118	AURORA-ELGIN, IL	157,394

119	JERSEY CITY, NJ	156,586
120	RENO, NV	154,099
121	STOCKTON, CA	153,283
122	MANCHESTER-NASHUA, NH	153,028
123	PORTSMOUTH-DOVER-ROCHESTER, NH	151,613
124	MELBOURNE-TITUSVILLE-PALM BAY, FL	148,954
125	AUGUSTA, GA-SC	146,276
126	ANN ARBOR, MI	144,896
127	DAYTONA BEACH, FL	142,986
128	COLORADO SPRINGS, CO	142,725
129	TRENTON, NJ	142,245
130	SALINAS-SEASIDE-MONTEREY, CA	138,837
131	LAKELAND-WINTER HAVEN, FL	137,912
132	PEORIA, IL	136,242
133	NEW LONDON-NORWICH, CT	136,129
134	ERIE, PA	135,064
135	APPLETON-OSHKOSH-NEENAH, WI	130,650
136	YORK, PA	127,342
137	SPOKANE, WA	127,183
138	ROCKFORD, IL	124,648
139	ORANGE COUNTY, NY	124,209
140	JOHNSON CITY-KINGSPORT-BRISTOL, TN-VA	122,767
141	HUNTINGTON-ASHLAND, WV	122,602
142	EVANSVILLE, IN-KY	122,398
143	CHARLESTON, WV	121,162
144	SARASOTA, FL	120,052
145	MONTGOMERY, AL	120,012
146	DULUTH, MN-WI	119,340
147	ANCHORAGE, AK	117,837
148	PENSACOLA, FL	114,371
149	LANCASTER, PA	113,648
150	BINGHAMTON, NY	113,158
151	MACON-WARNER ROBINS, GA	113,138
152	READING, PA	113,122
153	LORAIN-ELYRIA, OH	113,096
154	OCALA, FL	111,593
155	FORT MEYERS-CAPE CORAL, FL	111,138
156	MODESTO, CA	108,892
157	LIMA, OH	106,410
158	UTICA-ROME, NY	105,729
159	KALAMAZOO, MI	103,180
160	SOUTH BEND-MISHAWAKA, IN	102,670
161	BOULDER-LONGMONT, CO	100,713
162	HAMILTON-MIDDLETOWN, OH	100,624
163	ROANOKE, VA	99,516
164	EUGENE-SPRINGFIELD, OR	98,947
165	FARGO-MOORHEAD, ND-MN	97,918
166	FORT PIERCE, FL	96,783
167	SAVANNAH, GA	96,281
168	BENTON HARBOR, MI	95,836
169	SANTA CRUZ, CA	93,259
170	PORTLAND, ME	91,730
171	SPRINGFIELD, IL	91,423
172	TALLAHASSEE, FL	90,786
173	POUGHKEEPSIE, NY	89,676
174	VISALIA-TULARE-PORTERVILLE, CA	89,203
175	GREEN BAY, WI	87,598
176	SALEM, OR	87,555
177	GAINESVILLE, FL	87,177
178	REDDING, CA	86,891
179	FAYETTEVILLE, NC	84,275
180	PROVO-OREM, UT	84,204
181	MUNCIE, IN	83,482
182	LAFAYETTE, LA	82,637
183	CHAMPAIGN-URBANA-RANTOUL, IL	82,597
184	JANESVILLE-BELOIT, WI	80,562
185	WHEELING, WV-OH	80,305
186	LINCOLN, NE	80,255
187	ASHEVILLE, NC	79,692
188	MANSFIELD, OH	79,609
189	ST. CLOUD, MN	78,865
190	BLOOMINGTON-NORMAL, IL	78,862
191	SPRINGFIELD, MO	78,313
192	SIOUX FALLS, SD	77,808
193	FORT SMITH, AR-OK	77,509
194	BRADENTON, FL	76,678
195	PARKERSBURG-MARIETTA, WV-OH	75,946
196	ELKHART-GOSHEN, IN	75,211
197	COLUMBUS, GA-AL	74,723
198	GALVESTON-TEXAS CITY, TX	74,377
199	BOISE CITY, ID	73,887
200	MERCED, CA	73,471
201	AMARILLO, TX	72,162
202	RACINE, WI	70,274
203	JOHNSTOWN, PA	69,991
204	WACO, TX	69,823
205	TERRE HAUTE, IN	68,545
206	TYLER, TX	67,987
207	HUNTSVILLE, AL	67,371
208	BATTLE CREEK, MI	66,332
209	ANDERSON, IN	65,132
210	TOPEKA, KS	63,857
211	FORT COLLINS-LOVELAND, CO	63,614
212	JOPLIN, MO	63,612
213	EAU CLAIRE, WI	62,324
214	ROCHESTER, MN	62,272
215	KOKOMO, IN	61,762
216	YAKIMA, WA	61,666
217	LYNCHBURG, VA	61,298
218	PITTSFIELD, MA	61,086
219	KILLEEN-TEMPLE, TX	60,680
220	LONGVIEW-MARSHALL, TX	60,286
221	LAFAYETTE-WEST LAFAYETTE, IN	59,993
222	BANGOR, ME	59,812
223	MUSKEGON, MI	59,306
224	LUBBOCK, TX	59,024
225	SIOUX CITY, IA-NE	58,868
226	WATERLOO-CEDAR FALLS, IA	58,708
227	JACKSON, MI	58,385
228	NAPLES, FL	58,189
229	FLORENCE, SC	58,074
230	BILOXI-GULFPORT, MS	57,546
231	CEDAR RAPIDS, IA	57,185
232	MCALLEN-EDINBURG-MISSION, TX	56,866
233	LAKE CHARLES, LA	56,818
234	KENOSHA, WI	56,023
235	BILLINGS, MT	55,910
236	ABILENE, TX	55,437
237	RICHLAND-KENNEWICK-PASCO, WA	55,278
238	LAS CRUCES, NM	55,145
239	TEXARKANA, TX-TEXARKANA, AR	55,123
240	MIDLAND, TX	54,860
241	DECATUR, IL	54,713
242	VANCOUVER, WA	54,614
243	MEDFORD, OR	54,566
244	HOUMA-THIBODAUX, LA	54,305
245	BURLINGTON, NC	52,332
246	PANAMA CITY, FL	51,984
247	FORT WALTON BEACH, FL	51,894
248	OLYMPIA, WA	51,442
249	HAGERSTOWN, MD	50,863
250	BRYAN-COLLEGE STATION, TX	50,721
251	ANDERSON, SC	50,653
252	CHARLOTTESVILLE, VA	50,618
253	BISMARCK, ND	50,480
254	BEAVER COUNTY, PA	49,104
255	TUSCALOOSA, AL	48,804
256	ATHENS, GA	48,550
257	STEUBENVILLE-WEIRTON, OH-WV	48,338
258	GLENS FALLS, NY	47,822
259	VINELAND-MILLVILLE-BRIDGETON, NJ	47,312
260	BREMERTON, WA	47,258
261	DOTHAN, AL	47,047
262	BROWNSVILLE-HARLINGEN, TX	46,496
263	BRAZORIA, TX	46,173
264	BURLINGTON, VT	46,123
265	LA CROSSE, WI	45,943
266	HICKORY, NC	45,512
267	ALEXANDRIA, LA	45,096
268	BLOOMINGTON, IN	44,286
269	NIAGARA FALLS, NY	44,082
270	WAUSAU, WI	43,918
271	CHEYENNE, WY	43,467
272	BELLINGHAM, WA	42,632
273	STATE COLLEGE, PA	42,470
274	CHICO, CA	41,898
275	FLORENCE, AL	41,847
276	RAPID CITY, SD	41,584
277	WICHITA FALLS, TX	41,096
278	SANTA FE, NM	40,819
279	IOWA CITY, IA	40,559
280	ALBANY, GA	40,055
281	ALTOONA, PA	39,927
282	VICTORIA, TX	39,671
283	CUMBERLAND, MD-WV	39,628
284	PUEBLO, CO	39,379
285	SHARON, PA	38,985
286	COLUMBIA, MO	38,827
287	CLARKSVILLE-HOPKINSVILLE, TN-KY	37,947
288	JACKSON, TN	37,225
289	LEWISTON-AUBURN, ME	36,022
290	SHEBOYGAN, WI	35,606
291	GREELEY, CO	35,509
292	ST. JOSEPH, MO	35,099
293	WILMINGTON, NC	33,327
294	ELMIRA, NY	33,038
295	FAYETTEVILLE-SPRINGDALE, AR	32,813
296	GRAND FORKS, ND	32,299
297	GREAT FALLS, MT	32,205
298	MONROE, LA	31,511
299	ANNISTON, AL	31,403
300	ODESSA, TX	31,337
301	SHERMAN-DENISON, TX	30,008
302	CASPER, WY	29,206
303	DUBUQUE, IA	29,171
304	OWENSBORO, KY	29,014
305	KANKAKEE, IL	28,336
306	LAWRENCE, KS	28,133
307	WILLIAMSPORT, PA	27,854
308	YUBA CITY, CA	27,482
309	DANVILLE, VA	27,248
310	LAREDO, TX	26,162
311	PINE BLUFF, AR	26,092
312	PASCAGOULA, MS	24,772
313	GADSDEN, AL	22,037
314	SAN ANGELO, TX	21,556
315	JACKSONVILLE, NC	21,298
316	ENID, OK	19,403
317	LAWTON, OK	17,078

Apparel Sales

(thousands)

1	NEW YORK, NY	4,672,009
2	LOS ANGELES, CA	3,272,513
3	CHICAGO, IL	3,148,280
4	BOSTON, MA	1,998,394
5	PHILADELPHIA, PA	1,840,852
6	DETROIT, MI	1,745,904
7	WASHINGTON, DC-MD-VA	1,725,934
8	HOUSTON, TX	1,551,935
9	NASSAU-SUFFOLK, NY	1,323,737
10	DALLAS, TX	1,308,552
11	MIAMI-HIALEAH, FL	1,222,781
12	ANAHEIM-SANTA ANA, CA	1,077,982
13	ATLANTA, GA	966,101
14	SAN FRANCISCO, CA	961,969
15	MINNEAPOLIS-ST. PAUL, MN	835,258
16	BERGEN-PASSAIC, NJ	823,484
17	ST. LOUIS, MO-IL	815,975
18	NEWARK, NJ	814,726
19	SEATTLE, WA	803,214
20	BALTIMORE, MD	767,786
21	SAN DIEGO, CA	717,162
22	DENVER, CO	676,011
23	PITTSBURGH, PA	672,964
24	OAKLAND, CA	671,676
25	SAN JOSE, CA	659,586
26	FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH, FL	621,436
27	CLEVELAND, OH	610,863
28	PHOENIX, AZ	597,180
29	NEW ORLEANS, LA	591,018
30	KANSAS CITY, MO-KS	537,708
31	TAMPA-ST. PETERSBURG-CLEARWATER, FL	533,197
32	HARTFORD, CT	496,726
33	RIVERSIDE-SAN BERNARDINO, CA	495,727
34	MIDDLESEX-SOMERSET-	492,093
	HUNTERDON, NJ	487,064
35	FT. WORTH-ARLINGTON, TX	484,821
36	SAN ANTONIO, TX	468,032
37	OKLAHOMA CITY, OK	461,768
38	BRIDGEPORT-STAMFORD-NORWALK-DANBURY, CT	458,015
39	NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA	447,527
40	CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	433,668
41	PORTLAND, OR	424,065
42	WEST PALM BEACH-BOCA RATON-DELRAY BEACH, FL	412,597
43	BIRMINGHAM, AL	403,338
44	HONOLULU, HI	401,211
45	CINCINNATI, OH-KY-IN	393,037
46	MILWAUKEE, WI	388,430
47	INDIANAPOLIS, IN	377,167
48	COLUMBUS, OH	370,064
49	MEMPHIS, TN-AR-MS	368,085
50	SACRAMENTO, CA	358,011
51	AUSTIN, TX	345,593
52	GREENSBORO-WINSTON-SALEM-HIGH POINT, NC	343,950
53	SALT LAKE CITY, UT	342,508
54	MONMOUTH-OCEAN, NJ	336,679
55	NEW HAVEN-WATERBURY-MERIDEN, CT	332,830
56	BUFFALO, NY	331,683
57	ORLANDO, FL	322,755
58	ALBANY-SCHENECTADY-TROY, NY	322,202
59	PROVIDENCE-PAWTUCKET-WOONSOCKET, RI	301,958
60	TULSA, OK	298,665
61	NASHVILLE, TN	293,999
62	ROCHESTER, NY	287,420
63	RICHMOND, VA	279,861
64	LOUISVILLE, KY-IN	273,988
65	LAS VEGAS, NV	269,823
66	JACKSONVILLE, FL	268,283
67	RALEIGH-DURHAM, NC	265,667
68	GRAND RAPIDS, MI	254,312
69	READING, PA	252,445
70	DAYTON-SPRINGFIELD, OH	244,924
71	JERSEY CITY, NJ	242,299
72	SYRACUSE, NY	233,472
73	LITTLE ROCK, AR	221,907
74	EL PASO, TX	219,781
75	SCRANTON-WILKES-BARRE, PA	217,202
76	KNOXVILLE, TN	212,385
77	MCALLEN-EDINBURG-MISSION, TX	212,064
78	GREENVILLE-SPARTANBURG, SC	211,134
79	OMAHA, NE-IA	209,652
80	SPRINGFIELD, MA	208,700
81	WORCESTER-FITCHBURG-LEOMINSTER, MA	196,287
82	WILMINGTON, DE-NJ-MD	192,085
83	LAKE COUNTY, IL	186,836
84	ALLENTOWN-BETHLEHEM, PA-NJ	186,323
85	BATON ROUGE, LA	180,517
86	NEW BEDFORD-FALL RIVER-ATTLEBORO, MA	178,460
87	TUCSON, AZ	176,429
88	BEAUMONT-PORT ARTHUR, TX	175,932
89	ALBUQUERQUE, NM	172,775
90	FRESNO, CA	170,862
91	TOLEDO, OH	161,764
92	HARRISBURG-LEBANON-CARLISLE, PA	161,724
93	ATLANTIC CITY, NJ	161,511
94	WICHITA, KS	159,880
95	CHARLESTON, SC	157,078
96	OXNARD-VENTURA, CA	155,626
97	SHREVEPORT, LA	152,258
98	MANCHESTER-NASHUA, NH	152,005
99	DES MOINES, IA	151,422
100	LANSING-EAST LANSING, MI	150,942
101	SANTA BARBARA-SANTA MARIA-LOMPOC, CA	149,067
102	COLUMBIA, SC	148,788
103	AKRON, OH	147,761
104	GARY-HAMMOND, IN	144,117
105	SAGINAW-BAY CITY-MIDLAND, MI	142,255
106	TRENTON, NJ	140,254
107	PORTSMOUTH-DOVER-ROCHESTER, NH	133,975
108	SALINAS-SEASIDE-MONTEREY, CA	133,427
109	FLINT, MI	132,528
110	AUGUSTA, GA-SC	131,825
111	CHATTANOOGA, TN-GA	128,817

112	MADISON, WI	127,318
113	CORPUS CHRISTI, TX	125,024
114	LAREDO, TX	124,333
115	AMARILLO, TX	123,837
116	BROWNSVILLE-HARLINGEN, TX	123,795
117	YOUNGSTOWN-WARREN, OH	121,658
118	EVANSVILLE, IN-KY	121,042
119	ANCHORAGE, AK	120,433
120	CANTON, OH	120,272
121	LEXINGTON-FAYETTE, KY	118,213
122	TACOMA, WA	117,322
123	BAKERSFIELD, CA	115,943
124	JOHNSON CITY-KINGSPORT-BRISTOL, TN-VA	113,103
125	UTICA-ROME, NY	112,124
126	FORT WAYNE, IN	111,528
127	JACKSON, MS	111,114
128	LANCASTER, PA	110,436
129	SPOKANE, WA	110,070
130	MOBILE, AL	109,339
131	SARASOTA, FL	108,122
132	LUBBOCK, TX	107,639
133	DAVENPORT-ROCK ISLAND-MOLINE, IA-IL	105,645
134	RENO, NV	104,659
135	SAVANNAH, GA	103,305
136	LAFAYETTE, LA	103,145
137	COLORADO SPRINGS, CO	101,893
138	SANTA ROSA-PETALUMA, CA	101,874
139	ANN ARBOR, MI	100,797
140	PORTLAND, ME	100,488
141	STOCKTON, CA	100,053
142	MONTGOMERY, AL	97,740
143	AURORA-ELGIN, IL	97,067
144	KALAMAZOO, MI	95,512
145	ORANGE COUNTY, NY	95,407
146	HUNTINGTON-ASHLAND, WV	93,872
147	POUGHKEEPSIE, NY	93,598
148	DAYTONA BEACH, FL	93,136
149	LAKELAND-WINTER HAVEN, FL	91,248
150	HUNTSVILLE, AL	90,090
151	MODESTO, CA	88,996
152	YORK, PA	88,228
153	BINGHAMTON, NY	88,189
154	BOULDER-LONGMONT, CO	87,709
155	PEORIA, IL	84,156
156	CHARLESTON, WV	83,757
157	LONGVIEW-MARSHALL, TX	83,247
158	GALVESTON-TEXAS CITY, TX	83,029
159	APPLETON-OSHKOSH-NEENAH, WI	82,999
160	ROANOKE, VA	82,569
161	FORT MEYERS-CAPE CORAL, FL	78,236
162	ERIE, PA	77,568
163	ROCKFORD, IL	77,349
164	MONROE, LA	77,079
165	EUGENE-SPRINGFIELD, OR	76,957
166	VALLEJO-FAIRFIELD-NAPA, CA	76,880
167	HICKORY, NC	76,112
168	TYLER, TX	75,691
169	SOUTH BEND-MISHAWAKA, IN	75,105
170	MACON-WARNER ROBINS, GA	73,988
171	NEW LONDON-NORWICH, CT	73,926
172	LINCOLN, NE	72,485
173	JOLIET, IL	71,643
174	DULUTH, MN-WI	69,962
175	SANTA CRUZ, CA	69,642
176	MELBOURNE-TITUSVILLE-PALM BAY, FL	68,779
177	BURLINGTON, NC	68,747
178	PENSACOLA, FL	68,730
179	WACO, TX	68,562
180	SALEM, OR	68,553
181	SPRINGFIELD, IL	68,071
182	GAINESVILLE, FL	67,728
183	GREEN BAY, WI	66,345
184	TALLAHASSEE, FL	64,852
185	VISALIA-TULARE-PORTERVILLE, CA	64,199
186	NAPLES, FL	64,149
187	FORT PIERCE, FL	63,682
188	BURLINGTON, VT	61,571
189	BOISE CITY, ID	61,540
190	BRYAN-COLLEGE STATION, TX	61,242
191	LAKE CHARLES, LA	61,143
192	FAYETTEVILLE, NC	60,965
193	SIOUX FALLS, SD	60,682
194	ALEXANDRIA, LA	60,478
195	COLUMBUS, GA-AL	59,482
196	SANTA FE, NM	59,128
197	WILMINGTON, NC	58,924
198	SPRINGFIELD, MO	58,427
199	PROVO-OREM, UT	58,304
200	CHAMPAIGN-URBANA-RANTOUL, IL	57,701
201	NIAGARA FALLS, NY	57,549
202	FORT SMITH, AR-OK	57,418
203	ASHEVILLE, NC	57,025
204	BILLINGS, MT	56,950
205	KILLEEN-TEMPLE, TX	56,701
206	HOUMA-THIBODAUX, LA	56,336
207	FARGO-MOORHEAD, ND-MN	55,393
208	ODESSA, TX	54,310
209	FORT COLLINS-LOVELAND, CO	54,230
210	ROCHESTER, MN	53,926
211	CEDAR RAPIDS, IA	53,331
212	YAKIMA, WA	53,110
213	WATERLOO-CEDAR FALLS, IA	53,023
214	PITTSFIELD, MA	52,950
215	TERRE HAUTE, IN	51,799
216	BRADENTON, FL	51,662
217	BANGOR, ME	50,493
218	BILOXI-GULFPORT, MS	50,412
219	ELKHART-GOSHEN, IN	50,142
220	JOPLIN, MO	49,727
221	BLOOMINGTON-NORMAL, IL	49,243
222	BRAZORIA, TX	48,844
223	TEXARKANA, TX-TEXARKANA, AR	47,843
224	ALTOONA, PA	47,832
225	TUSCALOOSA, AL	46,640
226	WHEELING, WV-OH	46,5[illegible]
227	WILLIAMSPORT, PA	4[illegible]
228	ABILENE, TX	[illegible]64
229	ALBANY, GA	46,032
230	MIDLAND, TX	45,787
231	SIOUX CITY, IA-NE	45,515
232	ST. CLOUD, MN	45,410
233	COLUMBIA, MO	44,372
234	FLORENCE, SC	44,228
235	FLORENCE, AL	44,032
236	DECATUR, IL	44,020
237	LORAIN-ELYRIA, OH	43,630
238	RACINE, WI	43,231
239	BLOOMINGTON, IN	43,017
240	SAN ANGELO, TX	43,001
241	WICHITA FALLS, TX	42,757
242	OCALA, FL	42,665
243	PANAMA CITY, FL	42,637
244	DOTHAN, AL	42,479
245	DANVILLE, VA	41,470
246	VINELAND-MILLVILLE-BRIDGETON, NJ	40,939
247	ANNISTON, AL	40,935
248	JOHNSTOWN, PA	40,903
249	LYNCHBURG, VA	40,739
250	CHICO, CA	40,316
251	MEDFORD, OR	40,122
252	VANCOUVER, WA	39,834
253	LA CROSSE, WI	38,806
254	KOKOMO, IN	38,745
255	BENTON HARBOR, MI	38,571
256	ATHENS, GA	38,518
257	LIMA, OH	37,943
258	HAGERSTOWN, MD	37,921
259	CHARLOTTESVILLE, VA	37,660
260	JANESVILLE-BELOIT, WI	37,651
261	EAU CLAIRE, WI	37,530
262	ANDERSON, IN	37,205
263	BISMARCK, ND	37,159
264	LAWTON, OK	37,084
265	MANSFIELD, OH	36,929
266	TOPEKA, KS	36,903
267	ANDERSON, SC	36,861
268	LAFAYETTE-WEST LAFAYETTE, IN	36,755
269	GLENS FALLS, NY	36,613
270	SHERMAN-DENISON, TX	36,193
271	STATE COLLEGE, PA	36,121
272	VICTORIA, TX	35,796
273	RICHLAND-KENNEWICK-PASCO, WA	35,745
274	JACKSON, TN	35,163
275	PINE BLUFF, AR	34,900
276	PUEBLO, CO	34,852
277	GRAND FORKS, ND	34,140
278	IOWA CITY, IA	34,081
279	REDDING, CA	33,764
280	CASPER, WY	33,700
281	FORT WALTON BEACH, FL	33,666
282	JACKSON, MI	33,563
283	GADSDEN, AL	33,459
284	PARKERSBURG-MARIETTA, WV-OH	33,154
285	ENID, OK	32,622
286	DUBUQUE, IA	32,431
287	OLYMPIA, WA	31,843
288	GREAT FALLS, MT	31,373
289	FAYETTEVILLE-SPRINGDALE, AR	31,359
290	BEAVER COUNTY, PA	31,271
291	MUNCIE, IN	30,880
292	RAPID CITY, SD	30,548
293	BELLINGHAM, WA	30,162
294	ELMIRA, NY	29,968
295	LAS CRUCES, NM	29,760
296	SHARON, PA	29,349
297	ST. JOSEPH, MO	29,330
298	OWENSBORO, KY	29,296
299	HAMILTON-MIDDLETOWN, OH	28,691
300	WAUSAU, WI	28,287
301	LEWISTON-AUBURN, ME	27,951
302	CLARKSVILLE-HOPKINSVILLE, TN-KY	27,422
303	CHEYENNE, WY	27,422
304	CUMBERLAND, MD-WV	26,779
305	BATTLE CREEK, MI	26,293
306	KANKAKEE, IL	26,078
307	STEUBENVILLE-WEIRTON, OH-WV	25,645
308	BREMERTON, WA	23,849
309	GREELEY, CO	23,685
310	MUSKEGON, MI	22,801
311	YUBA CITY, CA	22,252
312	PASCAGOULA, MS	21,684
313	MERCED, CA	20,727
314	LAWRENCE, KS	18,783
315	JACKSONVILLE, NC	18,754
316	KENOSHA, WI	15,416
317	SHEBOYGAN, WI	

Furniture Sales
(thousands)

1	LOS ANGELES, CA	3,916,790
2	NEW YORK, NY	3,589,527
3	CHICAGO, IL	2,415,597
4	WASHINGTON, DC-MD-VA	1,877,627
5	BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON, MA	1,615,305
6	PHILADELPHIA, PA-NJ	1,540,065
7	HOUSTON, TX	1,498,448
8	DETROIT, MI	1,497,810
9	NASSAU-SUFFOLK, NY	1,442,324
10	DALLAS, TX	1,341,720
11	ANAHEIM-SANTA ANA, CA	1,247,570
12	ATLANTA, GA	1,016,769
13	PHOENIX, AZ	987,422
14	SAN DIEGO, CA	986,895
15	MIAMI-HIALEAH, FL	968,365
16	SAN JOSE, CA	928,322
17	MINNEAPOLIS-ST. PAUL, MN	923,466
18	DENVER, CO	921,518
19	SAN FRANCISCO, CA	917,741
20	TAMPA-ST. PETERSBURG-CLEARWATER, FL	900,222
21	OAKLAND, CA	880,262
22	NEWARK, NJ	843,111
23	ST. LOUIS, MO-IL	822,710
24	FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH, FL	817,533
25	SEATTLE, WA	791,998
26	BALTIMORE, MD	772,261
27	BERGEN-PASSAIC, NJ	740,078
28	PITTSBURGH, PA	652,402
29	CLEVELAND, OH	623,520
30	RIVERSIDE-SAN BERNARDINO, CA	610,867
31	NEW ORLEANS, LA	576,045
32	SACRAMENTO, CA	565,270
33	MIDDLESEX-SOMERSET-HUNTERDON, NJ	560,819
34	SAN ANTONIO, TX	529,989
35	COLUMBUS, OH	517,832
36	WEST PALM BEACH-BOCA RATON-DELRAY BEACH, FL	511,664
37	KANSAS CITY, MO-KS	497,535
38	MILWAUKEE, WI	494,860
39	NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA	494,126
40	CINCINNATI, OH	482,274
41	PORTLAND, OH	478,846
42	FORT WORTH-ARLINGTON, TX	462,436
43	SALT LAKE CITY-OGDEN, UT	459,638
44	OKLAHOMA CITY, OK	457,588
45	HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL, CT	428,756
46	CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	428,118
47	ORLANDO, FL	427,150
48	INDIANAPOLIS, IN	421,187
49	GREENSBORO-WINSTON-SALEM-HIGH POINT, NC	409,436
50	BRIDGEPORT-STAMFORD-NORWALK-DANBURY, CT	400,536
51	AUSTIN, TX	396,973
52	MEMPHIS, TN-AR-MS	366,851
53	OMAHA, NE-IA	332,024
54	MONMOUTH-OCEAN, NJ	331,588
55	NASHVILLE, TN	331,408
56	ROCHESTER, NY	324,969
57	DAYTON-SPRINGFIELD, OH	322,038
58	LOUISVILLE, KY-IN	306,093
59	GRAND RAPIDS, MI	304,654
60	TULSA, OK	302,450
61	MADISON, WI	302,311
62	BIRMINGHAM, AL	297,614
63	RICHMOND-PETERSBURG, VA	296,882
64	JACKSONVILLE, FL	295,913
65	RALEIGH-DURHAM, NC	295,731
66	BUFFALO, NY	282,570
67	NEW HAVEN-WATERBURY-MERIDEN, CT	279,575
68	ALBANY-SCHENECTADY-TROY, NY	278,172
69	LAS VEGAS, NV	273,783
70	TUCSON, AZ	263,160
71	BATON ROUGE, LA	261,719
72	PROVIDENCE-PAWTUCKET-WOONSOCKET, RI	246,411
73	KNOXVILLE, TN	226,907
74	GREENVILLE-SPARTANBURG, SC	224,045
75	SARASOTA, FL	222,943
76	FRESNO, CA	219,390
77	WILMINGTON, DE-NJ-MD	219,340
78	EL PASO, TX	219,267
79	TOLEDO, OH	218,354
80	SYRACUSE, NY	214,701
81	HONOLULU, HI	214,476
82	ALBUQUERQUE, NM	207,309
83	FORT MEYERS-CAPE CORAL, FL	193,209
84	SANTA BARBARA-SANTA MARIA-LOMPOC, CA	192,758
85	HARRISBURG-LEBANON-CARLISLE, PA	190,810
86	WORCESTER-FITCHBURG-LEOMINSTER, MA	189,302
87	LITTLE ROCK-NORTH LITTLE ROCK, AR	187,534
88	OXNARD-VENTURA, CA	181,719
89	LAKE COUNTY, IL	180,459
90	ALLENTOWN-BETHLEHEM, PA-NJ	178,065
91	SPRINGFIELD, MA	176,687
92	CHARLESTON, SC	176,325
93	WICHITA, KS	175,599
94	DES MOINES, IA	168,652
95	MANCHESTER-NASHUA, NH	159,770
96	SCRANTON-WILKES-BARRE, PA	159,170
97	LANSING-EAST LANSING, MI	159,134
98	BAKERSFIELD, CA	158,152
99	SHREVEPORT, LA	156,849
00	ANCHORAGE, AK	155,501

101	NEW BEDFORD-FALL RIVER-ATTLEBORO, MA	154,989
102	FLINT, MI	153,407
103	TACOMA, WA	153,050
104	CORPUS CHRISTI, TX	151,878
105	LANCASTER, PA	151,448
106	SANTA ROSA-PETALUMA, CA	150,690
107	AKRON, OH	150,087
108	COLUMBIA, SC	147,923
109	BEAUMONT-PORT ARTHUR, TX	142,527
110	MOBILE, AL	142,179
111	GARY-HAMMOND, IN	141,921
112	PORTSMOUTH-DOVER-ROCHESTER, NH	141,556
113	YOUNGSTOWN-WARREN, OH	140,715
114	JERSEY CITY, NJ	140,700
115	SAGINAW-BAY CITY-MIDLAND, MI	139,726
116	BOULDER-LONGMONT, CO	135,513
117	FAYETTEVILLE, NC	135,399
118	LUBBOCK, TX	135,210
119	CHATTANOOGA, TN-GA	135,108
120	DAYTONA BEACH, FL	133,617
121	SPOKANE, WA	133,302
122	MCALLEN-EDINBURG-MISSION, TX	133,183
123	FORT WAYNE, IN	132,347
124	MODESTO, CA	132,008
125	ATLANTIC CITY, NJ	131,521
126	TRENTON, NJ	130,763
127	ANN ARBOR, MI	129,860
128	STOCKTON, CA	129,011
129	COLORADO SPRINGS, CO	125,400
130	AUGUSTA, GA-SC	124,827
131	SOUTH BEND-MISHAWAKA, IN	123,843
132	KALAMAZOO, MI	122,550
133	JACKSON, MS	120,951
134	MELBOURNE-TITUSVILLE-PALM BAY, FL	120,332
135	SALINAS-SEASIDE-MONTEREY, CA	120,096
136	JOHNSON CITY-KINGSPORT-BRISTOL, TN-VA	118,467
137	LEXINGTON-FAYETTE, KY	116,335
~~138~~	~~VALLEJO-FAIRFIELD~~-NAPA, CA	114,593
139	READING, PA	113,291
140	YORK, PA	112,918
141	DAVENPORT-ROCK ISLAND-MOLINE, IA-IL	112,782
142	EVANSVILLE, IN-KY	111,629
143	APPLETON-OSHKOSH-NEENAH, WI	110,455
144	NAPLES, FL	110,006
145	AMARILLO, TX	109,115
146	CANTON, OH	108,534
147	FORT PIERCE, FL	107,169
148	RENO, NV	106,695
149	PENSACOLA, FL	106,143
150	ROCKFORD, IL	105,736
151	EUGENE-SPRINGFIELD, OR	105,146
152	PEORIA, IL	104,316
153	BROWNSVILLE-HARLINGEN, TX	103,955
154	SPRINGFIELD, MO	103,945
155	LAREDO, TX	100,016
156	ROANOKE, VA	98,040
157	NEW LONDON-NORWICH, CT	95,845
158	COLUMBUS, GA-AL	95,736
159	LAKELAND-WINTER HAVEN, FL	93,698
160	LAFAYETTE, LA	93,592
161	ORANGE COUNTY, NY	93,191
162	TALLAHASSEE, FL	92,647
163	AURORA-ELGIN, IL	92,242
164	BINGHAMTON, NY	89,336
165	LONGVIEW-MARSHALL, TX	88,501
166	HUNTSVILLE, AL	86,250
167	BOISE CITY, ID	86,204
168	GREEN BAY, WI	86,022
169	SANTA CRUZ, CA	85,235
170	HUNTINGTON-ASHLAND, WV	84,682
171	ERIE, PA	84,349
172	MACON-WARNER ROBINS, GA	83,638
173	BRADENTON, FL	81,562
174	SAVANNAH, GA	79,623
175	MONTGOMERY, AL	77,540
176	VISALIA-TULARE-PORTERVILLE, CA	76,334
177	UTICA-ROME, NY	76,083
178	CHARLESTON, WV	74,966
179	SALEM, OR	74,495
180	PORTLAND, ME	74,436
181	GAINESVILLE, FL	73,982
182	KILLEEN-TEMPLE, TX	73,547
183	BILLINGS, MT	73,044
184	WACO, TX	71,606
185	ODESSA, TX	71,247
186	PROVO-OREM, UT	70,773
187	HICKORY, NC	70,366
188	POUGHKEEPSIE, NY	70,130
189	DULUTH, MN-WI	69,821
190	HOUMA-THIBODAUX, LA	69,228
191	SPRINGFIELD, IL	68,739
192	FORT COLLINS-LOVELAND, CO	68,467
193	OCALA, FL	68,007
194	LINCOLN, NE	67,167
195	LAKE CHARLES, LA	66,732
196	FORT WALTON BEACH, FL	65,449
197	TYLER, TX	63,369
198	MONROE, LA	63,164
199	CEDAR RAPIDS, IA	62,682
200	FARGO-MOORHEAD, ND-MN	62,459
201	SIOUX FALLS, SD	62,457
202	CHAMPAIGN-URBANA-RANTOUL, IL	59,403
203	WHEELING, WV-OH	59,399
204	BURLINGTON, VT	59,356
205	MIDLAND, TX	58,967
206	CHARLOTTESVILLE, VA	58,954
207	JACKSONVILLE, NC	56,944
208	FORT SMITH, AR-OK	56,790
209	ABILENE, TX	55,154
210	JOHNSTOWN, PA	54,303
211	WILMINGTON, NC	53,620
212	LYNCHBURG, VA	52,964
213	PANAMA CITY, FL	52,694
214	LA CROSSE, WI	52,464
215	RACINE, WI	52,204
216	JOLIET, IL	52,098
217	LORAIN-ELYRIA, OH	51,720
218	BILOXI-GULFPORT, MS	51,016
219	CHICO, CA	50,454
220	WATERLOO-CEDAR FALLS, IA	49,513
221	ASHEVILLE, NC	49,098
222	ROCHESTER, MN	49,049
223	PARKERSBURG-MARIETTA, WV-OH	49,014
224	OLYMPIA, WA	48,798
225	BLOOMINGTON-NORMAL, IL	48,184
226	MUNCIE, IN	48,077
227	MEDFORD, OR	47,398
228	BREMERTON, WA	47,229
229	ANDERSON, SC	46,976
230	HAMILTON-MIDDLETOWN, OH	46,724
231	TOPEKA, KS	46,675
232	ALTOONA, PA	46,474
233	BURLINGTON, NC	46,468
234	LAWTON, OK	46,325
235	ST. CLOUD, MN	46,030
236	GALVESTON-TEXAS CITY	45,613
237	DECATUR, IL	45,523
238	SAN ANGELO, TX	44,567
239	SIOUX CITY, IA-NE	44,469
240	BELLINGHAM, WA	44,418
241	BRAZORIA, TX	44,123
242	DOTHAN, AL	44,046
243	GREAT FALLS, MT	43,878
244	EAU CLAIRE, WI	43,838
245	VANCOUVER, WA	43,712
246	PUEBLO, CO	42,864
247	LAFAYETTE-WEST LAFAYETTE, IN	42,428
248	BRYAN-COLLEGE STATION, TX	42,345
249	SANTA FE, NM	41,919
250	ATHENS, GA	41,784
251	FLORENCE, SC	41,278
252	RAPID CITY, SD	41,053
253	JOPLIN, MO	40,714
254	GRAND FORKS, ND	40,380
255	TEXARKANA, TX-TEXARKANA, AR	40,332
256	LIMA, OH	40,067
257	ALBANY, GA	39,945
258	STATE COLLEGE, PA	39,789
259	HAGERSTOWN, MD	39,239
260	NIAGARA FALLS, NY	38,996
261	IOWA CITY, IA	38,805
262	YAKIMA, WA	37,620
263	BISMARCK, ND	37,444
264	DUBUQUE, IA	36,834
265	TERRE HAUTE, IN	36,715
266	ANDERSON, IN	36,542
267	JANESVILLE-BELOIT, WI	36,420
268	PITTSFIELD, MA	36,115
269	ALEXANDRIA, LA	35,781
270	ELKHART-GOSHEN, IN	35,253
271	BANGOR, ME	35,186
272	BLOOMINGTON, IN	34,830
273	CLARKSVILLE-HOPKINSVILLE, TN-KY	34,520
274	WILLIAMSPORT, PA	34,457
275	FAYETTEVILLE-SPRINGDALE, AR	34,443
276	TUSCALOOSA, AL	34,302
277	COLUMBIA, MO	33,710
278	SHERMAN-DENISON, TX	33,690
279	CASPER, WY	33,427
280	JACKSON, MI	33,103
281	BEAVER COUNTY, PA	33,012
282	RICHLAND-KENNEWICK-PASCO, WA	32,397
283	VICTORIA, TX	32,042
284	REDDING, CA	31,986
285	OWENSBORO, KY	31,792
286	FLORENCE, AL	31,603
287	MANSFIELD, OH	31,063
288	SHARON, PA	30,891
289	VINELAND-MILLVILLE-BRIDGETON, NJ	30,857
290	WAUSAU, WI	30,803
291	LAS CRUCES, NM	30,408
292	CHEYENNE, WY	30,285
293	ANNISTON, AL	30,210
294	ENID, OK	29,793
295	WICHITA FALLS, TX	29,171
296	JACKSON, TN	29,041
297	KOKOMO, IN	28,809
298	GREELEY, CO	28,665
299	CUMBERLAND, MD-WV	27,922
300	STEUBENVILLE-WEIRTON, OH-WV	27,708
301	BATTLE CREEK, MI	26,725
302	GADSDEN, AL	25,932
303	YUBA CITY, CA	25,826
304	KENOSHA, WI	25,205
305	KANKAKEE, IL	25,022
306	MERCED, CA	24,658
307	BENTON HARBOR, MI	24,175
308	PINE BLUFF, AR	23,934
309	ELMIRA, NY	23,751
310	MUSKEGON, MI	23,721
311	DANVILLE, VA	22,320
312	SHEBOYGAN, WI	21,539
313	GLENS FALLS, NY	21,220
314	LAWRENCE, KS	20,745
315	ST. JOSEPH, MO	18,101
316	PASCAGOULA, MS	17,737
317	LEWISTON-AUBURN, ME	15,968

Eat/Drink Sales

(thousands)

1	LOS ANGELES-LONG BEACH, CA	6,773,349
2	NEW YORK, NY	6,426,801
3	CHICAGO, IL	4,537,022
4	BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON, MA	3,570,070
5	WASHINGTON, DC-MD-VA	3,074,030
6	PHILADELPHIA, PA-NJ	2,836,197
7	DETROIT, MI	2,749,242
8	HOUSTON, TX	2,562,968
9	ANAHEIM-SANTA ANA, CA	2,484,949
10	DALLAS, TX	2,298,672
11	SAN FRANCISCO, CA	2,219,295
12	ATLANTA, GA	2,132,617
13	MINNEAPOLIS-ST. PAUL, MN	1,761,191
14	SAN DIAGO, CA	1,748,124
15	NASSAU-SUFFOLK, NY	1,727,006
16	SEATTLE, WA	1,718,157
17	ST. LOUIS, MO-IL	1,639,370
18	DENVER, CO	1,622,818
19	PHOENIX, AZ	1,576,783
20	BALTIMORE, MD	1,565,306
21	TAMPA-ST. PETERSBURG-CLEARWATER, FL	1,556,940
22	MIAMI-HIALEAH, FL	1,518,548
23	OAKLAND, CA	1,486,706
24	SAN JOSE, CA	1,418,301
25	FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH, FL	1,398,967
26	RIVERSIDE-SAN BERNARDINO, CA	1,301,875
27	PITTSBURGH, PA	1,297,528
28	CLEVELAND, OH	1,236,258
29	NEWARK, NJ	1,157,790
30	CINCINNATI, OH-KY-IN	1,097,059
31	HONOLULU, HI	1,067,154
32	SACRAMENTO, CA	1,055,013
33	NEW ORLEANS, LA	1,040,470
34	KANSAS CITY, MO-KS	1,032,546
35	COLUMBUS, OH	1,022,735
36	MILWAUKEE, WI	1,007,016
37	PORTLAND, OR	995,203
38	BERGEN-PASSAIC, NJ	978,319
39	SAN ANTONIO, TX	950,034
40	INDIANAPOLIS, IN	915,753
41	FORT WORTH-ARLINGTON, TX	909,695
42	ORLANDO, FL	905,823
43	HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL, CT	851,400
44	NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA	845,100
45	OKLAHOMA CITY, OK	765,591
46	WEST PALM BEACH-BOCA RATON-DELRAY BEACH, FL	710,732
47	AUSTIN, TX	695,606
48	MONMOUTH-OCEAN, NJ	672,462
49	CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	663,490
50	NASHVILLE, TN	656,496
51	LOUISVILLE, KY-IN	651,558
52	DAYTON-SPRINGFIELD, OH	637,974
53	MIDDLESEX-SOMERSET-HUNTERDON, NJ	635,103
54	BRIDGEPORT-STAMFORD-NORWALK-DANBURY, CT	622,599
55	JACKSONVILLE, FL	599,481
56	ROCHESTER, NY	598,700
57	GREENSBORO-WINSTON-SALEM-HIGH POINT, NC	594,899
58	BUFFALO, NY	577,274
59	LAS VEGAS, NV	568,609
60	SALT LAKE CITY-OGDEN, UT	562,795
61	NEW HAVEN-WATERBURY-MERIDEN, CT	535,990
62	PROVIDENCE-PAWTUCKET-WOONSOCKET, RI	530,786
63	MEMPHIS, TN-AR-MS	529,028
64	RICHMOND-PETERSBURG, VA	503,580
65	KNOXVILLE, TN	488,536
66	TOLEDO, OH	486,194
67	OMAHA, NE-IA	483,930
68	ALBANY-SCHENECTADY-TROY, NY	479,585
69	RALEIGH-DURHAM, NC	475,153
70	TULSA, OK	463,018
71	TUCSON, AZ	462,563
72	ATLANTIC CITY, NJ	451,720
73	GRAND RAPIDS, MI	441,377
74	AKRON, OH	437,184
75	BIRMINGHAM, AL	433,444
76	ALBUQUERQUE, NM	416,321
77	SYRACUSE, NY	389,785
78	WORCESTER-FITCHBURG-LEOMINSTER, MA	387,431
79	SPRINGFIELD, MA	383,789
80	SCRANTON-WILKES-BARRE, PA	372,263
82	HARRISBURG-LEBANON-CARLISLE, PA	357,719
83	ALLENTOWN-BETHLEHEM, PA-NJ	357,385
84	GARY-HAMMOND, IN	350,538
85	FRESNO, CA	349,926
86	OXNARD-VENTURA, CA	348,695
87	BATON ROUGE, LA	346,366
88	GREENVILLE-SPARTANBURG, SC	343,661
89	WILMINGTON, DE-NJ-MD	338,236
90	MADISON, WI	330,117
91	TACOMA, WA	325,101

92	ANCHORAGE, AK	324,3[illegible]0
93	WICHITA, KS	317,940
94	EL PASO, TX	314,566
95	BAKERSFIELD, CA	314,523
96	CHARLESTON, SC	311,165
97	DAYTONA BEACH, FL	298,690
98	DES MOINES, IA	298,005
99	FLINT, MI	297,731
100	LAKE COUNTY, IL	296,923
101	LITTLE ROCK-NORTH LITTLE ROCK, AR	290,927
102	COLORADO SPRINGS, CO	288,749
103	LANSING-EAST LANSING, MI	284,446
104	YOUNGSTOWN-WARREN, OH	282,580
105	VALLEJO-FAIRFIELD-NAPA, CA	281,508
106	COLUMBIA, SC	280,543
107	NEW BEDFORD-FALL RIVER-ATTLEBORO, MA	279,540
108	DAVENPORT-ROCK ISLAND-MOLINE, IA-IL	277,556
109	SANTA ROSA-PETALUMA, CA	275,834
110	SPOKANE, WA	258,997
111	SAGINAW-BAY CITY-MIDLAND, MI	257,497
112	LEXINGTON-FAYETTE, KY	256,270
113	FORT WAYNE, IN	256,035
114	SALINAS-SEASIDE-MONTEREY, CA	254,386
115	PORTSMOUTH-DOVER-ROCHESTER, NH	252,707
116	SARASOTA, FL	252,631
117	MELBOURNE-TITUSVILLE-PALM BAY, FL	248,562
118	CORPUS CHRISTI, TX	245,855
119	CANTON, OH	242,219
120	MOBILE, AL	241,813
121	MANCHESTER-NASHUA, NH	238,141
122	STOCKTON, CA	234,443
123	RENO, NV	229,476
124	BEAUMONT-PORT ARTHUR, TX	226,629
125	SHREVEPORT, LA	225,080
125	BOULDER-LONGMONT, CO	225,068
127	LANCASTER, PA	224,23[illegible]
128	AURORA-ELGIN, IL	218,11[illegible]
129	FORT MEYERS-CAPE CORAL, FL	217,624
130	CHATTANOOGA, TN-GA	215,086
131	JERSEY CITY, NJ	215,049
132	TRENTON, NJ	211,503
133	ANN ARBOR, MI	210,919
134	APPLETON-OSHKOSH-NEENAH, WI	207,531
135	LAKELAND-WINTER HAVEN, FL	206,099
136	SANTA CRUZ, CA	205,563
137	AUGUSTA, GA-SC	202,971
138	PENSACOLA, FL	202,905
139	JOHNSON CITY-KINGSPORT-BRISTOL, TN-VA	202,493
140	READING, PA	200,013
141	YORK, PA	199,078
142	EVANSVILLE, IN-KY	196,676
143	PEORIA, IL	195,878
144	PORTLAND, ME	194,401
145	SAVANNAH, GA	192,924
146	JACKSON, MS	192,557
147	EUGENE-SPRINGFIELD, OR	190,467
148	HOUMA-THIBODAUX, LA	182,433
149	NEW LONDON-NORWICH, CT	181,486
150	ROCKFORD, IL	179,182
151	SOUTH BEND-MISHAWAKA, IN	176,960
152	LUBBOCK, TX	175,510
153	KALAMAZOO, MI	174,837
154	BOISE CITY, ID	173,164
155	AMARILLO, TX	172,336
156	LAFAYETTE, LA	171,803
157	SPRINGFIELD, MO	170,653
158	DULUTH, MN-WI	168,577
159	MACON-WARNER ROBINS, GA	164,368
160	GAINESVILLE, FL	162,703
161	TALLAHASSEE, FL	161,267
162	MODESTO, CA	161,079
163	JOLIET, IL	160,887
164	LINCOLN, NE	154,905
165	GREEN BAY, WI	154,104
166	SALEM, OR	153,413
167	ROANOKE, VA	153,094
168	HUNTSVILLE, AL	152,057
169	BRADENTON, FL	151,789
170	UTICA-ROME, NY	150,826
171	BINGHAMTON, NY	150,162
172	MONTGOMERY, AL	149,953
173	CHAMPAIGN-URBANA-RANTOUL, IL	148,205
174	HUNTINGTON-ASHLAND, WV	148,074
175	ERIE, PA	148,001
176	BILOXI-GULFPORT, MS	145,631
177	MCALLEN-EDINBURG-MISSION, TX	142,675
178	FAYETTEVILLE, NC	142,465
179	HAMILTON-MIDDLETOWN, OH	138,500
180	SPRINGFIELD, IL	138,237
181	CHARLESTON, WV	137,596
182	GALVESTON-TEXAS CITY, TX	134,098
183	WACO, TEXAS	133,235
184	PANAMA CITY, FL	131,663
185	BROWNSVILLE-HARLINGEN, TX	128,350
186	KILLEEN-TEMPLE, TX	128,304
187	FORT COLLINS-LOVELAND, CO	127,369
188	POUGHKEEPSIE, NY	126,925
189	VANCOUVER, WA	126,174
190	FORT PIERCE, FL	125,350
191	ORANGE COUNTY, NY	125,056
192	FARGO-MOORHEAD, ND-MN	124,998
193	ELKHART-GOSHEN, IN	123,368
194	VISALIA-TULARE-PORTERVILLE, CA	121,542
195	COLUMBUS, GA-AL	119,919
196	TOPEKA, KS	118,916
197	LORAIN-ELYRIA, OH	118,678
198	HICKORY, NC	118,429
199	ASHEVILLE, NC	117,563
200	BILLINGS, MT	114,883
201	CEDAR RAPIDS, IA	114,866
202	LONGVIEW-MARSHALL, TX	114,448
203	NAPLES, FL	112,466
204	BRYAN-COLLEGE STATION, TX	112,215
[illegible]5	BURLINGTON, VT	111,069
[illegible]	NIAGARA FALLS, NY	108,773
[illegible]	FORT WALTON BEACH, FL	106,351
[illegible]8	CHICO, CA	105,561
[illegible]9	RACINE, WI	104,392
210	LAFAYETTE-WEST LAFAYETTE, IN	103,153
211	ST. CLOUD, MN	103,006
212	SIOUX FALLS, SD	102,435
213	ODESSA, TX	102,388
214	BLOOMINGTON-NORMAL, IL	102,105
215	YAKIMA, WA	101,563
216	LIMA, OH	101,300
217	SANTA FE, NM	97,585
218	OLYMPIA, WA	96,684
219	BELLINGHAM, WA	96,483
220	FORT SMITH, AR-OK	96,248
221	BREMERTON, WA	95,670
222	JANESVILLE-BELOIT, WI	94,828
223	PITTSFIELD, MA	94,363
224	WHEELING, WV-OH	93,823
225	EAU CLAIRE, WI	93,813
226	ATHENS, GA	93,350
227	OCALA, FL	92,954
228	WATERLOO-CEDAR FALLS, IA	92,505
229	LA CROSSE, WI	91,254
230	WILMINGTON, NC	90,393
231	PARKERSBURG-MARIETTA, WV-OH	90,150
232	BENTON HARBOR, MI	89,633
233	JOPLIN, MO	89,613
234	MEDFORD, OR	89,067
235	MONROE, LA	88,906
236	LAKE CHARLES, LA	88,425
237	TERRE HAUTE, IN	88,338
238	MUNCIE, IN	87,343
239	RICHLAND-KENNEWICK-PASCO, WA	85,052
240	ROCHESTER, MN	83,658
241	CHARLOTTESVILLE, VA	83,562
242	MUSKEGON, MI	83,198
243	ABILENE, TX	83,145
244	PROVO-OREM, UT	82,340
245	TYLER, TX	81,996
246	STATE COLLEGE, PA	81,813
247	MANSFIELD, OH	81,376
248	BLOOMINGTON, IN	81,305
249	COLUMBIA, MO	80,111
250	BATTLE CREEK, MI	80,109
251	JOHNSTOWN, PA	79,477
252	LYNCHBURG, VA	78,640
253	SIOUX CITY, IA-NE	78,386
254	KOKOMO, IN	76,496
255	IOWA CITY, IA	76,484
256	BANGOR, ME	76,099
257	KENOSHA, WI	75,664
258	WICHITA FALLS, TX	75,430
259	CLARKSVILLE-HOPKINSVILLE, TN-KY	75,077
260	DECATUR, IL	74,902
261	PUEBLO, CO	74,465
262	ANDERSON, IN	74,345
263	GLENS FALLS, NY	74,252
264	REDDING, CA	74,071
265	BRAZORIA, TX	73,888
266	JACKSON, MI	73,712
267	MERCED, CA	72,692
268	LAWTON, OK	71,039
269	MIDLAND, TX	69,696
270	SAN ANGELO, TX	67,943
271	FAYETTEVILLE-SPRINGDALE, AR	67,504
272	TUSCALOOSA, AL	67,423
273	ALBANY, GA	67,406
274	BISMARCK, ND	66,291
275	JACKSONVILLE, NC	66,015
276	TEXARKANA, TX-TEXARKANA, AR	65,869
277	RAPID CITY, SD	65,626
278	DOTHAN, AL	65,593
279	OWENSBORO, KY	64,210
280	GREAT FALLS, MT	63,961
281	BURLINGTON, NC	63,526
282	LAS CRUCES, NM	62,354
283	ALEXANDRIA, LA	62,057
284	GREELEY, CO	61,242
285	ALTOONA, PA	59,699
286	DUBUQUE, IA	59,451
287	ANDERSON, SC	59,183
288	KANKAKEE, IL	58,570
289	SHARON, PA	57,924
290	ST. JOSEPH, MO	57,708
291	STEUBENVILLE-WEIRTON, OH-WV	57,545
292	SHEBOYGAN, WI	57,469
293	FLORENCE, AL	57,168
294	BEAVER COUNTY, PA	55,994
295	YUBA CITY, CA	55,077
296	LAREDO, TX	55,074
297	FLORENCE, SC	53,764
298	VINELAND-MILLVILLE-BRIDGETON, NJ	53,640
299	LAWRENCE, KS	52,731
300	SHERMAN-DENISON, TX	51,995
301	WILLIAMSPORT, PA	51,423
302	WAUSAU, WI	50,864
303	CASPER, WY	50,736
304	HAGERSTOWN, MD	50,287
305	JACKSON, TN	50,241
306	ANNISTON, AL	49,007
307	DANVILLE, VA	48,712
308	GADSDEN, AL	48,659
309	VICTORIA, TX	47,593
310	CHEYENNE, WY	47,583
311	CUMBERLAND, MD-WV	47,455
312	LEWISTON-AUBURN, ME	47,138
313	GRAND FORKS, ND	46,348
314	ELMIRA, NY	45,590
315	PASCAGOULA, MS	44,745
316	ENID, OK	41,843
317	PINE BLUFF, AR	33,714

Drug Sales
(thousands)

1	LOS ANGELES-LONG BEACH, CA	2,347,013
2	CHICAGO, IL	1,917,703
3	NEW YORK, NY	1,671,304
4	DETROIT, MI	1,275,224
5	WASHINGTON, DC-MD-VA	1,094,363
6	BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON, MA	1,043,228
7	PHILADELPHIA, PA-NJ	983,530
8	OAKLAND, CA	715,594
9	HOUSTON, TX	707,613
10	ANAHEIM-SANTA ANA, CA	697,805
11	MIAMI-HIALEAH, FL	644,041
12	NASSAU-SUFFOLK, NY	612,329
13	ATLANTA, GA	602,905
14	PHOENIX, AZ	576,694
15	SAN FRANCISCO, CA	570,704
16	DALLAS, TX	569,137
17	SAN JOSE, CA	559,051
18	SAN DIEGO, CA	545,468
19	CLEVELAND, OH	538,221
20	SEATTLE, WA	532,574
21	BALTIMORE, MD	528,323
22	TAMPA-ST. PETERSBURG, FL	496,444
23	ST. LOUIS, MO-IL	473,143
24	SACRAMENTO, CA	472,845
25	MINNEAPOLIS-ST. PAUL, MN	469,807
26	RIVERSIDE-SAN BERNARDINO, CA	460,325
27	PITTSBURGH, PA	451,599
28	FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH, FL	422,267
29	HONOLULU, HI	400,909
30	NEW ORLEANS, LA	370,315
31	NEWARK, NJ	369,532
32	CINCINNATI, OH-KY-IN	356,756
33	INDIANAPOLIS, IN	351,775
34	BERGEN-PASSAIC, NJ	313,182
35	KANSAS CITY, MO-KS	306,635
36	HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL, CT	301,533
37	DENVER, CO	289,671
38	MILWAUKEE, WI	284,887
39	COLUMBUS, OH	271,430
40	ROCHESTER, NY	262,696
41	BUFFALO, NY	260,644
42	WEST PALM BEACH-BOCA RATON-DELRAY BEACH, FL	256,648
43	CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	242,575
44	PROVIDENCE-PAWTUCKET-WOONSOCKET, RI	238,833
45	JACKSONVILLE, FL	233,764
46	LOUISVILLE, KY-IN	228,793
47	RICHMOND-PETERSBURG, VA	228,196
48	NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA	226,334
49	FORT WORTH-ARLINGTON	224,717
50	MEMPHIS, TN-AR-MS	218,838
51	FRESNO, CA	218,151
52	ORLANDO, FL	211,765
53	GREENSBORO-WINSTON-SALEM-HIGH POINT, NC	209,961
54	SYRACUSE, NY	204,748
55	ALBANY-SCHENECTADY-TROY, NY	200,871
56	NASHVILLE, TN	196,169
57	MIDDLESEX-SOMERSET-HUNTERDON, NJ	194,791
58	MONMOUTH-OCEAN, NJ	194,593
59	BIRMINGHAM, AL	194,148
60	LAS VEGAS, NV	179,323
61	BRIDEPORT-STAMFORD-NORWALK-DANBURY, CT	177,536
62	DAYTON-SPRINGFIELD, OH	174,398
63	TOLEDO, OH	173,349
64	RALEIGH-DURHAM, NC	170,418
65	TUCSON, AZ	169,003
66	SAN ANTONIO, TX	166,112
67	SCRANTON-WILKES-BARRE, PA	164,461
68	OXNARD-VENTURA, CA	163,337
69	PORTLAND, OR	163,186
70	SANTA ROSA-PETALUMA, CA	160,288
71	NEW HAVEN-WATERBURY-MERIDEN, CT	159,451
72	SALT LAKE CITY-OGDEN, UT	159,445
73	GARY-HAMMOND, IN	157,681
74	WORCESTER-FITCHBURG-LEOMINSTER, MA	150,305
75	OMAHA, NE-IA	146,982
76	LAKE COUNTY, IL	141,187
77	OKLAHOMA CITY, OK	139,365
78	WILMINGTON, DE-NJ-MD	139,037
79	HARRISBURG-LEBANON-CARLISLE, PA	134,558
80	MELBOURNE-TITUSVILLE-PALM BAY, FL	134,109
81	AKRON, OH	133,521
82	VALLEJO-FAIRFIELD-NAPA, CA	133,065

83	GREENVILLE-SPARTANBURG, SC	132,971
84	SANTA BARBARA-SANTA MARIA-LOMPOC, CA	132,728
85	KNOXVILLE, TN	129,840
86	SPRINGFIELD, MA	127,719
87	STOCKTON, CA	125,079
88	ANCHORAGE, AK	124,982
89	BATON ROUGE, LA	124,246
90	AUSTIN, TX	123,805
91	ALLENTOWN-BETHLEHEM, PA-NJ	122,235
92	BAKERSFIELD, CA	121,896
93	FLINT, MI	118,075
94	DAYTONA BEACH, FL	114,024
95	MOBILE, AL	113,852
96	MODESTO, CA	110,963
97	GRAND RAPIDS, MI	107,814
98	TACOMA, WA	103,135
99	AURORA-ELGIN, IL	101,316
100	SARASOTA, FL	100,769
101	YOUNGSTOWN-WARREN, OH	100,330
102	SALINAS-SEASIDE-MONTEREY, CA	98,224
103	ALBUQUERQUE, NM	98,211
104	NEW BEDFORD-FALL RIVER-ATTLEBORO, MA	97,377
105	FORT MEYERS-CAPE CORAL, FL	96,522
106	UTICA-ROME, NY	94,632
107	DAVENPORT-ROCK ISLAND-MOLINE, IA-IL	93,255
108	ATLANTIC CITY, NJ	89,234
109	JERSEY CITY, NJ	89,228
110	TULSA, OK	88,864
111	SPOKANE, WA	88,615
112	FORT WAYNE, IN	88,229
113	JACKSON, MS	85,086
114	SAGINAW-BAY CITY-MIDLAND, MI	84,178
115	JOHNSON CITY-KINGSPORT-BRISTOL, TN-VA	83,100
116	SANTA CRUZ, CA	82,983
117	LITTLE ROCK-NORTH LITTLE ROCK, AR	82,722
118	COLUMBIA, SC	80,724
119	AUGUSTA, GA-SC	80,606
120	PORTSMOUTH-DOVER-ROCHESTER, NH	80,488
121	BEAUMONT-PORT ARTHUR, TX	79,541
122	CHARLESTON, SC	79,245
123	LAKELAND-WINTER HAVEN, FL	78,916
124	JOLIET, IL	77,829
125	BINGHAMTON, NY	77,216
126	MANCHESTER-NASHUA, NH	76,157
127	VISALIA-TULARE-PORTERVILLE, CA	75,352
128	CANTON, OH	74,835
129	DES MOINES, IA	73,914
130	SHREVEPORT, LA	73,654
131	LANCASTER, PA	72,932
132	WICHITA, KS	72,079
133	CHATTANOOGA, TN-GA	71,533
134	EL PASO, TX	70,822
135	TRENTON, NJ	70,568
136	RENO, NV	68,846
137	SOUTH BEND-MISHAWAKA, IN	68,193
138	ANN ARBOR, MI	67,627
139	LEXINGTON-FAYETTE, KY	67,312
140	CHICO, CA	67,101
141	MADISON, WI	66,989
142	REDDING, CA	66,880
143	MONTGOMERY, AL	66,310
144	LANSING-EAST LANSING, MI	65,536
145	ROANOKE, VA	64,118
146	EVANSVILLE, IN-KY	63,336
147	BOISE CITY, ID	62,763
148	CHARLESTON, WV	62,731
149	PORTLAND, ME	62,290
150	HUNTINGTON-ASHLAND, WV	62,209
151	SPRINGFIELD, IL	60,871
152	PEORIA, IL	59,572
153	YORK, PA	58,458
154	BREMERTON, WA	58,262
155	ERIE, PA	57,910
156	MACON-WARNER ROBINS, GA	57,425
157	FORT PIERCE, FL	55,852
158	SIOUX FALLS, SD	55,159
159	COLORADO SPRINGS, CO	54,417
160	BRADENTON, FL	53,945
161	ROCKFORD, IL	53,942
162	HICKORY, NC	53,915
163	ORANGE COUNTY, NY	53,536
164	PENSACOLA, FL	53,213
165	EUGENE-SPRINGFIELD, OR	53,077
166	RICHLAND-KENNEWICK-PASCO, WA	52,938
167	READING, PA	51,774
168	LORAIN-ELYRIA, OH	51,712
169	POUGHKEEPSIE, NY	51,626
170	NEW LONDON-NORWICH, CT	51,283
171	ASHVILLE, NC	50,251
172	NIAGARA FALLS, NY	50,103
173	ELKHART-GOSHEN, IN	49,738
174	CORPUS CHRISTI, TX	49,382
175	SAVANNAH, GA	49,072
176	MCALLEN-EDINBURG-MISSION, TX	48,693
177	DULUTH, MN-WI	46,910
178	LAKE CHARLES, LA	46,909
179	HOUMA-THIBODAUX, LA	46,664
180	SALEM, OR	46,359
181	HAMILTON-MIDDLETOWN, OH	45,144
182	BILOXI-GULFPORT, MS	44,067
183	MERCED, CA	43,243
184	VANCOUVER, WA	43,018
185	TOPEKA, KS	42,559
186	KALAMAZOO, MI	42,334
187	COLUMBUS, GA-AL	42,086
188	LINCOLN, NE	42,076
189	CHAMPAIGN-URBANA-RANTOUL, IL	41,970
190	APPLETON-OSHKOSH-NEENAH, WI	41,947
191	LAFAYETTE, LA	41,614
192	BOULDER-LONGMONT, CO	41,186
193	PARKERSBURG-MARIETTA, WV-OH	40,882
194	SPRINGFIELD, MO	40,751
195	OCALA, FL	40,146
196	HUNTSVILLE, AL	39,970
197	CEDAR RAPIDS, IA	39,961
198	GALVESTON-TEXAS CITY, TX	39,700
199	TALLAHASSEE, FL	39,656
200	NAPLES, FL	39,626
201	BILLINGS, MT	38,771
202	PROVO-OREM, UT	38,474
203	LAFAYETTE-WEST LAFAYETTE, IN	38,259
204	MONROE, LA	38,071
205	JOHNSTOWN, PA	37,567
206	YAKIMA, WA	37,332
207	GAINESVILLE, FL	37,221
208	LONGVIEW-MARSHALL, TX	37,206
209	ST CLOUD, MN	37,063
210	SANTA FE, NM	36,820
211	MUNCIE, IN	36,282
212	BLOOMINGTON-NORMAL, IL	35,325
213	ANDERSON, IN	34,861
214	CHARLOTTESVILLE, VA	34,760
215	LYNCHBURG, VA	34,612
216	ATHENS, GA	34,413
217	WATERLOO-CEDAR FALLS, IA	34,333
218	OLYMPIA, WA	34,204
219	WHEELING, WV-OH	33,953
220	ROCHESTER, MN	33,922
221	TYLER, TX	33,475
222	ALEXANDRIA, LA	33,347
223	LIMA, OH	32,436
224	KOKOMO, IN	32,337
225	FAYETTEVILLE, NC	32,058
226	PITTSFIELD, MA	31,417
227	BANGOR, ME	31,412
228	LUBBOCK, TX	31,235
229	RACINE, WI	31,039
230	DECATUR, IL	31,000
231	GLENS FALLS, NY	30,985
232	WACO, TX	30,882
233	BROWNSVILLE-HARLINGEN, TX	30,316
234	ANDERSON, SC	29,932
235	ALTOONA, PA	29,854
236	TERRE HAUTE, IN	29,831
237	BENTON HARBOR, MI	29,770
238	AMARILLO, TX	29,688
239	HAGERSTOWN, MD	28,957
240	BEAVER COUNTY, PA	28,764
241	BRAZORIA, TX	28,706
242	BATTLE CREEK, MI	28,584
243	JACKSON, MI	28,546
244	FARGO-MOORHEAD, ND-MN	28,531
245	BELLINGHAM, WA	28,366
246	WILMINGTON, NC	28,358
247	BURLINGTON, VT	28,177
248	PANAMA CITY, FL	28,028
249	FORT SMITH, AR-OK	27,341
250	JANESVILLE-BELOIT, WI	27,341
251	BURLINGTON, NC	27,284
252	VINELAND-MILLVILLE-BRIDGETON, NJ	26,399
253	STEUBENVILLE-WEIRTON, OH-WV	26,215
254	STATE COLLEGE, PA	26,088
255	YUBA CITY, CA	26,088
256	MUSKEGON, MI	25,921
257	KILLEEN-TEMPLE, TX	25,749
258	SIOUX CITY, IA-NE	25,677
259	DANVILLE, VA	25,651
260	CUMBERLAND, MD-WV	25,479
261	COLUMBIA, MO	25,434
262	CLARKSVILLE-HOPKINSVILLE, TN-KY	25,382
263	BLOOMINGTON, IN	25,311
264	FLORENCE, SC	25,073
265	GREAT FALLS, MT	24,978
266	SHERMAN-DENISON, TX	24,907
267	MANSFIELD, OH	24,757
268	TEXARKANA, TX-TEXARKANA, AR	24,330
269	ANNISTON, AL	24,320
270	ALBANY, GA	24,214
271	ABILENE, TX	23,895
272	MEDFORD, OR	23,821
273	KANKAKEE, IL	23,808
274	JOPLIN, MO	23,792
275	FORT WALTON BEACH, FL	23,787
276	WICHITA FALLS, TX	23,594
277	BISMARCK, ND	23,579
278	WILLIAMSPORT, PA	23,574
279	GREEN BAY, WI	23,499
280	ELMIRA, NY	23,376
281	TUSCALOOSA, AL	23,304
282	OWENSBORO, KY	23,241
283	DOTHAN, AL	22,533
284	DUBUQUE, IA	21,762
285	LA CROSSE, WI	21,511
286	FORT COLLINS-LOVELAND, CO	21,277
287	EAU CLAIRE, WI	19,938
288	CASPER, WY	19,533
289	FLORENCE, AL	19,350
290	IOWA CITY, IA	18,546
291	GADSDEN, AL	18,413
292	PUEBLO, CO	18,249
293	PASCAGOULA, MS	17,929
294	SHEBOYGAN, WI	17,896
295	SHARON, PA	17,640
296	JACKSON, TN	17,577
297	KENOSHA, WI	17,508
298	LAREDO, TX	17,482
299	LEWISTON-AUBURN, ME	17,063
300	RAPID CITY, SD	17,024
301	LAS CRUCES, NM	16,679
302	ENID, OK	16,477
303	MIDLAND, TX	16,439
304	JACKSONVILLE, NC	16,218
305	ODESSA, TX	16,074
306	FAYETTEVILLE-SPRINGDALE, AR	15,866
307	PINE BLUFF, AR	15,662
308	BRYAN-COLLEGE STATION, TX	15,320
309	ST JOSEPH, MO	14,676
310	CHEYENNE, WY	14,607
311	GREELEY, CO	14,562
312	SAN ANGELO, TX	14,340
313	LAWTON, OK	11,355
314	VICTORIA, TX	11,014
315	LAWRENCE, KS	10,312
316	WAUSAU, WI	9,382
317	GRAND FORKS, ND	9,218

COUNTY RANKINGS

POPULATION ESTIMATES

1	LOS ANGELES, CA	8,377,161
2	COOK, IL	5,210,613
3	HARRIS, TX	2,868,002
4	ORANGE, CA	2,369,407
5	SAN DIEGO, CA	2,247,863
6	KINGS, NY	2,230,976
7	WAYNE, MI	2,053,428
8	QUEENS, NY	1,964,787
9	MARICOPA, AZ	1,919,238
10	DALLAS, TX	1,892,588
11	DADE, FL	1,827,891
12	PHILADELPHIA, PA	1,567,220
13	SANTA CLARA, CA	1,509,423
14	NEW YORK, NY	1,457,840
15	CUYAHOGA, OH	1,452,857
16	ALLEGHENY, PA	1,420,927
17	SUFFOLK, NY	1,394,554
18	KING, WA	1,389,869
19	MIDDLESEX, MA	1,376,230
20	NASSAU, NY	1,359,127
21	ALAMEDA, CA	1,273,301
22	BROWARD, FL	1,230,188
23	BEXAR, TX	1,194,694
24	SAN BERNARDINO, CA	1,168,370
25	BRONX, NY	1,167,975
26	TARRANT, TX	1,097,500
27	OAKLAND, MI	1,066,237
28	ST LOUIS, MO	1,050,228
29	HENNEPIN, MN	991,558
30	ERIE, NY	989,729
31	SACRAMENTO, CA	954,237
32	MILWAUKEE, WI	951,388
33	FRANKLIN, OH	930,498
34	RIVERSIDE, CA	886,065
35	PINELLAS, FL	879,834
36	WESTCHESTER, NY	867,496
37	BERGEN, NJ	854,153
38	HAMILTON, OH	853,977
39	HARTFORD, CT	841,154
40	FAIRFIELD, CT	828,709
41	HONOLULU, HI	826,303
42	PALM BEACH, FL	817,902
43	SHELBY, TN	805,301
44	ESSEX, NJ	805,100
45	DU PAGE, IL	799,219
46	NEW HAVEN, CT	790,214
47	CONTRA COSTA, CA	789,199
48	FAIRFAX, VA	778,461
49	MARION, IN	774,965
50	HILLSBOROUCH, FL	772,751
51	BALTIMORE CITY, MD	751,459
52	SALT LAKE, UT	737,088
53	MONROE, NY	736,341
54	SAN FRANCISCO, CA	713,273
55	BALTIMORE, MD	703,483
56	MACOMB, MI	700,075
57	MONTGOMERY, PA	690,922
58	JEFFERSON, KY	678,322
59	JEFFERSON, AL	675,044
60	PRINCE GEORGES, MD	670,610
61	ESSEX, MA	665,317
62	SAN MATEO, CA	664,094
63	WORCESTER, MA	662,621
64	MONTGOMERY, MD	662,149
65	VENTURA, CA	658,530
66	SUFFOLK, MA	652,126
67	DUVAL, FL	647,784
68	MIDDLESEX, NJ	647,207

69	PIMA, AZ	642,385
70	NORFOLK, MA	629,750
71	JACKSON, MO	623,148
72	OKLAHOMA, OK	615,162
73	FRESNO, CA	604,560
74	CLARK, NV	602,910
75	FULTON, GA	599,359
76	ORANGE, FL	591,003
77	DISTRICT OF COLUMBIA	588,197
78	PROVIDENCE, RI	580,636
79	EL PASO, TX	565,798
80	MONTGOMERY, OH	565,265
81	MULTNOMAH, OR	553,763
82	BUCKS, PA	550,637
83	DELAWARE, PA	548,451
84	HUDSON, NJ	544,794
85	MONMOUTH, NJ	543,574
86	TRAVIS, TX	541,692
87	PIERCE, WA	539,123
88	ORLEANS, LA	530,880
89	DE KALB, GA	528,475
90	JEFFERSON, LA	519,136
91	SUMMIT, OH	507,018
92	TULSA, OK	504,833
93	CAMDEN, NJ	504,546
94	KERN, CA	504,447
95	UNION, NJ	497,404
96	DENVER, CO	497,138
97	DAVIDSON, TN	496,401
98	BRISTOL, MA	485,320
99	BERNALILLO, NM	482,118
100	LAKE, IL	481,702
101	KENT, MI	478,741
102	JEFFERSON, CO	470,062
103	RAMSEY, MN	470,032
104	MECKLENBURG, NC	469,748
105	ONONDAGA, NY	468,324
106	LAKE, IN	467,144
107	LUCAS, OH	461,791
108	PASSAIC, NJ	449,300
109	MORRIS, NJ	449,199
110	HAMPDEN, MA	444,537
111	PLYMOUTH, MA	444,068
112	ARAPAHOE, CO	429,104
113	GENESEE, MI	429,044
114	DOUGLAS, NE	421,370
115	COBB, GA	421,097
116	EAST BATON ROUGE, LA	420,716
117	SAN JOAQUIN, CA	420,274
118	NEW CASTLE, DE	417,520
119	ANNE ARUNDEL, MD	414,573
120	OCEAN, NJ	410,393
121	SNOHOMISH, WA	408,509
122	BURLINGTON, NJ	408,374
123	WESTMORELAND, PA	401,916
124	LANCASTER, PA	401,780
125	RICHMOND, NY	400,937
126	SEDGWICK, KS	396,849
127	ST LOUIS, MO	393,716
128	MOBILE, AL	390,854
129	EL PASO, CO	378,677
130	WAKE, NC	377,962
131	HIDALGO, TX	377,076
132	STARK, OH	374,099
133	SONOMA, CA	373,666
134	SANTA BARBARA, CA	364,675
135	POLK, FL	[illegible]2,426
136	PULASKI, AR	3[illegible],116
137	SPOKANE, WA	360,792
138	BREVARD, FL	359,588
139	CHESTER, PA	356,530
140	VIRGINIA BEACH, VA	356,038
141	DANE, WI	347,455
142	WILL, IL	346,050
143	GUILFORD, NC	341,897
144	KNOX, TN	340,820
145	MONTEREY, CA	339,074
146	LUZERNE, PA	338,703
147	YORK, PA	333,690
148	JOHNSON, KS	328,708
149	MERCER, NJ	327,059
150	VOLUSIA, FL	323,416
151	BERKS, PA	323,093
152	GWINNETT, GA	320,739
153	GREENVILLE, SC	320,435
154	HILLSBOROUGH, NH	317,962
155	NUECES, TX	317,006
156	POLK, IA	314,505
157	STANISLAUS, CA	313,638
158	WAUKESHA, WI	304,219
159	KANE, IL	303,998
160	CHARLESTON, SC	303,480
161	ADAMS, CO	298,734
162	RICHLAND, SC	292,116
163	WASHINGTON, OR	291,359
164	ALLEN, IN	288,240
165	TULARE, CA	287,962
166	ALBANY, NY	287,676
167	ERIE, PA	286,468
168	LEE, FL	284,627
169	HAMILTON, TN	283,774
170	LEHIGH, PA	283,763
171	NORFOLK, VA	282,076
172	CADDO, LA	281,569
173	MAHONING, OH	279,427
174	ORANGE, NY	278,414
175	SEMINOLE, FL	278,351
176	PASCO, FL	277,938
177	ROCKLAND, NY	275,280
178	INGHAM, MI	273,778
179	BUTLER, OH	273,551
180	FORSYTH, NC	271,561
181	ESCAMBIA, FL	270,328
182	WASHTENAW, MI	268,666
183	CLACKAMAS, OR	267,209
184	LANE, OR	265,821
185	LORAIN, OH	265,351
186	JEFFERSON, TX	264,787
187	SARASOTA, FL	263,567
188	UTAH, UT	261,130
189	HINDS, MS	259,274
190	ST CLAIR, IL	258,682
191	ONEIDA, NY	258,350
192	CAMERON, TX	258,239
193	CUMBERLAND, NC	257,311
194	DUTCHESS, NY	257,230
195	NEW LONDON, CT	256,261
196	WINNEBAGO, IL	252,921
197	MARIN, CA	250,814
198	MADISON, IL	245,217
199	DAUPHIN, PA	240,569
200	DAKOTA, MN	239,935
201	ST JOSEPH, IN	239,109
202	ANOKA, MN	237,562
203	BOULDER, CO	237,508
204	TRUMBULL, OH	237,240
205	CUMBERLAND, ME	235,043
206	NORTHAMPTON, PA	234,443
207	ROCKINGHAM, NH	234,158
208	ATLANTIC, NJ	232,805
209	SANTA CRUZ, CA	232,714
210	ANCHORAGE, AK	229,627
211	GALVESTON, TX	228,075
212	SOMERSET, NJ	227,432
213	COLLIN, TX	227,404
214	MADISON, AL	226,861
215	LUBBOCK, TX	225,989
216	LAKE, OH	225,519
217	LACKAWANNA, PA	224,755
218	KANAWHA, WV	224,370
219	WASHOE, NV	224,171
220	GLOUCESTER, NJ	222,213
221	KALAMAZOO, MI	218,153
222	CLARK, WA	217,861
223	PRINCE WILLIAM, VA	216,959
224	SPARTANBURG, SC	216,878
225	WASHINGTON, PA	216,508
226	SAGINAW, MI	216,105
227	CHATHAM, GA	215,709
228	BROOME, NY	213,534
229	FAYETTE, KY	213,170
230	MONTGOMERY, AL	212,797
231	NIAGARA, NY	212,486
232	SAN LUIS OBISPO, CA	211,940
233	RICHMOND, VA	211,037
234	MARION, OR	209,665
235	HENRICO, VA	209,627
236	DENTON, TX	209,551
237	FORT BEND, TX	208,510
238	ST LOUIS, MN	208,395
239	LANCASTER, NE	207,672
240	GREENE, MO	202,409
241	RICHMOND, GA	199,323
242	ADA, ID	198,168
243	CUMBERLAND, PA	198,086
244	BRAZORIA, TX	195,405
245	BEAVER, PA	194,799
246	ST CHARLES, MO	194,279
247	MCLENNAN, TX	193,073
248	MONTGOMERY, TX	192,633
249	BROWN, WI	191,783
250	MANATEE, FL	189,743

DISPOSABLE INCOME

(thousands)

1	LOS ANGELES, CA	94,736,879
2	COOK, IL	69,148,097
3	ORANGE, CA	52,965,213
4	HARRIS, TX	46,483,458
5	SAN DIEGO, CA	38,134,422
6	SANTA CLARA, CA	37,060,032
7	QUEENS, NY	35,385,270
8	NEW YORK, NY	34,578,244
9	DALLAS, TX	30,914,566
10	NASSAU, NY	30,128,509
11	KINGS, NY	28,957,616
12	MIDDLESEX, MA	28,406,447
13	MARICOPA, AZ	27,552,675
14	DADE, FL	25,382,929
15	WAYNE, MI	25,113,357
16	SUFFOLK, NY	24,963,741
17	KING, WA	22,851,663
18	ALAMEDA, CA	22,449,508
19	BROWARD, FL	22,012,827
20	CUYAHOGA, OH	21,677,073
21	ALLEGHENY, PA	21,640,128
22	FAIRFAX, VA	21,116,502
23	SACRAMENTO, CA	20,791,786
24	FAIRFIELD, CT	19,924,176
25	BERGEN, NJ	19,916,184
26	OAKLAND, MI	19,751,002
27	MONTGOMERY, MD	19,642,070
28	WESTCHESTER, NY	19,837,809
29	PHILADELPHIA, PA	17,973,212
30	HENNEPIN, MN	17,295,635
31	DU PAGE, IL	16,619,802
32	CONTRA COSTA, CA	16,235,683
33	SAN BERNARDINO, CA	15,848,932
34	ST FRANCOIS, MO	15,715,474
35	HARTFORD, CT	15,621,490
36	FRANKLIN, OH	15,433,889
37	SAN MATEO, CA	15,042,803
38	BEXAR, TX	14,328,660
39	BRONX, NY	14,239,465
40	SAN FRANCISCO, CA	13,858,376
41	HAMILTON, OH	13,774,245
42	MONTGOMERY, PA	13,440,246
43	PINELLAS, FL	13,373,092
44	MIDDLESEX, NJ	13,139,756
45	PRINCE GEORGES, MD	13,104,444
46	TARRANT, TX	12,802,581
47	HONOLULU, HI	12,738,866
48	NORFOLK, MA	12,711,650
49	PALM BEACH, FL	12,460,523
50	RIVERSIDE, CA	12,405,915
51	MILWAUKEE, WI	12,369,910
52	ESSEX, NJ	12,248,386
53	VENTURA, CA	12,143,476
54	MONROE, NY	12,022,648
55	ERIE, NY	11,610,189
56	ESSEX, MA	11,582,161
57	NEW HAVEN, CT	11,143,023
58	MARION, IN	10,879,113
59	HILLSBOROUGH, FL	10,658,513
60	BALTIMORE, MD	10,600,456
61	DISTRICT OF COLUMBIA	10,505,424
62	TRAVIS, TX	10,448,753
63	MONMOUTH, NJ	10,326,902
64	MORRIS, NJ	10,145,339
65	SHELBY, TN	10,071,875
66	MACOMB, MI	9,967,448
67	SUFFOLK, MA	9,906,921
68	PIMA, AZ	9,429,927
69	ORANGE, FL	9,221,120
70	DE KALB, GA	9,099,637
71	OKLAHOMA, OK	9,079,158
72	DELAWARE, PA	9,025,728
73	UNION, NJ	9,009,193
74	FRESNO, CA	8,893,893
75	LAKE, IL	8,787,681
76	WORCESTER, MA	8,779,208
77	CLARK, NV	8,585,068
78	FULTON, GA	8,486,515
79	CAMDEN, NJ	8,406,640
80	JEFFERSON, AL	8,365,562
81	DAVIDSON, TN	8,281,055
82	KENT, MI	8,182,901
83	BUCKS, PA	8,136,683
84	SALT LAKE, UT	8,130,990
85	JEFFERSON, KY	7,995,512
86	PROVIDENCE, RI	7,722,773
87	MULTNOMAH, OR	7,675,598
88	JEFFERSON, CO	7,648,670
89	JACKSON, MO	7,586,074
90	DUVAL, FL	7,498,640
91	DANE, WI	7,412,994
92	KERN, CA	7,410,858
93	DENVER, CO	7,340,627
94	SANTA BARBARA, CA	7,227,414
95	SONOMA, CA	7,218,480
96	RAMSEY, MN	7,166,841
97	RICHMOND, NY	7,154,087
98	MECKLENBURG, NC	7,143,394
99	PLYMOUTH, MA	7,106,140
100	MONTGOMERY, OH	7,068,161
101	ARAPAHOE, CO	6,988,552
102	PIERCE, WA	6,893,607
103	ONONDAGA, NY	6,847,911
104	BALTIMORE CITY, MD	6,836,075
105	LUCAS, OH	6,817,265
106	JEFFERSON, LA	6,703,207
107	NEW CASTLE, DE	6,697,027
108	JOHNSON, KS	6,685,869
109	BURLINGTON, NJ	6,654,341
110	HUDSON, NJ	6,647,530
111	MARIN, CA	6,597,431
112	SAN JOAQUIN, CA	6,593,811
113	SUMMIT, OH	6,339,760
114	SOLANO, CA	6,295,350
115	WAKE, NC	6,270,771
116	OCEAN, NJ	6,164,684
117	COBB, GA	6,093,417
118	EL PASO, CO	5,916,918
119	BERNALILLO, NM	5,913,544
120	HAMPDEN, MA	5,878,421
121	PASSAIC, NJ	5,788,969
122	DOUGLAS, NE	5,778,124
123	MONTEREY, CA	5,745,095
124	ORLEANS, LA	5,529,634
125	CHESTER, PA	5,482,540
126	LANCASTER, PA	5,476,199
127	BRISTOL, MA	5,465,426
128	TULSA, OK	5,451,116
129	ROCKLAND, NY	5,404,549
130	KNOX, TN	5,394,863
131	ANNE ARUNDEL, MD	5,288,831
132	VIRGINIA BEACH, VA	5,269,200
133	PULASKI, AR	5,256,469
134	HILLSBOROUGH, NH	5,175,221
135	SPOKANE, WA	5,161,837
136	MERCER, NJ	5,142,318
137	GENESEE, MI	5,137,216
138	WESTMORELAND, PA	5,081,606
139	BATON ROUGE, LA	5,048,855
140	SNOHOMISH, WA	5,026,178
141	LAKE, IN	4,976,569
142	SOMERSET, NJ	4,950,270
143	WASHINGTON, OR	4,905,999
144	WAUKESHA, WI	4,896,309
145	ATLANTIC, NJ	4,855,927
146	ARLINGTON, VA	4,844,619
147	SEDGWICK, KS	4,826,479
148	KANE, IL	4,813,171
149	EL PASO, TX	4,808,295
150	DAUPHIN, PA	4,704,659
151	WILL, IL	4,663,423
152	POLK, IA	4,554,660
153	ANCHORAGE, AK	4,531,381
154	BERKS, PA	4,520,528
155	GUILFORD, NC	4,462,078
156	LEHIGH, PA	4,442,788
157	YORK, PA	4,435,155
158	ALBANY, NY	4,429,303
159	STARK, OH	4,392,531
160	ROCKINGHAM, NH	4,355,038
161	CUMBERLAND, PA	4,321,090
162	ST LOUIS, MO	4,293,179
163	NEW LONDON, CT	4,292,978
164	TULARE, CA	4,252,245
165	STANISLAUS, CA	4,220,910
166	SARASOTA, FL	4,145,190
167	VOLUSIA, FL	4,140,951
168	WASHTENAW, MI	4,127,277
169	PRINCE WILLIAM, VA	4,066,919
170	KITSAP, WA	4,051,576
171	LEE, FL	4,044,912
172	GREENVILLE, SC	4,006,555
173	GWINNETT, GA	4,003,308

174	SANTA CRUZ, CA	3,985,201
175	ADAMS, CO	3,933,814
176	POLK, FL	3,917,074
177	MOBILE, AL	3,914,449
178	SEMINOLE, FL	3,896,224
179	RICHLAND, SC	3,864,617
180	CHARLESTON, SC	3,855,275
181	WASHOE, NV	3,805,415
182	LUZERNE, PA	3,798,201
183	CLACKAMAS, OR	3,752,529
184	LEON, FL	3,745,804
185	SAN LUIS OBISPO, CA	3,707,213
186	DUTCHESS, NY	3,688,437
187	ALLEN, IN	3,679,386
188	INGHAM, MI	3,666,134
189	CUMBERLAND, ME	3,661,402
190	BUNCOMBE, NC	3,630,615
191	BOULDER, CO	3,628,922
192	DAKOTA, MN	3,619,437
193	WINNEBAGO, IL	3,547,539
194	LANE, OR	3,480,590
195	ANOKA, MN	3,417,367
196	ST CLAIR, IL	3,413,486
197	ORANGE, NY	3,396,671
198	LAKE, OH	3,396,589
199	KALAMAZOO, MI	3,346,051
200	ALEXANDRIA, VA	3,343,968
201	FORSYTH, NC	3,323,596
202	ERIE, PA	3,316,425
203	HINDS, MS	3,315,632
204	MADISON, IL	3,314,646
205	NUECES, TX	3,277,208
206	BREVARD, FL	3,267,871
207	COLLIN, TX	3,243,516
208	DENTON, TX	3,239,275
209	CHAMPAIGN, IL	3,207,958
210	GLOUCESTER, NJ	3,202,502
211	HENRICO, VA	3,183,339
212	PLACER, CA	3,182,490
213	BUTLER, OH	3,177,980
214	PEORIA, IL	3,145,876
215	ALACHUA, FL	3,129,126
216	PASCO, FL	3,115,655
217	ST JOSEPH, IN	3,048,707
218	NAPA, CA	3,027,329
219	ESCAMBIA, FL	3,024,049
220	CADDO, LA	3,022,973
221	MADISON, AL	2,995,901
222	JEFFERSON, TX	2,981,842
223	SANGAMON, IL	2,972,778
224	BROOME, NY	2,944,353
225	GREENE, MO	2,931,995
226	KANAWHA, WV	2,927,978
227	ADA, ID	2,927,747
228	HAMILTON, TN	2,925,587
229	OTTAWA, MI	2,924,081
230	NORFOLK, VA	2,922,903
231	BARNSTABLE, MA	2,877,658
232	RICHMOND, GA	2,861,624
233	FORT BEND, TX	2,855,023
234	MAHONING, OH	2,844,315
235	NORTHAMPTON, PA	2,839,311
236	LUBBOCK, TX	2,826,008
237	ONEIDA, NY	2,823,228
238	LARIMER, CO	2,798,253
239	SAGINAW, MI	2,765,899
240	MANATEE, FL	2,759,549
241	BRAZORIA, TX	2,758,851
242	DURHAM, NC	2,752,408
243	CUMBERLAND, NC	2,746,805
244	MCHENRY, IL	2,704,666
245	MONTGOMERY, AL	2,670,237
246	TRUMBULL, OH	2,657,455
247	LANCASTER, NE	2,653,009
248	LORAIN, OH	2,649,536
249	ST CHARLES, MO	2,640,724
250	HOWARD, MD	2,639,863

INCOME PER HOUSEHOLD

1	MONTGOMERY, MD	77,926
2	FAIRFAX CITY,VA	77,297
3	FALLS CHURCH,VA	76,763
4	LOVING, TX	75,643
5	FAIRFAX, VA	73,845
6	UNION, FL	70,452
7	HASKELL, KS	70,434
8	MORRIS, NJ	67,737
9	CHATTAHOOCHEE, GA	67,636
10	FAIRFIELD, CT	66,967
11	STANTON, KS	66,912
12	NASSAU, NY	66,627
13	SANTA CLARA, CA	66,372
14	ARLINGTON, VA	66,302
15	PR. OF WALES-OUTER KETCHIKAN, AK	64,946
16	MERCER, ND	64,770
17	LOS ALAMOS, NM	64,618
18	NEWPORT, RI	64,049
19	ROCKLAND, NY	63,734
20	SOMERSET, NJ	63,147
21	BERGEN, NJ	62,851
22	HAINES BOROUGH, AK	62,827
23	BUTTE, ID	62,316
24	ALEXANDRIA,VA	62,291
25	MARIN, CA	62,083
26	JUNEAU BOROUGH, AK	61,939
27	KITSAP, WA	61,872
28	LOUDOUN, VA	61,704
29	ORANGE, CA	60,402
30	CUMBERLAND, PA	60,385
31	BRISTOL BAY, AK	60,244
32	WRANGELL-PETERSBURG, AK	59,942
33	MIDDLESEX, NJ	59,812
34	WESTCHESTER, NY	59,767
35	DU PAGE, IL	59,229
36	LEE, IL	58,916
37	DOUGLAS, CO	58,322
38	PRINCE WILLIAM, VA	57,931
39	KEARNEY, NE	57,899
40	KETCHIKAN GATEWAY,AK	57,892
41	SUFFOLK, NY	57,490
42	MIDDLESEX, MA	57,025
43	STILLWATER, MT	56,987
44	NORTH SLOPE, AK	56,855
45	DILLINGHAM, AK	56,854
46	LAKE, IL	56,641
47	SAN MATEO, CA	56,590
48	NORFOLK, MA	56,277
49	ATLANTIC, NJ	55,746
50	ROBERTS, TX	55,624
51	PRINCE GEORGES, MD	55,299
52	SKAGWAY-YAKUTAT-ANGOON, AK	54,922
53	PITKIN, CO	54,887
54	LIVINGSTON, IL	54,786
55	DANE, WI	54,719
56	VENTURA, CA	54,716
57	MORTON, KS	54,697
58	CHAMPAIGN, IL	54,581
59	TIPPECANOE, IN	54,532
60	MONTGOMERY, PA	54,360
61	LEON, FL	54,362
62	SOMERVELL, TX	54,343
63	BUNCOMBE, NC	54,299
64	JOHNSON, KS	54,088
65	SACRAMENTO, CA	54,045
66	DE WITT, IL	53,988
67	MONMOUTH, NJ	53,918
68	YUKON-KOYUKUK, AK	53,838
69	RICHMOND, NY	53,817
70	MCLEAN, IL	53,601
71	CONTRA COSTA, CA	53,347
72	ANCHORAGE, AK	53,307
73	PLACER, CA	53,103
74	FAIRBANKS-NORTH STAR, AK	52,956
75	ALPINE, CA	52,905
76	MORGAN, IL	52,576
77	SANTA BARBARA, CA	52,543
78	RILEY, KS	52,312
79	VALDEZ-CORDOVA, AK	52,154
80	HUNTERDON, NJ	52,125
81	OGLE, IL	52,095
82	WEST FELICIANA, LA	51,975
83	FILLMORE, NE	51,888
84	FINNEY, KS	51,885
85	OLIVER, ND	51,831
86	OLMSTED, MN	51,760
87	STEVENS, KS	51,627
88	ROCKINGHAM, NH	51,497
89	DE KALB, IL	51,271
90	CARROLL, IL	50,970
91	BRAZOS, TX	50,916
92	HAMILTON, NE	50,877
93	MONTEREY, CA	50,817
94	CAMPBELL, KY	50,613
95	OTTAWA, MI	50,302
96	HONOLULU, HI	50,121
97	DAUPHIN, PA	50,107
98	HARTFORD, CT	50,013
99	GOSPER, NE	49,965
100	KOBUK, AK	49,954
101	CALLAWAY, MO	49,766
102	ST. LOUIS, MO	49,765
103	MONROE, IN	49,672
104	UNION, NJ	49,618
105	OAKLAND, MI	49,559
106	TOLLAND, CT	49,440
107	MONROE, MI	49,409
108	BOONE, KY	49,348
109	SEWARD, NE	49,338
110	HINSDALE, CO	49,244
111	BURLINGTON, NJ	49,126
112	CRAWFORD, IL	49,080
113	SONOMA, CA	49,029
114	YOLO, CA	49,000
115	MCHENRY, IL	48,982
116	GRUNDY, IL	48,945
117	PHELPS, NE	48,913
118	WAUKESHA, WI	48,897
119	GEARY, KS	48,882
120	TRAVIS, TX	48,767
121	BROOKINGS, SD	48,701
122	SUMMIT, CO	48,507
123	WILLIAMSON, TX	48,462
124	WALLA WALLA, WA	48,462
125	RICHLAND, ND	48,454
126	STEPHENSON, IL	48,378
127	RANDALL, TX	47,923
128	CHARLES, MD	47,790
129	PUTNAM, NY	47,751
130	GREEN, WI	47,728
131	NAPA, CA	47,694
132	ONSLOW, NC	47,610
133	PLYMOUTH, MA	47,547
134	DOUGLAS, IL	47,504
135	NEW YORK, NY	47,455
136	JASPER, IN	47,450
137	KENT, MI	47,430
138	CENTRE, PA	47,370
139	GLASSCOCK, TX	47,305
140	DAKOTA, NE	47,277
141	GRANT, WI	47,275
142	HAYS, TX	47,236
143	UNION, PA	47,198
144	BETHEL, AK	47,145
145	LINCOLN, WA	47,118
146	MIDDLESEX, CT	47,074
147	JONES, GA	47,065
148	BENTON, OR	47,064
149	NEW LONDON, CT	47,027
150	WHITMAN, WA	47,011
151	S.E. FAIRBANKS, AK	46,994
152	ORANGE, NC	46,976
153	QUEENS, NY	46,903
154	LEAVENWORTH, KS	46,883
155	PIATT, IL	46,833
156	CARBON, MT	46,812
157	YORK, NE	46,746
158	WASHINGTON, TX	46,684
159	WILLIAMSON, TN	46,682
160	LOGAN, IL	46,646
161	ESSEX, MA	46,526
162	FAYETTE, GA	46,509
163	SUSSEX, NJ	46,413
164	CAMDEN, NJ	46,364
165	RANDOLPH, IL	46,348
166	SAN DIEGO, CA	46,262
167	HAMILTON, IN	46,262
168	GARFIELD, CO	46,252
169	CLAY, NE	46,145
170	KANE, IL	46,131
171	SAN LUIS OBISPO, CA	46,068
172	BENTON, WA	46,019
173	COLUMBIA, GA	45,995
174	MERRIMACK, NH	45,946
175	GEAUGA, OH	45,893
176	RANSOM, ND	45,889
177	CHITTENDEN, VT	45,866
178	IDA, IA	45,823
179	LIVINGSTON, MI	45,795
180	JACKSON, CO	45,711
181	DELAWARE, PA	45,697
182	NOME, AK	45,504
183	CORYELL, TX	45,427
184	MOULTRIE, IL	45,401
185	HILLSBOROUGH, NH	45,346
186	ADAMS, IL	45,334
187	WAKE, NC	45,289
188	WHITESIDE, IL	45,266
189	HOWARD, MD	45,254
190	COLLIN, TX	45,242
191	ALACHUA, FL	45,241
192	STRAFFORD, NH	45,235
193	BILLINGS, ND	45,221
194	YOAKUM, TX	45,185
195	SANTA CRUZ, CA	45,183
196	HOUSTON, TX	45,147
197	CHESTER, PA	45,117
198	COMANCHE, OK	45,109
199	DENTON, TX	45,072
200	SHERBURNE, MN	45,007
201	BOONE, MO	45,006
202	MERCER, NJ	44,986
203	ADAMS, NE	44,944
204	JO DAVIESS, IL	44,914
205	WOODFORD, IL	44,857
206	DE KALB, GA	44,833
207	KENTON, KY	44,830
208	WARREN, OH	44,807
209	COLE, MO	44,768
210	PLEASANTS, WV	44,642
211	FORT BEND, TX	44,625
212	MACOUPIN, IL	44,559
213	ROCKWALL, TX	44,543
214	IROQUOIS, IL	44,439
215	MOODY, SD	44,336
216	COLES, IL	44,328
217	TULARE, CA	44,303
218	BRAZORIA, TX	44,278
219	ALAMEDA, CA	44,271
220	NEW CASTLE, DE	44,172
221	OLDHAM, TX	44,165
222	PEORIA, IL	44,117
223	SAN FRANCISCO, CA	44,103
224	SHELBY, IL	44,069
225	POLK, NE	44,029
226	JEFFERSON, CO	43,967
227	DISTRICT OF COLUMBIA	43,929
228	KIOWA, KS	43,889
229	PORTAGE, WI	43,860
230	CHRISTIAN, IL	43,839
231	EAGLE, CO	43,831
232	HOUSTON, GA	43,824
233	BEAVER, OK	43,812
234	MONROE, NY	43,807
235	HANCOCK, OH	43,742
236	KENDALL, IL	43,742
237	DIXON, NE	43,722
238	DOUGLAS, KS	43,711
239	YANKTON, SD	43,660
240	ANOKA, MN	43,648
241	GRAND TRAVERSE, MI	43,633
242	JERSEY, IL	43,589
243	KOSCIUSKO, IN	43,572
244	LITCHFIELD, CT	43,504
245	PLATTE, MO	43,489
246	GRAY, KS	43,431
247	THOMAS, KS	43,363
248	WALKER, TX	43,349
249	BUCKS, PA	43,291
250	WASHINGTON, OR	43,275

TOTAL RETAIL SALES
(thousands)

1	LOS ANGELES, CA	60,846,181
2	COOK, IL	33,562,776
3	HARRIS, TX	24,193,326
4	ORANGE, CA	20,804,666
5	NEW YORK, NY	20,663,405
6	DALLAS, TX	19,168,048
7	DADE, FL	15,534,343
8	SAN DIEGO, CA	15,462,228
9	MARICOPA, AZ	15,180,547
10	SANTA CLARA, CA	13,434,633
11	NASSAU, NY	12,746,329
12	MIDDLESEX, MA	11,958,473
13	BROWARD, FL	11,795,811
14	KING, WA	11,706,296
15	WAYNE, MI	10,959,456
16	OAKLAND, MI	9,835,779
17	SUFFOLK, NY	9,627,343
18	CUYAHOGA, OH	9,478,749
19	ALLEGHENY, PA	9,457,768
20	ALAMEDA, CA	9,189,295
21	HENNEPIN, MN	9,166,081
22	ST LOUIS, MO	8,935,205
23	TARRANT, TX	8,817,777

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24	BEXAR, TX	8,447,660
25	BERGEN, NJ	8,166,363
26	QUEENS, NY	8,154,817
27	DU PAGE, IL	7,740,116
28	FRANKLIN, OH	7,453,503
29	KINGS, NY	7,397,074
30	FAIRFIELD, CT	7,318,357
31	WESTCHESTER, NY	7,237,463
32	SACRAMENTO, CA	7,108,392
33	HARTFORD, CT	7,028,906
34	PHILADELPHIA, PA	7,009,343
35	PALM BEACH, FL	6,993,286
36	PINELLAS, FL	6,954,076
37	SAN BERNARDINO, CA	6,766,603
38	SAN FRANCISCO, CA	6,709,544
39	MARION, IN	6,524,866
40	MONTGOMERY, PA	6,503,099
41	HAMILTON, OH	6,356,193
42	MONTGOMERY, MD	6,297,403
43	MILWAUKEE, WI	6,239,378
44	HILLSBOROUGH, FL	6,108,422
45	CONTRA COSTA, CA	6,040,755
46	FAIRFAX, VA	6,033,346
47	HONOLULU, HI	5,895,661
48	SAN MATEO, CA	5,884,286
49	RIVERSIDE, CA	5,849,059
50	SHELBY, TN	5,821,183
51	BALTIMORE, MD	5,820,241
52	ESSEX, MA	5,727,263
53	ERIE, NY	5,650,544
54	NEW HAVEN, CT	5,642,624
55	OKLAHOMA, OK	5,559,300
56	ORANGE, FL	5,479,829
57	FULTON, GA	5,472,177
58	TRAVIS, TX	5,416,542
59	DE KALB, GA	5,337,258
60	NORFOLK, MA	5,333,118
61	SUFFOLK, MA	5,170,264
62	PRINCE GEORGES, MD	5,141,242
63	CLARK, NV	5,088,240
64	MACOMB, MI	5,065,163
65	MONROE, NY	4,946,906
66	SALT LAKE, UT	4,945,078
67	DUVAL, FL	4,928,306
68	MIDDLESEX, NJ	4,915,275
69	ESSEX, NJ	4,846,110
70	JEFFERSON, KY	4,655,268
71	MULTNOMAH, OR	4,582,483
72	DAVIDSON, TN	4,569,547
73	JACKSON, MO	4,550,665
74	JEFFERSON, AL	4,514,597
75	JEFFERSON, LA	4,476,820
76	PIMA, AZ	4,289,584
77	MECKLENBURG, NC	4,245,481
78	WORCESTER, MA	4,243,115
79	TULSA, OK	4,211,424
80	BUCKS, PA	4,197,336
81	ARAPAHOE, CO	4,143,359
82	DISTRICT OF COLUMBIA	4,104,950
83	MORRIS, NJ	4,101,660
84	MONMOUTH, NJ	4,096,448
85	MONTGOMERY, OH	4,096,170
86	DENVER, CO	4,024,526
87	VENTURA, CA	4,014,903
88	FRESNO, CA	3,897,777
89	RAMSEY, MN	3,868,202
90	DELAWARE, PA	3,864,535
91	JEFFERSON, CO	3,841,003
92	BALTIMORE CITY, MD	3,834,852
93	BERNALILLO, NM	3,764,037
94	CAMDEN, NJ	3,705,835
95	KENT, MI	3,646,238
96	COBB, GA	3,583,000
97	LUCAS, OH	3,541,350
98	DOUGLAS, NE	3,489,034
99	LAKE, IL	3,468,362
100	UNION, NJ	3,450,016
101	SUMMIT, OH	3,384,073
102	BRISTOL, MA	3,368,465
103	ONONDAGA, NY	3,349,190
104	PROVIDENCE, RI	3,341,685
105	BATON ROUGE, LA	3,340,504
106	NEW CASTLE, DE	3,335,107
107	EL PASO, TX	3,300,805
108	PLYMOUTH, MA	3,255,863
109	HAMPDEN, MA	3,229,338
110	SANTA BARBARA, CA	3,219,029
111	ORLEANS, LA	3,193,652
112	PASSAIC, NJ	3,166,909
113	OCEAN, NJ	3,108,167
114	BRONX, NY	3,107,339
115	PIERCE, WA	3,083,135
116	KERN, CA	3,055,795
117	SEDGWICK, KS	3,044,587
118	JOHNSON, KS	3,032,565
119	HILLSBOROUGH, NH	3,013,190
120	WAKE, NC	2,988,201
121	PULASKI, AR	2,986,372
122	GENESEE, MI	2,962,673
123	ANNE ARUNDEL, MD	2,899,828
124	GUILFORD, NC	2,897,301
125	KNOX, TN	2,855,561
126	SONOMA, CA	2,825,642
127	POLK, IA	2,780,503
128	DANE, WI	2,778,906
129	EL PASO, CO	2,774,062
130	BURLINGTON, NJ	2,761,131
131	HUDSON, NJ	2,740,599
132	LAKE, IN	2,709,105
133	ALBANY, NY	2,690,425
134	ANCHORAGE, AK	2,657,056
135	WASHINGTON, OR	2,591,853
136	LANCASTER, PA	2,539,011
137	BREVARD, FL	2,520,122
138	VOLUSIA, FL	2,501,224
139	LEHIGH, PA	2,467,680
140	SARASOTA, FL	2,443,960
141	SPOKANE, WA	2,436,624
142	POLK, FL	2,432,371
143	CUMBERLAND, ME	2,412,406
144	MERCER, NJ	2,398,171
145	WASHOE, NV	2,387,605
146	CHARLESTON, SC	2,377,566
147	LEE, FL	2,374,203
148	STARK, OH	2,354,248
149	SAN JOAQUIN, CA	2,348,492
150	MOBILE, AL	2,347,904
151	NUECES, TX	2,344,725
152	ROCKINGHAM, NH	2,343,446
153	GREENVILLE, SC	2,337,301
154	WAUKESHA, WI	2,332,512
155	BERKS, PA	2,329,666
156	SNOHOMISH, WA	2,329,191
157	MARIN, CA	2,327,835
158	VIRGINIA BEACH, VA	2,276,041
159	ATLANTIC, NJ	2,264,057
160	ST LOUIS, MO	2,243,788
161	WESTMORELAND, PA	2,192,348
162	ADAMS, CO	2,174,925
163	MONTEREY, CA	2,161,393
164	FORSYTH, NC	2,135,123
165	RICHLAND, SC	2,108,874
166	HIDALGO, TX	2,071,537
167	CADDO, LA	2,064,191
168	SOMERSET, NJ	2,054,868
169	KANE, IL	2,052,359
170	JEFFERSON, TX	2,047,110
171	YORK, PA	2,032,931
172	ALLEN, IN	2,029,239
173	HAMILTON, TN	2,026,313
174	BARNSTABLE, MA	2,013,436
175	SEMINOLE, FL	2,010,198
176	WASHTENAW, MI	2,010,185
177	LUBBOCK, TX	1,971,031
178	INGHAM, MI	1,960,332
179	BOULDER, CO	1,959,440
180	HINDS, MS	1,954,503
181	ORANGE, NY	1,947,967
182	CHESTER, PA	1,939,069
183	LUZERNE, PA	1,906,475
184	NEW LONDON, CT	1,905,753
185	STANISLAUS, CA	1,905,406
186	RICHMOND, NY	1,870,555
187	FAYETTE, KY	1,837,277
188	ROCKLAND, NY	1,822,105
189	LANE, OR	1,816,700
190	CUMBERLAND, PA	1,815,017
191	ESCAMBIA, FL	1,799,555
192	RICHMOND, VA	1,799,252
193	DUTCHESS, NY	1,759,491
194	SANTA CRUZ, CA	1,754,358
195	DAUPHIN, PA	1,743,335
196	LAKE, OH	1,739,761
197	GWINNETT, GA	1,734,932
198	HENRICO, VA	1,732,167
199	NORFOLK, VA	1,705,841
200	ST JOSEPH, IN	1,686,426
201	WINNEBAGO, IL	1,685,914
202	SOLANO, CA	1,674,874
203	KALAMAZOO, MI	1,668,629
204	DAKOTA, MN	1,654,622
205	GREENE, MO	1,643,872
206	ERIE, PA	1,634,851
207	MAHONING, OH	1,610,003
208	BROOME, NY	1,609,495
209	KANAWHA, WV	1,600,775
210	CHATHAM, GA	1,598,181
211	PRINCE WILLIAM, VA	1,578,288
212	GLOUCESTER, NJ	1,561,860
213	ONEIDA, NY	1,546,746
214	CAMERON, TX	1,542,257
215	TULARE, CA	1,536,602
216	MADISON, AL	1,530,224
217	MONTGOMERY, AL	1,523,090
218	SAGINAW, MI	1,512,131
219	CUMBERLAND, NC	1,511,478
220	LAFAYETTE, LA	1,504,752
221	PASCO, FL	1,496,498
222	WILL, IL	1,493,595
223	RICHMOND, GA	1,484,703
224	CLAYTON, GA	1,474,304
225	COLLIN, TX	1,469,967
226	MCLENNAN, TX	1,466,269
227	CLACKAMAS, OR	1,460,965
228	KENT, RI	1,454,847
229	MANATEE, FL	1,448,958
230	DENTON, TX	1,436,805
231	VANDERBURGH, IN	1,415,149
232	ST LOUIS, MN	1,413,650
233	ALACHUA, FL	1,404,200
234	ADA, ID	1,395,766
235	GALVESTON, TX	1,392,840
236	ELKHART, IN	1,390,664
237	BROWN, WI	1,389,159
238	ALEXANDRIA, VA	1,386,687
239	ANOKA, MN	1,386,673
240	LEON, FL	1,382,417
241	STEARNS, MN	1,380,227
242	TRUMBULL, OH	1,379,043
243	ST CLAIR, IL	1,373,200
244	LANCASTER, NE	1,370,528
245	LACKAWANNA, PA	1,367,898
246	SAN LUIS OBISPO, CA	1,364,094
247	MADISON, IL	1,359,405
248	HORRY, SC	1,351,773
249	LORAIN, OH	1,345,917
250	SANGAMON, IL	1,345,767

Lumber/ Hardware Sales
(thousands)

1	LOS ANGELES, CA	2,594,252
2	HARRIS, TX	1,319,916
3	COOK, IL	1,298,052
4	ORANGE, CA	1,148,693
5	MARICOPA, AZ	910,993
6	DALLAS, TX	872,565
7	SAN DIEGO, CA	760,348
8	SUFFOLK, NY	718,260
9	KING, WA	682,756
10	SANTA CLARA, CA	664,997
11	MIDDLESEX, MA	641,507
12	DADE, FL	622,823
13	HENNEPIN, MN	505,812
14	TARRANT, TX	488,276
15	TRAVIS, TX	485,412
16	BROWARD, FL	483,045
17	BEXAR, TX	480,872
18	WAYNE, MI	473,758
19	NASSAU, NY	471,954
20	SAN BERNARDINO, CA	463,515
21	OKLAHOMA, OK	437,651
22	RIVERSIDE, CA	435,422
23	ST LOUIS, MO	428,328
24	OAKLAND, MI	422,919
25	ALAMEDA, CA	409,648
26	FAIRFIELD, CT	402,797
27	SACRAMENTO, CA	400,777
28	DU PAGE, IL	389,806
29	ANCHORAGE, AK	385,942
30	PINELLAS, FL	372,565
31	FULTON, GA	361,937
32	HARTFORD, CT	359,401
33	PALM BEACH, FL	359,212
34	CONTRA COSTA, CA	356,273
35	BERGEN, NJ	356,101
36	ORANGE, FL	352,961
37	ALLEGHENY, PA	347,552
38	WESTCHESTER, NY	340,818
39	NEW YORK, NY	333,845
40	DE KALB, GA	331,367
41	MARION, IN	328,796
42	SALT LAKE, UT	324,891
43	CUYAHOGA, OH	321,770
44	BALTIMORE, MD	310,317
45	FRANKLIN, OH	306,699
46	HILLSBOROUGH, FL	306,429
47	CLARK, NV	297,637
48	KINGS, NY	291,996
49	HAMILTON, OH	290,523
50	MACOMB, MI	286,345
51	COBB, GA	281,531
52	MONTGOMERY, PA	281,304
53	QUEENS, NY	278,797
54	BUCKS, PA	278,114
55	NEW HAVEN, CT	276,470
56	TULSA, OK	273,632
57	DUVAL, FL	272,625
58	NORFOLK, MA	266,955
59	SEDGWICK, KS	257,257
60	MECKLENBURG, NC	256,134
61	SONOMA, CA	255,713
62	DENVER, CO	255,388
63	ESSEX, MA	254,503
64	PIERCE, WA	252,660
65	BATON ROUGE, LA	250,506
66	BERNALILLO, NM	248,857
67	ARAPAHOE, CO	248,089
68	MONTGOMERY, MD	246,565
69	DOUGLAS, NE	245,759
70	FAIRFAX, VA	240,769
71	PHILADELPHIA, PA	239,180
72	SAN MATEO, CA	238,999
73	PIMA, AZ	236,746
74	MONROE, NY	228,339
75	ERIE, NY	227,563
76	MIDDLESEX, NJ	223,449
77	KENT, MI	222,093
78	MILWAUKEE, WI	221,669
79	SUMMIT, OH	218,188
80	VENTURA, CA	216,356
81	FRESNO, CA	215,840
82	MORRIS, NJ	211,650
83	SHELBY, TN	211,167
84	JEFFERSON, KY	209,943
85	JEFFERSON, LA	208,150
86	JACKSON, MO	206,558
87	SARASOTA, FL	203,478
88	POLK, FL	203,085
89	JEFFERSON, AL	200,998
90	SAN FRANCISCO, CA	199,538
91	MONMOUTH, NJ	199,454
92	HILLSBOROUGH, NH	194,394
93	OCEAN, NJ	193,683
94	LEE, FL	192,052
95	WORCESTER, MA	191,529
96	LAKE, IL	190,215
97	ROCKINGHAM, NH	188,440
98	EL PASO, CO	188,267
99	KERN, CA	188,064
100	JEFFERSON, CO	184,809
101	ESSEX, NJ	183,884
102	EL PASO, TX	183,109
103	MONTGOMERY, OH	182,948
104	HAMPDEN, MA	179,955
105	DAVIDSON, TN	179,955
106	SUFFOLK, MA	179,874
107	PLYMOUTH, MA	178,973
108	HIDALGO, TX	178,659
109	SANTA BARBARA, CA	178,335
110	LANCASTER, PA	177,833
111	RAMSEY, MN	176,874
112	KNOX, TN	174,576
113	VOLUSIA, FL	174,325
114	BARNSTABLE, MA	173,769
115	UNION, NJ	172,745
116	SANTA CRUZ, CA	172,728
117	WESTMORELAND, PA	169,230
118	DELAWARE, PA	168,803
119	BREVARD, FL	168,616
120	CAMDEN, NJ	168,421
121	MARIN, CA	164,652
122	GREENVILLE, SC	164,351
123	ADAMS, CO	164,247
124	CUMBERLAND, ME	163,316
125	POLK, IA	162,117
126	ONONDAGA, NY	161,916
127	WAKE, NC	161,896
128	CHARLESTON, SC	159,857

129	GENESEE, MI	158,810
130	ANNE ARUNDEL, MD	158,569
131	PRINCE GEORGES, MD	158,064
132	SNOHOMISH, WA	155,862
133	PROVIDENCE, RI	155,144
134	KANE, IL	154,232
135	DAKOTA, MN	153,872
136	PULASKI, AR	153,797
137	HONOLULU, HI	153,283
138	GWINNETT, GA	151,045
139	CALCASIEU, LA	150,915
140	WASHOE, NV	150,561
141	NEW CASTLE, DE	149,191
142	MOBILE, AL	149,093
143	JOHNSON, KS	147,124
144	MARION, FL	146,115
145	LUBBOCK, TX	146,069
146	NUECES, TX	145,774
147	MULTNOMAH, OR	145,287
148	LAFAYETTE, LA	145,185
149	SEMINOLE, FL	143,705
150	BOULDER, CO	143,661
151	SPOKANE, WA	140,821
152	SAN JOAQUIN, CA	139,805
153	STARK, OH	139,548
154	YORK, PA	137,725
155	MONTGOMERY, TX	137,017
156	GUILFORD, NC	136,897
157	STANISLAUS, CA	135,056
158	LAKE, IN	134,474
159	PASSAIC, NJ	134,292
160	CHESTER, PA	134,139
161	WASHINGTON, OR	133,582
162	VIRGINIA BEACH, VA	132,178
163	PASCO, FL	131,279
164	ORANGE, NY	130,987
165	WAUKESHA, WI	129,635
166	ORLEANS, LA	128,928
167	DANE, WI	127,718
168	MONTEREY, CA	127,188
169	RICHLAND, SC	125,650
170	HORRY, SC	125,363
171	ST LOUIS, MO	124,373
172	FORT BEND, TX	123,743
173	LEON, FL	123,570
174	LARIMER, CO	122,871
175	FORSYTH, NC	121,496
176	BRISTOL, MA	121,410
177	LUCAS, OH	121,035
178	JEFFERSON, TX	119,593
179	NEW LONDON, CT	118,138
180	ESCAMBIA, FL	117,441
181	PLACER, CA	116,735
182	SAN LUIS OBISPO, CA	116,183
183	YELLOWSTONE, MT	115,019
184	GREENE, MO	114,828
185	WASHTENAW, MI	114,670
186	PRINCE WILLIAM, VA	114,073
187	ANOKA, MN	112,853
188	ST LOUIS, MN	112,281
189	CAMERON, TX	110,135
190	BALTIMORE CITY, MD	109,948
191	ATLANTIC, NJ	108,608
192	KANAWHA, WV	107,980
193	POTTER, TX	107,689
194	MCLENNAN, TX	105,664
195	TULARE, CA	104,969
196	GALVESTON, TX	104,423
197	LANE, OR	104,324
198	CADDO, LA	103,574
199	ROCKLAND, NY	103,030
200	BURLINGTON, NJ	102,849
201	ST CHARLES, MO	102,789
202	WINNEBAGO, IL	102,035
203	BUNCOMBE, NC	101,794
204	DUTCHESS, NY	101,387
205	LANCASTER, NE	101,294
206	HUDSON, NJ	100,688
207	ALLEN, IN	100,357
208	BRAZORIA, TX	100,104
209	MADISON, AL	99,177
210	WILL, IL	98,619
211	ECTOR, TX	97,882
212	ALACHUA, FL	97,815
213	CUMBERLAND, NC	96,179
214	SMITH, TX	96,059
215	MANATEE, FL	95,681
216	STEARNS, MN	95,648
217	ALBANY, NY	95,555
218	MERCER, NJ	95,232
219	VANDERBURGH, IN	94,694
220	UTAH CITY, UT	94,631
221	MARTIN, FL	94,346
222	CHESTERFIELD, VA	94,309
223	SOMERSET, NJ	94,063
224	ST TAMMANY, LA	94,025
225	COLLIN, TX	93,891
226	KALAMAZOO, MI	93,791
227	HAMILTON, TN	93,533
228	BRAZOS, TX	93,130
229	CHITTENDEN, VT	92,881
230	MIDLAND, TX	92,859
231	RICHMOND, NY	92,858
232	LEHIGH, PA	92,505
233	LINN, IA	92,363
234	MADISON, IL	92,128
235	BRONX, NY	91,988
236	COLLIER, FL	91,850
237	BUTTE, CA	91,435
238	SHAWNEE, KS	90,999
239	CUMBERLAND, PA	90,748
240	SANGAMON, IL	90,300
241	DAUPHIN, PA	90,152
242	CHATHAM, GA	89,673
243	ADA, ID	88,495
244	LAKE, OH	88,458
245	NEWPORT NEWS, VA	87,419
246	HINDS, MS	86,867
247	SHASTA, CA	86,276
248	LUZERNE, PA	85,824
249	WASHINGTON, MN	84,707
250	CLAY, MO	84,471

General Merchandise

(thousands)

1	LOS ANGELES, CA	6,821,347
2	COOK, IL	3,959,946
3	HARRIS, TX	2,947,489
4	NEW YORK, NY	2,767,781
5	ORANGE, CA	2,532,798
6	DALLAS, TX	2,072,249
7	SAN DIEGO, CA	2,043,910
8	SANTA CLARA, CA	1,796,814
9	DADE, FL	1,765,716
10	MARICOPA, AZ	1,622,715
11	ALLEGHENY, PA	1,426,529
12	ST LOUIS, MO	1,378,179
13	NASSAU, NY	1,367,995
14	HENNEPIN, MN	1,357,341
15	CUYAHOGA, OH	1,356,632
16	MIDDLESEX, MA	1,335,004
17	WAYNE, MI	1,283,907
18	KING, WA	1,261,299
19	BROWARD, FL	1,218,513
20	OAKLAND, MI	1,177,797
21	TARRANT, TX	1,112,556
22	ALAMEDA, CA	1,072,778
23	FRANKLIN, OH	1,066,419
24	BEXAR, TX	1,053,276
25	SACRAMENTO, CA	1,040,710
26	HAMILTON, OH	1,018,396
27	DU PAGE, IL	997,680
28	MONTGOMERY, PA	985,444
29	SUFFOLK, NY	957,759
30	BALTIMORE, MD	920,038
31	SAN BERNARDINO, CA	888,267
32	BERGEN, NJ	871,267
33	MULTNOMAH, OR	865,722
34	MILWAUKEE, WI	864,131
35	WESTCHESTER, NY	863,811
36	HONOLULU, HI	858,355
37	MONTGOMERY, MD	853,665
38	CONTRA COSTA, CA	844,887
39	PINELLAS, FL	844,090
40	FAIRFAX, VA	841,325
41	MARION, IN	831,477
42	SAN MATEO, CA	799,312
43	SHELBY, TN	784,534
44	FAIRFIELD, CT	763,210
45	PALM BEACH, FL	757,984
46	DE KALB, GA	725,874
47	HILLSBOROUGH, FL	712,067
48	HARTFORD, CT	709,977
49	DAVIDSON, TN	699,347
50	FULTON, GA	687,143
51	JEFFERSON, KY	686,569
52	KINGS, NY	685,253
53	PRINCE GEORGES, MD	682,018
54	OKLAHOMA, OK	681,111
55	QUEENS, NY	676,376
56	SAN FRANCISCO, CA	673,228
57	ESSEX, MA	656,079
58	NEW HAVEN, CT	649,613
59	MIDDLESEX, NJ	644,920
60	RIVERSIDE, CA	640,906
61	RAMSEY, MN	637,975
62	TRAVIS, TX	633,459
63	ERIE, NY	630,732
64	MACOMB, MI	624,847
65	CLARK, NV	616,451
66	SALT LAKE, UT	612,892
67	MONTGOMERY, OH	612,196
68	LUCAS, OH	611,951
69	PHILADELPHIA, PA	610,834
70	ARAPAHOE, CO	608,150
71	JEFFERSON, LA	599,838
72	BERNALILLO, NM	584,626
73	COBB, GA	582,308
74	JACKSON, MO	577,724
75	ORANGE, FL	575,156
76	PIMA, AZ	573,118
77	DELAWARE, PA	562,350
78	SUFFOLK, MA	545,651
79	WORCESTER, MA	528,239
80	ESSEX, NJ	526,253
81	MONROE, NY	518,660
82	BATON ROUGE, LA	518,604
83	GENESEE, MI	516,046
84	VENTURA, CA	515,675
85	EL PASO, TX	507,961
86	NORFOLK, MA	507,478
87	JEFFERSON, AL	506,928
88	NEW CASTLE, DE	500,906
89	BUCKS, PA	493,385
90	KENT, MI	485,590
91	WASHINGTON, OR	476,001
92	TULSA, OK	475,826
93	JOHNSON, KS	461,346
94	DOUGLAS, NE	458,283
95	DUVAL, FL	456,686
96	SUMMIT, OH	445,085
97	HILLSBOROUGH, NH	441,346
98	FRESNO, CA	438,432
99	PASSAIC, NJ	430,558
100	JEFFERSON, CO	428,333
101	PULASKI, AR	425,935
102	MECKLENBURG, NC	421,204
103	MONMOUTH, NJ	415,462
104	CAMDEN, NJ	412,941
105	HAMPDEN, MA	409,680
106	MORRIS, NJ	398,429
107	WAKE, NC	394,695
108	BURLINGTON, NJ	386,651
109	PIERCE, WA	384,502
110	LEHIGH, PA	384,373
111	ANNE ARUNDEL, MD	365,577
112	KNOX, TN	361,205
113	GUILFORD, NC	358,285
114	ONONDAGA, NY	353,961
115	DISTRICT OF COLUMBIA	351,927
116	ANCHORAGE, AK	345,949
117	BREVARD, FL	345,813
118	SEDGWICK, KS	343,270
119	EL PASO, CO	343,165
120	WASHOE, NV	332,268
121	DANE, WI	329,050
122	RICHLAND, SC	328,464
123	LAKE, IN	328,336
124	BRISTOL, MA	327,821
125	KALAMAZOO, MI	324,851
126	FAYETTE, KY	324,410
127	LAKE, IL	321,057
128	MOBILE, AL	320,529
129	GREENVILLE, SC	317,955
130	DENVER, CO	317,637
131	HINDS, MS	314,860
132	HENRICO, VA	313,911
133	POLK, IA	313,621
134	SPOKANE, WA	312,450
135	WESTMORELAND, PA	310,218
136	WASHTENAW, MI	309,020
137	INGHAM, MI	303,517
138	MERCER, NJ	302,822
139	ALBANY, NY	302,688
140	WAUKESHA, WI	300,753
141	VIRGINIA BEACH, VA	297,921
142	HIDALGO, TX	297,422
143	KENT, RI	295,075
144	SEMINOLE, FL	293,062
145	OCEAN, NJ	292,084
146	PLYMOUTH, MA	291,078
147	SONOMA, CA	290,031
148	ALLEN, IN	289,648
149	KERN, CA	286,984
150	CHARLESTON, SC	286,029
151	SANTA BARBARA, CA	285,018
152	SNOHOMISH, WA	284,480
153	PROVIDENCE, RI	279,769
154	ANOKA, MN	279,762
155	POLK, FL	279,180
156	CLAYTON, GA	278,729
157	LAKE, OH	277,888
158	LEE, FL	276,064
159	BERKS, PA	275,746
160	BROWN, WI	274,191
161	CADDO, LA	272,574
162	ORLEANS, LA	272,204
163	VOLUSIA, FL	272,052
164	HAMILTON, TN	271,714
165	SAGINAW, MI	271,319
166	LANCASTER, PA	269,851
167	SARASOTA, FL	267,520
168	YORK, PA	265,590
169	SAN JOAQUIN, CA	264,696
170	GLOUCESTER, NJ	260,950
171	NUECES, TX	259,436
172	JEFFERSON, TX	258,277
173	LANE, OR	257,044
174	KANE, IL	254,140
175	LUZERNE, PA	253,195
176	FORSYTH, NC	251,735
177	LUBBOCK, TX	246,364
178	MAHONING, OH	245,106
179	CLACKAMAS, OR	243,898
180	MARION, OR	243,850
181	ST JOSEPH, IN	243,295
182	BALTIMORE CITY, MD	241,129
183	KANAWHA, WV	239,005
184	ESCAMBIA, FL	236,940
185	STANISLAUS, CA	234,981
186	CUMBERLAND, ME	234,041
187	ST LOUIS, MO	232,628
188	ALEXANDRIA, VA	231,616
189	CLAY, MO	230,412
190	ATLANTIC, NJ	229,550
191	TRUMBULL, OH	228,881
192	CUMBERLAND, NC	228,626
193	ORANGE, NY	226,709
194	VANDERBURGH, IN	224,808
195	NORFOLK, VA	223,688
196	RICHMOND, NY	223,623
197	MADISON, AL	217,649
198	STARK, OH	217,247
199	PEORIA, IL	216,844
200	WINNEBAGO, IL	216,074
201	DAUPHIN, PA	215,218
202	LAFAYETTE, LA	215,015
203	ROCKLAND, NY	211,910
204	LEON, FL	210,609
205	MONTEREY, CA	209,226
206	CHESTERFIELD, VA	208,263
207	LINN, IA	206,960
208	MADISON, IL	203,529
209	ST LOUIS, MN	201,851
210	COLLIN, TX	200,469
211	ROCKINGHAM, NH	199,424
212	LACKAWANNA, PA	198,836
213	GREENE, MO	198,343
214	ERIE, PA	196,103
215	CAMERON, TX	194,938
216	MONTGOMERY, AL	194,260
217	MCLENNAN, TX	192,611
218	LANCASTER, NE	190,626
219	BROOME, NY	188,419
220	BRONX, NY	188,370
221	DUTCHESS, NY	186,120
222	MARIN, CA	185,002
223	LORAIN, OH	182,649
224	SCOTT, IA	181,654
225	MUSCOGEE, GA	181,251
226	DURHAM, NC	178,105
227	TULARE, CA	178,016
228	SOMERSET, NJ	177,728
229	OUTAGAMIE, WI	176,346
230	ST CLAIR, IL	175,996
231	EATON, MI	173,077
232	HAMPTON, VA	172,777

233	SANGAMON, IL	172,480
234	HARRISON, MS	172,420
235	CLARK, WA	171,911
236	ALACHUA, FL	171,606
237	SMITH, TX	170,729
238	DENTON, TX	170,273
239	CHAMPAIGN, IL	169,399
240	CHATHAM, GA	169,198
241	RICHLAND, OH	164,263
242	SOLANO, CA	163,148
243	ALLEN, OH	162,180
244	WILL, IL	162,122
245	ADAMS, CO	161,155
246	BARNSTABLE, MA	160,914
247	JACKSON, MI	160,705
248	BELL, TX	160,680
249	MUSKEGON, MI	158,526
250	BUNCOMBE, NC	157,996

Food Sales
(thousands)

1	LOS ANGELES, CA	11,972,763
2	COOK, IL	6,067,662
3	HARRIS, TX	4,669,398
4	ORANGE, CA	3,832,776
5	DALLAS, TX	3,193,577
6	MARICOPA, AZ	3,166,734
7	SAN DIEGO, CA	2,891,836
8	DADE, FL	2,689,403
9	NEW YORK, NY	2,552,240
10	SANTA CLARA, CA	2,489,516
11	NASSAU, NY	2,409,314
12	KING, WA	2,280,790
13	WAYNE, MI	2,214,198
14	BROWARD, FL	2,169,549
15	SUFFOLK, NY	2,166,054
16	MIDDLESEX, MA	2,112,598
17	QUEENS, NY	2,088,365
18	CUYAHOGA, OH	1,941,692
19	ALLEGHENY, PA	1,938,842
20	KINGS, NY	1,903,729
21	ALAMEDA, CA	1,788,288
22	BEXAR, TX	1,770,420
23	TARRANT, TX	1,707,918
24	ST LOUIS, MO	1,666,601
25	BERGEN, NJ	1,649,921
26	OAKLAND, MI	1,643,425
27	WESTCHESTER, NY	1,551,173
28	PINELLAS, FL	1,483,911
29	PHILADELPHIA, PA	1,483,813
30	SAN BERNARDINO, CA	1,442,989
31	HENNEPIN, MN	1,442,162
32	PALM BEACH, FL	1,406,401
33	ERIE, NY	1,403,557
34	FRANKLIN, OH	1,395,250
35	SACRAMENTO, CA	1,379,095
36	FAIRFIELD, CT	1,340,447
37	RIVERSIDE, CA	1,339,054
38	HILLSBOROUGH, FL	1,318,244
39	CONTRA COSTA, CA	1,302,429
40	HARTFORD, CT	1,299,089
41	HAMILTON, OH	1,230,300
42	MILWAUKEE, WI	1,207,815
43	BALTIMORE, MD	1,161,885
44	FAIRFAX, VA	1,160,393
45	NEW HAVEN, CT	1,159,580
46	MONTGOMERY, PA	1,150,572
47	MONTGOMERY, MD	1,145,712
48	SAN MATEO, CA	1,132,725
49	SHELBY, TN	1,130,200
50	SAN FRANCISCO, CA	1,127,057
51	DU PAGE, IL	1,099,150
52	MONROE, NY	1,071,101
53	MARION, IN	1,052,565
54	PRINCE GEORGES, MD	1,044,362
55	MIDDLESEX, NJ	1,034,260
56	ESSEX, NJ	1,032,972
57	ORANGE, FL	1,021,802
58	CLARK, NV	1,007,777
59	TRAVIS, TX	987,859
60	SALT LAKE, UT	987,538
61	HONOLULU, HI	986,248
62	MACOMB, MI	982,270
63	MORRIS, NJ	974,395
64	OKLAHOMA, OK	973,339
65	JEFFERSON, LA	964,695
66	BRONX, NY	943,391
67	NORFOLK, MA	942,489
68	ESSEX, MA	934,541
69	JEFFERSON, AL	931,145
70	PIMA, AZ	926,039
71	DUVAL, FL	913,999
72	JEFFERSON, KY	897,637
73	MONMOUTH, NJ	889,869
74	DE KALB, GA	869,372
75	VENTURA, CA	865,640
76	SUFFOLK, MA	856,605
77	JEFFERSON, CO	852,011
78	FRESNO, CA	828,734
79	MONTGOMERY, OH	815,785
80	BUCKS, PA	809,586
81	DELAWARE, PA	804,369
82	FULTON, GA	797,758
83	BRISTOL, MA	788,395
84	WORCESTER, MA	787,678
85	DAVIDSON, TN	787,238
86	TULSA, OK	786,904
87	MECKLENBURG, NC	783,556
88	ONONDAGA, NY	782,703
89	JACKSON, MO	756,081
90	BALTIMORE CITY, MD	750,178
91	SUMMIT, OH	748,466
92	DENVER, CO	737,945
93	BERNALILLO, NM	724,441
94	CAMDEN, NJ	705,220
95	LUCAS, OH	702,338
96	PROVIDENCE, RI	700,567
97	UNION, NJ	692,752
98	BATON ROUGE, LA	691,671
99	OCEAN, NJ	690,251
100	HUDSON, NJ	690,078
101	KERN, CA	686,925
102	DISTRICT OF COLUMBIA	677,617
103	ORLEANS, LA	656,193
104	MULTNOMAH, OR	654,502
105	DOUGLAS, NE	650,901
106	SONOMA, CA	639,626
107	HAMPDEN, MA	636,746
108	ARAPAHOE, CO	636,059
109	EL PASO, TX	630,710
110	NEW CASTLE, DE	630,555
111	COBB, GA	620,020
112	PLYMOUTH, MA	603,853
113	RAMSEY, MN	603,243
114	PIERCE, WA	602,579
115	SANTA BARBARA, CA	573,474
116	LAKE, IN	571,188
117	POLK, FL	570,242
118	WAKE, NC	563,743
119	POLK, IA	561,788
120	HILLSBOROUGH, NH	559,441
121	KENT, MI	553,166
122	ANNE ARUNDEL, MD	546,622
123	LAKE, IL	543,315
124	LANCASTER, PA	540,180
125	VOLUSIA, FL	538,158
126	KNOX, TN	537,844
127	SEDGWICK, KS	536,736
128	STARK, OH	529,688
129	GUILFORD, NC	528,244
130	MOBILE, AL	527,575
131	GENESEE, MI	518,193
132	SPOKANE, WA	517,621
133	PASSAIC, NJ	516,992
134	PULASKI, AR	516,326
135	LEE, FL	512,984
136	ADAMS, CO	510,965
137	SAN JOAQUIN, CA	506,134
138	SNOHOMISH, WA	504,702
139	NUECES, TX	502,620
140	WAUKESHA, WI	497,593
141	MARIN, CA	496,199
142	MERCER, NJ	491,032
143	BREVARD, FL	482,137
144	BURLINGTON, NJ	480,952
145	ROCKINGHAM, NH	479,179
146	EL PASO, CO	478,526
147	RICHMOND, NY	476,383
148	ALBANY, NY	476,015
149	CHARLESTON, SC	475,876
150	ORANGE, NY	473,593
151	CUMBERLAND, ME	471,001
152	ST LOUIS, MO	470,789
153	SARASOTA, FL	467,941
154	JOHNSON, KS	467,280
155	GREENVILLE, SC	460,254
156	WESTMORELAND, PA	455,572
157	SOMERSET, NJ	453,046
158	DANE, WI	446,805
159	LEHIGH, PA	440,717
160	WASHOE, NV	439,327
161	HIDALGO, TX	435,342
162	BERKS, PA	433,699
163	YORK, PA	431,395
164	ATLANTIC, NJ	429,469
165	STANISLAUS, CA	425,122
166	DUTCHESS, NY	423,812
167	BOULDER, CO	416,504
168	VIRGINIA BEACH, VA	415,731
169	LUZERNE, PA	410,504
170	SEMINOLE, FL	406,093
171	GWINNETT, GA	404,973
172	ROCKLAND, NY	402,410
173	SANTA CRUZ, CA	401,463
174	FORSYTH, NC	399,954
175	CHESTER, PA	397,738
176	WASHINGTON, OR	394,072
177	KANE, IL	392,264
178	ANCHORAGE, AK	391,206
179	HAMILTON, TN	389,014
180	PASCO, FL	389,005
181	CADDO, LA	388,081
182	MONTEREY, CA	387,240
183	CLACKAMAS, OR	386,004
184	DENTON, TX	378,526
185	CUMBERLAND, PA	374,178
186	SOLANO, CA	373,384
187	BARNSTABLE, MA	372,944
188	JEFFERSON, TX	372,326
189	RICHMOND, VA	369,172
190	DAUPHIN, PA	367,090
191	TULARE, CA	362,841
192	CAMERON, TX	362,147
193	NEW LONDON, CT	361,771
194	LANE, OR	360,200
195	LAKE, OH	359,599
196	ALLEN, IN	358,220
197	BROOME, NY	357,178
198	ESCAMBIA, FL	355,875
199	GALVESTON, TX	355,498
200	ONEIDA, NY	354,086
201	LUBBOCK, TX	349,376
202	ERIE, PA	349,104
203	HENRICO, VA	349,053
204	KANAWHA, WV	346,874
205	MAHONING, OH	342,178
206	HINDS, MS	341,084
207	COLLIN, TX	337,224
208	INGHAM, MI	336,236
209	WINNEBAGO, IL	326,365
210	RICHLAND, SC	321,921
211	BUTLER, OH	319,102
212	SAN LUIS OBISPO, CA	317,741
213	SPARTANBURG, SC	316,154
214	GLOUCESTER, NJ	314,939
215	MANATEE, FL	314,545
216	PRINCE WILLIAM, VA	314,261
217	LORAIN, OH	313,743
218	ADA, ID	310,538
219	WASHTENAW, MI	308,549
220	ST JOSEPH, IN	307,625
221	ALACHUA, FL	306,742
222	CHATHAM, GA	303,974
223	MCLENNAN, TX	301,567
224	BRAZORIA, TX	300,339
225	ELKHART, IN	300,093
226	MADISON, IL	299,933
227	GREENE, MO	296,376
228	FAYETTE, KY	295,559
229	LACKAWANNA, PA	292,584
230	DAKOTA, MN	291,828
231	CUMBERLAND, NC	290,098
232	PLACER, CA	286,646
233	BUTTE, CA	281,003
234	NORFOLK, VA	280,996
235	NIAGARA, NY	280,686
236	MADISON, AL	279,830
237	TRUMBULL, OH	278,555
238	CHESTERFIELD, VA	278,309
239	LEON, FL	277,880
240	ST LOUIS, MN	276,130
241	CALCASIEU, LA	275,997
242	HORRY, SC	273,260
243	WILL, IL	272,870
244	MONTGOMERY, AL	271,373
245	VANDERBURGH, IN	266,295
246	CLAYTON, GA	265,597
247	MARION, FL	264,405
248	UTAH, UT	260,349
249	ST CLAIR, IL	260,223
250	SAGINAW, MI	259,370

Automobile Sales
(thousands)

1	LOS ANGELES, CA	14,159,462
2	HARRIS, TX	6,733,635
3	COOK, IL	6,556,059
4	DALLAS, TX	5,709,658
5	ORANGE, CA	4,987,417
6	DADE, FL	4,155,528
7	MARICOPA, AZ	3,918,882
8	SAN DIEGO, CA	3,766,624
9	BROWARD, FL	3,520,816
10	SANTA CLARA, CA	3,157,610
11	OAKLAND, MI	2,669,721
12	MIDDLESEX, MA	2,636,328
13	TARRANT, TX	2,586,031
14	WAYNE, MI	2,552,622
15	NASSAU, NY	2,428,554
16	KING, WA	2,390,804
17	ST LOUIS, MO	2,264,803
18	HENNEPIN, MN	2,264,564
19	ALAMEDA, CA	2,188,464
20	ALLEGHENY, PA	2,133,905
21	BEXAR, TX	2,130,370
22	SUFFOLK, NY	2,023,810
23	DU PAGE, IL	1,887,312
24	CUYAHOGA, OH	1,858,611
25	PALM BEACH, FL	1,848,917
26	FRANKLIN, OH	1,824,173
27	BERGEN, NJ	1,809,160
28	PINELLAS, FL	1,763,453
29	MARION, IN	1,703,973
30	ORANGE, FL	1,680,233
31	SACRAMENTO, CA	1,655,200
32	MONTGOMERY, MD	1,631,690
33	HILLSBOROUGH, FL	1,621,430
34	OKLAHOMA, OK	1,617,114
35	HARTFORD, CT	1,545,980
36	FAIRFIELD, CT	1,542,069
37	DE KALB, GA	1,533,149
38	SHELBY, TN	1,523,360
39	MONTGOMERY, PA	1,486,753
40	DUVAL, FL	1,482,630
41	TRAVIS, TX	1,478,505
42	QUEENS, NY	1,475,235
43	WESTCHESTER, NY	1,469,777
44	ESSEX, MA	1,453,342
45	MACOMB, MI	1,450,990
46	RIVERSIDE, CA	1,436,552
47	HAMILTON, OH	1,406,618
48	FAIRFAX, VA	1,397,712
49	SAN BERNARDINO, CA	1,386,974
50	ARAPAHOE, CO	1,386,902
51	MONROE, NY	1,358,867
52	SAN MATEO, CA	1,342,804
53	BALTIMORE, MD	1,308,087
54	PRINCE GEORGES, MD	1,296,287
55	CONTRA COSTA, CA	1,292,420
56	TULSA, OK	1,284,383
57	LAKE, IL	1,280,916
58	BUCKS, PA	1,253,649
59	ERIE, NY	1,233,240
60	MECKLENBURG, NC	1,224,219
61	CLARK, NV	1,217,009
62	NORFOLK, MA	1,215,773
63	DAVIDSON, TN	1,190,725
64	MILWAUKEE, WI	1,188,340
65	JEFFERSON, AL	1,182,908
66	SALT LAKE, UT	1,158,800
67	JACKSON, MO	1,155,483
68	JEFFERSON, LA	1,132,264
69	NEW HAVEN, CT	1,132,228
70	JEFFERSON, CO	1,125,639
71	PIMA, AZ	1,100,031
72	FULTON, GA	1,082,420
73	VENTURA, CA	1,078,808
74	JEFFERSON, KY	1,042,610
75	MONMOUTH, NJ	1,026,910
76	COBB, GA	997,061
77	BERNALILLO, NM	993,341
78	UNION, NJ	978,786
79	NEW YORK, NY	967,754
80	KINGS, NY	954,294
81	KENT, MI	948,414
82	PHILADELPHIA, PA	943,794
83	FRESNO, CA	940,657

84	SAN FRANCISCO, CA	934,835
85	RAMSEY, MN	933,461
86	MORRIS, NJ	919,574
87	OCEAN, NJ	914,704
88	WORCESTER, MA	909,661
89	MULTNOMAH, OR	895,090
90	PULASKI, AR	875,868
91	DELAWARE, PA	855,748
92	ESSEX, NJ	852,656
93	BURLINGTON, NJ	841,959
94	CAMDEN, NJ	832,488
95	MONTGOMERY, OH	828,179
96	HONOLULU, HI	822,738
97	EL PASO, TX	817,198
98	ONONDAGA, NY	814,592
99	JOHNSON, KS	811,510
100	ANNE ARUNDEL, MD	808,025
101	SEDGWICK, KS	804,284
102	DOUGLAS, NE	803,428
103	MIDDLESEX, NJ	802,448
104	PLYMOUTH, MA	798,373
105	GENESEE, MI	785,657
106	BATON ROUGE, LA	776,439
107	WAKE, NC	774,878
108	LUCAS, OH	771,634
109	NEW CASTLE, DE	737,308
110	PIERCE, WA	732,080
111	BRISTOL, MA	728,213
112	WASHINGTON, OR	716,337
113	HILLSBOROUGH, NH	712,271
114	WAUKESHA, WI	698,259
115	KERN, CA	694,314
116	BREVARD, FL	688,081
117	SUMMIT, OH	685,280
118	POLK, FL	684,333
119	GUILFORD, NC	681,341
120	EL PASO, CO	668,925
121	HAMPDEN, MA	663,675
122	ALBANY, NY	657,610
123	LUBBOCK, TX	656,650
124	NUECES, TX	636,584
125	CHARLESTON, SC	634,068
126	DENVER, CO	633,633
127	DANE, WI	629,004
128	BALTIMORE, MD	616,513
129	POLK, IA	613,043
130	MOBILE, AL	603,086
131	PROVIDENCE, RI	599,305
132	SARASOTA, FL	595,670
133	FORSYTH, NC	586,330
134	SOMERSET, NJ	581,303
135	KNOX, TN	577,188
136	LEE, FL	577,008
137	VOLUSIA, FL	573,071
138	SANTA BARBARA, CA	570,022
139	HINDS, MS	568,022
140	SPOKANE, WA	566,976
141	VIRGINIA BEACH, VA	564,847
142	WASHOE, NV	563,886
143	LANCASTER, PA	561,293
144	LAKE, IN	555,960
145	ORLEANS, LA	553,052
146	BERKS, PA	544,916
147	PASSAIC, NJ	544,694
148	HAMILTON, TN	543,353
149	ROCKINGHAM, NH	542,400
150	LEHIGH, PA	541,348
151	ELKHART, IN	539,683
152	RICHLAND, SC	537,957
153	SONOMA, CA	537,319
154	SAN JOAQUIN, CA	537,037
155	CHESTER, PA	527,003
156	JEFFERSON, TX	526,888
157	NEW LONDON, CT	522,272
158	ANCHORAGE, AK	521,991
159	CADDO, LA	520,788
160	GREENVILLE, SC	520,485
161	WESTMORELAND, PA	518,404
162	MONTEREY, CA	514,512
163	STARK, OH	507,519
164	SNOHOMISH, WA	505,933
165	MARIN, CA	502,817
166	INGHAM, MI	497,058
167	BOULDER, CO	496,032
168	SUFFOLK, MA	492,550
169	ESCAMBIA, FL	491,803
170	ALEXANDRIA, VA	481,795
171	PRINCE WILLIAM, VA	478,243
172	LAKE, OH	477,707
173	WASHTENAW, MI	475,108
174	YORK, PA	474,089
175	ADAMS, CO	472,634
176	SEMINOLE, FL	472,495
177	CUMBERLAND, ME	470,583
178	RICHMOND, VA	462,074
179	ALLEN, IN	457,605
180	HUDSON, NJ	455,844
181	HIDALGO, TX	455,827
182	CLEVELAND, OK	445,148
183	ROCKLAND, NY	444,487
184	BRONX, NY	443,525
185	MONTGOMERY, AL	443,059
186	MERCER, NJ	440,467
187	KANAWHA, WV	437,288
188	LANE, OR	434,597
189	NORFOLK, VA	432,190
190	MANATEE, FL	427,782
191	FAYETTE, KY	421,874
192	MADISON, AL	420,102
193	RICHMOND, GA	419,311
194	HENRICO, VA	415,635
195	ORANGE, NY	413,601
196	SOLANO, CA	404,790
197	MUSCOGEE, GA	402,818
198	ST JOSEPH, IN	401,991
199	KANE, IL	401,468
200	GREENE, MO	400,901
201	POTTER, TX	400,862
202	MCLENNAN, TX	394,168
203	ST LOUIS, MO	392,433
204	CUMBERLAND, NC	388,876
205	GLOUCESTER, NJ	386,776
206	DAUPHIN, PA	385,483
207	CLAYTON, GA	381,670
208	DUTCHESS, NY	381,259
209	DAKOTA, MN	380,362
210	WINNEBAGO, IL	379,182
211	GWINNETT, GA	377,714
212	PLACER, CA	376,799
213	LAFAYETTE, LA	376,689
214	CHATHAM, GA	375,432
215	BROOME, NY	372,098
216	CLAY, MO	370,236
217	GALVESTON, TX	368,510
218	SANTA CRUZ, CA	366,476
219	TULARE, CA	365,843
220	ERIE, PA	364,953
221	LUZERNE, PA	364,902
222	DENTON, TX	364,176
223	ATLANTIC, NJ	363,592
224	WILL, IL	362,002
225	KALAMAZOO, MI	361,895
226	SULLIVAN, TN	359,344
227	STANISLAUS, CA	358,314
228	GREGG, TX	357,202
229	BELL, TX	354,450
230	ALACHUA, FL	349,241
231	SAGINAW, MI	348,681
232	RICHMOND, NY	347,220
233	NEWPORT NEWS, VA	345,983
234	BIBB, GA	345,373
235	MADISON, IL	340,851
236	BARNSTABLE, MA	339,822
237	COLLIN, TX	337,208
238	WICHITA, TX	336,695
239	ADA, ID	335,358
240	LORAIN, OH	332,082
241	ONEIDA, NY	332,078
242	CUMBERLAND, PA	331,579
243	ECTOR, TX	330,334
244	CAMERON, TX	329,199
245	MARION, OR	325,410
246	SMITH, TX	324,693
247	DURHAM, NC	324,032
248	TAYLOR, TX	322,471
249	BUNCOMBE, NC	321,902
250	BROWN, WI	321,845

Gasoline Sales
(thousands)

1	LOS ANGELES, CA	3,301,053
2	COOK, IL	1,726,721
3	HARRIS, TX	1,311,297
4	ORANGE, CA	1,130,181
5	DALLAS, TX	1,115,619
6	SAN DIEGO, CA	903,529
7	DADE, FL	847,323
8	MARICOPA, AZ	846,094
9	WAYNE, MI	754,034
10	SANTA CLARA, CA	747,830
11	MIDDLESEX, MA	688,890
12	CUYAHOGA, OH	645,973
13	BROWARD, FL	620,664
14	KING, WA	616,195
15	OAKLAND, MI	597,648
16	NASSAU, NY	596,559
17	ST LOUIS, MO	550,862
18	HENNEPIN, MN	545,203
19	BEXAR, TX	528,163
20	ALLEGHENY, PA	516,077
21	FRANKLIN, OH	507,019
22	SAN BERNARDINO, CA	497,384
23	BERGEN, NJ	481,369
24	ALAMEDA, CA	479,068
25	SUFFOLK, NY	468,063
26	MARION, IN	458,342
27	HARTFORD, CT	453,407
28	TARRANT, TX	443,851
29	DU PAGE, IL	426,836
30	FAIRFIELD, CT	420,528
31	SHELBY, TN	403,490
32	SACRAMENTO, CA	401,118
33	HAMILTON, OH	395,065
34	FAIRFAX, VA	392,643
35	MILWAUKEE, WI	385,063
36	MONTGOMERY, MD	379,560
37	HILLSBOROUGH, FL	372,044
38	DE KALB, GA	371,643
39	PINELLAS, FL	368,871
40	PALM BEACH, FL	361,993
41	WESTCHESTER, NY	359,122
42	PRINCE GEORGES, MD	358,895
43	MACOMB, MI	357,032
44	RIVERSIDE, CA	353,769
45	QUEENS, NY	353,127
46	FULTON, GA	352,045
47	CONTRA COSTA, CA	350,177
48	BALTIMORE, MD	328,830
49	PHILADELPHIA, PA	322,735
50	NEW HAVEN, CT	321,995
51	ORANGE, FL	321,068
52	MIDDLESEX, NJ	320,278
53	MONTGOMERY, PA	320,035
54	ESSEX, MA	314,916
55	DUVAL, FL	311,170
56	CLARK, NV	309,865
57	NORFOLK, MA	302,393
58	DAVIDSON, TN	301,526
59	HONOLULU, HI	299,877
60	ERIE, NY	297,454
61	SAN MATEO, CA	296,947
62	JEFFERSON, KY	293,824
63	SALT LAKE, UT	292,769
64	MONTGOMERY, OH	289,763
65	MONROE, NY	270,374
66	JACKSON, MO	267,502
67	JEFFERSON, AL	263,087
68	MULTNOMAH, OR	257,832
69	LUCAS, OH	255,481
70	SUMMIT, OH	253,327
71	MONMOUTH, NJ	249,234
72	KERN, CA	247,628
73	WORCESTER, MA	246,209
74	RAMSEY, MN	245,370
75	PIMA, AZ	243,204
76	MECKLENBURG, NC	241,231
77	JEFFERSON, LA	239,655
78	TRAVIS, TX	238,704
79	ESSEX, NJ	237,526
80	KINGS, NY	235,458
81	MORRIS, NJ	233,620
82	SAN FRANCISCO, CA	232,252
83	VENTURA, CA	227,361
84	FRESNO, CA	225,282
85	OKLAHOMA, OK	224,243
86	COBB, GA	222,955
87	LAKE, IN	222,636
88	JEFFERSON, CO	222,546
89	BUCKS, PA	217,174
90	LAKE, IL	211,552
91	PROVIDENCE, RI	209,863
92	ARAPAHOE, CO	207,278
93	UNION, NJ	206,321
94	KENT, MI	204,863
95	CAMDEN, NJ	204,795
96	NEW CASTLE, DE	204,035
97	KNOX, TN	202,267
98	DELAWARE, PA	200,727
99	BALTIMORE CITY, MD	200,194
100	BERNALILLO, NM	199,180
101	PIERCE, WA	199,089
102	DENVER, CO	196,246
103	TULSA, OK	195,518
104	SANTA BARBARA, CA	192,972
105	ANNE ARUNDEL, MD	191,131
106	PLYMOUTH, MA	187,531
107	DISTRICT OF COLUMBIA	187,120
108	SONOMA, CA	184,840
109	HAMPDEN, MA	184,609
110	SUFFOLK, MA	184,560
111	GENESEE, MI	181,860
112	DOUGLAS, NE	181,118
113	DANE, WI	178,245
114	PULASKI, AR	177,691
115	BURLINGTON, NJ	177,039
116	STARK, OH	177,024
117	ST LOUIS, MO	173,940
118	POLK, IA	172,320
119	ADAMS, CO	171,213
120	ONONDAGA, NY	169,641
121	OCEAN, NJ	165,894
122	ORLEANS, LA	165,553
123	GUILFORD, NC	162,129
124	JOHNSON, KS	161,875
125	EL PASO, TX	161,196
126	BRISTOL, MA	160,164
127	WAUKESHA, WI	159,588
128	BATON ROUGE, LA	159,517
129	SEDGWICK, KS	158,988
130	HUDSON, NJ	156,586
131	WESTMORELAND, PA	154,613
132	WILL, IL	154,161
133	WASHOE, NV	154,099
134	SAN JOAQUIN, CA	153,283
135	HILLSBOROUGH, NH	153,028
136	GWINNETT, GA	152,276
137	GREENVILLE, SC	150,067
138	NUECES, TX	149,606
139	BREVARD, FL	148,954
140	RICHLAND, SC	148,407
141	KANE, IL	148,366
142	SNOHOMISH, WA	145,177
143	WASHTENAW, MI	144,896
144	PASSAIC, NJ	144,001
145	WAKE, NC	143,583
146	MAHONING, OH	143,315
147	VOLUSIA, FL	142,986
148	EL PASO, CO	142,725
149	MERCER, NJ	142,245
150	HAMILTON, TN	142,086
151	ALLEN, IN	141,285
152	MONTEREY, CA	138,837
153	POLK, FL	137,912
154	VIRGINIA BEACH, VA	137,433
155	NEW LONDON, CT	136,129
156	ERIE, PA	135,064
157	ST CHARLES, MO	132,943
158	MOBILE, AL	132,652
159	CUMBERLAND, PA	131,753
160	PRINCE WILLIAM, VA	129,524
161	WASHINGTON, OR	127,940
162	SPOKANE, WA	127,183
163	DAUPHIN, PA	125,765
164	CADDO, LA	125,080
165	ORANGE, NY	124,209
166	DAKOTA, MN	123,439
167	CHARLESTON, SC	121,757
168	SOLANO, CA	121,672
169	INGHAM, MI	121,299
170	SOMERSET, NJ	120,855
171	MARIN, CA	120,425
172	SARASOTA, FL	120,052
173	ATLANTIC, NJ	119,375
174	ALBANY, NY	119,133
175	LEHIGH, PA	118,851
176	HINDS, MS	118,573
177	NEW YORK, NY	118,171
178	ANCHORAGE, AK	117,837
179	ANOKA, MN	117,478
180	JEFFERSON, TX	117,015
181	LAKE, OH	114,132
182	WINNEBAGO, IL	113,916
183	LANCASTER, PA	113,648
184	ROCKINGHAM, NH	113,370
185	BERKS, PA	113,122
186	LORAIN, OH	113,096
187	FAYETTE, KY	112,945
188	CHESTER, PA	112,601

189	SAGINAW, MI	112.024
190	MARION, FL	111.593
191	BARNSTABLE, MA	111.250
192	LEE, FL	111.138
193	SEMINOLE, FL	109.753
194	STANISLAUS, CA	108.892
195	BRONX, NY	107.836
196	FORSYTH, NC	106.017
197	YORK, PA	105.172
198	SAN LUIS OBISPO, CA	104.706
199	CLAYTON, GA	104.364
200	KALAMAZOO, MI	103.180
201	ST JOSEPH, IN	102.670
202	ST LOUIS, MN	101.536
203	BOULDER, CO	100.713
204	BUTLER, OH	100.624
205	SCOTT, IA	100.456
206	LANE, OR	98.947
207	TRUMBULL, OH	98.534
208	MONTGOMERY, AL	98.187
209	HENRICO, VA	97.842
210	PASCO, FL	97.770
211	BROOME, NY	97.442
212	WOOD, OH	97.084
213	SPARTANBURG, SC	96.389
214	MADISON, IL	96.133
215	ROCKLAND, NY	96.021
216	BERRIEN, MI	95.836
217	RICHMOND, VA	95.124
218	ST CLAIR, IL	94.912
219	CHATHAM, GA	93.902
220	POTTAWATTAMIE, IA	93.774
221	KANAWHA, WV	93.762
222	SANTA CRUZ, CA	93.259
223	CLAY, MO	92.190
224	CUMBERLAND, ME	91.730
225	DUTCHESS, NY	89.676
226	ARLINGTON, VA	89.259
227	TULARE, CA	89.203
228	LUZERNE, PA	89.110
229	ONEIDA, NY	88.205
230	NORFOLK, VA	88.129
231	SANGAMON, IL	87.956
232	ESCAMBIA, FL	87.908
233	BROWN, WI	87.598
234	SHASTA, CA	86.891
235	GLOUCESTER, NJ	86.592
236	RICHMOND, GA	85.875
237	CRITTENDEN, AR	84.969
238	LEON, FL	84.796
239	COCONINO, AZ	84.666
240	CUMBERLAND, NC	84.275
241	UTAH, UT	84.204
242	HANOVER, VA	84.134
243	CLACKAMAS, OR	83.565
244	DELAWARE, IN	83.482
245	COLLIN, TX	83.408
246	CHAMPAIGN, IL	82.597
247	MEDINA, OH	82.162
248	HARFORD, MD	81.286
249	ROCK, WI	80.562
250	LANCASTER, NE	80.255

Apparel Sales
(thousands)

1	LOS ANGELES, CA	3,272.513
2	NEW YORK, NY	2,729.989
3	COOK, IL	2,636.516
4	HARRIS, TX	1,480.250
5	DADE, FL	1,222.781
6	DALLAS, TX	1,149.266
7	ORANGE, CA	1,077.982
8	NASSAU, NY	816.230
9	OAKLAND, MI	811.473
10	SAN DIEGO, CA	717.162
11	MIDDLESEX, MA	708.088
12	KING, WA	700.634
13	SANTA CLARA, CA	659.586
14	WAYNE, MI	627.188
15	BROWARD, FL	621.436
16	BERGEN, NJ	606.209
17	MARICOPA, AZ	597.180
18	SAN FRANCISCO, CA	576.181
19	KINGS, NY	571.756
20	PHILADELPHIA, PA	543.038
21	CUYAHOGA, OH	526.779
22	ST LOUIS, MO	511.257
23	ALLEGHENY, PA	509.733
24	SUFFOLK, NY	507.507
25	HENNEPIN, MN	482.294
26	DU PAGE, IL	480.914
27	QUEENS, NY	472.484
28	FAIRFIELD, CT	461.768
29	BEXAR, TX	458.035
30	WESTCHESTER, NY	452.403
31	TARRANT, TX	450.673
32	MONTGOMERY, PA	442.924
33	FAIRFAX, VA	437.620
34	HARTFORD, CT	431.548
35	PALM BEACH, FL	424.065
36	MONTGOMERY, MD	416.122
37	HONOLULU, HI	403.338
38	SUFFOLK, MA	381.044
39	NORFOLK, MA	379.355
40	JEFFERSON, AL	374.159
41	ALAMEDA, CA	367.478
42	ESSEX, NJ	367.277
43	OKLAHOMA, OK	365.656
44	DISTRICT OF COLUMBIA	361.532
45	ESSEX, MA	350.624
46	SHELBY, TN	350.272
47	MIDDLESEX, NJ	349.061
48	FULTON, GA	338.632
49	NEW HAVEN, CT	336.679
50	ERIE, NY	332.830
51	TRAVIS, TX	320.726
52	FRANKLIN, OH	311.245
53	CONTRA COSTA, CA	304.198
54	BALTIMORE, MD	302.659
55	HAMILTON, OH	299.216
56	MILWAUKEE, WI	292.828
57	SAN MATEO, CA	288.736
58	MARION, IN	284.906
59	TULSA, OK	280.022
60	MECKLENBURG, NC	279.207
61	SACRAMENTO, CA	278.902
62	CLARK, NV	273.988
63	SALT LAKE, UT	272.437
64	JEFFERSON, LA	269.625
65	ORLEANS, LA	257.588
66	PRINCE GEORGES, MD	257.570
67	DE KALB, GA	255.509
68	BERKS, PA	254.[illegible]12
69	SAN BERNARDINO, CA	251.279
70	BALTIMORE CITY, MD	250.625
71	PINELLAS, FL	249.120
72	HUDSON, NJ	244.924
73	RIVERSIDE, CA	244.448
74	JACKSON, MO	241.343
75	MULTNOMAH, OR	239.811
76	MACOMB, MI	230.196
77	ARAPAHOE, CO	230.116
78	HILLSBOROUGH, FL	225.786
79	DELAWARE, PA	224.966
80	MONROE, NY	221.983
81	EL PASO, TX	221.907
82	ONONDAGA, NY	221.183
83	DENVER, CO	220.162
84	BRONX, NY	219.818
85	UNION, NJ	219.605
86	DUVAL, FL	218.664
87	KENT, MI	218.145
88	PASSAIC, NJ	217.275
89	JEFFERSON, KY	213.487
90	CAMDEN, NJ	213.368
91	HIDALGO, TX	212.385
92	ORANGE, FL	210.032
93	WORCESTER, MA	208.700
94	DAVIDSON, TN	207.196
95	MONMOUTH, NJ	206.624
96	MORRIS, NJ	204.962
97	PULASKI, AR	202.145
98	ALBANY, NY	200.694
99	PROVIDENCE, RI	199.808
100	JOHNSON, KS	197.126
101	LAKE, IL	192.085
102	COBB, GA	183.082
103	MONTGOMERY, OH	181.655
104	DOUGLAS, NE	180.664
105	BRISTOL, MA	180.517
106	PLYMOUTH, MA	179.283
107	KNOX, TN	178.759
108	PIMA, AZ	178.460
109	HAMPDEN, MA	177.360
110	BERNALILLO, NM	175.932
111	RAMSEY, MN	175.789
112	NEW CASTLE, DE	174.089
113	WAKE, NC	173.446
114	FRESNO, CA	172.775
115	BATON ROUGE, LA	170.106
116	BUCKS, PA	168.420
117	VENTURA, CA	157.078
118	SEDGWICK, KS	156.359
119	GUILFORD, NC	153.309
120	HILLSBOROUGH, NH	152.258
121	SANTA BARBARA, CA	150.942
122	JEFFERSON, TX	144.960
123	LUCAS, OH	144.838
124	CHARLESTON, SC	144.360
125	POLK, IA	144.178
126	JEFFERSON, CO	143.346
127	MERCER, NJ	142.255
128	WASHINGTON, OR	142.095
129	SUMMIT, OH	140.476
130	OCEAN, NJ	135.884
131	CADDO, LA	134.025
132	MONTEREY, CA	133.975
133	GENESEE, MI	133.427
134	LAKE, IN	132.038
135	FORSYTH, NC	131.146
136	DANE, WI	128.817
137	WEBB, TX	125.024
138	ATLANTIC, NJ	124.766
139	CAMERON, TX	123.837
140	GREENVILLE, SC	122.723
141	BARNSTABLE, MA	122.715
142	RICHMOND, NY	121.664
143	ANCHORAGE, AK	121.042
144	RICHLAND, SC	120.590
145	NORFOLK, VA	120.035
146	BURLINGTON, NJ	118.986
147	PIERCE, WA	118.213
148	STARK, OH	117.709
149	KERN, CA	117.322
150	NUECES, TX	114.783
151	VIRGINIA BEACH, VA	112.850
152	LANCASTER, PA	111.114
153	SPOKANE, WA	110.436
154	ROCKINGHAM, NH	110.229
155	SARASOTA, FL	109.339
156	LEHIGH, PA	109.196
157	LUBBOCK, TX	108.122
158	WASHOE, NV	105.645
159	ALLEN, IN	105.570
160	HAMILTON, TN	104.387
161	CHATHAM, GA	104.205
162	FAYETTE, KY	103.457
163	EL PASO, CO	103.145
164	SNOHOMISH, WA	102.580
165	ONEIDA, NY	102.476
166	LAFAYETTE, LA	101.964
167	ANNE ARUNDEL, MD	101.928
168	SONOMA, CA	101.893
169	WASHTENAW, MI	101.874
170	VANDERBURGH, IN	101.446
171	CUMBERLAND, ME	100.797
172	SAN JOAQUIN, CA	100.488
173	SEMINOLE, FL	100.217
174	HENRICO, VA	100.188
175	HINDS, MS	99.724
176	LUZERNE, PA	99.674
177	INGHAM, MI	99.660
178	KALAMAZOO, MI	97.067
179	MARIN, CA	97.052
180	ORANGE, NY	95.512
181	KANE, IL	95.146
182	ROCKLAND, NY	95.102
183	DUTCHESS, NY	93.872
184	VOLUSIA, FL	93.598
185	POLK, FL	93.136
186	ST LOUIS, MO	92.813
187	POTTER, TX	91.948
188	MOBILE, AL	91.712
189	MADISON, AL	91.248
190	RICHMOND, GA	91.000
191	HORRY, SC	90.856
192	STANISLAUS, CA	90.090
193	MONTGOMERY, AL	89.985
194	BOULDER, CO	88.189
195	SOMERSET, NJ	87.517
196	MAUI-KALAWAO, HI	87.475
197	BROOME, NY	87.005
198	WESTMORELAND, PA	86.692
199	LACKAWANNA, PA	85.135
200	YORK, PA	84.497
201	COLLIN, TX	84.469
202	GALVESTON, TX	83.247
203	LEE, FL	82.569
204	KANAWHA, WV	81.976
205	KENT, RI	81.653
206	ADAMS, CO	80.869
207	DAUPHIN, PA	80.548
208	DAKOTA, MN	79.640
209	ERIE, PA	78.236
210	SAGINAW, MI	77.907
211	OUACHITA, LA	77.349
212	LANE, OR	77.079
213	RICHMOND, VA	76.231
214	SMITH, TX	76.112
215	WAUKESHA, WI	75.896
216	ST JOSEPH, IN	75.691
217	ST CLAIR, IL	74.952
218	WINNEBAGO, IL	74.771
219	NEW LONDON, CT	73.988
220	LANCASTER, NE	73.926
221	SPARTANBURG, SC	71.608
222	HAMPTON, VA	70.841
223	SANTA CRUZ, CA	69.962
224	BREVARD, FL	69.642
225	ALAMANCE, NC	68.779
226	MCLENNAN, TX	68.730
227	CLEVELAND, OK	68.553
228	DURHAM, NC	68.121
229	GREGG, TX	67.972
230	BROWN, WI	67.728
231	WILL, IL	67.726
232	MARION, OR	67.141
233	SANGAMON, IL	67.027
234	GLOUCESTER, NJ	66.706
235	ALACHUA, FL	66.428
236	CHESTERFIELD, VA	65.121
237	TULARE, CA	64.852
238	MAHONING, OH	64.220
239	COLLIER, FL	64.199
240	CHITTENDEN, VT	62.836
241	LAKE, OH	62.538
242	CHESTER, PA	62.444
243	ESCAMBIA, FL	61.775
244	ADA, ID	61.571
245	BRAZOS, TX	61.540
246	ST LOUIS, MN	61.440
247	CALCASIEU, LA	61.242
248	CUMBERLAND, NC	61.143
249	MINNEHAHA, SD	60.965
250	RAPIDES, LA	60.682

Furniture Sales
(thousands)

1	LOS ANGELES, CA	3,916.790
2	COOK, IL	2,003.927
3	NEW YORK, NY	1,790.056
4	HARRIS, TX	1,435.237
5	ORANGE, CA	1,247.570
6	DALLAS, TX	1,174.096
7	MARICOPA, AZ	987.422
8	SAN DIEGO, CA	986.895
9	DADE, FL	968.365
10	NASSAU, NY	942.830
11	SANTA CLARA, CA	928.322
12	BROWARD, FL	817.533
13	MIDDLESEX, MA	693.496
14	KING, WA	659.680
15	OAKLAND, MI	606.197
16	HENNEPIN, MN	581.191
17	WAYNE, MI	565.092
18	BERGEN, NJ	546.384
19	CUYAHOGA, OH	536.139
20	ST LOUIS, MO	528.977
21	ALAMEDA, CA	517.085
22	KINGS, NY	513.681
23	PALM BEACH, FL	511.664
24	BEXAR, TX	503.978
25	SUFFOLK, NY	499.494
26	SACRAMENTO, CA	488.637
27	MONTGOMERY, MD	478.319
28	ALLEGHENY, PA	465.758
29	WESTCHESTER, NY	456.866
30	PINELLAS, FL	455.984
31	FAIRFAX, VA	450.689
32	FRANKLIN, OH	447.960
33	TARRANT, TX	447.291
34	QUEENS, NY	438.102
35	PHILADELPHIA, PA	408.315
36	FAIRFIELD, CT	400.536
37	SAN FRANCISCO, CA	389.999
38	MIDDLESEX, NJ	389.703
39	OKLAHOMA, OK	389.590

40	DU PAGE IL	378,960
41	SAN MATEO CA	378,586
42	MILWAUKEE WI	375,663
43	HARTFORD CT	372,099
44	TRAVIS TX	370,436
45	CONTRA COSTA CA	363,177
46	SAN BERNARDINO CA	356,232
47	SHELBY TN	351,005
48	HAMILTON OH	350,042
49	SALT LAKE UT	349,652
50	HILLSBOROUGH FL	345,374
51	DENVER CO	345,029
52	BALTIMORE MD	328,245
53	MARION IN	321,463
54	ESSEX NJ	321,237
55	MONTGOMERY PA	317,146
56	JEFFERSON LA	316,723
57	DOUGLAS NE	314,009
58	DANE WI	302,311
59	NORFOLK MA	290,118
60	DE KALB GA	283,193
61	ERIE NY	282,570
62	MONROE NY	282,204
63	TULSA OK	281,513
64	PRINCE GEORGES MD	281,283
65	NEW HAVEN CT	279,575
66	ORANGE FL	277,222
67	MECKLENBURG NC	276,819
68	MULTNOMAH OR	275,521
69	CLARK NV	273,783
70	FULTON GA	272,968
71	JEFFERSON AL	268,665
72	MONTGOMERY OH	263,697
73	PIMA AZ	263,160
74	UNION NJ	262,322
75	KENT MI	260,813
76	MACOMB MI	259,341
77	RIVERSIDE CA	254,635
78	SUFFOLK MA	251,302
79	JEFFERSON KY	250,698
80	DUVAL FL	249,640
81	DAVIDSON TN	248,630
82	DISTRICT OF COLUMBIA	247,962
83	ESSEX MA	247,755
84	MORRIS NJ	240,160
85	BATON ROUGE LA	234,201
86	JEFFERSON CO	225,449
87	SARASOTA FL	222,943
88	CAMDEN NJ	222,143
89	ARAPAHOE CO	221,814
90	FRESNO CA	219,390
91	EL PASO TX	219,261
92	GUILFORD NC	218,057
93	HONOLULU HI	214,476
94	MONMOUTH NJ	209,191
95	BERNALILLO NM	207,309
96	BRONX NY	206,958
97	JOHNSON KS	197,563
98	JACKSON MO	196,372
99	BALTIMORE CITY MD	195,848
100	PASSAIC NJ	193,694
101	NEW CASTLE DE	193,301
102	LEE FL	193,209
103	SANTA BARBARA CA	192,758
104	ORLEANS LA	191,633
105	WAKE NC	191,353
106	ONONDAGA NY	189,873
107	WORCESTER MA	189,302
108	VENTURA CA	181,719
109	RAMSEY MN	181,563
110	LAKE IL	180,459
111	VIRGINIA BEACH VA	179,433
112	DELAWARE PA	168,264
113	KNOX TN	167,725
114	BUCKS PA	165,875
115	ALBANY NY	164,334
116	SEDGWICK KS	164,083
117	POLK IA	162,948
118	LUCAS OH	162,613
119	PULASKI AR	161,793
120	HILLSBOROUGH NH	159,779
121	PROVIDENCE RI	158,761
122	KERN CA	158,152
123	COBB GA	156,904
124	ANCHORAGE AK	155,501
125	BRISTOL MA	154,989
126	GENESEE MI	153,407
127	PIERCE WA	153,050
128	HAMPDEN MA	152,825
129	LANCASTER PA	151,448
130	SONOMA CA	150,690
131	CHARLESTON SC	150,189
132	MARIN CA	149,156
133	NUECES TX	146,074
134	GWINNETT GA	145,338
135	CADDO LA	144,847
136	GREENVILLE SC	144,039
137	HUDSON NJ	140,700
138	WASHINGTON OR	136,932
139	ANNE ARUNDEL MD	136,194
140	SUMMIT OH	135,749
141	BOULDER CO	135,513
142	CUMBERLAND NC	135,399
143	LUBBOCK TX	135,210
144	VOLUSIA FL	133,617
145	SPOKANE WA	133,302
146	HIDALGO TX	133,183
147	PLYMOUTH MA	132,634
148	SNOHOMISH WA	132,318
149	STANISLAUS CA	132,008
150	MERCER NJ	130,763
151	INGHAM MI	130,413
152	WASHTENAW MI	129,860
153	SAN JOAQUIN CA	129,011
154	EL PASO CO	125,400
155	ADAMS CO	125,228
156	ALLEN IN	124,697
157	LEHIGH PA	124,691
158	ST JOSEPH IN	123,843
159	KALAMAZOO MI	122,550
160	OCEAN NJ	122,397
161	MOBILE AL	121,319
162	FORSYTH NC	121,123
163	RICHLAND SC	120,917
164	SEMINOLE FL	120,797
165	LAKE IN	120,496
166	BREVARD FL	120,332
167	MONTEREY CA	120,096
168	JEFFERSON TX	120,079
169	SOMERSET NJ	119,894
170	WESTMORELAND PA	119,427
171	NORFOLK VA	117,990
172	ROCKINGHAM NH	117,663
173	BERKS PA	113,791
174	BURLINGTON NJ	111,820
175	COLLIER FL	110,006
176	HAMILTON TN	109,791
177	WASHOE NV	106,695
178	HORRY SC	105,958
179	STARK OH	105,922
180	LANE OR	105,146
181	CAMERON TX	103,958
182	WINNEBAGO IL	103,456
183	FAYETTE KY	103,237
184	ATLANTIC NJ	103,084
185	GREEN MO	102,391
186	YORK PA	102,221
187	COLLIN TX	101,615
188	CHESTER PA	101,238
189	WEBB TX	100,016
190	SAGINAW MI	97,665
191	ESCAMBIA FL	96,304
192	NEW LONDON CT	95,845
193	HENRICO VA	95,601
194	MUSCOGEE GA	93,936
195	POLK FL	93,698
196	RICHMOND GA	93,332
197	ORANGE NY	93,191
198	HINDS MS	92,484
199	LAFAYETTE LA	91,173
200	RICHMOND NY	91,032
201	RICHMOND VA	90,717
202	ARLINGTON VA	88,904
203	CUMBERLAND PA	88,863
204	LEON FL	87,453
205	BROOME NY	86,967
206	KANE IL	86,930
207	MAHONING OH	86,506
208	MADISON AL	86,250
209	ADA ID	86,204
210	BROWN WI	86,022
211	SANTA CRUZ CA	85,235
212	WAUKESHA WI	85,054
213	VANDERBURGH IN	84,997
214	LUZERNE PA	84,552
215	ERIE PA	84,349
216	BARNSTABLE MA	84,051
217	PASCO FL	83,379
218	ST LOUIS MO	82,226
219	ALEXANDRIA VA	81,567
220	MANATEE FL	81,562
221	SOLANO CA	80,919
222	PRINCE WILLIAM VA	79,166
223	DAKOTA MN	78,525
224	WHITFIELD GA	78,386
225	ROCKLAND NY	78,351
226	CHATHAM GA	77,376
227	DURHAM NC	77,032
228	TULARE CA	76,334
229	CUMBERLAND ME	74,436
230	PEORIA IL	74,152
231	YELLOWSTONE MT	73,044
232	KANAWHA WV	71,756
233	MARION OR	71,672
234	MCLENNAN TX	71,608
235	ECTOR TX	71,247
236	MONTGOMERY AL	70,963
237	UTAH UT	70,773
238	DUTCHESS NY	70,130
239	POTTER TX	68,765
240	LARIMER CO	68,467
241	DAUPHIN PA	68,196
242	SANGAMON IL	68,038
243	MARION FL	68,007
244	ALACHUA FL	67,931
245	SCOTT IA	67,790
246	LANCASTER NE	67,167
247	CALCASIEU LA	66,732
248	OUTAGAMIE WI	65,651
249	OKALOOSA FL	65,449
250	ONEIDA NY	64,542

Eat/Drink Sales

(thousands)

1	LOS ANGELES CA	6,773,349
2	NEW YORK NY	3,986,875
3	COOK IL	3,815,637
4	ORANGE CA	2,484,949
5	HARRIS TX	2,434,847
6	DALLAS TX	2,028,935
7	SAN DIEGO CA	1,748,124
8	MARICOPA AZ	1,575,783
9	DADE FL	1,518,548
10	KING WA	1,476,996
11	SANTA CLARA CA	1,418,301
12	BROWARD FL	1,338,961
13	SAN FRANCISCO CA	1,280,688
14	MIDDLESEX MA	1,179,764
15	WAYNE MI	1,160,742
16	HONOLULU HI	1,067,164
17	NASSAU NY	1,016,379
18	CUYAHOGA OH	1,008,480
19	ALLEGHENY PA	993,094
20	ALAMEDA CA	980,771
21	OAKLAND MI	955,868
22	SUFFOLK MA	947,598
23	HENNEPIN MN	922,705
24	BEXAR TX	902,298
25	DISTRICT OF COLUMBIA	887,530
26	FULTON GA	870,378
27	QUEENS NY	868,933
28	TARRANT TX	855,463
29	PHILADELPHIA PA	843,511
30	FRANKLIN OH	843,118
31	ST LOUIS MO	816,654
32	PINELLAS FL	794,585
33	HAMILTON OH	758,971
34	MILWAUKEE WI	738,759
35	SACRAMENTO CA	726,445
36	PALM BEACH FL	710,732
37	SUFFOLK NY	710,627
38	MARION IN	707,498
39	HARTFORD CT	702,578
40	SAN BERNARDINO CA	702,238
41	BERGEN NJ	695,089
42	SAN MATEO CA	667,723
43	DENVER CO	652,440
44	ESSEX MA	644,643
45	DU PAGE IL	640,942
46	HILLSBOROUGH FL	624,855
47	FAIRFIELD CT	622,599
48	TRAVIS TX	611,887
49	ORANGE FL	610,724
50	RIVERSIDE CA	599,637
51	OKLAHOMA OK	586,148
52	ERIE NY	577,274
53	MULTNOMAH OR	571,448
54	CLARK NV	568,609
55	BALTIMORE CITY MD	546,756
56	NEW HAVEN CT	535,990
57	WESTCHESTER NY	530,858
58	FAIRFAX VA	528,441
59	JEFFERSON KY	520,943
60	DE KALB GA	517,100
61	MONTGOMERY PA	515,644
62	JACKSON MO	512,241
63	MONTGOMERY MD	506,811
64	CONTRA COSTA CA	505,935
65	KINGS NY	500,558
66	DAVIDSON TN	500,031
67	SHELBY TN	492,935
68	BALTIMORE MD	491,733
69	NORFOLK MA	479,427
70	ORLEANS LA	479,385
71	MONROE NY	472,629
72	MONTGOMERY OH	469,057
73	DUVAL FL	466,201
74	PIMA AZ	462,563
75	MACOMB MI	460,307
76	ESSEX NJ	444,770
77	SALT LAKE UT	439,360
78	PRINCE GEORGES MD	429,208
79	JEFFERSON LA	420,914
80	BERNALILLO NM	416,321
81	TULSA OK	415,753
82	MECKLENBURG NC	407,513
83	MONMOUTH NJ	405,629
84	LUCAS OH	398,655
85	MIDDLESEX NJ	398,631
86	ARAPAHOE CO	389,101
87	DOUGLAS NE	387,838
88	WORCESTER MA	387,431
89	RAMSEY MN	386,307
90	JEFFERSON AL	381,493
91	JEFFERSON CO	380,111
92	SANTA BARBARA CA	369,315
93	SUMMIT OH	368,774
94	ST LOUIS MO	356,235
95	KENT MI	351,125
96	MORRIS NJ	350,693
97	FRESNO CA	349,926
98	VENTURA CA	348,695
99	KNOX TN	347,598
100	DANE WI	330,117
101	CAMDEN NJ	328,615
102	PIERCE WA	325,101
103	ANCHORAGE AK	324,340
104	PLYMOUTH MA	319,638
105	BUCKS PA	316,148
106	EL PASO TX	314,566
107	KERN CA	314,523
108	BATON ROUGE LA	310,573
109	UNION NJ	309,907
110	PROVIDENCE RI	308,910
111	DELAWARE PA	307,996
112	ONONDAGA NY	304,424
113	COBB GA	304,007
114	SEDGWICK KS	301,480
115	VOLUSIA FL	298,690
116	GENESEE MI	297,731
117	LAKE IL	296,923
118	HAMPDEN MA	293,021
119	EL PASO CO	288,749
120	GUILFORD NC	285,865
121	BARNSTABLE MA	285,364
122	ANNE ARUNDEL MD	284,232
123	PASSAIC NJ	283,230
124	POLK IA	282,934
125	LAKE IN	282,462
126	WAKE NC	282,274
127	BRISTOL MA	279,540
128	SONOMA CA	275,834
129	ATLANTIC NJ	273,646
130	NEW CASTLE DE	273,335
131	MARIN CA	271,384
132	OCEAN NJ	266,833
133	WASHINGTON OR	266,471
134	CHARLESTON SC	265,042
135	BURLINGTON NJ	262,837
136	SPOKANE WA	258,997
137	VIRGINIA BEACH VA	258,721
138	MONTEREY CA	254,386
139	SARASOTA FL	252,631
140	PULASKI AR	249,886
141	BREVARD FL	248,562
142	JOHNSON KS	245,775
143	SNOHOMISH WA	241,161

144	ALBANY NY	238,362
145	HILLSBOROUGH NH	238,141
146	STARK OH	235,849
147	SAN JOAQUIN CA	234,443
148	NUECES TX	229,813
149	WASHOE NV	229,476
150	ALLEN IN	228,598
151	BOULDER CO	225,068
152	LANCASTER PA	224,230
153	LEHIGH PA	221,259
154	BRONX NY	218,740
155	LEE FL	217,624
156	HUDSON NJ	215,049
157	FAYETTE KY	214,203
158	INGHAM MI	213,814
159	MERCER NJ	211,503
160	WASHTENAW MI	210,919
161	FORSYTH NC	210,505
162	KANE IL	210,068
163	HORRY SC	208,572
164	POLK FL	206,099
165	SANTA CRUZ CA	205,563
166	RICHLAND SC	204,137
167	BERKS PA	200,013
168	ROCKINGHAM NH	199,882
169	MOBILE AL	198,165
170	NORFOLK VA	197,465
171	CUMBERLAND ME	194,401
172	GREENVILLE SC	193,424
173	SAN LUIS OBISPO CA	192,539
174	SOLANO CA	192,202
175	CHATHAM GA	191,979
176	LANE OR	190,467
177	JEFFERSON TX	190,287
178	WAUKESHA WI	189,757
179	SEMINOLE FL	188,322
180	RICHMOND VA	187,829
181	ESCAMBIA FL	182,671
182	ADAMS CO	182,520
183	NEW LONDON CT	181,486
184	HAMILTON TN	181,074
185	CAPE MAY NJ	178,074
186	ST JOSEPH IN	176,960
187	LUBBOCK TX	175,510
188	KALAMAZOO MI	174,837
189	ADA ID	173,164
190	SOMERSET NJ	172,172
191	ROCKLAND NY	170,865
192	CADDO LA	170,268
193	WINNEBAGO IL	168,675
194	WESTMORELAND PA	167,811
195	GREENE MO	166,060
196	LUZERNE PA	165,526
197	ARLINGTON VA	164,208
198	DAUPHIN PA	163,020
199	LAFAYETTE LA	161,433
200	CHESTER PA	161,184
201	STANISLAUS CA	161,079
202	ALEXANDRIA VA	160,079
203	HINDS MS	158,339
204	YORK PA	157,381
205	TERREBONNE LA	156,086
206	SAGINAW MI	155,189
207	LANCASTER NE	154,905
208	LEON FL	154,775
209	ALACHUA FL	154,305
210	BROWN WI	154,104
211	LAKE OH	152,444
212	MADISON AL	152,057
213	MANATEE FL	151,789
214	GWINNETT GA	151,305
215	VANDERBURGH IN	148,677
216	MAUI + KALAWAO HI	148,671
217	RICHMOND GA	148,669
218	CHAMPAIGN IL	148,205
219	ERIE PA	148,001
220	PLACER CA	145,951
221	CUMBERLAND PA	145,575
222	HENRICO VA	145,351
223	WILL IL	143,186
224	MAHONING OH	142,710
225	HIDALGO TX	142,675
226	CUMBERLAND NC	142,465
227	BROOME NY	141,714
228	TRUMBULL OH	139,880
229	MARION OR	139,657
230	DAKOTA MN	139,655
231	BUTLER OH	138,500
232	SANGAMON IL	136,001
233	HARRISON MS	134,677
234	GALVESTON TX	134,098
235	SCOTT IA	133,481
236	MONTGOMERY AL	133,473
237	MCLENNAN TX	133,235
238	POTTER TX	132,208
239	CLACKAMAS OR	132,054
240	BAY FL	131,663
241	ST LOUIS MN	130,044
242	ST CLAIR IL	129,587
243	ONEIDA NY	129,554
244	PRINCE WILLIAM VA	128,877
245	CAMERON TX	128,350
246	PEORIA IL	127,732
247	LARIMER CO	127,369
248	ANOKA MN	126,947
249	DUTCHESS NY	126,925
250	CLARK WA	126,174

Drug Sales
(thousands)

1	LOS ANGELES CA	2,947,013
2	COOK IL	1,595,991
3	ORANGE CA	697,805
4	NEW YORK NY	650,340
5	HARRIS TX	646,312
6	DADE FL	644,041
7	MARICOPA AZ	576,094
8	SANTA CLARA CA	559,051
9	SAN DIEGO CA	545,462
10	WAYNE MI	540,580
11	KING WA	455,947
12	DALLAS TX	452,572
13	CUYAHOGA OH	445,580
14	BROWARD FL	422,267
15	OAKLAND MI	421,917
16	ALAMEDA CA	416,799
17	MIDDLESEX MA	409,179
18	HONOLULU HI	400,909
19	NASSAU NY	328,487
20	ALLEGHENY PA	325,820
21	PHILADELPHIA PA	307,169
22	QUEENS NY	302,882
23	CONTRA COSTA CA	298,796
24	SACRAMENTO CA	298,785
25	SUFFOLK NY	283,842
26	DU PAGE IL	278,096
27	KINGS NY	276,405
28	ST LOUIS MO	269,697
29	ERIE NY	260,644
30	SAN MATEO CA	259,921
31	PALM BEACH FL	256,648
32	MARION IN	254,963
33	SAN BERNARDINO CA	247,210
34	BERGEN NJ	245,332
35	HARTFORD CT	245,129
36	HENNEPIN MN	233,851
37	MACOMB MI	233,421
38	PINELLAS FL	233,242
39	HAMILTON OH	223,523
40	FAIRFAX VA	221,964
41	FRESNO CA	218,151
42	RIVERSIDE CA	213,115
43	SAN FRANCISCO CA	212,811
44	MONTGOMERY MD	211,584
45	FRANKLIN OH	210,621
46	PRINCE GEORGES MD	204,941
47	MONROE NY	202,630
48	DUVAL FL	201,568
49	MILWAUKEE WI	201,371
50	SHELBY TN	199,305
51	DISTRICT OF COLUMBIA	197,275
52	TARRANT TX	196,482
53	MONTGOMERY PA	194,946
54	SUFFOLK MA	193,759
55	BALTIMORE CITY MD	191,686
56	HILLSBOROUGH FL	183,058
57	WESTCHESTER NY	181,895
58	BALTIMORE MD	180,250
59	JEFFERSON KY	179,659
60	CLARK NV	179,323
61	FAIRFIELD CT	177,536
62	NORFOLK MA	176,073
63	PIMA AZ	169,003
64	ESSEX MA	166,015
65	VENTURA CA	163,337
66	SONOMA CA	160,288
67	JEFFERSON AL	159,851
68	NEW HAVEN CT	159,451
69	PROVIDENCE RI	157,864
70	ESSEX NJ	155,695
71	FULTON GA	153,532
72	BEXAR TX	152,352
73	ORLEANS LA	152,175
74	WORCESTER MA	150,305
75	ONONDAGA NY	149,369
76	JEFFERSON LA	148,002
77	LAKE IL	141,187
78	ORANGE FL	139,030
79	JACKSON MO	138,801
80	DE KALB GA	136,903
81	LUCAS OH	134,731
82	BREVARD FL	134,109
83	SANTA BARBARA CA	132,728
84	MIDDLESEX NJ	130,609
85	SAN JOAQUIN CA	125,079
86	ANCHORAGE AK	124,982
87	DAVIDSON TN	124,225
88	SALT LAKE UT	123,029
89	KERN CA	121,896
90	MONTGOMERY OH	119,831
91	BRONX NY	119,431
92	DELAWARE PA	118,859
93	NEW CASTLE DE	118,609
94	GENESEE MI	118,075
95	SUMMIT OH	116,585
96	LAKE IN	115,758
97	MECKLENBURG NC	114,569
98	CAMDEN NJ	114,079
99	VOLUSIA FL	114,024
100	STANISLAUS CA	110,963
101	MONMOUTH NJ	110,479
102	DOUGLAS NE	110,275
103	TRAVIS TX	106,323
104	OKLAHOMA OK	103,514
105	PIERCE WA	103,195
106	HAMPDEN MA	102,696
107	UNION NJ	102,197
108	SARASOTA FL	100,769
109	SOLANO CA	100,677
110	BATON ROUGE LA	99,581
111	COBB GA	99,069
112	WAKE NC	98,466
113	RAMSEY MN	98,326
114	KANE IL	98,293
115	MONTEREY CA	98,224
116	BERNALILLO NM	98,211
117	PLYMOUTH MA	98,202
118	MARIN CA	97,972
119	BRISTOL MA	97,371
120	LEE FL	96,522
121	BUCKS PA	93,463
122	MOBILE AL	93,286
123	MORRIS NJ	92,172
124	JEFFERSON CO	91,306
125	DENVER CO	89,401
126	HUDSON NJ	89,208
127	SPOKANE WA	88,615
128	KENT MI	86,742
129	GUILFORD NC	85,350
130	OCEAN NJ	84,114
131	SANTA CRUZ CA	82,983
132	KNOX TN	81,627
133	ONEIDA NY	79,228
134	POLK FL	78,916
135	SNOHOMISH WA	76,627
136	ST LOUIS MO	76,468
137	TULSA OK	76,271
138	HILLSBOROUGH NH	76,151
139	TULARE CA	75,352
140	ALBANY NY	75,283
141	ALLEN IN	73,712
142	LANCASTER PA	72,932
143	ANNE ARUNDEL MD	72,735
144	FORSYTH NC	72,174
145	BROOME NY	72,096
146	STARK OH	71,751
147	HENRICO VA	71,718
148	ARLINGTON VA	71,262
149	EL PASO TX	70,820
150	MERCER NJ	70,568
151	WILL IL	69,990
152	PLACER CA	69,155
153	JOHNSON KS	69,115
154	LUZERNE PA	69,093
155	HINDS MS	68,859
156	WASHOE NV	68,846
157	POLK IA	68,395
158	ST JOSEPH IN	68,193
159	PASSAIC NJ	67,850
160	WASHTENAW MI	67,627
161	SAN LUIS OBISPO CA	67,608
162	BUTTE CA	67,101
163	DANE WI	66,989
164	SHASTA CA	66,880
165	MULTNOMAH OR	66,140
166	GREENVILLE SC	66,140
167	SEDGWICK KS	66,049
168	WESTMORELAND PA	63,790
169	PASCO FL	63,645
170	ROCKLAND NY	63,319
171	ARAPAHOE CO	63,275
172	ADA ID	62,763
173	CADDO LA	62,485
174	PULASKI AR	62,433
175	CUMBERLAND ME	62,290
176	VIRGINIA BEACH VA	62,096
177	GWINNETT GA	61,744
178	LACKAWANNA PA	61,701
179	LEHIGH PA	61,141
180	RICHMOND VA	61,115
181	CHESTER PA	60,876
182	ROCKINGHAM NH	60,798
183	ATLANTIC NJ	60,448
184	BARNSTABLE MA	60,436
185	SANGAMON IL	59,516
186	WAUKESHA WI	58,967
187	RICHMOND NY	58,842
188	KITSAP WA	58,262
189	ERIE PA	57,910
190	DAUPHIN PA	57,821
191	CUMBERLAND PA	57,556
192	KANAWHA WV	55,632
193	MINNEHAHA SD	55,159
194	MAHONING OH	54,979
195	BURLINGTON NJ	54,949
196	JEFFERSON TX	54,738
197	EL PASO CO	54,417
198	MANATEE FL	53,945
199	ORANGE NY	53,536
200	HUMBOLDT CA	53,457
201	MONTGOMERY AL	53,340
202	RICHLAND SC	53,192
203	LANE OR	53,011
204	HAMILTON TN	52,981
205	YOLO CA	52,919
206	CHARLESTON SC	52,780
207	EL DORADO CA	51,986
208	BERKS PA	51,774
209	LORAIN OH	51,712
210	DUTCHESS NY	51,626
211	YORK PA	51,558
212	WINNEBAGO IL	51,320
213	NEW LONDON CT	51,283
214	KENT RI	51,050
215	BUNCOMBE NC	50,251
216	NIAGARA NY	50,103
217	SEMINOLE FL	50,017
218	WASHINGTON OR	49,985
219	ELKHART IN	49,798
220	DURHAM NC	49,654
221	INGHAM MI	49,610
222	CHESTERFIELD VA	49,020
223	HIDALGO TX	48,691
224	SOMERSET NJ	48,318
225	DENTON TX	47,804
226	SPARTANBURG SC	47,752
227	CHATHAM GA	47,710
228	HAWAII HI	47,549
229	FAYETTE KY	47,480
230	CALCASIEU LA	46,909
231	CLAYTON GA	46,808
232	VANDERBURGH IN	46,210
233	TRUMBULL OH	45,351
234	BUTLER OH	45,144
235	ROCK ISLAND IL	45,031
236	DAKOTA MN	44,952
237	COLLIN TX	44,158
238	MAUI + KALAWAO HI	44,007
239	MCHENRY IL	43,616
240	RICHMOND GA	43,604
241	ESCAMBIA FL	43,549
242	MERCED CA	43,243
243	NORFOLK VA	43,201
244	MARION OR	43,101
245	CLARK WA	43,078
246	LAKE OH	42,741
247	ADAMS CO	42,664
248	SHAWNEE KS	42,559
249	KALAMAZOO MI	42,334
250	LANCASTER NE	42,076

CITY RANKINGS

POPULATION ESTIMATES

1	New York City,NY	6,912,024
2	Los Angeles,Ca	3,302,069
3	Chicago,Il	2,832,637
4	Houston,Tx	1,844,822
5	Philadelphia,Pa	1,647,290
6	San Fernando Valley, Ca	1,436,950
7	San Diego,Ca	1,094,508
8	Dallas,Tx	1,058,708
9	Phoenix,Az	1,031,894
10	Detroit,Mi	979,320
11	San Antonio,Tx	948,895
12	San Jose,Ca	787,041
13	Baltimore,Md	781,459
14	San Francisco,Ca	713,279
15	Memphis,Tn	678,832
16	Indianapolis,In	677,208
17	South Bay,Ca	627,887
18	Jacksonville,Fl	606,391
19	Columbus,Oh	581,416
20	Milwaukee,Wi	564,286
21	Boston,Ma	554,933
22	El Paso,Tx	529,476
23	New Orleans,La	523,413
24	Seattle,Wa	510,134
25	Cleveland,Oh	498,652
26	Nashville,Tn	473,083
27	Austin,Tx	466,772
28	Oklahoma City,Ok	461,844
29	Fort Worth,Tx	459,262
30	Kansas City,Mo	437,770
31	Miami,Fl	429,809
32	Atlanta,Ga	423,811
33	Long Beach,Ca	403,546
34	Honolulu,Hi	387,085
35	Tucson,Az	384,292
36	St. Louis,Mo	383,716
37	Tulsa,Ok	381,135
38	Pittsburgh,Pa	366,927
39	Oakland,Ca	360,536
40	Baton Rouge,La	358,445
41	Charlotte,NC	357,476
42	Virginia Beach, Va	356,208
43	Minneapolis,Mn	353,906
44	Portland,Or	349,052
45	Cincinnati,Oh	342,108
46	Sacramento,Ca	337,677
47	Omaha,Ne	327,586
48	San Gabrial Valley,Ca	319,272
49	Toledo,Oh	317,675
50	Fresno,Ca	306,370
51	Wichita,Ks	303,826
52	Tampa,Fl	294,625
53	Newark,NJ	291,604
54	Norfolk, Va	282,979
55	Corpus Christi,Tx	271,312
56	Birmingham,Al	267,581
57	St. Petersburg,Fl	267,544
58	Anaheim,Ca	262,509
59	Arlington,Tx	260,834
60	Louisville,Ky	259,285
61	Santa Ana,Ca	254,017
62	St. Paul,Mn	250,082
63	Mesa,Az	246,645
64	Anchorage,Ak	229,627
65	Shreveport,La	226,042
66	Rochester,NY	224,961
67	Amarillo,Tx	215,799
68	Mobile,Al	215,363
69	Riverside,Ca	215,292
70	Lexington,Ky	213,170
71	Jackson,Ms	211,146
72	Richmond, Va	211,037
73	Las Vegas,Nv	209,720
74	Akron,Oh	206,867
75	Stockton,Ca	206,776
76	Jersey City,NJ	203,637
77	Huntington Beach,Ca	203,580
78	Montgomery,Al	198,566
79	Raleigh,NC	196,379
80	Lincoln,Ne	190,494
81	Lubbock,Tx	188,942
82	Des Moines,Ia	186,784
83	Yonkers,NY	184,362
84	Garland,Tx	183,316
85	Grand Rapids,Mi	182,180
86	Columbus,Ga	181,448
87	Little Rock,Ar	177,624
88	Madison,Wi	177,228
89	Knoxville,Tn	176,888
90	Spokane,Wa	176,533
91	Dayton,Oh	167,588
92	Chattanooga,Tn	167,514
93	Greensboro,NC	166,549
94	Tacoma,Wa	165,023
95	Salt Lake City,Ut	163,598
96	Huntsville,Al	162,872
97	Newport News,Va	162,771
98	Fort Lauderdale,Fl	160,694
99	Fort Wayne,In	159,770
100	Worcester,Ma	159,678
101	Fremont,Ca	159,373
102	Glendale,Ca	158,468
103	Orlando,Fl	155,850
104	Providence,Ri	154,723
105	Syracuse,NY	154,309
106	Bakersfield,Ca	151,502
107	Winston-Salem,NC	151,123
108	Kansas City,Ks	150,717
109	Savannah,Ga	150,649
110	San Bernardino,Ca	149,058
111	Modesto,Ca	146,778
112	Tempe,Az	144,252
113	Springfield,Ma	143,931
114	Springfield,Mo	143,798
115	Chesapeake, Va	142,890
116	Torrance,Ca	138,836
117	Rockford,Il	137,665
118	Oxnard,Ca	136,465
119	Pasadena,Ca	134,511
120	Flint,Mi	133,428
121	Paterson,NJ	132,429
122	Hollywood,Fl	132,303
123	Irving,Tx	132,063
124	Hampton, Va	130,560
125	Plano,Tx	128,754
126	Pasadena,Tx	128,374
127	Gary,In	127,958
128	Ontario,Ca	126,944
129	Beaumont,Tx	124,963
130	Laredo,Tx	122,384
131	Tallahassee,Fl	[illegible]
132	Lansing,Mi	122,080
133	Evansville,In	121,015
134	Macon,Ga	[illegible]
135	Topeka,Ks	[illegible]
136	Reno,Nv	[illegible]
137	Scottsdale,Az	[illegible]
138	Pomona,Ca	117,351
139	Boise City,Id	115,120
140	Abilene,Tx	115,100
141	Clearwater,Fl	113,091
142	Brownsville,Tx	112,862
143	Waco,Tx	112,834
144	Odessa,Tx	110,876
145	Erie,Pa	109,818
146	Oceanside,Ca	108,621
147	Thousand Oaks,Ca	107,733
148	Durham,NC	107,626
149	Allentown,Pa	106,438
150	Ann Arbor,Mi	106,408
151	Elizabeth,NJ	105,675
152	Hayward,Ca	105,439
153	Portsmouth, Va	105,172
154	Alexandria,Va	105,067
155	Santa Rosa,Ca	104,974
156	Springfield,Il	104,727
157	Houma,La	104,569
158	Cedar Rapids,Ia	103,163
159	Peoria,Il	103,979
160	South Bend,In	101,779
161	Manchester,NH	101,978
162	Wichita Falls,Tx	101,216
163	Roanoke, Va	100,697
164	Eugene,Or	99,936
165	Albany,NY	99,918
166	Grand Prairie,Tx	99,208
167	New Bedford,Ma	99,180
168	West Covina,Ca	99,161
169	Columbia,SC	98,249
170	Brockton,Ms	97,501
171	Vallejo,Ca	97,116
172	Salem,Or	96,938
173	Santa Monica,Ca	96,809
174	Youngstown,Oh	96,742
175	Salinas,Ca	96,362
176	Davenport,Ia	95,794
177	Woodbridge,NJ	95,441
178	San Angelo,Tx	95,227
179	Sioux Falls,SD	95,058
180	El Cajon,Ca	94,553
181	Costa Mesa,Ca	94,389
182	McAllen,Tx	93,915
183	Trenton,NJ	93,511
184	Simi Valley,Ca	93,187
185	Fall River,Ma	93,164
186	Green Bay,Wi	92,616
187	Ventura,Ca	92,114
188	Escondido,Ca	90,687
189	Gainesville,Fl	90,337
190	Aurora,Il	90,023
191	Lowell,Ma	89,721
192	Decatur,Il	88,586
193	Lafayette,La	88,456
194	Richardson,Tx	87,172
195	Bellevue,Wa	86,991
196	Lawton,Ok	86,483
197	Norman,Ok	86,285
198	Quincy,Ma	85,135
199	Independence,Mo	84,415
200	Santa Barbara,Ca	84,310
201	Albany,Ga	83,926
202	Canton,Oh	83,375
203	San Mateo,Ca	82,936
204	Camden,NJ	82,356
205	Tyler,Tx	82,021
206	Longview,Tx	80,727
207	Hammond,In	80,134
208	Lynn,Ma	80,000
209	Nashua,NH	79,650
210	Racine,Wi	78,836
211	Reading,Pa	78,778
212	West Palm Beach,Fl	78,286
213	Scranton,Pa	76,913
214	Alameda,Ca	76,649
215	Kalamazoo,Mi	76,387
216	Lake Charles,La	75,904
217	Duluth,Mn	75,651
218	San Ramon Walnut Creek, Ca	75,455
219	Provo,Ut	[illegible]
220	Tuscaloosa,Al	74,782
221	Fort Smith,Ar	74,684
222	Pawtucket,RI	74,567
223	Sioux City,Ia	74,395
224	Billings,Mt	74,004
225	Whittier,Ca	73,996
226	Kenosha,Wi	73,875
227	Joliet,Il	73,532
228	Middletown,NJ	73,441
229	Pompano Beach,Fl	73,373
230	Waukegan,Il	73,303
231	Newport Beach,Ca	73,015
232	Fairfield,Ca	71,716
233	Elgin,Il	71,705
234	Clifton,NJ	71,435
235	San Pedro,Ca	71,424
236	Bethlehem,Pa	71,110
237	St. Joseph,Mo	70,944
238	Cherry Hill,NJ	70,675
239	Muncie,In	69,872
240	New Rochelle,NY	69,439
241	High Point,NC	69,105
242	Lorain,Oh	69,098
243	Pontiac,Mi	69,048
244	Ogden,Ut	69,031
245	Fayetteville,NC	69,005
246	Fargo,ND	68,879
247	Bryan,Tx	68,667
248	Utica,NY	68,391
249	Boca Raton,FL	67,991
250	Waterloo,Ia	67,782

DISPOSABLE INCOME
(thousands)

1	New York City,NY	114,834,602
2	Los Angeles,Ca	49,228,139
3	Chicago,Il	38,545,880
4	Houston,Tx	26,202,631
5	Philadelphia,Pa	17,973,212
6	Dallas,Tx	17,584,638
7	San Diego,Ca	16,564,281
8	San Jose,Ca	14,905,366
9	San Fernando Valley, Ca	14,182,496
10	San Francisco,Ca	13,858,376
11	Phoenix,Az	12,920,840
12	Detroit,Mi	11,184,532
13	San Antonio,Tx	10,162,348
14	Indianapolis,In	9,602,728
15	Cleveland,Oh	9,582,121
16	South Bay,Ca	9,354,430
17	Seattle,Wa	8,351,279
18	Boston,Ma	8,319,805
19	Milwaukee,Wi	7,895,511
20	Memphis,Tn	7,873,451
21	Jacksonville,Fl	7,739,211
22	Columbus,Oh	7,554,226
23	Fort Worth,Tx	7,020,133
24	Honolulu,Hi	6,895,377
25	Baltimore,Md	6,836,075
26	Austin,Tx	6,816,022
27	Nashville,Tn	6,434,765
28	Long Beach,Ca	6,314,345
29	Oklahoma City,Ok	6,242,076
30	New Orleans,La	6,072,758
31	Tulsa,Ok	5,859,288
32	Minneapolis,Mn	5,758,216
33	Oakland,Ca	5,659,261
34	Charlotte,NC	5,518,833
35	Kansas City,Mo	5,345,323
36	Virginia Beach, Va	5,269,200
37	Atlanta,Ga	5,248,875
38	Omaha,Ne	5,123,471
39	Arlington,Tx	5,063,770
40	Portland,Or	4,905,919
41	El Paso,Tx	4,863,300
42	Baton Rouge,La	4,807,016
43	Sacramento,Ca	4,683,625
44	Tucson,Az	4,673,462
45	Pittsburgh,Pa	4,619,535
46	Anchorage,Ak	4,531,381
47	Anaheim,Ca	4,502,171
48	Cincinnati,Oh	4,438,839
49	Toledo,Oh	4,299,652
50	St. Louis,Mo	4,293,179
51	Miami,Fl	4,246,039
52	St. Paul,Mn	4,111,824
53	Cape Coral,Fl	3,973,107
54	San Gabriel Valley, Ca	3,809,907
55	Buffalo,NY	3,722,414
56	Yonkers,NY	3,571,271
57	Tampa,Fl	3,568,088
58	St. Petersburg,Fl	3,467,056
59	Santa Ana,Ca	3,465,701
60	Rochester,NY	3,455,294
61	Mesa,Az	3,454,951
62	Alexandria,Va	3,343,968
63	Fresno,Ca	3,289,589
64	Louisville,Ky	3,198,825
65	Newark,NJ	3,179,999
66	Garland,Tx	3,120,480
67	Corpus Christi,Tx	3,094,755
68	Lexington,Ky	3,094,683
69	Raleigh,NC	3,063,042
70	Lincoln,Ne	2,984,465
71	Fremont,Ca	2,961,644
72	Norfolk, Va	2,922,903
73	Fort Lauderdale,Fl	2,838,890
74	Torrance,Ca	2,822,273
75	Birmingham,Al	2,822,135
76	Shreveport,La	2,790,525
77	Glendale,Ca	2,726,382
78	Amarillo,Tx	2,716,877
79	Des Moines,Ia	2,713,326
80	Huntsville,Al	2,665,952
81	Akron,Oh	2,661,107
82	Richmond, Va	2,625,179
83	Jersey City,NJ	2,511,378
84	Madison,Wi	2,484,273
85	Las Vegas,Nv	2,474,109
86	Durham,Nc	2,460,158
87	Jackson,Ms	2,420,462
88	Montgomery,Al	2,397,229
89	Mobile,Al	2,383,810
90	Scottsdale,Az	2,343,716
91	Newport Beach,Ca	2,338,102

City Rankings

92	Little Rock Ar	2,326,325
93	Irving Tx	2,310,946
94	Greensboro NC	2,289,600
95	Syracuse NY	2,266,727
96	Wichita Ks	2,263,652
97	Grand Rapids Mi	2,215,699
98	Stockton Ca	2,215,683
99	Lubbock Tx	2,205,823
100	Bakersfield Ca	2,193,048
101	Santa Monica Ca	2,158,757
102	Pasadena Ca	2,157,859
103	Worcester Ma	2,133,993
104	Thousand Oaks Ca	2,082,525
105	Fort Wayne In	2,046,913
106	Orlando Fl	2,040,342
107	Tempe Az	2,027,234
108	Spokane Wa	2,026,393
109	Hollywood Fl	2,016,071
110	Winston-Salem NC	2,005,052
111	Kansas City Ks	1,996,941
112	Riverside Ca	1,984,513
113	Tacoma Wa	1,976,321
114	Dayton Oh	1,962,036
115	Huntington Beach Ca	1,950,530
116	Flint Mi	1,946,635
117	Springfield Ma	1,919,572
118	Providence RI	1,912,681
119	Salt Lake City Ut	1,911,224
120	Newport News Va	1,889,974
121	Chattanooga Tn	1,883,030
122	Rockford Il	1,874,373
123	Lansing Mi	1,864,114
124	Columbus Ga	1,851,278
125	Pasadena Tx	1,850,121
126	Knoxville Tn	1,843,022
127	San Mateo Ca	1,817,245
128	Richardson Tx	1,811,096
129	Oxnard Ca	1,799,349
130	Hayward Ca	1,789,786
131	Springfield Mo	1,788,371
132	Clearwater Fl	1,787,993
133	Modesto Ca	1,731,856
134	Costa Mesa Ca	1,728,716
135	Manchester NH	1,724,361
136	Reno Nv	1,711,970
137	Hampton Va	1,695,228
138	Independence Mo	1,691,540
139	Topeka Ks	1,687,876
140	Boise City Id	1,684,216
141	Chesapeake Va	1,680,521
142	West Covina Ca	1,664,781
143	Ventura Ca	1,658,762
144	Ann Arbor Mi	1,655,792
145	Pompano Beach Fl	1,650,590
146	Oceanside Ca	1,641,667
147	Elizabeth NJ	1,639,976
148	Nashua NH	1,627,100
149	Santa Rosa Ca	1,617,907
150	Savannah Ga	1,600,166
151	Cedar Rapids Ia	1,590,876
152	Beaumont Tx	1,560,094
153	Evansville In	1,559,761
154	Woodbridge NJ	1,555,384
155	Simi Valley Ca	1,544,333
156	Bellevue Wa	1,528,874
157	Quincy Ma	1,515,443
158	Paterson NJ	1,507,674
159	Springfield Il	1,506,983
160	Sioux Falls SD	1,504,293
161	San Ramon Walnut Creek Ca	1,502,772
162	Palo Alto Ca	1,495,346
163	San Bernardino Ca	1,488,600
164	Grand Prairie Tx	1,467,010
165	Albany NY	1,454,801
166	Boca Raton Fl	1,440,717
167	Alameda Ca	1,435,808
168	Brockton Ma	1,416,827
169	Peoria Il	1,414,681
170	Santa Barbara Ca	1,411,097
171	Allentown Pa	1,410,066
172	Quartz Hill-Redondo Beach Ca	1,388,429
173	New Rochelle NY	1,386,785
174	Clifton NJ	1,385,680
175	Ontario Ca	1,378,038
176	El Cajon Ca	1,359,007
177	Davenport Ia	1,356,404
178	Lowell Ma	1,349,855
179	Odessa Tx	1,343,272
180	Carrollton Tx	1,339,814
181	South Bend In	1,338,359
182	Pomona Ca	1,336,472
183	Portsmouth Va	1,330,515
184	Erie Pa	1,313,928
185	Escondido Ca	1,302,735
186	Framingham Ma	1,300,192
187	Aurora Il	1,297,304
188	Green Bay Wi	1,290,019
189	Abilene Tx	1,268,238
190	Roanoke Va	1,268,189
191	Gary In	1,263,345
192	Eugene Or	1,258,420
193	Tallahassee Fl	1,254,315
194	Lafayette La	1,244,401
195	Whittier Ca	1,239,567
196	Houma La	1,238,092
197	Decatur Il	1,224,552
198	Vallejo Ca	1,221,034
199	Macon Ga	1,215,933
200	Lynn Ma	1,203,472
201	New Bedford Ma	1,199,525
202	Levittown Pa	1,193,772
203	Fargo ND	1,187,386
204	Waco Tx	1,180,419
205	Salinas Ca	1,161,653
206	Wichita Falls Tx	1,146,006
207	Mount Vernon NY	1,138,325
208	Salem Or	1,120,899
209	Trenton NJ	1,114,499
210	Elgin Il	1,099,961
211	Royal Oak Mi	1,081,380
212	Joliet Il	1,078,425
213	Fall River Ma	1,074,871
214	Norman Ok	1,073,844
215	Cherry Hill NJ	1,067,764
216	Rochester Mn	1,056,823
217	Brick Township NJ	1,053,999
218	Tyler Tx	1,048,896
219	Parsippany NJ	1,047,342
220	Livermore Ca	1,043,970
221	Racine Wi	1,042,567
222	Waukegan Il	1,034,032
223	Arcadia Ca	1,032,450
224	San Rafael Ca	1,030,093
225	Longview Tx	1,026,869
226	Youngstown Oh	1,023,647
227	Waltham Ma	1,013,102
228	Palm Springs Ca	1,009,922
229	Napa Ca	1,004,150
230	San Angelo Tx	1,003,153
231	Reading Pa	1,002,028
232	Columbia Sc	1,001,380
233	West Palm Beach Fl	984,834
234	Rockville Md	977,188
235	Bethlehem Pa	973,243
236	Schenectady NY	965,751
237	Wheaton Il	962,667
238	Canton Oh	962,625
239	White Plains NY	959,386
240	Fort Smith Ar	958,872
241	Pawtucket RI	954,144
242	Sioux City Ia	952,949
243	Hammond In	948,392
244	St Joseph Mo	946,531
245	Appleton Wi	944,645
246	North Little Rock Ar	942,843
247	Medford Ma	928,583
248	Gainesville Fl	923,598
249	Billings Mt	922,931
250	Kenosha Wi	920,141

INCOME PER HOUSEHOLD

1	Bristol Pa	67,290
2	Blue Springs Mo	66,583
3	Newport Beach Ca	64,967
4	Shrewsbury NJ	64,903
5	Alexandria Va	62,291
6	Ossining NY	62,182
7	Mamaroneck NY	62,055
8	Garden City NY	61,957
9	Langhorne Pa	61,862
10	Hicksville NY	61,771
11	Bethpage NY	61,769
12	Richardson Tx	61,633
13	Bridgewater NJ	61,341
14	Tarrytown NY	61,221
15	Saratoga Ca	61,039
16	Manhattan Beach Ca	59,471
17	Pleasanton Ca	59,093
18	Palo Alto Ca	59,081
19	Dublin Ca	58,995
20	Wakefield Ma	58,853
21	Willingboro NJ	58,838
22	Levittown Pa	58,783
23	Durham NC	58,289
24	Moundsville WV	58,140
25	Simi Valley Ca	57,931
26	Cortland NY	57,826
27	Parsippany NJ	57,698
28	Rockville Md	57,685
29	Hurst Tx	56,933
30	Port Clinton Oh	56,797
31	Newark Ca	56,499
32	San Jose Ca	56,228
33	Hanover NH	55,846
34	Oak Harbor Oh	55,518
35	Nashua NH	55,438
36	Wailuku Hi	55,281
37	Hudson Ma	55,140
38	Framingham Ma	55,069
39	Sitka Az	54,992
40	Thousand Oaks Ca	54,963
41	Brea Ca	54,693
42	Palm Beach Fl	54,603
43	North Tarrytown NY	54,391
44	Wheaton Il	54,284
45	Fremont Ca	53,909
46	Pinole Ca	53,675
47	New Rochelle NY	53,649
48	Dedham Ma	53,577
49	Woburn Ma	53,552
50	Melrose Ma	53,432
51	Anchorage Ak	53,307
52	Livermore Ca	53,292
53	White Plains NY	53,219
54	Peekskill NY	53,101
55	Port Chester NY	52,750
56	Hyannis Ma	52,634
57	Somerville NJ	52,425
58	East Stroudsburg Pa	52,004
59	Torrance Ca	51,895
60	San Rafael Ca	51,496
61	Covina Ca	51,405
62	Arcadia Ca	51,253
63	Marlborough Ma	51,020
64	Crystal Lake Il	50,959
65	Ketchikan Ak	50,930
66	Garland Tx	50,817
67	Waltham Ma	50,760
68	Newport RI	50,374
69	Richmond Rosenberg Tx	50,050
70	Independence Mo	49,957
71	Arlington Tx	49,844
72	Peabody Ma	49,841
73	Fredonia NY	49,832
74	Bettendorf Ia	49,758
75	Glendora Ca	49,743
76	Gilroy Ca	49,646
77	Boca Raton FL	49,606
78	Yonkers NY	49,602
79	West Covina Ca	49,515
80	San Mateo Ca	49,263
81	Morristown NJ	49,230
82	Dover NJ	49,018
83	Clifton NJ	49,016
84	Lake Jackson Tx	48,910
85	Woodbridge NJ	48,711
86	Medford Ma	48,370
87	Hempstead NY	48,003
88	Newton NJ	47,912
89	League City Tx	47,895
90	Beverly Ma	47,793
91	Nyack NY	47,544
92	Martinez Ca	47,454
93	Quartz Hill Redondo Beach Ca	47,195
94	San Clemente Ca	47,107
95	Honolulu Hi	47,013
96	Cherry Hill NJ	46,976
97	Cleveland Oh	46,859
98	McKinney Tx	46,688
99	North Attleboro Ma	46,560
100	Neenah Wi	46,537
101	Honey Brook Pa	46,466
102	Irving Tx	46,378
103	Lawrenceville Ga	46,100
104	Naples Fl	46,070
105	Jenkintown Pa	46,027
106	Hackensack NJ	45,796
107	Normal Il	45,745
108	Anaheim Ca	45,669
109	Midland Mi	45,605
110	Scottsdale Az	45,286
111	La Habra Ca	45,261
112	Marion Ia	45,258
113	Costa Mesa Ca	45,155
114	Willoughby Oh	45,125
115	Mount Vernon NY	44,984
116	Doyleston Pa	44,888
117	Palmdale Ca	44,762
118	Euless Tx	44,745
119	Bellevue Wa	44,741
120	Antioch Ca	44,721
121	Ventura Ca	44,710
122	Huntsville Al	44,673
123	Hayward Ca	44,611
124	Slidell La	44,479
125	Kodiak Ak	44,427
126	Stillwater Mn	44,373
127	Pittsfield Ma	44,328
128	Westfield Ma	44,171
129	Fargo ND	44,078
130	Roswell Ga	44,073
131	Brockton Ma	44,031
132	Olathe Ks	44,022
133	Jonesboro Ga	44,015
134	San Ramon Walnut Creek Ca	43,918
135	Manchester NH	43,875
126	Lansdale Pa	43,795
137	Grand Prairie Tx	43,759
138	Petaluma Ca	43,726
139	Nogales Az	43,604
140	Juneau Ak	43,512
141	Richland Wa	43,477
142	Attleboro Ma	43,475
143	Rochester Mn	43,416
144	Fort Walton Beach Fl	43,411
145	Chapel Hill NC	43,257
146	Virginia Beach Va	43,248
147	Malden Ma	43,139
148	Beaufort SC	43,002
149	Alameda Ca	42,998
150	Broken Arrow Ok	42,988
151	Catskill NY	42,980
152	Ann Arbor Mi	42,976
153	Clinton Ma	42,969
154	Kent Wa	42,922
155	Quincy Ma	42,787
156	Fairbanks Ak	42,753
157	Tonawanda NY	42,740
158	Edmond Oh	42,724
159	Santa Monica Ca	42,674
160	Napa Ca	42,656
161	Upland Ca	42,644
162	Toms River NJ	42,557
163	North Chicago Il	42,347
164	Westerly RI	42,338
165	Woodbury NJ	42,302
166	Port Hueneme Ca	42,219
167	Whittier Ca	42,149
168	Medina Oh	42,119
169	Canandaigua NY	42,069
170	Taylor Tx	41,902
171	Santa Ana Ca	41,878
172	Phoenixville Pa	41,787
173	Raleigh NC	41,682
174	Oxnard Ca	41,555
175	Pittsburg Ca	41,535
176	San Santa Paula Ca	41,482
177	Brunswick Me	41,461
178	Haltom City Tx	41,448
179	Red Bank NJ	41,436
180	Janesville Wi	41,325
181	Point Pleasant NJ	41,316
182	Lihue Hi	41,303
183	Newburyport Ma	41,221
184	Royal Oak Mi	41,208
185	Bath Me	41,175
186	Carlisle Pa	41,135
187	Lebanon NH	41,121
188	Gloucester Ma	41,053
189	West Chester Pa	40,916
190	Atlantic City NJ	40,904
191	Freeport Tx	40,876
192	Waukesha Wi	40,874
193	Huron SD	40,830
194	Madera Ca	40,793
195	Williamsburg Va	40,769
196	Dover NH	40,733
197	Cleburne Tx	40,652
198	New York City NY	40,565
199	West Lafayette In	40,562
200	Beaver Creek Oh	40,560
201	East Lansing Mi	40,502
202	Hermosa Beach Ca	40,447
203	Tempe Az	40,403
204	Aurora Il	40,386
205	Gardner Ma	40,371
206	North Platte Ne	40,359
207	Pompano Beach Fl	40,331
208	Victoria Tx	40,330
209	Elizabeth NJ	40,280
210	Conyers Ga	40,195
211	San Diego Ca	40,175
212	Conroe Tx	40,172
213	Lincoln Ne	40,133
214	Brick Township NJ	40,059
215	Waxahachie Tx	39,995
216	Elgin Il	39,971
217	Dallas Tx	39,962
218	Sioux Falls SD	39,924
219	St Paul Mn	39,906
220	Lowell Ma	39,831
221	Terrell Tx	39,822
222	Salem Ma	39,809
223	Bartlesville Ok	39,801
224	Keene NH	39,714
225	Pasadena Tx	39,688
226	Paxton Il	39,680
227	Orange Park Fl	39,667
228	Charlotte NC	39,659
229	Watsonville Ca	39,633
230	Ennis Tx	39,607
231	Burlington NJ	39,566
232	Fort Worth Tx	39,541
233	Manistee Mi	39,528
234	Yankton SD	39,527
235	Lafayette La	39,488
236	Geneva NY	39,473
237	Medina NY	39,447
238	Oswego NY	39,440
239	Concord NH	39,416
240	Port Lavaca Tx	39,413
241	Annapolis Md	39,412
242	Omaha Ne	39,401
243	Cedar Rapids Ia	39,348
244	Casper Wy	39,343
245	Chardon Oh	39,333
246	Rock Springs Wy	39,332

247	Southbridge Ma	39,308
248	Appleton Wi	39,285
249	Joliet Il	39,263
250	Lockport NY	39,241

TOTAL RETAIL SALES
(thousands)

1	New York City, NY	33,194,515
2	Los Angeles, CA	22,640,864
3	Houston, TX	18,628,861
4	San Fernando Valley, CA	13,513,937
5	Chicago	12,753,855
6	Dallas, TX	11,481,661
7	Phoenix, AZ	7,742,079
8	San Antonio, TX	7,433,941
9	Philadelphia, PA	7,009,343
10	San Francisco, CA	6,709,544
11	South Bay, CA	6,315,834
12	SAn Diego, CA	6,313,228
13	Indianapolis, IN	6,198,623
14	San Jose, CA	5,772,862
15	Memphis, TN	5,122,641
16	Austin, TX	5,091,549
17	Columbus, OH	4,770,242
18	Jacksonville, FL	4,583,325
19	Seattle, WA	4,565,455
20	Boston, MA	4,549,832
21	Nashville, TN	4,295,374
22	Fort Worth, TX	4,232,533
23	Miami, FL	4,194,273
24	Oklahoma City, OK	4,169,475
25	Honolulu, HI	4,126,963
26	Washington, DC	4,104,950
27	Denver, CO	4,024,526
28	Baltimore, MD	3,834,852
29	Charlotte, NC	3,651,114
30	Albuquerque, NM	3,538,195
31	Tulsa, OK	3,537,596
32	Tucson, AZ	3,511,667
33	Detroit, MI	3,507,026
34	Atlanta, GA	3,392,750
35	Tampa, FL	3,359,632
36	Milwaukee, WI	3,306,870
37	El Paso, TX	3,201,781
38	New Orleans, LA	3,193,652
39	Kansas City, MO	3,094,452
40	Portland, OR	3,070,264
41	Omaha, NE	2,965,679
42	Fort Lauderdale, FL	2,948,953
43	Pittsburgh, PA	2,837,330
44	Wichita, KS	2,770,574
45	Baton Rogue, LA	2,739,213
46	Fresno, CA	2,678,552
47	San Gabriel VAlley, CA	2,677,232
48	Colorado Springs, CO	2,579,878
49	Minneapolis, MN	2,566,503
50	Sacramento, CA	2,565,419
51	Anchorage, AK	2,525,959
52	Cincinnati, OH	2,478,915
53	Long Beach, CA	2,476,440
54	Toledo, OH	2,370,705
55	Cleveland, OH	2,369,687
56	Oakland, CA	2,324,892
57	Anaheim, CA	2,317,640
58	Torrance, CA	2,251,309
59	Orlando, FL	2,246,730
60	St. Louis, MO	2,243,788
61	Santa Ana, CA	2,242,743
62	Knoxville, TN	2,227,338
63	Corpus Christi, TX	2,180,594
64	Birmingham, AL	2,167,007
65	Mesa, AZ	2,125,277
66	Greensboro, NC	2,057,084
67	Raleigh, NC	2,017,036
68	St. Paul, MN	1,972,783
69	Clearwater, FL	1,947,141
70	Arlington, TX	1,939,911
71	Las Vegas, NV	1,933,531
72	Salt Lake City, UT	1,928,580
73	Costa Mesa, CA	1,880,742
74	Shreveport, LA	1,878,414
75	Des Moines, IA	1,862,937
76	Mobile, AL	1,854,844
77	Riverside, CA	1,838,359
78	Lexington, KY	1,837,277
79	Amarillo, TX	1,821,110
80	Jackson, MS	1,817,688
81	Huntington, Beach, CA	1,816,247
82	Lubbock, TX	1,813,349
83	Hollywood, FL	1,769,372
84	Glendale, CA	1,764,539
85	Bakersfield, CA	1,695,355
86	Little Rock, AR	1,675,894
87	Reno, NV	1,671,324
88	Scottsdale, AZ	1,669,860
89	Chattanooga, TN	1,641,314
90	Madison, WI	1,639,555
91	Winston Salem, NC	1,614,153
92	Santa Rosa, CA	1,594,510
93	Akron, OH	1,590,514
94	Fort Wayne, IN	1,582,806
95	Santa Monica, CA	1,569,831
96	Pasadena, CA	1,557,662
97	Spokane, WA	1,535,073
98	Springfield, MO	1,512,362
99	Tacoma, WA	1,510,736
100	Louisville, KY	1,489,686
101	San Bernardino, CA	1,481,886
102	Montgomery, AL	1,462,166
103	St. Petersburg, FL	1,460,356
104	Irving, TX	1,437,604
105	Huntsville, AL	1,423,108
106	West Palm Beach, FL	1,398,657
107	Tempe, AZ	1,366,249
108	Evansville, IN	1,344,392
109	Lincoln, NE	1,343,117
110	Lafayette, LA	1,324,182
111	Savannah, GA	1,310,508
112	Buffalo, NY	1,299,625
113	Columbus, GA	1,290,233
114	Bellevue, WA	1,287,693
115	Richardson, TX	1,284,259
116	Stockton, CA	1,282,511
117	Grand Rapids, MI	1,276,183
118	Beaumont, TX	1,269,208
119	Fremont, CA	1,268,123
120	Macon, GA	1,266,285
121	Springfield, MA	1,259,442
122	Modesto, CA	1,253,376
123	Worcester, MA	1,251,719
124	Rochester, NY	1,187,257
125	Flint, MI	1,185,069
126	Rockford, IL	1,180,140
127	Manchester, NH	1,175,144
128	Waco, TX	1,173,015
129	Danbury, CT	1,170,937
130	Hayward, CA	1,163,365
131	Fort Myers, FL	1,163,359
132	Yonkers, NY	1,160,889
133	White Plains, NY	1,157,994
134	Springfield, IL	1,157,360
135	Garland, TX	1,150,083
136	Cherry Hill, NJ	1,148,809
137	Dayton, OH	1,146,928
138	Greenville, SC	1,145,277
139	Tallahassee, FL	1,133,582
140	Walnut Creek, CA	1,106,062
141	St. Cloud, MN	1,104,182
142	McAllen, TX	1,097,915
143	Lansing, MI	1,097,786
144	Durham, NC	1,085,498
145	Woodbridge, NJ	1,081,361
146	Topeka, KS	1,075,807
147	Boise City, ID	1,074,740
148	Eugene, OR	1,071,853
149	Syracuse, NY	1,071,741
150	El Cajon, CA	1,071,532
151	Charleston, SC	1,069,905
152	Santa Barbara, CA	1,069,040
153	Pompano Beach, FL	1,061,623
154	Fayetteville, NC	1,058,035
155	Thousand Oaks, CA	1,056,722
156	Sioux Falls, SD	1,049,919
157	Ann Arbor, MI	1,045,296
158	Boulder, CO	1,038,503
159	Tyler, TX	1,035,618
160	Escondido, CA	1,032,877
161	Billings, MT	1,032,343
162	Stamford, CT	1,024,570
163	Jersey City, NJ	1,014,022
164	Ventura, CA	1,011,354
165	Odessa, TX	1,010,173
166	San Mateo, CA	1,009,743
167	Daytona Beach, FL	1,000,490
168	Gainesville, FL	996,982
169	San Rafael, CA	995,615
170	Cedar Rapids, IA	991,888
171	Abilene, TX	987,790
172	Brockton, MA	976,759
173	Newport Beach, CA	975,739
174	Pasadena, TX	967,763
175	Ocala, FL	966,490
176	Waterbury, CT	959,246
177	Columbia, SC	948,993
178	Fargo, ND	943,846
179	Allentown, PA	937,718
180	Laredo, TX	927,108
181	Peoria, IL	923,147
182	Newark, NJ	920,761
183	Fargo, ND	909,593
184	Nashua, NH	903,957
185	Plano, TX	896,680
186	Marietta, GA	895,750
187	West Covina, CA	894,439
188	Asheville, NC	891,975
189	Salinas, CA	889,629
190	Salem, OR	887,578
191	Longview, TX	880,859
192	Sarasota, FL	879,826
193	South Bend, IN	876,942
194	Elkhart, IN	876,118
195	Palo Alto, CA	874,595
196	Davenport, IA	858,401
197	Lakeland, FL	851,330
198	Fort Smith, AR	845,980
199	Midland, TX	841,068
200	Ogden, UT	840,078
201	Framingham, MA	837,093
202	Santa Maria, CA	835,660
203	Green Bay, WI	830,717
204	Wichita Falls, TX	829,960
205	Lake Charles, LA	814,312
206	Norman, OK	809,585
207	Brownsville, TX	801,974
208	Ontario, CA	801,166
209	Charleston, WV	800,388
210	Hicksville, NY	794,909
211	North Little Rock, AR	782,084
212	Whittier, CA	778,831
213	Kansas City, KS	775,809
214	Hartford, CT	773,180
215	Boca Raton, FL	769,261
216	San Angelo, TX	763,748
217	Providence, RI	761,904
218	Santa Fe, NM	758,307
219	Fort Collins, CO	756,901
220	Rockville, MD	755,688
221	Denton, TX	747,139
222	Independence, MO	745,583
223	Albany, GA	740,312
224	Alameda, CA	737,900
225	Santa Cruz, CA	737,708
226	Bridgeport, CT	731,836
227	Norwalk, CT	731,836
228	Albany, NY	726,415
229	Redding, CA	725,284
230	Pomona, CA	724,070
231	Medford, OR	719,830
232	Oxnard, CA	713,850
233	Lawton, OK	707,822
234	Duluth, MN	706,825
235	Panama City, FL	696,244
236	High Point, NC	695,352
237	Everett, WA	694,099
238	Quincy, MA	693,305
239	Monroe, LA	692,781
240	Terre Haute IN	689,949
241	Wilmington, NC	689,313
242	Muncie, IN	681,8[illegible]
243	Myrtle Beach, SC	675,887
244	Portland, ME	675,474
245	Alexandria, LA	672,297
246	Joliet, IL	672,118
247	Spartanburg, SC	671,091
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MEMPHIS, TN 38104, Union Plaza Bldg., 1835 Union Ave., Suite 246, Tel (901) 278-5280
MINNEAPOLIS, MN 55403, City Place, 700 Hennepin Ave., Tel (612) 338-1958
NEW ORLEANS, LA 70001, 1910 Evergreen Pkwy., Metairie, LA, Tel (504) 455-2417
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DETROIT, MI 48243, 400 Renaissance Ctr., Suite 500, Tel (313) 567-0020
LOS ANGELES, CA 90010, 3460 Wilshire Blvd., Suite 68, Tel (213) 380-8840
NEW YORK, NY 10170, 420 Lexington Ave., Suite 454, Tel (212) 687-8425
PHILADELPHIA, PA 19422, Dublin Hall, Suite 405, 1777 Walton Rd., Blue Bell, PA, Tel (215) 542-0232
ST. LOUIS, MO 63141, 564 Office Pkwy., Tel (314) 872-9512
SAN FRANCISCO, CA 94123, 1666 Union St., Tel (415) 474-4346
SCOTTSDALE, AZ 85257, 2400 N. 71st St., Suite R, Tel (602) 942-0196
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HIGHTSTOWN, NJ 08520, 13 Lake Dr., Tel (609) 448-9100

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KEENE, NY 12942, Irish Hill Rd., Tel (518) 576-2332
LEVALLOIS, FRANCE 92300, Contact: [illegible], 7 Rue Victor Hugo
LONDON, ENGLAND W1V 8HA, Nassau House, 122 Shaftesbury Ave., Tel 01-734-3052
DUSSELDORF, WEST GERMANY 4000 Dusseldorf 11, Contact: [illegible], [illegible] 132

WESTERN STATE ASSOCIATES, INC.

LOS ANGELES, CA 90036, 5455 Wilshire Blvd., Suite 700, Tel (213) 933-5623
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VANCOUVER, B.C. V6E 3Z3, 1166 Alberni St., Suite 1005, Tel (604) 669-6796

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SECTION II

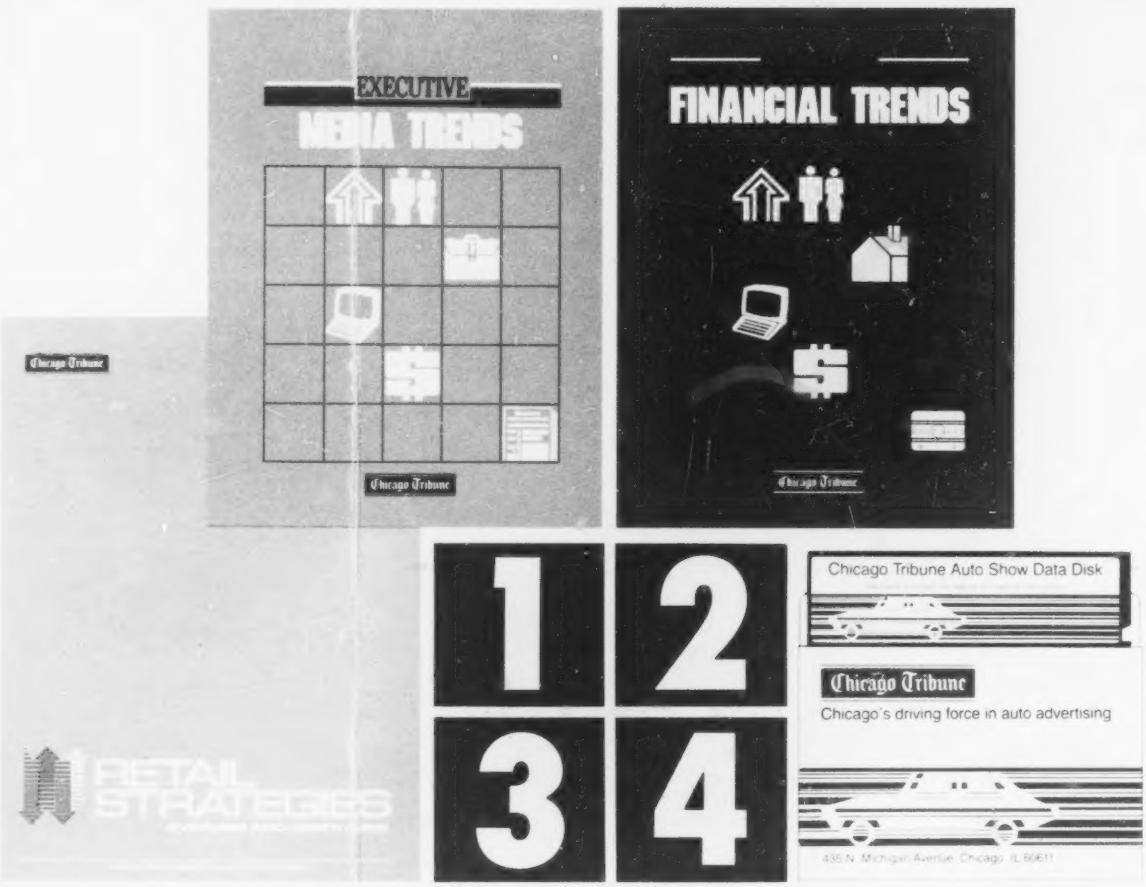
Surveys of Daily Newspaper Cities

Communities in the United States
where daily newspapers are published

United States Daily Newspaper Cities

	Page	Map		Page	Map		Page	Map
Alabama	1	2	Kentucky	136	139	Ohio	256	257
Alaska	7	8	Louisiana	143	144	Oklahoma	275	277
Arizona	9	10	Maine	149	151	Oregon	284	287
Arkansas	14	15	Maryland	152	153	Penasylvania	290	291
California	21	22-23	Massachusetts	155	156	Rhode Island	311	313
Colorado	49	51	Michigan	166	168	South Carolina	314	315
Connecticut	55	57	Minnesota	178	179	South Dakota	318	319
Delaware	62	62	Mississippi	184	186	Tennessee	321	323
District of Columbia	63	—	Missouri	189	191	Texas	328	330-1
Florida	64	65	Montana	198	199	Utah	352	353
Georgia	78	79	Nebraska	201	201	Vermont	354	355
Hawaii	86	86	Nevada	205	206	Virginia	357	358
Idaho	87	89	New Hampshire	207	209	Washington	365	367
Illinois	91	93	New Jersey	211	211	West Virginia	371	373
Indiana	105	107	New Mexico	218	219	Wisconsin	376	377
Iowa	120	121	New York	222	224-5	Wyoming	384	385
Kansas	128	129	North Carolina	241	242	Puerto Rico	387	—
			North Dakota	253	254			

PICK A NUMBER.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FINANCIAL TRENDS
Chicago Tribune
Chicago Tribune
RETAIL
STRATEGIES
1
2
3
4
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SURVEYS OF DAILY NEWSPAPER CITIES

Cities and communities in the United States supporting daily newspapers

ALABAMA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anniston-Calhoun County.
Birmingham-Blount, Jefferson, St. Clair, Shelby, and Walker Counties.
Columbus, GA-AL-Chattahoochee and Muscogee Counties, GA; Russell County, AL.
Dothan-Dale and Houston Counties.
Florence-Lauderdale and Colbert Counties.
Gadsden-Etowah County.
Huntsville-Madison County.
Mobile-Baldwin and Mobile Counties.
Montgomery-Autauga, Elmore and Montgomery Counties.
Tuscaloosa-Tuscaloosa County.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1988
Under 5 Years	301	296	314
5-14 Years	720	645	684
15-24 Years	617	736	780
25-44 Years	791	1.030	1.092
45-64 Years	691	748	793
65 and Over	324	440	465
TOTAL	3.444	3.895	4.128

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr	689	729	1.394
General Mdse	1.308	1.651	2.528
Food	2.440	3.586	4.868
Automobiles	2.611	2.810	5.526
Gasoline Stations	810	1.173	1.188
Apparel	571	837	1.230
Furniture	468	546	1.020
Eat-Drink Places	691	1.080	1.668
Drugs	326	523	788
TOTAL SALES	10.705	14.480	21.822

ALEXANDER CITY

1 - LOCATION: Tallapoosa County. E&P Map C-3. Manufacturing, tourism, timber, and agric. E central portion of state. 75 mi. SE of Birmingham on U.S. Hwy. 280; 45 mi. NE of Montgomery.

2 - TRANSPORTATION: **Railroad**-Norfolk Southern.

Motor Freight Carriers-North Alabama Express; Barnes Freight Bowman Trans.; Georgia Hwy. Express.
Intercity Bus line-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,807; E&P 87 Est. 14,962
County 80 Cen. 38,676; E&P 87 Est. 42,163

4 - HOUSEHOLDS:
City 80 Cen. 4,856; E&P 87 Est. 5,015
County 80 Cen. 13,275; E&P 87 Est. 15,070

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$40,000,000
Commercial	2	$140,000,000

6 - PASSENGER AUTOS: County 28,483

7 - ELECTRIC METERS: Residence 4,075

8 - GAS METERS: Residence 3,645

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 7,000 ($240).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-70; Summer 70-95; Fall 55-80; Winter 5-55. First killing frost, Nov. 10; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alex. City(12)	2	Winn-Dixie, Rose's, Revco, Goodyear, Belk's
Edco(5)		Edco Discount Ctr.
Mill Square(8)	1	Wal-Mart, Winn-Dixie, Harco
B-mart(1)	1	B-mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Rose's; Edco; Belk's; Revco; Harco; Piggly Wiggly; A&P; Winn-Dixie; Wal-Mart; B-Mart.

13 - RETAIL OUTLETS: **Department Stores**-Aland's; Allied; Belk's; Frohsin's.
Discount Stores-Edco; Fred's; Bargaintown; Rose's; Wal-Mart; B-Mart.
Chain Drug Stores-Harco; Revco.
Chain Supermarkets-Piggly Wiggly; Winn-Dixie 2; B-Mart.
Other Chain Stores-Goodyear; Firestone; Western Auto.

14 - NEWSPAPERS: OUTLOOK (m-tues to fri; S) 3,322; sworn Oct. 13, 1986.
Local Contact for Advertising and Merchandising Data: Billy McGhee, Adv. Mgr., OUTLOOK, 139 Church St.; PO Box 999, Alexander City, AL 35010; Tel. (205) 234-4281.
National Representative: Landon Associates.

ANDALUSIA

1 - LOCATION: Covington County. E&P Map C-5. County Seat.

2 - TRANSPORTATION: **Railroads**-SCL/L & N.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 10,415; E&P 87 Est. 11,243
County 80 Cen. 36,850; E&P 87 Est. 38,592

4 - HOUSEHOLDS:
City 80 Cen. 4,251; E&P 87 Est. 4,299
County 80 Cen. 15,213; E&P 87 Est. 14,927

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$167,000,000
Savings & Loan	1	$60,187,000

6 - PASSENGER AUTOS: County 28,582

7 - ELECTRIC METERS: Residence 4,464

8 - GAS METERS: Residence 3,005

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 2,000 ($200); Elect. Util. 175 ($300); Pecan Proc. 200 ($200); Health Care 200 ($200).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Av. Temp.-Spring 65.5; Summer 75.8; Fall N.A.; Winter 55.1. First killing frost, Nov. 10; last killing frost, Mar. 15.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Covington Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Covington Mall(20)	2	JCPenney, Revco, Leons, United Super
Westgate Plz.(6)	2	McCrory's, Harco
East 3-Notch (5)	2	Winn-Dixie, Harco

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Shpg. Ctr.-every night.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Leon's.
Discount Stores-McCrory's; Wal-Mart.
Variety Stores-Family Dollar.
Chain Drug Stores-Harco; Revco.
Chain Food Supermarkets-Winn-Dixie; Piggly Wiggly; Food World.
Other Chain Stores-Sherwin-Williams; Cato's.

14 - NEWSPAPERS: STAR NEWS (m-tues to sat) 3,819; sworn Oct. 29, 1986.
Local Contact for Advertising and Merchandising Data: Steve Hall, Adv. Mgr., STAR NEWS, 209 Dunson St.; PO Drawer 430, Andalusia, AL 36420; Tel. (205) 222-2402.
National Representative: None.

ANNISTON

1 - LOCATION: Calhoun County (MSA). E&P Map C-2. County Seat. Mfg., agric., commercial & military ctr. (Fort McClellan). NE portion of state; 60 mi. E of Birmingham; 100 mi. W of Atlanta.

2 - TRANSPORTATION: **Railroads**-Southern; Seaboard Coast Line.
Motor Freight Carriers-43.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Atlantic Southeast (4 flights per day); Anniston Executive Aviation.

3 - POPULATION:
Corp. City 80 Cen. 29,523; E&P 87 Est. 28,892
CZ-ABC: (80) 69,476
RTZ-ABC: (80) 92,792
County/MSA 80 Cen. 116,936; E&P 87 Est. 126,003
City & RTZ-ABC: (80) 162,268
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,953; E&P 87 Est. 11,000
County/MSA 80 Cen. 39,431; E&P 87 Est. 43,474
CZ-ABC: (80) 24,651
RTZ-ABC: (80) 29,544
City & RTZ-ABC: (80) 54,195

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$781,670,965
Commercial	12	$4,045,581,072

6 - PASSENGER AUTOS: County 89,015

7 - ELECTRIC METERS: Residence 43,653

8 - GAS METERS: Residence 25,323

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood 410; Metals 3,610; Other Durables 1,090; Textile 2,340; Total Non-Mfg. 30,300; Mfg. 11,420.

10 - CLIMATE: Annual Av. Temp.-63; Jan. 41; July 81; Av. Rainfall 66; Altitude (above) 1,000; Growing Season 212 days; Prevailing winds SE 4-8 MPH.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lenlock(18)	5	Shoe Box
Anniston Plz.(10)	NA	Wal-Mart, Eckerd
Quintard Mall(35)	NA	JCPenney, Martin's, SupeRx, Sears
Pelham Plz.	NA	Winn-Dixie, Whitit
Blue Pond	NA	Sky City
Golden Springs(5)	NA	Windsor's Super Valu

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Mon., Thur., Sat.; Discount-7 nights a wk.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Hudson's; Wakefields; Sears; New Berman's, Kitchin's.
Discount Stores-Wal-Mart; Sky City; K mart; Fred's; Martin's.
Chain Drug Stores-SupeRx 2; Eckerd; Big B 3.
Chain Supermarkets-Winn-Dixie; Super-Valu; Warehouse Groceries 3; Food World 2; Valu Foods 2.
Other Chain Stores-Firestone; Friedman's Jewelers; Goodyear; Haverty Furn.; Lorch Diamond; Rhode Furn.; Jefferson Home Furn.

14 - NEWSPAPERS: STAR (e-mon to fri) 31,979; (m-sat) 33,572; (S) 33,083; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John O'Mara, Adv. Dir., STAR, 216 W. 10th St., Anniston, AL 36201; Tel. (205) 236-1551.
National Representative: Branham/Newspaper Sales.

ATHENS

1 - LOCATION: Limestone County. E&P Map C-1. County Seat. Agric. and college ctr. 20 mi. W of Huntsville; 13 mi. N of Decatur; on U.S. Hwys. 31, 72, I-65; State Hwys. 99, 251, 127.

2 - TRANSPORTATION: **Railroads**-Seaboard System.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-13.

3 - POPULATION:
Corp. City 80 Cen. 14,558; E&P 87 Est. 15,868
County 80 Cen. 46,005; E&P 87 Est. 51,145

4 - HOUSEHOLDS:
City 80 Cen. 5,287; E&P 87 Est. 5,892
County 80 Cen. 15,358; E&P 87 Est. 17,701

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$2,996,278,585
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 40,405

7 - ELECTRIC METERS: Residence 20,279

8 - GAS METERS: Residence 1,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. (cotton, corn, hay); Poultry Proc. 800; Clothing 532; Heavy Mach. 836; Electronics 800; Dairying; Cotton Proc.; Univ. Educ.; Automotive Mfg. 1,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-74; Summer 31-92; Fall 44-98; Winter 15-86. First killing frost, Nov. 3; last killing frost, Mar. 16.

11 - TAP WATER: Moderately acid; moderately soft. Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Athens Plaza(15)	2	Rose's, Winn-Dixie, Pic'N Pay Shoes, Cato's
Athens(8)	1	Kroger, Sears, Big B Drug, Otasco
Crutcher(4)	1	Hometown Grocery, Auto Shack, Family Dollar
L&S	1	L&S Foods, K mart, Fred's Discount Dept.

13 - RETAIL OUTLETS: **Department Stores**-Brown's Fabric Ctr., Bennett's; Butler's Furn.; Clem Bumper to Bumper.
Discount Stores-Wal-Mart, Rose's; K mart; Hometown Groceries.
Chain Drug Stores-Revco; Big B.
Chain Supermarkets-L&S; Kroger; Food World, Winn-Dixie.
Other Chain Stores-National; Otasco; Goodyear; Radio Shack.

14 - NEWSPAPERS: NEWS COURIER (m-tues to fri; S) 7,706; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: W.R. Nelson, Adv. Dir., NEWS COURIER, 410 W. Green St.; PO Box 670, Athens, AL 35611; Tel. (205) 232-2720.
National Representative: None.

AUBURN
See OPELIKA

BIRMINGHAM

1 - LOCATION: Jefferson County (MSA). E&P Map C-3. County Seat. Medical and industrial center. 150 mi. W of Atlanta; 250 mi. SE of Memphis; 300 mi. NE of New Orleans.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Southern Railway; Seaboard Systems; Amtrak; Union Pacific; Birmingham-Southern; Illinois Central; Gulf.
Motor Freight Carriers-13.
Intercity Bus Lines-Trailways, Greyhound.
Airlines-Eastern; Delta; United; USAir; Republic; American; Southwest; Continental Express; Florida Express.
Water Transportation-The Warrior-Tombigbee Waterway (9 ft. channel) from areas between Birmingham and Jasper to Mobile and the Gulf carries est. 18,000,000 tons. Birmingport located 20 mi. from Birmingham and other ports both north and south are serviced by a number of barge lines. The Tenn-Tom link to the Tennessee River & the Warrior-Tombigbee provides easy access to

some 13,000 mi. of inland waterways in mid and eastern U.S.

3 - POPULATION:
Corp. City 80 Cen. 284,413; E&P 87 Est. 269,576
CZ-ABC: (80) 714,772
RTZ-ABC: (80) 711,404
County 80 Cen. 671,197; E&P 87 Est. 657,658
MSA 80 Cen. 883,819; E&P 87 Est. 896,038
City & RTZ-ABC: (80) 1,426,176
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 107,233; E&P 87 Est. 105,640
County 80 Cen. 244,177; E&P 87 Est. 247,521
MSA 80 Cen. 316,381; E&P 87 Est. 331,414
CZ-ABC: (80) 257,428
RTZ-ABC: (80) 244,016
City & RTZ-ABC: (80) 501,444

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	11	$3,438,692,928
Commercial	26	$15,969,904,000

6 - PASSENGER AUTOS: County 476,340

7 - ELECTRIC METERS: 295,400

8 - GAS METERS: 170,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metal 11,700 ($449); Fabricated Metal 6,400 ($387); Food & Kindred Prods. 7,300 ($263); Health Servs. 28,300 (N.A.); Trans. 11,400 (N.A.); Fin., Ins. & R.E. 28,300 (N.A.); Whol. Trade 29,600 (N.A.); State & Local Gov't 49,900 (N.A.); Federal Gov't 9,000 (N.A.); Constr. 23,300 (N.A.); Other Services 58,600 (N.A.); Ret. Trade 66,100 (N.A.); Printing & Pub. 5,200 (N.A.).

Principal Pay Days-Paid Wkly. (38 percent); Every two weeks (19.7 percent); twice monthly (1.1 percent); monthly (25.9 percent); 1st & 15th (13.7 percent); other (1 percent).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-85; Summer 53-102; Fall 27-94; Winter 19-76. First killing frost, Nov. 10; last killing frost, Mar. 16.

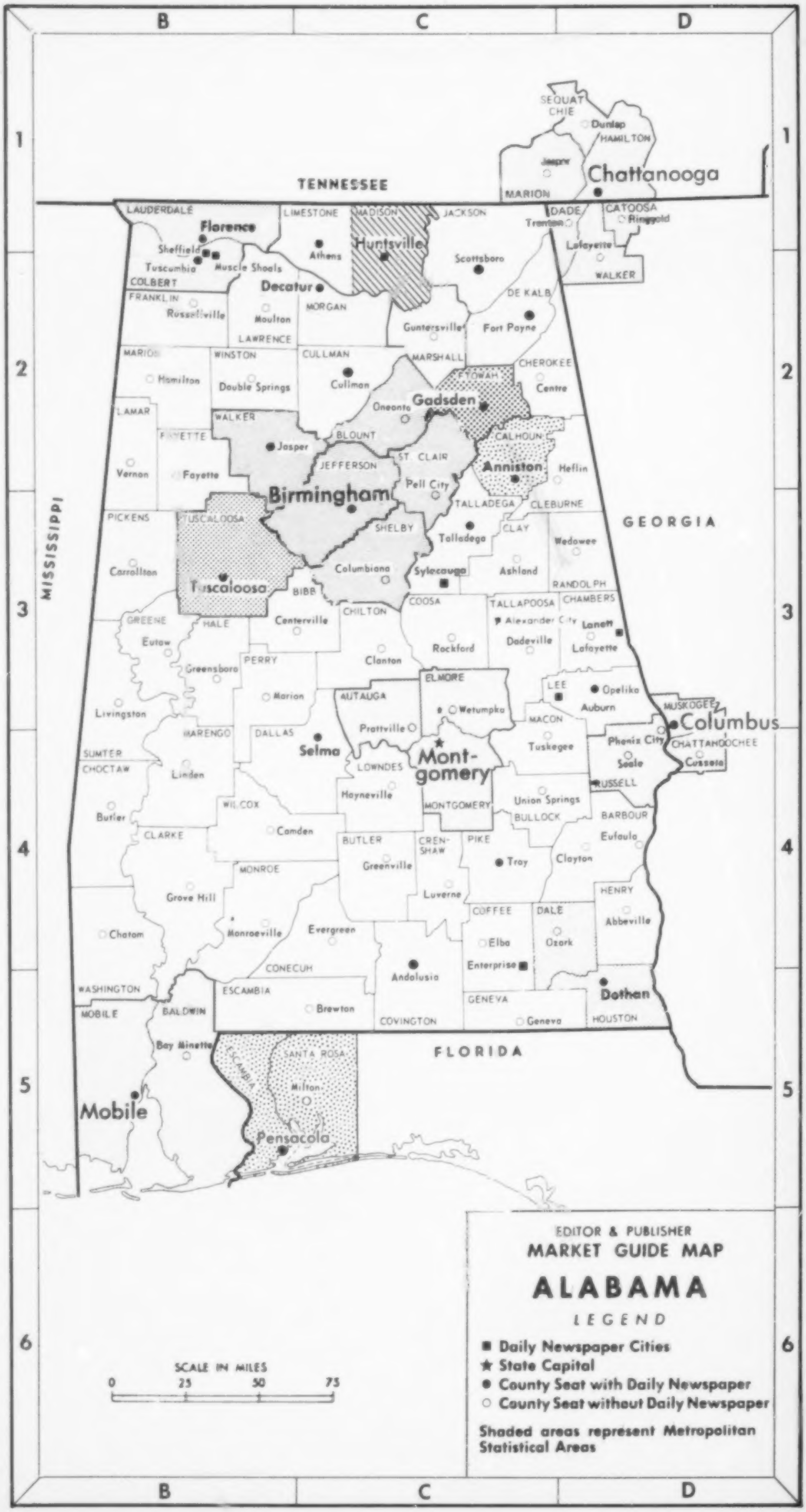
11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Downtown Shopping Center-100 blocks Morris Ave., 8th Ave. N., 14th St. N. and 26th St. N. concentrated in 12 blocks bounded by 1st and 4th Ave. N. and 17th and 21st Sts.

Neighborhood Shopping Centers-(No. of Stores)-Bessemer Plaza (9); Westlake Mall (35); Westtown Plaza (35); Center Point (21); Century Plaza (114); Crestwood (5); Eastlake (3); Easttown Plaza (17); Eastwood Mall (65); Eastwood Shopping Center (16); Five Points West (86); Forestdale (30); Forest Village (3); Green Springs K mart Center (9); Green Valley (14), Hillcrest (10); Hoover Mall (24); Irondale Plaza (6); Parkway East (13); Roebuck Shopping City (18); Shades Mountain (13); Vestavia Hills (55); Village East (24); Eastgate (Center Point) (17); Belleview Plaza (18); Western Hills (60); Gardendale Shopping Center (8); Village Green (28); Brookwood Village Mall (100); Green Springs (Homewood) (14); Shades Creek (48); Hueytown Plaza (15); Centre at Riverchase (30); Red Mountain Plaza (18); Roebuck Plaza (22); Weible Square (10); Green Springs Shopping Center (14); Westgate (7); Hoover Shopping Center (24); Leeds Shopping Center (5); Mountain Brook (10); Midfield Park Shopping Center (21); Pleasant Grove (11); Vestavia (Todd's Mall) (16); Loehmann's Village (50); Riverchase Galleria (200); Queensbury Shopping Center (50).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belleview Plz.(18)	8	Big B, Food World, Wal-Mart
Bessemer Plaza(6)	12	Zayre, Food Giant, Big B Drug
Brookwood(100)	5	Rich's, Pizitz, Winn-Dixie, Blach's
Center Point(21)	6	TG&Y, Consumer Warehouse, Eckerd
Century Plaza(116)	6	Bromberg's, Rich's, Sears, Pizitz, JCPenney
Crestwood	5	Hudd's IGA
Eastgate	NA	Sears, Wickes
Eastlake	6	Goodyear, Western, Firestone
Easttown	11	Food World, Eckerd
Eastwood Mall(72)	6	Newberry's, Parisian, Service Mdse., Yeilding's, Aland's,
Eastwood Plz.(20)	6	K mart, Eckerd, Consumer Whse.
Five Points South	2	Piggly Wiggly


B
C
D
1
2
3
4
5
6
TENNESSEE
MISSISSIPPI
GEORGIA
FLORIDA
Chattanooga
Huntsville
Birmingham
Gadsden
Anniston
Tuscaloosa
Montgomery
Columbus
Dothan
Mobile
Pensacola
EDITOR & PUBLISHER
MARKET GUIDE MAP
ALABAMA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75

Five Points West (86)	5	Parisian, Big B, Woolworth, Western
Forestdale(8)	6	Big B, Sears
Forest Vlg.(36)	6	Winn-Dixie, Eckerd
Gardendale	15	Big B, K mart, Food World, Goodyear
Green Springs (K mart Ctr.)	9	K mart
Green Springs	9	Food World, Handy City
Green Valley	8	Golbro
Hillcrest	10	Eckerd, Food Max, Zayre
Hoover	8	Zayre, Winn-Dixie, Golbro, TG&Y
Hoover Mall(24)	8	Aland's, Zayre, Eckerd
Inverness(10)	NA	Food World
Irondale(6)	NA	Food World, Big B
Leeds	NA	Winn-Dixie, TG&Y, Wal-Mart
Loehmanns Vlg.(50)	10	Loehmann's, Service Mdse., Marshall's
Midfield Park(21)	12	K mart, Homecrafters
Mountain Brook	4	Western, Bromberg's
Palisades(36)	9	Golbro, Eckerd, Winn-Dixie
Pleasant Grove	12	Winn-Dixie
Parkway East	11	Zayre, T.J. Maxx
Queensbury(50)	NA	Big B, Food World
Red Mountain Plz.	6	Big B
Riverchase Galleria(200)	NA	Pizitz, Rich's, Parisian, Macy's, JCPenney
Riverhills(10)	NA	Saunders Hdwe.
River Square	NA	Winn-Dixie, Revco
Roebuck Plz.(25)	8	Consumer Whse., K mart, JCPenney, Pizitz, Western Auto
Roebuck Ctr.	NA	Hancock Fabrics, Food Maxx
Roebuck (K mart)	NA	K mart
Shades Mtn. Plz.	NA	Western Auto
Vestavia Hills	7	Sears, Yeilding's, Western, Parisian
Village Green	15	Winn-Dixie, Eckerd
Village East	6	Zayre, Winn-Dixie, T.J. Maxx
Weibel Sq.(10)	8	Handy City, Big B
Westgate	NA	Food World, Big B
West Lake	14	Sears, Consumer Warehouse
Westtown Plaza	14	Eckerd, Wal-Mart
Western Hills(60)	NA	Pizitz, Aland's, JCPenney, Woolworth, Yeilding's

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Closed-Sun. & Holidays.
Stores Open Evenings-Every evening to 9:00.

13 - RETAIL OUTLETS: Department Stores-Pizitz 7; Sears 6; Blach's 2; Parisian 5; JCPenney 4; Yeilding's 5; Rich's 3; Aland's 3.
Variety Stores-TG&Y 4; Woolworth 5.
Discount Stores-Bargain Town USA 11; Family Dollar 6; Golbro 4; K mart 8; Loehmann's; Service Merchandise 2; Standard Distributors 3; Zayre 7; Marshall's; Wal-Mart 5.
Chain Drug Stores-Alley; Big B 37; Eckerd 14; P&S Apothecary 2.
Chain Supermarkets-Consumer Warehouse 10; Dixie; Food Center 11; Food Town; Food World 12; Piggly Wiggly 7; Western 14; Winn-Dixie 20; Bruno's Food & Pharmacy 2; Food Max 4.
Other Chain Stores-Shoes: Bakers, Bell 2, Buster Brown, Dollar Shoe Box, Shoe Bar 3, Florsheim 3, Shoe City 11, Stride-Rite 3, Kinney 4, Butler 4, Calhoun 2, Pic'n Pay 9, Shoe Corral 2, Sikes 2, Thom McAn, Village Bootery, Wagner's Air Step 2; Ladies' Apparel: Diana Shop; Furniture: Calder 3, Ethan Allen, Jefferson Home 6, Lorch Furn. 2, Marks-Fitzgerald 4, Sokols, Standard 5; Tires: Firestone 12, Goodyear 5; Auto Supplies: Bumper-to-Bumper 19, Genuine Parts 9, Western Auto 7, Auto Shack 14; Jewelry: A&A Ash 2, Bromberg's 4, Busch's 3, Gordon 2, Jobe-Rose 3, Lorchs 7, Zale's.

14 - NEWSPAPERS: POST-HERALD (m-mon to fri) 62,318; NEWS (e-mon to fri) 171,281; (m-sat; hol) 55,061; (e-sat; hol) 147,820; NEWS (S) 218,509; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William McGinnis, Natl. Adv. Mgr., NEWS and POST-HERALD, PO Box 2553, Birmingham, AL 35202; Tel. (205) 325-2230.
National Representative: Newhouse Newspapers Metro Suburbia.

CULLMAN

1 - LOCATION: Cullman County, E&P Map C-2. County Seat. Agriculture, manufacturing, poultry ctr. N central part of state. 50 mi. N of Birmingham.

2 - TRANSPORTATION: Railroads-Seaboard Coast Lines.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Charter Service: Folsom Field.

3 - POPULATION:
Corp. City 80 Cen. 13,084; E&P 87 Est. 13,035
CZ-ABC: (80) 13,084
RTZ-ABC: (80) 54,302
City & RTZ-ABC: (80) 67,386
County 80 Cen. 61,642; E&P 87 Est. 67,601

4 - HOUSEHOLDS:
City 80 Cen. 5,153; E&P 87 Est. 4,981
County 80 Cen. 21,758; E&P 87 Est. 24,779
CZ-ABC: (80) 5,153
RTZ-ABC: (80) 18,541
City & RTZ-ABC: (80) 23,694

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$314,000,000
Savings & Loan	2	$148,000,000

6 - PASSENGER AUTOS: County 54,537

7 - ELECTRIC METERS: Residence 35,419

8 - GAS METERS: Residence 2,759

9 - PRINCIPAL INDUSTRIES: Total Work Force in County 31,750; Elect. Appliances; Metal Prods.; Poultry Proc.; Lumber; Textiles; Files; Distrib. Ctrs.

10 - CLIMATE: An. Min. & Max. Temp.-15-100. First killing frost, Oct. 26; last killing frost, Apr. 8.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cullman(29)	NA	Sears, JCPenney, Foodworld, Belk-Hudson
South Cullman (10)	NA	Harco Drug, Bull Pen
Town Square(6)	NA	Big B, Wal-Mart
East Point(10)	NA	7-Eleven
West Town(7)	NA	Shell

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Ratliff's; Belk-Hudson; JCPenney.
Discount Stores-Bargaintown USA; Wal-Mart; K mart; Family Dollar; Dollar General.
Variety Stores-Elmores.
Chain Drug Stores-SupeRx; Medicine Shoppe; Big B; Harco.
Chain Supermarkets-Piggly Wiggly; 7-Eleven 5; Foodworld; Warehouse Disc. & Groc. 3; Freshvale Whse. Groc.
Other Chain Stores-B.F. Goodrich; Singer Center; Radio Shack; Goodyear; Firestone; Importer's Warehouse; Bookland; Shoe World; Diane Shop; Goodie's.

14 - NEWSPAPERS: CULLMAN TIMES (m-tues to fri) 9,485; (S) 11,962; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ron Platt, Adv. Dir., TIMES, 300 Fourth Ave S.E., Cullman, AL 35055; Tel. (205) 734-2131.
National Representative: None.

DECATUR

1 - LOCATION: Morgan County, E&P Map C-2. County Seat. In heart of Tennessee Valley on U.S. Hwys. I-65, 31; State Hwys. 67, 20, 24.

2 - TRANSPORTATION: Railroads-L&N; Family Line; Norfolk-Southern.
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-United; American; Delta; Atlanta Southeastern; Eastern; Northwest; Continental; Tennessee Airways.

3 - POPULATION:
Corp. City 80 Cen. 42,002; E&P 87 Est. 45,517
CZ-ABC: (80) 50,102
RTZ-ABC: (80) 154,095
County 80 Cen. 90,231; E&P 87 Est. 100,194
City & RTZ-ABC: (80) 204,197

4 - HOUSEHOLDS:
City 80 Cen. 15,183; E&P 87 Est. 16,941
County 80 Cen. 31,369; E&P 87 Est. 36,129
CZ-ABC: (80) 17,860
RTZ-ABC: (80) 52,239
City & RTZ-ABC: (80) 70,099

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$127,140,949
Commercial	5	$429,299,401

6 - PASSENGER AUTOS: County 76,223

7 - ELECTRIC METERS: Residence 18,691

8 - GAS METERS: Residence 3,492

9 - PRINCIPAL INDUSTRIES: Synthetic Fibers; Tire Fabric; Copper & Brass Tubing; Hexagon Steel Nuts; Steel Fab.; Cotton Seed Oil; Insecticides; Fertilizers; Concrete Prods.; Pkg. House Prods.; Dairy Prods.; Pine Coating; Plastics; Foodstuffs; Plywood; Aluminum Extrusion; Boxes & Baskets; Poultry Proc.; Ironwork; Chemicals; Automotive Parts; Steering Gear Assembly; Refrig. & Freezer Prods.
Principal Pay Days-Tues., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-75; Summer 67-90; Fall 52-80; Winter 23-65. First killing frost, Nov. 27; last killing frost, Apr. 8.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Beltline Mall; Gateway Mall; Plumtree Mall (under construction); Wal-Mart Shopping Ctr.; Downtown and Bank St. Areas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	4	K mart
Southland Pl.(15)	2	Brown's Fabric, Bayless
Decatur(15)	1	Lang's Sporting Gds., Consumer Food, SupeRx
Gateway(22)	2	Parisian, Belk's, Sears
Beltline Mall(60)	7	JCPenney, Rogers, Castner Knott, Lane Bryant
Hills(6)	NA	Hills, Barrett Shoes
Plumtree Plz. (under constr.)	NA	Winn-Dixie, Shoe City
Martin's Plz.	NA	Martin's Dept.
Spring Ave.	NA	Centron Lumber, Circle K

Principal Shopping Days-Department Stores-1 p.m.-6 p.m. Sundays, Mon., Thur., Sat.; Food-Fri., Sat.
Stores Open Evenings-Most stores in major shopping centers Thur. and Fri. evenings; Beltline Mall open nightly.

13 - RETAIL OUTLETS: Department Stores-Parisian-Decatur; JCPenney; Sears; Castner-Knott; Rogers.
Discount Stores-Kent's; K mart; Otasco; Wal-Mart; Family Dollar; Hills; Lowe's.
Chain Drug Stores-Lloyd's 3; Big B; SupeRx.
Chain Supermarkets-Kroger; Food World; Giant Foods; Busy Bee 2; Han-D-Way 3; U-Totem; Wholesale Grocery; Family Mart; Winn-Dixie; Piggly Wiggly.
Other Chain Stores-Diana Shop; Village Shop; Shoe City; Singer Co.; Goodyear; Busch's Jewelry; Forbes Pianos; Glidden Paint; Sherwin-Williams; Firestone; General; Goodyear; Uniroyal; Pic 'N Pay Shoes; Western Auto; Southern Sash; Payless Shoes; Lorch's; Radio Shack; Barrett Shoes; General Nutrition; Circle K.

14 - NEWSPAPERS: DAILY (e-mon to fri) 25,649; (m-sat) 25,817; (S) 28,829; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Don Ferguson, Adv. Mgr., DAILY, 201 1st Ave.; PO Box 1527, Decatur, AL 35602; Tel. (205) 353-4612.
National Representative: Landon Associates.

DOTHAN

1 - LOCATION: Houston County, (MSA). E&P Map D-5. 90 mi. SE of state capital, Montgomery; 185 mi. SE of Birmingham; 190 mi. SE of Atlanta; 250 mi. W of Jacksonville; 150 mi. NE of Pensacola.

2 - TRANSPORTATION: Railroads-Atlanta and St. Andrews Bay; CSX; Hartford & Slocomb; Norfolk Southern.
Motor Freight Carriers-23.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Atlantic Southeast (Delta); Eastern Metro Express (Eastern).

3 - POPULATION:
Corp. City 80 Cen. 48,750; E&P 87 Est. 53,947
CZ-ABC: (80) 48,750
RTZ-ABC: (80) 196,571
County 80 Cen. 74,632; E&P 87 Est. 80,936
MSA 80 Cen. 122,453; E&P 87 Est. 125,554
City & RTZ-ABC: (80) 245,321
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,376; E&P 87 Est. 19,782
County 80 Cen. 26,183; E&P 87 Est. 29,486
CZ-ABC: (80) 17,376
RTZ-ABC: (80) 67,084
MSA 80 Cen. 41,351; E&P 87 Est. 44,029
City & RTZ-ABC: (80) 84,460

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$659,546,908
Savings & Loan	2	$254,326,000

6 - PASSENGER AUTOS: County 60,687

7 - ELECTRIC METERS: Residence 18,500

8 - GAS METERS: Residence 8,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 11,440; Durable Goods 6,150; Non-durable Goods 5,290. Constr. 2,630; Whol. & Ret. 14,110; Trans. & Public Util. 3,690; Finance, Insurance, R.E. 1,580; Services 8,620; Gov't 11,920.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-89; Summer 69-97; Fall 53-85; Winter 33-59. First killing frost, Nov. 20; last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown (Main St., Foster St., Oates St.); Northside Mall; Porter Square Mall; Wiregrass Commons Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Circle S.	4	Winn-Dixie, Revco
Circle W.	3	Piggly Wiggly, Big B Drugs
Country Corner	5	Piggly Wiggly, Tru Value
Dogwood Plz.	4	Saad's Jewelers, Claudines
Fountain Plz.	3	Haverty's, Ted's Jewelers
Northside Mall	4	Mont. Ward, Wal-Mart
Porter Sq.	1	JC Penney, Walgreens, McCrory
Wilbro	3	Wilbro
Wiregrass Commons	4	Gayfers, Parisian, Pizitz

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Northside Mall; Porter Sq. Mall; Wiregrass Commons Mall.

13 - RETAIL OUTLETS: Department Stores-Bargain Town; B.C. Moore; Gayfer's; JC Penney; Montgomery Ward; Parisian; Pizitz; Sears.
Chain Drug Stores-Big B; Revco; Walgreens.
Discount Stores-Family Dollar; K mart; Wal-Mart; Zayre.
Chain Supermarkets-A&P; Brunos; Dixie Dandy; Food World 2; IGA 5; Piggly Wiggly 3; Winn Dixie 2.
Other Chain Stores-Ace Hdwe.; Big 10 Tires; Ethan Allen; Firestone; Goodyear; Lorch Jewelry; Lowes; Rex; Rhodes Furn.; Western Auto; Wickes.

14 - NEWSPAPERS: EAGLE (m) 22,603; (S) 25,651; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jack Bennet, Adv. Dir., EAGLE, 203 N. Oates St.; PO Box 1968, Dothan, AL 36302; Tel. (205) 792-3141.
National Representative: Thomson Newspapers.
WIREGRASS TODAY (m-mon to fri) 8,540; (S) 35,220; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Lon Williams, Mktg. Dir., WIREGRASS TODAY, 200 Wiregrass Way, Dothan, AL 36303; Tel. (205) 792-0099.
National Representative: None.

ENTERPRISE

1 - LOCATION: Coffee County, E&P Map C-4. County Seat. Army aviation center. Manufacturing and agricultural center. 27 mi. NW of Dothan. On U.S. Hwy. 84; State Hwys. 27, 134, 167, 248.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways.
Airlines-Trans Air Express.

3 - POPULATION:
Corp. City 80 Cen. 18,033; E&P 87 Est. 21,105
County 80 Cen. 38,533; E&P 87 Est. 42,297
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,334; E&P 87 Est. 7,618
County 80 Cen. 13,430; E&P 87 Est. 15,288

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$26,331,000
Commercial	3	$131,817,000

6 - PASSENGER AUTOS: County 31,692

7 - ELECTRIC METERS: Residence 8,300

8 - GAS METERS: Residence 2,600

9 - PRINCIPAL INDUSTRIES: Cotton and Cottonseed Prods.; Peanut Butter; Peanut Oil; Clothing; Meat Packing; Corn; Cattle; Hogs; Aluminum; Lumber Prods.; Poultry; Poultry Proc.; Weather Radars; Locks; Sportswear; Auto Parts; Fork Lifts.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-93; Summer 57-98; Fall 53-95; Winter 10-85. First killing frost, Nov. 20. last killing frost, Mar. 10.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Plaza(10)	NA	Alatex Outlet
Morgan Sq.(8)	NA	SupeRx
West Gate(36)	NA	B.C. Moore & Sons, Otasco, IGA, Sears
Enterprise(9)	NA	Wal-Mart, JCPenney
Discount Plaza(10)	NA	Enterprise Wholesale
TG&Y Family Ctr.	NA	TG&Y
Boll Weevil Plz.	NA	Winn-Dixie, Harco Drugs

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; TG&Y; Bisk; B.C. Moore & Sons.
Discount Stores-Value Mart.
Chain Drug Stores-Revco; SupeRx.
Chain Supermarkets-Piggly Wiggly; IGA Foodliner; Winn-Dixie.
Other Chain Stores-Sears; Radio Shack; Leons; Otasco; Western Auto; Cato; Shoe City; PayLess Shoes; Easy Pay; Firestone; Danley Furniture; Alpro Auto Parts; Sherwin-Williams.

14 - NEWSPAPERS: LEDGER (e-mon to fri) 6,384; (S) 6,832; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Joan Ziglar, Adv. Mgr., LEDGER, PO Box 1140, Enterprise, AL 36331; Tel. (205) 347-9533.
National Representative: Thomson Newspapers.

FLORENCE-SHEFFIELD-TUSCUMBIA-MUSCLE SHOALS

1 - LOCATION: E&P Map B-1 & B-2 (In Florence MSA). Florence (County Seat) in Lauderdale County, Tuscumbia (County Seat), Sheffield & Muscle Shoals in Colbert County. In NW Alabama, electric power (TVA), chemical, metallurgical, cattle, poultry, agriculture. On Tennessee River; 140 mi. N of Birmingham; 120 mi. S of Nashville; 160 mi. E of Memphis. On U.S. Hwys. 43, 72; State Hwys 2, 13, 17, 20, 157.

2 - TRANSPORTATION: **Railroads**-L&N; Southern.
Water-Tennessee River Barge Service.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-ASA (Atlantic Southeastern); Republic Express.

3 - POPULATION:
Corp. Cities 80 Cen. 66,980; E&P 87 Est. 67,023
Florence 80 Cen. 37,029; E&P 87 Est. 37,417
Sheffield 80 Cen. 11,903; E&P 87 Est. 11,002
Tuscumbia 80 Cen. 9,137; E&P 87 Est. 8,840
Muscle Shoals 80 Cen. 8,911; E&P 87 Est. 9,764
CZ-ABC: (80) 66,980
RTZ-ABC: (80) 68,085
Counties 80 Cen. 135,023; E&P 87 Est. 141,845
Lauderdale 80 Cen. 80,504; E&P 87 Est. 86,105
Colbert 80 Cen. 54,519; E&P 87 Est. 55,740
MSA 80 Cen. 135,023; E&P 87 Est. 141,845
City & RTZ-ABC: (80) 135,065
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 24,591; E&P 87 Est. 24,800
Florence 80 Cen. 13,620; E&P 87 Est. 13,901
Sheffield 80 Cen. 4,612; E&P 87 Est. 4,311
Tuscumbia 80 Cen. 3,291; E&P 87 Est. 3,179
Muscle Shoals 80 Cen. 3,068; E&P 87 Est. 3,409
MSA 80 Cen. 47,388; E&P 87 Est. 51,705
CZ-ABC: (80) 24,597
RTZ-ABC: (80) 22,804
Counties 80 Cen. 47,388; E&P 87 Est. 51,705
Lauderdale 80 Cen. 28,207; E&P 87 Est. 31,348
Colbert 80 Cen. 19,181; E&P 87 Est. 20,357
City & RTZ-ABC: (80) 47,401

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$350,000,000
Commercial	12	$450,000,000

6 - PASSENGER AUTOS: Counties: Lauderdale 63,493, Colbert 41,968

7 - ELECTRIC METERS: Residence 20,158

8 - GAS METERS: Residence 13,785

9 - PRINCIPAL INDUSTRIES: (Metro Area) Industry, No. of Wage Earners-Elect. power generated in Muscle Shoals (TVA hydro & steam plants) is economic base of diversified industry. Primary Metals 5,460; Chem. & Allied Prods. 2,263; Rubber Prods. 1,260; Fab. Metals 580; Food 490; Textile Prods. 550; Stone Clay & Glass Prods. 500; Mach. 1,370. Also University of North Alabama over 5,000 students, 165 teachers.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 70-105; Fall 60-90; Winter 5-70. First killing frost, Oct. 29; last killing frost, Apr. 5.

11 - TAP WATER: Florence-Alkaline, soft; Sheffield and Tuscumbia-Alkaline, hard.

12 - RETAILING: **Principal Shopping Areas-Florence**-8 blocks on Court St.; 7 on Tennessee St.; 3 on Seminary St.; 2 on Mobile St.; 2 on Tombigbee St.; 4 mi. along Florence Blvd.

Sheffield-6 blocks on Montgomery Ave.; 3 on 2nd St.; 2 on Raleigh Ave.; 2 on 3rd St.; 3 on Nashville Ave.; 2 on 4th St.
Tuscumbia-2 blocks on Main St.; 3 on 6th St.; 2 on 5th St.
Muscle Shoals-2 mi. on Woodward Ave.
Neighborhood Shopping Areas-2 blocks on Wood Ave.; in N. Florence; 2 on Huntsville Rd. at Weeden Heights.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Seven Points(17)	2	TG&Y, Jitney Jungle, SupeRx
Four-Lane(18)	1	
Boulevard	3	K mart
Towne Plaza(12)	1	Hancock Fabrics, Jitney Jungle, SupeRx
Southgate Mall(30)	NA	Wal-Mart, Big B Drugs, Jitney, Jungle
Florence Pl.(13)	NA	SupeRx, Jitney Jungle
English Village(15)	NA	Hancock Fabrics, London Shop
Regency Square Mall(70)	NA	Castner-Knott, Sears, Parisian, JC Penney, McCrae's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Some-Mon., Fri. (Shopping Ctrs.-nights).

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Rogers 2; Davis.
Discount Stores-K mart 2; Wal-Mart 2; Family Dollar 2; Factory Discount; Fred's Dollar Store; Dollar General.
Variety Stores-TG&Y
Chain Drug Stores-SupeRx 3; Whorton's 3; Big B 5; Rushing 2; Colbert's 2.
Chain Supermarkets-Jitney Jungle 4; Winn-Dixie 2; Big Star 5; Wilson's 3; Shop Rite 8; Food World 2; Consumer's Warehouse.
Other Chain Stores-Busch's Jewelry; Firestone 2; Goodyear; Pittsburgh Plate Glass; Sherwin-Williams; Southern Sash; Thom McAn; United Paint; Western Auto; Zale's Jewelry; Village Shops 5; Best Jewelry 2; Heileg-Meyers 2; Tommie Lou's; Colony Men's Shop 2; Hancock Fabrics 2; Lerner's; Fashion Conspiracy; Radio Shack 3; Circus World; Parisian; Bookland 2; McCrae's.

14 - NEWSPAPERS: TIMES DAILY (m) 32,263; (S) 35,441; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Cheryl Ferrara, Adv. Dir., TIMES DAILY, PO Box 797, Florence, AL 35631; Tel. (205) 766-3434.

National Representative: Branham/Newspaper Sales.

FORT PAYNE

1 - LOCATION: De Kalb County, E&P Map C-2. County Seat. Manufacturing & agricultural city in the NE portion of state. 90 mi. N of Birmingham, 32 mi. N of Gadsden, 55 mi. S of Chattanooga on I-59. On I-59; U.S. Hwy. 11.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,485; E&P 87 Est. 12,610
County 80 Cen. 53,658; E&P 87 Est. 57,665

4 - HOUSEHOLDS:
City 80 Cen. 4,410; E&P 87 Est. 4,869
County 80 Cen. 19,247; E&P 87 Est. 21,437

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$208,498,000
Commercial	3	(incl. above)

6 - PASSENGER AUTOS: County 40,904

7 - ELECTRIC METERS: Residence 13,400

8 - GAS METERS: Residence 2,082

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Textile 1,500; Bakery 700; Pre-Fab. Housing 600; Fab. Steel 500.
Principal Industry Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-85; Summer 50-95; Fall 20-85; Winter 5-75. First killing frost, Oct. 10; last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-De Kalb Plz., 15 blocks on Gault Ave. S.
Neighborhood Shopping Center-Fort Payne, 1 block on Gault Ave.; Hurley's, 15 blocks on Gault Ave. N.; K mart shpg. ctr., on Hwy. 35.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
De Kalb(6)	NA	Winn-Dixie, Wal-Mart
K mart(3)	NA	K mart, Big B, Food World
Hurley's(3)	NA	Bruce's Foodland

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shpg. ctrs., food, drug.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dollar General.
Discount Stores-Bargain Town; Family Dollar; Pic 'N Pay; K mart; Wal-Mart; Dollar General.
Chain Drug Stores-Harco; Kilgore; Big B.
Chain Supermarkets-Winn-Dixie; Warehouse Markets; Foodland; Food World.

14 - NEWSPAPERS: TIMES JOURNAL (m-tues to sat) 5,800; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Steve Porter, Ret. Adv. Mgr., TIMES JOURNAL, 200 8th St. S.E.; PO Box 349, Fort Payne, AL 35967; Tel. (205) 845-2550.
National Representative: Landon Associates.

GADSDEN

1 - LOCATION: Etowah County (MSA). E&P Map C-2. County Seat. Industrial center. NE part of state, 65 mi. from Birmingham, in Sand Mountain District. Major roads and highways, I-59, I-759; U.S. Hwys. 11, 278, 411, 431; Alabama Hwys. 25, 77, 227.

2 - TRANSPORTATION: **Railroads**-Southern; Seaboard System.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 47,565; E&P 87 Est. 45,881
CZ-ABC: (80) 59,950
RTZ-ABC: (80) 144,460
County/MSA 80 Cen. 103,057; E&P 87 Est. 105,354
City RTZ-ABC: (80) 204,410

4 - HOUSEHOLDS:
City 80 Cen. 18,143; E&P 87 Est. 18,288
County/MSA 80 Cen. 36,864; E&P 87 Est. 39,069
CZ-ABC: (80) 22,401
RTZ-ABC: (80) 50,612
City & RTZ-ABC: (80) 73,013

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$555,589,000
Savings & Loan	2	$168,937,000

6 - PASSENGER AUTOS: County 78,109

7 - ELECTRIC METERS: Residence 41,247

8 - GAS METERS: Residence 25,689

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel 1,900 ($434); Rubber 3,250 ($514); Trucking ($200); Concrete Pipe ($150); Dairy Prods. ($150); Light Mach. (N.A.).
Principal Pay Days-Fri.; Rubber: Tues.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-76; Summer 50-102; Fall 48-90; Winter 12-57. First killing frost, Nov. 2; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-Gadsden Mall, 500,000 sq. ft., 9 blocks on Broad St.; 6 on Chestnut St.; 5 on 4th, 5th, and 6th Streets; Alabama City.
Neighborhood Shopping Centers-W Gadsden-12th and Forrest Ave. E Gadsden-E Broad and Hoke St. Alabama City: Wall St., Rainbow City, N 12th St. Attalla; N 3rd St. and Meighan Blvd.; Noccalula.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rainbow Plz.(22)	2	Food World
Agricola(18)	1	
Gadsden Mall(67)	1	Sears, Pizitz, Belk's
Canterberry Sta.	NA	Food World
Midtown Shopping Ctr.	NA	Gregerson's Whse.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food; Sears; Belk-Hudson; Pizitz; all Mall stores.

13 - RETAIL OUTLETS: **Department Stores**-Pizitz; Martin's; JCPenney, Sears; Belk-Hudson.
Discount Stores-Top Dollar; K mart 2; Wal-Mart 2; Sparko 2; Family Dollar 2.
Chain Drug Stores-Big B 3; Alaco 4; Revco 2.
Chain Supermarkets-Food World 3; Burton's Whse. Foods 2; Gregerson's Warehouse Groceries 3; Winn-Dixie 2.
Other Chain Stores-Otasco 2; Gooyear; Firestone; Radio Shack 2; Diana Shop; Budds; Jarman; Circus World; Gateway Books; Kinney; Lang's Sporting Goods; Stuarts; Brooks Fashions; Pic 'N Pay, Shoe City; Lynn's; Hallmark; Lowes; Marvin's; Bargain Town; Rex Radio & TV.

14 - NEWSPAPERS: TIMES (e) 30,141; (S) 32,454; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bob Smith, Adv. Dir., TIMES, 401 Locust St.; PO Box 188, Gadsden, AL 35999; Tel. (205) 547-7521.
National Representative: Landon Associates.

HUNTSVILLE

1 - LOCATION: Madison County (MSA). E&P Map C-2. County Seat. Corporate area 151 sq mi. In extreme N part of state in heart of Tennessee Valley; 100 mi. N of Birmingham; 105 mi. SW of Chattanooga; 110 mi. S of Nashville; 185 mi. W of Atlanta; 200 mi. E of Memphis. Agricultural, colleges (3), misc. mfg. and textile center. Research, development, engineering and testing of space missiles and military rockets and ballistic missiles for Marshall Space Flight Center and U.S. Army Missile Command. On Florida Short Route, Florida Fast Short Route, Lee Hwy., U.S. Hwys. 231, 431 and 72. Municipal Jetport.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern; Alabama Industrial R.R. (shortline operator).
Motor Freight Carriers-45.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-United; Republic; American; Eastern; Delta; ASA; New Orleans Air; Eastern Metro Express.

3 - POPULATION:
Corp. City 80 Cen. 142,513; E&P 87 Est. 159,678
CZ-ABC: (80) 142,513
Bal. in NDM-ABC: (80) 286,000
County/MSA 80 Cen. 196,966; E&P 87 Est. 225,139
Total NDM-ABC: (80) 428,513

4 - HOUSEHOLDS:
City 80 Cen. 50,424; E&P 87 Est. 58,507
County/MSA 80 Cen. 67,082; E&P 87 Est. 79,528
CZ-ABC: (80) 50,424
Bal. in NDM-ABC: (80) 96,796
Total NDM-ABC: (80) 147,220

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	N.A.
Commercial	6	N.A.

6 - PASSENGER AUTOS: County 179,276

7 - ELECTRIC METERS: Residence 83,488

8 - GAS METERS: Residence 24,514

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Redstone Arsenal 24,000 ($450); Textile & Leather 1,817 ($250); Fabricated Metals 340 ($300); Electronics, Fine Metals 370 ($300); Farm Implements 226 ($275); Constr. 4,100 ($310); Chem. 260; Mach. 1,500; Engineering Res. & Development 11,000 ($450); Univ. Educ.; Cosmetics 500 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 49-72; Summer 67-89; Fall 50-73; Winter 32-52. First killing frost, Oct. 31; last killing frost, Mar. 30.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 blocks around Square; Washington, Jefferson, Clinton.
Neighborhood Shopping Centers-5 Points, 33 Units (Pratt, E. Holmes & 5th); Whitesburg Dr.; Parkway City 66 stores; Huntsville Outlet Mall 11 units; Mall 60 units; Dunnavant's Mall 19 units; Willowbrook 25 units; Haysland-Hamilton Square

28; Madison Sq. 140 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall(60)	3	Rutenbergs, Toys "R" Us, Lerner
Parkway City(66)	4	Parisians, Pizitz, Rutenbergs
Huntsville Outlet	1	Burlington
Haysland-Hamilton Square(28)	6	Foodworld, Big B, Wal-Mart, Eckerd, Winn-Dixie
Dunnavants(19)	1	
Oak Park(14)	3	Radio Shack
Whitesburg(16)	5	Lucky's
Willowbrook(16)	6	Big B
Five Points	2	Star Markets, Propsts
Sycamore Sq.(8)	4	Braggs, Ethan Allen
Madison Sq.(140)	7	JCPenney, Sears, Castner Knott, Parisians, Pizitz, Yieldings
Madison Plz.(15)	7	T.J. Maxx, Food World, Service Mdse.
Crossroads(7)	4	Winn-Dixie, Big B
Madison Sq.	8	Castner-Knotts, Pizitz, Parisian
Governors Dr.(5)	3	Center Drug
Northside(11)	5	Winn-Dixie, Auto Shack
Westbury(10)	4	Goldbro, Big B, Food World
Wal-Mart(4)	3	Wal-Mart, Kroger

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Principal Shopping Center-Thur., Fri., Sun. Suburban-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; Belk-Hudson; Pizitz; Parisian; Blach; Yeilding's; Castner-Knotts.
Discount Stores-K mart 2; Hills; Wal-Mart 4; Edwards Warehouse 2; Rhodes Furn.; Handy City; Service Merchandise 2; Scotties; Goldbro; Family Dollar; Dollar General.
Chain Drug Stores-Walgreens; Eckerd; Propst; Medicine Shoppe; Big B; Kroger; Bruno's; Revco.
Chain Supermarkets-Kroger; Winn-Dixie; Lucky's; Piggly Wiggly; Star Mkt.; Big Bros.; Bruno's; Food World; Warehouse Groc.
Other Chain Stores-Shoes: Butlers, Ford, Jarman, Kinney; Women's Ready-to-Wear: Eleanors, Lerners, Catherine's Stout Shop, Betty G's; Furniture: Sterchi Bros., Rhodes, University Furn. Galleries, Furn. Mart, Heilig-Meyers, Marks Fitzgerald, Edward's, Holderfields, Hale Bros., Furniture Center Valley Home Furnishings; Rubber Goods: Goodyear, Goodrich; Men's Wear: National Shirts, Baileys, Reeds; Jewelers: Dreifus, Brombergs, Lorchs, Zales, Masons, Cross, Kay, Gordons.

14 - NEWSPAPERS: TIMES (e-mon to fri) 57,926; (e-sat) 52,304; (S) 73,723; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: James E. Knowles, Ret. Adv. Mgr., TIMES, 2317 Memorial Pkwy., Huntsville, AL 35807; Tel. (205) 532-4000.
National Representative: Newhouse Newspapers Metro Suburbia.
NEWS (m-mon to fri) 12,751; (m-sat) 11,437; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Fred Holmes, Adv. Mgr., NEWS, 2117 W. Clinton Ave., Huntsville, AL 35804; Tel. (205) 534-2529.
National Representative: Newhouse Newspapers Metro Suburbia.

JASPER

1 - LOCATION: Walker County (In Birmingham MSA). E&P Map B-2. 42 mi. NW of Birmingham. County Seat. Mining, mfg., & agric. (includes cattle, poultry, & timber).

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Illinois Central; Southern; Norfolk Southern.
Motor Freight Carriers-Hiller; Ross Neely; Delta; plus connections with all carriers serving Birmingham; AAA Cooper; Bowman; Rydera; Roadway; Cummings Trailways.
Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,894; E&P 87 Est. 12,628
CZ-ABC: (80) 11,894
RTZ-ABC: (80) 41,023
County 80 Cen. 68,660; E&P 87 Est. 70,704
MSA 80 Cen. 883,819; E&P 87 Est. 896,038
City & RTZ-ABC: (80) 52,917

4 - HOUSEHOLDS:
City 80 Cen. 4,412; E&P 87 Est. 4,736
CZ-ABC: (80) 4,412
RTZ-ABC: (80) 14,160
County 80 Cen. 23,817; E&P 87 Est. 25,409
MSA 80 Cen. 316,381; E&P 87 Est. 331,414
City & RTZ-ABC: (80) 18,572

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$342,000,000
Savings & Loan	2	$167,000,000

6 - PASSENGER AUTOS: County 53,699

7 - ELECTRIC METERS: Residence 14,366

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Mining, Mfg., & Agric.; Approx. 20,000 wage earners (county); 32,030 Civ. Labor Force. Av. Wkly. Wage-N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 55-96; Fall 20-89; Winter 11-77.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jasper Mall(32)	NA	K mart, JCPenney, Zale's, Eckerd
Parklands(40)	NA	Jefferson Home Furn., Sav-Mor Food
Foodworld Plz.	NA	Food World, Big B
Jasper Sq.(17)	NA	Goody's, Lowe's

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; G. May & Sons 2.
Discount Stores-Top Dollar; Bargaintown; Payless; Fred's; Wal-Mart; K mart.
Chain Drug Stores-Big B; Revco.
Chain Supermarkets-Consumer's; Winn-Dixie; Food World; Handy Dandy Minit Mkts. 4; Son's 5; Sav More.
Other Chain Stores-Goodyear; Firestone; Singer; Lorch's.

14 - NEWSPAPERS: MOUNTAIN EAGLE (e-mon to fri) 12,540; (S) 12,167; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Walker, Adv. Dir., MOUNTAIN EAGLE, 1301 E. 19th St., Jasper, AL 35501; Tel. (205) 221-2840.
National Representative: Landon Associates.

LANETT, AL-WEST POINT, GA

1 - LOCATION: Chambers County (AL) and Troup County (GA). E&P Map A-3. Industrial centers. 87 mi. SW of Atlanta. On U.S. Hwy. 29; State Hwys. 18, 103 in GA, in AL 50; I-85.

2 - TRANSPORTATION: **Railroads**-Atlanta & West Point; Western Railway of Alabama; Chattahoochee Valley.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 11,191; E&P 87 Est. 11,746
Lanett, AL 80 Cen. 6,897; E&P 87 Est. 7,748
West Point, GA 80 Cen. 4,294; E&P 87 Est. 3,998
Counties 80 Cen. 89,194; E&P 87 Est. 97,416
Chambers, AL 80 Cen. 39,191; E&P 87 Est. 41,713
Troup, GA 80 Cen. 50,003; E&P 87 Est. 55,703

4 - HOUSEHOLDS:
Cities 80 Cen. 4,236; E&P 87 Est. 4,626
Lanett, AL 80 Cen. 2,644; E&P 87 Est. 3,079
West Point, GA 80 Cen. 1,592; E&P 87 Est. 1,547
Counties 80 Cen. 30,975; E&P 87 Est. 35,117
Chambers, AL 80 Cen. 13,520; E&P 87 Est. 14,982
Troup, GA 80 Cen. 17,455; E&P 87 Est. 20,135

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$50,000,000
Commercial	3	$60,000,000

6 - PASSENGER AUTOS: Counties: Troup, GA 28,053; Chambers, AL 27,465

7 - ELECTRIC METERS: Residence 7,549

8 - GAS METERS: Residence 8,021

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Textile 8,454; Foundry & Mach. 150; Textile Mach. 210.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Valley Plaza(15)	1	Quick Stop, Green Drug, Family Dollar
Cherry Valley(23)	NA	Rose's, Big B, Curtis Mathes, Piggly Wiggly

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-H. Kessler; Bartlett's; Cohen's; Top Dollar; Rose's; Wal-Mart; Otasco.
Variety Stores-Bargain Town.
Chain Drug Stores-Lee's; Big B; Eckerd; Buy Wise.
Chain Supermarkets-Kwik Chek; Piggly Wiggly; Kroger; Winn-Dixie; Food Giant.
Other Chain Stores-Busch Jewelry; Sears (catalog); Diana Shop; Rhodes; Skinner; Cato's.

14 - NEWSPAPERS: VALLEY TIMES NEWS (e-mon to fri) 10,150; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Nell D. Walls, Pub., VALLEY TIMES-NEWS, 220 N. 12th St.; PO Box 627, Lanett, AL 36863; Tel. (205) 644-1101.
National Representative: Landon Associates.

MOBILE

1 - LOCATION: Mobile County (MSA). E&P Map B-5. County Seat. 157 mi. NE of New Orleans in the SW part of Alabama on Mobile River at its entrance into Mobile Bay; southern outlet/inlet Tennessee Tombigbee Waterway; 31 mi. from Gulf of Mexico.

2 - TRANSPORTATION: **Railroads**-Alabama; Seaboard System; Burlington Northern; Illinois Central Gulf; Norfolk Southern; Frisco & Alabama State Docks Terminal (freight).
Important river canal system.
Motor Freight Carriers-60.
Intercity Bus Lines-Greyhound; Colonial Trailways.
Steamship Lines-61 Passenger; 39 Freight.
Airlines-American; Eastern; Northwest; Delta; Air New Orleans.

3 - POPULATION:
Corp. City 80 Cen. 200,452; E&P 87 Est. 213,442
CZ-ABC: (80) 247,395
RTZ-ABC: (80) 496,752
MSA 80 Cen. 442,819; E&P 87 Est. 494,769
County 80 Cen. 364,379; E&P 87 Est. 399,568
City & RTZ-ABC: (80) 744,147

4 - HOUSEHOLDS:
City 80 Cen. 71,400; E&P 87 Est. 77,796
County 80 Cen. 123,090; E&P 87 Est. 139,635
MSA 80 Cen. 149,825; E&P 87 Est. 173,289
CZ-ABC: (80) 86,365
RTZ-ABC: (80) 160,321
City & RTZ-ABC: (80) 246,686

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$4,000,000,000
Commercial	9	$17,000,000,000

6 - PASSENGER AUTOS: County 250,816

7 - ELECTRIC METERS: Total 150,280

8 - GAS METERS: Total 85,165

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Paper & Allied 7,100 ($448); Shipbuilding & Repair 5,900 ($342); Chem. & Allied 4,500 ($430); Lumber & Wood Prods. 2,100 ($246); Food & Allied 2,100 ($172); Whol. & Ret. 36,800; Gov't 27,200; Constr. 11,000; Mfg. 31,000; Servs. 29,800; Trans. 10,400; Fin. 7,300. Also 3 4-yr. colleges and 2 2-yr. colleges-14,900 students.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-76; Summer 72-89; Fall 58-79; Winter 43-62.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Bel Air Mall and Springdale Mall & Plaza-both at intersection of Airport Blvd. & I-65. Mobile Festival Center, a large "off-price" shopping center 1/2 mi. West of Bel-Air Mall-Principal Stores: Wal-Mart, Circuit City.
Neighborhood Shopping Centers-Crichton; Springhill; Government St., Loop; Brookley; Oakdale; Prichard; Chickasaw; Mertz Station; Azalea Road; New U.S. Hwy. 90; Navco; Whistler; Toulminville; Plateau; Tillman's Corner; Hillcrest; Providence Plz.; Plaza Da Malaga; Westwood Plz.; Festival Ctr.; Cottage Hill; Westwood; Kingswood; Regency Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown	NA	Burts, Eckerd, Kretzer's, Olensky's, Woolworth
Bel Air Mall(138)	NA	Sears, JCPenney, Holmes, Parisian, T.J. Maxx
Springdale Plz. & Mall(100)	NA	Gayfers, Mont. Ward, Solo, K&B Drugs, McRae's, Raphael's
Prichard	NA	Eckerd, McCrory
Crichton(14)	NA	Family Dollar, Shoe City
Overlook	NA	Delchamps, McCrory, Kinney Shoes
Springhill Plz. Mall(15)	NA	A&P, Firestone, Big B, McCrory, Eckerd
Springhill Plz.(33)	NA	K&B
Kingswood University(13)	NA	Otasco, A&P, Zayre, Wal-Mart
Regency	NA	Steinmart, K mart, Big B, Food World
Midtown Mart(15)	NA	A&P, Eckerd, Otasco, McCrory
Skyline Plaza	NA	Delchamps, K&B, Greer's
Westgate(12)	NA	Winn-Dixie, Otasco, Radio Shack
Tillman's Corner	NA	Food World, A&P, Goodyear, McCrory
Gulf Dale(12)	NA	Delchamps, Greer's
Airport Blvd.	NA	Hancock Fabrics, Rhodes Furn.

Principal Shopping Days-Food-Thur., Fri., Sat. Others-Mon., Fri., Sat.
Stores Open Evenings-Sears, Gayfer's, Holmes, McRae's, Parisian, Montgomery Ward, JCPenney, Zayre, K mart, Wal-Mart.

13 - RETAIL OUTLETS: **Department Stores**-Gayfer's; Sears; JCPenney; Montgomery Ward; Holmes; McRae's; Parisian.
Discount Stores-Zayre; Dollar General; Plain Value; Scotties; Fred's; T.J. Maxx; Solo; Steinmart.
Variety Stores-McCrory; Woolworth; Family Dollar.
Chain Drug Stores-Eckerd 15; K&B 11; Revco 8; Big B 10; Harco 3.
Chain Supermarkets-Delchamps 24; National; A&P 5; Greer's (Sav Mor) 15; Winn-Dixie 11; Food World (Brunos) 7; IGA 2; Brunos.
Other Chain Stores-Singer Stores; Goodrich; Goodyear; Otasco; Firestone; Rhodes Furn.; Phillips Shoes; Lerner Shops; Gulf Furn.; Lee Optical; Lorch Jewelers; Royal Optical; Pearl Vision Center; Opti World Bakers; Burts; Thom McAn; Trax Tires; Big Ten Tire.

14 - NEWSPAPERS: REGISTER (m-mon to fri) 54,421; PRESS (e-mon to fri) 47,031; PRESS-REGISTER (m-sat) 88,183; (S) 107,620; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John W. Winter, Adv. Dir., PRESS-REGISTER, 304 Gov't St.; PO Box 2488, Mobile, AL 36630; Tel. (205) 433-1551.
National Representative: Newhouse Newspapers Metro Suburbia.

MONTGOMERY

1 - LOCATION: Montgomery County (MSA). E&P Map C-4. State Capital. County Seat. Center of rich farm territory, military center. Maxwell Air Force Base. 90 mi. S of Birmingham, 190 mi. NE of Mobile and 175 mi. SW of Atlanta. Located on Alabama River. Agricultural and livestock shipping center.

2 - TRANSPORTATION: **Railroads**-L&N; W. of AL; Seaboard Coast Line; Southern; Illinois Central Gulf; Norfolk Southern Corp.
Motor Freight Carriers-48.
Intercity Bus Lines-Montgomery Area Transit System.
Airlines-Delta; Northwest Orient; Atlantic Southeastern; Eastern Metro Express; Eagle Air.

3 - POPULATION:
Corp. City 80 Cen. 177,857; E&P 87 Est. 195,824
CZ-ABC: (80) 177,857
RTZ-ABC: (80) 435,955
County 80 Cen. 197,038; E&P 87 Est. 215,052
MSA 80 Cen. 272,687; E&P 87 Est. 300,662
City & RTZ-ABC: (80) 613,812

4 - HOUSEHOLDS:
City 80 Cen. 62,716; E&P 87 Est. 71,383
County 80 Cen. 68,471; E&P 87 Est. 77,464
MSA 80 Cen. 92,692; E&P 87 Est. 105,989
CZ-ABC: (80) 62,716
RTZ-ABC: (80) 145,232
City & RTZ-ABC: (80) 207,948

5 - BANKS	NUMBER	DEPOSITS
All Banks	NA	$1,955,571,000

6 - PASSENGER AUTOS: County 143,728

7 - ELECTRIC METERS: Residence 69,693

8 - GAS METERS: Residence 67,984

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (MSA)-Total-122,700; Mining and Quarrying 100; Constr. 9,500; Mfg. 17,700; Trans., Commun. & Pub. Util. 4,700; Whol. & Ret. Trade 27,900; Fin., Ins., & R.E. 7,300; Servs. 24,300;

State & Local Gov't 24.100; Other 1.800.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-89; Summer 68-98; Fall 45-76; Winter 37-61. First killing frost, Nov. 30; last killing frost, Mar. 17.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Dexter Ave.; 1 on Court Sq.; 1 on Montgomery St., 2 on Commerce St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol Pkwy.(15)	NA	Sewing Basket
Capitol Plaza(15)	NA	Winn-Dixie
Cloverland(38)	NA	IGA
Country Club(6)	NA	Winn-Dixie
Dalraida(3)	NA	Winn-Dixie
Eastdale Mall(86)	NA	Pizitz, Sears, Parisians, Gayfers
East Montgomery Plaza(10)	NA	Super Foods, TG&Y
Eastbrook(33)	NA	Super Foods
Fairview Plaza(6)	NA	Winn-Dixie, Otasco, Revco
Fairview West(6)	NA	Food World
Forest Hills(12)	NA	Revco
Gay Meadows(8)	NA	D.W. Moody Hdwe.
Governers Sq.(33)	NA	County Market
McGehee Plz.	NA	Bruno's
Montgomery Mall(45)	NA	JCPenney, Gayfer's, Food World
Normandale(45)	NA	Winn-Dixie
Norman Bridge South(9)	NA	Shoe-City
Perry Hill(7)	NA	Super Foods
Southside(15)	NA	Winn-Dixie
Twin Oaks (22)	NA	T.J. Maxx
Union Sq.(27)	NA	Service Mdse.
Vaughn Plz.	NA	Winn-Dixie
Westminister(8)	NA	World Bazaar, A&P
Zelda Plz.	NA	Lupos, Benetton

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mall open every night to 9:00; Sun. 1 to 6; rest open Mon., Thur., Fri. to 9.

13 - RETAIL OUTLETS: **Department Stores**-Gayfer's 2; JCPenney; Sears; Parisians; Pizitz.
Discount Stores-Zayres 2; Service Merchandise 2; TG&Y; K mart 2; Wal-Mart 2.
Variety Stores-Kress; H.L. Green.
Chain Drug Stores-Dixie Rexall; Revco 4; Eckerd 4; SupeRx; Price 2; Cig 4; Phar Mor.
Chain Supermarkets-A&P 2; Bruno's 2; Big Bear/Super Foods 8; Big Apple 2; Food World 3; Family Mart; IGA 2; Jr. Food Mart 6; Spectrum 10; Southern Pantry 6; Winn-Dixie 10; Zippy Mart 11.
Other Chain Stores-Firestone; Goodyear; Singer Co.; T.J. Maxx; Goodrich, Uniroyal; S & K; Otasco; Lowe's; Zachry's; Rhodes; Zale's; West Building; County Mkt.; Supersaver Warehouse; Circuit City.

14 - NEWSPAPERS: ADVERTISER (m-mon to fri) 50,682; JOURNAL (e-mon to fri) 18,122; JOURNAL & ADVERTISER (sat) 63,078 (S) 84,316; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Thomas E. Privett, Adv. Mgr., ADVERTISER and JOURNAL, 200 Washington St., Montgomery, AL 36104; Tel. (205) 262-1611.
National Representative: Branham/Newspaper Sales.

MUSCLE SHOALS
See FLORENCE

OPELIKA-AUBURN

1 - LOCATION: Lee County, E&P Map D-3. County Seat. Farming, dairying, textile and industrial center. In SE Alabama 25 mi. from Georgia line.

2 - TRANSPORTATION: **Railroads**-Western Rwy. of Alabama; Central of Georgia.
Motor Freight Carriers-15.
Intercity Bus Lines-Crescent Trailways; Greyhound; Tiger; Ingram.

3 - POPULATION:
Corp. Cities 80 Cen. 50,221; E&P 87 Est. 54,186
Opelika 80 Cen. 21,896; E&P 87 Est. 25,244
Auburn 80 Cen. 28,471; E&P 87 Est. 28,942
CZ-ABC: (80) 50,367
RTZ-ABC (80) 82,797
County 80 Cen. 76,283; E&P 87 Est. 82,662
City & RTZ-ABC: (80) 133,164
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,009; E&P 87 Est. 19,500
Opelika 80 Cen. 7,685; E&P 87 Est. 9,041
Auburn 80 Cen. 10,324; E&P 87 Est. 10,459
CZ-ABC: (80) 18,009
RTZ-ABC: (80) 28,617
County 80 Cen. 26,973; E&P 87 Est. 30,410
City & RTZ-ABC: (80) 46,626

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$30,000,000
Commercial	8	$270,000,000

6 - PASSENGER AUTOS: County 54,351.

7 - ELECTRIC METERS: Residence 22,000.

8 - GAS METERS: Residence 12,172.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 3,023 (N.A.); Creamery 160 (N.A.); Foundry 100 (N.A.); Recording Tape 1,200 (N.A.); Auto Tires 1,300 (N.A.).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-85; Summer 70-100; Fall 50-88; Winter 18-72. First killing frost, Nov. 10; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Two-mile stretch on Opelika-Auburn Parkway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway Plz.(30)	NA	Fashion Bug, Big Ten Tire, Wilbro
Village Mall(35)	NA	Zales, Gayfer's, Sears, JCPenney

Principal Shopping Days-Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Gayfer's; Sears; JCPenney.
Discount Stores-Wal-Mart 2; K mart.
Chain Supermarkets-A&P 2; Winn-Dixie 2; Kroger 2; Super Foods; Consumer Foods.
Other Chain Stores-Rhodes Furn.; Skinner Furn.; Sherwin-Williams; Eleanor Shop; Diana Shop; Lorch's; Lowe's; Farmers Furn.; Rex.; Cato's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,880 (S) 14,295; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Don Watson, Adv. Dir., NEWS, 3505 Pepperell Parkway; PO Drawer 2208, Opelika, AL 36802; Tel. (205) 749-6271.
National Representative: Thomson Newspapers.

SCOTTSBORO

1 - LOCATION: Jackson County, E&P Map C-2. County Seat. 40 mi. E of Huntsville.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Trailways.
Barge-On Tennessee River.

3 - POPULATION:
Corp. City 80 Cen. 14,758; E&P 87 Est. 14,692
County 80 Cen. 51,407; E&P 87 Est. 52,457

4 - HOUSEHOLDS:
City 80 Cen. 5,269; E&P 87 Est. 5,438
County 80 Cen. 17,689; E&P 87 Est. 18,710

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$227,758,116
Savings & Loan	1	$13,450,000

6 - PASSENGER AUTOS: County 37,818.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Clothing; Bath Mats; Agric.; Lumber and Timber Area; Cotton; Corn; Printing; Textiles; Fabrication; Air Conditioning Components; Bus. Furn.; Cardboard; Power Production; Tire Cord; Apparel; Carpet Yarn; Store Fixtures.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-85; Summer 63-92; Fall 35-90; Winter 32-58. First killing frost, Oct. 31; last killing frost, Mar. 30.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Center**-Downtown area and Courthouse Sq.
Neighborhood Shopping Centers-Scottsboro Shpg. Ctr.; Holiday Ctr.; Scottsboro Plz.; Jackson Sq.; K mart Ctr.; Scottsboro Sq.; 420 Outlet (county).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Section	5	Foodland
Grant	8	Foodland
Woodville	12	Shop-E-Z Foods
Stevenson	14	Piggly Wiggly, Shop Rite
Pisgah	10	Super Valu
Rainsville	18	Lucky, Foodland

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Most to 8 nightly and 9 on Fri. & Sat.; Lucky; Piggly Wiggly; Kroger; Foodland exc. Sun.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Derrick's; Parks; Kennamer's; Hammer's; Cato's; Sears; Otasco.
Discount Stores-Woolworth; Family Dollar; K mart; Wal-Mart.
Chain Drug Stores-Big C; Hodges; Harco; Revco; Kroger; K mart.
Chain Supermarkets-Piggly Wiggly; Lucky; Jitney Jungle; Shop Rite; Foodland.
Other Chain Stores-Goodyear; Goodrich; Lorch Jewelry; Pacific Finance; Pic 'N Pay Shoes; Radio Shack; Shoe City.

14 - NEWSPAPERS: SENTINEL (m-tues to fri: S) 5,201; Sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Anita Bynum, Asst. Sec., SENTINEL, 704 E. Laurel St.; PO Box 220, Scottsboro, AL 35768; Tel. (205) 259-1020.
National Representative: General Advertising Service.

SELMA

1 - LOCATION: Dallas County, E&P Map C-4. County Seat. On Alabama River, center of state Agric. and cattle section.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern; Seaboard System.
Waterways-Navigable River to Port of Mobile.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,684; E&P 87 Est. 27,703
County 80 Cen. 53,981; E&P 87 Est. 56,142

4 - HOUSEHOLDS:
City 80 Cen. 9,201; E&P 87 Est. 9,583
County 80 Cen. 17,590; E&P 87 Est. 18,991

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$280,000,000
Commercial	5	$385,000,000

6 - PASSENGER AUTOS: County 31,904.

7 - ELECTRIC METERS: Residence 17,644.

8 - GAS METERS: Residence 19,092.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber 808; Cigar Mfg. 282; Lock Mfg. 487; Lawn Mowers 110; Table Mfg. 400; Garment 990; Packaging 254; Bricks 51; Farm Mach. 60; Tractor Mfg. 475; Paper 428; Windshields 180; Glass 180; Candy 350; Aluminum Prods. 285; Air-Craft 500; Apparel 500.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-79; Summer 70-98; Fall 58-89; Winter 20-60. First killing frost, Nov. 30; last killing frost, Mar. 3.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Broad St. (3 blocks E & W).
Neighborhood Shopping Centers-N Broad St. 12; Selmont; E Selma; W Selma; Citizen's Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gastons(6)	NA	IGA
Satterfield(5)	4	Winn-Dixie
Selma(45)	5	Sears, JCPenney
Valley Creek(4)	5	Piggly Wiggly, Wal-Mart

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Kaysers; JCPenney; Leon's; Bealls.
Discount Stores-Wal-Mart.
Variety Stores-S.H. Kress; Family Dollar; Top Dollar; Bill's Dollar.
Chain Drug Stores-Carters; Walgreens; Pilcher-McByrde Rexall; Eckerd; Revco; Copeland; Big B.
Chain Supermarkets-Winn-Dixie; IGA; Piggly Wiggly; Foodland; Big Bear; Kwik Way; Washington St.; Food World.
Other Chain Stores-Firestone; Goodrich; Goodyear; Zale's Jewelry; Lorch's; White Auto; Hancock Fabric; Firestone; Pic 'N Pay Shoes; Homecrafters; Diana Shops; Butlers Shoes; The Junction; Cato; Kenwins Dress For Less; Payless Shoes; Wise Fashions; Skinner Furn.; Whol. Bedding; Footscene.

14 - NEWSPAPERS: TIMES-JOURNAL (m-mon to fri; S) 9,682; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: H. Shelton Prince, Jr., Pub., TIMES-JOURNAL, 1018 Water Ave., Selma, AL 36701; Tel. (205) 875-2110.
National Representative: Landon Associates.

SHEFFIELD
See FLORENCE

TALLADEGA-SYLACAUGA

1 - LOCATION: Talladega County, E&P Map C-3. County Seat. 54 mi. E of Birmingham. On U.S. Hwys. 280, 231; State Hwys. 21, 77.

2 - TRANSPORTATION: **Railroads**-Southern; L&N; ACL.
Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. Cities 80 Cen. 31,836; E&P 87 Est. 33,038
Sylacauga 80 Cen. 12,708; E&P 87 Est. 13,143
Talladega 80 Cen. 19,128; E&P 87 Est. 19,895
County 80 Cen. 73,826; E&P 87 Est. 77,387

4 - HOUSEHOLDS:
Cities 80 Cen. 10,727; E&P 87 Est. 11,302
Sylacauga 80 Cen. 4,679; E&P 87 Est. 4,879
Talladega 80 Cen. 6,048; E&P 87 Est. 6,423
County 80 Cen. 24,061; E&P 87 Est. 26,252

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$36,272,800
Commercial	5	$153,239,200

6 - PASSENGER AUTOS: County 51,031.

7 - ELECTRIC METERS: Residence 19,215.

8 - GAS METERS: Residence 10,775.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Textiles & Bags 4,235; Machine Foundry 930; Lumber & Box Mfg. 435; Brooms & Mops 250; Mining 250; Comm. Printing 865; Newsprint 2,000; Misc. 1,520.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-98; Summer 45-109; Fall 14-109; Winter 5-85. First killing frost, Oct. 21; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, medium hard; not fluoridated (Talladega); fluoridated (Sylacauga).

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northgate	NA	Wal-Mart
Marble City(11)	NA	
Ogletree(14)	NA	Bargaintown, Wal-Mart
Sylacauga(5)	NA	Sears, Harco, Family Dollar
Syla. Shopping Square(3)	NA	Winn-Dixie, K mart, Carport
Talladega Plaza(4)	NA	Carport, Family Dollar, Volume Shoes, Sears
Talladega(19)	NA	Winn-Dixie, Harco, Belk-Hudson, Woolworth

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Hudson; Maudee's; Helen's; Sears (catalog); Cohen's 2; Allied; Kitchens.
Discount Stores-Top Dollar; Bargaintown USA; Lee's; K mart 2; Wal-Mart 2.
Variety Stores-Woolworth 2.
Chain Drug Stores-Harco 2; Buy Wise; Big B.
Chain Supermarkets-Winn-Dixie 4; Super Valu 2; Food Town; Food World.
Other Chain Stores-Western Auto 2; Goodyear 2; Kenwin 2; Sherwin-Williams 2; Diana Shops; Cato's; Braswell Furn.; Marvin's; Snow's; Foote Bros.; Shoe City; Pic-N-Pay.

14 - NEWSPAPERS: HOME (m) 11,713; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Jay Thornton, Pub., HOME, PO Box 977, Talladega, AL 35160; Tel. (205) 362-1000.
National Representative: None.

TROY

1 - LOCATION: Pike County, E&P Map C-4. County Seat. Agriculture, cattle, hog, broiler, mining & industrial area. Timber & pulpwood, miscellaneous manufacturing, wholesale grocery, drug.

insecticide distributing center. Distribution Headquarters (14 Counties) State Hwy. Department. Central SE part of state, 44 mi. from Montgomery.

2 - TRANSPORTATION: Railroads-Seaboard-Coastline; Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,587; E&P 87 Est. 13,489
County 80 Cen. 28,050; E&P 87 Est. 29,248

4 - HOUSEHOLDS:
City 80 Cen. 4,160; E&P 87 Est. 4,646
County 80 Cen. 9,525; E&P 87 Est. 10,285

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$56,395,000

6 - PASSENGER AUTOS: County 18,814

7 - ELECTRIC METERS: Residence 3,963

8 - GAS METERS: Residence 2,080

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Woodworking 497; Textiles 511; Fertilizer-Insecticides 116; College 615; Truck Body 115; College/State University (5,732 students, 180 faculty).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-81; Summer 69-91; Fall 56-76; Winter 38-58.

11 - TAP WATER: Alkaline, slightly hard; fluoridated

12 - RETAILING: Principal Shopping Center-10 blocks on 4 sts., Troy Plz.; Park Lane.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Parklane(6)	NA	Piggly Wiggly, Sears, Fred's Dollar Store
Troy Plz.(8)	NA	Winn-Dixie
Southland Village	NA	Piggly Wiggly, TG&Y

Principal Shopping Days-Mon. through Sat., 1 pm Sun.

13 - RETAIL OUTLETS: Department Stores-Rosenberg's; Leon's; Stanton's; Wal-Mart; Town Sq.
Variety Stores-Fred's.
Discount Stores-Bargaintown USA; Top Dollar.
Chain Drug Stores-SupeRx; Harco.
Chain Supermarkets-Piggly Wiggly; IGA; Winn-Dixie; Junior Foods; Food World.
Other Chain Stores-Diana Shops; Goodyear; Sears; Kenwin; Eleanor Shops; Baxter Shoes; Firestone; Kitchen Withit Shoes.

14 - NEWSPAPERS: MESSENGER (m-tues to fri; S) 2,896; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Deedie Domizio, Adv. Mgr., MESSENGER, 113 N. Market St., PO Box 727, Troy, AL 36081; Tel. (205) 566-4270
National Representative: General Advertising Service.

TUSCALOOSA

1 - LOCATION: Tuscaloosa County (MSA). E&P Map B-3. County Seat. 50 mi. SW of Birmingham; largest city between Birmingham & Mobile; U.S. Hwy. 82, 11, 43, I-20, I-59. Industrial, lumber, agricultural cattle raising, university and institutional town.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Norfolk-Southern (freight); L&N; Mississippi; Southern.
Barge Lines-To Port of Mobile, New Orleans, Chicago, Houston & points on Tennessee, Tombigbee, Mississippi & Ohio Rivers.
Motor Freight Carriers-14
Intercity Bus Lines-Greyhound; Trailways; ATS Trans. Service.
Airlines-Atlantic Southeastern; American Eagle; Delta.

3 - POPULATION:
Corp. City 80 Cen. 75,143; E&P 87 Est. 74,857
NDM-ABC: (80) 137,541
County/MSA 80 Cen. 137,473; E&P 87 Est. 143,151

4 - HOUSEHOLDS:
City 80 Cen. 26,147; E&P 87 Est. 27,456
NDM-ABC: (80) 46,820
County/MSA 80 Cen. 46,800; E&P 87 Est. 51,177

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$325,000,000
Commercial	6	$685,000,000

6 - PASSENGER AUTOS: County 94,606

7 - ELECTRIC METERS: Residence 56,671

8 - GAS METERS: Residence 29,626

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tire Plant 2,080 ($510); Lumber 1,800 ($325); Chem. 157 ($475); Coal 2,000 ($580).
Principal Industrial Pay Days-Tues., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-83; Summer 70-92; Fall 51-76; Winter 34-56. Rainfall 54 in.; Growing Season 232 days.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on University Blvd.; 4 on Greensboro Ave.; 3 on 6th St.
Neighborhood Shopping Centers-15th St. & 5th Ave.; 12th to 14th Aves. on 5th St.; 18th to 22nd Sts. on G'boro Ave.; Alberta City; 10th Ave. & 15th St.; West Park; 82 Bypass; Also 6 blocks in Northport; McFarland at 15th St.; McFarland at Skyland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Parkview(29)	2	A&P
City Center	2	City Furn.
Westgate	3	Winn-Dixie, Harco
Leland(13)	4	Winn-Dixie (Kwik-Chek), Harco
Northgate	2	Food Center
McFarland Mall(51)	6	Gayfer's, Zayre, Winn-Dixie
Woodsquare	2	
K mart	5	K mart
Bama(13)	3	Kroger, Wal-Mart
University Mall(95)	5	Sears, Pizitz, JCPenney, Parisians, Bruno
Northwood	4	Kroger, McCrory's Piggly Wiggly

Principal Shopping Days-Dept. Stores-Mon., Thur., Fri. Food: Thur., Fri., Sat., Mon.
Stores Open Evenings-Food-Fri. (some 6 nights, 8 open 24 hours).
Shopping Centers-6 nights until 9.

13 - RETAIL OUTLETS: Department Stores-Adrians; JCPenney; Pizitz; Sears; Raymon's; Gayfer's; Parisians.
Variety Stores-Woolworth; McCrory's.
Discount Stores-Top Dollar; K mart; Fred's; Wal-Mart; Family Dollar; Zayre; Dollar General.
Chain Supermarkets-A&P; Piggly Wiggly 4; Winn-Dixie 3; Food World 2; Kroger 2; Consumer Warehouse 2; Bruno's.
Other Chain Stores-Women's Apparel: Eleanor Shop, Smart & Thrifty; Shoes: Butler's; Paint: Glidden, Sherwin-Williams; Hdwe.: Westcash, Lowe's, Homecrafters; Jewelry: Lorch's, Busch's; Auto Parts: Bumper to Bumper, Carport, Sellers Auto; General: Radio Shack, Baskin-Robbins, Singer, Hancock Fabric, Otasco.

14 - NEWSPAPERS: NEWS (e) 34,556; (S) 38,953; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Joe H. Junkin, Ret. Adv. Mgr., NEWS, 2001 6th St.; PO Drawer 1, Tuscaloosa, AL 35402; Tel. (205) 345-0505.
National Representative: Branham/Newspaper Sales.

TUSCUMBIA
See FLORENCE

ALASKA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anchorage-Anchorage Borough.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	32	38	47
5-14 Years	71	70	87
15-24 Years	64	82	102
25-44 Years	88	146	182
45-64 Years	41	55	69
65 and Over	7	12	15
TOTAL	303	403	502

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat. Hdwr	150	340	638
General Mdse	227	334	501
Food	427	692	918
Automobiles	241	410	791
Gasoline Stations	103	206	204
Apparel	69	127	184
Furniture	59	128	234
Eat Drink Places	254	405	599
Drugs	80	136	201
TOTAL SALES	1,831	3,227	4,776

ANCHORAGE

1 - LOCATION: Anchorage County. E&P Map B-3 (MSA). Largest city in Alaska. Wholesale and retail distribution center for area extending 800 mi. W. Headquarters for Alaska's corporations, banks, communications, health facilities, petroleum industry, military establishment. Hub of rail, air and highway transportation. On main highway connecting W Alaska and U.S. via Canada; 550 mi. W of Juneau; 350 mi. S of Fairbanks; 1,450 mi. NW of Seattle.

2 - TRANSPORTATION: Railroads-Alaska.
Motor Freight Carriers-23.
Freight Steamship Lines-6.
Intercity Bus Lines-Alaska-Yukon Motorcoaches; Kenai Peninsula Bus Lines; Anchorage Transit (People Mover); Mat-Valley Commuter; Greyline.
Airlines-20. Intermediate stop of international flights: China Air; Flying Tigers; Air France; British Airways; Japan Airlines; KLM; Korean; Lufthansa; Sabena; Scandinavian Airways. Interior: Delta; Alaska; Northwest; Reeve Aleutian; Air Cal; TWA; Mark Air; United; Southcentral; Eastern; Hawaiian; Air Pac; ERA; Swiss Air. Air Taxi 60; Helicopters 14.

3 - POPULATION:
Corp. City 80 Cen. 173,017; E&P 87 Est. 249,375
MSA/County 80 Cen. 173,017; E&P 87 Est. 249,375
NDM-ABC: (80) 225,877

4 - HOUSEHOLDS:
City 80 Cen. 60,042; E&P 87 Est. 89,974
MSA/County 80 Cen. 60,042; E&P 87 Est. 89,974
NDM-ABC: (80) 77,404

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$40,839,000
Commercial	15	$3,977,227,000

6 - PASSENGER AUTOS: County 135,573

7 - ELECTRIC METERS: Residence 85,558

8 - GAS METERS: Residence 58,645

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Gov't 26,600; Whol. & Ret. Trade 29,000; Irons 4,250; Constr. 8,500; Mfg. 2900; Petroleum; Servs. 27,200; Trans., Commun., Util. 9,700; Insurance, R.E., Finance [illegible]350; Mining 4,400.

10 - CLIMATE: Av. Temp. Jan. 13 degrees; July 57 degrees. An. rainfall 9 in.; av. an. snowfall 70 in.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-33 blocks on 4th, 5th and 6th Aves.; 20 blocks on Northern Lights Blvd.; 20 blocks on Dimond Blvd.; 10 blocks Northway Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aurora Vlg.(12)	3	Carr's, Payless, Pay 'N Pak
Boniface	6	Pay'N Save, Safeway
Country Village	4	Discount Fabrics
Dimond(160)	6	Safeway, Pay'N Save, Lamont's
Carr's Dimond	6	Carr's, Payless
Eastgate(11)	4	Carr's, Payless
Mountain View	2	Market Basket
Northern Lts.(15)	2	Safeway, Pay'N Save
Northway Mall(73)	NA	Safeway, Pay'N Save, Lamont's
Post Office Mall		Book Cache
Southcenter	5	
Spenard University	4	Lamont's, Pay'N Save
Univ. Ctr.(34)	NA	Safeway, Book Cache
Sears Mall(30)	3	Sears, Carr's, Payless
West Side City	8	
Eagle River(6)	15	Carr's, Payless

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Nordstrom; JC Penney; Sears; Lamont's 3; Sportswest 2.
Discount Stores-Fred Myer 2; Price Savers; Cosco.
Variety Stores-Woolworth; B&J.
Chain Drug Stores-Pay'N Save 6; Payless 9; Rexall; Long's 2.
Chain Supermarkets-Carr's 9; Safeway 6; Proctor's; Prairie Mkt. 2; Foodland 3.
Other Chain Stores-Klopfensteins (men's); Zale's 3; Kinney Shoes 3; Pay 'N Pak; Jay Jacobs 2; McMahan's Furn.; Pacific Fabrics; Singer 2; Discount Fabrics; Leed's Shoes 2; Singer; Baskin-Robbins 4; Book Cache 13; Waldenbooks; Dalton Books; The Office Place; Computerland; Qwik Stop 28; 7-Eleven 7.

14 - NEWSPAPERS: DAILY NEWS (m) 54,712; (S) 67,971; Mar. 31, 1987 ABC.
Local Contact for Advertising & Merchandising Data: Marge Campbell, Dir. of Mktg. & Research, DAILY NEWS, 1001 Northway Dr.; PO Box 14-9001, Anchorage, AK 99514-9001; Tel. (907) 257-4200.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.
TIMES (e) 35,696; (S) 47,135; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Arlene Sayers, Adv. Dir., TIMES, 820 Fourth Ave., Anchorage, AK 99501; Tel. (907) 263-9000.
National Representative: Branham/Newspaper Sales.

FAIRBANKS

1 - LOCATION: Fairbanks North Star County. E&P Map B-2. Judicial Seat. Only city and main business center for 227,000 sq. mi. of interior. In heart of Tanana Valley. 470 mi. by rail from coastal town of Seward; Northern terminus Alaska Hwy. from the states through Canada; northern terminus of Richardson Hwy.; 365 mi. from Valdez, connected with Anchorage and Seward by Richardson, Glennallen, Seward, Hart and Parks Hwys. International and two other airports; airline distribution and supply center for interior and N Alaska, including $1.5 billion national defense installations employing 21,400 military and civilian personnel. University of Alaska campus adjoins city; 4,761 on-campus students. University's research facilities include 1,400 to 1,500 technical and scientific personnel.

2 - TRANSPORTATION: Railroads-Northern terminus Alaska Railroad.
Motor Freight Carriers-20.
Bus Lines-Alaskan Coachways & Alaskan-Yukon Motorcoaches, connecting with Canadian lines to U.S. on Alaska Highway. Alaska Overland serves Fairbanks area and Clear (70 mi. SW).
Barge & River Lines-1.
Airlines-Alaska; Markair; Alaska Central Air; Friendship Air; Delta; Polar; Aurora Air Service; Charter 20; Charter Helicopter service 4.

3 - POPULATION:
Corp. City 80 Cen. 22,645; E&P 87 Est. 30,726
CZ-ABC: (80) 27,561
RTZ-ABC: (80) 55,538
City & RTZ-ABC: (80) 83,099
County 80 Cen. 53,983; E&P 87 Est. 70,855

4 - HOUSEHOLDS:
City 80 Cen. 8,145; E&P 87 Est. 10,937
County 80 Cen. 18,224; E&P 87 Est. 24,743
CZ-ABC: (80) 9,621
RTZ-ABC: (80) 16,410
City & RTZ-ABC: (80) 26,031

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$508,100,000
Commercial	8	(incl. above)
Credit Unions	6	(incl. above)

6 - PASSENGER AUTOS: 42,914

7 - ELECTRIC METERS: Residence 27,057

8 - GAS METERS: Bus. & Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,603 ($3,120); Gov't excluding military 9,489 ($2,955); Servs. 5,758 ($1,730); Ret. & Whol. 6,110 ($1,815); Trans., Commun., Util. 2,712 ($3,431); Fin., Ins., R.E. 1,108 ($2,143); Other Mfg. 589 ($2,441).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-40; Summer 48-80; Fall 20-32; Winter -17-3. First killing frost, Sept. 2; last killing frost, May 21.

11 - TAP WATER: City system, after treatment 120 ppm hardness; 8.6 alkaline. Outside city 150 to 400 ppm hardness in wells from 30 to 400 feet.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on 1st, 2nd, 3rd and 4th Aves.; 14 blocks on Cushman, 1st to 5th on Lacev & Noble Sts.; 6 blocks on Gaffney & Airport Rd.; Washington Plaza; Northgate Square; Regency Court; River Mall.
Neighborhood Shopping Centers-S. Cushman; Heritage Square; College Center; North Pole Plaza; Forbes Square; Beaverbrook Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gavora Mall(14)	1	Pay'n Save, Market Basket
Bentley Mall(55)	2	Pay'n Save, Safeway
Shopper's Forum(28)	2	Lamont's, Market Basket
University Ctr.(34)	4	Pay'n Save, Safeway, Fred Meyer

Principal Shopping Days-Dept. Stores-Thur., Fri., Sat.; many open Sun.; Banks-Closed Sat., open Fri. evening.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Nordstrom's; JCPenney; Sears; Montgomery Ward; Lamont's.
Variety Stores-Woolworth; Carr's; Pay'n Save; Fred Meyers.
Discount Stores-Liquidation Sales; Hub Food Stores 2.
Chain Drug Stores-Co-Op; Pay'n Save 2.
Chain Supermarkets-Foodland; Market Basket 3; Safeway 2.
Other Chain Stores-Pay & Pak.

14 - NEWSPAPERS: NEWS-MINER (e) 16,462; (S) 20,854; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David Slater, Adv. Dir., NEWS-MINER, 200 N. Cushman; PO Box 710, Fairbanks, AK 99701; Tel. (907) 456-6661.
National Representative: Branham/Newspaper Sales.

JUNEAU

1 - LOCATION: Juneau City & Borough, SE Alaska Panhandle, E&P Map D-3. On Gastineau Channel 900 mi. from Seattle. Served by air and water transport; linked by car and cargo ferry with Haines and Skagway, AK, Prince Rupert, BC, and Seattle; connecting with Alaska Hwy. State Capital.

2 - TRANSPORTATION: **Waterways**-Linden Barge; Alaska Marine Line Barge; Alaska State Ferry; The Barge Lines.
Airlines-Alaska; Delta.

3 - POPULATION:
City/Division 80 Cen. 19,528; E&P 87 Est. 28,452

4 - HOUSEHOLDS:
City/Division 80 Cen. 7,035; E&P 87 Est. 10,622

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	N.A.
Commercial	6	N.A.

6 - PASSENGER AUTOS: County 15,066

7 - ELECTRIC METERS: Residence 7,600

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fishing; Mining; Forestry; Tourism; Trans.; Trade; Gov't. (State capital 4,700 employees).

10 - CLIMATE: Mild, moist; annual mean temp. 42; annual rain 55.9 in.; snow 92.1 in.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Districts**-7 blocks on Franklin St.; 3 on Seward; 2 on Main; 2 on Front; 9 on Willoughby; 4 shopping centers 10 mi. on Egan Expwy. in Mendenhall Valley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Airport Shpg. Center(10)	10	Shop N' Kart
Mendenhall Mall(23)	10	Super Bear Supermarket
Nugget Mall(22)	10	Kinney's, Zale's, Nugget Dept. Store
Foodland	NA	Foodland

13 - RETAIL OUTLETS: **Department Stores**-Nugget.
Variety Stores-Ben Franklin; Super Rexall.
Other Chain Stores-Ace Hdwe.; Don Abel; Lyle's; Fred Meyer Dept. Store & Grocery; Lamonts.

14 - NEWSPAPERS: JUNEAU EMPIRE (e-mon to fri) 7,378; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Robin Herdman-Paul, Adv. Mgr., JUNEAU EMPIRE, 3100 Channel Dr., Juneau, AK 99801-7814; Tel. (907) 586-3740.
National Representative: Branham/Newspaper Sales.

KENAI

1 - LOCATION: E&P Map B-3. Kenai Peninsula Borough, Kenai-Cook Inlet Census Div. (SC). Off Sterling Hwy. 75 mi. SW of Anchorage.

2 - TRANSPORTATION: **Motor Freight Carriers**-(Sea) Northland; Lynden; Mammoth.
Airlines-Ryan Air Service; South Central Air; ERA.

3 - POPULATION:
Corp. City 80 Cen. 3,533; E&P 87 Est. 5,776
Borough 80 Cen. 25,282; E&P 87 Est. 44,151

4 - HOUSEHOLDS:
City 80 Cen. 1,500; E&P 87 Est. 1,790
Borough 80 Cen. 8,546; E&P 87 Est. 15,574

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: Borough 24,320

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Fishing; Oil.

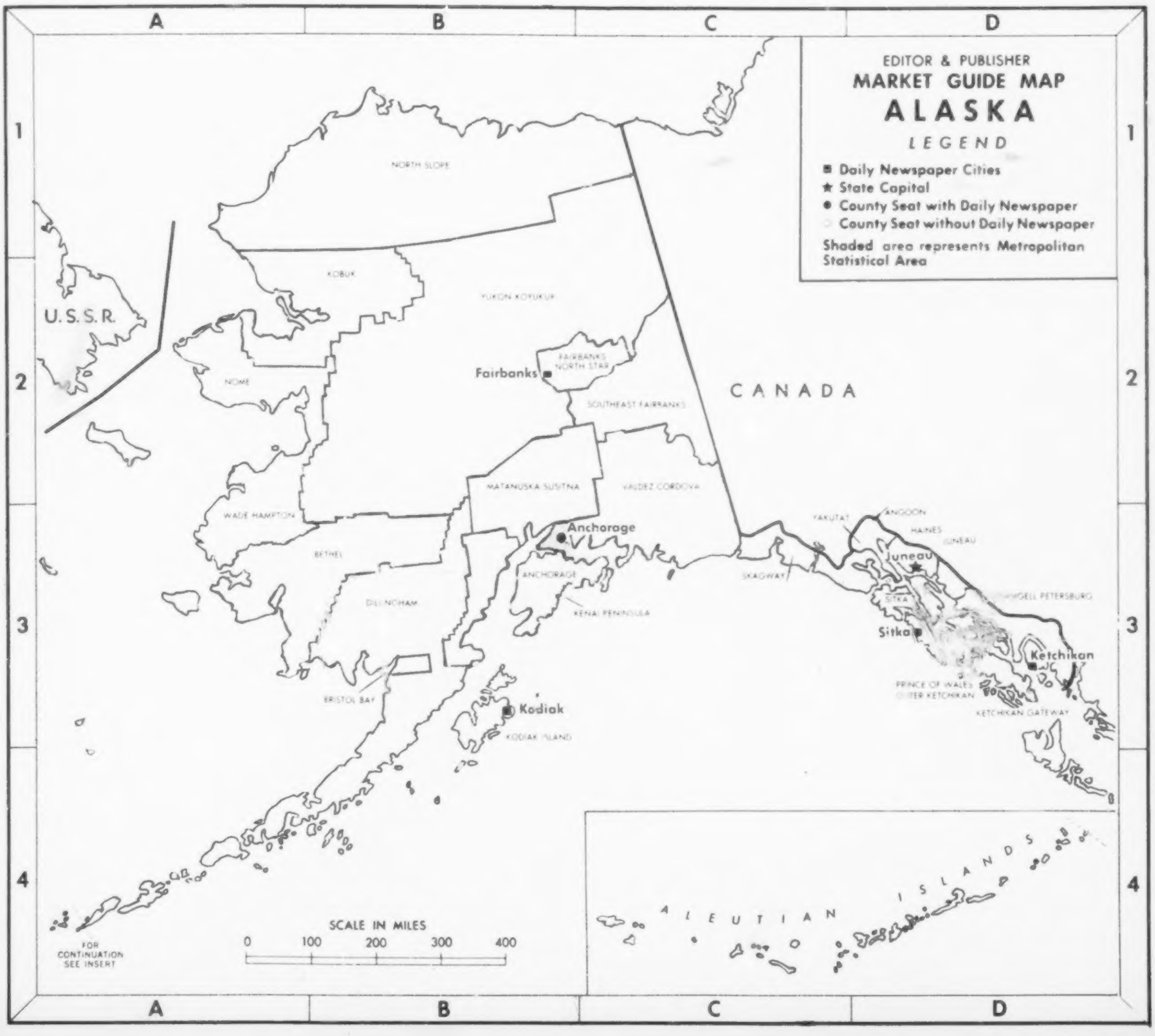
10 - CLIMATE: Min. & Max. Temp.-Summer 46-61; Winter 4-22.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-N. Main & Spur Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kenai Mall(20)	NA	Carr's, Payless, Kinney's, Zale's
Kenai(11)	NA	Safeway, Pay N Save
Peninsula Center Mall	NA	Lamonts


A
B
C
D
1
2
3
4
EDITOR & PUBLISHER
MARKET GUIDE MAP
ALASKA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded area represents Metropolitan Statistical Area
NORTH SLOPE
KOBUK
YUKON KOYUKUK
U.S.S.R.
NOME
Fairbanks
FAIRBANKS NORTH STAR
SOUTHEAST FAIRBANKS
CANADA
MATANUSKA SUSITNA
VALDEZ CORDOVA
WADE HAMPTON
BETHEL
Anchorage
ANCHORAGE
KENAI PENINSULA
DILLINGHAM
YAKUTAT
ANGOON
HAINES
JUNEAU
Juneau
SKAGWAY
SITKA
Sitka
WRANGELL PETERSBURG
Ketchikan
PRINCE OF WALES OUTER KETCHIKAN
KETCHIKAN GATEWAY
BRISTOL BAY
Kodiak
KODIAK ISLAND
SCALE IN MILES
0
100
200
300
400
FOR CONTINUATION SEE INSERT
ALEUTIAN ISLANDS

13 - RETAIL OUTLETS: Department Stores-Lamonts.
Chain Supermarkets-Carr's; Safeway; Omni.

14 - NEWSPAPERS: PENINSULA CLARION (m-mon to fri) 3,864; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Wayne Dunworth, Gen. Mgr., PENINSULA CLARION, 150 Trading Bay Road; PO Box 4330, Kenai, AK 99611; Tel. (907) 283-7551.
National Representative: Landon Associates.

KETCHIKAN

1 - LOCATION: Ketchikan County. E&P Map D-3. N & S Hwy. connections.

2 - TRANSPORTATION: **Motor Freight Ca**[illegible] 3.
Ferries-Alaska State Ferry System (daily [illegible]
Airlines-Alaska.

3 - POPULATION:
Corp. City 80 Cen. 7,198; E&P 87 Est. 8,300
Ketchikan Div. 80 Cen. 11,316; E&P 87 Est. 13,458
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,644; E&P 87 Est. 3,062
Ketchikan Div. 80 Cen. 3,985; E&P 87 Est. 4,931

5 - BANKS	NUMBER	FST. DEP.
Commercial	3	$135,000,000
Savings & Loan	1	$25,000,000
Credit Union	2	$6,000,000

6 - PASSENGER AUTOS: 6,586

7 - ELECTRIC METERS: Residence 5,093

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pulp Mill 827 ($400); Lumber 120 ($400); Fishing 850; Canning 800; Gov't (including state ferry system) 600 ($550); Tourism 640; Total Employ. 7,400.

10 - CLIMATE: Min. & Max. Temp.-20-80 degrees, year around av. 52.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Port West (Sea Mart Super); Port West Plz., Mark-It-Foods; Tatsuda's; Family Center.
Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Tongass Trading; Bon Marche; Sears (catalog).
Variety Stores-Ben Franklin.
Chain Drug Stores-Race Downtown 2; Stenford's Rexall.
Chain Supermarkets-Mark-It-Foods; Sea Mart Super; Tatsuda's; Family Center.

14 - NEWSPAPERS: NEWS (m-mon to fri) 4,109; (S) 4,109; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Lew Williams III, Adv. Dir., NEWS, 501 Dock St.; PO Box 7900, Ketchikan, AK 99901; Tel. (907) 225-3157.
National Representative: Branham/Newspaper Sales.

KODIAK

1 - LOCATION: Third Jud[illegible] Div.; Kodiak Borough. E&P Map B-3. On NE part of Kodiak Island on Gulf of AK. 250 mi. SW of Anchorage. U.S. Coast Guard Base; Fishing & canning center; stock farming & timber area.

2 - TRANSPORTATION: Boat & air only.

3 - POPULATION:
Corp. City 80 Cen. 4,756; E&P 87 Est. 9,615
Borough 80 Cen. 9,939; E&P 87 Est. 13,763

4 - HOUSEHOLDS:
City 80 Cen. 1,535; E&P 87 Est. 2,959
Borough 80 Cen. 3,027; E&P 87 Est. 4,332

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: 5,294

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Salmon & Herring Canning; Fishing; Timber Working; Stock Farming.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-Kodiak Mall; City Ctr.; O'Kraft (Center St.); Waldo's Shpg. Ctr.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: MIRROR (e-mon to fri) 2,722; sworn Oct. 8, 1986.
Local Contact for Advertising and Merchandising Data: Nancy Freeman, Pub., MIRROR, 216 W. Rezanof, Kodiak, AK 99615; Tel. (907) 486-3227.
National Representatives: Landon Associates.

SITKA

1 - LOCATION: E&P Map D-3. On Baranof Island 90 airline mi. from Juneau and 900 mi. by steamship from Seattle. Outfitting point for 1,500 fishing boats; fish processing; lumbering center; pulp mill.

2 - TRANSPORTATION: **Airlines**-Alaska Coastal; Ellis.
Steamships-Alaska Steamship; State Ferry.

3 - POPULATION:
Corp. City/County 80 Cen. 7,803; E&P 87 Est. 7,419

4 - HOUSEHOLDS:
City/County 80 Cen. 2,440; E&P 87 Est. 2,388

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: 3,583

7 - ELECTRIC METERS: Residence 1,440

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't, School & Hospitals; Fishing (seasonal) 2,000; Pulp Mill 450; Total Mfg. 630; Servs. 539; Gov't 1,147.
Principal Pay Days-Every other Thur.; 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Jan. 23-35; Apr. 32-47; July 48-61; Oct. 37-51. First killing frost, Sept. 15; last killing frost, Mar. 15.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on 3 streets.
Stores Open Evenings-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sitka Bazaar; Sitka Cold Storage; Market Center.
Variety Stores-Ben Franklin.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 2,341; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Catherine Bagley, Adv. Mgr., SENTINEL, PO Box 799, Sitka, AK 99835; Tel. (907) 747-3219.
National Representative: Branham/Newspaper Sales.

ARIZONA SURVEYS

METROPOLITAN STATISTICAL AREAS

Phoenix-Maricopa County.
Tucson-Pima County.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1988
Under 5 Years	159	220	271
5-14 Years	380	431	531
15-24 Years	319	521	642
25-44 Years	413	742	914
45-64 Years	342	510	629
65 and Over	161	307	378
TOTAL	1,774	2,731	3,365

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census

City	Total Pop.	Spanish Origin	Percent
Phoenix	765	113	14.8
Tucson	331	82	24.9

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr	473	681	1,492
General Mdse	1,053	1,485	2,603
Food	1,893	3,355	5,214
Automobiles	1,707	2,584	5,820
Gasoline Stations	652	1,306	1,515
Apparel	288	547	920
Furniture	419	636	1,362
Eat/Drink Places	775	1,402	2,481
Drugs	275	525	906
TOTAL SALES	8,170	13,894	23,982

BISBEE

1 - LOCATION: Cochise County. E&P Map D-4. Military ctr. SW corner of state. Approx. 92 mi. SE of Tucson on Hwy. 90.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-3 interstate; 2 intrastate; UPS.
Intercity Bus Lines-Greyhound; Nogales-Bisbee Stage.
Airlines-Cochise Airlines feeder flights to Tuscon & Phoenix.

3 - POPULATION:
Corp. City 80 Cen. 7,154; E&P 87 Est. 6,621
County 80 Cen. 86,717; E&P 87 Est. 98,501

4 - HOUSEHOLDS:
City 80 Cen. 2,883; E&P 87 Est. 3,299
County 80 Cen. 29,174; E&P 87 Est. 34,426

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$61,000,000
Savings	1	(incl. above)
Savings & Loan	1	(incl. above)
Credit Union	1	(incl. above)

6 - PASSENGER AUTOS: County 44,450

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Bisbee, formerly a mining town, is now primarily a tourist & housing area for Fort Huachuca & Sierra Vista workers. There are many small arts & crafts shops.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-74; Summer 64-89; Fall 51-78; Winter 34-59.

11 - TAP WATER: Wells from underground river.

12 - RETAILING: **Principal Shopping Centers**-Bisbee Rd. Shpg. Ctr.; El Rancho Shpg. Ctr.

13 - RETAIL OUTLETS: **Chain Supermarkets**-Safeway; Revco.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 1,300; (S) 1,300; sworn Mar. 1, 1987.
Local Contact for Advertising and Merchandising Data: Dennis Benth, Adv. Dir., REVIEW, 102 Fab Ave., Sierra Vista, AZ 85635; Tel. (602) 432-2231.
National Representative: None.

CASA GRANDE

1 - LOCATION: Pinal County. E&P Map C-3. S central part of state. 50 mi. SSE of Phoenix; 65 mi. NW of Tucson. On I-8, 10; State Hwys. 84, 93, 287.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airports-1 municipal, 2 private.

3 - POPULATION:
Corp. City 80 Cen. 14,971; E&P 87 Est. 16,881
CZ-ABC: (80) 14,971
RTZ-ABC: (80) 40,271
County 80 Cen. 90,918; E&P 87 Est. 105,832
City & RTZ-ABC: (80) 55,242
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,819; E&P 87 Est. 5,220
County 80 Cen. 28,411; E&P 87 Est. 34,529
CZ-ABC: (80) 4,819
RTZ-ABC: (80) 11,290
City & RTZ-ABC: (80) 16,109

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$220,239,000

6 - PASSENGER AUTOS: County 50,999

7 - ELECTRIC METERS: Residence 9,500

8 - GAS METERS: Residence 7,348

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining 300; Constr. 800; Mfg. 2,000; Trans., Commun. & Pub. Util. 500; Whol. & Ret. 850; Fin., Ins. & R.E. 225; Serv. 1,000; Gov't 1,250; Agric. 3,650; Other 425.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-86; Summer 75-107; Fall 52-89; Winter 33-66. Humidity-less than 30% average.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-40 blocks on Main; Florence Blvd.; 1st to 12th; Drylake; Picacho; Sacaton; W. Sec. Pinal Ave. and including Pinal Ave.
Neighborhood Shopping Centers-Basha's Plaza-Basha's, Walgreens, Cornet Store, Jack-in-the-Box; Casa Grande Mall-K mart, Safeway, SupeRx Drug, Fashion Conspiracy, Sears, Simon's Menswear, Satellite Center, Lee Optical, Gold Rush Jewelers, Mall Cinema, Tastee Freeze, Mejia's Mall Haircutters, Cactus Flower, Kinney Shoes, Radio Shack, Household Finance, B.J.'s Hallmark, Manana Grande Shopping Center-Golden Corral, Auto Shack, Gifts Unlimited, Rainbow Boutique, Kiss 'n Tell, Arizona Shoe Shop; Casa Grande Shopping Center-Wendy's, Fry's, La Galeria, Merle Norman/Sunshine Beauty Salon, CG Health Foods.
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Most major stores Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Brook's; Cornet; K mart.
Discount Stores-Yellow Front; Checker Auto; K mart.
Variety Stores-V&S Variety.
Chain Drug Stores-SupeRx 2; Revco 2; Walgreens; M-D Pharmacy.
Chain Supermarkets-Basha's 2; Safeway; Fry's.
Other Chain Stores-Western Auto; Firestone; Foxworth-Galbraith; Home Improvement Center; Kinney Shoes; Fashion Conspiracy; Radio Shack; Pep Boys; Auto Shack.

14 - NEWSPAPERS: DISPATCH (e) 8,269; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kara Bugbee, Adv./Mktg. Dir., DISPATCH, 200 W. 2nd St.; PO Box 639, Casa Grande, AZ 85222; Tel. (602) 836-7461.
National Representative: Landon Associates.

CHANDLER

1 - LOCATION: Maricopa County. (In Phoenix MSA). E&P Map C-3. 25 mi. SE of Phoenix. Manufactures fertilizer, electronics, cotton gins. Winter resort, agric. & citrus fruits. Served directly by Arizona Rts. 87 & 93 and by I-10.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Phoenix Sky Harbor International Airport-15 mi.

3 - POPULATION:
Corp. City 80 Cen. 29,673; E&P 87 Est. 57,541
County/MSA 80 Cen. 1,508,030; E&P 87 Est. 2,000,507

4 - HOUSEHOLDS:
City 80 Cen. 9,455; E&P 87 Est. 18,570
County/MSA 80 Cen. 544,252; E&P 87 Est. 746,999

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 976,244

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. & Proc. 825 ($225); Electronic Mfg. 4,125 ($315).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 68-104; Fall 45-87; Winter 37-70.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Arizona Ave. (34 stores); Chandler Ctr. (8 stores); Smitty's Angels (8).
Neighborhood Shopping Centers (No. of Stores)-Basha's Plz. (7); Granada Plz. (15).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fiesta Mall(93)	7	Sears, Diamonds, Broadway & Goldwaters
North Park Plaza(21)	NA	Fotomat, Pizza Hut, State Farm Ins.
Safeway Thrifty(8)	NA	Safeway, Thrifty Drug

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Saba's; Smitty's; Mervyn's.
Discount Stores-Yellow Front; Cornet.
Variety Stores-Sprouse-Reitz; Moskatel's.
Chain Drug Stores-Revco; Thrifty; Arrow's United Drug; Osco; SupeRx; Walgreens.
Chain Supermarkets-Basha's; Bayless; Safeway; Smitty's; Lucky's; Fry's; ABCO.

Other Chain Stores-Big O Tires; Checker Auto; Firestone; Goodyear; Payless Shoes; Paul Sale Furn.; Serrano's; Tune-up Masters; Payless Cashways; Ole's; Target; K mart; Miller's Outpost.

14 - NEWSPAPERS: ARIZONAN TRIBUNE (m) 6,690; (S) 6,466; Mar. 31, 1987 CAC.
Local Contact for Advertising and Merchandising Data: Jim Wall, ARIZONAN, 35 W. Boston, Chandler, AZ 85224; Tel. (602) 898-6475.
National Representative. U.S. Suburban Press.

DOUGLAS

1 - LOCATION: Cochise County. E&P Map D-4. Situated near the Mexican border. 117 mi. SE of Tucson. On U.S. Hwys. 80, 666.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Nacozari (S into Mexico).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound Pacific; Butterfield Stagelines.

3 - POPULATION:
Corp. City 80 Cen. 13,058; E&P 87 Est. 12,423
NOTE: Douglas adjoins Agua Prieta, Mexico, estimated population 60,008.
County 80 Cen. 86,717; E&P 87 Est. 98,501
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,031; E&P 87 Est. 4,371
County 80 Cen. 29,174; E&P 87 Est. 34,426

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	1	$23,000,000
Commercial	4	$43,500,000

6 - PASSENGER AUTOS: County 44,450

7 - ELECTRIC METERS: Residence 5,033

8 - GAS METERS: Residence 4,661

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage) Dresses & Sport Shirts 400 ($150); Electronics 152 ($195); Vegetable Canning 380 (Seasonal) ($134); Cochise College 100 ($150); Hospital 210; Prison 132 ($350); 23 Electronic & Auto Parts "Twin Plant" Industries.
Principal Industrial Pay Days-Fri., 1st, 15th. (Area economy includes industry in Agua Prieta, Mexico, with 4,500 workers.)

10 - CLIMATE: Min. & Max. Temp.-Spring 43-78; Summer 63-93; Fall 43-59; Winter 31-62. First killing frost, Oct. 28; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Area**-9th to 15th Sts. bet. F and Pan American Aves.; 8th to 10th Sts. bet. Cochise & Florida; Bayless Shpg. Ctr. (1800 block on 10th St.-20 units); Safeway Shpg. Ctr. (San Antonio Dr. & 10th St.-10 units). Douglas serves 185,000, including Sonora, Mexico.
Principal Shopping Days-Wed., Thur., Fri. & Sat.
Stores Open Sundays-Food, clothing, drug, & variety.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Phelps Dodge Mercantile; K mart; Parisian; Capin's Mercantile; Montgomery Ward.
Variety Stores-K mart; J.J. Newberry.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-Safeway; Bayless; Phelps-Dodge Mercantile Co. 9.
Other Chain Stores-The Shoe Salon; Complete Auto Supply; Gold Bond Redemption Center; Checker Auto; Yellow Front; Payless Shoes; Radio Shack; Sears (catalog); Ace Hardware; True Value Hardware.

14 - NEWSPAPERS: DISPATCH (e) 3,100; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Dona James, Adv. Mgr., DISPATCH, 530 11th St.; Box H, Douglas, AZ 85607; Tel. (602) 364-3424.
National Representative. None.

FLAGSTAFF

1 - LOCATION: Coconino County, E&P Map C-2. County Seat. 152 mi. N of Phoenix; 323 mi. W of Albuquerque; 525 mi. E of Los Angeles.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Trailways; Greyhound; Nava-Hopi Tours.
Airlines-Sun West; Skywest.

3 - POPULATION:
Corp. City 80 Cen. 34,641; E&P 87 Est. 39,483
NDM-ABC: (80) 45,922
County 80 Cen. 74,947; E&P 87 Est. 89,689
RTZ-ABC: (80) 29,086
Total NDM & RTZ-ABC: (80) 75,008
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,227; E&P 87 Est. 9,764
NDM-ABC: (80) 14,393
County 80 Cen. 21,904; E&P 87 Est. 27,624
RTZ-ABC: (80) 7,497
Total NDM & RTZ-ABC: (80) 21,890

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$15,000,000
Commercial	10	$110,000,000

6 - PASSENGER AUTOS: County 36,225

7 - ELECTRIC METERS: Residence 12,500

8 - GAS METERS: Residence 10,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Saw-Mills 1,415 ($300); Ord. Plants 110 ($225); Steel Fab. 168 ($200); University Educ. 1,785 ($450).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-75; Summer 43-79; Fall 21-72; Winter 12-42. First killing frost, Nov. 6; last killing frost, Apr. 8.

11 - TAP WATER: Soft, alkaline.

12 - RETAILING: **Principal Shopping Center**-34 blocks on Aspen, Santa Fe, Leroux, Beaver, San Francisco, Birch & Cherry Sts.
Neighborhood Shopping Centers-Mt. Elden, East Flagstaff; K mart 4 stores; Flag Mall 35 stores; Park Santa Fe 21 stores; University Plaza 34 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Greenlaw(35)	4	
Cedar Pines(10)	4	Bayless
Plaza Mall(13)	1	Yellow Front, Auto Shack, Bayless
University Pl.(34)	2	Safeway, TG&Y, SupeRx
Flag Mall(35)	6	Sears, JCPenney
Park Santa Fe(21)	5	El Rancho, SupeRx, Yellow Front

Principal Shopping Days-Wed., Fri., Sat.; Many stores open evenings and Sundays.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Babbitt's; JCPenney; Boston; Dillard's.
Discount Stores-Yellow Front 2; K mart.
Chain Drug Stores-Revco; SupeRx; Thrifty; Long's; TG&Y.
Chain Supermarkets-Safeway 3; Bayless 2; Smiths.
Other Chain Stores-Daniels; Rosenzweigs; Radio Shack; Dustys; Fashion Conspiracy; Fashion Fabrics.

14 - NEWSPAPERS: ARIZONA DAILY SUN (e-mon to fri) 11,012; (S) 11,888; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Theresa Smith, Adv. Dir., ARIZONA DAILY SUN, 417 W. Santa Fe, Flagstaff, AZ 86002; Tel. (602) 774-4545.
National Representative. Scripps League Newspapers.

KINGMAN

1 - LOCATION: Mohave County, E&P Map B-2. County Seat. Mining, manufacturing, ranching, tourism. NW corner of state. 100 mi. S of Las Vegas on U.S. Hwy. 93; junction of U.S. Hwy. 93 & I-40; Rte. 66.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Las Vegas-Tonopah-Reno Stageline.
Airlines-Golden Pacific, plus charter.

3 - POPULATION:
Corp. City 80 Cen. 9,257; E&P 87 Est. 13,252
NDM-ABC: (80) 15,187
County 80 Cen. 55,693; E&P 87 Est. 83,615
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,299; E&P 87 Est. 4,190
County 80 Cen. 21,074; E&P 87 Est. 32,751
NDM-ABC: (80) 5,643

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$91,000,000
Commercial	6	$149,734,000

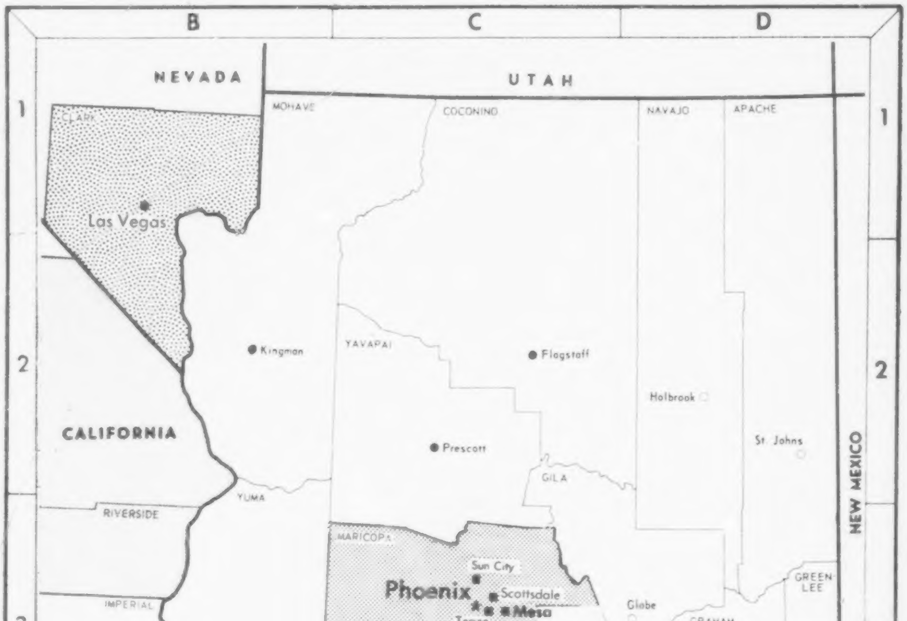
6 - PASSENGER AUTOS: County 44,162

7 - ELECTRIC METERS: Residence 3,573

8 - GAS METERS: Residence 19,120

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 1,160 ($284).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 60-105; Fall 40-85; Winter 20-75. First killing frost, Oct. 10; last killing frost, Mar. 20.



11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Beale St.
Neighborhood Shopping Centers-Kingman; Safeway; K mart Plaza; Northern Ave.; Stockton Hill Plaza.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping centers every evening until 8; grocers open 24 hrs.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Babbitt's.
Discount Stores-Yellow Front; McCrory's; K mart; Checker Auto; Factory 2 U.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Revco 2.
Chain Supermarkets-Safeway; Circle K 4; Bashas; Ranch Markets 3; Smith's Foods.
Other Chain Stores-Firestone; Sweetbriar; Radio Shack.

14 - NEWSPAPERS: MINER (e-mon to fri) 6,859; (S) 6,901; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jack Baldwin, Adv. Mgr., MINER, Box 3909, Kingman, AZ 86402; Tel. (602) 753-2337.
National Representative: Branham/Newspaper Sales.

MESA

1 - LOCATION: Maricopa County. (In Phoenix MSA) E&P Map C-3. S central part of state, 16 mi. SE of Phoenix. On U.S. Hwys. 60, 70, 80, 89; State Hwys. 87, 93.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways; Sun Valley.
Motor Freight Carriers-16.
Airlines-At Sky Harbor Airport, 16 mi. W: TWA; Delta; American; Eastern; PSA; United; Republic; America West; Northwest Orient; Wein; Southwest; Continental.

3 - POPULATION:
Corp. City 80 Cen. 152,453; E&P 87 Est. 230,051
County/MSA 80 Cen. 1,508,030; E&P 87 Est. 2,000,507

4 - HOUSEHOLDS:
City 80 Cen. 54,148; E&P 87 Est. 90,994
County/MSA 80 Cen. 544,252; E&P 87 Est. 746,999

5 - BANKS	NUMBER	EST. DEP.
Commercial	10	$1,000,000,000
Savings & Loan	5	$560,000,000

6 - PASSENGER AUTOS: County 976,244

7 - ELECTRIC METERS: Residence 62,379

8 - GAS METERS: Residence 20,162

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining 100; Constr. 700; Mfg., Trans., Commun. & Pub. Util. 1,500; Whol. & Ret. 3,000; Fin., Ins. & Real Estate 400; Service 3,000; Gov't 1,200; Agric. 8,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-98; Summer 62-106; Fall 39-101; Winter 34-84. Little humidity year round except in July and Aug. Av. rainfall 7 in.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: **Principal Shopping Areas**-20 blocks on E and W Main St.; 2 on N & S MacDonald St.; 2 on First Ave.; 2 on S Country Club; 20 blocks on E and W Broadway; 20 blocks on E and W Southern.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Basha's(4)	NA	Basha's Mkt., SupeRx
Fiesta Mall(140)	NA	Dillard's, Broadway, Sears, Goldwater's
Lucky(10)	NA	Lucky Mkt.
Main/Lazona(14)	NA	Low Cost, Osco
Mesa(21)	NA	Fry's Mkt.
Poco Fiesta	NA	Ross, Sabas
Safeway(2)	NA	Safeway, Thrifty
Sherwood Pl.(18)	NA	TG&Y, Sally's Fabrics
Smitty's(6)	NA	Smitty's
Tri-City Mall(43)	NA	Basha's, Winston's, JCPenney
Westwood Pl.(21)	NA	Bayless Mkt., TG&Y, Revco
Wright's(8)	NA	Hahn's Mkt.

Principal Shopping Days-Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Switzer Dillards; Goldwater's; Broadway; Montgomery Ward; Target.
Variety Stores-J.J. Newberry; TG&Y.
Chain Drug Stores-Walgreens 3; Thrifty 2; SupeRx 3; Revco 3; Osco 4; Rexall 2; Long's 2.
Discount Stores-Smitty's; K mart 2; Thrifty 2; Yellow Front 8; Marshall's; Ross.
Chain Supermarkets-Safeway 2; Basha's 5; Bayless 2; Lucky; Smitty's Big Town 3; Fry's 4; Abco 4.
Other Chain Stores-Firestone; Daniel's Jewelers; Singer; Barrow's; Foxworth Lbr.; Lee Optical; Mesa Optical; Home Depot; Pep Boys.

14 - NEWSPAPERS: TRIBUNE (m) 44,889; (S) 45,442; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Jim Wall, Adv. Dir., TRIBUNE, 120 W. First Ave., Mesa, AZ 85202; Tel. (602) 898-6500.
National Representative: U.S. Suburban Press.

NOGALES

1 - LOCATION: Santa Cruz County, E&P Map C-4. County Seat. Port of entry on Mexican border.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Pacifico de Mexico.

3 - POPULATION:
Corp. City Cen. 15,683; E&P 87 Est. 18,808
County 80 Cen. 20,459; E&P 87 Est. 24,507

4 - HOUSEHOLDS:
City 80 Cen. 4,335; E&P 87 Est. 5,309
County 80 Cen. 5,999; E&P 87 Est. 7,436

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 12,816

7 - ELECTRIC METERS: Residence 3,050

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Shipping point for winter vegetable crop grown on W. coast of Mexico, marketed in U.S.; Silver, copper, lead mined in vicinity.

10 - CLIMATE: Min. & Max. Temp. Av. 43-79.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mariposa Plz.(19)	NA	Baskin-Robbins, Radio Shack
Rio Rico(15)	NA	Food Giant

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-LaVille de Paris; Bracker's; El Paso; JCPenney; Capin Mercantile Corp.; Marcus; Kory's; Alexanders; Dandy's.
Variety Stores-Kress; Woolworth.
Chain Drug Stores-M&M 5.
Chain Supermarkets-Safeway; Puchi's; Downtown Progressive 4.

14 - NEWSPAPERS: HERALD (e-mon to fri) 4,182; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Alvin Sisk, Pub., HERALD, 134 Grand Ave., Nogales, AZ 85621; Tel. (606) 287-3622.
National Representative: None.

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PHOENIX

1 - LOCATION: Maricopa County (MSA). E&P Map C-3. Capital. County Seat. Manufacturing. High Technology Products. Agriculture. Tourism and Travel. S central part of state; about 398 mi. E of Los Angeles; 400 mi. W of El Paso, TX.

2 - TRANSPORTATION: **Railroads**-Amtrak
Intercity Bus Lines-Trailways; Greyhound
Airlines-Alaska Airlines; America West; American; Braniff; Continental; Delta; Eastern; Midway; Northwest; Pacific Southwest (PSA); Republic; Southwest; TWA; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 764,911; E&P 87 Est. 992,013
CZ-ABC: (80) 1,473,759
RTZ-ABC: (80) 260,486
County/MSA 80 Cen. 1,508,030; E&P 87 Est. 2,000,507
City & RTZ-ABC: (80) 1,734,245
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 284,780; E&P 87 Est. 358,282
County/MSA 80 Cen. 544,759; E&P 87 Est. 746,999
CZ-ABC: (80) 533,365
RTZ-ABC: (80) 87,798
City & RTZ-ABC: (80) 621,163

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	16	$22,676,855,000
Commercial	54	$27,646,808,000
Credit Unions	51	$1,114,884,000

6 - PASSENGER AUTOS: County 976,244

7 - ELECTRIC METERS: Residence 436,735

8 - GAS METERS: Residence 299,559

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 131,900; Constr. 78,900; Retail & Whol. 222,100.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-94; Summer 74-105; Fall 52-98; Winter 43-71.

11 - TAP WATER: Alkaline, 11 grains of hardness per gallon; not fluoridated.

12 - RETAILING: **Principal Downtown Shopping Center**-Park Central Mall, Central Ave. N of Thomas Rd. Principal Stores: Dillard's, Goldwaters, JCPenney, Switzer's.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Biltmore Fashion Park(60)	NA	Broadway Southwest, I. Magnin, Saks
Camel View Plaza(28)	NA	Bullock's, Dillard's
Chris-Town(154)	NA	Broadway Southwest, JCPenney, Mont. Ward, Dillard's
Colonnade(55)	NA	Mervyns, Marshalls, Sears
Fiesta Mall(149)	NA	Broadway Southwest, Dillard's, Sears
Los Arcos Mall(74)	NA	Broadway Southwest, Sears
Maryvale Mall(67)	NA	Mervyns, Target, Boston Store
Metrocenter(198)	NA	Broadway Southwest, Dillard's, Sears, Goldwaters
Paradise Valley Mall(120)	NA	Dillard's, JCPenney, Goldwaters
Scottsdale Fashion Sq.(44)	NA	Goldwaters
Thomas Mall(60)	NA	Dillard's, Mont. Ward
Tri-City Mall(60)	NA	JCPenney
Valley West(75)	NA	Mont. Ward, Boston Store, JCPenney
Westridge Mall(105)	NA	Dillard's, Sears, JCPenney

Principal Shopping Days-Wed., Thur., Fri., Sat. Groceries-Wed., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Broadway Southwest; Bullock's; Dillard's; Goldwater's; JCPenney; Montgomery Ward; Sears; Mervyn's.
Discount Stores-Yates; Yellow Front; K mart; Best; Loehmanns; Marshalls; Price Club; Target; 7th Avenue Clothing Club; Ross Stores; Service Merchandise.
Variety Stores-Newberry; Woolworth; TG&Y; Sprouse-Reitz; McCrory's.
Other Chain Stores-Goodyear; Goodrich; Western Auto; Pep Boys; Checker Auto; Baker Shoes; Gallenkamp; Lewis Salon; Thom McAn; David's; Goot Chandler's; Kinney's; Joyce; Famous Brands; Payless; Zale's; Daniel's Jewelers; Kay Jewelers; Frederick's of Hollywood; Hanny's; I. Magnin; Saks; Switzer's; Lady Marden; Starretts; Lerner's; Ole's; O' Malley BMC; Silo; Home America; Levitz Furn.; Lou Regester; Mayo's; Mehagian's; Barrows; Breuner's; Radio Shack; Pier I Imports; Home Depot.

14 - NEWSPAPERS: ARIZONA REPUBLIC (m) 343,723; GAZETTE (e) 111,253; ARIZONA REPUBLIC (S) 539,323; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Naughton, Gen. Adv. Mgr., ARIZONA REPUBLIC/GAZETTE, 120 E. Van Buren, Phoenix, AZ 85004; Tel. (602) 271-8000.
National Representative: Million Market Newspapers/Times Mirror National Marketing.

PRESCOTT

1 - LOCATION: Yavapai County. E&P Map C-2. County Seat. U.S. Hwy. 89 connects with I-40, 42 mi. N and U.S. 60-70 and I-10 to the S. 394 mi. from Los Angeles; 989 mi. from Denver; 89 mi. from Phoenix on I-17; 817 mi. from San Francisco. Alt. 5,389 ft.

2 - TRANSPORTATION: **Motor Freight Carriers**-7
Intercity Bus Lines-Greyhound; Continental.
Airlines-Golden Pacific.

3 - POPULATION:
Corp. City 80 Cen. 20,055; E&P 87 Est. 21,861
County 80 Cen. 68,145; E&P 87 Est. 95,242

4 - HOUSEHOLDS:
City 80 Cen. 7,971; E&P 87 Est. 8,125
County 80 Cen. 26,599; E&P 87 Est. 38,687

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$418,295,000
Savings	3	N.A.

6 - PASSENGER AUTOS: County 53,442

7 - ELECTRIC METERS: Residence 14,650

8 - GAS METERS: Residence 9,729

9 - PRINCIPAL INDUSTRIES- Industry, No. of Wage Earners N.A. (Av. Wkly. Wage-N.A.)-Electronic Systems; Clothing; Lumber Treating; Plastics; Aluminum windows & doors; Cement Blocks; Tourism & Recreation; Ranching; Mfg.; Copper Mining.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-77; Summer 53-87; Fall 40-72; Winter 27-52. First killing frost, Oct. 31; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown; 2 blocks on Gurley St.; 3 on Montezuma; 2 on Cortez; Marina St. (1 block). Willow Creek Village (K mart & 12 stores). Miller Road (2 blocks); Ponderosa Plaza Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Prescott Towne Ctr.(10)	3	Longs
Park Plaza(9)	1	SupeRx
Ponderosa(25)	3	Payless, Sears, TG&Y, Zale's
Prescott(10)	3	Rexall, Fry's Food Store
Prescott Valley	11	Safeway, Revco
Iron Springs Plaza	2	
Willow Creek Village(20)	2	K mart, Safeway

Principal Shopping Days-Wed., Sat.
Stores Open Evenings and Sundays-Grocery, drug & variety.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Solts; Pennington; Cornet; Sears; K mart; TG&Y; Babbitts.
Discount Stores-Yellow Front; Checker.
Variety Stores-Cornet; Sprouse-Reitz; TG&Y.
Chain Drug Stores-Rexall; SupeRx; Longs; Revco.
Chain Supermarkets-Safeway 3; Fry's; Bayless; Smiths.
Other Chain Stores-Firestone; McMahan; Fashion Crossroads; Barrows; Mayos; Zale's; Kinney; Big "O" Tires.

14 - NEWSPAPERS: COURIER (e-mon to fri) 12,760; (S) 13,425; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Gil Walter, Adv. Dir., COURIER, 147 N. Cortez, Prescott, AZ 86301; Tel. (602) 445-3333.
National Representative: Branham/Newspaper Sales.

SCOTTSDALE

1 - LOCATION: Maricopa County (In Phoenix MSA). E&P Map C-3.

2 - TRANSPORTATION: **Airlines**-TWA; American; Continental; Delta; Pacific Southwest; USAir; United; Eastern; Northwest Orient; Alaska; America West; Braniff; Republic.
Railroads-Southern Pacific; Santa Fe; Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Continental; Tanner.

3 - POPULATION:
Corp. City 80 Cen. 88,622; E&P 87 Est. 113,732
County/MSA 80 Cen. 1,508,030; E&P 87 Est. 2,000,507
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 34,295; E&P 87 Est. 49,806
County/MSA 80 Cen. 544,252; E&P 87 Est. 746,999

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	16	$1,385,879,000
Commercial	38	$2,869,573,000

6 - PASSENGER AUTOS: County 976,244

7 - ELECTRIC METERS: City 48,000

8 - GAS METERS: City 30,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elect. 18,416 ($487); Tourism 14,750 ($310).

10 - CLIMATE: Min. & Max. Temp.-Spring 53-82; Summer 80-105; Fall 57-86; Winter 30-66.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Scottsdale Rd.; one block E. and W. from 2nd St. to Shea Blvd.; corner of McDowell, Van Buren & Scottsdale Roads.
All Centers less than 2 1/2 mi. from center of town.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpha Beta Ctr.(30)	7	Alpha Beta, Bayless
Borgata(60)	1	Grand Maison de Blanc, Pierre Deux
Camelback Mall(30)		Safeway, Thrifty
Camelback's Miller Plaza(28)		Osco, Ole's
Camel View(20)		Bullock's
El Pueblo(40)	5	
Fifth Ave Shops(225)		
Frontier Town(18)		SupeRx, Tang's
Gold Dust Plz.(10)	1	Bayless, Revco
Lincoln Plaza(16)	1	Bayless, SupeRx
Los Arcos(81)		Sears, Broadway
Lucky(12)		Lucky's, Thrifty
Mercado Rancho(13)	6	Safeway, Revco
Mt. View Plz.(30)	6	SupeRx
McDowell Plz.(35)	1	
Old Town(212)		Osco
Orange Tree(7)	1	Safeway, SupeRx
Papago Plaza(33)		Revco, Home TV & Appliances
Paradise Village(130)	2	JCPenney, Diamonds, Mervyn's, Goldwaters
Park Scottsdale(15)	1	Basha's
Paseo Village(30)	1	Abco, Town & Country
Scottsdale Fashion Sq.(68)		Diamond's, Revco, Goldwater's, Bayless
Scottsdale Village(24)		Walgreens, Safeway
Shea Scottsdale Ctr.(42)	1	Safeway, Long's Drugs
Shoppers Fair(22)	1	Basha's, TG&Y
Smitty's Bigtown(8)	1	Smitty's, Western Savings
Sundown Plz.(50)	7	
Stetson Sq.(31)		
Indian School & Miller Plz.(14)		Fry's, SupeRx
Valley Plaza(9)	1	Basha's, Skagg's Drug
Via Linda Vlg.(60)	5	Smitty's
Windmill Plz.(50)	7	

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Dillard's; JCPenney; Goldwater's; Hanny's; Smitty's; Saba's; Sears; Broadway; Bullock's; Mervyns.
Discount Stores-K mart; Smitty's 3; Yellow Front 3; TG&Y 2; Best Distributing 2; Appliance TV City.
Chain Supermarkets-Bashas 3; A.J. Bayless 7; Abco; Circle K 14; Fry's 3; Lucky Store Inc.; Safeway 2; Smitty's Town 3; U-Totem Mkt. 4; 7-Eleven 6.
Chain Drug Stores-Osco; Revco 3; SupeRx 4; Walgreens.
Other Chain Stores-Breuner's; Goodyear; Firestone; General Tire; R-B Furn.; Checker Auto; Zale's Jewelry; Uniroyal; Ole's; Colortile; Pier 1; Lawson Jewelry.

14 - NEWSPAPERS: PROGRESS (e) 18,101; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Jan Dwyer, Adv. Dir., PROGRESS, PO Box 1150, Scottsdale, AZ 85252; Tel. (602) 941-2300.
National Representative: U.S. Suburban Press.

SIERRA VISTA

1 - LOCATION: Cochise County. E&P Map D-4. Military ctr., constr. industry, retirement community. SE corner of state, 70 mi. SE of Tucson on Hwys. 90 & 92. I-10 is 30 mi. N.

2 - TRANSPORTATION: **Motor Freight Carriers**-3 interstate; 2 intrastate; UPS.
Intercity Bus Lines-Greyhound; Nogales-Bisbee Stage.
Airlines-Golden Pacific Commuter.

3 - POPULATION:
Corp. City 80 Cen. 25,968; E&P 87 Est. 26,936
County 80 Cen. 86,717; E&P 87 Est. 98,501

4 - HOUSEHOLDS:
City 80 Cen. 7,708; E&P 87 Est. 9,371
County 80 Cen. 29,174; E&P 87 Est. 34,426

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$60,500,000
Commercial	4	$32,439,790

6 - PASSENGER AUTOS: County 44,450

7 - ELECTRIC METERS: Residence 5,250

8 - GAS METERS: Residence 6,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-U.S. Army Base (Fort Huachuca) 6,449 military; 5,587 civilian.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-73; Summer 66-85; Fall 51-76; Winter 34-58.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Area**-3-mi. strip along Fry Blvd. Chamber of Commerce lists 1,200 businesses in the city. All shopping ctrs. are located within one block on Fry Blvd. There are 11 major shopping ctrs. grouped along Fry.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayless(10)	NA	Ben Franklin, Revco Drugs
Cochise Plz.(16)	NA	Sears, Cochise Vista, McCrory's
Shade's Plz.(6)	NA	TG&Y

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All shopping ctrs. every night until 9.

13 - RETAIL OUTLETS: **Department Stores**-Sears.
Discount Stores-K mart; Surplus City; Payless; Kinneys; TG&Y.
Variety Stores-McCrory's; Yellow Front.
Chain Drug Stores-Thrifty; Revco; Long's.
Chain Supermarkets-Food Giant; Safeway; Bayless; Circle K; 7-Eleven.
Other Chain Stores-Women's Clothing: Jolie's; Suzi's II; My Ladies' Fashions; Men's Clothing: Lee Martin; The Horseman.

14 - NEWSPAPERS: HERALD (e-mon to fri) 7,043; (S) 7,923; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Dennis Benth, Adv. Dir., HERALD, 102 Fab Ave., Sierra Vista, AZ 85635; Tel. (602) 458-9440.
National Representative: None.

SUN CITY

1 - LOCATION: Maricopa County. Includes town of Youngtown and unicorporated community of Sun City West. (In Phoenix MSA). 15 mi. NW of Phoenix; 12 mi. W of I-17 & I-10; On U.S. Hwys. 60, 89, 93.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Intercity Bus Lines-Trailways; Greyhound; Grayline.

3 - POPULATION:
Corp. City 80 Cen. 40,664; E&P 87 Est. 51,338
NDM-ABC: (80) 46,886
County/MSA 80 Cen. 1,508,030; E&P 87 Est. 2,000,507

4 - HOUSEHOLDS:
City 80 Cen. 22,762; E&P 87 Est. 21,342
NDM-ABC: (80) 26,156
County/MSA 80 Cen. 544,252; E&P 87 Est. 746,999

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	N.A.
Savings & Loan	11	$1,900,000,000

COVER STORY

GAZETTE
REPUBLIC
REPUBLIC
GAZETTE
GAZETTE
LOU MYERS

You can cover a lot of ground in metro Phoenix. In a hurry. Just place your ad with us and in only five issues, we'll reach 82% of all adults in the metropolitan area. Now that you know the story, include us in your plans. And we'll keep you covered.

The Arizona Republic/The Phoenix Gazette

Million Market Newspapers/Times Mirror National Marketing
Source: 1987 Scarborough Phoenix Market Study.

6 - PASSENGER AUTOS: County 976,244

7 - ELECTRIC METERS: Residence 29,007

8 - GAS METERS: Residence 11,167

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Majority Ret. Servs., R.E. & Professionals ($175).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-90; Summer 80-106; Fall 57-85; Winter 40-68. Av. An. 58-85.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Ctr.(29)	NA	Liquor Barn
La Ronde(36)	NA	Revco
Sun Bowl Plz.(34)	NA	Walgreens
Thunderbird(17)	NA	Bayless
Greenway Ter.(31)	NA	Lucky's
Bell Camino(21)	NA	Safeway
Arrowhead Mall(41)	NA	Lucky's
Campana Sq.(22)	NA	Red Lobster
Sundome(10)	NA	Safeway
Plz. 99(12)	NA	King's Table
Promenade(15)	NA	Linens Plus
Sun Shadow	NA	Boston Store
Crossroads	NA	Lucky

13 - RETAIL OUTLETS: **Variety Stores**-TG&Y; Sprouse-Reitz; Yellow Front; Boston Store.
Chain Drug Stores-Walgreens; Revco; Value Drug; Longs.

14 - NEWSPAPERS: NEWS-SUN (e) 19,517; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Donald Leyshon, Adv. Dir., NEWS-SUN, 10102 Santa Fe Dr., Sun City, AZ 85351; Tel. (602) 972-6397.
National Representatives: Branham/Newspaper Sales; U.S. Suburban Press.

TEMPE

1 - LOCATION: Maricopa County (in Phoenix MSA). E&P Map C-3. On U.S. Hwys. 60, 70, 80, 89; I-10; 8 mi. E of Phoenix.

2 - TRANSPORTATION: **Railroads**-So. Pacific.
Intercity Bus Lines-Greyhound; American; Continental.
Airlines-American; TWA; PSA; USAir; Continental; Delta; Aeronaves de Mexico; Eastern; America West; Alaska; Braniff; Republic; United; Midway.

3 - POPULATION:
Corp. City 80 Cen. 106,743; E&P 87 Est. 138,438
County/MSA 80 Cen. 1,508,030; E&P 87 Est. 2,000,507

4 - HOUSEHOLDS:
City 80 Cen. 37,277; E&P 87 Est. 48,153
County/MSA 80 Cen. 544,252; E&P 87 Est. 746,999

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$101,000,000
Commercial	13	$248,400,000

6 - PASSENGER AUTOS: County 976,244

7 - ELECTRIC METERS: Residence 39,078

8 - GAS METERS: Residence 19,862

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-SRP Hdqtrs. 910; Garments 400; Electronics 700; Ins. 450; Food Dist. 650; Misc. 1,000; Univ. Educ. 4,750 faculty and staff.

10 - CLIMATE: Min. & Max. Temps.-Jan. 50-66; Apr. 66-83; July 89-104; Oct. 71-89.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McLintlock Dr.(2)	NA	Basha's Mkt., Walgreens
Baseline-McClintock(9)	NA	Safeway, SupeRx
Bayless(10)	NA	Bayless
Broadway Plaza Center(16)	NA	Fotomat, Knapp Shoes
Broadway Rural(13)	NA	SupeRx, Lucky's
Danelle(37)'	NA	Western Auto, Hayden's
Tempe Center(32)	NA	Low Cost
Hayden E.(30)	NA	Drug Emporium
Lake Country(40)	NA	Safeway, Osco
Valley Plaza(13)	NA	TG&Y, Revco, Payless

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-TG&Y Family Ctr.; Smitty's; Mervyn's; Gemco; K mart; Marshall's; JCPenney Outlet.
Variety Stores-TG&Y.
Chain Drug Stores-SupeRx 3; Smitty's; Revco 2; Thrifty; Walgreens; Osco.
Chain Supermarkets-Safeway 2; A.J. Bayless 2; Low Cost; Lucky; Fry's 2; Superette; Basha's; Smitty's; ABCO.

14 - NEWSPAPERS: NEWS (m) 10,451; (S) 10,135; Mar. 31, 1987 CAC.
Local Contact for Advertising and Merchandising Data: Jim Wall, Adv. Dir., NEWS, 607 Mill Ave., Tempe, AZ 85281; Tel. (602) 898-6475.
National Representative: U.S. Suburban Press.

TUCSON

1 - LOCATION: Pima County (MSA). E&P Map C-4. County Seat. Shipping, agricultural, astronomy, financial, military (Fort Huachuca, DMAFB), educational, stock raising, film producing, mining area, electronic, aircraft, misc. mfg. & wholesale center. 125 mi. S of Phoenix; 512 mi. E of Los Angeles; 325 mi. W of El Paso; 68 mi. N of U.S.-Mexican Border at Nogales, Sonora.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Amtrak.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Citizens Auto Stage.
Airlines-Aeromexico; Alaska; America West; American; Continental; Eastern; PSA; Republic; Sunworld; TWA; United; USAir; Northwest Orient.

3 - POPULATION:
Corp. City 80 Cen. 330,537; E&P 87 Est. 386,531
CZ-ABC: (80) 512,105
RTZ-ABC: (80) 241,857
County/MSA 80 Cen. 531,263; E&P 87 Est. 640,342
City & RTZ-ABC: (80) 753,962
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 125,266; E&P 87 Est. 149,106
County/MSA 80 Cen. 195,460; E&P 87 Est. 244,680
CZ-ABC: (80) 189,872
RTZ-ABC: (80) 76,353
City & RTZ-ABC: (80) 266,225

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$11,518,019,000
Commercial	9	$18,012,618,000

6 - PASSENGER AUTOS: County 298,456

7 - ELECTRIC METERS: Residence 245,213

8 - GAS METERS: Residence 158,591

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 32,700 ($334); Mining 2,200 ($519); Constr. 21,200 ($423); Ret. & Whol. Trade 52,000 (N.A.); Trans., Util. 8,800 ($418); Gov't 50,900 (N.A.); Fin., Ins. & R.E. 11,000 (N.A.); Servs. 57,900 (N.A.).
Principal Pay Days-Fri., 1st, 5th, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-92; Summer 70-97; Fall 49-74; Winter 42-66. First killing frost, Nov. 26; last killing frost, Feb. 25.

11 - TAP WATER: South Side Reservoir No. 1: Alkaline, very hard. North Side Reservoir No. 3: Alkaline, soft; not fluoridated.

12 - RETAILING: **Downtown Shopping Area**-30 city blocks housing city and county government offices plus retail stores. Bounded by Main Ave. and 3rd Ave.; 13th St. and Toole Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway Pl.(25)	NA	
El Con(124)	NA	JCPenney, Sanger-Harris, Mont. Ward, Goldwater's
Foothills Mall (80)	NA	Goldwaters, Levy's
Green Valley(81)	NA	Lucky's, Revco
Park Mall(106)	NA	Sears, Diamonds, Broadway Southwest
Tucson Mall(104)	NA	JCPenney, Sears, Mervyn's

Principal Shopping Days-Tues. through Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Broadway Southwest 2; Diamond's 2; Goldwater's 2; Sanger-Harris 2; JCPenney 2; Montgomery Ward; Mervyn's 3; Sears 2.
Discount Stores-Fed Mart 2; Yellow Front 7; K mart 5; Jewelcor; La Belle's 2; Target 2; Gemco 2.
Variety Stores-Sprouse-Reitz 4; McLellan's 3; Ben Franklin; TG&Y; Pic 'n Sav 2.
Chain Drug Stores-Walgreens 17; Revco 25; Skagg's 7; Thrifty 9; Defender 5; United 4; Long's 2; Rexall 2; Osco 5.
Chain Supermarkets-Alpha Beta 4; Bayless 7; Circle 15; Safeway 14; Fry's 10; Quik Mart 20; 7-Eleven 32; Lavicios 8; Warehouse Foods 2.
Other Chain Stores-Ace Hardware 10; Ann Mercer 2; Barrow's Furn.; Baum & Adamson; Browse Around 3; Carpet Giant; Cele Peterson 3; Checker Auto Supply 14; Cloth World 2; College Shop; Color Tile 3; Daniel's Jewelers 6; Discount Nursery 5; Fitzgerald TV; Flash's TV; Franklin's Men's Store 3; Handyman 2; Kinney Shoes 5; Lady Marden's; Lee Optical 6; Sam Levitz Warehouse; Lerner's 5; May's 5; Payless Cashway Lumber 6; Pier 1 Imports 2; Plant World 6; Radio Shack 17; Lou Regester; Singer Co. 2; Standard Brands 3; Vicki Wayne 3; Zale's 3; O'Malley's 3; Home Depot 2; Fashion Gal 3; Old Pueblo Traders 6; True Value Hdwe. 14.

14 - NEWSPAPERS: STAR (m) 85,560; CITIZEN (e) 55,014; STAR (S) 161,383; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Richard Lowe, Natl. Adv. Dir., STAR and CITIZEN, 4850 S. Park Ave., Tucson, AZ 85726; Tel. (602) 573-4400.
National Representative: Gannett National Newspaper Sales.
THE DAILY TERRITORIAL (m) 1,376; Mar. 31, 1987 CAC.
Local Contact for Advertising and Merchandising Data: Michael Levy, Adv. Dir., THE DAILY TERRITORIAL, 1 W. Orange Grove Rd., Tucson, AZ 85704; Tel. (602) 297-1107.

National Representative: None.

YUMA

1 - LOCATION: Yuma County. E&P Map B-3. County Seat. On Colorado River at junction with Gila River; 184 mi. SW of Phoenix; 244 mi. W of Tucson; 185 mi. E of San Diego; 289 mi. SE of Los Angeles; 25 mi. N of Mexican border. On I-8 & U.S. Hwy. 95.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Greyhound; Continental.
Motor Freight Carriers-10 interstate; 3 intrastate.
Airlines-America West; 2 commuter.

3 - POPULATION:
Corp. City 80 Cen. 42,481; E&P 87 Est. 48,072
NDM-ABC: (80) 64,321
County 80 Cen. 90,554; E&P 87 Est. 105,663
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,045; E&P 87 Est. 15,032
County 80 Cen. 29,848; E&P 87 Est. 36,232
NDM-ABC: (80) 21,931

5 - BANKS	NUMBER	EST. DEP.
Commercial	18	$423,754,000
Savings	3	N.A.
Credit Unions	5	N.A.

6 - PASSENGER AUTOS: County 41,738

7 - ELECTRIC METERS: Residence 37,154 (Yuma area)

8 - GAS METERS: Residence 15,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 1,050 ($275); Agric. 9,225 ($220); Aerospace 350 ($375); Clothing 1,000 ($249); Other Mfg. 500 ($260).

10 - CLIMATE: Min. & Max. Temp.-Spring 58-87; Summer 78-115; Fall 68-95; Winter 46-71.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St. bet. 1st and 4th Sts.; 1 block off Main on 1st, 2nd and 3rd; Palm Plz. (21 stores), 24th St. & Ave. A; Westbluff Ctr. (8 stores), 24th St. and Ave. A; Western Vlg. (11 stores), 14th St. & 4th Ave.; Alpha Beta Ctr., 4th Ave. & Catalina; Plaza Del Sol.
Neighborhood Shopping Centers-3 blocks on 4th Ave. on the mesa between 8th and 11th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
16th at 4th Ave.	3	El Rancho, Anthony's
Bayless(10)	4	Bayless, Ranchman Sportswear
Big Curve(52)	4	Walgreens, Safeway, TG&Y, Miller's Outpost
Southgate(34)	4	Albertson's, Thrifty, JCPenney, Sears
Alpha Beta	NA	Alph Beta, Long's

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings & Sundays-All.

13 - RETAIL OUTLETS: **Department Stores**-Babbitt's; JCPenney; C.R. Anthony; Apparel By Johnny; Sears; Mervyn's; Kloth Knight; Outhouse.
Variety Stores-TG&Y.
Chain Drug Stores-Thrifty; Walgreens; Revco; United Drug 3; Yuma-Mesa Drug; Sants; Medical Arts; Long's.
Chain Supermarkets-Safeway 2; Bayless; Central Market; Olsens 4; El Rancho; Alpha Beta; Albertson's.
Discount Stores-Fed-Mart; Yellow Front; K mart; Pic & Save; Popular Surplus; LaBelle's.
Other Chain Stores-Sweetbriar (women's clothing); Firestone; Checker Auto; Goodyear; McMahan's Furn.; S&H Green Stamps; Imperial Stores; Kinney Shoe; Fashion Conspiracy; B.F. Goodrich; Daniel's Jewelers; House of Fabrics; Zale's Jewelers; Radio Shack; O'Malley Lumber Co.; Pam's; 84 Lumber; Miller's Outpost; Clothestime; Pep Boys; Foot Locker; Payless Shoe; Discount Tire; Winston Tire.

14 - NEWSPAPERS: DAILY SUN & ARIZONA SENTINEL (e) 26,715; (S) 28,125; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: T. Bradford Messer, Adv. Dir., DAILY SUN & ARIZONA SENTINEL, PO Box 271, Yuma, AZ 85364; Tel. (602) 783-3333.
National Representative: Branham/Newspaper Sales.

ARKANSAS SURVEYS

METROPOLITAN STATISTICAL AREAS

Fayetteville-Springdale-Washington County.
Fort Smith, AR-OK-Crawford and Sebastian Counties, AR; Sequoyah County, OK.
Little Rock-North Little Rock-Faulkner, Lonoke, Pulaski and Saline Counties.
Memphis, TN-AR-MS-Shelby and Tipton Counties, TN; Crittenden County, AR; De Soto County, MS.
Pine Bluff-Jefferson County.
Texarkana, AR-TX-Miller County, AR; Bowie County, TX.

POPULATION ESTIMATES
(Thousands)

Age Group	1977	1980	1988
Under 5 Years	158	178	189
5-14 Years	383	366	389
15-24 Years	326	411	436
25-44 Years	411	587	623
45-64 Years	407	442	469
65 and Over	238	315	334
TOTAL	1,923	2,299	2,440

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr.	432	466	902
General Mdse.	751	1,146	1,776
Food	1,453	2,037	2,796
Automobiles	1,539	1,930	3,837
Gasoline Stations	496	760	779
Apparel	326	461	686
Furniture	267	310	586
Eat-Drink Places	385	622	972
Drugs	193	257	391
TOTAL SALES	6,383	9,114	13,907

ARKADELPHIA

1 - LOCATION: Clark County. E&P Map B-3. County Seat. On the Ouachita River, 65 mi. SW of Little Rock. On U.S. Hwy. 67; I-30.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-5.
Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,005; E&P 87 Est. 10,152
County 80 Cen. 23,326; E&P 87 Est. 23,792

4 - HOUSEHOLDS:
City 80 Cen. 3,267; E&P 87 Est. 3,339
County 80 Cen. 8,134; E&P 87 Est. 8,589

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$110,000,000
Savings & Loan	2	$2,054,000,000

6 - PASSENGER AUTOS: County 9,120

7 - ELECTRIC METERS: Residence 3,025

8 - GAS METERS: Residence 2,488

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sawmill 150; Marine 105; Furn. 60; Refurbish Brake Shoes 65.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 50-100; Fall 40-60; Winter 30-40. First killing frost, Nov. 7; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-10 blocks on 4 streets.
Shopping Centers-Pine Plaza (Safeway, West Dept., Revco, JCPenney).
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; West's.
Discount Stores-Wal-Mart.
Chain Drug Stores-Walgreens 2; Rexall.
Chain Supermarkets-Safeway; Piggly Wiggly 2.
Other Chain Stores-Otasco; Goodyear.

14 - NEWSPAPERS: SIFTINGS HERALD (e-mon to fri) 3,381; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Charles A. Berry, Gen. Mgr., SIFTINGS HERALD, 205 S. 26th St.; PO Box 10, Arkadelphia, AR 71923; Tel. (501) 246-5525.
National Representative: Papert Companies.

BATESVILLE

1 - LOCATION: Independence County, E&P Map C-2. County Seat. On White River. 100 mi. N of Little Rock; 125 mi. W of Memphis, TN; 300 mi. S of St. Louis, MO; State Hwys. 25, 14, 69, 37, 87, 122, 106; U.S. Hwys. 167, 233, 394.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Wells.

3 - POPULATION:
Corp. City 80 Cen. 8,263; E&P 87 Est. 9,388
County 80 Cen. 30,147; E&P 87 Est. 33,980

4 - HOUSEHOLDS:
City 80 Cen. 3,272; E&P 87 Est. 3,830
County 80 Cen. 10,901; E&P 87 Est. 12,789

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$133,371,825
Commercial	2	$136,371,587

6 - PASSENGER AUTOS: County 13,394

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 4,434

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Prods. 206 (N.A.); Poultry Proc. 202 ($160); Thermostats, Gas Burners 500 (N.A.); Lime Mfg. 327 (N.A.); Shoes 500 (N.A.); Egg Proc. ($160); Frozen Foods ($160); Steam Generating Plant ($200).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 60-112; Fall 42-75; Winter 15-55. First killing frost, Nov. 1; last killing frost, Mar. 15.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Cato's; Barnett Bros.; Sears; Van Atkins.
Discount Stores-Fred's Dollar Store; Marshall Economy; Wal-Mart; Alco; Dollar General.
Chain Supermarkets-Kroger; Safeway; Thriftway; Town & Country; Price Chopper.
Other Chain Stores-Otasco, Western Auto; Goodyear; Firestone; Jr. Junction; Furniture: Batesville, Bowling, Russ, Skinner's; Shoes: Monday's, Heuers, Kay's.

14 - NEWSPAPERS: GUARD (e-mon to fri) 8,889; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Jim Kemp, Adv. Mgr., GUARD, 258 W. Main; PO Box 2036, Batesville, AR 72503; Tel. (501) 793-2383.
National Representative: Papert Companies.

BENTON

1 - LOCATION: Saline County (In Little Rock-N. Little Rock MSA). E&P Map B-3. County Seat. 23 mi. SW of Little Rock, U.S. Hwys. 67 & 70; I-30; State Hwy. 35.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Intercity Bus Lines-Greyhound & Trailways.

3 - POPULATION:
Corp. City 80 Cen. 17,437; E&P 87 Est. 18,985
County 80 Cen. 52,881; E&P 87 Est. 60,168
MSA 80 Cen. 474,204; E&P 87 Est. 516,620
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,316; E&P 87 Est. 6,991
County 80 Cen. 17,477; E&P 87 Est. 20,659
MSA 80 Cen. 168,985; E&P 87 Est. 190,401

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$185,000,000
Savings & Loan	3	$89,000,000

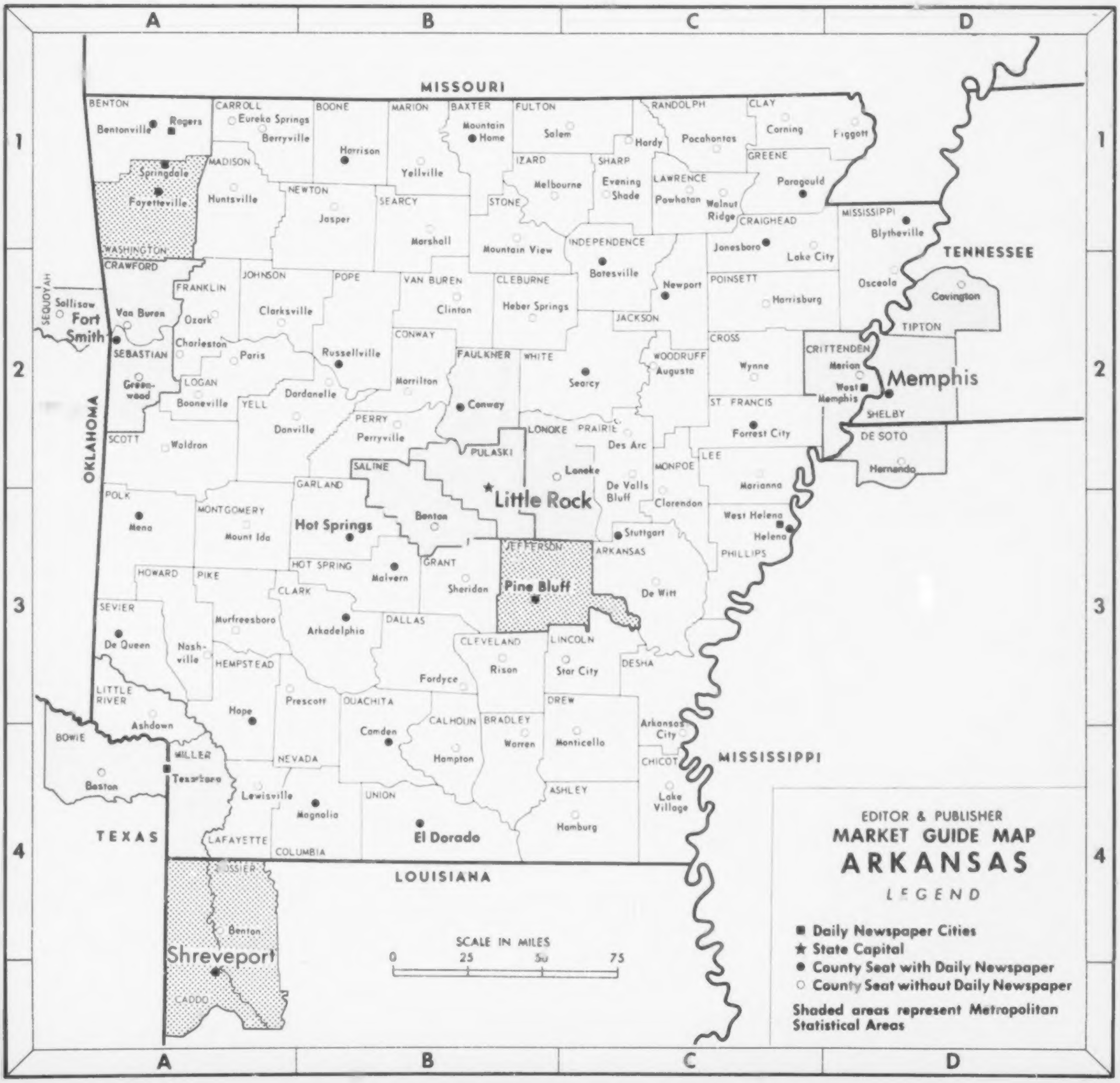
6 - PASSENGER AUTOS: County 24,737

7 - ELECTRIC METERS: Residence 7,311

8 - GAS METERS: Residence 9,900

9 - PRINCIPAL INDUSTRIES: Poultry; Beef & Dairy Farming; Lumber; Pulpwood, Furn. Mfg.; Aluminum Ore Mines; Primary & Secondary Aluminum Production; Corrugated Pkg.; Chem.; Truckbeds; Boat Trailers.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-80; Summer 65-95; Fall 50-85; Winter 32-56. First killing frost, Nov. 15; last killing frost, Mar. 6.



EDITOR & PUBLISHER
MARKET GUIDE MAP
ARKANSAS

LEGEND

■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

A
B
C
D
1
2
3
4
MISSOURI
OKLAHOMA
TENNESSEE
MISSISSIPPI
TEXAS
LOUISIANA
BENTON
Bentonville
Rogers
CARROLL
Eureka Springs
Berryville
BOONE
Harrison
MARION
Yellville
BAXTER
Mountain Home
FULTON
Salem
RANDOLPH
Pocahontas
CLAY
Corning
Piggott
Hardy
Springdale
MADISON
Huntsville
Fayetteville
WASHINGTON
NEWTON
Jasper
SEARCY
Marshall
STONE
Mountain View
IZARD
Melbourne
SHARP
Evening Shade
LAWRENCE
Powhatan
Walnut Ridge
GREENE
Paragould
CRAIGHEAD
Jonesboro
Lake City
MISSISSIPPI
Blytheville
Osceola
Covington
TIPTON
INDEPENDENCE
Batesville
Newport
POINSETT
Harrisburg
CRAWFORD
SEQUOYAH
Sallisaw
Fort Smith
Van Buren
FRANKLIN
Ozark
JOHNSON
Clarksville
POPE
Russellville
VAN BUREN
Clinton
CLEBURNE
Heber Springs
JACKSON
SEBASTIAN
Charleston
Paris
Greenwood
LOGAN
Booneville
YELL
Dardanelle
Danville
CONWAY
Morrilton
FAULKNER
Conway
WHITE
Searcy
WOODRUFF
Augusta
CROSS
Wynne
CRITTENDEN
Marion
West Memphis
Memphis
SHELBY
DE SOTO
Hernando
ST. FRANCIS
Forrest City
SCOTT
Waldron
PERRY
Perryville
PULASKI
LONOKE
Lonoke
PRAIRIE
Des Arc
MONROE
Clarendon
LEE
Marianna
POLK
Mena
MONTGOMERY
Mount Ida
GARLAND
Hot Springs
SALINE
Benton
Little Rock
De Valls Bluff
Stuttgart
ARKANSAS
West Helena
Helena
PHILLIPS
JEFFERSON
Pine Bluff
HOT SPRING
Malvern
GRANT
Sheridan
De Witt
HOWARD
PIKE
Murfreesboro
SEVIER
De Queen
Nashville
CLARK
Arkadelphia
DALLAS
CLEVELAND
Rison
LINCOLN
Star City
DESHA
Fordyce
HEMPSTEAD
Hope
LITTLE RIVER
Ashdown
Prescott
OUACHITA
Camden
CALHOUN
Hampton
BRADLEY
Warren
DREW
Monticello
Arkansas City
CHICOT
Lake Village
BOWIE
Boston
MILLER
Texarkana
NEVADA
Lewisville
Magnolia
UNION
El Dorado
ASHLEY
Hamburg
LAFAYETTE
COLUMBIA
BOSSIER
Benton
Shreveport
CADDO
SCALE IN MILES
0
25
50
75

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center-Military Plz. on Military Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Military Plz.(17)	2	Radio Shack, Auto Shack
Niloak Sq.(5)	2	Kroger, Alco
Lincoln Sq.(20)	2	ATA Fitness Ctr.
Plaza Ctr.(2)	1	West-Co
South Plz.(10)	1	Betty's Giftway
Wal-Mart(5)	2	Wal-Mart

13 - RETAIL OUTLETS: Department Stores-Gingle's; West's; Otasco.
Discount Stores-Wal-Mart; Alco.
Chain Drug Stores-Petty's; Rexall; Medic; Revco; Wal-Mart Phcy.; The Medicine Shoppe.
Chain Supermarkets-Safeway; Kroger; The Phillips Co.; Affiliated Foods.

14 - NEWSPAPERS: COURIER (e-mon to fri) 10,202; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Sam Hodges, Pub. or Rose Ezell, Adv. Mgr., COURIER, One Courier Place; PO Box 207, Benton, AR 72015; Tel. (501) 778-8228.
National Representative: Papert Companies.

BENTONVILLE

1 - LOCATION: Benton County, E&P Map A-1. County Seat. NW portion of state. Livestock market Hwy. 71. Industrial, agricultural, retirement-recreation center.

2 - TRANSPORTATION: Intercity Bus Lines-Jefferson Lines.

3 - POPULATION:
Corp. City 80 Cen. 8,756; E&P 87 Est. 11,008
County 80 Cen. 78,115; E&P 87 Est. 95,436

4 - HOUSEHOLDS:
City 80 Cen. 3,248; E&P 87 Est. 4,033
County 80 Cen. 28,622; E&P 87 Est. 36,407

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$97,358,000
Savings & Loan	5	$223,328,000

6 - PASSENGER AUTOS: County 45,252.

7 - ELECTRIC METERS: Residence 4,176.

8 - GAS METERS: Residence 3,560.

9 - PRINCIPAL INDUSTRIES: Retailing; Casting; Moulding. No. of Wage Earners-County 6,888. Av. Wk'y. Wage $219.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-85; Summer 55-90; Fall 20-75; Winter 0-55. Rainfall, 40-45 in. per year. First killing frost, Oct. 10; last killing frost, Apr. 10-15.

11 - TAP WATER: Medium.

12 - RETAILING: Principal Shopping Center-Downtown.
Neighborhood Shopping Center-Wal-Mart; Old Town Center; Northwest Plaza; Third Street Place.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northwest Arkansas Mall(50)	23	Sears, JCPenney
Dixieland Mall(4)	8	Dillards, K mart
Bella Vista Town Ctr.	6	Phillips Foods, Cooper Communities

Principal Shopping Days-Wed., Fri.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Dillards.
Discount Stores-Wal-Mart 2; K mart.
Chain Supermarkets-Phillip's Foods; Food 4 Less.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri; S) 7,152; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Mike Brown, Adv. Mgr., DEMOCRAT, PO Box 1049, Bentonville, AR 72712; Tel. (501) 273-7781.
National Representative: Landon Associates.

BLYTHEVILLE

1 - LOCATION: Mississippi County, E&P Map D-1. County Seat. Cotton and soy bean shipping, wholesale center; NE corner of state; 70 mi. N of Memphis; 230 mi. S of St. Louis; 9 mi. W of Mississippi River. U.S. Hwys. 61, I-55; State Hwy. 18.

2 - TRANSPORTATION: Railroads-Burlington Northern (freight only).
Motor Freight Carriers-7.
Intercity Bus Lines-Dixie Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,314; E&P 87 Est. 21,794
County 80 Cen. 59,517; E&P 87 Est. 53,276

4 - HOUSEHOLDS:
City 80 Cen. 8,086; E&P 87 Est. 7,274
County 80 Cen. 19,757; E&P 87 Est. 18,274

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$130,000,000
Savings & Loan	2	$35,700,000

6 - PASSENGER AUTOS: County 23,326.

7 - ELECTRIC METERS: Residence 9,319.

8 - GAS METERS: Residence 5,878.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. & Metal 1,100 ($240); Carbon Paper & Ribbons 370 ($235); Food 340 (N.A.); Chem. 325 (N.A.); Clothing 250 (N.A.); Air Force Installation 3,500 (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-72; Summer 65-93; Fall 50-71; Winter 45-52.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 3 Sts., 3 blocks on 2 Sts.
Neighborhood Shopping Centers-Division at Main; 21st at Main; 6th & Chickasawba; Moultrie & N 6th.
Shopping Center-West End, 20 blocks; Blytheville Plaza, N 6th, 6 blocks; Day Shpg. Ctr., N 6th, 7 blocks; I-55 at Hwy. 18, N. 6th at Moultrie.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
U.S. Hwy. 61	NA	Mont. Ward
Blytheville Plz.(19)	NA	Plaza Drug
Town North(5)	NA	Kroger, Alco, JCPenney
Day Center(14)	NA	Mont. Ward

Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-Thur., Fri., Sat.; Discount Stores open Sun. 1-6 p.m.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears (catalog).
Discount Stores-Gibson; Fred's; Wal-Mart; K mart; Alco; Family Dollar.
Chain Drug Stores-Pill Box; Super D.
Chain Supermarkets-Kroger; Hays 4; Valu-Food.
Other Chain Stores-Goodyear; Goodrich; Firestone; Radio Shack; Oklahoma Tire.

14 - NEWSPAPERS: COURIER-NEWS (e) 10,053; (S) 10,053; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: James R. Waller, Ed., COURIER-NEWS, PO Box 1108, Blytheville, AR 72316; Tel. (501) 763-4461.
National Representative: Landon Associates.

CAMDEN

1 - LOCATION: Ouachita County, E&P Map B-4. County Seat. Residential ctr. S central Arkansas 100 mi. S of Little Rock (capital). On Ouachita River. U.S. Hwys. 79 & 167, State Hwys. 4, 7 & 24.

2 - TRANSPORTATION: Railroads-St. Louis-Southwestern; Missouri Pacific; East Camden & Highland.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound, connections with Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,356; E&P 87 Est. 16,877
County 80 Cen. 30,541; E&P 87 Est. 33,544

4 - HOUSEHOLDS:
City 80 Cen. 5,883; E&P 87 Est. 6,621
County 80 Cen. 11,198; E&P 87 Est. 12,753

5 - BANKS	NUMBER	DEPOSITS
Credit Union	1	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 14,317.

7 - ELECTRIC METERS: Residence 6,950.

8 - GAS METERS: Residence 8,332.

9 - PRINCIPAL INDUSTRIES: Viper-MLRS; Explosives; Paper Prods.; Roofing; Electronics; Mach.; Printing Ink; Disposable Diapers; Dairy Prods.; Railcar Repair; Lumber; Paneling; Soft Drinks.

10 - CLIMATE: Summer av. low 90's; Winter av. low 40's; Rainfall 51 in.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cardinal(12)	4	Piggly Wiggly, Dollar General
Garden Oaks(15)	1	Piggly Wiggly, Howard's
Wal-Mart(14)	2	Wal-Mart, Kroger
West Gate(8)	1	Handi Pack Groc.

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Watt's; JCPenney; Belk-Jones; Beall-Ladymon; Credit Shop; Freers; Starr Fashion; West.
Discount Stores-Howard's; Wal-Mart.
Variety Stores-Dollar General 2.
Chain Supermarkets-Kroger; Safeway; Piggly Wiggly 2; Smitty's.
Other Chain Stores-Goodyear; Firestone; Oklahoma Tire; Western Auto; Singer Co.; Sears (catalog).

14 - NEWSPAPERS: NEWS (e) 5,512; sworn Sept. 25, 1986.
Local Contact for Advertising and Merchandising Data: David Weikal, Adv. Dir., NEWS, PO Box 798, Camden, AR 71701; Tel. (501) 836-8192.
National Representative: Papert Companies.

CONWAY

1 - LOCATION: Faulkner County. (In Little Rock-N. Little Rock MSA). E&P Map B-2. County Seat. 30 mi. NNW of Little Rock. On U.S. Hwys. 64, 65, I-40.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,375; E&P 87 Est. 24,550
County 80 Cen. 46,192; E&P 87 Est. 55,661
MSA 80 Cen. 474,204; E&P 87 Est. 516,620

4 - HOUSEHOLDS:
City 80 Cen. 6,798; E&P 87 Est. 8,234
County 80 Cen. 15,489; E&P 87 Est. 19,368
MSA 80 Cen. 168,985; E&P 87 Est. 190,401

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$371,045,509
Savings & Loan	4	(incl. above)

6 - PASSENGER AUTOS: County 21,712.

7 - ELECTRIC METERS: Residence 10,123.

8 - GAS METERS: Residence 7,650 (city limits).

9 - PRINCIPAL INDUSTRIES: Fans; Pipe Fab.; Feed Mfg.; Boats; Satellite Systems; Direct Mail Service; Educational TV; Shoes; Bus Bodies; Fishing Tackle; Oars; Farm Mach.; School Furn.; Paper Boxes; Pianos; Furn.; Concrete Prods.; Refrigerated Cabinets; Mobile Homes; License Tags; Vending Machines; Waste Treatment Equip.; Wheel Alignment Prods.; Water Pumps; Horse Trailers; Computer Servs.; File & Kitchen Cabinets; Fiberglass Jeep Tops; Chemicals.

10 - CLIMATE: Min. & Max. Temp.-45-92.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Neighborhood Shopping Centers (No. of Stores)-Downtown (55); Faulkner Plaza (15); Southgate (6); Laurel Plaza (12); Con-Ark Village (16); Conway Towne Center (26); North Plaza Mall (11); Salem Place (6).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McCain Mall(69)	28	Dillard's, Sears, JCPenney
University Mall(33)	32	Dillard's, Mont. Ward

Principal Shopping Days-Wed., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Beall-Ladymon; Maurice; Cato; JCPenney; West's; Frank Rivers.
Discount Stores-Fred's; Wal-Mart; Ashleys; Duckwall-Alco; Family Dollar; Dollar General; McCrory's.
Chain Drug Stores-Village Rexall; Village Mart; Sav-on.
Chain Supermarkets-Kroger; Safeway; Piggly Wiggly; Food 4 Less.
Other Chain Stores-Otasco; Western Auto; Goodyear; Firestone; Payless; Hastings; Hallmark Shops.

14 - NEWSPAPERS: LOG CABIN DEMOCRAT (e) 8,994; (S) 9,815; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Brenda Naylor, Adv. Mgr., LOG CABIN DEMOCRAT, 1058 Front St., PO Box 969, Conway, AR 72032; Tel. (501) 327-6621.
National Representative: Landon Associates.

DE QUEEN

1 - LOCATION: Sevier County, E&P Map A-3. County Seat. 53 mi. N of Texarkana; 143 mi. SW of Little Rock. On U.S. Hwys. 59, 70 and 71; State Hwy. 41.

2 - TRANSPORTATION: Railroads-Kansas City Southern; De Queen & Eastern; Texas, Oklahoma & Eastern.
Motor Freight Carriers-4.
Intercity Bus Lines-Jordan; Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 4,594; E&P 87 Est. 4,855
County 80 Cen. 14,060; E&P 87 Est. 14,452
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,884; E&P 87 Est. 1,900
County 80 Cen. 5,527; E&P 87 Est. 5,425

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$106,209,000

6 - PASSENGER AUTOS: County 5,497.

7 - ELECTRIC METERS: Residence 1,704.

8 - GAS METERS: Residence 1,489.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Timber Prods. 1,750 ($329); Poultry Proc. 1,250 ($204).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Day-Sat.

13 - RETAIL OUTLETS: Department Stores-Knight's; Fred's; Mullin's; Wal-Mart.
Chain Supermarkets-Piggly Wiggly; Lewis Food Center; De Queen.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 2,722; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Ray Kimball, Pub., CITIZEN, 404 De Queen Ave., De Queen, AR 71832; Tel. (501) 642-2111.
National Representative: None.

EL DORADO

1 - LOCATION: Union County, E&P Map B-4. 110 mi. S of Little Rock; 90 mi. NE Shreveport, LA; 96 mi. E of Texarkana; 85 mi. SW of Pine Bluff. Federal Hwy., U.S. Hwys. 82 & 167; on State Hwys. 15 & 7.

2 - TRANSPORTATION: Railroads-El Dorado & Wesson; Union Pacific.
Motor Freight Carriers-9.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 25,270; E&P 87 Est. 25,806
CZ-ABC: (80) 25,270
RTZ-ABC: (80) 23,303
County 80 Cen. 49,988; E&P 87 Est. 49,887
City & RTZ-ABC: (80) 48,573

4 - HOUSEHOLDS:
City 80 Cen. 11,176; E&P 87 Est. 11,125
CZ-ABC: (80) 9,831
RTZ-ABC: (80) 8,249
County 80 Cen. 20,226; E&P 87 Est. 19,249
City & RTZ-ABC: (80) 18,080

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$134,986,000
Commercial	3	$363,895,000

6 - PASSENGER AUTOS: County 21,996.

7 - ELECTRIC METERS: Residence 22,000.

8 - GAS METERS: Residence 9,885.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Oil & Gas 1,144; Lumber 1,182; Chem. 735; Petroleum Ref. 1,134; Constr. 680; All Mfg. 12,147; Poultry Proc. 1,500.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-90; Summer 65-98; Fall 38-89; Winter 27-80. First killing frost, Nov.; last killing frost, Mar. 19.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Mellor Park Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
El Dorado(6)	NA	Brookshire's, Auto Shack
El Do(8)	8	Goodyear
Gibson Center(4)	NA	Gibson's, Brookshire's
Mellor Park(16)	NA	Kroger, SupeRx, Wal-Mart, JCPenney, Beall-Ladymon, M.M. Cohn
Northwest Vlg.(16)	NA	West's, Safeway, Walgreens, Otasco, Allied

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Food nightly to 9; Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-M.M. Cohn; El Dorado House; J.A. West; Bealls; JCPenney.
Discount Stores-Howard Bros.; Dollar General; Gibson's; K mart; Wal-Mart.
Variety Stores-Dollar General.
Chain Drug Stores-Rexall; Walgreens; SupeRx.
Chain Supermarkets-Safeway 2; Kroger; Brookshire's 2; Smitty's.
Other Chain Stores-Payless Shoes; Famous Brands Shoes; Firestone; Babcock Auto; Goodyear; Otasco; Union Tire; Singer Co.; Sherwin-Williams; Zale's Jewelry; Sears; Auto Shack; Burke Hall; Radio Shack; Factory First; Allied.

14 - NEWSPAPERS: NEWS-TIMES (m) 11,560; (S) 11,768; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Betty Pattings, Adv. Dir., NEWS-TIMES, 111 N. Madison, El Dorado, AR 71730; Tel. (501) 862-6611.
National Representative: Papert Companies.

FAYETTEVILLE

1 - LOCATION: Washington County (In Fayetteville-Springdale MSA). E&P Map A-1, County Seat. Education, agriculture, poultry, dairy, beef cattle area; growing industrial area. On U.S. Hwys. 62, 71; State Hwys. 16, 45, 112, 180, 265, 471.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-5.
Airlines-American Eagle; Atlantic Southeast; Air Midwest; Republic Express.
Bus Lines-Jefferson; Ozark Coaches (charter).

3 - POPULATION:
Corp. City 80 Cen. 36,608; E&P 87 Est. 41,433
CZ-ABC: (80) 36,608
RTZ-ABC: (80) 82,850
County/MSA 80 Cen. 99,735; E&P 87 Est. 109,967
City & RTZ-ABC: (80) 119,458

4 - HOUSEHOLDS:
City 80 Cen. 13,480; E&P 87 Est. 15,840
County/MSA 80 Cen. 36,072; E&P 87 Est. 41,720
CZ-ABC: (80) 13,482
RTZ-ABC: (80) 29,385
City & RTZ-ABC: (80) 42,867

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	8	N.A.
Commercial	3	$410,499,250

6 - PASSENGER AUTOS: County 50,616.

7 - ELECTRIC METERS: Residence County 48,414.

8 - GAS METERS: Residence 28,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food Proc. 2,500; Electrical Equip. 150; Copper Pipe Fittings 150; Woodworking 150; Printing 550; Hand & Cement Tools 150; Light Metal 250; Clothing 400; Concrete Prods. 130; Air Filters 150; Electric Musical Instr. 150; Civilian Labor Force (Fayetteville-Springdale MSA) 53,000.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 61-98; Fall 36-60; Winter 32-54. First killing frost, Oct. 25; last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-N.W. Arkansas Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(5)	NA	Watson, Collier Drug
Evelyn Hills(27)	NA	Mont. Ward, IGA, Anthony's
N.W. Ark. Mall(83)	NA	Sears, JCPenney, Dillard's
Fiesta Sq. (16)	NA	Wal-Mart, Revco
Highway 62	NA	Food 4 Less, Wal-Mart
Oak Plaza(16)	NA	Dillon's, Ben Franklin
Southgate Park(4)	NA	Family Dollar, IGA
Westgate(11)	NA	IGA
Downtown(45)	NA	John W. Cole

Principal Shopping Days-Wed., Thur., Sat. Food, Discount & Dept. stores open Sunday.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; C.R. Anthony; Sears; Dillard's; Beall-Ladymon.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Wal-Mart; K mart; Woolworth; Otasco; Family Dollar.
Chain Drug Stores-Collier (Rexall) 3; Consumer's; Revco.
Chain Supermarkets-Consumer's IGA 4; Dillon's Thriftmart 2; Consumer's Discount Foods; Speedimart 6; 7-Eleven 2; Food 4 Less 2.

14 - NEWSPAPERS: NORTHWEST ARKANSAS TIMES (e) 11,133; (S) 12,260; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Daryl Henning, Pub., NORTHWEST ARKANSAS TIMES, 212 N. East St., Fayetteville, AR 72702; Tel. (501) 442-6242.
National Representatives: Papert Companies; Thomson Newspapers.

FORREST CITY

1 - LOCATION: St. Francis County, E&P Map C-2. County Seat. 45 mi. SW of Memphis; 90 mi. E of Little Rock.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific.
Motor Freight Carriers-Yellow Freight Systems; Missouri Pacific Piggy Back; Roadway Truck Lines; Consolidated Freightways; Batesville Truckline; Arkansas Freightways; Mistletoe Express.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,803; E&P 87 Est. 12,954
County 80 Cen. 30,858; E&P 87 Est. 28,827

4 - HOUSEHOLDS:
City 80 Cen. 4,651; E&P 87 Est. 4,398
County 80 Cen. 9,930; E&P 87 Est. 9,663

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$136,051,680
Savings & Loan	2	$1,102,440,683

6 - PASSENGER AUTOS: County 10,860.

7 - ELECTRIC METERS: Residence 6,067.

8 - GAS METERS: Residence 4,345.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-TVs & Microwave Ovens 1,500; Hoisting Equip. 250; Elect. Motors 100; Heating & Air Cond. Equip. 200; Farm Mach. 50; Textiles 150; Rubber Prods. 335.

10 - CLIMATE: Min. & Max. Temp.-45-87.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-10 blocks downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Valli Vista	NA	Kroger, Revco, Fred's Dollar Store
Cloverleaf	NA	Piggly Wiggly, Cato's, Wal-Mart
Edwin-Houston Ctr.	NA	The Colony Shop, Young America
Cricket Complex	NA	Cricket on the Heart, Tadpoles

13 - RETAIL OUTLETS: Department Stores-Sears; The Colony Shop; Taylor-Casbeer; Edwin-Houston; Tadpoles; Arrow Associates; A&T; Gadberry's; J&J Ladies' Apparel.
Discount Stores-Wal-Mart; Fred's Dollar Store; Main $ Store; Best Dollar Store; Ronnie's $ Store; Campbell's Factory Outlet; Payless Shoes.
Chain Supermarkets-Kroger; Safeway; Food Giant; Big Star; Vandiver's Discount; Piggly Wiggly 2.
Other Chain Stores-Goodyear; Western Auto; Super D Drug; Revco; Cato's.

14 - NEWSPAPERS: TIMES-HERALD (e-mon to fri) 4,462; sworn Oct. 3, 1986.
Local Contact for Advertising and Merchandising Data: Jim Wirski, Adv. Mgr., TIMES-HERALD, 222 N. Izard St., Forrest City, AR 72335; Tel. (501) 633-3130.
National Representative: Papert Companies.

FORT SMITH

1 - LOCATION: Sebastian County. (In Fort Smith AR-OK MSA). E&P Map A-2. 134 mi. from Tulsa, OK; 417 mi. from St. Louis; 296 mi. W of Memphis; 300 mi. NE of Dallas. U.S. Hwys. 64, 71, 71, 271; State Hwys. 9, 10, 22, 45, 59, 270.

2 - TRANSPORTATION: Railroads-KCS; Midland Valley; Missouri Pacific; Frisco.
Motor Freight Carriers-26.
Intercity Bus Lines-Continental Trailways; Crown Coach; KCS; Okla. Trans.; Inter City Transit.

3 - POPULATION:
Corp. City 80 Cen. 71,384; E&P 87 Est. 74,201
CZ-ABC: (80) 89,851
RTZ-ABC: (80) 202,700
County 80 Cen. 94,930; E&P 87 Est. 100,207
MSA 80 Cen. 162,571; E&P 87 Est. 178,962
City & RTZ-ABC: (80) 292,551
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 27,654; E&P 87 Est. 29,775
County 80 Cen. 35,686; E&P 87 Est. 39,052
MSA 80 Cen. 58,842; E&P 87 Est. 66,931
CZ-ABC: (80) 34,140
RTZ-ABC: (80) 71,479
City & RTZ-ABC: (80) 105,619

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 51,312.

7 - ELECTRIC METERS: 21,457.

8 - GAS METERS: 19,161.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Prods. 2,600; Apparel 500; Lumber & Wood Prods. 400; Furn. & Fixtures 4,950; Printing & Pub. 550; Stone, Clay & Glass Prods. 900; Metal 5,200; Fab. Metal Prods. 450; All Other Mfg. 1,650; Non-mfg. 28,750; Mining 450; Contract Constr. 2,400; Whol. Trade 2,150; Ret. Trade 7,100; Fin., Ins. & R.E. 1,450; Servs. 6,950; Gov't 6,150; All other Non-agric. employment 6,850; Agric. 2,200; Totals: Durables 11,650; Non-Durables 6,250; Total Employment: (MSA) 55,400; Civilian Work Force 58,950.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-81; Summer 67-95; Fall 38-87; Winter 29-55. First killing frost, Oct. 25; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Downtown Shopping Center-10 blocks on Garrison Ave. & same blocks on Rogers Ave.
Neighborhood Shopping Centers-Suburban & Grand; 21st & Midland Blvd.; Sunnymede & North O St.; Greenwood Vlg., Greenwood & Rogers Aves.; Pk. Plz. 3400 Rogers Ave.; Phoenix Vlg., Towson & Phoenix; K mart; Jenny Lind & South Zero; Central Mall, Rogers & Waldron Rd.; Waldron Sq., 5300 Rogers Ave.; Towson Plz., 3600 Towson.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Plz.(8)	2	Ben Franklin
Midland & Division(5)	3	Midland Drugs
Central Mall(67)	NA	JCPenney, Sears, Boston Store
Green Wood Vlg.	NA	IGA, Otasco
Park Plz.(8)	2	TG&Y
Phoenix Vlg.(52)	5	TGP, Otasco
K mart(30)	6	IGA, K mart

Principal Shopping Days-Mon., Wed., Thur.
Stores Open Evenings-Dept.-Thur.; Food-nightly; Central Mall & Phoenix Vlg.-nightly.

13 - RETAIL OUTLETS: Department Stores-Boston Store 2; Sears; Tilles 2; Hunt's 6; JCPenney; Lou Ann's; Froug's-on-the-Mall; Buster Brown Family Ctr.
Discount Stores-K mart; Kroger; Wal-Mart.
Variety Stores-TG&Y; Ben Franklin.
Chain Drug Stores-Law's 2; Osco 2.
Chain Supermarkets-Milgram's 6; Kroger 3; IGA Affiliates-Winton's IGA 3; IGA Thriftway; Safeway 3.
Other Chain Stores-Arcade Men's Poise N Ivy; Dollar Saver; Hunt's Warehouse; Day Discount; Elkins Antiques & Used Furniture; The Sample Seller; Eagle Store; Goins Statewide Furniture; The Leader; Aubrey Jewelry; Davis Furniture; McCann's Photo; China & Glass Co.; Butterfield Trails News Stand; Go-Breaker Electronic; Midwest Hardware & Sporting Goods; D&D Pharmacy; Trophies Unlimited; Newton's Jewelers; Cowan Jewelry; Carpet World; Firestone; Arkansas Glass & Mirror; Snooper's Barn; Junior League Bargain Box; Oklahoma Tire & Supply; S&Q Clothiers; Discount Sew & Sound.

14 - NEWSPAPERS: SOUTHWEST TIMES RECORD (all day) 42,818; (S) 46,510; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Truman Beasley, Adv. Dir., SOUTHWEST TIMES RECORD, 920 Rogers Ave., Fort Smith, AR 72901; Tel. (501) 785-7700.
National Representative: Papert Companies.

HARRISON

1 - LOCATION: Boone County, E&P Map B-1. County Seat. Industrial, agricultural, and recreational center. 92 mi. S of Springfield, MO; 140 mi. N of Little Rock. U.S. Hwys. 62, 65.

2 - TRANSPORTATION: Motor Freight Carriers-Arkansas Freightways.
Intercity Bus Lines-Mountain Home Bus Service.
Airlines-Exec. Express (Stillwell, OK).

3 - POPULATION:
Corp. City 80 Cen. 9,567; E&P 87 Est. 10,985
County 80 Cen. 26,067; E&P 87 Est. 28,139

4 - HOUSEHOLDS:
City 80 Cen. 3,931; E&P 87 Est. 4,580
County 80 Cen. 9,781; E&P 87 Est. 10,988

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$636,000,000
Commercial	2	$163,000,000

6 - PASSENGER AUTOS: County 13,361.

7 - ELECTRIC METERS: Residential 4,216.

8 - GAS METERS: Residential 3,784.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Woodworking 444; Tool & Die Casting 216; Garment 570; Chalk & Bulletin Boards 200; Handle Factory 100; Warehousing & Distribution 1,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-97; Fall 42-65; Winter 0-50.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northvale(9)	NA	Ace Hdwe.
Ozark Mall(32)	NA	West's, Alco, JCPenney
Younes(4)	NA	

Principal Shopping Days-Tues., Sat.

13 - RETAIL OUTLETS: Department Stores-West's; Walters; Sears; JCPenney.
Discount Stores-Wal-Mart; Alco.
Variety Stores-Ben Franklin; Crest Variety; Dollar General.
Chain Supermarkets-Consumer's.
Other Chain Stores-Otasco; Coast-to-Coast; Mode O'Day; Goodyear; Radio Shack; Ace Hdwe.

14 - NEWSPAPERS: TIMES (e-mon to fri) 10,139; June 30, 1986 VAC.
Local Contact for Advertising and Merchandising Data: Lee Dunlap, Bus. Mgr., TIMES, PO Box 40, Harrison, AR 72601-0040; Tel. (501) 741-2325.
National Representative: Papert Companies.

HELENA-WEST HELENA

1 - LOCATION: Phillips County, E&P Map C-3. County Seat. 125 mi. E of Little Rock; 60 mi. S of Memphis. On State Hwys. 20, 44, 49, 61.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. Cities 80 Cen. 20,965; E&P 87 Est. 19,134
Helena 80 Cen. 9,598; E&P 87 Est. 8,688
West Helena 80 Cen. 11,367; E&P 87 Est. 10,446
County 80 Cen. 34,772; E&P 87 Est. 31,012

4 - HOUSEHOLDS:
Cities 80 Cen. 7,251; E&P 87 Est. 6,692
Helena 80 Cen. 3,371; E&P 87 Est. 3,124
West Helena 80 Cen. 3,880; E&P 87 Est. 3,568
County 80 Cen. 11,434; E&P 87 Est. 10,523

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$137,000,000

6 - PASSENGER AUTOS: County 10,700.

7 - ELECTRIC METERS: Residence, County 14,000.

8 - GAS METERS: Residence, County 12,000.

9 - PRINCIPAL INDUSTRIES: Boxes; Crates; Cotton Seed Prods.; Meat Packing; Insecticides; Fertilizer; Plywood; Swimming Pools; Furn.; Shortening; Chem.; Soy Bean Oil & Meal; Clothing.

10 - CLIMATE: Min. & Max. Temp.-20-105.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Twin City(8)	NA	Goodyear, Safeway, McCrory
Tri County Plz.(6)	NA	Wal-Mart, Pizza Hut

13 - RETAIL OUTLETS: Department Stores-JCPenney; Wall's; Cato.
Variety Stores-Fred's; McCrory; Ronny's.

Discount Stores-Wal-Mart; Fred's; Family Dollar.
Chain Drug Stores-M-C 2; Economy 2; Wal-Mart.
Chain Supermarkets-Safeway 2; Kroger; Big Star; Piggly Wiggly.
Other Chain Stores-Goodyear; Firestone; Sears.

14 - NEWSPAPERS: WORLD (e-mon to fri; S) 5,169; sworn Nov. 3, 1986.
Local Contact for Advertising and Merchandising Data: Thomas G. Wilson III, Gen. Mgr., WORLD, 417 York St.; PO Box 340, Helena, AR 72342; Tel. (501) 338-9181.
National Representative: Papert Companies.

HOPE

1 - LOCATION: Hempstead County. E&P Map A-3. County Seat. 120 mi. SW of Little Rock; 200 mi. NE of Dallas; 90 mi. N of Shreveport (LA); 30 mi. NE of Texarkana. On U.S. Hwys. 67 & I-30; State Hwys. 4, 29, 32, 73, & 355.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Louisiana; Kansas City Southern; St. Louis-San Francisco.
Motor Freight Carriers-6.
Airlines-Commercial air service is available at Texarkana Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 10,290; E&P 87 Est. 10,628
CZ-ABC: (80) 10,290
RTZ-ABC: (80) 21,830
County 80 Cen. 23,635; E&P 87 Est. 22,826
City & RTZ-ABC: (80) 32,120

4 - HOUSEHOLDS:
City 80 Cen. 3,882; E&P 87 Est. 3,972
County 80 Cen. 8,578; E&P 87 Est. 8,550
CZ-ABC: (80) 3,882
RTZ-ABC: (80) 7,785
City & RTZ-ABC: (80) 11,667

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$40,000,000
Commercial	2	$189,000,000

6 - PASSENGER AUTOS: County 9,048

7 - ELECTRIC METERS: Residence 5,240

8 - GAS METERS: Residence 5,201

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Woodworking 360; Textile 200; Others 1,798. Av. Wkly. Wage-$221-$269.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Mean Daily Max. Temp.-75.2. Mean Daily Min. Temp.-51.2.

11 - TAP WATER: Alkaline, soft; fluoridated (natural).

12 - RETAILING: **Principal Shopping Center**-18 blocks on five streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hope North	NA	Howard's
Hope Vlg.(13)	NA	Thriftway, Rexall, Sears
Hervey St.(2)	NA	TG&Y, Smitty's

Stores Open Evenings-Sat.
Stores Open Sunday-One drug, all grocery.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; J.A. West.
Variety Stores-TG&Y; Fred's; Family Dollar.
Discount Stores-Howard's.
Chain Supermarkets-Smitty's; Safeway; Liberty Valu-Mkts. 10; Thriftway; Piggly Wiggly.
Other Chain Stores-Oklahoma Tire & Supply; Western Auto; Sears (catalog); Cato's.

14 - NEWSPAPERS: STAR (e) 4,890; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jim Perry, Adv. Dir., STAR, W. 3rd & Grady Sts.; PO Box 648, Hope, AR 71801; Tel. (501) 777-8841.
National Representative: Papert Companies.

HOT SPRINGS

1 - LOCATION: Garland County. E&P Map B-3.

2 - TRANSPORTATION: **Intercity Bus Lines**-Trailways.
Motor Freight Carriers-8.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 35,166; E&P 87 Est. 38,522
CZ-ABC: (80) 35,781
RTZ-ABC: (80) 59,294
County 80 Cen. 69,916; E&P 87 Est. 79,647
City & RTZ-ABC: (80) 95,075

4 - HOUSEHOLDS:
City 80 Cen. 15,200; E&P 87 Est. 16,468
CZ-ABC: (80) 15,483
RTZ-ABC: (80) 21,837
County 80 Cen. 27,888; E&P 87 Est. 33,027
City & RTZ-ABC: (80) 37,320

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$223,393,627
Commercial	4	$565,556,921

6 - PASSENGER AUTOS: County 38,365

7 - ELECTRIC METERS: Residence 33,563

8 - GAS METERS: Residence 17,011

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ladies' & Girls' Shoes 500 ($200); Wood Proc. 675 ($200); Aluminum Extrusions & Doors 500 ($175); Vanadum 81; Alum. Wire & Cable 178.

10 - CLIMATE: Av. Temp.-Winter 47; Summer 72. First killing frost, Nov. 6; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Center**-10 blocks Central Ave.; 7 Ouachita; 8 Malvern; 10 Albert Pike; 1 block Freeman Center; 8 Albert Pike; 3 Oaklawn; 6 blocks South Central Ave.; 1 Park Ave.; 2 Indiandale; Malvern Ave.; Hot Springs Mall-20 blocks S. Central Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albert Pike(8)	NA	Rexall, Brandon's Furn., Western Auto
Central City(18)	NA	K mart, Piggly Wiggly
Freeman	NA	
Hot Springs Mall(40)	6	Sears, Dillards, JCPenney, Bealls, Walgreens, Zale's
Rector Hts.(2)	NA	K mart
Mowery-Wyatt(10)	NA	Walgreens, Otasco, Safeway
Market Place	NA	Wal-Mart, Kroger, Revco

Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Rephans; Gartenberg's; Dillard's; Sears; Bealls.
Variety Stores-Dollar General.
Discount Stores-K mart 2; Alco; Wal-Mart 2.
Chain Drug Stores-Walgreens 3; Crawford 2; Medical Arts; Revco 2; Consumer's 2.
Chain Supermarkets-Safeway 3; Kroger 2; Piggly Wiggly 3; Cooley's; Food-4-Less.
Other Chain Stores-Otasco; Goodyear; Firestone; Fleet Tire; Western Auto.

14 - NEWSPAPERS: SENTINEL-RECORD (m) 18,290; (S) 19,477; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Floyd Emerson, Adv. Dir., SENTINEL-RECORD, 300 Spring St.; PO Box 580, Hot Springs, AR 71902; Tel. (501) 623-7711.
National Representative: Papert Companies.

JONESBORO

1 - LOCATION: Craighead County. E&P Map C-2. County Seat. 66 mi. NW of Memphis; 135 mi. NE of Little Rock; 253 mi. S of St. Louis.

2 - TRANSPORTATION: **Railroads**-St. Louis-Southwestern; Burlington Northern; Missouri Pacific.
Motor Freight Carriers-34.
Air Travel-Jonesboro Municipal Airport.
Bus Lines-Union Bus Station.

3 - POPULATION:
Corp. City 80 Cen. 31,530; E&P 87 Est. 31,018
CZ-ABC: (80) 31,530
RTZ-ABC: (80) 79,134
County 80 Cen. 63,218; E&P 87 Est. 65,668
City & RTZ-ABC: (80) 110,664

4 - HOUSEHOLDS:
City 80 Cen. 11,405; E&P 87 Est. 11,372
County 80 Cen. 22,330; E&P 87 Est. 23,727
CZ-ABC: (80) 11,405
RTZ-ABC: (80) 27,894
City & RTZ-ABC: (80) 39,299

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	N.A.
Commercial	5	$435,139,250

6 - PASSENGER AUTOS: County 29,250

7 - ELECTRIC METERS: Residence 16,432

8 - GAS METERS: Residence 15,050

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Electric Metors Commun. 1,893; Materials Handling Equip. 378; Rice 400; Shoes 1,424; Plumbing Fixtures 450.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 15; last killing frost, Apr. 17.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Indian Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Birchwood Sq.(7)	NA	Falk Footwear
Caraway Plaza(16)	NA	Skagg's, Dollar General
Eastwood(7)	NA	Colony Shop
Fountain Sq.(4)	NA	Green Leaf, Gold & Stone
Indian Mall(52)	NA	Dillard's, Sears, JCPenney, Stimson's
Jonesboro Plz.(2)	NA	Kroger, Wal-Mart
Southgate Plz.(5)	NA	Jac's
Southwest Vlg.(4)	NA	M.H. Kenward
Univ. Ctr.(10)	NA	Gibson's, Big Star Mkt.
West Mart Ctr.(15)	NA	Big Star Mkt.
Highland(12)	NA	K mart, Hay's

Principal Shopping Days-Weekends.

13 - RETAIL OUTLETS: **Department Stores**-Broadway's; JCPenney; Dillard's; Sears; Grisham's.
Discount Stores-Skaggs Alpha Beta; Gibson's; Wal-Mart; Fred's Dollar; K mart; General Dollar; Fred P. Gattas.
Chain Drug Stores-Service 2; Skagg's; Consumer Pharmacy 2; Medicine Shoppe.
Chain Supermarkets-Kroger; Stimson's 2; Big Star 3; Jr. Food Stores 6; Hays 3; Alpha Beta.

14 - NEWSPAPERS: SUN (m) 23,328; (S) 24,885; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Donohue, Ret. Adv. Mgr., SUN, 518 Carson, Jonesboro, AR 72401; Tel. (501) 935-5525.
National Representative: Landon Associates.

LITTLE ROCK

1 - LOCATION: Pulaski County (In Little Rock-North Little Rock MSA). E&P Map B-2. County Seat. Geographical, economic and industrial center and capital of the state. Wholesale distribution center. 137 mi. to Memphis; 300 mi. to Tulsa; 425 mi. to Oklahoma City; 350 mi. to St. Louis.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Cotton Belt (freight); Amtrak (passenger).
Motor Freight Carriers-38 (franchised).
Intercity Bus Lines-Arrow Coach; Continental Trailways; Greyhound; Inter City; Great Southern; Houston-Bigelow; Central Ark. Transit; Jefferson.
Airlines-American; Delta; TWA; Southwest; North-eastern; United; Republic.
Barge Lines-10.

3 - POPULATION:
Corp. City 80 Cen. 167,861; E&P 87 Est. 176,389
CZ-ABC: (80) 317,859
RTZ-ABC: (80) 707,763
MSA 80 Cen. 474,204; E&P 87 Est. 516,620
County 80 Cen. 340,613; E&P 87 Est. 362,755
City & RTZ-ABC: (80) 1,025,622
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,749; E&P 87 Est. 69,814
County 80 Cen. 124,516; E&P 87 Est. 137,346
MSA 80 Cen. 168,985; E&P 87 Est. 190,401
CZ-ABC: (80) 116,937
RTZ-ABC: (80) 248,422
City & RTZ-ABC: (80) 365,359

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	$1,032,200,000
Commercial	10	$2,421,446,809

6 - PASSENGER AUTOS: County 191,046

7 - ELECTRIC METERS: Residence 179,303

8 - GAS METERS: Residence 118,689

9 - PRINCIPAL INDUSTRIES: Industry (Units) Earnings (No. of Wage Earners)-Food (37) $48,131,000 (3,197); Lumber (18) $9,540,000 (830); Furn. & Fixt. (12) $4,287,000 (460); Printing (83) $38,602,000 (2,618); Elect. Equip. (18) $74,985,000 (N.A.); Trans. Equip. (15) $19,333,000 (950); Fab. Metal (30) $40,563,000 (2,410); Paper (10) $16,852,000 (1,001).
Principal Industrial Pay Days-Wkly., 1st & 15th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-81; Summer 68-90; Fall 40-63; Winter 35-56. First killing frost, Nov. 12; last killing frost, Mar. 11.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Downtown Shopping Center**-8 blocks on Main St. and 2 blocks on West Capitol Ave.; 4 blocks on Main St. in N Little Rock.
Neighborhood Shopping Areas-Asher Ave. & University Ave.; Markham & University Ave.; Forest Heights; Rodney Parham area; Geyer Springs & Baseline; West 7th St. (600 to 1200 blocks); Park Hill (NLR); Indian Hills; McCain Mall; The Other Center; The Outlet Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Metrocentre(44)		M.M. Cohn, Osco, Dillard's
Heights Center(64)	5	Safeway, Kroger
Tanglewood(24)	6	Safeway
Park Plaza(42)	5	Dillard's
Colony West(14)	7	Kroger, Osco
Sturbridge(7)	7	Custom Audio
Williamsburg Row(7)	7	The Fifth Season
The Market Place(29)	7	Wyatt's Cafeteria, Audio World
Trellis Sq.(18)	7	Radio Shack
University Mall(35)	5	JCPenney, Mont. Ward, Osco, M.M. Cohn
Broadmoor(16)	5	Arkansas Bookhouse
Breckenridge(24)	7	Merle Norman, Jack Sommer's Shoes, Greenhaw's
Town & Country(9)	6	Otasco
K mart Plaza(8)	6	K mart
Southwest City Mall(32)	9	Osco, Target, Beall's
Colony South(10)	10	Kroger
Village Center(21)	6	West's, Western Auto
University Pl.(13)	6	Schuster's Savers, Food 4 Less
Rose City(12)	5	Safeway, Dollar General, Otasco
Lakehill Center(11)	4	Hog Heaven, Schuster's Savers
McCain Mall(72)	6	M.M. Cohn, Dillard's, JCPenney, Sears
The Other Ctr.(10)	6	Target
Levy Center(8)	5	Ben Franklin
North Park Mall(13)	4	Otasco
Indian Hills(17)	6	Kroger, Wal-Mart, Radio Shack
Pike Plaza(25)	5	West's
Stein Mart Plaza(5)	6	Stein Mart, Radio Shack
Geyer Springs(9)	10	Food 4 Less, Wal-Mart
Galleria Park(12)	7	Regan's
Cloverdale Plz.(4)	12	Kelly TV, True Value Hdwe.
Vali-Hi Center(14)	5	Curtis Mathes
Baseline/Chicot	12	Ashley's West, Arky House
Geyer South(9)	NA	Factory Firsts, Bowen's
Cloverdale(8) Center	12	Baker Drug, Harry's Mkt.

Principal Shopping Days-Fri., Sat., Mon. Food-Wed., Thur., Fri., Sat.
Stores Open Evenings-Food chains; All shopping centers-Mon. & Fri.; University Mall, McCain Mall, Park Plaza & Breckenridge-9:00 p.m. daily.

13 - RETAIL OUTLETS: **Department Stores**-Dillard's 3; M.M. Cohn 3; Sterling; JCPenney 2; Sears 2; West's 4; Montgomery Ward; Beall's 3; McCrory's 2.
Discount Stores-K mart 4; Wal-Mart 5; Target 3; Skagg's 3; T.J. Maxx; Marshall's.
Variety Stores-Sterlings; TG&Y.
Chain Drug Stores-Skagg's 3; Osco 5; Petty's 6; Consumers 2; Medic 3; Drug Mutual 33.
Chain Supermarkets-Safeway 14; Kroger 8; IGA 10; Food City; Affiliated Foods Inc. (Model Mkts. 4, Thriftway 4, Indep. 5); 7-Eleven 15; Majik Mkts. 12; Skagg's 3; Food 4 Less 4; GSC; U-Tote-Em 8.
Other Chain Stores-National Shirt Shops; Dundee; Kinney Shoes 2; Baker's Shoes 3; Otasco 10; Stinger Sam 6; Voss Hutton 3; Handy Dan's 3; Lowe's; Western Auto 4; Genuine Auto Parts 7; Goodyear 7; Firestone 7; B.F. Goodrich; Kelly-Springfield; Gordon's Jewelers 3; Jaccard's; Zale's 4; Haverty Furn.; Singer Co. 3; Pittsburgh Paints 2; Sherwin-Williams 3; Cook Paints; Devoe & Reynolds Assoc. Paints 2; Dollar General 3; United Jewelers; Service Merchandise 2; Auto Shack 5; Factory First 4.

14 - NEWSPAPERS: ARKANSAS DEMOCRAT (m) 82,156; (S) 158,011; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dick Browning, Natl. Adv. Mgr., ARKANSAS DEMOCRAT, Capitol Ave. & Scott, Little Rock, AR 72201; Tel. (501) 378-3447.
National Representative: Branham/Newspaper Sales.

ARKANSAS GAZETTE (m) 136,814; (S) 185,311; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Edgar A. Major, Adv. Dir., ARKANSAS GAZETTE, 112 W. Third Ave.; PO Box 1821, Little Rock, AR 72203; Tel. (501) 371-3862. Additional Market Information: Joanne Hinson, Res. Mgr., Tel. (501) 371-3868.
National Representative: Sawyer-Ferguson-Walker; Gannett National Newpaper Sales.

MAGNOLIA

1 - LOCATION: Columbia County, E&P Map B-4, County Seat, 60 mi. E of Texarkana. State Hwys. 19, 132; U.S. Hwys. 79, 82.

2 - TRANSPORTATION: **Railroads**-L&NW; St. Louis Southwestern (Cotton Belt).
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,909; E&P 87 Est. 12,713
County 80 Cen. 26,644; E&P 87 Est. 28,112

4 - HOUSEHOLDS:
City 80 Cen. 4,306; E&P 87 Est. 4,696
County 80 Cen. 9,535; E&P 87 Est. 10,486

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$50,300,000
Commercial	4	$271,164,000

6 - PASSENGER AUTOS: County 10,968

7 - ELECTRIC METERS: Residence 5,101

8 - GAS METERS: Residence 4,835

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 850 ($229); Textile 495 ($198); Oil Prods. 2,300 ($348); Aluminum 500 ($255); Rubber Life Boats 730 ($255); Chem. 450 ($354).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-74; Summer 65-98; Fall 50-70; Winter 20-65.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia(11)	NA	Piggly Wiggly
North Park Plz.	NA	Wal-Mart
Peace(12)	NA	Shock's, Dollar General
University	NA	K mart, Bealls, Revco, Kroger

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Talbot's; Bealls.
Discount Stores-Gibson's; Wal-Mart; Dollar General; K mart; Family Dollar.
Chain Drug Stores-Drug Mart; Medic-Aid; Revco.
Chain Supermarkets-Smitty's; Piggly-Wiggly; Kroger.
Other Chain Stores-Western Auto; Sears; JCPenney; S&H Green Stamps; Goodyear; Firestone.

14 - NEWSPAPERS: BANNER-NEWS (e) 4,355; sworn Sept. 24, 1986.
Local Contact for Advertising and Merchandising Data: Mrs. Mary Haynie, Adv. Mgr., BANNER-NEWS, 134 S. Washington; Box 100, Magnolia, AR 71753; Tel. (501) 234-5130.
National Representative: None.

MALVERN

1 - LOCATION: Hot Spring County, E&P Map B-3, County Seat, 43 mi. SW of Little Rock. On U.S. Hwys. 67 & 270; State Hwys. 9 & I-30.

2 - TRANSPORTATION: **Railroads**-M.P.; Chicago; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,163; E&P 87 Est. 10,388
County 80 Cen. 26,819; E&P 87 Est. 28,029

4 - HOUSEHOLDS:
City 80 Cen. 4,060; E&P 87 Est. 4,088
County 80 Cen. 6,176; E&P 87 Est. 10,493

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$114,923,000
Savings & Loan	3	$74,000,000

6 - PASSENGER AUTOS: County 11,341

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 5,584

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Aluminum 350; Brick & Tile 400; Mining 330; Lumber & Wood Prods. 490; Plastics 125.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-83; Summer 60-98; Fall 38-88; Winter 18-64.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Days**-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Discount Stores**-Gibson's; Wal-Mart; Fred's; Family Dollar.
Chain Drug Stores-Rexall 2; SupeRx.
Chain Supermarkets-Safeway; Food Center; Huckaby Thriftway; Piggly Wiggly; Mitchell's.
Other Chain Stores-Western Auto; Otasco; Sears.

14 - NEWSPAPERS: RECORD (e-mon to fri) 5,938; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: Judy Corley, Adv. Dir., RECORD, 219 Locust St., Malvern, AR 72104; Tel. (501) 337-7523.
National Representative: Landon Associates.

MENA

1 - LOCATION: Polk County, E&P Map A-3, County Seat, 85 mi. S of Ft. Smith; 100 mi. N of Texarkana; 78 mi. W of Hot Springs. On U.S. Hwys. 59, 71 & 270; State Hwys. 8 & 88.

2 - TRANSPORTATION: **Railroad**-Kansas City Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Jefferson Lines; Continental.

3 - POPULATION:
Corp. City 80 Cen. 5,154; E&P 87 Est. 5,133
County 80 Cen. 17,007; E&P 87 Est. 18,490

4 - HOUSEHOLDS:
City 80 Cen. 2,068; E&P 87 Est. 2,181
County 80 Cen. 6,318; E&P 87 Est. 7,168

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$103,303,000
Savings & Loan	2	$38,000,000

6 - PASSENGER AUTOS: County 7,060

7 - ELECTRIC METERS: Residence 2,366 (city), 6,703 (county)

8 - GAS METERS: Residence 2,550

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Woodworking 275; Aircraft Repair 103; Electric Motors 300; Rubber & Plastic Mfg. 60; Garment Mfg. 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-100; Summer 49-100; Fall 18-79; Winter 11-94.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-Northside Shopping Center-5 blocks from center of town (Northside Food Center, Wal-Mart, plus 13 others).
Principal Shopping Days-Mon. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Herod's; Adam & Eve.
Discount Stores-Cowden Fashion Outlet; Wal-Mart; Cash Saver; Pickert Whol.
Chain Drug Stores-Rexall; Walgreens; Consumer's.
Other Chain Stores-Otasco; Goodyear; Mode O'Day.

14 - NEWSPAPERS: STAR (m-tues to sat) 4,086; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Derwood Brett, Pub., STAR, 501-7 Mena St., Mena, AR 71953; Tel. (501) 394-1900.
National Representative: Landon Associates.

MOUNTAIN HOME

1 - LOCATION: Baxter County, E&P Map B-1, County Seat. Located in northeastern central AR.

2 - TRANSPORTATION: **Motor Freight Carriers**-2.

3 - POPULATION:
Corp. City 80 Cen. 8,066; E&P 87 Est. 8,993
CZ-ABC: (80) 8,066
RTZ-ABC: (80) 19,343
County 80 Cen. 27,409; E&P 87 Est. 33,427
City & RTZ-ABC: (80) 27,409

4 - HOUSEHOLDS:
City 80 Cen. 3,539; E&P 87 Est. 3,543
County 80 Cen. 11,181; E&P 87 Est. 14,194
CZ-ABC: (80) 3,539
RTZ-ABC: (80) 7,642
City & RTZ-ABC: (80) 11,181

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$230,000,000
Savings & Loan	4	$317,000,000

6 - PASSENGER AUTOS: County 16,111

7 - ELECTRIC METERS: Residence 5,600

8 - GAS METERS: Residence 4,291

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pharmaceutical Equip. 2,100; Boat Mfg. 300; Wearing Apparel 800; Plastics 75. Av. Wkly. Wage $271.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-72; Summer 63-98; Fall 36-83; Winter 24-51. First killing frost, Nov. 20; last killing frost, Apr. 1.

11 - TAP WATER: Low alkaline, medium soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Village Mall.
Neighborhood Shopping Centers-Ozark Shopping Ctr.; College Plaza; Harps Shopping Ctr.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Wal-Mart; Alco; Food Stores: Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-West's; Shied's.
Discount Stores-Wal-Mart; Alco.
Variety Stores-McCrory's; Dollar General.
Chain Drug Stores-Revco.
Chain Supermarkets-Harps; Consumers.

14 - NEWSPAPERS: BAXTER BULLETIN (m) 8,420; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Charles Howard, Adv. Mgr., BAXTER BULLETIN, PO Drawer A, Mountain Home, AR 72653; Tel. (501) 425-3133.
National Representative: Papert Companies.

NEWPORT

1 - LOCATION: Jackson County, E&P Map C-2, County Seat, 87 mi. NW of Little Rock; 85 mi. W of Memphis. On State Hwys. 14, 17; U.S. Hwy. 67.

2 - TRANSPORTATION: **Railroads**-Amtrak; Missouri Pacific; Rock Island.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,339; E&P 87 Est. 8,170
County 80 Cen. 21,646; E&P 87 Est. 20,611
Demographic Information available-Community Development Director, City of Newport, City Hall, Newport, AR 72112 and The White River Planning and Development District, Batesville, AR 72501.

4 - HOUSEHOLDS:
City 80 Cen. 3,122; E&P 87 Est. 3,126
County 80 Cen. 7,786; E&P 87 Est. 7,699

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$33,000,000
Commercial	4	$81,775,000

6 - PASSENGER AUTOS: County 8,038

7 - ELECTRIC METERS: Residence 10,824

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Steel Mill; Timber; Metal Prods.; House Trailer Mfg.; Meat Packing; Concrete Prods.; Alum. Foil; Lighting Fixtures; Rice Milling; Steel Wire Mfg.; Leisure Furn.

10 - CLIMATE: An. Av. Temp.-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Village Mall.
Principal Shopping Days-Mon., Thur. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Van-Atkins.
Variety Stores-Dollar General; Fred's Dollar; Otasco.
Discount Stores-Wal-Mart.
Chain Drug Stores-Headlee's; Revco.
Chain Supermarkets-Kroger; Thriftway; Safeway; IGA; Hays.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 3,623; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Orville I. Richolson, IV, Pub., INDEPENDENT, 2111 Hwy. 67N; PO Box 460, Newport, AR 72112; Tel. (501) 523-5855.
National Representative: Landon Associates.

PARAGOULD

1 - LOCATION: Greene County, E&P Map C-1, County Seat. In NE corner of state; 215 mi. from St. Louis; 82 mi. from Memphis.

2 - TRANSPORTATION: **Railroads**-St. Louis Southwestern; Mo. Pac.; Paragould & Southeastern.
Intercity Bus Lines-Great Southern Coaches.
Motor Freight Carriers-18.

3 - POPULATION:
Corp. City 80 Cen. 15,214; E&P 87 Est. 16,393
County 80 Cen. 30,774; E&P 87 Est. 32,262

4 - HOUSEHOLDS:
City 80 Cen. 5,928; E&P 87 Est. 6,576
County 80 Cen. 11,228; E&P 87 Est. 12,257

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$179,657,000
Savings & Loan	2	$63,246,513

6 - PASSENGER AUTOS: County 13,373

7 - ELECTRIC METERS: Residence 6,725

8 - GAS METERS: Residence 5,560

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Motors 1,250; Shirts 300; Milk Proc. 125; Store Fixt. 700; Automobile Shock Absorbers 800; Sprockets & Gears 100; Bottling 180; Conveyor Belt Mfg. 150; Hospital 270; Gas Grills 600.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 75-95; Fall 50-75; Winter 15-74.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Shopping Centers**-Paragould Plz.; Paragould Park Plz.; Centre One.
Stores Open Evenings-Fri. to 9.

13 - RETAIL OUTLETS: **Department Stores**-Belk's.
Discount Stores-Wal-Mart; Alco; Fred's.
Chain Supermarkets-Kroger; Farmer's Market; Big Star 4; Warehouse Foods; Hays.
Other Chain Stores-Otasco; Radio Shack; Super D Drugs; Revco; Auto Shack.

14 - NEWSPAPERS: PRESS (e-mon to fri) 8,370; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Fred A. Wulfekuhler, Ed. & Pub., PRESS, Highway 49 at Hunt St.; PO Box 38, Paragould, AR 72450; Tel. (501) 239-8562.
National Representative: Papert Companies.

PINE BLUFF

1 - LOCATION: Jefferson County (MSA), E&P Map B-3, County Seat. 42 mi. from Little Rock; 150 mi. from Memphis.

2 - TRANSPORTATION: **Railroads**-St. Louis Southwestern; Union Pacific-Missouri; Pacific-Western.
Motor Freight Carriers-23.
Intercity Bus Lines-Southeast Ark.; City Bus System; Greyhound; Continental; Trailways.
Airlines-American; Continental; Delta; Southwest; TWA. Little Rock Airport.

3 - POPULATION:
Corp. City 80 Cen. 56,576; E&P 87 Est. 53,119
CZ-ABC: (80) 55,636
RTZ-ABC: (80) 122,913
County/MSA 80 Cen. 90,718; E&P 87 Est. 87,120
City & RTZ-ABC: (80) 179,549

4 - HOUSEHOLDS:
City 80 Cen. 19,928; E&P 87 Est. 19,236
County/MSA 80 Cen. 30,588; E&P 87 Est. 30,524
CZ-ABC: (80) 19,690
RTZ-ABC: (80) 41,270
City & RTZ-ABC (80) 61,230

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$791,943,651
Savings & Loan	3	$4,783,409,172

6 - PASSENGER AUTOS: County 38,235

7 - ELECTRIC METERS: Residence 33,108

8 - GAS METERS: Residence 22,917

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 5,550; Durable Goods 5,520; Food & Kindred 700; Paper & Allied Prods. 2,075; Other non-durable 350; Constr. 975; Trans. & Public Utilities 3,200; Whol. & Retail Trade 5,550; Fin., Ins. & Real Estate 1,250; Service & Mining 5,575; Gov't 6,650; Agric. 1,725.
Principal Pay Days-R.R. 1st, 15th; Utilities 5th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-96; Summer 52-106; Fall 10-104; Winter 12-87.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main & Pine Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor(11)	NA	Safeway
Jefferson Sq.(39)	NA	TG&Y, Mangel's
Oak Park(15)	NA	Alco, Safeway
Pines Mall	NA	Dillard's, JCPenney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Varies

13 - RETAIL OUTLETS: Department Stores-Cohen's; JCPenney; Sears; Baim's; Dillard's; Beall-Ladymon.
Discount Stores-Alco; K mart; Wal-Mart 2.
Variety Stores-TG&Y; Dollar General; Fred's.
Chain Drug Stores-Conery's 2; Oak Park 2; USA 3.
Chain Supermarkets-IGA 4; Safeway 4; In & Out Convenience 34; Mad Butcher; County Market 2; Food King; Price Chopper.
Other Chain Stores-Kinney; Mangel's; Mark Market; Haverty Furn.; Gordon's Jewelers; S&H Green Stamps; Roger's Jewelry.

14 - NEWSPAPERS: COMMERCIAL (e) 21,436; (S) 22,750; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Rick Etzkorn, Adv. Dir., COMMERCIAL, 300 Beech St., Pine Bluff, AR 71611; Tel. (501) 534-3400.
National Representative: Papert Companies.

ROGERS

1 - LOCATION: Benton County, E&P Map A-1. Farm marketing and manufacturing. On U.S. Hwys. 71 & 62; State Hwys. 12 & 94.

2 - TRANSPORTATION: Railroad-Burlington-Northern.
Motor Freight Carriers-8.
Intercity Bus Lines-Arkoma.

3 - POPULATION:
Corp. City 80 Cen. 17,429; E&P 87 Est. 22,309
CZ-ABC: (80) 18,086
RTZ-ABC: (80) 91,891
County 80 Cen. 78,115; E&P 87 Est. 95,436
City & RTZ-ABC: (80) 109,977
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 6,554; E&P 87 Est. 8,261
County 80 Cen. 28,622; E&P 87 Est. 36,407
CZ-ABC: (80) 6,554
RTZ-ABC: (80) 33,916
City & RTZ-ABC: (80) 40,470

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$488,518,000
Savings & Loan	9	$367,941,000

6 - PASSENGER AUTOS: County 45,252.

7 - ELECTRIC METERS: County 68,032.

8 - GAS METERS: County 79,647.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 7,486; Food Prods. 2,467; Mach. (except electrical) 949; Other mfg. 3,950. Includes toy guns; nylon hosiery; electric motors; carbide-tipped industrial tools; coated telephone wire; plastic pipe; vehicle wheels; corrugated board; broiler feed; pole line hardware; plastic household packaging produce; valves; non-woven fabrics; electronic components; school room furnishings.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-77; Summer 60-92; Fall 35-84; Winter 15-50. First killing frost, Oct. 25; last killing frost, Mar. 20.

11 - TAP WATER: Neutral, medium hard, not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Walnut St.; Dixieland Mall.
Neighborhood Shopping Centers-Hwy. 71 S., Hwy. 71 W.; Hwy. 12 E.; Hwy. 62 N.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cash Vlg.(8)	NA	
Southgate(15)	NA	IGA
Walnut Plz.(14)	NA	Wal-Mart, IGA

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Dixieland; Downtown Thur.
Stores Open Sundays-Food markets; Discount.

13 - RETAIL OUTLETS: Department Stores-Stroud Mercantile; Bealls; The Ladies' Peddler; Lyndals.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Corner Rexall; Lewis; Rogers & Rose; Consumer; Rogers Phcy. 7; Freddie's Phcy.
Chain Supermarkets-Food Town 2; Thriftway 2; Phillips Food Ctr.; Food 4 Less.
Other Chain Stores-Mode O' Day; Sherwin-Williams; Linkway; Big 8 Tires; Gordon Jewelry; Zale's Jewelers; Worths; Kinney Shoes; Maurice's; Whites Auto.

14 - NEWSPAPERS: NORTHWEST ARKANSAS NEWS (m-mon to fri) 13,521; (S) 15,333; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kent Eikenberry, Adv. Dir., NEWS, 313 S. 2nd; PO Box 718, Rogers, AR 72756; Tel. (501) 636-4411.
National Representative: Papert Companies.

RUSSELLVILLE

1 - LOCATION: Pope County, E&P Map B-2. County Seat. 78 mi. NW of Little Rock, 87 mi. E of Fort Smith. On U.S. Hwy. 65; State Hwy. 7; I-40.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; Dardanelle-Russellville; Arkansas River Port.
Intercity Bus Lines-Trailways; Interstate.

3 - POPULATION:
Corp. City 80 Cen. 14,000; E&P 87 Est. 18,729
County 80 Cen. 39,003; E&P 87 Est. 45,614

4 - HOUSEHOLDS:
City 80 Cen. 5,014; E&P 87 Est. 6,796
County 80 Cen. 13,612; E&P 87 Est. 16,490

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$247,744,000

6 - PASSENGER AUTOS: County 18,592.

7 - ELECTRIC METERS: County Res. 16,156; Industrial 582; Commercial 2,464; Government 36.

8 - GAS METERS: County Res. 19,029.

9 - PRINCIPAL INDUSTRIES: Shoes; Lumber Prods.; Coal; Poultry Proc.; Ice Cream Mix; Walk-In Refrigerators; Furn. Plant; Parking Meters; Frozen Foods; Innertube Mfg.; Steel Fab.; Metalworking; Aluminum Extrusion; Chem. Proc.; Lumber; Corrugated Boxes; Elevator Controls.

10 - CLIMATE: Av. Temp.-Jan. 45; July 82.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
City Mall(14)	NA	JCPenney, Safeway, Alco
Plaza East(7)	NA	Dollar General, Wal-Mart, C.R. Anthony
Main Plaza(2)	NA	Van Atkins, Arkansas Hardware
Southgate	3	Kroger, Revco

13 - RETAIL OUTLETS: Department Stores-F.C. Peters; Van Atkins; JCPenney; Beall's; C.R. Anthony.
Variety Stores-Leonards.
Discount Stores-Wal-Mart; Alco; Dollar General; K mart.
Chain Supermarkets-Kroger; Safeway; IGA 3; Food-4-Less.
Other Chain Stores-Payless Shoes; Irma Dumas; Colony Shop; Sears; Otasco; Western Auto; Goodyear; Leflers; Cato's; Sherwin-Williams; Revco; Auto Shack; Wickes Lumber; Zale's.

14 - NEWSPAPERS: COURIER-DEMOCRAT (e-mon to fri) 10,865; (S) 12,728; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: James A. Mills, Mktg. Dir., COURIER-DEMOCRAT, 201 E. Second, Russellville, AR 72801; Tel. (501) 968-5252.
National Representative: Landon Associates.

SEARCY

1 - LOCATION: White County, E&P Map C-2. County Seat. On U.S. Hwys. 67 & 64; State Hwys. 16 & 36; 1 mi. E of Little Red River, 54 mi. N of Little Rock, state capital.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Missouri Pacific; Trailways; Continental Midwest.

3 - POPULATION:
Corp. City 80 Cen. 13,612; E&P 87 Est. 14,490
County 80 Cen. 50,835; E&P 87 Est. 55,678

4 - HOUSEHOLDS:
City 80 Cen. 4,478; E&P 87 Est. 4,916
County 80 Cen. 17,423; E&P 87 Est. 19,879

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$80,961,982
Savings & Loan	2	$100,461,273
Commercial	2	$38,632,538

6 - PASSENGER AUTOS: County 21,358.

7 - ELECTRIC METERS: Residence 5,246.

8 - GAS METERS: Residence 4,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. 1,750 ($220); Mfg. 3,550 ($203).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-105; Fall 35-85; Winter 10-60.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-Town & Country Plaza, 1/4 mi. off Hwy. 67, on Race St. 14 stores, .6 mi. from Downtown; Wal-Mart, JCPenney, Beall-Ladymon, Cato's.
Stores Open Evenings-Until 9 p.m.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Beall-Ladymon.
Discount Stores-Fred's; Alco; Wal-Mart; Dollar General.
Chain Drug Stores-Health Mart; Headlee 2; Revco.
Chain Supermarkets-Kroger; Associated; Food 4 Less; Piggly Wiggly 2; Warehouse Foods.
Other Chain Stores-Goodyear; Cato's; Payless Shoes; Otasco; Hancock Fabrics.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 6,656; (S) 7,275; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Richard Guerrero, Adv. Dir., CITIZEN, PO Box 1379, Searcy, AR 72143; Tel. (501) 268-8621.
National Representative: Landon Associates.

SPRINGDALE

1 - LOCATION: Washington County (In Fayetteville-Springdale MSA), E&P Map A-1. NW corner of state. Agricultural market center. Manufacturing & canning industries. Birthplace of poultry industry in AR. Home office of 3 major national trucking firms. 72 mi. N of Ft. Smith; 100 mi. E of Tulsa, OK.

2 - TRANSPORTATION: Railroads-Arkansas/Missouri.
Motor Freight Carriers-10.
Bus Lines-Crown Coach Co.; Santa Fe Trailways; Arkoma; Continental Trailways; Jefferson.
Airlines-Skyways; Metro.

3 - POPULATION:
Corp. City 80 Cen. 23,458; E&P 87 Est. 25,315
CZ-ABC: (80) 23,458
RTZ-ABC: (80) 116,391
County/MSA 80 Cen. 99,735; E&P 87 Est. 109,967
City & RTZ-ABC: (80) 139,849
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 8,510; E&P 87 Est. 9,583
County/MSA 80 Cen. 35,825; E&P 87 Est. 41,720
CZ-ABC: (80) 8,510
RTZ-ABC: (80) 42,589
City & RTZ-ABC: (80) 51,099

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	1	$228,827,767
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 50,616.

7 - ELECTRIC METERS: Residence 8,000.

8 - GAS METERS: Residence 11,272.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Canning 1,150; Feed Mfg. 850; Hatcheries 690; Trucking 1,200; Poultry Proc. 4,000; Elect. 705; Tool Making 730; Aluminum Fab. 325.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-85; Summer 60-95; Fall 45-80; Winter 0-65.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Emma Ave., 2 on Main; 1 on Mill; 1 on Holcomb & Block; 30 blocks on 68 W., 20 blocks on 68 E., 20 blocks on Hwy. 71.
Neighborhood Shopping Centers-8 blocks on N. Thompson; 8 on S. Thompson; 1 on Caudle Ave.; 30 blocks on Hwy. 68 W.
Principal Shopping Days-Mon., Fri.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elmdale(6)	NA	
Plaza(6)	NA	Harp's Food Store
N.W. Ark. Mall(76)	NA	Sears, JCPenney, Dillard's, Beall-Ladymon
Sunset Ctr.(3)	NA	Harp's, K mart

Stores Open Evenings-Shpg. ctrs. every evening until 9:00; Fri.

13 - RETAIL OUTLETS: Department Stores-Fuller Family Mercantile; Cameron's; Anthony's; Sears; JCPenney; Montgomery Ward; Ryan's; Dillard's; Beall-Ladymon; Revco.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart; K mart; Family Dollar.
Chain Drug Stores-Rexall; Sav-On; Consumer's; Medicine Shoppe.
Chain Supermarkets-Harp's; Food-4-Less; Consumer's Market; IGA.
Other Chain Stores-E-Z Mart; Spee-Dee Mart; 7-Eleven; One Stop Mart; Goodyear; National Lumber; Westlake Hdwe.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,918; (S) 14,340; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Danny Dotson, Adv. Dir., NEWS, 514 E. Emma Ave., Springdale, AR 72764; Tel. (501) 751-6200.
National Representative: Papert Companies.

STUTTGART

1 - LOCATION: Arkansas County, E&P Map C-3. County Seat. 50 mi. SE of Little Rock. U.S. Hwys. 79, 165; State Hwys. 11, 130, 146, 343.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,941; E&P 87 Est. 10,048
County 80 Cen. 24,175; E&P 87 Est. 21,692

4 - HOUSEHOLDS:
City 80 Cen. 4,111; E&P 87 Est. 3,810
County 80 Cen. 8,909; E&P 87 Est. 8,324

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$69,821,296
Commercial	2	$175,624,481

6 - PASSENGER AUTOS: County 9,877.

7 - ELECTRIC METERS: Residence 7,250.

8 - GAS METERS: Residence 3,115; Commercial 522; Industrial 16.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rice Prods. 1,285; Cml. & Industrial Air Conditioners 225; Telephone 110; Hospital 177; Gov't 125; Schools 225.

10 - CLIMATE: Min. & Max. Temp. 54-76.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(10)	3	Kroger, Wal-Mart
Stuttgart Sq.(8)	3	West's, Fred's, Piggly Wiggly

Principal Shopping Days-Mon., Wed. & Sat.
Stores Open Evenings-Shopping centers to 8 & 9 except Sun.

13 - RETAIL OUTLETS: Department Stores-Belk-Jones; West's; Sears.
Variety Stores-Dollar General; Fred's; Family Dollar.
Discount Stores-Wal-Mart; Fred's.
Chain Supermarkets-Piggly Wiggly; Kroger; Food Palace 2.
Other Chain Stores-Western Auto; Okla. Tire; Radio Shack.

14 - NEWSPAPERS: LEADER (e-mon to fri) 4,176; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Gene Austin, Adv. Dir., LEADER, PO Box 531, Stuttgart, AR 72160; Tel. (501) 673-8533.
National Representative: Landon Associates.

TEXARKANA
See TEXARKANA, TX

WEST HELENA
See HELENA

WEST MEMPHIS

1 - LOCATION: Crittenden County (In Memphis, TN-AR-MS MSA), E&P Map D-2. Agricultural ctr., in NE portion of state. 6 mi. W of Memphis; 135 mi. E of Little Rock.

2 - TRANSPORTATION: Railroads-Chicago, Rock

Island & Pacific; Frisco; Missouri Pacific; Burlington North; Illinois Central; Santa Fe; Soo Line; Conrail; Amtrak; Cotton Belt.
Motor Freight Carriers-4
Intercity Bus Lines-Trailways; Greyhound; West Memphis Transportation.
Waterway-West Memphis Port.

3 - POPULATION:
Corp. City 80 Cen. 28,138; E&P 87 Est. 26,899
CZ-ABC: (80) 28,138
Bal. in NDM-ABC: (80) 21,361
County 80 Cen. 49,097; E&P 87 Est. 48,178
MSA 80 Cen. 912,887; E&P 87 Est. 978,464
Total NDM-ABC: (80) 49,499

4 - HOUSEHOLDS:
City 80 Cen. 9,250; E&P 87 Est. 8,775
County 80 Cen. 15,571; E&P 87 Est. 15,887
CZ-ABC: (80) 9,250
Bal in NDM-ABC: (80) 6,451
Total NDM-ABC: (80) 15,701
MSA 80 Cen. 311,996; E&P 87 Est. 346,514

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$746,457,411
Commercial	3	$104,644,700

6 - PASSENGER AUTOS: County 19,772

7 - ELECTRIC METERS: Residence 10,164

8 - GAS METERS: Residence 11,200

9 - PRINCIPAL INDUSTRIES: Steel & Foundries; Iron Casting; Truck Tires; Fiberglass Swimming Pools; Grain Elevators; Corrugated Boxes; Refinery; Valves; Forklifts; Wooden Boxes; Trailers-Mobile Home; Soft Drink Cases; Concrete Slabs; Cotton Compresses; Household Bleach; Tank; Notebook Metal Parts; Bumper Refinishing Plant; Wood Glue; Pipe Fabricators; Oil Pkg.; Farm Implements; Wood Paneling; Paper Bags; Styrofoam; No. of Wage Earners-9,815 city; 23,625 county. (Av. Wkly. Wage-N.A.)

10 - CLIMATE: An. Av. Min. & Max. Temp.-32-95.

11 - TAP WATER: Soft, provided by 6 deep wells; pumping capacity of 4,907,000 gallons per 24 hours.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadowbrook Sq.(20)	NA	Wal-Mart, Pic Pac, Super Drug
Broadway Plz.(10)	NA	Big Star
Holiday Plz.(26)	NA	Walgreens, Kroger

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Holiday Plz. Mall; Wal-Mart.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Saig's; Wal-Mart; Colony Shop; Campbells; Country Squire.
Chain Drug Stores-Walgreens; Rexall; Super D.
Chain Supermarkets-Kroger; Big Star; Warehouse; Pic Pac; Marion Big Star; Maxi-Foods; Hays.
Other Chain Stores-Van Zants; Johnny Hall Clothing; Just for Kids; Kid's Stuff; Payless Shoes; B&C Shoes; Baskin's Firestone; Leopard Spot; Hen House; Cato's; Jewelry Nook; Royal Jewelers; Master's Jewelry; Kay Furn.; Masner Furn.; Goodyear; Tire Centers, Inc.; Radio Shack; Lowe's Lumber.

14 - NEWSPAPERS: TIMES (e-mon to fri) 7,610, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bill Hitchman, Adv. Mgr., TIMES, 111 E. Bond St.; PO Box 459, West Memphis, AR 72301; Tel. (501) 735-1010.
National Representative: Landon Associates.

CALIFORNIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Bakersfield-Kern County.
Chico-Butte County.
Fresno-Fresno County.
Merced-Merced County.
Modesto-Stanislaus County.
Redding-Shasta County.
Sacramento-El Dorado, Placer, Sacramento and Yolo Counties.
Salinas-Seaside-Monterey-Monterey County.
San Diego-San Diego County.
Santa Barbara-Santa Maria-Lompoc-Santa Barbara County.
Stockton-San Joaquin County.
Visalia-Tulare-Porterville-Tulare County.
Yuba City-Sutter and Yuba Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Anaheim-Santa Ana-Orange County.
Los Angeles-Long Beach-Los Angeles County.
Oakland-Alameda and Contra Costa Counties.
Oxnard-Ventura-Ventura County.
Riverside-San Bernardino-Riverside and San Bernardino Counties.
San Francisco-Marin, San Francisco and San Mateo Counties.
San Jose-Santa Clara County.
Santa Cruz-Santa Cruz County.
Santa Rosa-Petaluma-Sonoma County.
Vallejo-Fairfield-Napa-Napa and Solano Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Los Angeles-Anaheim-Riverside-Includes Anaheim-Santa Ana PMSA; Los Angeles-Long Beach PMSA; Oxnard-Ventura PMSA; and Riverside-San Bernardino PMSA.
San Francisco-Oakland-San Jose-Includes Oakland PMSA; San Francisco PMSA; San Jose PMSA; Santa Cruz PMSA; Santa Rosa-Petaluma PMSA; and Vallejo-Fairfield-Napa PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1988
Under 5 Years	1,643	1,724	2,024
5-14 Years	3,886	3,458	4,058
15-24 Years	3,565	4,497	5,278
25-44 Years	5,044	7,069	8,296
45-64 Years	4,036	4,586	5,382
65 and Over	1,792	2,437	2,860
TOTAL	19,966	23,771	27,898

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

City	Total Pop.	Spanish Origin	Percent
Bakersfield	106	16	15.0
Escondido	62	9	14.6
Fremont-Newark	164	23	14.0
Fresno	217	51	23.6
Glendale	139	25	17.8
Hayward	94	19	20.2
Huntington Park-South Gate	160	94	58.4
Long Beach	361	51	14.0
Los Angeles	2,967	816	27.5
Modesto	106	11	10.5
Oceanside	77	14	18.4
Ontario-Upland	136	37	27.1
Orange Co (Anaheim)	219	38	17.2
Orange Co. (Costa Mesa)	82	8	10.3
Orange Co. (Santa Ana)	204	91	44.5
Oxnard	108	48	44.4
Pasadena	118	22	18.4
Pomona	93	28	30.5
Riverside	171	28	16.2
Sacramento	276	39	14.2
Salinas	80	31	38.1
San Bernardino	119	30	25.4
San Diego	876	13	14.9
San Francisco	679	84	12.3
San Jose	530	140	22.3
Santa Barbara	75	17	22.2
Santa Monica	88	11	13.0
Stockton	150	33	22.1
Whittier	69	16	23.4

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr	4,328	5,211	10,791
General Mdse	10,554	13,946	21,112
Food	17,267	27,688	40,681
Automobiles	16,232	21,488	45,740
Gasoline Stations	5,733	10,531	11,545
Apparel	3,766	6,182	9,834
Furniture	4,341	5,914	11,967
Eat-Drink Places	8,052	13,412	22,428
Drugs	3,040	5,143	8,378
TOTAL SALES	81,058	123,946	202,184

ALAMEDA

1 - LOCATION: Alameda County. E&P Map B-5 (In Oakland PMSA). On an island in San Francisco Bay, 12 mi. E of San Francisco, separated from Oakland by an estuary, and connected with the mainland by 5 bridges.

2 - TRANSPORTATION: **Railroads**-Alameda Belt Line; W.P.
Motor Freight Carriers-15
Passenger and Freight Steamship Lines-46.
Intercity Bus Lines-A/C Transit District
Airlines-Those using Oakland Airport

3 - POPULATION:
Corp. City 80 Cen. 63,852; E&P 87 Est. 74,853
County 80 Cen. 1,105,379; E&P 87 Est. 1,229,246
PMSA 80 Cen. 1,762,631; E&P 87 Est. 1,989,832

4 - HOUSEHOLDS:
City 80 Cen. 26,517; E&P 87 Est. 32,610
County 80 Cen. 402,092; E&P 87 Est. 491,590
PMSA 80 Cen. 667,626; E&P 87 Est. 781,710

5 - BANKS	NUMBER	DEPOSITS
Comm. & Sav.	11	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: County 686,784

7 - ELECTRIC METERS: Residence 25,611

8 - GAS METERS: Residence 23,248

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-$500)-Aircraft Repair 4,500; Shipbuilding 1,000; Shipping Terminals 300-400; Steel Prods. 850.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 55-72; Fall 50-71; Winter 39-56.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Park St. (East End), and 4 blocks on Webster St. (West End); 65 acres on S. Shore, Retail Ctr. at foot of Park St. with 53 stores; Fernside Shopping, Broadway & Blanding, 12 retail outlets.
Neighborhood Shopping Centers-2 blocks on Encinal & Versailles; 1 on High & Fernside Blvd.; 1 on Morton & Encinal Ave.; 1 on Caroline & Central Ave.; 2 on Lincoln & Bay Sts.; 1 on Chestnut & Encinal Ave. Major commissary and base exchange facilities at Naval Air Station, Alameda.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Shore(88)	1	JCPenney, Mervyn's, Safeway, Woolworth, Ross Dress For Less
Fernside(16)	NA	Payless Drug, Alpha Beta

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Mervyn's.
Variety Stores-Woolworth; Sprouse-Reitz.
Chain Drug Stores-Long's; Walgreens; Nelson's; Pay Less.
Chain Supermarkets Safeway 2; Lucky's 2; Encinal Mkts.; Super-S Mkts.; Central; William Bros.; Alpha Beta; Chestnut-Encinal.
Other Chain Stores-Goodyear; Gallenkamp; Grand Auto Supply; Anita Shops; Crescent Jewelers; Thom McAn; Goldman's; Grodin's; Dorothy's Apparel; Radio Shack; House of Fabrics; Miller's Outpost; Kinney; Ross.

14 - NEWSPAPERS: TIMES-STAR (m) 8,926, sworn Jan. 13, 1987.
Local Contact for Advertising and Merchandising Data: Sharon Kinkade, Adv. Dir., TIMES-STAR, 1516 Oak St., Alameda, CA 94501; Tel. (415) 523-1200.
National Representatives: Landon Associates; Long & Associates; U.S. Suburban Press.

ANAHEIM
See ORANGE COUNTY

ANTIOCH

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-4. 38 mi. from Stockton; 30 mi. from Oakland; 60 mi. from Sacramento; 40 mi. from San Francisco. On San Joaquin River. State Hwys. 4 & 24; U.S. Hwy. 40.

2 - TRANSPORTATION: **Railroads**-SP; Santa Fe; River Lines (boat, freight).
Intercity Bus Lines-Greyhound; Bay Area Rapid Transit; Tri Delta; Central Contra Costa Transit Authorities.

3 - POPULATION:
Corp. City 80 Cen. 43,559; E&P 87 Est. 51,623
NDM-ABC: (80) 62,464
County 80 Cen. 657,252; E&P 87 Est. 760,586
PMSA 80 Cen. 1,762,631; E&P 87 Est. 1,989,832
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 15,227; E&P 87 Est. 18,826
County 80 Cen. 241,805; E&P 87 Est. 290,120
PMSA 80 Cen. 667,626; E&P 87 Est. 781,710
NDM-ABC: (80) 22,114

5 - BANKS	NUMBER	EST. DEP.
Savings	6	$118,795,000
Savings & Loan	6	$95,422,000

6 - PASSENGER AUTOS: County 453,274

7 - ELECTRIC METERS: Residence 18,020

8 - GAS METERS: Residence 13,592

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (No. of plants)-Paper Prods. 1,000 (1); Heavy Prods. 1,100 (2); Chem. 385 (2); Gypsum Prods. 150 (1); Gas & Electric Power 100 (1); Fruit/Veg. Canneries 600 to 1,600 seasonal (2); Glass Containers 300 (1). (Av. Wkly. Wage-$240)

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft, from San Joaquin River; fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Downtown area, 45 in 4-block trading area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Antioch(18)	NA	Lucky Stores, Ben Franklin
Antioch Sq.(15)	NA	Hilson's
County East(50)	NA	Sears, Safeway, JCPenney, Mervyn's, Mont. Ward
Lone Tree(8)	NA	Savings Center, Rexall
K mart(8)	NA	K mart, Liquor Barn
Raleys(21)	NA	Raleys
Somersville Ctr.(8)	NA	Green's TV
Lone Tree Plz.(7)	NA	Beverly's Fabrics, Superfoods

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Famous Fashions; Sears; Hilson's; Wards; Mervyn's; JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Payless; K mart; Handyman.
Chain Supermarkets-Safeway; Lucky Stores 2; Fry's; Savings Center; Mt. View; Dutch Pride; Raley's.
Chain Drug Stores-Long's; Raley's; Payless.
Other Chain Stores-Firestone; Grand Auto; Goodyear; Crown; Payless Paint.

14 - NEWSPAPERS: LEDGER (e-mon to fri) 14,234; LEDGER/POST DISPATCH (m-sat) 20,990; (S) 21,311, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Smith, Gen. Mgr., LEDGER/POST DISPATCH, 1700 Cavallo Rd.; PO Box 70, Antioch, CA 94509; Tel. (415) 757-2525.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; U.S. Suburban Press.

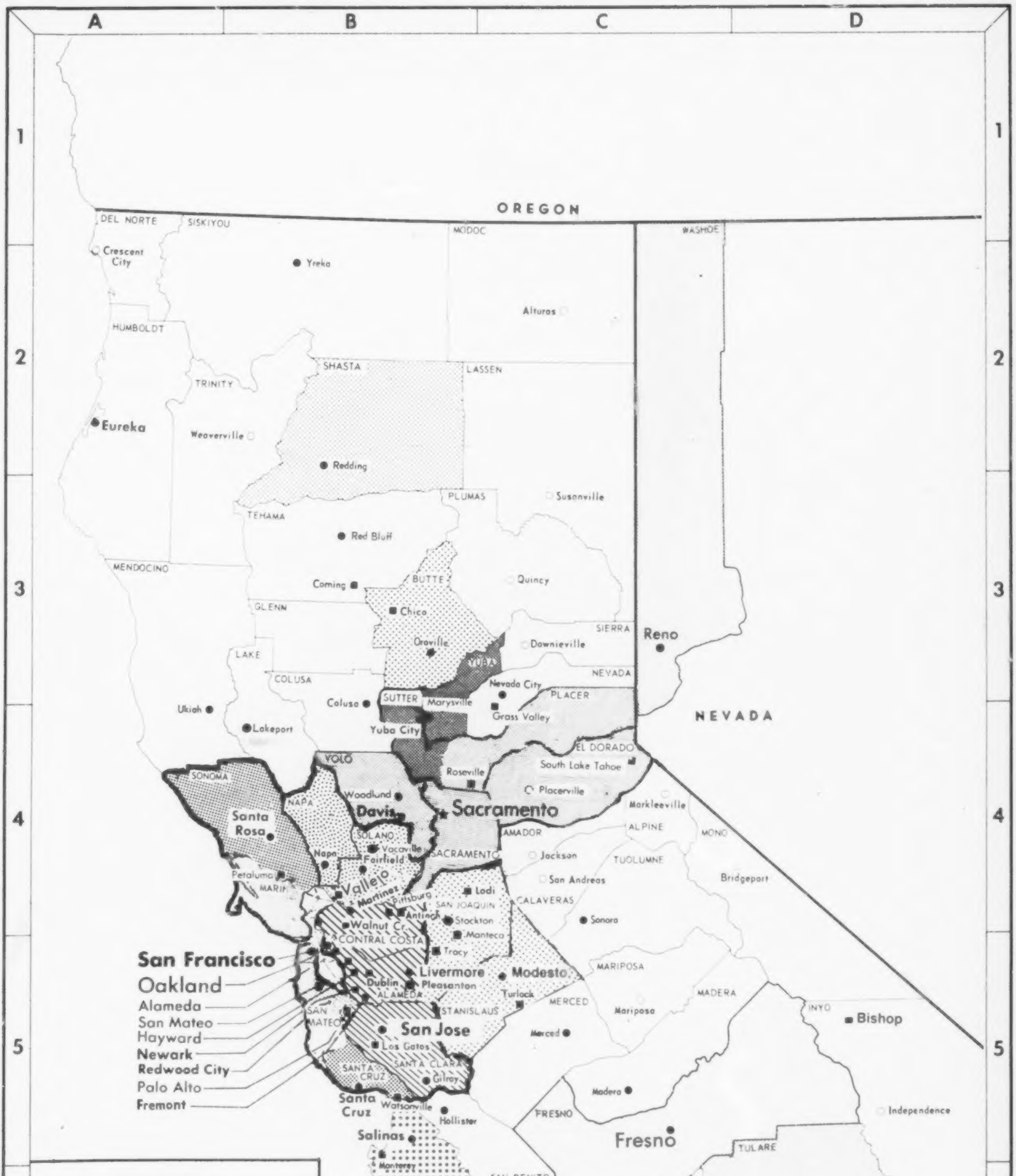
AUBURN

1 - LOCATION: Placer County. E&P Map C-4 (In Sacramento MSA). County Seat. Mountain resort. Gold mines, fruits, cattle, poultry prods. 35 mi. NE of Sacramento on I-80.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Served by all major airlines through Sacramento Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,540; E&P 87 Est. 9,339
NDM-ABC: (80) 36,043
County 80 Cen. 117,247; E&P 87 Est. 153,482
MSA 80 Cen. 1,099,814; E&P 87 Est. 1,366,294

4 - HOUSEHOLDS:
City 80 Cen. 3,188; E&P 87 Est. 3,565
County 80 Cen. 42,732; E&P 87 Est. 58,002
NDM-ABC: (80) 13,551
MSA 80 Cen. 416,356; E&P 87 Est. 537,266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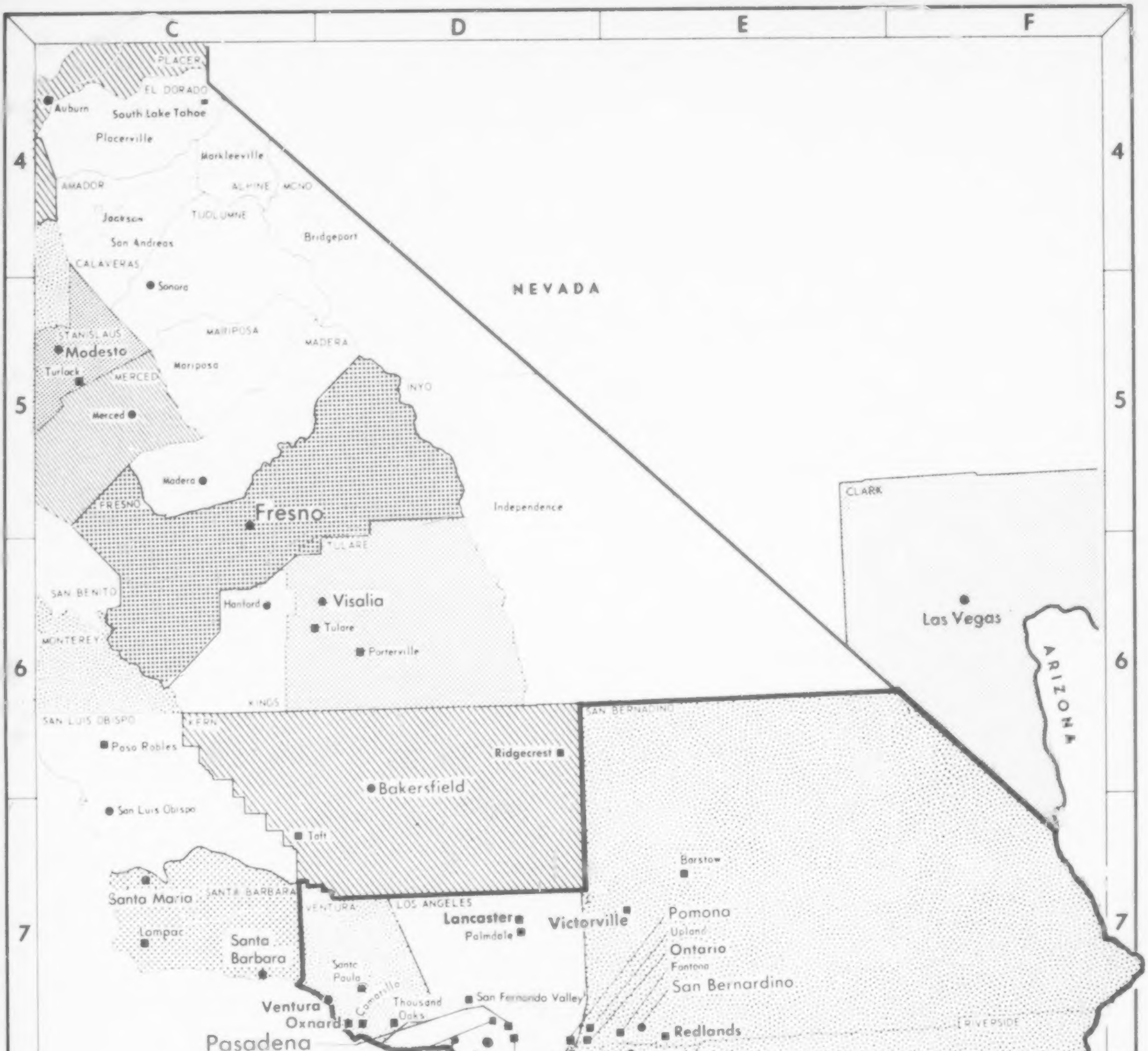
OREGON
NEVADA
DEL NORTE
Crescent City
SISKIYOU
Yreka
MODOC
Alturas
WASHOE
HUMBOLDT
Eureka
TRINITY
Weaverville
SHASTA
Redding
LASSEN
Susanville
PLUMAS
Quincy
TEHAMA
Red Bluff
Corning
MENDOCINO
Ukiah
GLENN
BUTTE
Chico
Oroville
YUBA
SIERRA
Downieville
Reno
LAKE
Lakeport
COLUSA
Colusa
SUTTER
Marysville
Yuba City
NEVADA
Nevada City
Grass Valley
PLACER
Roseville
EL DORADO
South Lake Tahoe
Placerville
YOLO
Woodland
Davis
Sacramento
SACRAMENTO
SONOMA
Santa Rosa
Petaluma
NAPA
Napa
SOLANO
Vacaville
Fairfield
Vallejo
MARIN
Martinez
Pittsburg
Antioch
Walnut Cr.
CONTRA COSTA
Markleeville
ALPINE
MONO
Bridgeport
AMADOR
Jackson
San Andreas
TUOLUMNE
CALAVERAS
Sonora
SAN JOAQUIN
Lodi
Stockton
Manteca
Tracy
Livermore
Pleasanton
Dublin
ALAMEDA
Modesto
Turlock
STANISLAUS
MERCED
Merced
MARIPOSA
Mariposa
MADERA
Madera
INYO
Bishop
Independence
San Francisco
Oakland
Alameda
San Mateo
Hayward
Newark
Redwood City
Palo Alto
Fremont
SAN MATEO
San Jose
Los Gatos
SANTA CLARA
Gilroy
SANTA CRUZ
Santa Cruz
Watsonville
Hollister
Salinas
Monterey
MONTEREY
SAN BENITO
FRESNO
Fresno
TULARE
Visalia
Hanford
Tulare
Porterville
KINGS
SAN LUIS OBISPO
Paso Robles
San Luis Obispo
KERN
Ridgecrest
Bakersfield
Taft
EDITOR & PUBLISHER
MARKET GUIDE MAP
CALIFORNIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas


C
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PLACER
EL DORADO
Auburn
South Lake Tahoe
Placerville
Markleeville
AMADOR
ALPINE
MONO
Jackson
TUOLUMNE
San Andreas
Bridgeport
CALAVERAS
Sonora
NEVADA
STANISLAUS
MARIPOSA
MADERA
Modesto
Turlock
MERCED
Mariposa
INYO
Merced
Madera
FRESNO
Fresno
Independence
TULARE
CLARK
SAN BENITO
Visalia
Hanford
Tulare
Las Vegas
MONTEREY
Porterville
ARIZONA
KINGS
SAN LUIS OBISPO
KERN
SAN BERNARDINO
Paso Robles
Ridgecrest
Bakersfield
San Luis Obispo
Taft
Barstow
Santa Maria
SANTA BARBARA
LOS ANGELES
VENTURA
Lancaster
Victorville
Pomona
Lompoc
Palmdale
Upland
Santa Barbara
Ontario
Santa Paula
Fontana
San Bernardino
Camarillo
Ventura
Thousand Oaks
San Fernando Valley
Oxnard
Redlands
RIVERSIDE
Pasadena
Riverside
Banning
Glendale
Corona
La Habra
Beaumont
Palm Springs
Indio
Hemet
ORANGE
San Clemente
IMPERIAL
Santa Monica
SAN DIEGO
Los Angeles
Oceanside
Vista
Escondido
Brawley
Whittier
El Cajon
Anaheim
El Centro
San Diego
San Pedro
Torrance
MEXICO
Long Beach
Costa Mesa
Santa Ana
San Gabriel Valley
SCALE IN MILES
0
25
50
75
100

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: County 89,928

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Agric.; Forestry; Farming; Computers.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 55-105; Fall 45-90; Winter 30-65.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-Hwy. 80, Interchange Rd. Downtown; Palm Ave.; Hwy. 49 & Fulweiler; Grass Valley Hwy.; Bell Rd. & Hwy. 49; I-80 at Foresthill exit.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn Ravine(18)	2	Raley's Drug & Mkt.
Auburn Town Ctr.	1	Longs, Lucky's Mkt.
Palm Center(10)	1	Lumberjack
Sierra Elm Ctr.(9)	1	Alpine Mkt.
Rock Creek(29)	2	K mart, Payless

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Shopping centers every evening until 9.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Daughtry's; Lumberjack.
Discount Stores-Payless; K mart; Long's.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Sierra Drug; Raley's; Long's; Payless; Thrifty.
Chain Supermarkets-Lucky's; Raley's; Alberton's; Safeway.
Other Chain Stores-Hallmark; Baskin Robbins; Fashionable Flea; Radio Shack; Beno's; Payless Shoes; Carpet Town; Montgomery Ward Appliance & Auto Ctr.; Sears (catalog).

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 12,490; (S) 12,862; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jeremy Read, Adv. Dir., JOURNAL, 1030 High St., Auburn, CA 95603; Tel. (916) 885-5656.
National Representatives: U.S. Suburban Press; Papert Companies.

BAKERSFIELD

1 - LOCATION: Kern County. (In Bakersfield MSA). E&P Map D-6. County Seat. 110 mi. N of Los Angeles; 286 mi. S of San Francisco; on Hwy. 99.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Santa Fe; Amtrak; junction for use of single track over Tehachapi Mountains to Los Angeles.
Motor Freight Carriers-37.
Intercity Bus Lines-Greyhound; Continental Trailways; Orange Belt Stages; Kernville Stage and Freight; Golden Empire Transit System; Kern County Trans.; Airport Bus of Bakersfield.
Airlines-American; United; West Air; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 105,735; E&P 87 Est. 144,032
CZ-ABC: (80) 219,882
RTZ-ABC: (80) 183,207
County/MSA 80 Cen. 403,089; E&P 87 Est. 505,365
City & RTZ-ABC: (80) 403,089
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,602; E&P 87 Est. 54,234
County/MSA 80 Cen. 139,811; E&P 87 Est. 182,354
CZ-ABC: (80) 79,788
RTZ-ABC: (80) 60,023
City & RTZ-ABC: (80) 139,8[illegible]

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	25	$415,249,000
Commercial	60	$875,327,000

6 - PASSENGER AUTOS: County 233,482

7 - ELECTRIC METERS: Residence 138,900

8 - GAS METERS: Residence 61,517

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wages)-Food & Beverages 1,590 ($182); Apparel & Textiles 355 ($158); Lumber & Wood Prods. 275 ($162); Printing & Pub. 503 ($184); Chem. 335 ($223); Primary Metal 378 ($184); Metal Prods. 703 ($187); Cement Prods. 220 ($272); Refinery 704 ($294); Rubber & Plastics 423 ($163).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-88; Summer 84-110; Fall 75-95; Winter 33-75. First killing frost, Nov. 1; last killing frost, Feb. 21.

11 - TAP WATER: Alkaline; city wells vary, but water is generally hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-20 blocks on Chester Ave.; 8 on Nineteenth St.; 5 on Baker St.; 5 on F St.; 8 on Ming Ave.; 4 on Stockage Hwy. & California Ave.
Neighborhood Shopping Centers-5 blocks on N Chester; 4 on E Niles; 2 on S H; 3 on Columbus; 5 on Brundage; 2 blocks on California; 4 blocks SW on California; 2 blocks on W Stockdale Hwy.; 2 on New Stine Rd.; 2 on Wilson & Wible.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown(40)	NA	JCPenney, Korb's, Brock's
Benton Pk.(14)	NA	Thrifty, Lucky's
Brundage(14)	NA	Thrifty, Alpha Beta
College Ctr.(12)	NA	JCPenney, Dunlap's
Hillcrest(10)	NA	Thrifty
Stockdale Vlg.(22)	NA	Von's, Sav-On, Hallmark
Stockdale West(22)	NA	Martin's Pharmacy
Valley Plz.(75)	NA	Sears, Brock's, Broadway, Payless
Westchester(14)	NA	Mont. Ward, Thrifty Drug
Ming Plz.(15)	NA	
Mervyn's Plz.(10)	NA	Mervyn's, Builder's Emporium

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Brocks 2; Sears; Montgomery Ward; JCPenney 2; Broadway; Mervyn's; Gemco.
Discount Stores-K mart 3; Pic 'N Save 2; Gemco.
Variety Stores-Cornet 2; Newberry 2; TG&Y 2; Ted's; Woolworth 2.
Chain Drug Stores-Thrifty 6; Sav-On 2; El Tejon 3; Rufener's 3; Payless 2; Long's 2.
Chain Supermarkets-Safeway 13; Albertson's 3; Young's 2; Arden 2; Alpha Beta 3; Circle K 22; 7-Eleven 22; Jiffy Foodstores 4; Vons 5.
Other Chain Stores-Ardan; Barker Bros.; Best; Big 5; Builders Emporium; Cal Auto; Carpeteria; Carpet Town; Chief Auto; Color Tile; Copelands Sports; Designer Fabrics; Diamond Lumber; Dunn-Edwards Paints; Firestone; FISCO; Furrow; Goodyear; Grand Auto; Grossmans; Korb's; Kragen; McMahans; Millers Outpost; Ortho; Oshmans; Pep Boys; Radio Shack; R.B. Furn.; Sackett & Peters; Shoe Stop; Standard Brands; Winston Tire.

14 - NEWSPAPERS: CALIFORNIAN (m) 81,831; (S) 87,937; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Lynn Bryan, Adv. Dir., CALIFORNIAN, 1707 Eye St., Bakersfield, CA 93302; Tel. (805) 395-7225.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

BANNING

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-7, in San Gorgonio Pass.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 80 Cen. 14,020; E&P 87 Est. 18,037
County 80 Cen. 663,923; E&P 87 Est. 905,443
PMSA 80 Cen. 1,557,080; E&P 87 Est. 2,076,478
Demographic Information for county available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,356; E&P 87 Est. 6,779
County 80 Cen. 243,019; E&P 87 Est. 344,847
PMSA 80 Cen. 551,081; E&P 87 Est. 766,018

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 455,296

7 - ELECTRIC METERS: (3 Cities) 7,400

8 - GAS METERS: (3 Cities) 11,600

9 - PRINCIPAL INDUSTRIES: Milling; Electronics; Shirt Making; Poultry Proc.; Ceramics; Motor Homes; Copper Foil Mfg.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Natural fluorides.

12 - RETAILING: **Shopping Centers**-Plaza; Stagecoach Plaza; Beaumont Plaza Center.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Variety Stores**-Coronet; K mart.
Chain Drug Stores-Thrifty; O'Briens; Beaumont Rexall.
Other Chain Stores-Alpha Beta; Safeway; Sears; Western Auto; The Chief; Mode O'Day; Goodyear; McMahan's; Beno's; Stater Bros.

14 - NEWSPAPERS: RECORD-GAZETTE (e-mon to fri) 3,260; sworn Oct. [illegible] 1986.
Local Contact for Advertising and Merchandising Data: Neil C. Harrand, Pub., RECORD-GAZETTE, 218 N. Murray St., Banning, CA [illegible]220; Tel. (714) 849-4586.
National Representative: Scripps League Newspapers; Newspaper Advertising Service.

BARSTOW

1 - LOCATION: San Bernardino County. E&P Map E-7 (In Riverside-San Bernardino PMSA). In heart of high desert, Mojave Desert region; hub of U.S. Hwys. 66, 91, I-15, I-40; State Hwy. 58; 150 mi. NE of San Pedro (Seaport Term.); 130 mi. NE of Los Angeles; 434 mi. SE of San Francisco; San Bernardino 75 mi.; Las Vegas 156 mi.

2 - TRANSPORTATION: **Railroads**-Atchison, Topeka & Sante Fe; Union Pacific; Amtrak.
Motor Freight Carriers-6. Overnight delivery to Los Angeles.
Intercity Bus Lines-Greyhound; Orange Belt; Continental.
Airlines-Charter; commercial links to L.A.

3 - POPULATION:
Corp. City 80 Cen. 17,690; E&P 87 Est. 22,001
County 80 Cen. 893,157; E&P 87 Est. 1,171,035
PMSA 80 Cen. 1,557,080; E&P 87 Est. 2,076,478

4 - HOUSEHOLDS:
City 80 Cen. 6,174; E&P 87 Est. 7,231
County 80 Cen. 308,062; E&P 87 Est. 421,171
PMSA 80 Cen. 551,081; E&P 87 Est. 766,018

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 573,806

7 - ELECTRIC METERS: Residence 11,500

8 - GAS METERS: Residence 8,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (An. Payroll)-R.R. Diesel Repair Shops 1,450 ($36,000,000); USMC Supply Depot 3,000 ($37,600,000); Motels 250 ($480,000); Restaurants 720 ($1,800,000); Gas Stations 250 ($90,000); Fort Irwin 3,400 ($40,000,000); Goldstone Tracking Facility ($11,000,000); Yellow Freight 400 (N.A.); Barstow Unified School Dist. 817 (N.A.).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-81; Summer 69-103; Winter 30-59. Prevailing winds from west; smogfree; humidity 25% (yearly av.).

11 - TAP WATER: Hardness, 175 p.p.m.; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Between 1st St. & Barstow Rd.; 4 blocks from Main on E. Williams; Barstow Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barstow Mall(34)	NA	Sears, K mart, Rude's Dept.
Yucca/Main(24)	NA	Von's Super Mkt., Thrifty Drug, Safeway
Desert Plaza(12)	NA	Sav-On, TG&Y
East Main(8)	NA	Sears
Williams St.	NA	

Principal Shopping Days-Thur., Fri., Mon.
Stores Open Evenings-Fri. until 9.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Rude's; Sears; K mart.
Variety Stores-Sav-On; Sprouse-Reitz; TG&Y.
Discount Stores-H&E Home Builders City; K mart.
Chain Drug Stores-Safeway; Thrifty.
Chain Supermarkets-Safeway; Von's; Stater Bros.
Other Chain Stores-Karl's (shoes); Burgermeister; Desert Dist. Co.; Lucky Lager Dist. Co.; Goodyear; Singer Co.; Howard Johnson; Jack in the Box; Naugle's; Rodman Home Furn.; Lee's Furn.; Video Electronics; Arby's; Bob's Big Boy; McDonald's; Carpet Corral; Carls Jr.; Pioneer Chicken; Sizzler; Miller's Outpost; Kinney's; Zale's; Barry's Jewelers; Modern Woman; Chief Auto Parts; Radio Shack; Mode O'Day; Winston Tire; Erik's Sleep Shop; Barstow Furn.

14 - NEWSPAPERS: DESERT DISPATCH (e) 8,100; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Doug Beardall, Adv. Mgr., DESERT DISPATCH, 130 Coolwater Lane, Barstow, CA 92311; Tel. (714) 256-2257.
National Representative: Papert Companies.

BRAWLEY

1 - LOCATION: Imperial County. E&P Map F-8. Junction of State Hwys. 111 & 86; 22 mi. N of Mexican border; 14 mi. N of El Centro; geographic and road network center, Imperial Valley; 200 mi. SE of Los Angeles; 120 mi. E of San Diego.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound.
Airlines-Sunaire.

3 - POPULATION:
Corp. City 80 Cen. 14,946; E&P 87 Est. 18,402
NDM-ABC: (80) 24,865
County 80 Cen. 92,110; E&P 87 Est. 110,646
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,659; E&P 87 Est. 5,620
County 80 Cen. 28,157; E&P 87 Est. 35,257
NDM-ABC: (80) 7,614

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	2	N.A.
Thrift	1	N.A.

6 - PASSENGER AUTOS: County 50,759

7 - ELECTRIC METERS: County Residence 33,927

8 - GAS METERS: County Residence 16,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. is principal industry with 365-day growing season. County ranks 4th in dollar volume nationally. Irrigation District 960 ($345); County Employees 840 ($325); Fruit & Veg. Packers 3,000 ($650 to $900); Sugar 450 ($550); Gympsum 185 ($450); U.S. Naval Air Facility. Geothermal Energy (An exceedingly large field is now under development for power generation, fresh water, and potential industrial uses.) Exploration nearby is being conducted by San Diego Gas & Elect., So. Cal. Edison, State Dept. of Resources and a number of major oil companies. Test power plants on-line & under development in various locations. County Geothermal potential 4,000 M.W. The City is experimenting with non-electrical geothermal applications.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-86; Summer 70-115; Fall 57-89; Winter 23-86. First killing frost, Nov. 15; last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very hard; 950 (ppm); not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Main; E St.; B St.; City Plaza; Rio Vista Center, W. Main & Rio Vista Ave.-Main Street has been designated as a Community Development Project, as well as the downtown area.
Shopping Centers-Rio Vista Plaza (8 stores-Arden, Mayfair Mkt., Thrifty Drug); Downtown area; Cudad Plaza.
Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-National; McMahan's; Imperial Hdwe.
Variety Stores-J.J. Newberry.
Drug Stores-Adams; Thrifty; White Cross.
Chain Supermarkets-Safeway; Cook's; Mayfair; Rancho; Westmorland 2; La Providencia.
Other Chain Stores-Firestone; Goodyear; Valley Auto Supply; Dorman's; Checker Auto Parts; Chief Auto Parts.

14 - NEWSPAPERS: NEWS (e) 5,544; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kevin Kelley, Adv. Mgr., NEWS, 135 S. Plaza, Brawley, CA 92227; Tel. (714) 344-1220.
National Representative: Branham/Newspaper Sales.

CAMARILLO

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. On U.S. Hwy. 101, 45 mi. S of Santa Barbara; 45 mi. N of Los Angeles; 9 mi. from Pacific Ocean. Principal city of Pleasant, Santa Rosa and Las Posas Valleys.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Amtrak.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-13.
Airlines-Hughes Air West; Golden West.

3 - POPULATION:
Corp. City 80 Cen. 37,732; E&P 87 Est. 47,186
NDM-ABC: (80) 51,807

County/PMSA 80 Cen. 529,899; E&P 87 Est. 632,634

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,298; E&P 87 Est. 17,389
County/PMSA 80 Cen. 173,254; E&P 87 Est. 214,596
NDM-ABC: (80) 17,252

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 358,563

7 - ELECTRIC METERS: Residence 7,151

8 - GAS METERS: Residence 5,934

9 - PRINCIPAL INDUSTRIES: Electronics; Citrus Prods.; Rock Prods.; Vegetables; Cattle.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-77; Summer 62-83; Fall 57-82; Winter 50-62.

11 - TAP WATER: Alkaline, neutral, hard; 16 grains per gal.; not fluoridated.

12 - RETAILING: Neighborhood Shopping Center-Ventura Blvd., 5 blocks, N & S sides (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ponderosa(29)		Von's, Sears, Thrifty
Camarillo Vlg.(16)		Alpha Beta
Los Posas Plz.(30)		Safeway
Carmen Plz.(20)		Sav-On Drug, Lucky's, Builder's Emporium, Miller's Outpost
Central Plz.		K mart, Ralph's, Long's Drug
Conejo Vlg.(13)	7	Von's
Pleasant Valley	8	Safeway
Hughes	9	Hughes Mkt.
The Esplanade(80)	7	Sears, May Co.
The Oaks(140)	7	Robinson's, Broadway, May Co.
Oxnard-Super	10	Mayfair, Thrifty
Fremont Sq.(30)	12	Food Giant
Buenaventura(54)	13	Mont. Ward, Von's, Broadway
Plaza	13	Von's, Safeway

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Broadway-Hale; Akron; JCPenney; May Co.; Newberry's; Mervyn's; Broadway; Robinson's.
Discount Stores-K mart; Gemco; Best.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Thrifty; Sav-On; Long's; Clark's.
Chain Supermarkets-Von's; Safeway; Lucky's; Alpha Beta; B&D; Ralph's.

14 - NEWSPAPERS: NEWS (m) 11,134; (S) 11,377; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Hank Crockett, Pub., NEWS, 1000 Avenida Acaso, Camarillo, CA 93011; Tel. (805) 987-5001.
National Representative: Papert Companies.

CHICO

1 - LOCATION: Butte County (In Chico MSA). E&P Map B-3. In N California, on U.S. Hwy. 99; approx. 90 mi. N of Sacramento.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.
Airlines-West Air.

3 - POPULATION:
Corp. City 80 Cen. 26,601; E&P 87 Est. 33,358
NDM-ABC: (80) 127,024
County/MSA 80 Cen. 143,851; E&P 87 Est. 181,126

4 - HOUSEHOLDS:
City 80 Cen. 10,524; E&P 87 Est. 13,278
County/MSA 80 Cen. 56,904; E&P 87 Est. 73,806
NDM-ABC: (80) 49,935

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	10	$72,830,000
Commercial	15	$311,692,000

6 - PASSENGER AUTOS: County 92,146

7 - ELECTRIC METERS: Chico Div. 34,383

8 - GAS METERS: Chico Div. 24,822

9 - PRINCIPAL INDUSTRIES: (Butte County) Industry, No. of Wage Earners-Agric. 3,200; Food Proc. 1,225; Ret. Trade 9,600; Gov't./Educ. 8,600; Hospitals 2,400; Constr. & Mining 1,775; Total labor force 65,850.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Av. Annual Temp.-63; Summer high-105; Winter low-20; Max. humidity-54%; Rainy season-Dec. to Apr., 24 inches annually.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Broadway; 8 on Main St.; 3 on 1st, 2nd, 3rd & 4th, plus auto row on Park Ave.
Neighborhood Shopping Centers-Esplanade & 3rd Ave.; 15th & Park Ave.; Longfellow at 1st Ave.; Nord & Sacramento Aves.; East Ave. & Cohassett; Esplanade and Cohassett Rd.; 5th & Mangrove; Esplanade & Eaton Rd.; Skyway Park; Esplanade & East Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Almond Orchard(29)	4	Radio Shack
Park Plaza(13)	1	Safeway, Thrifty Drug, Payless, Radio Shack
Mangrove Plaza(10)	1	Shop 'N Save
North Valley Plaza(56)	4	K mart, Lucky Mkt., Stop 'N Save, Long's, Mervyn's, Mont. Ward, JCPenney

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon. through Fri.
Stores Open Sundays-Supermarkets; all major chain stores.

13 - RETAIL OUTLETS: Department Stores-Bradley's; JCPenney; Montgomery Ward; Sears; K mart; Ben Franklin; Mervyn's; Target.
Chain Drug Stores-Lee (Rexall); Long's; Payless; Thrifty; Raleys Superstore.
Chain Supermarkets-Safeway 3; Holiday 3; Lucky Mkt.; Food World; Raley's.
Other Chain Stores-Firestone; McMahan's (furniture); Sherwin-Williams; Gallenkamp's Shoes; Grand Auto; Goodyear; Hickory Farms; Weisfield's Jewelers; Zale's Jewelers; Johnson Shoes; FISCO Farm Store; Kauffman's; Handyman; Cutlery World; Kragen Auto Stores; Grossman's; Color Tile; Big 5 Sporting; McCurry Camera; Wherehouse Entertainment; Winston Tire; PV Ranch & Home; B. Dalton Bookseller; Brooks Fashions; Miller's Outpost; House of Fashions; Tower Books/Records.

14 - NEWSPAPERS: ENTERPRISE-RECORD (e) 26,919; (S) 26,328; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Milton Moore, Adv. Dir., ENTERPRISE-RECORD, 400 E. Park Ave.; PO Box 9, Chico, CA 95927; Tel. (916) 891-1234.
National Representative: Papert Companies.

COLUSA

1 - LOCATION: Colusa County. E&P Map B-3. County Seat. On Sacramento River, 45 mi. NW of Sacramento; 29 mi. W of Marysville.

2 - TRANSPORTATION: Railroads-Southern Pacific; Delta Freight Line.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 4,075; E&P 87 Est. 4,577
County 80 Cen. 12,791; E&P 87 Est. 16,123

4 - HOUSEHOLDS:
City 80 Cen. 1,528; E&P 87 Est. 1,697
County 80 Cen. 4,690; E&P 87 Est. 6,172

5 - BANKS	NUMBER	EST. DEP.
Savings	5	$15,000,000
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 8,089

7 - ELECTRIC METERS: County 5,850

8 - GAS METERS: County 3,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food (Seasonal) 150-2,000; Cable Equip. 300.
Principal Pay Days-1st & 15th; Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-86; Summer 55-108; Fall 41-84; Winter 40-78.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Market; 3 on Fifth; 2 on Sixth.
Neighborhood Shopping Centers-2 blocks on Fremont St., Country Plaza, 1/2 mile, 4 units.
Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Worsley's.
Variety Stores-X.S.
Chain Supermarkets-Ranch Market; Shop 'N Save; Chung Sun Grocery; Frank's Market.
Other Chain Stores-Western Auto; Diamond National; Montgomery Ward; Sears (catalog).

14 - NEWSPAPERS: SUN-HERALD (e-mon to fri) 3,037; sworn Sept. 26, 1986.
Local Contact for Advertising and Merchandising Data: Carlon Perry, Pub., SUN-HERALD, 210 Sixth St., Colusa, CA 95932; Tel. (916) 458-2121.
National Representative: None.

CORNING

1 - LOCATION: Tehama County. E&P Map B-3. Residential center, 120 mi. NNW of Sacramento; 187 mi. N of San Francisco; 5 mi. W of Sacramento River. On U.S. Hwy. 99W.

2 - TRANSPORTATION: Railroad-Southern Pacific.
Bus Lines-Greyhound.
Airlines-Air West.

3 - POPULATION:
Corp. City 80 Cen. 4,745; E&P 87 Est. 5,609
County 80 Cen. 38,888; E&P 87 Est. 49,043

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,850; E&P 87 Est. 2,135
County 80 Cen. 14,538; E&P 87 Est. 19,109

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 22,973

7 - ELECTRIC METERS: Residence 1,563

8 - GAS METERS: Residence 1,515

9 - PRINCIPAL INDUSTRIES: Olive Packing; Lumbering; Wood Working.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, medium.

12 - RETAILING: Principal Shopping Center-Solano St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Sundays-Grocery, drug, restaurants.

13 - RETAIL OUTLETS: Department Stores-Million's; Mari's; Letza's; The Shoe Tree; D&L Hangups; Clothes Encounters; R. Barc.
Variety Stores-Sprouse-Reitz; Babb's Variety; Coronet.
Chain Supermarkets-Safeway; Holiday; Nu-way.

14 - NEWSPAPERS: OBSERVER (e-mon to fri) 2,320; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Dorth Foster, Adv. Dir., OBSERVER, 710 Fifth St., PO Box 558, Corning, CA 96021; Tel. (916) 824-5464.
National Representative: None.

CORONA

1 - LOCATION: Riverside County. E&P Map D-7 (In Riverside-San Bernardino PMSA). Citrus ctr. with allied industries. Mining, agric., dairy and misc. mfg. 50 mi. SE of Los Angeles; 119 mi. N of San Diego; 15 mi. SW of Riverside. Intersection of Freeways 18, 91 & 71; I-15.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-75.
Intercity Bus Lines-Greyhound; RTD; Dial-A-Ride.
Airlines-Ontario Intl. Airport 15 mi. NW-13 airlines; Riverside Municipal Airport 10 mi. NE-Desert Sun Airlines.

3 - POPULATION:
Corp. City 80 Cen. 37,791; E&P 87 Est. 49,530
County 80 Cen. 663,923; E&P 87 Est. 905,443
PMSA 80 Cen. 1,557,080; E&P 87 Est. 2,076,478

4 - HOUSEHOLDS:
City 80 Cen. 11,964; E&P 87 Est. 13,978
County 80 Cen. 243,019; E&P 87 Est. 344,847
PMSA 80 Cen. 551,081; E&P 87 Est. 766,018

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 455,296

7 - ELECTRIC METERS: Residence 12,836

8 - GAS METERS: Residence 12,875

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Citrus 2,300 ($175); Ceramics 425 ($200); Raw Mined Materials 225 ($200); Mfg. 1,500 ($300); Servs.; Ret. Trade.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 56-91; Fall 45-73; Winter 40-67.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 5 blocks on 6th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tyler Mall(83)	NA	Broadway, JCPenney, May Co.
Butterfield Stage Sq.(35)	NA	Alpha Beta, Miller's Outpost, Mervyn's
Corona Plaza(13)	NA	Von's Mkt., Art Mart, Thrifty Drug, Aaron Bros.
Corona Mall(70)	NA	Emerson Pauly, Radio Shack
North Mall	NA	Albertson's, Osco Drug, K mart
Town & Country(9)	NA	Alpha Beta

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Mervyn's; Miller's Outpost.
Variety Stores-Sprouse-Reitz; McCrory's.
Discount Stores-Builder's Emporium; McCrory's.
Chain Supermarkets-Alpha Beta 3; Von's; Stater Bros. 3; Ranchland; Phil's Courtesy 2; Albertson's.
Other Chain Stores-McMahan's (furn.); Thrifty Drug; Goodyear; Kragen; Mark C. Bloome; Firestone; Goslin Tire; Chief Auto Supply; Winston Deita Tire; Osco Drug.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 5,684; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: John Wells, Adv. Dir., INDEPENDENT, 823 S. Main St., PO Box 1029, Corona, CA 91720; Tel. (714) 737-1234.
National Representative: Papert Companies.

COSTA MESA
See ORANGE COUNTY

DAVIS

1 - LOCATION: Yolo County (In Sacramento MSA). E&P Map B-4. 14 mi. W of Sacramento. On I-80, California 113, near I-15.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak; Transcontinental.
Intercity Bus Lines-Greyhound; UCD London Bus System.
Airlines-All major airlines at Sacramento Metro Airport (20 mi.)

3 - POPULATION:
Corp. City 80 Cen. 36,640; E&P 87 Est. 43,025
County 80 Cen. 113,374; E&P 87 Est. 131,822
MSA 80 Cen. 1,099,814; E&P 87 Est. 1,366,294

4 - HOUSEHOLDS:
City 80 Cen. 14,041; E&P 87 Est. 16,799
County 80 Cen. 41,304; E&P 87 Est. 49,820
MSA 80 Cen. 416,356; E&P 87 Est. 537,266

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 65,262

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lucky Ctr.(10)	NA	Lucky Grocery Store
Davis Manor(8)	NA	Albertson's, Grand Auto
G Street Mall(7)	NA	Radio Shack
University Mall(22)	NA	Pay 'N Save, Safeway
Oak Tree Plz.(11)	NA	Long's Drug, Safeway
South Davis(7)	NA	Nugget Mkt.

13 - RETAIL OUTLETS: Department Stores-Winger's; Lawrence's; Sears.
Chain Drug Stores-Pay 'N Save; Long's.
Chain Supermarkets-Safeway 2; Alber Lucky; State Mkt. 2; Nugget Mkt.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 9,273; June 30, 1986 VAC.
Local Contact for Advertising and Merchandising Data: Scott Jackson, Natl. Adv. Dir., ENTERPRISE, PO Box 1470, Davis, CA 95616; Tel. (916) 756-0800.
National Representative: U.S. Suburban Press.

EL CAJON

1 - LOCATION: San Diego County (In San Diego MSA). E&P Map E-8. SW corner of state.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Lines-14.
Intercity Bus Lines-San Diego Transit System; Trailways; Greyhound.
Airlines-American; Continental; Delta; PSA; Sun-Aire; United; C&M; Southwest; America West; Republic; Ozark; Imperial; TWA; Pan Am; Eastern; Mexicana.

3 - POPULATION:
Corp. City 80 Cen. 73,892; E&P 87 Est. 91,444
CZ-ABC: (80) 118,599
RTZ-ABC: (80) 185,154
County/MSA 80 Cen. 1,861,846; E&P 87 Est. 2,304,079
City & RTZ-ABC: (80) 303,753
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,464; E&P 87 Est. 35,927
County/MSA 80 Cen. 670,094; E&P 87 Est. 860,327
CZ-ABC: (80) 44,110
RTZ-ABC: (80) 69,448
City & RTZ-ABC: (80) 113,558

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	N.A.
Savings & Loan	16	N.A.

6 - PASSENGER AUTOS: County 1,232,509

7 - ELECTRIC METERS: 125,983

8 - GAS METERS: 86,968

9 - PRINCIPAL INDUSTRIES: Light to medium manufacturing, industrial. 20.8% residents work in El Cajon; 34% in San Diego (aircraft, shipbuilding); balance work in county area; Av. Wkly. Wage $259.

10 - CLIMATE: Av. Annual Temp.-62.4. Mild climate year round.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bostonia(9)	NA	
El Cajon(18)	NA	Von's, Target
El Cajon II(8)	NA	Safeway, Thrifty Drug
Fletcher Hills(42)	NA	Discount Fabrics, Checker Auto
Madison Plaza(10)	NA	Alpha Beta, TG&Y
Parkway Plz.(115)	NA	Sears, Woolworth, May Co.
Town & Country(15)	NA	Von's
Valley Chase	NA	TG&Y
1st & Main	NA	Food Basket, Sav-On
Grossmont(107)	NA	Broadway, Mont. Ward, Food Basket, Bullocks, Buffums
College Grove	NA	Long's, Mervyn's, Safeway, JCPenney
E. Main Plaza	NA	Food Basket, Rexall

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., & Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Focus; Montgomery Ward; Broadway; Sears; Furniture 2000; May Co.; Bill Gamble's; C&R Clothiers; Wild West; The Gap; Lane Bryant; Marsi's; Bullocks; Buffums; Mervyns; Clothing Clearance Ctr.
Discount Stores-Gemco; K mart; Best Co.; Federated; Home Club; Price Club; Home Depot; Paint Factory.
Variety Stores-TG&Y; Woolworth; Moskatel's; Target.
Chain Drug Stores-Thrifty; Long's; Sav-On; Payless; Knapp; Target.
Chain Supermarkets-Alpha Beta; Safeway; Food Basket; Big Bear; Von's; Boneys; Target; Ralph's.
Other Chain Stores-Auto Accessories: Dorman's, Pep Boys, Firestone, Western Auto, Goodyear, Checker Auto, Chief Auto Parts, Kragen, Car Quest; Jewelry: Koven's, Lawson; Shoes: Kinney, Thom McAn, Gallenkamps; Furniture: McMahan's, Furniture 2000, Jerome's, Family Furniture, La-z-Boy; Home Improvement: Handyman, Dixieline, Builder's Emporium, Boise Cascade, Silo; 7-Eleven; Circle K; AM-PM Mini Mkts.

14 - NEWSPAPERS: CALIFORNIAN (e) 20,960; (S) 21,470; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Arthur Phelps, Natl./Co-op. Adv. Mgr., CALIFORNIAN, 1000 Pioneer Way; PO Drawer 1565, El Cajon, CA 92022; Tel. (619) 442-4404.
National Representatives: U.S. Suburban Press; Papert Companies.

EL CENTRO

1 - LOCATION: Imperial County, E&P Map F-8. 115 mi. E of San Diego, 220 mi. SE of Los Angeles. U.S. Hwy. 86; State Hwys. 78, I-8, 79 & 111; 60 mi. W of Yuma, AZ; 10 mi. N of Mexicali, Baja CA.

2 - TRANSPORTATION: Railroads-Southern Pacific; San Diego & Arizona Eastern (freight only).
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Sunaire (commuter).

3 - POPULATION:
Corp. City 80 Cen. 23,996; E&P 87 Est. 28,816
NDM-ABC: (80) 51,567
County 80 Cen. 92,110; E&P 87 Est. 110,646
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,783; E&P 87 Est. 9,343
County 80 Cen. 20,157; E&P 87 Est. 35,257
NDM-ABC: (80) 15,290

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	N.A.
Commercial	6	$259,430,000

6 - PASSENGER AUTOS: County 50,759

7 - ELECTRIC METERS: County 33,927

8 - GAS METERS: County 16,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agriculture is principal industry with 365-day growing season. County ranks 4th in dollar volume nationally. Irrigation District 960 ($345); County Employees 840 ($325); Fruit & Veg. Packers 3,000 ($650 to $900); Sugar 450 ($550); Gypsum 185 ($450); U.S. Naval Air Facility. Geothermal Energy (An exceedingly large field is now under development for power generation, fresh water, and potential industrial uses.) Exploration nearby is being conducted by San Diego Gas & Elect., So. Cal. Edison, State Dept. of Resources and a number of major oil companies. Test power plants on-line & under development in various locations. County Geothermal potential 4,000 M.W. The city is experimenting with non-electrical geothermal applications.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-86; Summer 70-115; Fall 57-89; Winter 23-86. First killing frost, Nov. 15; last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St. plus 5 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
El Centro(22)	NA	Sears, Mervyns, Zale's, Miller's Outpost
Valley Plaza(50)	NA	Woolworth, JCPenney, Kinney Shoes

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Yellow Mart; K mart; Mervyn's; Miller's Outpost; Roberts.
Variety Stores-Woolworth, Six Star.
Chain Drug Stores-Thrifty; Rexall; El Centro 2; Long's.
Chain Supermarkets-Safeway; Cook's 2; Mayfair.
Other Chain Stores-Town Shop; Payless Shoes; McMahan; Firestone; Imperial 3; Goodyear; Checker Auto; Valley Auto Supply; Winston's Brooks; Henry's; George's; Smith's; S&H Green Stamps; Radio Shack 2; Chief Auto; Zale's; Kids Mart; Clothesline; Kay Bee Toys; Rent To Own.

14 - NEWSPAPERS: IMPERIAL VALLEY PRESS (e) 11,329; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Charles Baker, Adv. Dir., IMPERIAL VALLEY PRESS, 205 N. 8th St.; PO Box 2770, El Centro, CA 92244; Tel. (714) 352-2211.
National Representative: Branham/Newspaper Sales.

ESCONDIDO

1 - LOCATION: San Diego County (In San Diego MSA). E&P Map E-8. Commercial, Fin., light indust., high tech, agric. and dairy ctr. SW part of state. 110 mi. SE of Los Angeles; 30 mi. N of San Diego. Junction of U.S. I-15 and State Hwy. 78.

2 - TRANSPORTATION: Railroads-AT & Santa Fe.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Palomar Oceanside; San Diego-Escondido and North County Transit.
Airlines 29 mi. to San Diego Intl. Airport.

3 - POPULATION:
Corp. City 80 Cen. 64,355; E&P 87 Est. 86,451
CZ-ABC: (80) 104,190
RTZ-ABC: (80) 138,175
County/MSA 80 Cen. 1,861,846; E&P 87 Est. 2,304,079
City & RTZ-ABC: (80) 242,365
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,501; E&P 87 Est. 35,492
County/MSA 80 Cen. 670,094; E&P 87 Est. 860,327
CZ-ABC: (80) 38,559
RTZ-ABC: (80) 48,825
City & RTZ-ABC: (80) 37,384

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	79	N.A.
Savings & Loan	67	N.A.

6 - PASSENGER AUTOS: County 1,232,509

7 - ELECTRIC METERS: Residence 34,206

8 - GAS METERS: Residence 22,926

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft Tools 250; Bldg. Materials Mfg. 200; Clothing Mfg. 360; Electronics 3,951; Fab. 133; Food Proc. 242; Golf Equip. 350; Machine Prods. 185; Medical & Dental Supplies 717; Plating 206; Radio/TV Mfg. 1,005; Marine Prods. Res. 115; Misc. 282. Total 133 Industrial Plants.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-71; Summer 52-88; Fall 46-76; Winter 38-68.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-12 blocks on Grand Ave., 6 on Second Ave., 14 on E. Valley Pkwy.; 8 on W. Valley Pkwy., 15 on Escondido Blvd., 4 on Broadway; 2 on laterals leading into above streets; 16 on Valley Pkwy., North County Fair, 83 acres, on I-15 and Via Rancho Pkwy., 190 stores and restaurants.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ardan	NA	Ardan
Escondido(12)	NA	Thrifty Drug, Alpha Beta
Escondido Sq.	NA	Thrifty Drug, Food Basket
Escondido Mall(75)	NA	Sears, Walker-Scott, Fedco
Felicita Plaza(26)	NA	Safeway
Felicita Vlg.(40)	NA	Safeway
Midtown Plaza(16)	NA	Mont. Ward, Ross, Newberry
Town & Country	NA	Safeway, Long's Drugs
Trafalgar Sq.(15)	NA	Century 21, Cal Stores
Valley Plaza(20)	NA	
The Vineyard(65)	NA	Sam Goody's, Acapulco
Washington Sq.(14)	NA	
Del Norte		Vons, Osco, Newberrys
Ferrara Plz.	NA	Safeway, Osco
Plaza Las Palmas	NA	Federated, Marshall's
Escondido Promenade	NA	Mervyn's, Target

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Major stores-every week night.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Walker Scott; K mart; Montgomery Ward; Gemco; May Co.; Nordstrom; Robinson's; Mervyn's; Target; Fedco; Broadway.
Variety Stores-Ardan; Newberry's.
Discount Stores-Pic 'N Save.
Chain Drug Stores-Thrifty; Osco; Long's.
Chain Supermarkets-Safeway 3; 7-Eleven 4; Food Basket; Von's 2; Alpha Beta; Lavicio's 2; Albertson's; Ralph's; Fedco; AM/PM Mini Market; Big Bear.
Other Chain Stores-McMahan's Furn., Fashion Conspiracy; Shoes: Kinney, Steicher's, Koby, Payless 4, Thom McAn, Famous Footwear, Florsheim, Leed, Naturalizer, Stride Rite; Fabrics: House of Fabrics, Golden State, Embassy, Singer; Hickory Garms of Ohio 2; Builder's Emporium; Goodrich Surplus; Motherhood Maternity; C&R Clothiers; Appliance TV City; Lawson's; Theatre's Music; Ortho Mattress; Radio Shack 3; Shelli's; Colortile; General Nutrition; Checker Auto; Moskatels; Miller's Outpost 2; Sprouse-Reitz; Dorman's The Bedroom; Orange Julius; Woolworth; Home & Garden; Ross for Less; Jewelers: LeRoy's, Jessop's, Zale's, Larson; Paint: Frazee's, Standard Brands, Sinclair; Lumber: Pine Tree, Dixieline; Escondido Lumber; Tires: Firestone, Winston, Trainer, L & M Goodyear; Jacobson's; Marshall's; Charlotte Russe; Contempo Casuals; Lane Bryant; Lanz of California; Cal Stores; Lerners; Victoria's Secret; The Gap; Jeans West; Harris & Frank; Clothestime; Diamond Designs; Slavicks; Big 5; Oshman's; Tandy Leather; Wherehouse; Mad Jack's; Sam Goody's 2; Crown Books; Aaron Bros.; Federated Group.

14 - NEWSPAPERS: TIMES-ADVOCATE (e) 40,341; (S) 42,251; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Marsee, Natl. Adv. Dir., TIMES-ADVOCATE, 207 E. Pennsylvania Ave., Escondido, CA 92025; Tel. (619) 745-6611.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

EUREKA

1 - LOCATION: Humboldt County, E&P Map A-2. County Seat. On E side of Humboldt Bay, 284 mi. N of San Francisco. Redwood Hwy. U.S. 101; Fortuna-Redbluff Hwy.; Hwy. 299; Hwy. 36 Redding. Lumber, tourism, commercial fishing, dairy, agriculture, Humboldt State University, College of the Redwoods.

2 - TRANSPORTATION: Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Eureka Transit.
Airlines-United; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 24,153; E&P 87 Est. 25,500
CZ-ABC: (80) 42,373
RTZ-ABC: (80) 84,369
County 80 Cen. 108,024; E&P 87 Est. 117,237
City & RTZ-ABC: (80) 126,742
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,121; E&P 87 Est. 10,735
County 80 Cen. 41,383; E&P 87 Est. 46,662
CZ-ABC: (80) 16,835
RTZ-ABC: (80) 31,521
City & RTZ-ABC: (80) 48,356

5 - BANKS	**NUMBER**	**EST. DEP.**
Comm. & Sav.	22	$275,000,000
Savings & Loan	4	$85,000,000

6 - PASSENGER AUTOS: County 59,983

7 - ELECTRIC METERS: Residence 37,480

8 - GAS METERS: Residence 25,421

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 5,550 ($400); Commercial Fishing 1,775 ($230); Constr. 1,150 ($600); Mfg. 3,525 ($400).
Principal Pay Days-Fri.; Lumber & Mfg.-10th & 25th; Dairy-15th; Constr.-Mon.; Commercial Fishing-Wed.; County-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-56; Summer 51-61; Fall 48-60; Winter 42-54.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on 5th, 5 blocks on 4th; 4 blocks on F; 3 blocks on 3rd and 4 blocks on 2nd.
Neighborhood Shopping Center-6 blocks at Henderson and F Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Henderson	2	Schafer's Hdwe., Food Mart
Myrtle Towne	2	Coast-to-Coast, Myrtletown Pharmacy
Broadway	1	Eureka Mkt., Pay 'N Pak
The Mall	2	Sears, Payless Drug, Safeway, S.H. Kress
Burre Center	1	Long's Drug
McKinleyville	15	Food Mart, Safeway, Sprouse-Reitz
Uniontown	7	Value Giant, Safeway
Valley West	13	Sprouse-Reitz, Thrifty Drugs, Beno's, Sentry Mkt.
Redwood Village	15	Safeway, Thrifty Drug, Beno's, Sprouse-Reitz
Bayshore Mall	NA	JCPenney, Mervyn's
Mall 101	2	Payless, Beno's, Mark & Save

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Dept.-Fri.; Food-nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; White House; Bistrin's; Sears; Daly's; Beno's; K mart.
Variety Stores-S.H. Kress; Woolworth; Jones; Sprouse-Reitz; Shafer's; Ace Hardware.
Discount Stores-Pay 'N Pak.
Chain Drug Stores-Rexall; Long's; Red Cross 2; Ritchie Wood Rx 3; Pay Less; Thrifty.
Chain Supermarkets-Safeway 6; Food Mart 3; Murphy's Markets 2; Eureka Mkt.; Sentry Mkt.; Mark & Save.
Other Chain Stores-Firestone; W.P. Fuller (paint); Sherwin-Williams; Jenkel & Davidson (optical); Singer Co.; Mode O'Day; Weisfield's (jewelry and home appl.); Kinney Shoes; McMahan's Furn.; S&H Green Stamps; Coast-to-Coast; Karl's Shoes; Leeds Shoes; Blue Chip Stamps.

14 - NEWSPAPERS: TIMES-STANDARD (e) 20,486; (S) 22,163; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Daniel Eliason, Adv. Sales Mgr., TIMES-STANDARD, PO Box 3580, Eureka, CA 95501; Tel. (707) 442-1711.

National Representatives: Papert Companies; Thomson Newspapers.

FAIRFIELD-SUISUN

1 - LOCATION: Solano County. E&P Map B-4 (In Vallejo-Fairfield-Napa PMSA). County Seat. Agric., industry & Travis AFB. 47 mi. NE of San Francisco; 50 mi. SW of Sacramento. U.S. Hwys. 80, 680; State Hwy. 12.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Vaca Valley.

3 - POPULATION:
Corp. Cities 80 Cen. 69,186; E&P 87 Est. 87,699
Fairfield 80 Cen. 58,099; E&P 87 Est. 69,763
Suisun 80 Cen. 11,087; E&P 87 Est. 17,936
County 80 Cen. 235,203; E&P 87 Est. 289,276
PMSA 80 Cen. 334,402; E&P 87 Est. 401,481

4 - HOUSEHOLDS:
Cities 80 Cen. 21,840; E&P 87 Est. 28,565
Fairfield 80 Cen. 18,406; E&P 87 Est. 22,674
Suisun 80 Cen. 3,434; E&P 87 Est. 5,891
County 80 Cen. 80,426; E&P 87 Est. 103,138
PMSA 80 Cen. 117,050; E&P 87 Est. 146,662

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	N.A.
Savings & Loan	8	$53,000,000

6 - PASSENGER AUTOS: County 152,438.

7 - ELECTRIC METERS: Residence 22,486.

8 - GAS METERS: Residence 23,621.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-County 515 ($195); Air Force Base 311 ($333); Explosives 135; Agric. 500; Misc. Industry 300; Beer 630; Metal Cans 259; Plastic Bottles 584; Indust. Pumps 260; Food & Dairy 175; Prefab. Homes 50; Explosive Division 200.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Summer high-86; Winter low-36.

11 - TAP WATER: Moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on W Texas and 14 blocks on N Texas; K mart Shpg. Ctr.; Raley Shpg. Ctr. on Holiday Lane and Travis Blvd.; Mission Vlg., N Texas; Solano Mall.
Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Nightly exc. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mervyn's; Emporium-Capwells; Sears; Macy's.
Discount Stores-Warehouse; K mart; Food and Hardware; Ardans; Builder's Emporium.
Chain Drug Stores-Longs; Thrifty; Raley; Walgreens.
Chain Supermarkets-Safeway; Lucky 2; Campos Food Fair; Raley; Albertson's.
Other Chain Stores-Gensler-Lee; Goodyear; Diamond National; Grossman's; Wicke's Lbr.; Radio Shack; Grand Auto; Firestone; Warehouse Records; Kragan Auto; Smith's; Miller's Outpost; Zale's; Granat Bros.; Samuels; The Gap; Richman Bros.; Gingiss Formalwear; Jumping Jack Shoes; Kinney Shoes; Huston's Florsheim.

14 - NEWSPAPERS: REPUBLIC (m) 17,316; (S) 17,934; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Larry Womack, Adv. Mgr., REPUBLIC, 1250 Texas St.; PO Box 47, Fairfield, CA 94533; Tel. (707) 425-4646.
National Representative: Papert Companies.

FONTANA

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map E-7. Steel production ctr. 8 mi. W of San Bernardino; 13 mi. E of Ontario; 45 mi. E of Los Angeles. On U.S. Hwys. 10, 66, 99 & 70; State Hwy. 26.

2 - TRANSPORTATION: Railroads-AT&SF; Pacific Electric; Southern Pacific; Union Pacific.
Motor Freight Carriers-15.
Intercity Bus Lines-Southern California Rapid Transit District; Omnitrans.

3 - POPULATION:
Corp. City 80 Cen. 37,107; E&P 87 Est. 53,772
County 80 Cen. 893,157; E&P 87 Est. 1,171,035
PMSA 80 Cen. 1,557,080; E&P 87 Est. 2,076,478
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,388; E&P 87 Est. 17,509
County 80 Cen. 308,062; E&P 87 Est. 421,171
PMSA 80 Cen. 551,081; E&P 87 Est. 766,018

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$80,000,000
Commercial	4	$90,000,000

6 - PASSENGER AUTOS: County 573,806.

7 - ELECTRIC METERS: Residence 9,100.

8 - GAS METERS: Residence 9,911.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 14,000; Agric. 250; Constr. 1,200; Trans., Commun. & Util. 1,000; Whol. & Ret. 2,500; Fin., Ins. & R.E. 500; Servs. & Hospitals 1,040; Misc. 400.

10 - CLIMATE: Av. Temp.-Spring 60, Summer 75, Fall 67, Winter 52. First killing frost, Nov. 23; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, med. hardness.

12 - RETAILING: Principal Shopping Districts-Sierra, 6 blocks N from Merrill; Arrow, 4 blocks W from Sierra; Foothill, 8 blocks E and W from Sierra; Sierra & Valley Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Inland Ctr.(78)	9	Sears, May Co., Broadway
Central City Mall(100)	9	Mont. Ward, JCPenney, Harris Co.
Tyler Mall(85)	15	Sears, May Co., JCPenney (catalog)
Fontana Plz.	1	Lucky's, Sav-On, Osco, Miller's Outpost

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Mervyn's; McCrory's.
Discount Stores-Pic 'N Save; K mart.
Variety Stores-Rexall; Finley 2.
Chain Drug Stores-Thrifty 2; Rexall; Finley 2; Sav-On; Osco.
Chain Supermarkets-Stater Bros. 3; Alpha Beta; Lucky 2.
Other Chain Stores-Goodyear; McMahan's Furn.; Chief Auto; Radio Shack; Thom McAn; Goodman Jewelers; Miller's Outpost; Kragen Auto; Trak Auto; National Lumber; Pep Boys; Big A Auto.

14 - NEWSPAPERS: HERALD-NEWS (e) 3,254; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Ted L. Worth, Gen. Adv. Mgr., HERALD-NEWS, 16920 Spring St., Fontana, CA 92335; Tel. (714) 822-2231.
National Representative: Landon Associates.

FREMONT-NEWARK

1 - LOCATION: Alameda County (In Oakland PMSA). E&P Map B-5. Manufacturing, agricultural, residential. In San Francisco Bay area. 25 mi. S of Oakland, 15 mi. N of San Jose.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific.
Motor Freight Carriers-50 common carriers; over 250 radial carriers.
Intercity Bus Lines-Greyhound; Peerless; Bay Area Rapid Transit Terminal.
Nearby Airports-Metropolitan Oakland Intl. (22 mi.); San Jose Municipal (16 mi.); San Francisco Intl. (35 mi.); Hayward (12 mi.); Fremont; Sky Sailing.

3 - POPULATION:
Corp. Cities 80 Cen. 164,071; E&P 87 Est. 193,488
Fremont 80 Cen. 131,945; E&P 87 Est. 155,388
Newark 80 Cen. 32,126; E&P 87 Est. 38,100
County 80 Cen. 1,105,379; E&P 87 Est. 1,229,246
PMSA 80 Cen. 1,762,631; E&P 87 Est. 1,989,832
Cities of Pub.-ABC: (80) 164,071
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 53,341; E&P 87 Est. 64,824
Fremont 80 Cen. 44,125; E&P 87 Est. 53,598
Newark 80 Cen. 9,216; E&P 87 Est. 11,226
County 80 Cen. 426,092; E&P 87 Est. 491,590
PMSA 80 Cen. 667,626; E&P 87 Est. 781,710
Cities of Pub.-ABC: (80) 53,341

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	13	N.A.
Commercial	15	N.A.

6 - PASSENGER AUTOS: County 686,784.

7 - ELECTRIC METERS: 59,669.

8 - GAS METERS: 52,608.

9 - PRINCIPAL INDUSTRIES: **Fremont**-Food Distribution 400; Salt Mfg. 435; Misc. Mfg. 1,025; Electronic Equip. 1,400; Gas and Electric Meters, Car Mfg. 2,500; Toy Mfg. 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-67, Summer 54-75, Fall 49-73, Winter 38-58.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookvale Ctr.(24)	NA	Long's Drug, Lucky, Safeway, Liquor Barn
Cabrillo Pk.(13)	NA	Kragen Auto
Center Sq.(11)	NA	Specialty Shops
Crossroads(11)	NA	Fry's
Paseo Padre(10)	NA	Fry's Foods
Franciscan Ctr.(12)	NA	Ace Hardware
Fremont Plaza(21)	NA	Payless, Nob Hill, Thrifty
Fremont Fashion Center(34)	NA	
Fremont Hub(96)	NA	Mont. Ward, Safeway, Long's, Ross, Home Express
Glenmoor Ctr.(47)	NA	Fremont Markets
Meadow Sq.(13)	NA	Fry's Foods
Mission Ranch Center(11)	NA	Specialty Shops
Mission Valley(6)	NA	Lucky Mkt.
Monument(9)	NA	Lucky Mkt.
Mowry Plz.	NA	Service Mdse.
Century Plaza(16)	NA	Specialty Shops
Sundale Ctr.(13)	NA	Lucky
Town Fair Ctr.	NA	Specialty Shops
Tri-City Ctr.(28)	NA	Tri-City Sporting Goods
Rosemont Sq.(13)	NA	Lucky, Pay Less, Grand Auto
Lido Faire(30)	NA	Thrifty, Safeway
Newark Sq.(12)	NA	Specialty Shops
K mart Ctr.(7)	NA	K mart, Alpha Beta
New Park Mall(130)	NA	Sears, Macy's, Emporium, Mervyn's
Villa Food Ctr.	NA	Sarco, Specialty Shops
Mowry East Phase 3	NA	Cost Plus, NY Fabrics, Aaron Brothers Art Mart
Sunset Village	NA	Specialty stores
Walnut Plaza	NA	Alpha Beta
Mowry East	NA	Orchard Supply, TAP Plastics
Mowry/Highway 17	NA	Pay'n'Pak, Marshall's, Western Appliance
Rickmart Center	NA	Auto Supply
Safeway Center	NA	Super Safeway
Irvington Square	NA	Allied Auto
Duffle Plaza	NA	McDuff's, Food 4 Less

Stores Open Evenings-Shopping centers, Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Capwell's; Sears; Montgomery Ward; Mervyn's; Macy's; Ross.
Variety Stores-Woolworth.
Discount Stores-K mart; Home Express.
Chain Drug Stores-Long's 2; Pay Less 2; Thrifty 3.
Chain Supermarkets-Alpha Beta 4; Fremont Market; Lucky 4; Safeway 4; Fry's 4; Nob Hill.
Other Chain Stores-Clothing: Smith's, Grodin's, Grutman's, Goldman's, Jay-Vee, Hartfield's, Frederick's, Foxmoor, Topps 'N Trousers, Picadilly, Casual Corner, Miller's Outpost, Clothes Barn, Contempo, Richman's; Jewelry: Crescent, Milen's, Davidson & Licht, Alexin, J. Herbert Hall, Gordon's, Weisfield's; Tire & Auto: Goodyear, Firestone, Gerard, Grand Auto, Kragen Auto, Winston Tires, Wholesale Distributors; Shoes: Kinney, Kushin's, Allen's, Hardy; Home Furnishings: Connolly's, Abbey Carpet, Carpeteria, Conklin Bros.; Misc.: Orchard Supply, Four Star Bldg. Materials, Brennan's Magnavox, Big "5" Sporting Goods, House of Fabrics, Fabric Lane.

14 - NEWSPAPERS: THE ARGUS (m) 25,020; (S) 25,867; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Steve Stevens, Adv. Mgr., THE ARGUS, 37427 Centralmont Pl., Fremont, CA 94536; Tel. (415) 794-0111.
National Representatives: Long & Associates; Landon Associates.

FRESNO

1 - LOCATION: Fresno County (MSA). E&P Map C-5. County Seat. Agricultural, industrial, financial, retail and wholesale center. Internal Revenue regional processing center. 189 mi. from San Francisco; 221 mi. from Los Angeles. On U.S. Hwy. 99.

2 - TRANSPORTATION: Railroads-Southern Pacific; Sante Fe; Amtrak.
Motor Freight Carriers-31 interstate; 75 intrastate carriers with local terminals. Also 26 freight forwarders servicing the Fresno area.
Intercity Bus Lines-Pac Greyhound; Continental Trailways.
Airlines-United; Pacific Southwest; Pacific Coast; West Air; Sky West; United Express; Mid Pacific Air.

3 - POPULATION:
Corp. City 80 Cen. 242,392; E&P 87 Est. 296,828
NDM-ABC: (80) 514,621
County/MSA 80 Cen. 515,013; E&P 87 Est. 623,353
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 81,996; E&P 87 Est. 114,831
County/MSA 80 Cen. 178,624; E&P 87 Est. 224,191
NDM-ABC: (80) 178,506

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	18	N.A.
Commercial	23	N.A.

6 - PASSENGER AUTOS: County 277,521.

7 - ELECTRIC METERS: County 241,083.

8 - GAS METERS: County 158,858.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-All Mfg. 22,600; Nondurable Goods 12,400; Durables 10,200; Trans. & Public Util. 10,400; Fin., Ins. & R.E. 13,600; Gov't 42,600; Ret. Trade 37,400; Whol. Trade 12,500; Servs. 45,000; Agric., Forestry & Fisheries 59,100; Constr. 11,200.
Principal Pay Days-Thur., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Oct. 51-79; Jan. 37-54; Apr. 48-74; July 65-99. First killing frost, Dec. 24; last killing frost, Apr. 7.

11 - TAP WATER: Med. hard; not fluoridated.

12 - RETAILING: Principal Shopping Areas-North Blackstone from Shields to Alluvial; Shaw Ave. from Hwy. 99 to Sanora; Shaw Ave. from Valentine to West; Shaw Ave. from Hwy. 41 to North First; Downtown Clovis; Downtown Fresno (Fulton Mall); Olive Ave. from Fruit to Van Ness (Tower District); Ventura/Kings Canyon from Fifth Ave. to Willow; Kings Canyon and Clovis Ave. (Sunnyside District); Butler and Chestnut.
Neighborhood Shopping Centers-Ashlan Park; Barnyard; Blackstone Plaza; Bonanza; Bullard Fair; Bullard Plaza; Bullard West; Chestnut; College Square; Country Plaza; Country Squire; Crossroads; Dry Creek; Farmers Market; Gettysburg Plaza; Manchester Mall; Midtown Plaza; Mission Village; Pepper Tree Village; Piccadilly; Princeton Square; Rodeo Plaza; Saddleback Village; Shaw Villa; Tarpey Village; Times Square; Wild West Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fashion Fair(114)	5	Weinstock's, JCPenney, Macy's, Gottschalk's
Fig Garden(56)	7	Gottschalk's, Foodworld
Northgate(19)	8	K mart, Pic 'N' Save
Manchester Center(115)	4	Gottschalk's, Long's Drugs, Sears, Home Express
Eastgate(29)	5	K mart, Thrifty Drugs, Mayfair Market
Sunnyside Plaza	6	Payless, Safeway
Sunnyside Country Club	6	Von's
Cedar Tree Plaza	8	Ollenbergers, Long's Drugs, Save Mart

Fresno Shaw Plaza	5	Cost-Plus Imports
Clovis Town Ctr.	9	Von's, Newberry, Federated, Miller's Outpost

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Gottschalk's 4; JCPenney 2; Montgomery Ward; Sears; Ollenberger's 4; Weinstock's; Macy's.
Discount Stores-K mart 3; Mervyn's; Ardan's; Best; Consumers; Home Club; Home Express.
Variety Stores-Woolworth 2; Newberry 2; Sprouse-Reitz.
Chain Drug Stores-Long's 8; Thrifty 6; Payless 5; Drug Fair; Family Phcy. 2; Von's 6.
Chair Supermarkets-Safeway 4; Continental; Country Boy; Save Mart 12; Foodland 8; Hanoian's; Young's 2; Bad Boy; Gong's 2; Prairie Market 2; Von's 6; Pak 'n Save; IGA 4; Costco.
Other Chain Stores-Apparel: Lerner Shops, Rodder's-Goldring 2, Berkeley's 2, Flagg Bros., Topps & Trousers, Coffees 2, Walter Smith, Hodge & Son 2, Trend O'Fashion, Tall Fashions, Miller's Outpost 5; Shoes: Asher Bros. 2, Gallenkamp's 4, Kinney 3, Karl's, Burt's, Leeds, Koby's 3, Queen's, Red Cross, S&K Allen's, C.H. Baker, Jarman's, Kushin; Automotive: Firestone, Goodrich, Lucky, Pep Boys 3, Goodyear, Kragen's 5, Grand Auto 4, Chief 6; Furniture: R.B. Furn., McMahan's 3, Levitz, Breuner's, Sofa Factory 2, Copenhagen, Yardage, House of Fabrics, Fashion Fabrics, Fabrics West; Candy: See's 3; Hardware: Fresno Ag, Grossman's, Orchard Supply 2, Lumberjack 2; Agriculture: Food Mach. & Chem., Quinn Co., Homelite, Grange.

14 - NEWSPAPERS: BEE (m) 139,888; (S) 166,899, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Vahe Simonian, Natl. Adv. Mgr., BEE, 1626 E St., Fresno, CA 93786; Tel. (209) 441-6176.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

GILROY

1 - LOCATION: Santa Clara County (San Jose PMSA). E&P Map B-5. In extreme S area of county (Gilroy, Morgan Hill, and San Martin). 25 mi. from San Jose. 45 min. from Silicon Valley.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Santa Clara County Transit.
Airlines-Air California, Republic, Continental, PSA, United, American, TWA (all at San Jose Intl. Airport 30 mi. north).

3 - POPULATION:
Corp. City 80 Cen. 21,641; E&P 87 Est. 28,342
County/PMSA 80 Cen. 1,295,071; E&P 87 Est. 1,462,196

4 - HOUSEHOLDS:
City 80 Cen. 7,218; E&P 87 Est. 9,514
County/PMSA 80 Cen. 458,519; E&P 87 Est. 537,653

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 900,262.

7 - ELECTRIC METERS: 24,565 in Gilroy, Morgan Hill & San Martin.

8 - GAS METERS: 17,499 in Gilroy, Morgan Hill & San Martin.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Proc. 3,300; Mfg. 3,450; Ret. 3,200; Serv. 3,300; Whol. 1,500; Fin., Ins. & R.E. 1,800.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-73; Summer 56-86; Fall 62-76; Winter 41-57.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Downtown and South Valley Shpg. Ctr.; Tennant Station (Morgan Hill); Vineyard Center (Morgan Hill).
Neighborhood Shopping Centers-Town Plz.; Gilroy Plz.; Westwood; Hecker Pass; Downtown Morgan Hill; Nob Hill Ctr.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Fords.
Discount Stores-K mart.
Variety Stores-McCrory's; Sprouse-Reitz.
Chain Drug Stores-Long's; Bill's; Payless; Thrifty.
Chain Supermarkets-Alpha Beta; Luckys; Nob Hill; Safeway; Food Villa; 7-Eleven.
Other Chain Stores-Kinney Shoes; Shoe Stop; Firestone; Winston Tires; Fosters Freeze; Baskin Robbins; Dick Bruhns; Goodyear; Kragens; McMahan's; Western Auto; Orchard Supply Hardware; Santa Cruz Lumber; Scarborough Lumber.

14 - NEWSPAPERS: THE DISPATCH (e-mon to fri) 8,188; Sept. 30, 1986 VAC.
Local Contact for Advertising and Merchandising Data: Bob McCray, Adv. Dir., THE DISPATCH, 6400 Monterey; PO Box 7, Gilroy, CA 95020; Tel. (408) 842-6411.
National Representative: Papert Companies.

GLENDALE

1 - LOCATION: Los Angeles County. E&P Map D-7 (In Los Angeles-Long Beach PMSA). Approx. 7 mi. N of the city of Los Angeles. Situated in the SE part of the San Fernando Valley. Comprises an area of 30.5 sq. mi.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Amtrak.
Motor Freight Carriers-15.
Intercity Bus Lines-Continental-Santa Fe Trailways; Greyhound; Tanner Grey Lines; RTD.
Airlines-Pacific Southwest; Air West; Air California; Continental; Hollywood-Burbank. Plus 11 major airlines into L.A. Intl. Airport.

3 - POPULATION:
Corp. City 80 Cen. 139,060; E&P 87 Est. 155,819
County/PMSA 80 Cen. 7,477,657; E&P 87 Est. 8,365,559
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 59,339; E&P 87 Est. 68,682
County/PMSA 80 Cen. 2,730,674; E&P 87 Est. 3,169,792

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	21	$567,676,000
Savings & Loan	24	$2,033,335,000

6 - PASSENGER AUTOS: County 4,509,974.

7 - ELECTRIC METERS: Residence 68,886.

8 - GAS METERS: 54,486.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forestry & Fisheries 200; Constr. 5,200; Food Prods. 2,100; Fab. Metals 3,300; Elect. Mach. 1,700; Equip. 1,350; Instruments 2,600; Other Mfg. 14,900; Trans., Commun. and Util. 1,900; Whol. and Ret. Trade 17,200; Fin., Ins. and R.E. 3,300; Service 14,200; Gov't 5,600.
Principal Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-98; Summer 52-105; Fall 37-101; Winter 38-88. Av. rainfall-17.5 in.

11 - TAP WATER: Neutral medium hard. Metro water 152 parts per million; 8.82 grains per gal.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Brand; 5 blocks on Broadway; 6 blocks on Central; 2 blocks on Wilson; 4 blocks on Colorado & Broadway; Glen. Galleria 34.7 acres.
Neighborhood Shopping Centers-8 blocks on Glendale Ave.; Adams Sq. Area; 3 blocks on N Pacific from Glen Oaks N; Kenneth Rd. & Grandview; Chevy Chase & Verdugo; Cracker Barrel Shopping Center, 1200 S Glendale Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Montrose	4	Hale's, Safeway
Chaseway	2	Alpha Beta
Eagle Rock	2	May Co., Mont. Ward
Glen. Galleria(238)	NA	Mervyn's, Nordstrom's Buffum's, Steinbach's
Glendale Fashion	NA	J.W. Robinson's
Glendale Plaza	NA	Thrifty Drug

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Dept. 6 nights; Food: Every night; Others: Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Webbs; Sears; JCPenney; Reinie's; Robinson's; May Co.; Montgomery Ward; Broadway; Steinbach's; Buffum's; Nordstrom's; Mervyn's.
Discount Stores-Lucky; Value Center; K mart.
Variety Stores-Woolworth; S.H. Kress.
Chain Drug Stores-Thrifty 2; Sav-On.
Chain Supermarkets-Safeway 6; Albertson's 3; Ralph's 2; Jim & Gil's; Von's 2; Alpha Beta; Lucky 2; Market Basket 2; Phil's.
Other Chain Stores-Auto Supply: Firestone, Goodyear, General, Pep Boys; Paint: Dunn-Edwards, Fuller Paints, General Paints, Pittsburgh Paints, Sherwin-Williams; Candy: Curries, See's; Men's and Women's Clothing: Judy's, Baxter Bros., Bruno's, Eagleson's, C&R Clothiers, Miller's Outpost, Clothes for Eve, Joseph Magnin, The Gap, Harris & Frank, Hartfields, Modern Women, Zeeman's; Furniture: Barker Bros., Levitz, Riviera Convertible Sofas, RB, Maple Shops, McMahan's; Jewelers: Brand, J. Herbert Hall, Zale's, Slavick's; Misc.: Hickory Farms, Singer Co.; Shoes: C.H. Baker, Bernett's, Karl's, Leed's, Thom McAn, Roe, Mandel's, Kinney, Ryan, Buster Brown, Desmond's, Draper's, Wetherby Kayser, Waltah Clark, J. Magnin.

14 - NEWSPAPERS: NEWS-PRESS (e) 8,608; Sept. 30, 1986 VAC.
Local Contact for Advertising and Merchandising Data: Anthony A. Allegretti, Pub., NEWS-PRESS, 111 N. Isabel; PO Box 991, Glendale, CA 91209; Tel. (818) 241-4141.
National Representative: Landon Associates; U.S. Suburban Press.

GRASS VALLEY

1 - LOCATION: Nevada County. E&P Map C-4. Ranching, recreation, historic gold area. E central part of state; Sierra Nevada foothills. 60 mi. N of Sacramento; 37 mi. E of Marysville. At junction of State Hwys. 20, 49; about 12 mi. N of I-80.

2 - TRANSPORTATION: **Airlines**-Nevada County Airpark.
Motor Freight Carriers-6.
Intercity Bus Lines-Gold County Stage; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,697; E&P 87 Est. 9,569
NDM-ABC: (80) 45,949
County 80 Cen. 51,645; E&P 87 Est. 76,686

4 - HOUSEHOLDS:
City 80 Cen. 3,037; E&P 87 Est. 4,080
NDM-ABC: (80) 17,930
County 80 Cen. 20,350; E&P 87 Est. 30,959

5 - BANKS	NUMBER	EST. DEP.
Savings	12	N.A.
Savings & Loan	8	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 43,257.

7 - ELECTRIC METERS: Residence 14,841.

8 - GAS METERS: Residence 3,800.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumbering 500; Agric. 1,200; Mfg. 1,000; Mining 100; Util. 400; Constr. 300; Electronic Mfg. 700; Ret. Trade; Services; Gov't.
Principal Pay Days-Mon., 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-61; Summer 39-95; Fall 27-70; Winter 11-54. First killing frost, Oct. 16; last killing frost, Apr. 15.

11 - TAP WATER: Not fluoridated; chlorinated.

12 - RETAILING: **Principal Shopping Centers**-Main & Mill Sts.; Neal St.; Spring Hill; Colfax Ave.; Broad St.; Zion St.; Nevada City; Glenbrook; Gold Country Ctr.; Brunswick Plz.; Grass Valley Shpg. Ctr.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Sundays-Some.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Alpha; K mart.
Variety Stores-Sprouse-Reitz; Cornet; Ben Franklin.
Chain Supermarkets-Safeway 2; 1 Stop Super Market; SPD Mkt. 2; Lucky.
Chain Drug Stores-DeMartini Rexall; Thrifty Drug; Longs.
Other Chain Stores-Fashion Crossroads; Pacific Dollar; Firestone 2; Goodyear.

14 - NEWSPAPERS: UNION (e) 13,943; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bob Lintner, Adv. Dir., UNION, 11464 Sutton Way; PO Box 1035, Grass Valley, CA 95945; Tel. (916) 273-9561.
National Representative: None.

HANFORD

1 - LOCATION: Kings County. E&P Map C-6. County Seat. Midway between Los Angeles & San Francisco (in the center of the San Joaquin Valley).

2 - TRANSPORTATION: **Railroads**-Santa Fe; Southern Pacific; Amtrak.
Airlines-United; PSA; Republic; charter service available. (FAT & Visalia Airport).
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Orange Belt.

3 - POPULATION:
Corp. City 80 Cen. 20,958; E&P 87 Est. 25,962
CZ-ABC: (80) 33,815
RTZ-ABC: (80) 46,169
County 80 Cen. 73,738; E&P 87 Est. 87,840
City & RTZ-ABC: (80) 79,984
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,364; E&P 87 Est. 9,415
County 80 Cen. 23,499; E&P 87 Est. 29,133
CZ-ABC: (80) 11,623
RTZ-ABC: (80) 13,847
City & RTZ-ABC: (80) 25,470

5 - BANKS	NUMBER	EST. DEP.
Commercial	10	$376,827,000
Savings & Loan	7	$235,971,000

6 - PASSENGER AUTOS: County 37,434.

7 - ELECTRIC METERS: Residence 30,826.

8 - GAS METERS: Residence 18,852.

9 - PRINCIPAL INDUSTRIES: Industry-Rubber Tires; Oil Refinery; Multiwall Bags; Tomato Proc.; Metal Buildings; Ladies Garments; Dairy Prods.; Computer Forms; Dairy Barn Equip.; Baled Cotton Warehousing; Beef Packing; Flour Milling; Fertilizers; Livestock & Poultry Feed Supplements; Carpet Yarns; Elect. Connectors; Industrial Air Filters.

Principal Industrial Pay Days-1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-75; Summer 60-110; Fall 46-79; Winter 29-70. First killing frost, Dec. 1; last killing frost, Feb. 1.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Ten blocks in Downtown Hanford (110 stores); Kings Mall (34 stores).
Neighborhood Shopping Centers-Grangeville Blvd. & 11th Ave.; Irwin & Ivy Sts.; 11th Ave. & 5th St.; Grangeville Blvd. & 10th Ave.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.; Food nightly; Mon. through Fri. (Kings Mall).

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; K mart; Beno's.
Variety Stores-Sprouse-Reitz; Bonanza 88.
Chain Drug Stores-Thrifty; Long's.
Chain Supermarkets-Superway; Save Mart; Big John's; Farm Boy; R-N.
Other Chain Stores-Cal Auto Supply; Automotive Supply Co.; Anita Dress Shop; The Vogue; McMahan's; Kinney Shoes; Singer; House of Fabrics; Pep Boys; Grand Auto; Wilshire Paint; Miller's Outpost; Family Bargain Center; Fashion Crossroads; Kid's Mart; Kay Bee Toys; B. Dalton; Foot Locker; Radio Shack.

14 - NEWSPAPERS: SENTINEL (e) 14,283; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mark Daniel, Ret. Adv. Dir., SENTINEL, 418 W. 8th; PO Box 9, Hanford, CA 93232; Tel. (209) 582-0471.
National Representative: Papert Companies.

HAYWARD

1 - LOCATION: Alameda County (In Oakland PMSA). E&P Map B-5. Industry, government, commercial center. 14 mi. S of Oakland-San Francisco Bay region. 26 mi. N of San Jose 25 airline mi. SE of San Francisco; 385 mi. N of Los Angeles.

2 - TRANSPORTATION: **Railroads**-Southern Pacific (2 lines); Union Pacific.
Motor Freight Carriers-Over 150 truck lines and carriers.
Intercity Bus Lines-Greyhound; Santa Fe Trailways; AC Transit; Bay Area Rapid Transit (Fremont to Oakland, San Francisco, Richmond, Concord).
Airlines-Hayward Air Terminal, 10 mi. to Oakland Intl. Airport; 23 mi. to San Francisco Intl. Airport; 28 mi. to San Jose Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 94,342; E&P 87 Est. 103,799
CZ-ABC: (80) 215,907
RTZ-ABC: (80) 245,435
County 80 Cen. 1,105,379; E&P 87 Est. 1,229,246
PMSA 80 Cen. 1,762,631; E&P 87 Est. 1,989,832
City & RTZ-ABC: (80) 461,342
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 34,600; E&P 87 Est. 39,488
County 80 Cen. 426,092; E&P 87 Est. 491,590
PMSA 80 Cen. 667,626; E&P 87 Est. 781,710
CZ-ABC: (80) 78,092
RTZ-ABC: (80) 87,625
City & RTZ-ABC: (80) 165,717

5 - BANKS	NUMBER	EST. DEP.
Commercial	22	N.A.
Savings & Loan	22	N.A.

6 - PASSENGER AUTOS: County 686,784

7 - ELECTRIC METERS: Residence 83,992

8 - GAS METERS: Residence 73,421

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-(Figures cover the Alameda county labor market)-Total Employment 585,200; Agric. 2,300; Constr. 29,900; Fin., R.E., Ins. 30,500; Gov't 120,600; Mfg. 80,700; Ret. Trade 110,100; Service 134,700; Trans., Commun., Util. 38,700; Whol. Trade 37,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 55-71; Fall 49-71; Winter 39-56.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas
Downtown Hayward-4 blocks each on A, B, Foothill & Mission Blvd.; 3 each on C & Main Sts.; 2 each on Watkins & D Sts.
Shopping Centers
Castro Valley-Lake Chabot Rd./Seven Hills; Creekside Center; Castro Village; Castro Valley Blvd./Redwood Rd.; E. Castro Valley Blvd.; Lucky Center.
Hayward-Bedford Sq.; Hayward Strip; Hesperian/Winton; Winton Sq.; Southland Mall; Amador Center; Shafer Park; Huntwood Manor; Mission/Harder; Oliver Corners; Alpha Beta Center (Hesperian); Tennyson Center; Mission Blvd.; Fairway Park; Creekside; Haymont.
San Leandro-Greenhouse-Marketplace.
Union City-Alpha Beta Center (Alvarado); Lucky Discount Center; Union Plaza; El Mercado; Union Square; Town & Country Center.
Principal Shopping Days-Thur., Fri. & weekends. Most centers open evenings until 9; daily ex. Sat. & Sun.
Stores Open Evenings-Shpg. Ctrs. Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Capwell's 2; Macy's 2; JCPenney; Montgomery Ward 2; Sears 2; Mervyn's 3; Daughtrey's; Marshalls; Ross.
Variety Stores-Woolworth 3; Toys R Us 2.
Discount Stores-K mart 3; Liquor Barn 4.
Chain Supermarkets-Alpha Beta 6; Rebello's 4; Flair 2; Fry's 5; Lucky's 15; Safeway 16; Thriftway 2; Romley's; Tony's.
Chain Drug Stores-Walgreens 3; Thrifty 7; Pay Less 5; Long's 6; Bill's Drug.
Other Chain Stores-Automotive: Coast-to-Coast, Grand Auto, Kragen Auto, Firestone, B.F. Goodrich, Goodyear, Big "O" Tire, Gerard Tire, Winston Tires, Four Wheel Brake; Apparel: Anita Shops, Grutman's, Gold Hanger, Male Box, Nobby, Miller's Outpost, Lane Bryant, Grodin's, Frederick's of Hollywood, Casual Corner, Foxmoor, Goldman's, Smiths Richman's, Candies, MacFarlane's, See's; Furniture & Household: Abbey Carpet, Conklin Bros., Sleep 'N Aire, Levitz, Colonial Village, Cousins, Carpeteria; Fabrics & Sewing Centers: House of Fabrics, Yardage Fair, New York Fabric, Singer Sewing Center; Jewelers: Baron's, Crescent, Granat Bros., Gordon's, J. Herbert Hall, Weisfield's, Milen's, Zales's; Shoes: Allen's, Florsheim, Gallenkamp, Kinney, Leeds, Thom McAn, Red Wing, Regal, Sommer & Kaufman, Kushins; Home Improvement & Building Supplies: Grossman's, 84 Lumber, 4 Star Bldg. Mat., Wickes, Ole's Home Centers, Orchard Supply; Miscellaneous: Sherwin-Williams, Color Tile, Standard Brands, Best Products, Service Merchandise, Radio Shack, Pacific Stereo, Big "5" Sporting Goods, Oshman's Sporting Goods, Woolworth Garden, The Goodguys; Pay 'N Pak; Federated; Home Express.

14 - NEWSPAPERS: REVIEW (e) 47,697; (S) 47,766; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Oristaglio, V.P. Adv., REVIEW, PO Box 5050, Hayward, CA 94540; Tel. (415) 783-6111.
National Representatives: Landon Associates; Long & Associates; U.S. Suburban Press.

HEMET

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-8. On Hwys. 74 & 79.

2 - TRANSPORTATION: Railroads-Santa Fe.

3 - POPULATION:
Corp. City 80 Cen. 24,111; E&P 87 Est. 30,745
County 80 Cen. 663,923; E&P 87 Est. 905,443
PMSA 80 Cen. 1,557,080; E&P 87 Est. 2,076,478

4 - HOUSEHOLDS:
City 80 Cen. 11,477; E&P 87 Est. 14,376
County 80 Cen. 243,019; E&P 87 Est. 344,847
PMSA 80 Cen. 551,081; E&P 87 Est. 766,018

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	$500,000,000
Savings & Loan	24	$973,005,000

6 - PASSENGER AUTOS: County 455,296

7 - ELECTRIC METERS: 13,523

8 - GAS METERS: 16,150

9 - PRINCIPAL INDUSTRIES: Mobile Homes & Trailers; Aircraft Parts; Agric.; Foundry Prods.; Heating Elements; Earth Mover Gaskets.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-76; Summer 56-99; Fall 48-83; Winter 34-64.

11 - TAP WATER: Relatively hard; no chlorine; no fluoride.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sears Plz.(15)	1	Sears
Village West(30)	1	Safeway, Long's Drugs, Kragen Auto
Hemet Valley Mall(35)	1	JCPenney, Harris
Hemet Valley Ctr.	1	Albertson's, Pay Less
Hemet Plaza(30)	1	Pic 'n Save, Coast-to-Coast Hdwe.
Hemet E. Ctr.		Long's, Von's, Miller's Outpost

13 - RETAIL OUTLETS: Department Stores-JCPenney; Harris; Boston; Sears.
Variety Stores-Cornet; Pic 'n Save; Sprouse-Reitz; V&S.
Chain Drug Stores-Long's 2; Thrifty 2; Sail; Pay Less.
Chain Supermarkets-Stater's 3; Von's 2; Albertson's; Alpha-Beta; Safeway.
Other Chain Stores-Western Auto 2; Kragen Auto; Kinney Shoes; Firestone; Goodyear 2; See's Candy; Kentucky Fried Chicken 2; Carl's Jr. 2; Pizza Hut; McDonald's; Arby's; Rax; Naugles 2; Furr's Cafeteria; Zale's Jewelry; Payless Shoes; Swiss Colony; Foot Locker; Miller's Outpost; Liquor Barn; Tire Pros; Winston Tire; Carpet Man; Carpet Town.

14 - NEWSPAPERS: NEWS (e) 20,368; sworn Sept. 24, 1986.
Local Contact for Advertising and Merchandising Data: Stephen D. Good, Adv. Dir., NEWS, PO Box 1107, Hemet, CA 92343; Tel. (714) 925-0555.
National Representative: Papert Companies.

HOLLISTER

1 - LOCATION: San Benito County. E&P Map B-5. County Seat. Shipping center. On coast, center of state. 90 mi. S of San Francisco.

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,488; E&P 87 Est. 16,476
CZ-ABC: (80) 11,488
Bal. In NDM-ABC: (80) 13,517
County 80 Cen. 25,005; E&P 87 Est. 32,767
Total NDM-ABC: (80) 25,005
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 3,716; E&P 87 Est. 5,455
CZ-ABC: (80) 3,716
Bal. in NDM-ABC: (80) 4,166
County 80 Cen. 7,882; E&P 87 Est. 10,734
Total NDM-ABC: (80) 7,882

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$125,000,000
Savings & Loan	2	$41,250,000

6 - PASSENGER AUTOS: County 15,604

7 - ELECTRIC METERS: Residence 5,067 (Rural 2,762)

8 - GAS METERS: Residence 6,040

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 1,400 ($350); Explosive Ordnance 550 ($400); Agric. 2,500 ($225); Misc. 210 ($225).
Principal Industrial Pay Days-10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-78; Summer 49-90; Fall 40-75; Winter 36-65.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Centers-8 blocks on San Benito St.; 2 blocks on Fifth St.; 2 blocks on Fourth St.; 3 outlying shopping ctrs.
Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Ford's; JCPenney.
Variety Stores-Cornet's; Payless.
Chain Supermarkets-Nob Hill; K&S (Indep.); Hollister (Indep.).

14 - NEWSPAPERS: FREE LANCE (e-mon to fri) 5,276; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Debbie Giessler, Adv. Mgr., FREE LANCE, 360 Sixth St., Hollister, CA 95023; Tel. (408) 637-5566.
National Representative: Papert Companies.

INDIO

1 - LOCATION: Riverside County. (In Riverside-San Bernardino PMSA). E&P Map E-7.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 21,611; E&P 87 Est. 29,954
CZ-ABC: (80) 36,309
RTZ-ABC: (80) 52,801
County 80 Cen. 663,923; E&P 87 Est. 905,443
PMSA 80 Cen. 1,557,080; E&P 87 Est. 2,076,478
City & RTZ-ABC: (80) 89,110
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 6,626; E&P 87 Est. 9,420
County 80 Cen. 243,019; E&P 87 Est. 344,847
PMSA 80 Cen. 551,081; E&P 87 Est. 766,018
CZ-ABC: (80) 10,983
RTZ-ABC: (80) 20,283
City & RTZ-ABC: (80) 31,266

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 455,296

7 - ELECTRIC METERS: Residence 25,264

8 - GAS METERS: Residence 11,993

9 - PRINCIPAL INDUSTRIES: Agriculture-$130 million gross sales.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Naturally fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Indio Heights	3	Retail-Independents
Tyselling Ctr.	3	Jack Kelly Electronic
Indio Fashion Mall(43)	1	Sears, Harris
Town & Country(9)	3	Alpha Beta, K mart, Wendy's
Indio Plaza(16)	2	Von's, Pick 'N Save, JCPenney
Palm Desert Country	10	Welty's Mkt., Stater Bros.
Valley Mall	2	Rite T.V.
Coachella Ctr.(12)	2	Alpha Beta, Thrifty
Coachella Island	2	Safeway
Ralph's Grocery	3	Ralph's, Firestone
Sav-On-Drugs(2)	2	Sav-On-Drugs
Lucky's	2	Smith's, Straw Hat Pizza

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Discount & markets open eves. & Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; McMahan's; Sears; Harris; Yellow Mart; Zody's.
Chain Drug Stores-Thrifty; Gemco; Sav-On.
Chain Supermarkets-Safeway; Alpha Beta; Ralph's; Circle K; Von's; Gemco; Stater Bros.; Smith's Food King.
Discount Stores-K mart; Wise Shops; Pic N' Save; Gemco; Sprouse-Reitz; Pay & Pack.
Other Chain Stores-Firestone; Stockwell & Binney; Goodyear; Chief Auto Parts; Imperial Furn.; Winston Tire; High Performance; Earl Schieb; Pep Boys; Imperial Hdwe.; Sunshine Lumber; 84 Lumber; Builders Supply.

14 - NEWSPAPERS: DAILY NEWS (e) 8,856; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Judi Terrill, Adv. Mgr., DAILY NEWS, 45-140 Towne St., PO Drawer NNN, Indio, CA 92201; Tel. (619) 347-3313.
National Representative: Gannett National Newspaper Sales.

LA HABRA

See ORANGE COUNTY

LAKE TAHOE

See SOUTH LAKE TAHOE

LAKEPORT

1 - LOCATION: Lake County. E&P Map A-3. County Seat. 45 mi. N of Santa Rosa.

2 - TRANSPORTATION: Motor Freight Carriers-1.
Bus Lines-Lake County Transit.
Airlines-2 small airports.

3 - POPULATION:
Corp. City 80 Cen. 3,675; E&P 87 Est. 4,266
County 80 Cen. 36,366; E&P 87 Est. 54,452

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 87 Est. 1,493
County 80 Cen. N.A.; E&P 87 Est. 23,642

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 28,768

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric.; Geothermal; Gold Mining.

10 - CLIMATE: Min. & Max. Temp.-28-105; Mean Temp. 68.

11 - TAP WATER: Hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 in Lakeport and 2 in Clear Lake.

13 - RETAIL OUTLETS: Variety Stores-TG&Y.
Chain Drug Stores-Thrifty; Bills Drugs; Payless.
Chain Food Supermarkets-Safeway.
Other Chain Stores-Sprouse-Reitz; K mart.

14 - NEWSPAPERS: RECORD BEE (m-tues to sat) 8,568; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: John Lowman, Adv. Dir., RECORD BEE, 495 N. Main St., PO Box 849, Lakeport, CA 95453; Tel. (707) 263-5636.
National Representative: Landon Associates.

LIVERMORE

1 - LOCATION: Alameda County. E&P Map B-5. (In Oakland PMSA). Research and development, manufacturing, agriculture.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific; AC Transit connector to BART.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 48,349; E&P 87 Est. 55,676
County 80 Cen. 1,105,379; E&P 87 Est. 1,229,246
PMSA 80 Cen. 1,762,631; E&P 87 Est. 1,989,832
NDM-ABC: (80) 140,699
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 16,637; E&P 87 Est. 19,168
County 80 Cen. 426,092; E&P 87 Est. 491,590
PMSA 80 Cen. 667,626; E&P 87 Est. 781,710
NDM-ABC: (80) 46,374

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	N.A.
Savings & Loan	12	N.A.

6 - PASSENGER AUTOS: County 686,784

7 - ELECTRIC METERS: Residence 39,175

8 - GAS METERS: Residence 37,066

9 - PRINCIPAL INDUSTRIES: Industry-Computers; Labs.
Principal Pay Days-Every other Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-95; Summer 60-106; Fall 48-97; Winter 25-75.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-Downtown Livermore-seven blocks on First & Second Sts., abutting side streets between Livermore Ave. & P Street.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alcosta Mall(30)	NA	Safeway, Liquor Barn
San Ramon Valley Plaza(16)	NA	Lucky
Shamrock(22)	NA	World of Shoes, Round Table Pizza
Dublin Square	NA	Romley's, Drug City
The Orchards(11)	NA	Sofa Beds Ltd., Sizzler
Dublin Plaza(16)	NA	Albertsons, Payless, Mervyn's
Dublin Place	NA	Mont. Ward
Dublin Station	NA	Standard Brands

Ross Center	NA	Ross, Levitz, Orchard Supply
Parkway Plaza	NA	Kragen Auto, Radio Shack
Stoneridge(128)	NA	Emporium Capwell, Macy's, JCPenney
Val Vista	NA	Lucky
Alpha Beta Ctr.	NA	Alpha Beta, Thrifty
Mission Plaza(22)	NA	Flair Market
Valley Plaza	NA	True Value, Workbench
Amador Ctr.(21)	NA	Safeway, Grutman's, Carl's Drug
Pleasanton Plaza	NA	Cole's Mkt.
Livermore Ctr.(21)	NA	Blue Ribbon Mkt.
Alpha Beta Sq.(19)	NA	Alpha Beta, Thrifty, TG&Y
Livermore Arcade(18)	NA	Safeway, Long's Drugs, Orchard Supply
Second St. Plaza	NA	JCPenney
Nob Hill Ctr.(16)	NA	Nob Hill Market, Bill's Drugs, Price-Rite
East Avenue Ctr.	NA	Big T Market
Granada Ctr.(31)	NA	Lucky, Sprouse-Reitz
Best Plaza	NA	Best, Ortho Mattress
Depot Plaza	NA	Lucky
Village Square	NA	Kelly-Morre Paints
K mart	NA	K mart
Pleasant Plaza	NA	Flair Foods
East Avenue Ctr.	NA	Big T Grocery, Jolly Liquors, Kavanagh Liquors

Stores Open Evenings-Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Ross; Mervyn's; Macy's; Capwell's; Montgomery Ward.

Discount Stores-TG&Y; Sprouse-Reitz 2; K mart; Gemco.
Chain Drug Stores-Price-Rite; Carl's; Thrifty 2; Long's; Pay Less 2.
Chain Supermarkets-Albertson's; Alpha Beta 2; Flair Market; Lucky 4; Safeway 3; Nob Hill.
Other Chain Stores-Firestone; Grossman's; Kinney's; Grand Auto; Sears (catalog); Goodyear; Gerard Tires; Kragen Auto Supply; Orchard Supply; Big "O" Tires; Oshman's Sporting Goods; Richman's; Milen's; Granat Bros.; Kushins; Malings; Casual Corner; Lerners; Shreve's; Thom McAn; Zale's; Florsheim; Levitz; Sofa Factory; Cousins Furniture; Liquor Barn; Standard Brands; Radio Shack.

14 - NEWSPAPERS: HERALD (m) 26,596; (S) 26,750; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David Rounds, Adv. Mgr., HERALD, 6207 Sierra Ct.; PO Box 3000, Dublin, CA 94568; Tel. (415) 783-6111.
National Representatives: Landon Associates; Long & Associates; Papert Companies.

LODI

1 - LOCATION: San Joaquin County (In Stockton MSA). E&P Map B-4. Residential center 34 mi. S of Sacramento; 14 mi. N of Stockton; 90 mi. E of San Francisco; on U.S. Hwys. 99, 50; State Hwy. 12; Transcontinental I-5.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; California Traction Co.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 35,221; E&P 87 Est. 45,680
County/MSA 80 Cen. 347,342; E&P 87 Est. 455,677

4 - HOUSEHOLDS:
City 80 Cen. 14,015; E&P 87 Est. 18,405
County/MSA 80 Cen. 124,626; E&P 87 Est. 171,007

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$439,999,000
Savings & Loan	8	$247,613,000

6 - PASSENGER AUTOS: County 222,985.

7 - ELECTRIC METERS: Residence 17,625.

8 - GAS METERS: Residence 16,130.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cereals and Food Mixes 850 ($470-$591); Canned Goods 1,500 (seasonal) ($325-$347); Can Mfg. 300 ($482); Fabricated Metal Prods. 796 ($335); Swimwear Mfg. 150 ($140-$370); Iron Castings 75 ($260-$456); Cast Concrete Prods. 165 ($412); Wineries 365 ($345-$584); Rubber Prods. 200 ($180-$348); Meat Packing 550 ($314-$380); Styrofoam Prods. 40 ($360); Cushion Seats & Covers 165 ($160-$340).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-73; Summer 53-92; Fall 44-61; Winter 36-54. Av. An. Temp. 60; An. rainfall 18.28 inches.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Main Shopping District**-4 blocks on School & Sacramento Sts., 2 blks. on Pine, Oak, Elm.
Neighborhood Shopping Centers-Lakewood 22; Long's; Thrifty 7; Top Value 4; Vineyard 23; Arbor Square 9; Beckman Ranch 17; English Oaks 7; K mart 13; Wine Country Plaza 10.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Top Valu	1	Top Valu
Lakewood(22)	1	Sellrite
Lucky-Payless	1	Lucky
Vineyard(23)	2	Fry's, Mervyn's

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur., market & discount every evening.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Mervyn's.
Variety Stores-Woolworth.
Discount Stores-Long's; Payless; Thrifty; K mart; Pic 'N Save.
Chain Drug Stores-Long's; Payless; Thrifty.
Chain Supermarkets-Safeway; Lucky 2; Fry's; Raley's.
Other Chain Stores-Gensler Lee Diamonds; McMahan Furn.; Burton's; Singer; Goodyear; Diamond Lumber; Grand Auto; Grossman's; Kragen Auto; Payless Shoe Source; Sherwin-Williams; Winston Tire; Cottage Bakery.

14 - NEWSPAPERS: NEWS-SENTINEL (m) 16,180; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Dan Battilana, Adv. Mgr., NEWS-SENTINEL, 125 N. Church St., Lodi, CA 95240; Tel. (209) 369-2761.
National Representative: Papert Companies.

LOMPOC

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7. Vandenberg Air Force Base.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,267; E&P 87 Est. 31,673
NDM-ABC: (80) 47,143
County/MSA 80 Cen. 298,660; E&P 87 Est. 352,178
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,380; E&P 87 Est. 11,770
County/MSA 80 Cen. 109,343; E&P 87 Est. 133,548
NDM-ABC: (80) 15,836

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Independent	3	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 211,624.

7 - ELECTRIC METERS: 9,127.

8 - GAS METERS: 11,300.

9 - PRINCIPAL INDUSTRIES: Vandenberg Air Force Base, West coast Space Shuttle Launch & recovery site, MX test launch site, Military & Civ. 14,917; Diatomaceous earth mining 680; Agric. 503.
Principal Industrial Pay Days-Fri., 5th, 15th, 20th, last day of month; Air Force Pay Days: 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. (Av.)-46-69. Av. An. Temp.-57; 13.88 inches of rain per yr.

11 - TAP WATER: Hard; non-fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Four blocks center of town (22 stores); three blocks 1/2 mi. N. of center of town on N. H St. (26 stores).
Neighborhood Shopping Centers-Williams Bros. 3 blocks on West Ocean (5 units); Northside (14 units); K mart (5 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Side Center(12)	2	Longs Drugs, Williams Bros.
South Broadway	17	Mont. Ward
Santa Maria Town Center(87)	19	Gottschalk's, Sears
Lompoc Shpg. Ctr.(23)	1	JCPenney

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-JCPenney-Mon., Thur., Fri.; Lucky's, Williams Bros. & K mart to 9; All stores Fri. night.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Moore's; Sears (catalog).
Variety Stores-Newberry's; K mart.
Chain Drug Stores-Thrifty; Rexall; Longs.
Discount Stores-K mart.
Chain Supermarkets-Williams Bros. 3; Lucky's.
Other Chain Stores-Kinney Shoes; McMahan's; Miller's Outpost; Corky's; Patrini's Shoes; Payless Shoes.

14 - NEWSPAPERS: RECORD (e-mon to fri) 10,012; (S) 10,344; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dick Bausman, Adv. Dir., RECORD, 115 North H St., Lompoc, CA 93436; Tel. (805) 736-2313.
National Representative: Papert Companies.

LONG BEACH

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-8. Harbor on Pacific Ocean 22 mi. from Los Angeles; on U.S. Hwys. 405 & 710.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Southern Pacific; Santa Fe; Amtrak.
Motor Freight Carriers-There are 4,550 common, contract and radial highway carriers registered in Los Angeles County, serving Southern California with joint service throughout the U.S.
Freight Steamship Lines-46. Long Beach Harbor is nation's second largest port in containerized Cargo tonnage.
Airlines-Alaska; American; Jet America; Pacific Southwest; United.
Intercity Bus Lines-Greyhound; Long Beach Transit; Trailways; RTD; Orange County Transit.

3 - POPULATION:
Corp. City 80 Cen. 361,334; E&P 87 Est. 397,974
CZ-ABC: (80) 639,414
RTZ-ABC: (80) 657,529
County/PMSA 80 Cen. 7,477,657; E&P 87 Est. 8,365,559
City & RTZ-ABC: (80) 996,943
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 151,611; E&P 87 Est. 174,888
County/PMSA 80 Cen. 2,730,674; E&P 87 Est. 3,169,792
CZ-ABC: (80) 251,565
RTZ-ABC: (80) 110,409
City & RTZ-ABC: (80) 361,974

5 - BANKS	NUMBER	EST. DEP.
Commercial	151	$4,680,659,000
Savings & Loan	104	$6,476,485,000

6 - PASSENGER AUTOS: County 4,509,974.

7 - ELECTRIC METERS: Residence 146,517.

8 - GAS METERS: Residence 146,000.

9 - PRINCIPAL INDUSTRIES: Mfg.: Aerospace, Aircraft; Chem., Petroleum.
Professional and Related Servs.: 26 Hospitals, City and State Univ. Educ.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 56-82; Fall 56-76; Winter 47-72.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Pine Ave., 6 on Locust Ave., 20 on Long Beach Blvd.; Long Beach Plaza; Belmont Shore; Bixby Knolls; Marina Pacifica; Market Place.
Regional Shopping Centers-Lakewood Center Mall; Los Altos; Los Cerritos; Carson Mall; Stonewood; Huntington; Del Amo; Westminster; Rossmoor; Norwalk Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bixby Knolls	4	Safeway, Sav-On, Thrifty, Von's
Carson(83)	8	Broadway, Sears, JCPenney
Del Amo(216)	10	Broadway, Bullock's, Mont. Ward, JCPenney, Robinson's, Sears
Huntington(60)	14	Broadway, Mont. Ward, JCPenney, Thrifty
Lakewood(181)	7	Akron, Boy's Mkt., Buffums, Bullock's, May Co., Mont. Ward, Mervyn's, Lucky's, JCPenney, Sav-On
Long Beach Plaza(102)	NA	Buffums, CVS, JCPenney, Mont. Ward
Los Altos(72)	6	Broadway, Sav-On, JCPenney, Target
Los Cerritos(147)	9	Broadway, May Co., Nordstrom, Ohrbach's, Robinson's, Sears
Marina Pacifica(91)	4	Lucky, Buffums
Market Place(47)	4	Food & Drug
Norwalk Square	16	JCPenney, Sav-On
Rossmoor	10	Boston Stores, Smith's Food King
Stonewood(81)	14	Broadway, Thrifty, JCPenney
Westminster(189)	12	Buffums, May Co., Robinson's, Sears

Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-All dept. stores & most stores in regional centers.

13 - RETAIL OUTLETS: **Department Stores**-May Co.; Sears; Buffums; Broadway; JCPenney; Bullocks; Robinson's; Ohrbach's; Montgomery Ward; Mervyn's; Nordstrom.
Variety Stores-Woolworth; Newberry; TG&Y.
Discount Stores-Fedco; Gemco; K mart; Dooley's; Target; Best; Home Club; Price Club.
Chain Drug Stores-Thrifty 21; Sav-On 12.
Chain Supermarkets-Albertson's 6; Alpha Beta 12; Big D Ranch; Boys 4; Eddies 4; Fedco; Food Rack; Food Barn 2; Gemco 4; Grocery Warehouse; Lucky 15; Market Place Food & Drug; McCoy's; Ralph's 9; Safeway 10; Sav-Mor 2; Smith's Food King 2; Super A Foods; Von's 14.
Other Chain Stores-Firestone; Florsheim; Grayson's Goodrich; Leed's; W.P. Fuller Paints; Circuit City; Harris & Frank Clothing; Home Depot; Standard Brands Paint; Kay Jewelers; See's (candy); Singer Co.; Bond's Clothes; Lerner's; Silverwoods; Helen Grace Candy; Akron; Kinney Shoes; Gallenkamp Shoes; Chandler's Shoes; Standard Brand Shoes; The Gap; Judy's; Ross Stores; Hickory Farms; Lane Bryant; C&R Clothier; Pacific Stereo; Radio Shack; Thom McAn; University Stereo; Innes; Miller's Outpost; Federated Group; Lafayette Electronics; Wild West Stores; Goodyear; Pep Boys; The Man's Shop; Karl's Shoes; Regal Shoes; Gordon's Jewelers; Slavicks; Weisfield's; Zale's; Baskin-Robbins; Richmond Bros.; Gene's Clothes; National Lumber; Angel's Home Center; Ole's Home Improvement Centers; Builder's Emporium; Naturalizer; Wherehouse; Air Step; B. Dalton Books; Waldenbooks; Casual Corner; Foxmoor; Video Concepts; House of Fabrics; Big 5; Oshman's; Footlocker; Fayva Shoes; Musicland; General Nutrition Center; Great Earth Vitamins; Barker Bros.; RB Furniture; Levitz.

14 - NEWSPAPERS: PRESS-TELEGRAM (m-mon to fri) 124,506; (e-mon to fri) 4,966; (m-sat) 123,879; (S) 141,646; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Denny Atkin, V.P.-Adv., PRESS-TELEGRAM, 604 Pine Ave., Long Beach, CA 90844; Tel. (213) 435-1161.
National Representative: Knight-Ridder Newspaper Sales.

LOS ANGELES

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. County Seat. Pacific coast harbor; indust., agric. & tourist ctr. City 463.7 sq. mi.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Southern Pacific; Union Pacific; Amtrak.
Motor Freight Carriers-4,415.
Passenger & Freight Steamship Lines-(Los Angeles & Long Beach harbors) 134.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Aerolineas Argentinas; Aeromexico; Air Cal; Air Canada; Air France; Air Jamaica; Air New Zealand; Alaska; Alia; Alitalia; Alpha; America West; American; Avianca Airways; Balair; Braniff; British Airways; British Caledonian; China; CAAC; Condor; Continental; Continental West; CP Air; Delta; Desert Sun; Eastern; Ecuatoriana; El Al Israel; Finnair; Hawaiian Air; Iberia; Imperial; Japan; KLM Royal Dutch; Korean Air; LACSA; LTU; Lufthansa German; Mexicana; Muse Air; Northwest Orient; Pacific Coast; Pacific Southwest; Pan American World Airways; Philippine; Piedmont; Pride Air; Qantas Airways; Regent Air; Republic; Scandinavian; Singapore; Skybus; Sky West; Southwest; Sun World; TACA International; Total Air; Transamerica; Trans World; United; USAir;

UTA French; Varig; Westair; Westates; Wings West; World Airways.

3 - POPULATION:
Corp. City 80 Cen. 2,966,763; E&P 87 Est. 3,273,566
County/PMSA 80 Cen. 7,477,657; E&P 87 Est. 8,365,559
DAILY NEWS:
NDM-ABC: (80) 1,091,052
HERALD-EXAMINER:
CZ-ABC: (80) 3,289,439
RTZ-ABC: (80) 6,364,341
City & RTZ-ABC: (80) 9,653,780
TIMES:
L.A. County-ABC: (80) 7,477,422
Orange County-ABC: (80) 1,932,921
Total NDM-ABC: (80) 9,410,343
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,135,184; E&P 87 Est. 1,304,800
County/PMSA 80 Cen. 2,730,674; E&P 87 Est. 3,169,792
DAILY NEWS:
NDM-ABC: (80) 410,752
HERALD-EXAMINER:
CZ-ABC: (80) 1,218,304
RTZ-ABC: (80) 2,257,649
City & RTZ-ABC: (80) 3,475,953
TIMES:
L.A. County-ABC: (80) 2,730,469
Orange County-ABC: (80) 686,267
Total NDM-ABC: (80) 3,416,736

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	225	$67,313,264,000
Savings & Loan	78	$82,245,737,000

6 - PASSENGER AUTOS: 4,509,974

7 - ELECTRIC METERS: Residence 3,202,004

8 - GAS METERS: Residence 3,050,552

9 - PRINCIPAL INDUSTRIES: (Los Angeles and Orange Counties): Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 15,000 (N.A.); Constr. 170,500 (N.A.); Mfg.-Food & Kindred Prods. 54,600 ($428); Textile Mill Prods. 11,800 ($281); Apparel & Other Textile Prods. 86,200 ($215); Paper & Allied Prods. 23,000 ($510); Printing & Pub. 71,600 ($472); Chem. & Petroleum Prods. 50,100 (N.A.); Rubber & Misc. Plastic Prods. 47,000 ($320); Leather & Leather Prods. 5,600 ($223); Lumber & Wood Prods. (excluding furn.) 13,800 ($382); Furn. & Fixt. 47,800 ($306); Stone, Clay & Glass Prods. 20,600 ($459); Primary Metal 22,500 ($439); Fab. Metal Prods. 96,500 ($417); Mach. (excluding elect.) 104,400 ($450); Elect. Equip. & Supplies 223,900 ($430); Trans. Equip. 195,900 ($528); Instruments & Related Prods. 48,100 ($421); Misc. Mfg. 23,900 ($308); Trans. & Public Util. 231,200 ($771); Whol. Trade 352,600 ($438); Ret. Trade 798,600 ($316); Fin., Ins. & R.E. 342,000 (N.A.); Services 1,230,500 (N.A.); Gov't 610,100 (N.A.).

10 - CLIMATE: Los Angeles Civic Center. Min. & Max. Temp.-Winter 48-69; Spring 50-73; Summer 60-84; Fall 53-83.

11 - TAP WATER: Water hardness ranges from 4.2-15.1 grains per gallon. The alkalinity also varies, ranging from 5.4-8.6 grains per gallon. The Owens River Aqueduct accounts for approximately 70% of the water supply and is moderately soft with 4.2 grains per gallon total hardness and slightly alkaline with 5.4 grains per gallon. Other water supplies include the Los Angeles Aqueduct, River Supply Conduit and various reservoirs.

12 - RETAILING: Principal Shopping Centers-Los Angeles is unique in that shopping centers are spread throughout the market and each represents a major shopping center for that area. Downtown Los Angeles thus represents one of many. It extends 8 blocks N & S from 1st St. to 9th St. & 7 blocks E & W from Spring St. to Figueroa. In discussing the retailing structure of Los Angeles, Orange County, which is part of the marketing area and part of the primary market or city and retail trading zone of Los Angeles metropolitan newspapers, becomes an integral part. All following figures are, therefore, for Los Angeles and Orange Counties.
Neighborhood Shopping Centers-In the Los Angeles Marketing Area there are 110 incorporated cities with their central shopping districts and community shopping centers. In addition there are 62 spacious regional centers, which include department stores, supermarkets, shops, restaurants and parking areas.
Principal Shopping Days-Dept.-Mon., Thur., Fri., Sat.; Food-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept., staggered by shpg. ctr., many open every night. Food every night and Sun.

13 - RETAIL OUTLETS: Department Stores-(L.A. and Orange Counties)-Broadway 29; Bullock's 14; May Co. 25; Montgomery Ward 17; Nordstrom 8; JCPenney 32; Robinson's 16; Sears 25.
Variety Stores-(L.A. and Orange Counties)-National Dollar 15; Newberry 35; Pick 'N Save 34; Surprise Stores 6; Woolworth 24.
Discount Stores-(L.A. and Orange Counties)-Best Products 11; Cal Fed; Fedco 5; Gemco 27; K mart 38; Leonards; Target 16; The Treasury.
Chain Supermarkets-(L.A. and Orange Counties)-ABC 7; Albertson's 28; Alpha Beta 124; Big D Ranch Markets 6; Boys Mkts. 41; Dale's 10; Fedco 5; Foods Co. 10; Gelson's 7; Gemco 27; Grocery Whse. 9; Hughes 40; Hughes El Rancho 8; Jonsons 5; Jurgensen's 6; Lucky 118; Mayfair 9; McCoy's 2; The Pantry 10; Phil's 2; Ralphs 101; Safeway 114; Smith's Food King 19; Stater Bros. 29; Super A Foods 9; Von's 95; Westward Ho 4.
Chain Drug Stores-(L.A. and Orange Counties)-Clark 15; CVS 18; Danber 5; Drug King 6; Exclusive 3; Garfield 3; Guild 11; Hill 4; Horton & Converse 16; Leader 3; Long's 12; Mascarin 4; Sav-On 116; Shapero 2; Thrifty 185.
Supermarket Chains With Pharmacies-Albertson's 15; Fedco 5; Gemco 27; Lucky 28; Safeway 15.

14 - NEWSPAPERS: DAILY COMMERCE (e) 7,025; June 30, 1986 VAC.
Local Contact for Advertising and Merchandising Data: Burt Mann, Adv. Mgr., DAILY COMMERCE, 210 S. Spring St.; PO Box 54, Los Angeles, CA 90054.
National Representative: None.
DAILY NEWS (m-mon to fri) 152,963; (m-sat) 140,212; (S) 168,067; Mar. 8, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Victor Field, Natl. Adv. Mgr., DAILY NEWS, 21221 Oxnard St., Woodland Hills, CA 91367; Tel. (818) 713-3000.
National Representative: Sawyer-Ferguson-Walker.
HERALD EXAMINER (m-mon to fri) 240,232; (m-sat) 186,421; (S) 200,377; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Harold Blatt, Natl. Adv. Mgr., HERALD-EXAMINER, 1111 S. Broadway, Los Angeles, CA 90051; Tel. (213) 744-8000.
National Representative: Branham/Newspaper Sales.
TIMES (m-mon to fri) 1,117,952; (m-sat) 1,022,423; (S) 1,397,192; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Larry Letters, Gen. Adv. Mgr., TIMES, Times Mirror Sq., Los Angeles, CA 90053; Tel. (213) 972-5000.
National Representative: Million Market Newspapers/Times Mirror National Marketing.

LOS ANGELES COUNTY
See SAN PEDRO
See SANTA MONICA
See TORRANCE

MADERA

1 - LOCATION: Madera County. E&P Map C-5. County Seat. 22 mi. N of Fresno; 250 mi. N of Los Angeles; 160 mi. S of San Francisco. In the heart of San Joaquin Valley, geographical center of California.

2 - TRANSPORTATION: Railroads-SP; SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Continental.
Airlines-United; Pacific Air (through Fresno).

3 - POPULATION:
Corp. City 80 Cen. 21,732; E&P 87 Est. 27,237
CZ-ABC: (80) 21,732
RTZ-ABC: (80) 41,384
County 80 Cen. 63,116; E&P 87 Est. 82,851
City & RTZ-ABC: (80) 63,116

4 - HOUSEHOLDS:
City 80 Cen. 7,359; E&P 87 Est. 9,150
County 80 Cen. 20,950; E&P 87 Est. 28,639
CZ-ABC: (80) 7,359
RTZ-ABC: (80) 13,591
City & RTZ-ABC: (80) 20,950

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$113,000,000

6 - PASSENGER AUTOS: County 37,190

7 - ELECTRIC METERS: Residence 10,111

8 - GAS METERS: Residence 9,259

9 - PRINCIPAL INDUSTRIES: Industry-Cotton Ginning; Cotton Seed Oil; Wineries; Olives & Olive Oil; Lumber; Meat Packing; Concrete Pipe; Farm Mach.; Chip Plant; Air Conditioning Mfg.; Rubber Prods.; Glass Mfg.; Carton Mfg.; Plastic; Cannery Equip.; Campers; Armco Steel; Corn Prods.; Almond Proc.; Raisin Packing; Fiberglass Insulation.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: First killing frost, Dec. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-20 blocks on 4 streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Valley W. Plz.(10)	2	K mart, Sav-Mart
Bethard Sq.(14)	2	Thrifty Drug, Mayfair
Sure Save(5)	2	Sure Save
Country Club Plz.	2	Long's Drug, Lucky's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri.
Stores Open Sundays-Grocery & most stores in shopping centers; JCPenney.

13 - RETAIL OUTLETS: Department Stores-James; Cerioni's; JCPenney; Money Back Sam; Vizcarra's.
Variety Stores-Coronet; Bonanza 88; Newberry's.
Chain Drug Stores-Thrifty; Long's.
Chain Supermarkets-Sierra Foodland; Sure-Save; Madera; Mayfair; Sav-Mart; Prairie; Lucky's.
Other Chain Stores-McMahan's; Sears; Montgomery Ward; Radio Shack; Coast-to-Coast; K mart; Boise Cascade; Kragen Auto; Baskin-Robbins; Fashion Footwear; Indy Auto Stores; Family Bargain Center.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 8,679; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Les Hayes, Gen. Mgr., TRIBUNE, 100 E. 7th St., Madera, CA 93638; Tel. (209) 674-2424.
National Representative: Papert Companies.

MANTECA

1 - LOCATION: San Joaquin County. (In Stockton MSA). E&P Map B-5. 320 mi. N of Los Angeles; 76 mi. E of San Francisco; 62 mi. S of Sacramento. Located in center of state and known as "Crossroads of California." Central Valley region 12 mi. S of Stockton Seaport terminal.

2 - TRANSPORTATION: Railroads-Southern Pacific; Tidewater Southern; Western Pacific.
Motor Freight Carriers-8 Transcontinental, 6 Calif. Carriers.
Intercity Bus Line-Greyhound.
Airlines-PSA; United Express; Federal Express (freight).

3 - POPULATION:
Corp. City 80 Cen. 24,925; E&P 87 Est. 35,876
County/MSA 80 Cen. 347,342; E&P 87 Est. 455,677

4 - HOUSEHOLDS:
City 80 Cen. 8,592; E&P 87 Est. 12,638
County/MSA 80 Cen. 124,626; E&P 87 Est. 171,007

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 222,985

7 - ELECTRIC METERS: Residence 23,991 (incl. Lathrop, Ripon city)

8 - GAS METERS: Residence 18,488 (incl. Lathrop, Ripon city)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't Contractor 2,300; Electronics 900; Auto Glass Mfg. 1,600; Agric. Mfg. 2,000; Public Util. 600; Ret. Trade 1,900; Servs.; Gov't.
Principal Industrial Pay Day-1st of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-73; Summer 60-93; Fall 50-77; Winter 37-53. First killing frost, Nov. 30; last killing frost, Mar. 2. Av. Annual Rainfall 14.11 in.

11 - TAP WATER: Municipal system.

12 - RETAILING: Principal Shopping Center-Downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart	1	K mart, Thrifty, Sav-Mart
Lincoln	1	Hafer's Furn.
Cardosa(11)	1	Payless, Safeway, Sprouse-Reitz
Koftinow	1	
TG&Y	1	TG&Y, Big Boy Mkt.
Town Sq.	1	Tams Buffet, Happy Steak
Lucky/Long's Ctr.	2	Lucky Food, Long's Drugs

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Manteca; Mars, Brown Mahin.
Discount Stores-TG&Y; K mart.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Thrifty; Payless; Longs Drugs.
Chain Supermarkets-Safeway; Save-Mart; New Deal; Lucky.
Other Chain Stores-Radio Shack; Grand Auto; Chief Auto; Kragen Auto.

14 - NEWSPAPERS: BULLETIN (m) 5,913; (S) 5,913; sworn Oct. 7, 1986.
Local Contact for Advertising and Merchandising Data: Tim Rodriguez, Adv. Dir., BULLETIN, 531 E. Yosemite Ave., Manteca, CA 95336; Tel. (209) 239-3535.
National Representative: Papert Companies.

MARIN COUNTY

1 - LOCATION: E&P Map B-4. (In San Francisco PMSA). County Seat is San Rafael. Light manufacturing & residential community N of San Francisco, connected by Golden Gate Bridge. Richmond-San Rafael Bridge linking Marin County at San Rafael to Contra Costa County & the E. Bay. U.S. Hwy. 101; State Hwys. 9, 1, 17, 37.

2 - TRANSPORTATION: Intercity Bus Lines-Golden Gate Transit; Greyhound.

3 - POPULATION:
Corp. City (San Rafael) 80 Cen. 44,700; E&P 87 Est. 46,363
CZ-ABC: (80) 203,753
RTZ-ABC: (80) 18,839
City & RTZ-ABC: (80) 222,592
PMSA 80 Cen. 1,490,090; E&P 87 Est. 1,629,897
County 80 Cen. 222,952; E&P 87 Est. 232,970
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City (San Rafael) 80 Cen. 18,757; E&P 87 Est. 19,904
County 80 Cen. 88,983; E&P 87 Est. 95,618
PMSA 80 Cen. 612,880; E&P 87 Est. 699,894
CZ-ABC: (80) 82,932
RTZ-ABC: (80) 5,791
City & RTZ-ABC: (80) 88,723

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Sav.	67	$1,445,918,000
Savings & Loan	42	$1,078,276,000

6 - PASSENGER AUTOS: County 156,189

7 - ELECTRIC METERS: County 100,640

8 - GAS METERS: Residence County 80,790

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Agric. 500; Contract Constr. 4,400; Mfg. 6,000; Trans., Commun. & Util. 2,900; Whol. & Ret. Trade 23,200; Fin., Ins. & R.E. 10,000; Servs. 24,600; Gov't 14,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-69; Summer 52-80; Fall 50-74; Winter 38-56. First killing frost, Nov. 20; last killing frost, Jan. 2.

11 - TAP WATER: Alkaline, med. hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-Fourth, Third & Second Sts., about 18 blocks. Northgate Regional Shpg. Ctr., Corte Madera Ctr.
Neighborhood Shopping Centers-San Anselmo, Northgate, Fairfax, Ross, Kentfield, Corte Madera, Larkspur, Novato.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Town & Country(90)	8	Safeway
Northgate(60)	4	Emporium, Sears, Mervyn's, Payless
Northgate One	NA	Safeway
Northgate Plz.	NA	Long's, Lucky's
Pacheco Plz.(26)	5	Safeway
Corte Madera(40)	5	JCPenney
Larkspur Landing(60)	2	Fry's Food & Drugs
Marin Central	3	Cost Plus
Marin Sq.	NA	Ross Dept. Store
Montecito(30)	NA	Thrifty, Standard Brands, Goodman's
San Anselmo	1	Kaufman's, Guasco Super
Bon Air(23)	2	Petrini's Super, Long's
The Boardwalk	8	Boardwalk Foods
Kentfield	5	Jim Corbet's Hdwe.
The Square	10	Pay 'N Save
Nave Ctr.(19)	10	Alpha Beta, Thrifty

Novato Fair(15)	10	Carithers
Novato Ctr.(120)	10	JCPenney, Macy's
Red Hill(24)	2	Safeway, Long's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. Mon., Wed., Fri.; most grocery & drug every evening.
Stores Open Sundays-Grocers; Bldg. Materials; Drugs; Montgomery Ward; Young Bros. Furn.; Emporium; JCPenney; Sears; Macy's.

13 - RETAIL OUTLETS: Department Stores-Macy's; Emporium; JCPenney; Kaufman's; Mervyn's; Nordstroms; Sears; Carithers.
Discount Stores-Consumers Distributing 2; Cost Plus; Ross.
Variety Stores-Woolworth; TG&Y; Glen's 2.
Chain Drug Stores-Payless; Thrifty 4; Long's 3; Merrill's; Pay'N Save; Bill's.
Chain Supermarkets-Safeway 9; Cala/QFI 5; United 2; Lucky 3; Alpha Beta 4; Fry's Food & Drug; Roger Wilco; Petrini's.

Other Chain Stores-Singer; Cost Plus; Granat Bros. Jewelry; Hastings; Leed's; Roos Bros.; Sommer & Kaufmann; See's Candies; Goodman's (Gen. Mdse.) 3; Super Auto; Grand Auto; Mrs. Fields; Yardbirds; Rainbow Records; Liquor Barn; Earnies; Goodyear 2; Abbey Carpets; Kinney Shoes 2; Standard Brands Paint; Firestone; General Tires; Handyman; Pacific Stereo 2; Kaufman's Fabric-Land; Big 5 Sports 2; Foxmoor Casuals; Livingston's; R. B. Furniture; Abbey/Hallmark; American Express; Waldenbooks; Conklin Bros.; Grossman's; Yaeger's Carriage House; Record Factory; N.Y. Fabric; Carpeteria; Grodin's 2; Wherehouse Records 2; Good Vis 2; Musicland; Wall-Paper-To-Go; House of Fabrics; Gallenkamp 2; Zale's Jewelers; The Limited; Kragen Auto.

14 - NEWSPAPERS: INDEPENDENT-JOURNAL (e) 38,900; (S) 43,122; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Eandy Chapman, Adv. Dir., INDEPENDENT-JOURNAL, PO Box 330, San Rafael, CA 94915; Tel. (415) 883-8600.
National Representatives: Gannett National Newspaper Sales; U.S. Suburban Press.

MARTINEZ

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-4. County Seat. Residential & industrial center. 30 mi. E of San Francisco; 25 mi. E of Oakland & Berkeley. I-680; State Hwy. 4.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Central C.C.C. Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 22,582; E&P 87 Est. 27,779
County 80 Cen. 657,252; E&P 87 Est. 760,586
PMSA 80 Cen. 1,762,631; E&P 87 Est. 1,989,832

4 - HOUSEHOLDS:
City 80 Cen. 8,437; E&P 87 Est. 10,844
County 80 Cen. 241,805; E&P 87 Est. 290,120
PMSA 80 Cen. 667,626; E&P 87 Est. 781,710

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$52,731,409
Savings & Loan	2	$16,193,466

6 - PASSENGER AUTOS: County 453,274.

7 - ELECTRIC METERS: Residence 14,917.

8 - GAS METERS: Residence 14,872.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Refining 3,100 ($314); Chem. 790 ($286); Gov't 6,400 ($372); VA Hosp. 1,334 ($283); Roofing; Asphalt; Petroleum Prods.
Principal Pay Days-1st, 15th; 10th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-75; Summer 70-90; Fall 65-85; Winter 29-75. First killing frost, Nov. 28; last killing frost, Feb. 18.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main St.; 4 on Ferry St.; 1 on Las Juntas St.; 2 on Castro; 1 on Estudillo; 3 on Escobar; 4 on Ward; 4 on Alhambra.
Shopping Centers-Gregson's; L&L U-Save; Virginia Hills.
Principal Shopping Days-Wed., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Hilsons.
Chain Drug Stores-Rexall 3; Thrifty; Long's.
Chain Supermarkets-Larid's; Gregson's; Safeway; Nob Hill Market; Fry's; Lucky.

Other Chain Stores-Goodyear; Big O Tires; Mode O'Day; Foster's Freeze; Shoes: Grande's, Country Walk; Auto: Dells, Wheel Enterprises, Martinez; Clothing: Lily Field Boutique; Furn.: Ken's, Valley Used; Hdwe.: Lasell's.

14 - NEWSPAPERS: NEWS-GAZETTE (m-tues to sat) 3,601; June 30, 1986 VAC.
Local Contact for Advertising and Merchandising Data: David Payne, Gen. Mgr., NEWS-GAZETTE, 615 Estudillo; PO Box 151, Martinez, CA 94554; Tel. (415) 228-6400.
National Representatives: Papert Companies; U.S. Suburban Press.

MARYSVILLE-YUBA CITY

1 - LOCATION: Yuba and Sutter Counties (In Yuba City MSA). E&P Map B-4. Both cities are County Seats. Agricultural center. 45 mi. N of Sacramento. On U.S. Hwy. 99E; State Hwys. 20, 65 & 70.

2 - TRANSPORTATION: Railroads-Southern Pacific; Western Pacific; Sacramento Northern; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Hub Area Transit Authority.

3 - POPULATION:
Corp. Cities 80 Cen. 28,634; E&P 87 Est. 34,014
Marysville 80 Cen. 9,898; E&P 87 Est. 10,968
Yuba City 80 Cen. 18,736; E&P 87 Est. 23,046
NDM-ABC: (80) 101,979
Counties/MSA 80 Cen. 101,979; E&P 87 Est. 118,900
Yuba 80 Cen. 49,733; E&P 87 Est. 55,437
Sutter 80 Cen. 52,246; E&P 87 Est. 63,463

4 - HOUSEHOLDS:
Cities 80 Cen. 11,982; E&P 87 Est. 14,789
Maryville 80 Cen. 4,183; E&P 87 Est. 4,817
Yuba City 80 Cen. 7,799; E&P 87 Est. 9,972
NDM-ABC: (80) 36,313
Counties/MSA 80 Cen. 36,313; E&P 87 Est. 43,966
Yuba 80 Cen. 17,504; E&P 87 Est. 20,217
Sutter 80 Cen. 18,809; E&P 87 Est. 23,749

5 - BANKS	NUMBER	EST. DEP.
Commercial	15	N.A.
Savings & Loan	14	N.A.
Credit Unions	6	N.A.

6 - PASSENGER AUTOS: Yuba 27,350; Sutter 31,991.

7 - ELECTRIC METERS: Residence 45,250.

8 - GAS METERS: Residence 29,858.

9 - PRINCIPAL INDUSTRIES: Food; Lumber; Plastics; Mobile Homes; Trailers.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 50-107; Fall 45-80; Winter 20-70. First killing frost, Nov. 15; last killing frost, Feb. 21.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on D St., Marysville; 12 blocks Side St.; 7 blocks Plumas St., Yuba City.
Neighborhood Shopping Centers-12th and Ramirez, Marysville; 19th and Covillaud, Marysville; Marysville Square; College Center, Marysville; Carriage Square, Yuba City; Yuba Plaza, Yuba City; Hillcrest Plaza, Yuba City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
PV Center	NA	PV, Big A Auto Parts
College Ctr.	NA	Sprouse-Reitz
Colusa Ave.(15)	NA	Walgreens, Safesave Drug, Designer Fabrics
Hillcrest Plz.(22)	NA	Jane's, New Dimensions
K mart Center(5)	NA	K mart, Liquor Barn
Marysville Sq.(5)	NA	Mont. Ward, Lucky, Long's
Raley's	NA	Raley's, Pay 'N Pak
Village Ctr.(7)	NA	
Westbridge(15)	NA	Bradley's, Lucky, Payless, Radio Shack
Yuba Plaza(5)	NA	Sears, Thrifty Drug, Handyman
Heritage Oak(8)	NA	Safeway
Gridley(8)	NA	Thrifty Drug

Principal Shopping Days-Westbridge Shopping, Yuba City-Fri., Sat., Mon.
Stores Open Evenings-Wed., Fri.
Stores Open Sundays-Food, drug, clothing, appliances, hardware.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; Bradley's; Mervyn's; National Dollar.
Discount Stores-K mart; PV.
Variety Stores-Woolworth; Sprouse-Reitz.
Chain Drug Stores-Payless 2; Thrifty 2; Safe-Save 2; Walgreens; Long's.
Chain Supermarkets-Safeway 2; Lucky 2; Food 4 Less; Raley's; Holiday 3.
Other Chain Stores-Singer; Firestone; Goodyear; Shoes: Don's, Kinney, Dave's 2, Kahn's; Men's Stores: Schneider's; Others: Radio Shack; House of Fabric; McMahan's Furniture; Bresler's Ice Cream; Wherehouse; Handyman; Designer Fabric; Kragen Auto Supply; Pay 'n Pak; Big 5.

14 - NEWSPAPERS: APPEAL-DEMOCRAT (e) 24,268; Mar. 31, 1987 ABC.
Local Contact for Advertising and Marketing Data: Claude C. Lathrop, Sales & Mktg. Dir., APPEAL-DEMOCRAT, 1530 Ellis Lake Dr., Marysville, CA 95901; Tel. (916) 741-2345.
National Representative: Branham/Newspaper Sales.

MERCED

1 - LOCATION: Merced County (MSA). E&P Map C-5. County Seat. Livestock, fruits, agricultural, canning, dairy & small mfg. center, heart of San Joaquin Valley. 127 mi. SE of San Francisco; 63 mi. S of nearest seaport terminal (Stockton); 55 mi. N of Fresno. Gateway to Yosemite Natl. Park. On State Hwys. 140, 99 & 59.

2 - TRANSPORTATION: Railroads-Amtrak; AT&SF; Southern Pacific.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound; Continental Trailways; Yosemite Trans.
Airlines-American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 36,499; E&P 87 Est. 49,090
CZ-ABC: (80) 55,993
RTZ-ABC: (80) 86,807
County/MSA 80 Cen. 134,560; E&P 87 Est. 169,910
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,381; E&P 87 Est. 18,250
County/MSA 80 Cen. 44,539; E&P 87 Est. 58,519
CZ-ABC: (80) 19,572
RTZ-ABC: (80) 28,173
City & RTZ-ABC: (80) 47,745

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$346,562,340
Savings & Loan	8	$248,830,020

6 - PASSENGER AUTOS: County 75,981.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food, Proc. & Packing 2,300; Ins. 1,500; Lumber 300; Aluminum Prods. 150; Health Care Prods. 100; Printing & Pub. 800; Drapery Mfg. 150; Trucking 200; Air Force Base 7,500 ($140 million annual payroll); Metal Elect. Contractors 140.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-90; Summer 43-106; Fall 32-88; Winter 28-80. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown, 15 blocks on Main St.; 5 on 18th St.; 2 on Canal St.; 2 on M St.; Merced Mall Regional Shopping Center, 1000 W. Olive Ave., 64 stores.
Neighborhood Shopping Centers-Westgate Center, W. Main St.; Save Mart Center, G St. & North Bear Creek Dr.; College Green Center, Olive Ave. & G. Sts.; Yosemite Parkway, 21st St.; Bear Creek Shopping Center, Alexander Ave. & G. Sts.; Payless Plaza Merced, Olive & G Sts.; Olivewood Center, Olive & Austin Sts.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.; Food, Drug & Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Gottschalk's; Mervyn's; McCrory's; JCPenney; K mart.
Chain Drug Stores-Thrifty 2; Long's; Bill's 2; Payless.
Chain Supermarkets-Save Mart 4; Holley's; New Deal Markets; Lucky's.
Other Chain Stores-Toppers Jewelry; Fashion Crossroads; House of Fabrics; Musicland; Kinney Shoes; Goodyear; Goodrich; Firestone; Western Auto; Pep Boys Auto; McMahan Furn.; Slater's Furn.; Diamond International; Sherwin-Williams; Kerr Rug; Baskin Robbins; General Nutrition; Topps & Trousers; Coronet; Beverly Fabrics; Grand Auto; Kragen Auto; Grossman's; Feminine Fitness; Miller's Outpost; B. Dalton Booksellers; Big 5 Sports; Miller Stockman; Kits Cameras; Computerland; Foot Locker; Village East; Sizes Unlimited; Bobbie West; 84 Lumber; Naturalizer Shoes; Wherehouse.

14 - NEWSPAPERS: SUN-STAR (m) 23,396; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Zack Horrell, Dir. of Sales, SUN-STAR, PO Box 739, Merced, CA 95341; Tel. (209) 722-1511.
National Representative: Papert Companies.

MODESTO

1 - LOCATION: Stanislaus County (MSA). E&P Map C-5. County Seat. Livestock, fruits and agricultural center. 94 mi. SE of San Francisco; 348 mi. N of Los Angeles; 29 mi. S of nearest seaport terminal (Stockton). Food processing center. On U.S. Hwy. 99; State Hwys. 132 & 108.

2 - TRANSPORTATION: Railroads-Southern Pacific; Tidewater Southern (subsidiary of Western Pacific); Santa Fe connected by Modesto & Empire Traction.
Motor Freight Carriers-122.
Intercity Bus Lines-Pacific Greyhound; Modesto Transit; Continental Trailways.
Airlines-Wings West; West Air.

3 - POPULATION:
Corp. City 80 Cen. 106,105; E&P 87 Est. 140,324
CZ-ABC: (80) 106,963
Bal. in NDM-ABC: (80) 158,937
County/MSA 80 Cen. 265,902; E&P 87 Est. 335,548
Total NDM-ABC: (80) 265,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,127; E&P 87 Est. 53,290
County/MSA 80 Cen. 97,700; E&P 87 Est. 123,656
CZ-ABC: (80) 39,257
Bal. in NDM-ABC: (80) 55,418
Total NDM-ABC: (80) 94,675

5 - BANKS	NUMBER	DEPOSITS
Commercial	31	$805,347,000
Savings & Loan	23	$477,064,000

6 - PASSENGER AUTOS: County 166,905.

7 - ELECTRIC METERS: Residence City 58,361.

8 - GAS METERS: Residence City 42,651.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-All Mfg. 20,100; Nondurable Goods 14,500; Durables 5,600; Food Proc. 11,800; Ret. Trade 19,000; Whol. Trade 4,600; Gov't 15,300; Constr. 5,900; Trans. and Util. 4,200; Servs. 19,700.

10 - CLIMATE: Min. & Max. Temp.-Winter 36-54; Spring 45-73; Summer 58-94; Fall 48-77. First killing frost, Nov. 28; last killing frost, Mar. 3.

11 - TAP WATER: Alkaline; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Five mi. of McHenry Ave. (from Needham North) & Downtown; 8 blocks on 10th St.; 4 on 11th St.; 6 on I St.; 8 on J St.; N Freeway 99 at Dale Rd.
Neighborhood Shopping Centers-McHenry Village, 1700 McHenry Ave.; Roosevelt Center, College & Orangeburg; Yosemite, Santa Cruz & Yosemite Blvd.; Caruso, 2 mi. S on Crows Landing Rd.; Paradise Plaza, Paradise Rd. & Sutter St.; Gregory Gardens, 2000 Tully Rd.; Ulrich, Orangeburg & Virginia Ave.; Briggsmore Sq., McHenry & Briggsmore; McHenry Sq., McHenry & Bowen; Scenic, Old Oakdale Rd. at Scenic Dr.; Ceres Plaza; Coffee Plaza, Coffee Rd. at Floyd; Mervyn's, McHenry at Leveland; Briggsmore Plaza, Briggsmore & Prescott; Lloyds Sq., McHenry near Leveland; Bowen, Coffee & Orangeburg Center; Tully Manor, Tully at Standiford; Century Center, Oakdale at Orangeburg; Frontier Town, Tully at Standiford; Northgate Village, McHenry at Rumble; Western Plaza, Coffee at Floyd.
Regional Shopping Center-Vintage Faire, N Freeway 99 at Dale Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vintage Faire	4	Sears, JCPenney, Macy's, Weinstock's, Gottschalk's
McHenry Vlg.	2	Keller's, New Deal
Yosemite	2	New Deal
Caruso	2	Landon's, Jumbo
Roosevelt	2	Paul's, O'Brien's
Paradise Plaza	1	Sprouse-Reitz
Sisk Road Center	4	Federated Group, Sofa Factory, Aaron Bros.
Gregory Gardens	2	Save Mart, Thrifty
Ulrich	2	Save Mart
Mervyn's	3	Mervyn's

Briggsmore Sq.	2	Mont. Ward, Thrifty
Briggsmore Plz.	2	Bonanza
McHenry Sq.	2	Payless
Scenic	2	Angelo's
Coffee Plaza	2	Save Mart
Ceres Plaza	3	Lucky Stores, TG&Y, Food 4 Less
Tully Manor	3	Raley's
Standiford Ctr.	4	Lucky's, Long's, Pier 1
Century Center	3	Gottschalk's, Raley's
Frontier Town	3	Center State Bank
Northgate Village	3	Ken's Camera
Western Plaza	3	Phone Center
Whitmore	4	Save Mart
Dale Road	4	Handy Andy, Big 5
Sylvan Square	4	Richland Mkts.

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores-Mon., Thur. Food-every night except Sun., Vintage Faire-Mon. through Sat. until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; Loebs; Colburn's; Mervyn's; TG&Y; Gottschalk's; Weinstock's; Macy's.
Variety Stores-Woolworth; Sprouse-Reitz 4.
Chain Drug Stores-Payless 3; Long's 4; Rexall 3; Thrifty 6; Raley's 2.
Chain Supermarkets-Lucky 4; Sam's Food City; Angelo's 2; Save Mart 8; Richland 2; New Deal 8; Jumbo Foods; Ray's; Sav Mor 5; Raley's 2; Food 4 Less 2.
Discount Stores-K mart 3; Bonanza; TG&Y; Payless 3; Long's 4; Liquor Barn.
Other Chain Stores-Anita Shops; Aaron Bros.; Asher Bros.; Baker's; Furnishings 2000; Brownie Muffler; Copeland Lumber; Dutch Boy Paint; Federated Group; Firestone; Fuller Paints; Handy Andy; Hartfield's; House of Carpets; House of Fabrics; Kragen Auto; Landons; Leed's; Levitz; Lumberjack; Thom McAn; McMahan's; Midas Muffler; Miller-Stockman; Mode O'Day; Moss Stores; Pep Boys; Pittsburgh Paint; Roger's Jewelry; See's; Sherwin-Williams; Singer Co.; Simpson's; T[illegible]per's; Western Auto; Wicke's Lumber; Payless; Grand Auto; Ernie's Liquors; Gallenkamp's; Hatfield Jewelers; Huston Shoes; Radio Shack; The Swiss Colony; National Uniform; Kinder Foto; Mailing's Shoes; Miller's Outpost; Naturalizer Shoes; Grossman's; Sofa Factory; Standard Brands; B.A.D. Goods; Orchard Supply Hardware; Simco Corp.; Rasco Toys; Video Concepts.

14 - NEWSPAPERS: BEE (m) 75,675; (S) 81,592, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Alan Truax, Adv. Dir., BEE, 1325 H St., PO Box 3928, Modesto, CA 95352; Tel. (209) 578-2080.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

MONTEREY

1 - LOCATION: Monterey County (In Salinas-Seaside-Monterey MSA). E&P Map B-5. Tourist center. Vacation area and fishing. Fort Ord (Army); Navy Post Graduate School; Defense Language Institute. 125 mi. or 17 min. air time from San Francisco.
2 - TRANSPORTATION: **Motor Freight Carriers**-1.
Intercity Bus Lines-Monterey Peninsula Transit; Coastlines; Greyhound.
Airlines-United; PSA; American Eagle; Skywest (Delta).
3 - POPULATION:
Corp. City 80 Cen. 27,558; E&P 87 Est. 29,802
CZ-ABC: (80) 90,934
Bal. in NDM-ABC: (80) 46,141
County/MSA 80 Cen. 290,444; E&P 87 Est. 337,309
Total NDM-ABC: (80) 137,075
4 - HOUSEHOLDS:
City 80 Cen. 11,208; E&P 87 Est. 12,654
County/MSA 80 Cen. 95,734; E&P 87 Est. 115,950
CZ-ABC: (80) 33,476
Bal. in NDM-ABC: (80) 15,704
Total NDM-ABC: (80) 49,180

5 - BANKS: Corp. City 7; Deposits N.A.

6 - PASSENGER AUTOS: County 179,329

7 - ELECTRIC METERS: Residence 45,766

8 - GAS METERS: Residence 39,554

9 - PRINCIPAL INDUSTRIES: Industry, An. Payroll-Military $737,000,000; Tourist $166,000,000; Mfg. $5,375,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 52-70; Fall 48-66; Winter 43-61. First killing frost Dec. 4; last killing frost Feb. 2.

11 - TAP WATER: Alkaline, medium hard, not fluoridated.

12 - RETAILING: Principal Shopping Centers-Del Monte Shpg. Ctr. in Monterey; 6 blocks on Alvarado and Monterey; 4 on Ocean, Carmel; 4 on Lighthouse, Pac. Grove.
Neighborhood Shopping Centers-Fremont & Broadway, Seaside; Monte Vista Ctr., Monterey; Forest Hill Ctr.; Fairway Ctr.; Country Club Gate, Pacific Grove; Village Ctr., Carmel Valley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Del Monte(85)	NA	Macy's, Lucky, Thrifty Drugs, Mervyn's
The Barnyard(66)	NA	Thunderbird Book Store
Carmel Rancho(30)	NA	Albertson's, Brinton's
Crossroads(80)	NA	Long's, Safeway
Olympia Plaza(9)	NA	Sears
Carmel Plaza(51)	NA	I. Magnin, Saks
Country Club(18)	NA	Alpha Beta, Thrifty Drug

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon. through Fri., Food-daily.

13 - RETAIL OUTLETS: Department Stores-Ford's; Macy's; JCPenney; Mervyn's.
Discount Stores-K mart.
Variety Stores-Woolworth; Sprouse-Reitz 2.
Chain Drug Stores-Long's 2; Thrifty 2; Payless.
Chain Supermarkets-Safeway 6; Nob Hill; Lucky; Alpha Beta.
Other Chain Stores-Kragen's; Banana Republic; Firestone 2; Friedman's; Goldsmith Jewelers; Sees Candies; Grand Auto; The Limited; Casual Corner; Miller's Outpost; Hastings; Leed's; Gallenkamp's; Petrie's; Peck & Peck; I. Magnin; Saks Fifth Avenue; Books, Inc.

14 - NEWSPAPERS: PENINSULA HERALD (m) 33,141; (S) 34,759, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: James Rutledge, Adv. Mgr., PENINSULA HERALD, Pacific & Jefferson Sts., Monterey, CA 93940; Tel. (408) 646-4300.
National Representative: Branham/Newspaper Sales.

NAPA

1 - LOCATION: Napa County. (In Vallejo-Fairfield-Napa PMSA). E&P Map B-4. County Seat. 50 mi. N of San Francisco; 35 mi. N of Oakland. Off I-80 & State Hwys. 12, 29 & 121.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.
Airlines-Bridgeford Flying Service.

3 - POPULATION:
Corp. City 80 Cen. 50,879; E&P 87 Est. 60,029
CZ-ABC: (80) 55,326
RTZ-ABC: (80) 43,873
County 80 Cen. 99,199; E&P 87 Est. 112,205
PMSA 80 Cen. 334,402; E&P 87 Est. 401,481
City & RTZ-ABC: (80) 99,199

4 - HOUSEHOLDS:
City 80 Cen. 19,714; E&P 87 Est. 22,944
County 80 Cen. 36,624; E&P 87 Est. 43,524
PMSA 80 Cen. 117,050; E&P 87 Est. 146,662
CZ-ABC: (80) 20,767
RTZ-ABC: (80) 15,857
City & RTZ-ABC: (80) 36,624

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	$395,400,000
Savings & Loan	11	$580,600,000

6 - PASSENGER AUTOS: County 60,699

7 - ELECTRIC METERS: 32,842

8 - GAS METERS: 30,868

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Leather Goods 280; Clothing 215; Tractor 104; Steel Pipe 100; Grape & Wine 1,500; Hospital 4,150; Calif. Veteran's Home 983; Building Materials 562; Aircraft Maintenance 110; Dairy 65.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-70; Summer 52-82; Fall 46-77; Winter 37-57. First killing frost Oct. 23; last killing frost Mar. 26.

11 - TAP WATER: Hard, not fluoridated.

12 - RETAILING: Principal Shopping Centers (No. of Stores)-Napa Valley (18); River Park (22); K mart; Bel Aire Plaza (15); Grape Yard (15); Silverado Plaza (14); Redwood Plaza (10).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sun Valley	24	Macy's
Larwin Plaza	11	K mart, Sears
Hilltop	24	Capwells
Coddingtown	40	Emporium, K mart
Santa Rosa Plaza	36	Sears, Macy's
Solano Mall	20	JCPenney, Mervyn's, Sears, Emporium

Principal Shopping Days-Thur., Fri. & Sat. Stores open Thur. evenings.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Mervyn's.
Variety Stores-Woolworth; Darr's; Roberts.
Discount Stores-K mart; TG&Y.
Chain Drug Stores-Bip's; PayLess; Longs; Merrill's; Thrifty 2.
Chain Supermarkets-Safeway 2; Food Fair; Vallerga's 2; Lucky; Alpha Beta; Albertson's.
Other Chain Stores-Kinney Shoes; Gensler-Lee; Singer Co.; Sears; Goodyear; Grand Auto; Grossman's; Wickes; Garden Center; Sherwin-Williams; Radio Shack; Kragen Auto; Bistrin's; Chief Auto.

14 - NEWSPAPERS: REGISTER (e) 21,138, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jim March, Adv. Admin. Mgr., REGISTER, 1615 Second St., PO Box 150, Napa, CA 94559; Tel. (707) 226-3711.
National Representative: Scripps League Newspapers.

NEWARK
See FREMONT-NEWARK

OAKLAND

1 - LOCATION: Alameda County (In Oakland PMSA). E&P Map B-5. County Seat. Terminus of three transcontinental railroads. Largest port in San Francisco Bay. Center of air routes. Education center.

2 - TRANSPORTATION: **Railroads**-Amtrak; SP; Santa Fe; UP; WP; Burlington Northern; Denver & Rio Grande Western.
Motor Freight Carriers-1,318.
Passenger & Freight Steamship Lines-70.
Rapid Transit-Bay Area Rapid Transit (BART).
Intercity Bus Lines-Continental; Greyhound; Peerless; Alameda-Contra Costa Transit.
Airlines-America West; Alaska; American; Sun World; PSA; United; Delta; Continental.

3 - POPULATION:
Corp. City 80 Cen. 339,288; E&P 87 Est. 362,966
NDM-ABC: (80) 1,761,710
County 80 Cen. 1,105,379; E&P 87 Est. 1,229,246
PMSA 80 Cen. 1,762,631; E&P 87 Est. 1,989,832
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 141,640; E&P 87 Est. 160,832
NDM-ABC: (80) 667,626
County 80 Cen. 426,092; E&P 87 Est. 491,590
PMSA 80 Cen. 667,676; E&P 87 Est. 781,710

5 - BANKS	NUMBER	DEPOSITS
Commercial	346	$7,164,450,000
Savings & Loan	233	$9,535,560,000

6 - PASSENGER AUTOS: County 686,784

7 - ELECTRIC METERS: Residence 738,058

8 - GAS METERS: Residence 665,465

9 - PRINCIPAL INDUSTRIES: (County) Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 14,000 ($434); Fab. Metal Prods. 9,700 ($417); Mach. 10,600 ($447); Trans. & Equip. 5,300 ($549); Primary Metals 4,800 ($425); Chem. 9,600 ($457); Petroleum & Coal Prods. 8,500 ($676); Printing & Pub. 8,300 ($450); Paper Prods. 3,900 ($504); Stone, Clay & Glass Prods. 4,900 ($520); Elect. Equip. 8,200 ($467).

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown-15 blocks on Broadway, 4 on Telegraph Ave.; Broadway & MacArthur Blvd.
Neighborhood Shopping Centers-8 blocks on 7th St.; 8 at Park Blvd. & 18th St.; 5 at 23rd Ave. & E. 14th St.; 65 along E. 14th St.; 4 at Seminary Ave. & MacArthur Blvd.; 4 at Foothill Blvd. & Seminary Ave.; 6 at 73rd Ave. & MacArthur Blvd.; 10 at Fruitvale Ave. & MacArthur Blvd.; 10 at Grand Lake Ave. & MacArthur Blvd.; 10 at Moraga Ave. & LaSalle St.; 6 at San Pablo Ave. & Powell St.; 9 at College Ave. & Alcatraz Ave.; 12 at Telegraph Ave. & 51st St.; 4 at 53rd St. & Grove St.; Foothill Sq., Foothill Blvd. & 108 Ave.; MacArthur Blvd. & B'way.; Rockridge Center; Eastmont Mall, 73rd & Foothill.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alameda County		
Fremont Fashion Center(32)	NA	Emporium-Capwell
Fremont Hub(96)	NA	
South Shore Ctr.(55)		Mervyn's, JCPenney, Mont. Ward
Southland(125)	NA	JCPenney, Sears, Mervyn's, Emporium-Capwell
Newpark Mall(101)	NA	Macys, Sears, Emporium-Capwell, Mervyn's
Eastmont Mall(82)	NA	JCPenney, Mervyn's
Stoneridge(77)	NA	Emporium-Capwell, Macys, JCPenney
Bay Fair Mall(115)	NA	Macys, Mont. Ward
Contra Costa County		
County East Mall(55)	NA	JCPenney, Sears, Mervyn's
Sunvalley(140)	NA	Emporium-Capwell, Macys, JCPenney, Sears
El Cerrito Plz.(60)	NA	Emporium-Capwell
Hilltop(140)	NA	Emporium-Capwell, Macys, JCPenney
Broadway(62)	NA	I. Magnin, Nordstrom, Emporium-Capwell

Stores Open Evenings-Mon., Thur. Many food stores open every evening and Sun.

13 - RETAIL OUTLETS: Department Stores-Emporium-Capwell 8; Macy's 5; Mervyn's 8; Montgomery Ward 5; JCPenney 9; Sears 5; Nordstrom; McCaulou's 8.
Discount Stores-Target 5; K mart 9.
Variety Stores-Newberry 3; Sprouse-Reitz 13; Woolworth 9.
Chain Drug Stores-Guy's 3; Long's 21; Domar's; Kerstein's 2; Payless 16; Pay 'N Save 3; Thrifty 22; Walgreens 8; Day & Night 2; Leo's 3; Abreu's; Bill's Drugs 7; Thrifty Jr. 5.
Chain Supermarkets-Safeway 55; Albertson's 5; Fry's 9; Park & Shop 2; Lucky 55; Cooperative of Berkeley 3; Alpha Beta 13; 7-Eleven 88; Big T Supermarket 11; Farmer's Markets 4; Emby 3; Nob Hill 3; Pro Mkts. 3; Rebello's 3; Diablo Foods 4; Flair Mkt. 7; Petrini's.
Other Chain Stores-Ross Dress For Less 8; Abbey Carpets 5; Abbey Rents 2; Arden's 5; Big 3 Tires; Bond's 3; Breuner's 3; C&R Clothiers 7; C.B.S. Plywood 6; Crescent Jewelers 10; Davidson & Licht 5; Edison Bros. 12; Firestone 14; Florsheim 6; Foreman & Clark 2; Gallenkamp's 17; Goodyear 31; Grand Auto 17; W.T. Grant 4; Hartfield's 7; Zale's Jewelers 3; Kinney Shoes 8; Kragen Auto 18; Lerner's 2; Levitz 3; I. Magnin 2; Thom McAn; Milen's 6; Mode O'Day 10; Ortho Mattress 7; Big O Tires 21; Furnishings 2000 6; Merritt Tire 5; Standard Brands 6; Regal Shoes 4; Singer 10; Sleep Aire 4; Smith's 3; Kress 3; Goldmans 12.

14 - NEWSPAPERS: THE TRIBUNE (m-mon. to fri) 150,482; (m-sat) 148,277; (S) 152,287, Mar. 29, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Wendy Rhea, Natl. Adv. Mgr., THE TRIBUNE, 409 13th St., PO Box 24304, Oakland, CA 94623; Tel. (415) 645-2528.
National Representative: Branham/Newspaper Sales.

OCEANSIDE

1 - LOCATION: San Diego County. (In San Diego MSA). E&P Map E-8. 85 mi. S of Los Angeles on I-5. Adjoins Camp Pendleton of the U.S. Marine Corps.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Santa Fe Trailways; Oceanside Transit.

3 - POPULATION:
Corp. City 80 Cen. 76,698; E&P 87 Est. 103,435
CZ-ABC: (80) 102,915
RTZ-ABC: (80) 131,778
County/MSA 80 Cen. 1,861,846; E&P 87 Est. 2,304,079
City & RTZ-ABC: (80) 234,693

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 29,022; E&P 87 Est. 42,582
County/MSA 80 Cen. 670,094; E&P 87 Est. 860,327
CZ-ABC: (80) 39,184
RTZ-ABC: (80) 42,075
City & RTZ-ABC: (80) 81,259

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	19	N.A.

6 - PASSENGER AUTOS: County 1,232,509

7 - ELECTRIC METERS: Residence (Tri City) 22,148

8 - GAS METERS: Residence (Tri City) 16,508

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Connectors (500); DC Power Supplies/Transformers (380); Electrical Components/Systems (250); Agric. (Bulb Growing, etc.) (200); Electronic Equip. (126); Crystal & Elect. Mfg. (100).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-64; Summer 62-72; Fall 54-70; Winter 43-61.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-16 blocks on Hill St., 6 on Mission Ave., 3 on Freeman St.
Neighborhood Shopping Centers-1700 block Mission Ave.; 3100 block on Carlsbad Blvd.; 1600 block on South Hill; 2000 block on Mission; 300 block on Vista Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mission Sq.(23)	1	Von's, Thrifty
Long's	2	Safeway, Long's
Plaza Camina Real(129)	4	JCPenney, May Co., Woolworth, Bullock's, Broadway, Sears
Poinsettia(14)	NA	Big Bear, TG&Y
Oceanside Plz.(21)	2	Alpha Beta, Value Fair
Tamarack East	5	Thrifty, Safeway
Fed Mart	NA	Fed Mart
Mesa Marguirita(3)	NA	Express Lane Foods
Mercado De Oceana(17)	NA	Market Place, Price Drug
College Plz.(20)	NA	Sprouse-Reitz, Safeway, Thrifty
Cape Cod Vlg.(13)	NA	
Medical Park(3)	NA	Gordon Tait Phcy
Baskin Robbins(9)	NA	Baskin Robbins
Oceanside(15)	NA	Safeway, Long's Drug

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Huckaby's; May Co.
Variety Stores-Sprouse-Reitz; Woolworth; Long's; Pay Less.
Discount Stores-Fed-Mart; Value-Fair; K mart.
Chain Drug Stores-Mission Park 2; Fed Mart; Long's; Thrifty.
Chain Supermarkets-Safeway 2; Von's; Shop Smart; Alpha Beta; Red & White 2; Albertson's.
Other Chain Stores-Singer Co.; Sears Roebuck; Elms; Southern California; Kirby Shoes; Mode O'Day; Berner-Judd Fashions; Salms; Ortho; Dormans; Hickory Farms; Checker Auto.

14 - NEWSPAPERS: BLADE-TRIBUNE (e-mon to fri) 35,610; (S) 36,681; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Scott Little, Adv. Dir., BLADE-TRIBUNE, 1722 S. Hill, Oceanside, CA 92054; Tel. (714) 433-7333.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ONTARIO-UPLAND

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map D-7. 35 mi. E of Los Angeles. On U.S. Hwy. 66; State Hwys. 30, 71 & 83; I-10, 15 & 60.

2 - TRANSPORTATION: **Railroads**-Amtrak; Southern Pacific; Santa Fe; Union Pacific; Pacific Electric.
Intercity Bus Lines-Greyhound; S. Cal. Rapid Transit; Continental Trailways; Omnitrans; Dial-A-Ride.
Airlines-Air Cal; Air Cortez; Alaska; American; Continental; Golden West (commuter); Imperial (commuter); Inland Empire (commuter); Republic; Sun Aire (commuter); Pacific Southwest; TWA; United; Eastern.

3 - POPULATION:
Corp. Cities 80 Cen. 136,467; E&P 87 Est. 180,994
Ontario 80 Cen. 88,820; E&P 87 Est. 120,784
Upland 80 Cen. 47,647; E&P 87 Est. 60,210
PMSA 80 Cen. 1,557,080; E&P 87 Est. 2,076,478
NDM-ABC: (80) 268,392
County 80 Cen. 893,157; E&P 87 Est. 1,171,035
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 46,397; E&P 87 Est. 57,221
Ontario 80 Cen. 29,376; E&P 87 Est. 36,884
Upland 80 Cen. 17,561; E&P 87 Est. 20,337
County 80 Cen. 308,062; E&P 87 Est. 421,171
PMSA 80 Cen. 551,081; E&P 87 Est. 766,018
NDM-ABC: (80) 86,529

5 - BANKS	NUMBER	EST. DEP.
Commercial	28	N.A.
Savings & Loan	19	N.A.

6 - PASSENGER AUTOS: County 573,806

7 - ELECTRIC METERS: Residence 80,942

8 - GAS METERS: Residence 44,875

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft 1,475; Citrus Proc. 794; Mach. Works 570; Truck Mfg. 800; Plastics 260; Misc. Mfg. 1,282.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-103; Summer 63-103; Fall 45-96; Winter 37-89.

11 - TAP WATER: Slightly alkaline, moderate; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Euclid Ave., 5 on Holt Blvd., Ontario; 2 blocks on 2nd & 2 blocks on 9th, Upland.
Neighborhood Shopping Centers-4 blocks at 9th St. & 2nd Ave., Upland; 2nd St. & 3rd Ave.-Upland; 2 blocks at Foothill Blvd. & Euclid Ave., Upland; Galvin Park, 3 blocks at 4th St. & Grove Ave., Ontario; Mountain View, 2 blocks at Mountain Ave. & D St., Ontario; Montclair, 2 blocks at Mountain & Foothill, Upland; 2 blocks at 7th & Mountain.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	3	Millers Outpost, K mart
Indian Hill Vlg.	6	Sears, Sav-On Drugs, Newberry's
Montclair Plaza	5	Broadway, May Co., Mont. Ward
Ontario Plz.(36)	NA	Thrifty Drug, Ross
Mountaingreen	NA	Mervyn's, Long's
Rancho Towne Ctr.	6	Gemco
Town Center Upland	NA	Thrifty Drug, Von's, Sav-On Drugs
Upland Ctr.(18)	NA	Stater Bros., Pic 'N Save
Upland Sq.(23)	NA	Alpha Beta, Gemmel's

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Dept. & discount-Fri.; Supermarkets-nightly.
Stores Open Sundays-Dept., discount, major mkts.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney 2; Miller's Outpost 3; Mervyn's; May Co.; Broadway; Best Products; Montgomery Ward; Zody's; Target; Nordstrom's.
Discount Stores-K mart 3; Fedco; Pic 'N Save.
Variety Stores-Cornets; Sprouse-Reitz 2; TG&Y; Ralphs 5 & 10.
Chain Drug Stores-Thrifty 10; Owl Lucky; Gemmel 7; Sav-On 2; Long's; Payless.
Chain Supermarkets-Von's 4; Alpha Beta 7; Stater Bros. 9; Ralphs 2; Albertson's; Lucky 3; Skaggs; Safeway.
Other Chain Stores-National Lumber; Standard Brands Paints 2; Firestone; Pep Boys; General Tire; Winston Tire; F&H Tire; Chief Auto; McMahan's Furn.; Armstrong Nurseries; Lerners; Gallenkamps; House of Fabrics; Cloth World; Hardware; Builder's Emporium; Radio Shack; Sears; Singer; It's A Dilly; Olympic Sales; B.C. Shoes; Clothestime; Koby Shoes.

14 - NEWSPAPERS: DAILY REPORT (e) 42,235; (S) 43,340; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Peggy del Toro, Adv. Mgr., DAILY REPORT, PO Box 4000, Ontario, CA 91761; Tel. (714) 983-3511.
National Representative: Papert Companies.

ORANGE COUNTY
(Anaheim)

1 - LOCATION: Orange County. (In Anaheim-Santa Ana PMSA). E&P Map D-8. Anaheim is in center of Orange Co., adjoining Santa Ana, County Seat. Manufacturing and tourist center. On I-5; Calif. Hwys. 29, 55, 57, 72, 90, 91 & 250; 8 mi. NW of Santa Ana.

2 - TRANSPORTATION: **Railroads**-AT&SF; SP; UP.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental Trailways; Greyhound; Orange County Transit; Southern Calif. Rapid Transit.

3 - POPULATION:
Corp. City 80 Cen. 219,494; E&P 87 Est. 256,356
County/PMSA 80 Cen. 1,931,570; E&P 87 Est. 2,287,668
NDM-ABC: (80) 449,322
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 80,628; E&P 87 Est. 96,272
County/PMSA 80 Cen. 685,815; E&P 87 Est. 841,773
NDM-ABC: (80) 156,012

5 - BANKS	NUMBER	DEPOSITS
Sav. & Comm.	36	$2,727,804,347
Savings & Loan	28	$712,942,861

6 - PASSENGER AUTOS: County 1,376,382

7 - ELECTRIC METERS: Residence 79,627

8 - GAS METERS: Residence 63,636

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronic Equip. 8,020; Amusement Park 6,000; Electro-mechanical Prods. 1,400; Computer Graphics Prods. 1,500; Chain Restaurant Headquarters & Whse. 2,790; Hotel 1,660; Interstate Elect. Equip. 1,700; Hospital 1,400; Residential Locksets 1,350; Rubber Prods. 950.
Principal Pay Days-15th & 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-89; Summer 55-92; Fall 49-94; Winter 35-83.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-No. of Stores-Plaza de Oro 41; Anaheim Hills 34; Ball-Euclid Plaza 32; Disneyland Hotel Plaza 30; Plaza de Seville 30; The Village 26; Canyon Village 28; La Palma-Imperial 30.
City Neighborhood Shopping Centers-Anaheim Hills Center 18; Euclid-Crescent Square 17; Granada Square 23; Madison Square 18; Magnolia-Broadway Center 15; Magnolia-La Palma Center 16; Mayfair Plaza 20; Wonderland Center 15.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Canyon Plaza(70)	13	Singer, Albertson's
Anaheim Plaza(62)	2	Mervyn's, Robinson's
Brookhurst(51)	3	Goodyear, Alpha Beta
E. Anaheim(50)	1	Ralph's, Boston Store

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Most stores throughout the week.
Stores Open Sundays-Food, drug, discount, specialty stores.

13 - RETAIL OUTLETS: **Department Stores**-The Akron; Boston Stores; Broadway; Gemco; Robinson's; Mervyn's.
Discount Stores-Lucky; K mart.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Rexall; Sav-On; Thrifty; Skaggs.
Chain Supermarkets-Albertson's; Alpha Beta; Gemco; Lucky; Ralphs; Stater Bros.; Thriftimart; Von's.
Other Chain Stores-Bond Clothes; C&R Clothiers; Color Tile Supermarkets; Dorman's Tire and Auto Supply; Florsheim Shoes; Firestone Tire; Goodyear Tire; Goodrich Tire; Grant Boys; Hartfield's; Hickory Farms; House of Tailoring; Judy's Lido Fashions; Mark C. Bloome Tires; McMahan Furn.; Midas Muffler; Nurseryland; Pep Boys; Radio Shack; Rayco Car Service; See's Candy Shops; Silverwoods; Singer Co.; Toy City; Toys R Us; Uniroyal Tires.

14 - NEWSPAPERS: ANAHEIM BULLETIN (e) 8,609; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Novack, Gen. Mgr., ANAHEIM BULLETIN, PO Box 351, Anaheim, CA 92805-0351; Tel. (714) 634-1567.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ORANGE COUNTY
(Costa Mesa)

1 - LOCATION: Orange County. (In Anaheim-Santa Ana PMSA). E&P Map D-8. Residential, industrial and resort communities. 40 mi. SE of Los Angeles. On State Hwy. 55; U.S. Hwy. 101 & I-405.

2 - TRANSPORTATION: **Railroads**-Southern Pacific (freight); Amtrak (passenger).
Motor Freight Carriers-22.
Bus Lines-Greyhound; Laguna Beach-Santa Ana; Westminster; Continental Trailways; Santa Ana; Orange County Transit District.
Airlines-Air California; Republic; American; America West; Continental; Imperial; Jet America; PSA; West Air; Delta.

3 - POPULATION:
Corp. City 80 Cen. 82,291; E&P 87 Est. 92,720
CZ-ABC: (80) 146,065
RTZ-ABC: (80) 336,274
County/PMSA 80 Cen. 1,931,570; E&P 87 Est. 2,287,668
City & RTZ-ABC: (80) 482,339
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,487; E&P 87 Est. 37,607
County/PMSA 80 Cen. 685,815; E&P 87 Est. 841,773
CZ-ABC: (80) 60,457
RTZ-ABC: (80) 120,563
City & RTZ-ABC: (80) 181,020

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	96	$2,185,596,000
Comb. Banks, S&L	217	$4,478,997,000

6 - PASSENGER AUTOS: County 1,376,382

7 - ELECTRIC METERS: Residence 33,363

8 - GAS METERS: Residence 27,263

9 - PRINCIPAL INDUSTRIES: Electronic Components; Space Research & Development; Guidance Control Systems; Precision Tools; Sprinkler Controls; Valves; Thermal Insulation; Acoustical Prods.; Structural Adhesives; Lamination Material; Fiberglass Prods.; Boats & Boating Equip.; Univ. of Calif., Irvine Campus; Sporting Goods; Oil Wells; El Toro Marine Air Station; Computer Technology; Medical Supplies; Tourism; Agric.

10 - CLIMATE: Annual Min. & Max. Temp.-Costa Mesa: 43-74. Newport Beach: 53-67.

11 - TAP WATER: Colorado River softness, 125 parts per million; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**
Costa Mesa-South Coast Plaza; Harbor Center; Mesa Plaza; Mesa Center; Hillgren Square; Downtown Costa Mesa.
Newport Beach-Fashion Island; Westcliff Plaza; Bayside Center; Eastbluff Center; Downtown Newport; Lido; Balboa; Balboa Island; Corona del Mar; Mariners' Mile; Harbor View Center; Newport Hills Center and Old Newport Beach.
Nearby Shopping Centers-Huntington Center eight mi. from city zone retail center (Broadway, Montgomery Ward, JCPenney); Westminster Mall (Sears, Broadway, Buffums, May Co., J.W. Robinson); Laguna Hills Mall (Sears, Buffums, JCPenney, Broadway); Woodbridge Center, Irvine.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Supermarkets; May Co.; Sears; JCPenney; Broadway. All stores in South Coast Plaza-Mon. through Fri. Other Center-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores-Costa Mesa**-May Co.; Sears; JCPenney; Montgomery Ward; Bullock's; Nordstrom's; Saks Fifth Ave.; Mark Cross; I. Magnin; Reinert's.
Newport Beach-Broadway; J.W. Robinson; Buffum's; Bullock's-Wilshire; Neiman-Marcus; Silverwoods; Brooks Bros.
Discount Stores-Costa Mesa Builder's Emporium; K mart; Fedco; Ross.
Variety Stores-Gilbert's.
Chain Drug Stores-Thrifty; Sav-On; Long's.
Chain Supermarkets-Costa Mesa-Alpha Beta; Albertson's; Stater Bros.; Safeway; Lucky Stores; Von's; Pantry Markets; Tic Toc; 7-Eleven; Ralph's.
Newport Beach-Albertson's; Safeway; El Rancho; Gelson's; Tic Toc; Hughes; Ralph's.
Other Chain Stores-Harris & Frank; Joseph Magnin; Silverwood's; Mandel's; Slavick; Singer Co.; B.D. Howes; Brentano's; House of Nine; Lane Bryant; C.H. Baker; Cabot's Gudes Barnett; Leed's; Thom McAn; Pickwick; Wetherby-Kayser; Kinney's; Anita Shops; Baskin-Robbins; Firestone; B. Dalton Books; Big Five Stores; Kirk Jewelers; Vendome Liquors; Imperial Hardware; See's Candies; Home Silk Shop; Pep Boys; Wickes; Weisfield Jewelers; Courreges; The Gap; J.K. Gill; Western's; Color Tile; The Grant Boys; F.A.O. Schwarz.

14 - NEWSPAPERS: DAILY PILOT (e) 27,529; (S) 27,377; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Howard Mullenary, Adv. Dir., DAILY PILOT, 330 W. Bay St., PO Box 1560, Costa Mesa, CA 92626; Tel. (714) 642-4321.
National Representatives: Landon Associates; U.S. Suburban Press.

ORANGE COUNTY
(La Habra)

1 - LOCATION: Orange County (In Anaheim-Santa Ana PMSA). E&P Map D-8. 14 mi. N of Santa Ana; 28 mi. E of Los Angeles.

2 - TRANSPORTATION: **Railroads**-La Habra: Southern Pacific; Union Pacific. Brea: Southern Pacific.

3 - POPULATION:
Corp. City 80 Cen. 45,232; E&P 87 Est. 50,663
NDM-ABC: (80) 73,145
County/PMSA 80 Cen. 1,931,570; E&P 87 Est. 2,287,668

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,538; E&P 87 Est. 18,980
NDM-ABC: (80) 26,453
County/PMSA 80 Cen. 685,815; E&P 87 Est. 841,773

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	12	N.A.
Commercial	20	N.A.

6 - PASSENGER AUTOS: County 1,376,382

7 - ELECTRIC METERS: Residence 27,568

8 - GAS METERS: Residence 20,584

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 1,900; Oil Field Research 950; Photochemicals & Camera Parts 375; Dept. Stores 650; Hospital 285. Brea-Mechanical Rubber Goods 950; Industrial Protective Coatings 352; Ball Bearings & Swivel Joints 300; Util. Prods. 300; Industrial & Agric. Chem. 175.

10 - CLIMATE: Annual Av. Temp.-62.

11 - TAP WATER: La Habra: Alkaline, hard, not fluoridated. Brea: Alkaline, medium soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
La Habra		
Fashion Sq.(50)	NA	Bullock's, Buffums
La Habra Sq.(22)	NA	Ralph's Mkt., Builder's Emporium
La Habra Circle(20)	NA	Jackson Bros.
La Habra Mall(20)	NA	Lowe's for Men
Hacienda Plz.(16)	NA	Sears, Long's
Brea		
Brea Mall(100)	NA	Sears, May Co.
Brea Plz.(30)	NA	Thrifty Drug, Albertson's
Brea Heights(16)	NA	Ray's Mkt.
Imperial Plz.(16)	NA	Alpha Beta

Other Shopping Centers (No. of Stores)-La Habra: Highland Ctr. (15); La Habra Plz. (14); Imperial Beach Ctr. (14); Beach Plz. (12); Town & Country (12); Harbor Sq. (12); Spadra Sq. (10); North Hills Plz. (10); Harbor Central Plz. (10); Central Plz. (10); Chantry Sq. (10). Brea: Brea Ctr. (14); Brea West (14); 770 Center (10); Olinda Village (10).

13 - RETAIL OUTLETS: Department Stores-Builder's Emporium; Buffum's; Bullocks; Sears; May Co.; Broadway.
Discount Stores-K mart; Gemco.
Variety Stores-Pic 'N' Save; Sprouse-Reitz.
Chain Drug Stores-Thrifty 4; Long's; Sav-On; Drug Emporium.
Chain Supermarkets-Albertson's; Alpha Beta; Ralphs; Safeway; Hughes.
Other Chain Stores-Mark C. Bloome Tires; Chief Auto Supply; Daniels Tire Centers; Firestone; Florsheim Shoes; Hickory Farms; Innes Shoes; Leed's Shoes; 7-Eleven; Shoe Market; Silverwoods; Singer Co.; Sears Roebuck Service Ctr.; Slavick's Jewelry; Standard Brands Paint; C.H. Baker; Gallenkamp; Harris & Frank; House of Fabrics; Kinney Shoes; Radio Shack; Thom McAn; Zale's Jewelers.

14 - NEWSPAPERS: STAR-PROGRESS (e-mon to fri) 4,968; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Nelson Roberts, Jr., Pub., STAR-PROGRESS, PO Box 2040, La Habra, CA 90631; Tel. (714) 529-2144.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ORANGE COUNTY
(Santa Ana)

1 - LOCATION: Orange County (in Anaheim-Santa Ana PMSA). E&P Map D-8. County Seat. 35 mi. SE of Los Angeles, 95 mi. N of San Diego on Santa Ana Fwy. (I-5), San Diego Fwy. (I-405), Garden Grove Fwy. (22), Riverside Artesia Fwy. (91), Newport Fwy. (55), Orange Fwy. (57), Imperial Hwy. (90), Laguna Fwy. (133), State Hwys. 1, 39, 72.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific (freight); Union Pacific (freight); Amtrak.
Motor Freight Carriers-137.
Intercity Bus Lines-Greyhound; Trailways; S. Calif. Rapid Transit; Orange County Transit (OCTD); Airport Service Inc.; Laguna Beach Municipal Transit; Town Tours; Grayline Tours; Charter Lines-Four Winds; Taylor Bus; Roberts Holiday Lines.
Airlines-Air Cal; Continental; PSA at John Wayne Airport. Commuter Service also to all airlines at L.A. Int's (LAX) and Long Beach. At John Wayne: American West; American; Jet America; Northwest; United Express; TWA; Delta.

3 - POPULATION:
Corp. City 80 Cen. 204,023; E&P 87 Est. 247,589
NDM-ABC: (80) 1,932,921
County/PMSA 80 Cen. 1,931,570; E&P 87 Est. 2,287,668
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 64,038; E&P 87 Est. 80,347
County/PMSA 80 Cen. 685,815; E&P 87 Est. 841,773
NDM-ABC: (80) 686,267

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	352	$18,309,842,000
Commercial	468	$14,170,896,000

6 - PASSENGER AUTOS: County 1,376,382

7 - ELECTRIC METERS: County 871,892

8 - GAS METERS: County 668,478

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 8,800; Constr. 53,600; Mfg. 242,300; Trans., Commun. & Util. 34,100; Whol. Trade 63,500; Fin., Ins. & R.E. 83,400; Serv. 254,200; Gov't 111,500; Ret. Trade 197,300.
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-80; Summer 57-90; Fall 43-85; Winter 35-82. First killing frost, Dec. 7; last killing frost, Feb. 7.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-In the Orange County Metropolitan Area there are 26 incorporated cities with central shopping districts and community shopping centers; also 20 major regional centers which include dept. stores, shops, restaurants, drug stores, supermarkets and large parking areas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anaheim Plaza(72)	NA	Broadway, Mervyn's, Robinson's
Brea Mall(140)	NA	Sears, May Co., Nordstrom, Broadway
Buena Park(160)	NA	Sears, May Co., JCPenney
City, The(113)	NA	May Co., JCPenney
Fashion Island(133)	NA	Robinson's, Broadway, Buffums, Bullocks, Wilshire, Neiman-Marcus
Fashion Square (La Habra)(40)	NA	Buffums, Bullock's
MainPlace (Santa Ana)(170)	NA	Bullock's, Robinson's, Nordstrom
Honer Plaza(33)	NA	Mont. Ward
Huntington(75)	NA	JCPenney, Broadway, Mont. Ward, Mervyn's
Laguna Hills(80)	NA	JCPenney, Broadway, Buffums, Sears
Mall of Orange(100)	NA	Broadway, JCPenney, Sears
S. Coast Plaza(260)	NA	Saks, Sears, May Co., Nordstrom, Bullock's, Broadway, Robinson's, I. Magnin
Westminster(175)	NA	Sears, May Co., Robinson's, Buffums
Mission Viejo(136)	NA	Robinson's, May Co., Mont. Ward, Bullock's

Principal Shopping Days-Fri., Sat. & Mon.
Stores Open Evenings-Mon. through Fri.
Stores Open Sundays-Food, drug, discount, furniture, hardware, appliance & all dept. stores.

13 - RETAIL OUTLETS: Department Stores-Boston; Broadway; Buffums; Bullock's; May Co.; JCPenney; Robinson's; Sears; Montgomery Ward; I. Magnin; Mervyn's; Neiman-Marcus; Nordstrom; Saks Fifth Avenue.
Discount Stores-Fedco; K mart; Target; Marshall's; Ross.
Variety Stores-K mart; Newberry's; Pic 'n Save; McCrory; Woolworth.
Chain Drug Stores-Danber 5; Rexall 10; Sav-On 39; Thrifty 38; CVS 12.
Chain Supermarkets-Albertson's 23; Alpha Beta 40; Lucky 29; Pantry 4; Ralph's 28; Safeway 17; Stater Bros. 16; Von's 16; Hughes 9; Pavilions 2; Irvine Ranch 7.
Other Chain Stores-Men's Wear: C&R Clothiers; Harris & Frank; House of Tailoring; Silverwood's; M/W Wear; The Gap. Women's Apparel: Anita Shop; Judy's; Lane Bryant; Wet Seal; Casual Corner; Clothestime; Fashion Conspiracy; Limited; Petrie's. Auto Supply: Pep Boys; Goodyear; Firestone; Mark C. Bloome; Chief Auto Supply; Kragen; Trak. Footwear: Leed's; Thom McAn; Standard Shoes; Kinney; Gallenkamp; C.H. Baker; Florsheim; Naturalizer. Jewelers: Slavick's; Rupert's; J. Herbert Hall; Zale's; Weisfield. Furniture: Barker Bros.; J.H. Biggar; McMahan's; Levitz; R.B. Fabrics; Fabric King; Cloth World; Leah's. Health Salons: Family Fitness; Richard Simmons Anatomy Asylum; Holiday Health Spa; Jack LaLanne. Paint: Sherwin-Williams; Standard Brands; Sinclair. Hardware: Home Club, Inc.; Home Depot; Builder's Emporium; National Lumber; Builder's Square. Misc.: Abby Rents; Trader Joe's; Cost Plus.

14 - NEWSPAPERS: REGISTER (all day-mon to fri) 314,300; (m-sat) 307,081; (S) 360,404; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Howard Grothe, V.P./Adv. & Mktg., REGISTER, 625 N. Grand Ave., Santa Ana, CA 92711; Tel. (714) 953-7703.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

OROVILLE

1 - LOCATION: Butte County. E&P Map B-3. County Seat. Agriculture, horticulture, lumber, mining, fruit processing, livestock, tourist center. On Feather River 28 mi. N of Marysville; 22 mi. SE of Chico; 85 mi. from Sacramento. On State Hwy. 70.

2 - TRANSPORTATION: Railroads-Union Pacific (main line); Southern Pacific (branch).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Oroville Area Transit; Butte County Transit.

3 - POPULATION:
Corp. City 80 Cen. 8,683; E&P 87 Est. 11,275
CZ-ABC: (80) 23,462
RTZ-ABC: (80) 17,729
County 80 Cen. 143,851; E&P 87 Est. 181,126
City & RTZ-ABC: (80) 41,191
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,753; E&P 87 Est. 5,084
CZ-ABC: (80) 9,110
RTZ-ABC: (80) 6,659
County 80 Cen. 56,904; E&P 87 Est. 73,806
City & RTZ-ABC: (80) 15,769

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 92,146

7 - ELECTRIC METERS: Residence 17,446

8 - GAS METERS: Residence 9,372

9 - PRINCIPAL INDUSTRIES: (County) Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 1,120 ($205); Food Proc. 1,410 ($195); Mfg. (Lumber & Other) 175 ($180); Commun. & Util. 1,535 ($160); Timber; Agric. Prods.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 60-98; Fall 48-64; Winter 36-54.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; K mart; JCPenney; City of Paris; Firestone; Grand Auto; Kragen Auto.
Variety Stores-Woolworth; Sprouse-Reitz.
Chain Drug Stores-Thrifty; Raley's; Long's.
Chain Supermarkets-Raley's; Safeway; Albertson's; Lucky.
Other Chain Stores-Payless Shoe Source.

14 - NEWSPAPERS: MERCURY-REGISTER (e) 9,368; (m-sat) 9,941; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jeff Becker, Adv. Dir., MERCURY-REGISTER, 2081 Second St., PO Box 651, Oroville, CA 95965; Tel. (916) 533-3131.
National Representative: Papert Companies.

OXNARD

1 - LOCATION: Ventura County (in Oxnard-Ventura PMSA). E&P Map D-7. On U.S. Hwy. 101A, midway between Santa Monica & Santa Barbara; 62 mi. from Los Angeles, 2 mi. from U.S. Hwy. 101 (inland rt.). Adjacent to Pacific Ocean.

2 - TRANSPORTATION: Railroads-S. Pacific; Amtrak; Ventura County Railway.
Intercity Bus Lines-Greyhound.
Airlines-Skywest; West ~~Air~~; Resort Commuter.
Shipping-Oxnard Harbor District; Port of Hueneme.
Motor Freight Carriers-50.

3 - POPULATION:
Corp. City 80 Cen. 108,195; E&P 87 Est. 132,234
CZ-ABC: (80) 125,998
RTZ-ABC: (80) 69,252
County/PMSA 80 Cen. 529,899; E&P 87 Est. 632,634
City & RTZ-ABC: (80) 195,250
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 33,087; E&P 87 Est. 41,958
County/PMSA 80 Cen. 173,254; E&P 87 Est. 214,596
CZ-ABC: (80) 38,929
RTZ-ABC: (80) 22,677
City & RTZ-ABC: (80) 61,606

5 - BANKS	NUMBER	DEPOSITS
Commercial	22	$2,590,345,000
Savings & Loan	28	$3,233,450,000

6 - PASSENGER AUTOS: County 358,563

7 - ELECTRIC METERS: Residence 38,477

8 - GAS METERS: Residence 30,866

9 - PRINCIPAL INDUSTRIES: Agric. Prods.; Boat Mfg. & Sales; Bldg. & Constr. Materials; Chem. Mfg.; Electronics; Environmental Controls; Flowers; Food Proc.; Forging; Frozen Foods; Fruit & Vegetable Packing; Glass Prods.; Marina Facilities; Medical Instruments; Mobile Home Mfg. & Sales; Office Supp.; Oil Refining; Garment Mfg.; Paper Prods.; Plastics; Precision Hydraulics; Precision Machining; Printing & Pub.; Resort Facilities; Steel Fabrication; Trailers.

10 - CLIMATE: Min. & Max. Temp.-Jan. 42-65; July 56-74.

11 - TAP WATER: Slightly alkaline, moderately hard.

12 - RETAILING: Shopping Centers-31 shpg. ctrs. with 700 stores.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Akron; Broadway; May Co.; Montgomery Ward; JCPenney; Sears; Mervyn's 2.
Variety Stores-TG&Y 2; Sprouse-Reitz 2; Woolworth 2.
Discount Stores-K mart 3; Ross Stores; Target; Color Tile; Price Club.
Chain Drug Stores-Key Rexall; Laubacher's 3; Thrifty 3; Clark's; Long's; Osco.
Chain Supermarkets-Alpha Beta 2; Albertson's; Hughes; Lucky's 4; Mayfair 2; Ralph's 2; Safeway 4; Santa Cruz 2.
Other Chain Stores-Levitz Furn.; Radio Shack; Grossman's Lumber; Builder's Emporium; Big 5 Sporting Goods; Standard Brands; Hickory Farms; Petrie's; B. Dalton; 7-Eleven; See's Candies; Stop 'n Go 5; Stride-Rite; Pic 'N Save; Natl. Dollar; Federated; Builder's Square; The Gap; Best Products; Leo's Stereo; Pep Boys; Wherehouse.

14 - NEWSPAPERS: PRESS-COURIER (e) 18,181; (S) 18,993; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. LaMacchia, Adv. Dir., PRESS-COURIER, 300 W. Ninth St., Oxnard, CA 93030; Tel. (805) 483-1101.
National Representatives: Thomson Newspapers; Papert Companies.

PALMDALE

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. County Seat. 2,500 sq. mi. in the SW corner of the Mojave Desert. Palmdale 40 mi. from downtown Los Angeles. Two major military facilities: Edwards AFB, Palmdale AF Plant 42.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound; Trailways; Antelope Valley Bus.
Airlines-Trans World Express.

3 - POPULATION:
Corp. City 80 Cen. 12,277; E&P 87 Est. 23,930
County/PMSA 80 Cen. 7,477,657; E&P 87 Est. 8,365,559

4 - HOUSEHOLDS:
City 80 Cen. 4,658; E&P 87 Est. 9,655
County/PMSA 80 Cen. 2,687,824; E&P 87 Est. 3,169,792

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 4,509,974

7 - ELECTRIC METERS: Residence 77,000

8 - GAS METERS: Residence 54,721

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Aerospace ($530); Agric. ($235).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 65-110; Fall 30-75; Winter 10-75. First killing frost, Oct.; last killing frost, Mar.

11 - TAP WATER: Well water.

12 - RETAILING: **Principal Shopping Center**-Mervyn's Shpg. Ctr.; Downtown Palmdale.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mervyn's(15)	3	Mervyn's, Longs, Consumers
K mart(20)	2	K mart, Miller's Outpost
Penney's Plz.(16)	1	JCPenney, Albertson's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Shpg. Ctrs., JCPenney, Sears, Mervyn's, Target and Drug Stores until 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Mervyn's; Boston.
Discount Stores-K mart; Target.
Variety Stores-Woolworth; Sprouse-Reitz.
Chain Drug Stores-Thrifty, Osco, Longs, Payless.
Chain Supermarkets-Albertson's; Alpha Beta; Grocery Warehouse; Lucky; Safeway; Stater Bros.; Von's; Hughes; Ralph's.
Other Chain Stores-Goodyear; Firestone; Goodrich; 7-Eleven; McMahan's Furn.; Wicke's Lumber, Builders; Grossman's; H&E Home Centers.

14 - NEWSPAPERS: ANTELOPE VALLEY PRESS (m-tues, thur, fri; S) 25,882 (controlled); 24,449 (pd.); Mar. 31, 1987 VAC.
Local Contact for Advertising and Merchandising Data: William C. Markham, Adv. Dir., PO Box 880, Palmdale, CA 93550; Tel. (805) 273-2700.
National Representative: Landon Associates.

PALM SPRINGS-PALM DESERT

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-8. Desert resort 105 mi. SE of Los Angeles. On State Hwy. 111, off I-10. U.S. Hwys. 62 & 74.

2 - TRANSPORTATION: **Intercity Bus Lines**-Greyhound; Sun Bus.
Motor Freight Carriers-9.
Airlines-American; Delta; TWA; Alaska; CP; Pacific Western; Air Cal; Frontier; Hawaiian Air; Sun Country; United.

3 - POPULATION:
Corp. Cities 80 Cen. 44,072; E&P 87 Est. 59,974
Palm Springs 80 Cen. 32,366; E&P 87 Est. 42,522
Palm Desert 80 Cen. 11,801; E&P 87 Est. 17,452
CZ-ABC: (80) 72,230
Bal. in NDM-ABC: (80) 13,174
PMSA 80 Cen. 1,557,080; E&P 87 Est. 2,076,478
County 80 Cen. 663,923; E&P 87 Est. 905,443
Total NDM-ABC: (80) 85,404
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 34,603; E&P 87 Est. 40,123
Palm Springs 80 Cen. 24,461; E&P 87 Est. 27,355
Palm Desert 80 Cen. 10,142; E&P 87 Est. 12,768
County 80 Cen. 243,019; E&P 87 Est. 344,847
PMSA 80 Cen. 551,081; E&P 87 Est. 766,018
CZ-ABC: (80) 32,262
Bal. in NDM-ABC: (80) 6,172
Total NDM-ABC: (80) 38,434

5 - BANKS	NUMBER	DEPOSITS
Commercial	38	N.A.
Savings & Loan	41	N.A.

6 - PASSENGER AUTOS: County 455,296.

7 - ELECTRIC METERS: Desert Hot Springs, Palm Springs, Cathedral City, Palm Desert 85,000.

8 - GAS METERS: Residence 46,090.

9 - PRINCIPAL INDUSTRIES: Tourism: 60 golf courses, 27 clubs; 9 major, 300 smaller hotels; spring training home of California Angels; Bob Hope Golf Classic; Nabisco-Dinah Shore Golf Classic; World's largest passenger-carrying aerial tramway.

10 - CLIMATE: Unusually dry throughout the year. Rainfall, annual av. 2.40 inches. Min. & Max. Temp.-Spring 47-94; Summer 66-110; Fall 48-93; Winter 39-76.

11 - TAP WATER: Relatively soft, abundant supply; not fluoridated.

12 - RETAILING: **Principal Shopping Area**-Along Palm Canyon Dr. and in 11 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Desert Inn Fashion Plaza(37)		I. Magnin, Silverwood's, Sak's Fifth Ave.
Indian Palms		Smith's Food King, K mart
Palm Desert Town Ctr.(140)	12	Bullock's, JCPenney, Bonwit Teller
Palm Springs Mall(41)	1	JCPenney, Walker-Scott, Thrifty, Von's
Plaza		Desmond's
Palms to Pines III(22)	11	Safeway, McDonald's
Rancho Las Palmas	10	Long's, Von's
Smoke Tree Village(21)	3	Von's, Long's
Sun Center		Sears (catalog)
Sunrise(23)	2	Smith's Food King
The Vineyard(27)		Fashion Optical

13 - RETAIL OUTLETS: **Department & Specialty Stores**-Bullock's Wilshire; Saks Fifth Ave.; Robinson's; Desmond's; JCPenney; I. Magnin; Silverwoods; Walker-Scott; Leed's Jewelers; Big Five; K mart; Beno's; Sears; Harris; May Co.; Bonwit Teller.
Chain Variety Stores-Woolworth; Pic 'N Save; Coronet; Sprouse-Reitz.
Chain Drug Stores-Thrifty 7; Long's 2; Sav-On 2.
Chain Supermarkets-Safeway 5; Alpha Beta 4; Von's 7; Jurgensons 2; Gemco 2; Stater Bros. 4; Ralph's 3; Jensen's.
Other Chain Stores-Sears (catalog); Singer Co.; Hickory Farms; Kinney Shoes; Lumberman's; See's Candies; Woman's World; Zale's; Slavock's; Big 5 Sporting; Pep Boys; Chief Auto Parts; Crown Books; Silverwoods; Big A Auto; Goodyear; Winston Tire; Tri-City Tire; Firestone; National Lumber; Mark C. Bloome; Aaron Brothers; House of Fabrics; Miller's Outpost; McMahan's Furn.; Ortho Mattress; R.B. Furn.

14 - NEWSPAPERS: DESERT SUN (e-mon to fri) 32,737; (wknd) 46,516; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Fred H. Hamilton, Mktg. Dir., DESERT SUN, 611 S. Palm Canyon Dr.; PO Box 190, Palm Springs, CA 92263; Tel. (619) 325-8666.
National Representative: Gannett National Newspaper Sales.

PALO ALTO

1 - LOCATION: Santa Clara County (In San Jose PMSA). E&P Map B-5. University center. Central San Francisco Peninsula location; 32 mi. S of San Francisco; 17 mi. N of San Jose. Primarily residential with electronics mfg. & research, missile development & research, financial & medical center.

2 - TRANSPORTATION: **Railroads**-SP.
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Santa Clara County Transit; Peerless Stages; Barrett Airport Bus.
Airlines-At San Francisco Airport (15 mi. N): TWA; British Airways; Lufthansa; CAAC; Mexicana; Alaska; CP Air; Singapore; China Airlines; Eastern; Republic; Northwest Orient; Air Canada; West Air; Yosemite; Pan Am; United; American; Flying Tigers; Japan; Quantas; Empire; Delta; Philippines; Air Cal; Continental; Inland Empire; Condor; British Caledonian; LTU International; Pacific Coast; Pacific East; Pacific Express; Southwest; Sun Country; Transamerica; USAir; Wings West. At San Jose Airport (15 mi. S): PSA; Republic; American Apollo; TWA; United; Air California; Continental; Sunworld; West Air; Wings West.

3 - POPULATION:
Corp. City 80 Cen. 55,225; E&P 87 Est. 58,076
CZ-ABC: (80) 339,068
RTZ-ABC: (80) 131,658
County/PMSA 80 Cen. 1,295,071; E&P 87 Est. 1,462,196
City & RTZ-ABC: (80) 470,726
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 23,041; E&P 87 Est. 25,134
County/PMSA 80 Cen. 458,519; E&P 87 Est. 537,653
CZ-ABC: (80) 133,063
RTZ-ABC: (80) 52,846
City & RTZ-ABC: (80) 185,909

5 - BANKS	NUMBER	EST. DEP.
Commercial	26	$9,094,593,000
Savings & Loan	15	$6,594,996,000

6 - PASSENGER AUTOS: County 900,262.

7 - ELECTRIC METERS: Residence 414,381.

8 - GAS METERS: Residence 347,527.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Electronics 85,700 ($195); Educ. 7,900 ($185); Printing & Pub. 950 ($165); Mfg. 284,400 ($345); Servs. 180,500 (N.A.); Ret. Trade 116,900 (N.A.).
Principal Industrial Pay Days-Electronics Plants, Wed. or Fri.; Educ., 1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-68; Summer 54-77; Fall 48-72; Winter 39-58. Killing frosts very rarely.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: **Downtown Shopping District**-8 blocks on University Ave. and 1, 2, or 3 on 7 cross sts.
Neighborhood Shopping Centers-7 blocks at California Ave. at El Camino Real; 2 at Middlefield Rd. & Colorado Ave.; 15 on El Camino Real S of California Ave., 8 on S Cruz Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country	1	Town & Country Mkt.
Sunnyvale Town & Country	9	
Sunnyvale Town Ctr.	10	Mont. Ward, Macy's, Stanford
Peninsula Boardwalk	9	K mart, Aaron Bros., Big 5, Mervyn's
Edgewood(11)	1	Lucky Mkt.
Midtown	2	Bergmann's, Safeway, Co-Op, Midtown Mkt.
Old Mill(50)	2	
Stanford Villa	1	Lucky Mkt.
Menlo Park	2	Dreagers, Safeway
Los Altos	7	Safeway
Charleston	2	Brentwood, Coast-to-Coast
Mountain View(18)	4	Lucky Mkt.
Los Altos Rancho	8	Rancho Mkt.
Vallco Fashion Park	14	JCPenney, Smith's, Sears, I. Magnin, Emporium-Capwell
Stanford Regional (133)		Emporium, Macy's, I. Magnin, Neiman Marcus, Saks, Nordstrom

Principal Shopping Days-Every day.
Stores Open Evenings-Weekdays.
Stores Open Sundays-Food, dept., drug, discount, lumber, nursery.

13 - RETAIL OUTLETS: **Department Stores**-The Emporium 5; Saks Fifth Ave.; I. Magnin 3; JCPenney 4; Bergmann's 2; Macy's 5; Nordstrom's 2; Neiman Marcus.
Variety Stores-Woolworth 3.
Chain Drug Stores-Walgreens 2; California Ave. Phcy. 5; Palo Alto Drug 2.
Chain Supermarkets-All American; Lucky 5; Safeway 15; Consumer's Co-Op 5.
Other Chain Stores-Firestone; Western Auto; Hasting's (apparel); Blum's; See's; Edy's; Kinney; Sommer & Kaufman (shoes); Florsheim; Leeds Shoes; Grodin's; S&H Green Stamps; Thom McAn; Woolworth Garden Center; Montgomery Ward (auto); Grand Auto; Van Ness Auto; Goodyear; Shreve; Kragen's (auto); The Akron; Scherba's Auto.

14 - NEWSPAPERS: PENINSULA TIMES TRIBUNE (e) 51,931; (S) 55,880; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Pam Dickinson, Display Adv. Mgr., PENINSULA TIMES TRIBUNE, 245 Lytton Ave., Palo Alto, CA 94301; Tel. (415) 853-5441.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PASADENA

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. In San Gabriel Valley; 10 mi. NE of Los Angeles business district.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Union Pacific; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways; Los Angeles Rapid Transit; Airport Service Inc.; Santa Fe.
Airports-Burbank/Glendale/Pasadena; Los Angeles International; Ontario International.

3 - POPULATION:
Corp. City 80 Cen. 118,072; E&P 87 Est. 132,268
CZ-ABC: (80) 168,605
RTZ-ABC: (80) 220,159
County/PMSA 80 Cen. 7,477,657; E&P 87 Est. 8,365,559
City & RTZ-ABC: (80) 388,764
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 47,470; E&P 87 Est. 55,833
County/PMSA 80 Cen. 2,730,674; E&P 87 Est. 3,169,792
CZ-ABC: (80) 65,024
RTZ-ABC: (80) 83,100
City & RTZ-ABC: (80) 148,124

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	19	N.A.
Commercial	12	N.A.

6 - PASSENGER AUTOS: County 4,509,974.

7 - ELECTRIC METERS: Residence 46,408.

8 - GAS METERS: Residence 41,263.

9 - PRINCIPAL INDUSTRIES: (Area includes South Pasedena, Altadena) Industry, No. of Wage Earners-Agric. 200; Constr. 4,200; Mfg. 19,000; Trans./Commun./Util. 6,000; Ret. Trade 28,000; Whol. Trade 4,000; Fin./R.E./Ins. 8,000; Servs. 42,000; Gov't 16,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-70; Summer 59-89; Fall 57-83; Winter 45-69.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Plaza Pasadena, 12 blocks on Colorado Blvd. and 5 on South Lake; Foothill-Rosemead Shpg. Ctr.; Hastings Ranch Shpg. Ctr.
Neighborhood Shopping Centers-Lake & Washington; Santa Anita & Colorado; La Canada.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
W. Arcadia	5	May Co., Hinshaw's
Santa Anita(120)	5	The Broadway
Fashion Pk.	5	Buffum's, JCPenney, J.W. Robinson
Pasadena-Dtwn	NA	Robinson's
E. Pasadena	NA	Fedco
South Lake(44)	NA	Bullock, I. Magnin
Rosemead	3	
Foothill(9)	3	Hughes, El Rancho
Colorado & Lake(50)	1	
Plaza Pasadena(126)	NA	JCPenney, May Co., Broadway's
Fairgrove(10)	NA	Thrifty Drug
Hastings Ranch(21)	3	Woolworth, Sears, Marshall's
Washington East(7)	2	Alpha Beta, Von's
Eagle Rock	4	May Co., Mont. Ward
Monrovia	7	Safeway, Oles, Mervyn's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Wed., Thur., Fri., some Sundays; Food-Daily & Sun.

13 - RETAIL OUTLETS: **Department Stores**-Bullock's; Broadway; Sears; JCPenney; J.W. Robinson; May Co.; I. Magnin; Buffum's; Mervyn's; Hinshaw's.
Discount Stores-Big 5; Fedco; Akron; Lucky; Builder's Emporium; K mart; Ross Stores.
Variety Stores-Woolworth.
Chain Drug Stores-Thrifty 4; Safeway; McCracken's; Rexall 2; The Apothecary Shop; Berry & Sweeny Rx 2; Chandler's 2; Little Giant 3; Power Vitamin & Cosmetic Center 2; Vernon's; Exclusive Prescription; Sav-On 2; Osco.
Chain Supermarkets-Albertson's 3; Alpha Beta 3; Boys; Safeway 3; Ralph's 8; Pantry 6; Von's 6; Jurgensen's 3; El Rancho 4; Lucky 2; Pavillions.
Other Chain Stores-Auto Supplies: Pep Boys, Western Auto, Allied Auto, Goodrich, Firestone, Midas Muffler, Rayco Seat Covers, National; Furniture: Barker Bros., Fedde, Lowes, Superior, Jamestown, McMahan's, Biggar's; Women's Apparel: Siverwood's, Phelp's Meager, Harris & Frank, Lane Bryant, I. Magnin; Women's Shoes: C.H. Baker, Chandler's, Leed's, Mandel's, Wetherby Kayser; Paint: Sherwin-Williams, Dutch Boy, Mathews, Standard Brands, General, W.P. Fuller, Pittsburgh Plate Glass; Trading Stamps: S&H Green Stamps, Blue Chip Stamps; Electronics: Pacific Stereo, Dow-Milo, Wesco, Empire, Radio Shack.

14 - NEWSPAPERS: STAR-NEWS (m) 40,950; (S) 46,711; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kevin Drolet, Display Adv. Mgr., STAR-NEWS, 525 E. Colorado Blvd., Pasadena, CA 91109; Tel. (213) 578-6525.

National Representative: Knight-Ridder Newspaper Sales.

PASO ROBLES

1 - LOCATION: San Luis Obispo County. E&P Map C-6. Midway bet. San Francisco and Los Angeles on Hwy. 101. Agricultural, cattle center, light mfg., recreation (Lake Nacimiento, Lake San Antonio, San Miguel Mission).

2 - TRANSPORTATION: **Railroads**-So. Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Orange Belt.
Airlines-Delta; Skywest.

3 - POPULATION:
Corp. City 80 Cen. 9,163; E&P 87 Est. 15,002
County 80 Cen. 155,345; E&P 87 Est. 205,476
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 3,631; E&P 87 Est. 5,947
County 80 Cen. 58,171; E&P 87 Est. 80,607

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$151,000,000
Commercial	8	$190,000,000

6 - PASSENGER AUTOS: County 109,537.

7 - ELECTRIC METERS: Residence 5,100.

8 - GAS METERS: Residence 4,755.

9 - PRINCIPAL INDUSTRIES: Industry-Electronic Components; Business Forms; Metal Fabrication; Greeting Card Printing; Feed Prods.; Fruit and Nut Proc.; 4 Wheel Drive Adapters; Almond Proc.; Correctional Institution; Plastic Tools; Printing Components; Portable Airline Hangers; Feed and Grain; Medical Devices; Farm Work & Equip.; Regulators; Meat Packing; Machine Work & Welding; Wineries 24; Solar Heating; Sheet Metal.

10 - CLIMATE: Av. Temp.-Spring 38-56; Summer 50-74; Fall 38-60; Winter 39-52.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: **Principal Shopping Center**-Downtown, 5 blocks on Park Ave.; 3 on 12th St.; 4 on Pine St.; 7 on Spring St.; 3 blocks on Creston Rd.
Principal Shopping Days-Dept.-Mon.-Sat.; Food-Mon.-Sat.

13 - RETAIL OUTLETS: **Department Stores**-Paso Robles Mercantile; JCPenney; Redi-Western; K mart.
Variety Stores-Cornet Stores; J.J. Newberry.
Chain Drug Stores-ADX; Rexall; Thrifty.
Chain Supermarkets-Safeway; Williams; Lucky's.

Other Chain Stores-Mode O'Day; Sears (catalog); TV & Appliance; Radio Shack; Coast-to-Coast; Hayward Lumber; Diamond International; Kragen Auto; True Value.

14 - NEWSPAPERS: DAILY PRESS (e-mon to fri) 4,897; sworn Oct. 3, 1986.
Local Contact for Advertising and Merchandising Data: R.D. Reddick, Adv. Dir., DAILY PRESS, PO Box 427, Paso Robles, CA 93447; Tel. (805) 238-0330.
National Representative: None.

PETALUMA

1 - LOCATION: Sonoma County (In Santa Rosa-Petaluma PMSA). E&P Map B-4. 38 mi. N of San Francisco on U.S. Hwy. 101; 20 mi. E of Pacific Ocean, at headwaters of Petaluma River.

2 - TRANSPORTATION: **Railroads**-Northwestern Pacific; Petaluma & Santa Rosa; Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Golden Gate Transit.

3 - POPULATION:
Corp. City 80 Cen. 33,834; E&P 87 Est. 40,192
CZ-ABC: (80) 33,834
RTZ-ABC: (80) 130,534
County/PMSA 80 Cen. 299,827; E&P 87 Est. 361,461
City & RTZ-ABC: (80) 164,368
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 12,122; E&P 87 Est. 14,263
County/PMSA 80 Cen. 114,523; E&P 87 Est. 143,387
CZ-ABC: (80) 12,122
RTZ-ABC: (80) 47,298
City & RTZ-ABC: (80) 59,420

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 204,506.

7 - ELECTRIC METERS: Residence 22,576.

8 - GAS METERS: Residence 19,476.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Optics 330; Plastic Bottles 150; Poultry 150; Creamery 160; Check Printing 120; Dairy 106; Machine Shops; Iron Foundry; Non-Ferrous Metals; Native Stone and Adobe.

10 - CLIMATE: Av. Daily Temp.-44 to 70.

11 - TAP WATER: Neutral; soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Petaluma Plaza(18)	1	Albertson's; Thrifty; JCPenney; Radio Shack; True Value Hdwe.
Plaza North(25)	1	K mart; Long's Drug
Washington Sq.(44)	1	Safeway; Mervyn's; Bill's Drugs
Golden Eagle(30)	NA	Alpha Beta

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur., Fri.; nurseries open Sun.

13 - RETAIL OUTLETS: **Department Stores**-Mervyn's; JCPenney.
Discount Stores-K mart.
Chain Drug Stores-Payless; Long's; Bill's; Tuttle.
Chain Supermarkets-Albertson's; Alpha Beta; Lucky; Safeway; Food City; Hagstrom's; Carl's Mkt.
Other Chain Stores-Firestone; Triple S Tire; Kinney Shoe; Marlene's; Meyers Jewelers; Kragen Auto; Grand Auto; McPhail's Appliances; Ernie's Liquors; Baskin Robbins; Diamond Lumber; Wickes Lumber; True Value Hardware; Shaw's Candies; Radio Shack; PV Ranch & Home; Sports-a-foot; Payless Shoes; Beauty Store & More; Clothes Time; Color Tile; Winston Tire; Pedersen Furn.; Super Cuts; Athletic Shoe Factory; Marin Surplus; House of Fabrics; The Clothing Store; McMahan Furniture; Yard Birds; Swensen's.

14 - NEWSPAPERS: ARGUS-COURIER (e) 9,163; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dorothy Herdt, Adv. Mgr., ARGUS-COURIER, 830 Petaluma Blvd. N, Petaluma, CA 94952; Tel. (707) 762-4541.
National Representative: Scripps League Newspapers.

PINOLE

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-4. 12 mi. NE of San Francisco, 5 mi. N of Oakland.

2 - TRANSPORTATION: **Railroads**-Bay Area Rapid Transit (BART); Southern Pacific; Sante Fe.
Intercity Bus Lines-Greyhound; A.C. Transit.

3 - POPULATION:
Corp. City 80 Cen. 14,253; E&P 87 Est. 15,438
County 80 Cen. 657,252; E&P 87 Est. 760,586
PMSA 80 Cen. 1,762,631; E&P 87 Est. 1,989,832

4 - HOUSEHOLDS:
City 80 Cen. 4,897; E&P 87 Est. 5,471
County 80 Cen. 241,418; E&P 87 Est. 290,120
PMSA 80 Cen. 667,626; E&P 87 Est. 781,710

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$86,490,000
Savings & Loan	2	$38,000,000

6 - PASSENGER AUTOS: County 453,274.

7 - ELECTRIC METERS: Residence 5,917.

8 - GAS METERS: Residence 5,800.

9 - PRINCIPAL INDUSTRIES: Chevron; Petroleum; Sugar; Refining; Food; Shipping; Chem.
Principal Industrial Pay Days-N.A.

10 - CLIMATE: Min. Temp.-44; Max. Temp.-75.

11 - TAP WATER: Soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hilltop Mall(130)	NA	JCPenney; Macy's; Emporium-Capwell
El Cerrito Plaza(57)	NA	Lucky; Mervyn's; Emporium-Capwell
Pinole Vista S.C.(32)	NA	K mart; Best; Alpha Beta; Federated
El Portal S.C.(48)	NA	Mervyn's; Safeway

Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: **Department Stores**-Macy's; Montgomery Ward; Emporium-Capwell; JCPenney; Mervyn's; Sears.
Discount Stores-Best; K mart.
Chain Drug Stores-Long's; Payless; Sprouse-Reitz.
Chain Food Supermarkets-Alpha Beta; Lucky; Safeway.
Other Chain Stores-Big 5; Kragen Auto; 7-Eleven; Home Club; Builder's Emporium; Federated.

14 - NEWSPAPERS: WEST COUNTY TIMES (mS) 25,656; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Ruth Marrich, Adv. Mgr., WEST COUNTY TIMES, 1660 San Pablo Ave., Pinole, CA 94564; Tel. (415) 724-8400.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PITTSBURG

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-4. Industrial and residential center. On State Hwys. 4, 24; 32 mi. from Oakland.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Santa Fe; Sacramento Northern.
Intercity Bus Lines-Greyhound; BART Feeder; AC Transit.

3 - POPULATION:
Corp. City 80 Cen. 33,034; E&P 87 Est. 43,464
NDM-ABC: (80) 43,763
PMSA 80 Cen. 1,762,631; E&P 87 Est. 1,989,832
County 80 Cen. 657,252; E&P 87 Est. 760,586
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 11,087; E&P 87 Est. 15,542
County 80 Cen. 241,805; E&P 87 Est. 290,120
PMSA 80 Cen. 667,626; E&P 87 Est. 781,710
NDM-ABC: (80) 15,183

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$128,212,000
Savings & Loan	2	$56,010,000

6 - PASSENGER AUTOS: County 453,274.

7 - ELECTRIC METERS: Residence 13,136.

8 - GAS METERS: Residence 12,769.

9 - PRINCIPAL INDUSTRIES: Steel; Chem; Roofing; Ceramics; Rubber; Power plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-78; Summer 61-90; Fall 50-63; Winter 43-55.

11 - TAP WATER: N.A.

12 - RETAILING: **Shopping Centers**-County East; Sun Valley; Heights; Lido Square; Shoreacres; Pittsburg Towne Center; Highland Square; Atlantic Plaza.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Mervyn's; Sears; K mart; Sprouse-Reitz; JCPenney; Montgomery Ward.
Chain Drug Stores-Thrifty; McKeil; Regal; Evola; Long's; Pay 'N Save; Raley's.
Chain Supermarkets-Big T; Safeway; Lucky; Ken's Quality Mkt.; Albertson's; Raley's.
Other Chain Stores-Ace Hardware; Radio Shack; National Dollar; Goodyear; Firestone; Big O Tires.

14 - NEWSPAPERS: POST-DISPATCH (e-mon to fri) 6,620; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ann Walker, Adv. Mgr., POST-DISPATCH, 515 Railroad Ave., Pittsburg, CA 94565; Tel. (415) 432-7336.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; U.S. Suburban Press.

PLEASANTON

1 - LOCATION: Alameda County. E&P Map B-5 (In Oakland PMSA). 25 min. from San Francisco.

2 - TRANSPORTATION: **Intercity Bus Lines**-Greyhound; AC Transit.

3 - POPULATION:
Corp. City 80 Cen. 35,160; E&P 87 Est. 42,850
County 80 Cen. 1,105,379; E&P 87 Est. 1,229,246
PMSA 80 Cen. 1,762,631; E&P 87 Est. 1,989,832
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 87 Est. 14,224
County 80 Cen. 426,092; E&P 87 Est. 491,590
PMSA 80 Cen. 667,628; E&P 87 Est. 781,710

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	10	$223,367,000

6 - PASSENGER AUTOS: County 686,784.

7 - ELECTRIC METERS: Residence 12,664.

8 - GAS METERS: Residence 12,153.

9 - PRINCIPAL INDUSTRIES: Industrial Computers; Labs.

10 - CLIMATE: Av. Min. Temp.-51; Av. Max. Temp.-73.

11 - TAP WATER: Hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alcosta(35)	NA	Safeway; TG&Y
Dublin Plz.(13)		Albertson's; Mervyn's; Payless
Peppertree Plz.(11)	NA	Albertson's; Payless
Amador(20)	NA	Safeway; Sprouse-Reitz
Arcade(15)	NA	Long's; Safeway; Orchard Supply
Shamrock Vlg.(30)		Safeway; Sprouse-Reitz; Saw Mill
Village Sq.(23)		Kelley Moore Paints
Granada(15)		Lucky; Sprouse-Reitz
Stoneridge(127)		Capwells; Macy's; JCPenney
Dublin Pl.(26)		Wards; Target
Rose Pavillion(14)	NA	Longs Drugs; Simons Hdwe.
Best Plaza(25)	NA	Best; Cost Plus
Depot Plz.(10)	NA	Lucky
Miller's Outpost Ctr.(19)	NA	Thrifty; TG&Y; Miller's Outpost
Nob Hill Ctr.(6)	NA	Bill's Drug; Nob Hill Foods

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Mervyn's; JCPenney; Capwells; Macy's; Wards; Nordstrom.
Discount Stores-K mart; Best; Target.
Variety Stores-Handyman; Romley's; Sprouse-Reitz; TG&Y.
Chain Drug Stores-Payless; Bill's; Long's; Thrifty.

Chain Supermarkets-Alpha Beta; Lucky's; Albertson's; Safeway; Nob Hill Foods; Flair Market.

14 - NEWSPAPERS: VALLEY TIMES (mS) 14,975; Sept. 30, 1986 VAC.
Local Contact for Advertising and Merchandising Data: Maureen Brotherton, Gen. Mgr., VALLEY TIMES, 126 Spring St., PO Box 607, Pleasanton, CA 94566; Tel. (415) 462-4160.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; U.S. Suburban Press.

POMONA

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. 28 mi. E of Los Angeles. On U.S. Hwy. 66; State Hwys. 57, 60, 71; I-10, I-210.

2 - TRANSPORTATION: **Railroads**-Main lines of S.P., U.P., Santa Fe, and Amtrak.
Motor Freight Carriers-29.
Intercity Bus Lines-Southern California Rapid Transit District; Omni-Trans; Greyhound; Trailways.
Airlines-Air Cal; Alaska; Pacific Southwest; American; Royal West; United; TWA; SunAire; Sun World; Eastern; Delta; America West; Northwest Orient; Southwest.

3 - POPULATION:
Corp. City 80 Cen. 92,742; E&P 87 Est. 113,757
NDM-ABC: (80) 291,139
County/PMSA 80 Cen. 7,477,657; E&P 87 Est. 8,365,559
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 32,153; E&P 87 Est. 39,210
County/PMSA 80 Cen. 2,730,674; E&P 87 Est. 3,169,792
NDM-ABC: (80) 91,499

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 4,509,974.

7 - ELECTRIC METERS: Residence 33,334.

8 - GAS METERS: Residence 30,013.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 600; Constr. 2,325; Mfg. 10,900; (Guided Missiles 8,871; Tech. Prods. 575; Paper Prods. 500; Street Sweeping Mach. 387; Misc. 617); Trans., Commun., Util. 2,612; Whol. & Ret.

7,339; Fin., Ins., R.E. 3,411; Servs. 9,414; Gov't 1,484 (85 estimates).

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 60-89; Fall 53-79; Winter 40-64. First killing frost, Nov. 30; last killing frost, Apr. 1.

11 - TAP WATER: Moderately hard; not fluoridated.

12 - RETAILING: **Major Shopping Centers**-Indian Hill Mall, Pomona (50 stores); Phillips Ranch Village, Pomona (12 stores); Montclair Plaza, Montclair (190 stores); Diamond Bar Blvd. Center, Diamond Bar (60 stores); Puente Hills Mall, Puente (165 stores); Mountain Green Center, Upland (25 stores); Ontario Plaza, Ontario (20 stores); Chino Town Square, Chino (20 stores); Grove Shopping Center, Pomona (24 stores).
Neighborhood Shopping Areas-7 neighborhood shopping areas at E. Holt, North Garey, South Garey, West Holt, West Mission Ave. and East Mission Ave., North Towne, Foothill at Garey, and Indian Hill on I-10.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Montclair(190)	6	May Co., Broadway, JCPenney, Mont. Ward
Indian Hill(50)	3	Newberry, Radio Shack, Roberts, Sav-On
Mountain Green(25)	7	Long's Drugs, Mervyn's
Target, LaVerne(5)	5	Target
Target, Ontario(3)	6	Target, Toys R Us
K mart, Montclair (10)	4	K mart, Miller's Outpost
K mart, Diamond Bar(40)	5	K mart, Sav-On
Fedco	10	Fedco
Downtown Mall	NA	Buffum's
No. Indian Hill(12)	3	Gemco, Builder's Emporium, Ole's Plus
Ontario Plz.(20)	5	Ross, Thrifty
Town Ctr.(9)	5	Federated
Chino Town Sq.(20)	6	Pace, Target
Grove Shopping Ctr.(24)	3	Brands, Miller Outpost

Principal Shopping Days-7 days a week.
Stores Open Evenings-Food & dept.

13 - RETAIL OUTLETS: **Department Stores**-Brands; Buffum's; Roberts; Sears; Miller's Outpost 4; JCPenney; Nordstrom; Best Products; May Co.; Mervyn's; Montgomery Ward; Broadway; Boston; Target 2; Federated; Circuit City.
Discount Stores-Gemco; K mart 5; Fedco; Ross; Price Club; Home Club; Pace.
Variety Stores-Cornet 3; Newberry; Rexall 2; Sprouse-Reitz; TG&Y 2.
Chain Drug Stores-Rexall 2; Hamilton 3; Long's; CVS; Sav-On 3; Thrifty 12; Clark's 2; Skaggs.
Chain Supermarkets-Albertson's; Alpha Beta 4; Boys; Von's 4; Gemco 3; Hughes; Stater Bros. 8; Ralphs 3; Lucky 2.
Other Chain Stores-Pep Boys; Mark C. Bloome; F&H Tire; Firestone; Winston Tire; Big O Tire; Chief Auto; Kinney Shoes; Builder's Emporium; RB Furniture; Radio Shack; House of Fabrics; McMahan's Furniture; National Lumber; Oles; Standard Brands; Liquor Barn; Liquor Commissary; MGM [illegible]; Harlow Carpets; Carpeteria; 84 Lumber; [illegible]; Art Mart; Home Club; Pier I Imports; [illegible] ...ckwell & Binney.

[illegible] NEWSPAPERS: PROGRESS-BULLETIN (e) [illegible]; (S) 43,290, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dave Berkowitz, Adv. Mgr. or Dennis Wilson, Adv. Dir., PROGRESS-BULLETIN, PO Box 2708, Pomona, CA 91769; Tel. (714) 622-1201.
National Representative: Papert Companies.

PORTERVILLE

1 - LOCATION: Tulare County (In Visalia-Tulare-Porterville MSA). E&P Map D-6. Situated 71 mi. SE of Fresno, 170 mi. N of Los Angeles; State Hwy. 65.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Santa Fe.
Motor Freight Carriers-14.
Intercity Bus Lines-Orange Belt.

3 - POPULATION:
Corp. City 80 Cen. 19,707; E&P 87 Est. 26,149
NDM-ABC: (80) 67,222
County/MSA 80 Cen. 245,751; E&P 87 Est. 302,365

4 - HOUSEHOLDS:
City 80 Cen. 6,605; E&P 87 Est. 8,998
NDM-ABC: (80) 22,045
County/MSA 80 Cen. 80,659; E&P 87 Est. 103,208

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$121,500,000
Commercial	6	$230,000,000

6 - PASSENGER AUTOS: County 130,587.

7 - ELECTRIC METERS: City 9,200.

8 - GAS METERS: Residence City 7,422.

9 - PRINCIPAL INDUSTRIES: Carpet Mfg., Mach. Shops; Ultra Lite Aircraft Mfg.; Electronic Instruments; 24 Packing Plants; Oranges; Nuts; Poultry; Cotton; Cattle; Wheat; Hay; Dairying; Lumbering; Fruits; Vegetables; Bakery; Poultry; Concrete; Helicopter Mfg. & Maintenance Servs.; Commercial Printing; Hospital 2,100 emp.; Textile Plant; Clothing Mfg.; Vitamins.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-76; Summer 63-99; Fall 49-81; Winter 35-57.

11 - TAP WATER: Alkaline, med. hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Porterville Plaza(26)	NA	Plaza Foods, Mont. Ward, Thrifty Drug
Porterville West(4)	NA	K mart, Long's

Neighborhood Shopping Centers-Promenade; Smith's Town Square; Town & Country Village; Eastridge Plz. (Save Mart, Thrifty & Pizza Hut).
Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Western Auto; JCPenney; K mart; Bullard's; Grossmans.
Chain Drug Stores-Thrifty 2; Town & Country; Long's; Smith's.
Chain Supermarkets-Town & Country; Smith's; Food King; Save Mart 2; Budget Foods.
Other Chain Stores-Sears (catalog); Reisig's Shoes; The Vogue; Topper's; Bonanza Store; Newberry's; Cassidy's Shoes; Chief Auto; Kragen Auto; PayLess Shoes.

14 - NEWSPAPERS: RECORDER (e) 13,719, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mel Gosage, Adv. Mgr., RECORDER, 115 E. Oak Ave., Porterville, CA 93257; Tel. (209) 784-5000.
National Representative: Branham/Newspaper Sales.

RED BLUFF

1 - LOCATION: Tehama County. E&P Map B-3. County Seat. Situated at head of navigation on Sacramento River. On State Hwy. 36; U.S. Hwy. 99; I-5. City is 200 mi. from San Francisco.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Pacific Greyhound; Continental Trailways; Mt. Lassen Transit.
Airlines-United.

3 - POPULATION:
Corp. City 80 Cen. 9,490; E&P 87 Est. 12,410
NDM-ABC: (80) 38,888
County 80 Cen. 38,888; E&P 87 Est. 49,043
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 3,684; E&P 87 Est. 4,776
County 80 Cen. 14,538; E&P 87 Est. 19,109
NDM-ABC: (80) 14,538

5 - BANKS	NUMBER	EST. DEP.
Savings	4	$128,326,868
Savings & Loan	3	(incl. above)

6 - PASSENGER AUTOS: County 22,973.

7 - ELECTRIC METERS: Residence City 5,365.

8 - GAS METERS: Residence City 4,814.

9 - PRINCIPAL INDUSTRIES: Lumber and by-products; Molded Pulp; Gov't Agencies; Cattle; Orchards; State Agencies.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 65-105; Fall 51-77; Winter 37-53.

11 - TAP WATER: Moderate, hardness 92; chlorinated.

12 - RETAILING: **Principal Shopping Area**-3 by 5 Blk. Downtown Area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Riverside Plaza	1	Raley's, Mont. Ward
K mart Ctr.	1	K mart, PayLess Shoes, Perko
Antelope Ctr.(9)	2	Holiday Mkt. & Video
Old Cowtown(31)	3	Camper's Corral, Gumm's Optical
Peavy Center	3	Peavy
Bell Mill Landing	4	Payless Drug, Kragen Auto, Luckys

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Gen. Mdse., Fri.; Food, every night and Sun.
Stores Open Sundays-Montgomery Ward, Sprouse-Reitz, K mart, Beno's, Payless Drug.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Army-Navy; Peavy Ranch & Home.
Discount Stores-K mart.
Variety Stores-Sprouse-Reitz; Ben Franklin.
Chain Drug Stores-Raley's Drug Center; Payless.
Chain Supermarkets-Luckys; Holiday 2; Raley's; Better Buy Mkt.
Other Chain Stores-Mode O'Day; Coast-to-Coast; Sears (catalog); Diamond Natl.; Paint Mart; Kragen Auto; Honey Yogurt; Beno's Fashions.

14 - NEWSPAPERS: NEWS (e) 8,707, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jean Thompson, Adv. Mgr., NEWS, 545 Diamond Ave., PO Box 220, Red Bluff, CA 96080; Tel. (916) 527-2151.
National Representative: Papert Companies.

REDDING

1 - LOCATION: Shasta County. (MSA). E&P Map B-2. Situated 222 mi. N of San Francisco and 161 mi. N of Sacramento. At extreme north end of Sacramento Valley on Sacramento River. County Seat; Jr. College Center.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Trailways; Redwood Empire Lines.
Airlines-West Air; United; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 41,995; E&P 87 Est. 55,917
NDM-ABC: (80) 133,136
County/MSA 80 Cen. 115,715; E&P 87 Est. 143,187

4 - HOUSEHOLDS:
City 80 Cen. 16,786; E&P 87 Est. 22,427
NDM-ABC: (80) 49,773
County/MSA 80 Cen. 43,014; E&P 87 Est. 55,244

5 - BANKS	NUMBER	EST. DEP.
Commercial	17	$656,116,000
Savings & Loan		(incl. above)

6 - PASSENGER AUTOS: County 75,165.

7 - ELECTRIC METERS: City 27,316.

8 - GAS METERS: 15,810.

9 - PRINCIPAL INDUSTRIES: Foundry; Lumber Prods., Dairy; Trucking; Cement; Boats; Electronic Equip.; Recreation; Metal Fabrication; Campers; Plastics; Clothing; Tourism; Paper; Electronic Medical Equip.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-82; Summer 58-110; Fall 39-81; Winter 26-69. First killing frost, Nov. 15; last killing frost, Apr. 1.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Market St., including 3-block air-conditioned mall; 2 on Placer St.; 2 on Yuba St.; 2 on Butte St.; 2 on Pine St.; Mt. Shasta Mall, 1 mi. E. of downtown Redding; Mervyn's Hilltop Center, 1 mi. E. of downtown Redding.
Neighborhood Shopping Centers-Village Plaza; N. Market St.; S. Market St.; Country Club; Enterprise; Pine Street School; Hartnell.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cypress(5)	1	Ross Dress, Long's, K mart, Grand Auto
Cypress Square(32)	1	Radio Shack, Bonanza 88
Village Plaza(14)	1	Mont. Ward, Thrifty Drug, McMahan's, Builder's Emporium
Country Club(20)	3	
Redding Mall(85)	NA	Dickers, Payless
Mount Shasta Mall(64)	1	Sears, JCPenney, Pay n' Save
Town & Country(18)	2	
Mission Square	2	
4-Corners(35)	4	Safeway, Sprouse-Reitz
Westwood Village	4	Thrifty, Holiday
Cobblestone	2	Raleys
Mervyn's	2	

Principal Shopping Days-Wed. through Sat.
Stores Open Evenings-Mon., Fri.; Mt. Shasta Mall, Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; C.M. Dicker; Sears; Mervyn's.
Discount Stores-K mart.
Variety Stores-Sprouse-Reitz; Bonanza.
Chain Drug Stores-Thrifty; Pay Less; Pay 'N Save 2; Longs.
Chain Supermarkets-Safeway 4; Farmers Mkt.; Holiday Markets 5; Albertson's; MRS 5; Raleys; Better Buy.
Other Chain Stores-Apparel: Sun West, Prince James, Kauffman's; Auto Supply: Western Auto, Goodyear, Goodrich, Grand Auto, Diamond National, C.C. Meek Lbr. 2; Furniture: McMahan's, Self-Service Furniture, Redding Furn.; Shoes: Kinney 2, Payless, Huston's, Johnson; Misc.: Hickory Farms, Baskin-Robbins, Bresler's Ice Cream 2, Carousel Snack Bars, Coast-to-Coast Hdwe., B. Dalton Booksellers, House of Fabrics 2, Pay 'N Pak, Pay 'N Save Home Center, Radio Shack, Singer Co., Bear Music.

14 - NEWSPAPERS: RECORD SEARCHLIGHT (e) 37,781, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bill Dawson, Adv. Dir., RECORD SEARCHLIGHT, PO Box 2397, Redding, CA 96099; Tel. (916) 243-2424.
National Representative: Papert Companies.

REDLANDS

1 - LOCATION: San Bernardino County. E&P Map E-7 (In Riverside-San Bernardino PMSA). 68 mi. E of Los Angeles; 14 mi. NE of Riverside. On I-10 and U.S. Hwy. 70.

2 - TRANSPORTATION: **Railroads**-SF, SP.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Omnitrans.

3 - POPULATION:
Corp. City 80 Cen. 43,619; E&P 87 Est. 55,549
County 80 Cen. 893,157; E&P 87 Est. 1,171,035
NDM-ABC: (80) 52,394
PMSA 80 Cen. 1,557,080; E&P 87 Est. 2,076,478
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 15,759; E&P 87 Est. 18,897
County 80 Cen. 308,062; E&P 87 Est. 421,171
NDM-ABC: (80) 19,004
PMSA 80 Cen. 551,081; E&P 87 Est. 766,018

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: County 573,806.

7 - ELECTRIC METERS: Residence 17,093.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Chair Mfg. 289; Aircraft Batteries 200; Packing & Lamination 167; Electric Vehicles 135; Rock, Sand, Redi-Mix 135; China Plumbing Fixtures 125; Air Force Base 13,223 (Civilian).
Principal Industrial Pay Days-1st &-15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-71; Summer 57-88; Fall 46-75; Winter 38-62.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on State St., 6 on Orange, 6 on Citrus.
Neighborhood Shopping Centers-Orange & Colton Ave., Redlands Blvd. & Cypress Ave., Brookside Ave. & San Mateo, Lugonia & Church, Orange & San Bernardino Ave., Alabama & I-10.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Citrus Village(25)	1	Lucky
University Plaza(10)	2	Thrifty, Alpha Beta
North Redlands	1	Stater Bros.
West Redlands	NA	Redlands Mkt.
Redlands Oasis(5)	NA	7-Eleven
South Redlands	NA	Gerrards Mkt.
Redlands Mall(45)	NA	Harris, Sav-On
Tri-City(17)	NA	Mervyn's, Longs, Von's, Federated

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Harris; Webb's; Mervyn's.
Discount Stores-K mart.
Chain Drug Stores-Prescription City; Thrifty; Keystone; Long's; Sav-On.
Chain Supermarkets-Lucky; Stater Bros. 2; Alpha Beta; Von's.

Other Chain Stores-McMahan's; Firestone; Goodyear; House of Fabrics; Radio Shack; General Nutrition; Winston Tire; Chief Auto; Pep Boys Auto; Kragen Auto; Waldenbooks; B. Dalton Bookseller; Zale's; Round Table Pizza; Miller's Outpost; Mark C. Bloome Tire; Midas Muffler; Hallmark; Federated; Computerland.

14 - NEWSPAPERS: FACTS (e) 9,530; (S) 9,614; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Donald W. Reynolds, Pub., FACTS, 700 Brookside, Redlands, CA 92373; Tel. (714) 793-3221.
National Representative: Papert Companies.

RIDGECREST

1 - LOCATION: Kern County, (In Bakersfield MSA). E&P Map D-6. 110 mi. E of Bakersfield; 155 mi. NE of Los Angeles. Logging Lumber Mill. On U.S. Hwy. 395; State Hwys. 14, 178.

2 - TRANSPORTATION: **Airlines**-Desert Sun, Trans World Express.

Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,929; E&P 87 Est. 29,566
County/MSA 80 Cen. 403,089; E&P 87 Est. 505,365

4 - HOUSEHOLDS:
City 80 Cen. 5,762; E&P 87 Est. 11,540
County/MSA 80 Cen. 130,811; E&P 87 Est. 182,354

5 - BANKS	**NUMBER**	**DEPOSITS**
Credit Unions	2	$105,000,000
Savings & Loan	1	$51,000,000
Commercial	4	$74,700,000

6 - PASSENGER AUTOS: County 233,482.

7 - ELECTRIC METERS: Residence 10,370.

8 - GAS METERS: Residence 10,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Annual Payroll)-Chem. 1,100 ($33,400,000); Naval Research 5,000 ($230,000,000); Lumber 152 ($1,206,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-88; Summer 84-110; Fall 7[illegible]-95; Winter 33-75. First killing frost, Nov. 1; last killing frost, Feb. 21.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Ridgecrest Plz., China Lake Blvd., 12 at Ridgecrest; 10 at Sierra Vista Shpg. Ctr.; 20 at Ridgecrest Towne Centre.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Sprouse-Reitz; Heritage Sq. Shpg. Ctr. (20 stores).

13 - RETAIL OUTLETS: **Chain Stores**-Western Auto; K mart; Sprouse-Reitz; Coast-to-Coast; Thrifty Drug; Goodrich; Safeway; Albertsons; Sears; Mode O'Day; Sav-On Drug; Penney's; Hallmark's; Payless Drug; Stater Bros.; Boston Dept. Store.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 7,584; sworn June 30, 1987.
Local Contact for Advertising and Merchandising Data: Bruce Rosebrock, Adv. Dir., INDEPENDENT, 739 N. China Lake Blvd., PO Box 7, Ridgecrest, CA 93555; Tel. (619) 375-4481.
National Representative: American Newspaper Representatives.

RIVERSIDE

1 - LOCATION: Riverside County (in Riverside-San Bernardino PMSA). E&P Map E-7. County Seat. Situated 53 mi. E of Los Angeles; 10 1/2 mi. SW of San Bernardino; 50 mi. E of Pasadena; 57 mi. [illegible] Long Beach; 54 mi. NW of Palm Springs; 18 mi. E of Ontario International Airport.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Atchison, Topeka & Santa Fe; Southern Pacific.
Motor Freight Carriers-77.
Intercity Bus Lines-Rapid Transit District; Greyhound Bus Lines; Riverside Transit Agency.
Airlines-Air LA; Alaska; American; American Eagle; America West; Continental; Delta; Delta Express; United Express; PSA; Sky West; Southwest; Sunworld; TWA; United.

3 - POPULATION:
Corp. City 80 Cen. 170,591; E&P 87 Est. 208,616
NDM-ABC: (80) 472,271
County 80 Cen. 663,923; E&P 87 Est. 905,443
PMSA 80 Cen. 1,557,080; E&P 87 Est. 2,076,478
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 60,964; E&P 87 Est. 66,933
County 80 Cen. 243,019; E&P 87 Est. 344,847
PMSA 80 Cen. 551,081; E&P 87 Est. 766,018
NDM-ABC: (80) 169,360

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	15	$1,127,104,000
Savings & Loan	18	$909,511,000

6 - PASSENGER AUTOS: County 455,296.

7 - ELECTRIC METERS: Residence 71,783.

8 - GAS METERS: Residence 88,000.

9 - PRINCIPAL INDUSTRIES: Industry-Agric.; Mining; Constr.; Manufacturing; Trans.; Whol. Trade; Ret. Trade; Financial; Servs.; Government.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-75; Summer 57-94; Fall 48-83; Winter 37-65.

11 - TAP WATER: Alkaline, medium soft; naturally fluoridated.

12 - RETAILING: **Major Shopping Centers**
Regional Centers-Riverside-Canyon Springs Mall (1988), Riverside Plaza, Tyler Mall; Hemet Valley Mall; Indio Fashion Mall; Palm Springs Mall; Palm Desert Town Center.
Area Centers-Adams Plaza; Arlanza Shopping Center; Arlington Plaza; Arlington Business District; Arlington Square; Arlington Village; Arlington & Tyler; Auto Center; Brockton Arcade; De Anza County; California Square; Canyon Crest Towne Centre; Canyon Springs North Plaza; Downtown Mall; Grand Center; Hardman Center; Kaiser Plaza; K mart Shopping Center; La Cadena Center; La Sierra Business District; La Sierra Place; La Sierra Plaza; Lincoln Plaza; Madington Square; Madison Center; Magnolia Center Area; Magnolia Promenade; Marshall's Plaza; Mission Plaza; Pierce Plaza; Pine Center; Rubidoux Strip Shopping; Tavaglione Center; Town Square; Tyler Square; Tyler Village; University Center; University Heights Shopping Center; University Village; Valley Springs Plaza; Van Buren Plaza; Victoria Village; Westgate Plaza; Woodcrest Plaza-Riverside. Moreno Valley Plaza; Sunnymead Village; Moreno Valley Center; Lucky's Shopping Center; Butterfield Valley Center-Moreno. Southwest Plaza; Vander Molin Center-Norco. Corona Mall; Corona Plaza; Butterfield Stage; Village Grove; Lincoln West; Parkridge Plaza-Corona. Cottonwood Plaza; Perris Plaza-Perris. Sun City Shopping Center-Sun City. Brookstone Landing; Lake Elsinore Plaza; Lake Elsinore Town Center; Stater Brothers Center; Stater Brothers Plaza-Lake Elsinore. Rancho California Plaza. Stagecoach Plaza; The Plaza-Banning. Village Shopping Center; Alpha Beta Shopping Center-Beaumont. Ramo[illegible] [illegible]met Plaza; Stater Brothers East [illegible] [illegible]'s West Shopping Center; Von's East Shoppin[illegible] Center; Alpha Beta Shopping Center; Diamond Valley Plaza; Sears Plaza; Farmer's Corner Shopping Center; West Hemet Village; Hemet Valley Shopping Center; Hemet West Center-Hemet. Desert Inn Fashion Plaza; Palm Springs Downtown Plaza; Palm Springs Desert Plaza; Sunrise Square; Smoke Tree Shopping Center; The Vineyard; Mission Plaza; Loehman's Plaza; The Sun Center-Palm Springs. Rancho Las Palmas Center; Sunrise Plaza; 111 Rancho Mirage Plaza-Rancho Mirage. Palms to Pines East; Palms to Pines West; El Paseo Square; The Village Shopping Center; Monterey Plaza-Palm Desert. Indio Plaza; Town and Country Center-Indio.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Riverside Plaza(85)	3	Osco, Harris, Wards, Vons
Town Square(9)	2	Miller's Outpost, Thrifty
Canyon Crest Towne Ctr.(30)	[illegible]	Thrifty, Alpha Beta
Pine Center(5)	2	Alpha Beta
University(4)	3	Alpha Beta
Brockton Arcade(55)	2	Uli's
Madington Sq.(8)	5	NEA Fashions, Ross Stores
Hardman Ctr.(39)	3	Lucky's
Arlington Sq.(8)	3	
Victoria Vlg.(8)	4	Stater Bros.
California Sq.(12)	5	Alpha Beta
Adams Plaza(10)	5	Albertson's
Arlington Plz.(14)	5	Thrifty, Food Barn
Tyler Mall(88)	7	JCPenney, May Co., Broadway
Mission Village(5)	3	Alpha Beta
DeAnza Country Plaza(24)	6	Stater Brothers, K mart, Thrifty
Pedley Square(23)	9	Newberry's, Vons

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Food and Drug every evening. Many retail stores five nights weekly.

13 - RETAIL OUTLETS: **Department Stores**-(In PMSA)-JCPenney 4; Montgomery Ward; Sears 3; Broadway; Harris 3; May Co. 2; Mervyn's 2.
Discount Stores-K mart 10; Target 5; Marshalls; Ross Stores.
Variety Stores-Sprouse-Reitz 10; Woolworth 3; Cornet 5; McCrory.
Chain Drug Stores-Thrifty 24; Osco 7; Sail; Long's 5; Payless 3; Clark's.
Chain Supermarkets-Alpha Beta 18; Stater Bros. 29; Vons 14; Safeway 11; Albertson's 6; Ralph's 3; Lucky 9.
Other Chain Stores-A&E Wood Design; Adler Shoes; Aaron Bros.; Ace Old Furn.; Adcock Auto Supply; Alan Dale's Baby News; All American Auto; Allison's Place; Athletic Express; Auto Sound; B. Dalton Bookseller; Banner Bedding; Banner Carpets; Barker Bros.; Best Products; Big 5; Brake City Auto; Carpet Man; Casual Corner; Chess King; Carpeteria; Chief Auto Supply; Cindy's; Circuit City; Claire's; Cloth World; Color Tile; Clothes Time; Corn Popper; C&R Clothiers; Crown Books; CVS; Contempo Casuals; Dairy Queen; Docktor's Pet Center; D'Arca Tux & Bridal; Eagleson's Mens Wear; Earthcraft; F.W. Smith; Fashion Conspiracy; Fashion Barn; Federated; Florsheim Shoes; Foxmoor Casuals; Fuller O'Brien Paints; Footlocker; Fayva; Gap; General Nutrition; Goodyear; Great Earth Vitamins; Hali-Spechts; Hallmark; Her Little Majesty; H&H Crafts; House of Fabrics; INABA Auto; Inner City; Jr. Shoetown; Kay Bee Toys; Kids Mart; Kinney Shoes; Kirk Jeweler's; Kragen's Auto; LA-Z-Boy; Lane Bryant; Leed's; Lerner Shops; Little Folk Shop; Leo's Stereo; Maling Shoes; McMahan's; Merle Norman; Modern Women; Miller's Ou[illegible]; Morrow's Nut House; Motherhood Maternity; [illegible]atel's; Mrs. Field's Cookies; Naturalizer Shoes; NEA; Needle Craft; Nevada Bob's; Olan Mills; Olsan's Furn.; Ortho Mattress; Pacific Fashions; Paper Plus; Payless Shoes; Pep Boys; Parklane Hosiery; Petland; Phil & Jim's; Photoland; Pic 'n Save; Plum Tree; Pro-Image; RB Furniture; Radio Shack; Red Wing Shoes; Richman Bros.; Ringmaker; S&W Plastics; Sam Goody; See's Candy; Sherwin-Williams; Singer; Ski & Sport; Stockwell & Binney; Stroud's Linen; Style Leader; Swiss Colony; Thom McAn; T Shirt Plus; Tinderbox; Things Remembered; Toys R Us; Trak Auto; Van's; Video Concepts; Video Plus; Waldenbooks; Weisfields; Wherehouse; Wild Pair; Wild Tops; Winchell's; William Pitt Inc.; Winston Tires; Woman's World; Zale's.

14 - NEWSPAPERS: PRESS-ENTERPRISE (m) 138,856; (S) 145,063; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ray Hammond, Jr., Gen. Adv. Mgr., PRESS-ENTERPRISE, 3512 14th St., Riverside, CA 92502; Tel. (714) 684-1200.
National Representative: Sawyer-Ferguson-Walker.

ROSEVILLE

1 - LOCATION: Placer County (In Sacramento MSA). E&P Map B-4. Sacramento, State Capital, 18 mi. SW; San Francisco, 108 mi. SW; Lake Tahoe, 95 mi. E; Reno, NV, 112 mi. E.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Amtrak; Union Pacific; Western Pacific.
Motor Freight Carriers-ABF Freight Systems; McLaughlin Draying; Nikkel; Peters Truck Lines; Rice Trans.; Wells Cargo.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 24,347; E&P 87 Est. 32,452
NDM-ABC: (80) 64,825
County 80 Cen. 117,247; E&P 87 Est. 153,482
MSA 80 Cen. 1,099,814; E&P 87 Est. 1,366,294
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 9,164; E&P 87 Est. 10,729
County 80 Cen. 42,732; E&P 87 Est. 58,002
MSA 80 Cen. 416,356; E&P 87 Est. 537,266
NDM-ABC: (80) 22,767

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 89,928.

7 - ELECTRIC METERS: Residence 10,334.

8 - GAS METERS: Residence 20,100.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. Car Maint., Marshalling Yard 1,800 ($300); Cement & Clay Prods. 925 ($240); Elect. 2,350 ($365); Medical Servs. 1,500 ($500); Wood Prods. 259 ($312); Higher Educ. 127 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 52-70; Summer 57-106; Fall 40-90; Winter 31-61.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-Vernon St.; Roseville Sq.; Grand Oaks; Sunset Plz.; Harding Plz.; Historic Old Town, Roseville; Lincoln; Loomis; Granite Bay; Antelope; Placer Ctr.; South Harding; Rose Villa.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Auburn(74)	18	K mart
Birdcage Walk(27)	10	Macy's
Placer Ctr.		Mervyn's
Sunrise Mall(107)	10	Weinstock's, JCPenney
Roseville Sq.(37)	NA	Ross Stores
Rocklin	3	Safeway, Payless

Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Dept.-Mon. & Fri.; Food-Nightly.

13 - RETAIL OUTLETS: **Department Stores**-Mervyn's; Pay'N Pak; Lumberjack.
Variety Stores-Kmart; Payless; Lucky; Ross; Woolworth; Consumers.
Chain Drug Stores-Rexall 4; Raley's; Payless 3; Thrifty 4.
Chain Supermarkets-Safeway 2; Raley's 2; Albertson's; Alpha Beta; Jumbo; Stop 'N Save; Mervyn's; Lucky; Bel Air.
Other Chain Stores-Firestone; Grand Auto; Kragen Auto; Diamond International; Farmer's Warehouse Liquors; Jolly; Flagg; Tom Thumb; Rainbow.

14 - NEWSPAPERS: PRESS-TRIBUNE (e-mon to fri) 15,430; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Weyman W. Zelder, Ret. Adv. Mgr., PRESS-TRIBUNE, 188 Cirby Way, Roseville, CA 95678; Tel. (916) 786-8742.
National Representative: Papert Companies.

SACRAMENTO

1 - LOCATION: Sacramento County (MSA). E&P Map B-4. State Capital and County Seat. State Gov't, U.S. aircraft repair & modification, farming, manufacturing; aerospace; food processing, lumber products; mobile home manufacturing and wholesale center. Army depot and technical training center; electronics; Calif. Expo. 89 mi. E of San Francisco.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Santa Fe; Union Pacific; Sacramento Northern; Central California Traction; overnight freight service on Sacramento R.R. between S.F. Bay and Sacramento. Sea Port (deepwater channel to San Francisco Bay, and Pacific Ocean; River Container Barge System); RT Metro.
Motor Freight Carriers-16 interstate common carriers with local terminals; 542 total carriers (the majority of which have p.u.c. permits).
Intercity Bus Lines-Greyhound.
Airlines-United; PSA; Air Calif.; American West; Horizon Air; American Eagle; American; Delta; Northwest; Continental; United Express.

3 - POPULATION:
Corp. City 80 Cen. 275,741; E&P 87 Est. 331,950
NDM-ABC: (80) 1,059,461
County 80 Cen. 783,381; E&P 87 Est. 962,274
MSA 80 Cen. 1,099,814; E&P 87 Est. 1,366,294
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 112,859; E&P 87 Est. 142,987
NDM-ABC: (80) 400,151
County 80 Cen. 299,805; E&P 87 Est. 382,739
MSA 80 Cen. 416,356; E&P 87 Est. 537,266

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	73	$6,731,513,000
Savings & Loan	45	$5,594,421,000

6 - PASSENGER AUTOS: County 514,404.

7 - ELECTRIC METERS: County 400,500.

8 - GAS METERS: County 269,680.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Retail Trade 102,100; Whol. Trade 25,100; All Mfg. 37,900; Nondurable Goods 14,800; Durables 23,000; Agric., Forestry & Fishing 7,800; Fed. Gov't 30,200; State & Local Gov't 129,500; Constr. 30,400; Trans. & Public Util. 23,700; Fin., Ins. & R.E. 30,600; Services 107,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 59-93; Fall 52-77; Winter 39-53.

11 - TAP WATER: Varies, soft to hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Sunrise Mall (113 stores) 5900-6100 Sunrise Blvd.; Florin Mall (96 stores) 5901 Florin Road; Country Club Plaza (57 stores) 2300 Watt Ave.;

Country Club Centre (46 stores) 3300 El Camino; Arden Fair Mall (86 stores) 1601 Arden Way; Downtown Plaza (60 stores) Downtown; Birdcage Walk (64 stores) 5901-6197 Sunrise Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arcade Square(18)	NA	Raley's Mkt.
Arden Fair(82)	NA	Woolworth, Sears, Thrifty Drug, Weinstock's
Arden Plaza(17)	NA	Lucky Mkt., Manor Drug
Arden Town(16)	NA	Holiday Mkt.
Birdcage Walk(50)	NA	Long's, Wards, Corti Bros., Macy's
Camellia City(9)	NA	Lucky Mkt., TG&Y
College Greens(8)	NA	Raley's Mkt.
Country Club Center(48)	NA	Wards
Country Club Plaza(53)	NA	Weinstock's, JCPenney
County Fair Mall	NA	Woodland, Rosenberg's, Mervyn's, JCPenney
Cordova(30)	NA	Thrifty
Crestview(27)	NA	Lucky Mkt., Thrifty, Ross
Downtown Plaza(43)	NA	Macy's, Weinstock's, I. Magnin
Florin Plaza	NA	Jumbo Mkt.
Florin Square(23)	NA	
Florin Mall(94)	NA	Weinstock's, Sears, JCPenney, Wards
Fort Sutter(11)	NA	Raley's
Fruitridge(29)	NA	Holiday Mkt., Manor Drug
Grand Oaks(23)	NA	Lucky Mkt., Hancock Fabrics
Grant Plaza (Citrus Heights)	NA	Thrifty, Alpha Beta
Hollywood Plaza(6)	NA	Raley's
Lanai(38)	NA	
Loehmann's Plz.	NA	Lucky's, Loehmann's Dept., Linens 'N Things
Madison Mall(35)	NA	Raley's
Midway(El Camino)(14)	12	Jumbo Mkt.
Mills(18)	NA	Raley's Mkt.
Northridge(17)	NA	Raley's Mkt.
N. Sacramento(4)	NA	Safeway
Pavilions	NA	Laura Ashley, Ann Taylor, Williams Sonoma, Julius
Point West(20)	NA	Mervyn's
River Park(13)	NA	Pantry
Roseville Sq.(37)	NA	Thrifty, Ross, Pay 'n Pak
Southgate(27)	NA	Thrifty Drug, Ross, American Sports Club, Federated
South Hills(31)	NA	Sprouse-Reitz, Jumbo
Sunrise Mall(109)	NA	Weinstock's, Sears, JCPenney, Macy's
Sunrise Oaks(21)	NA	Thrifty
Tallac Vlg.(14)	NA	Vans
Taylor's(23)	NA	Lucky Mkt.
Town & Country(55)	NA	William Glen
University Vlg.(23)	NA	Safeway
Almond Orchard(20)	NA	
Country West(15)	NA	Big R
Elkhorn/Watt(11)	NA	Thrifty, Albertson's, K mart
Manzanita/Madison(12)	NA	Cloth World, Raley's

Principal Shopping Days-Dept. Stores-Thur., Fri., Sat.; Grocery Stores-Wed. through Sun.
Stores Open Evenings-Dept. Stores-Mon. thru Fri. Food every night.
Stores Open Sundays-Grocery, Drugs, Discount, Dept., Automotive.

13 - RETAIL OUTLETS: Department Stores-Weinstock's 5; Macy's 3; Sears 3; Montgomery Ward 3; JCPenney 3; Mervyn's 5.
Discount Stores-K mart 10; Best Products 3.
Variety Stores-Woolworth 3; Ben Franklin 2; Sprouse-Reitz 6; TG&Y.
Chain Drug Stores-Payless 17; Manor 3; Raley's 16; Thrifty 24; Long's 12.
Chain Supermarkets-Safeway 18; 7-Eleven 41; Corti Bros. 4; Bel Air 9; Lucky 28; Jumbo 8; Raley's 16; Van's; Albertson's 8; Circle K 59; Comptons/Holiday 9.
Other Chain Stores-Firestone; Goodyear; Goodrich; See's; Zale's Jewelry; Fuller Paints; Mary Carter Paints; Pittsburgh Paints; Sherwin-Williams Paints; Thom McAn; Gallenkamps; Kirby's; Chandler's; Florsheim; Leeds; Lerner; Sherman Clay; Breuners; Grodins; Kinney Shoes; Price Club; Eddie Bauer; Federated Group; B Dalton Books; I. Magnin; Singer Co.; Lane Bryant; Baskin Robbins; Levitz Furn.; Oshman's; Waldenbooks; Big 5; Pay N Pak; Athletic Shoe Factory; Knapp Shoes; Fleet Feet; Furnishings 2000; The Gap; Wherehouse Records; Fashion Conspiracy; Lumberjack; Rogers Jewelers; Gran Tree; Mother-to-Be; Merle Norman; Radio Shack; McCurry's; Fotomat; Groths Shoes; Huston Shoes; Hickory Farms; Marlenes; Devon Jewelers; Richman Bros.; Kinder Foto; Marshalls; Toys R Us; Fox Photo; Cost Plus Imports; Pier 1 Imports; Tower Records; Tower Books; Ross; Home Club; Dress Barn; Miller's Outpost; Loehmann's; Pep Boys; The Good Guys; Casual Corner.

14 - NEWSPAPERS: BEE (m) 245,377; (S) 289,083; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Clifford Chapman, Gen. Adv. Mgr., BEE, 21st & Q Sts., PO Box 15779, Sacramento, CA 95852; Tel. (916) 321-1476.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.
UNION (m) 90,888; (S) 89,561; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Nicolas A. Hyman, Adv. Dir., UNION, 301 Capitol Mall, Sacramento, CA 95812; Tel. (916) 442-7811.
National Representative: Landon Associates.

SALINAS

1 - LOCATION: Monterey County (In Salinas-Seaside-Monterey MSA), E&P Map B-5. County Seat. Agricultural, industrial, commercial, financial center. 106 mi. S of San Francisco; 333 mi. N of Los Angeles.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Monterey Salinas Transit.
Airlines-United; Wings West; West Air; PSA; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 80,479; E&P 87 Est. 94,123
CZ-ABC: (80) 80,479
RTZ-ABC: (80) 83,645
County/MSA 80 Cen. 290,444; E&P 87 Est. 337,309
City & RTZ-ABC: (80) 164,124

4 - HOUSEHOLDS:
City 80 Cen. 26,857; E&P 87 Est. 32,112
County/MSA 80 Cen. 95,734; E&P 87 Est. 115,950
CZ-ABC: (80) 26,857
RTZ-ABC: (80) 23,177
City & RTZ-ABC: (80) 50,034

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	N.A.
Savings & Loan	10	N.A.
Credit Unions	5	N.A.

6 - PASSENGER AUTOS: County 179,329.

7 - ELECTRIC METERS: Residence 51,094.

8 - GAS METERS: Residence 38,734.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forestry & Fisheries 31,495; Constr. 5,590; Mfg. 10,570; Trans., Commun. & Util. 5,950; Whol. & Ret. Trade 24,890; Fin., Ins. & Real Estate 6,230; Servs. 34,748; Gov't 24,100.
Industrial Pay Days-Vary.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 52-71; Fall 47-74; Winter 38-64.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Northridge (3 mi. on Highway 101); 3 blocks on downtown Main St. (Oldtown); 4 blocks on S Main St. area (Southtown); 3 blocks on N Main (Sherwood Gardens); Star Center (2 blocks S Main St.); 2 blocks E Alisal St. (Monte Mart); 2 blocks E Alisal St. (mid-City Center); South Salinas Plaza, 2 blocks on S Main St.; Hartnell Plaza, 1 block on W Alisal; 2 blocks on S. Main (Main Street Center/The Plaza).
Neighborhood Shopping Districts-2 blocks on N Main St.; 3 blocks on E Alisal St.; 1 block San Juan Road; 1 block on S Main; 2 blocks on E Laurel Dr.; 1 block on W Laurel Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northridge	3	Sears, Safeway, Emporium, JCPenney
Southtown	1	Woolworth, Fords, Carpeteria
Sherwood Gdns.	2	
Alisal	2	Monte Mart, Safeway
Mid City Ctr.	1	Long's Drugs, Pik 'n Save
Star Center	NA	Star Market
S. Salinas Plaza	1	Thrifty Drug, Nob Hill Mkt.
N. Salinas Ctr.	NA	Thrifty Drug, Alpha Beta
Hartnell Plaza	1	Alpha Beta
Laurel	3	K mart, Nob Hill
E. Laurel	NA	Longs, Lucky
Mainstreet Center	1	Lucky, Payless

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Northridge Shpg. Ctr. Daily; other shpg. ctrs. times vary; Chain Food & Chain Drug daily.

13 - RETAIL OUTLETS: Department Stores-Emporium; Sears; JCPenney; Ford's; Mervyn's; Monte Mart; K mart; Pik 'n Save.
Variety Stores-Woolworth; Bonanza 88.
Chain Drug Stores-Thrifty 2; Long's 2; Star; Payless 2.
Chain Supermarkets-Safeway 2; Lucky 2; Star Mkt.; Monte Mart; Alpha Beta 2; Nob Hill 2.
Other Chain Stores-Auto Supplies: Firestone, Goodyear, Kragen; Furniture: McMahan's, Empire 2; Garden Supplies: Monte Mart; Paint: Sherwin-Williams, Standard Brand Paints; Shoes: Leeds, Kushin's, Kinney; Women's Apparel: Lerner's, Petries; Other: Color Tile, Carpeteria; Lumber/Hardware: Wickes, 84 Lumber, Orchard Supply.

14 - NEWSPAPERS: CALIFORNIAN (e) 22,597; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Manny Padilla, Adv. Dir., CALIFORNIAN, 123 W. Alisal St., Salinas, CA 93901; Tel. (408) 424-2221.
National Representative: Gannett National Newspaper Sales.

SAN BERNARDINO

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA), E&P Map E-7. County Seat. Misc. Mfg.; Distribution; Military and Space Complex; Rail Transportation Center. 60 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads-AT&SF; Union Pacific and Southern Pacific Mainline; Amtrak.
Motor Freight Carriers-30.
Intercity Bus Lines-Municipal Transit; Greyhound; Rapid Transit; Continental Trailways; Roesch.
Airlines-Air Cal; Continental; PSA; American; United; TWA; Alaska Airlines; Sun World; Sun Aire; America West; Delta; Eastern; Southwest.

3 - POPULATION:
Corp. City 80 Cen. 118,794; E&P 87 Est. 144,576
NDM-ABC: (80) 470,164
County 80 Cen. 893,157; E&P 87 Est. 1,171,035
PMSA 80 Cen. 1,557,080; E&P 87 Est. 2,076,478
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 42,823; E&P 87 Est. 49,033
County 80 Cen. 308,143; E&P 87 Est. 421,171
PMSA 80 Cen. 551,662; E&P 87 Est. 766,018
NDM-ABC: (80) 167,348

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	N.A.
Savings & Loan	20	N.A.

6 - PASSENGER AUTOS: County 573,806.

7 - ELECTRIC METERS: Residence 45,330.

8 - GAS METERS: Residence 39,410.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 62,500; Constr. 26,600; Mining 1,200; Trans., Commun., Util. 26,100; Fin., Ins., R.E. 20,000; Servs. 105,000; Gov't 108,300; Agric. 23,400; Whol. Trade 17,500; Ret. Trade 108,200.
Principal Industrial Pay Days-1st, 10th, 15th, 25th.

10 - CLIMATE: Av. Temp.-Spring 61; Summer 76; Fall 70; Winter 55.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Base Line; Highland Ave.; Mt. Vernon Ave.; Marshall Blvd.; 40th & Sierra Way; Del Rosa; Palm Highland; Arrowhead Ave. & Orange Show Road; Downtown.
Regional Shopping Centers-Inland Center with 3 major dept. stores, air conditioned mall, 75 stores south part of city limits, 1 mi. from downtown; Central City Mall, with 3 major dept. stores, air conditioned, 103 stores, downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marshall Blvd. & E St.(8)	3	Alpha Beta
Central City(103)	NA	Woolworth, Harris, Mont. Ward, JCPenney
Del Rosa(40)	4	Stater Bros., Long's
Inland Center(75)	1	Sears, May Co., Broadway
Sterling(21)	4	Gemco, TG&Y, Von's
Wildwood Plaza(18)	4	Alpha Beta, TG&Y, Thrifty Drug, Staters
S. Fontana(20)	10	Mervyns, K mart, Standard Brands
N. Rialto(20)	6	Alpha Beta, Stater's
Mt. Vernon(15)	3	Thrifty Drug
Palm & Highland(12)	5	Sprouse-Reitz, Stater's
Redlands(25)	10	Von's Mkt.

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Dept.: Downtown and Shpg. Ctr.-Mon. through Sun. Food every night.

13 - RETAIL OUTLETS: Department Stores-Harris Co.; Sears; JCPenney; May Co.; Broadway; Montgomery Ward; Mervyn's; Marshalls.
Discount Stores-Fedco; Target; Norton AFB PC; K mart; Lucky's; Price Club; Ross; Buyers Club; Pace Warehouse.
Variety Stores-Woolworth; TG&Y 4; Pic 'N Save; Sprouse-Reitz.
Chain Drug Stores-Thrifty 5; Long's 3; Drug King; Osco; Payless.
Chain Supermarkets-Safeway 4; Stater Bros. 37; Alpha Beta 16; Von's 6; Lucky 4; Grocery Warehouse 2.
Other Chain Stores-McMahan (furn.) 5; R&B Furn.; Mark C. Bloome; Silverwoods; Weisfield Jewelry; Zale's-Slavick's; Goodyear (auto supplies) 3; Home Club; Home Depot; House of Fabrics; Kinney's Shoes 2; Riviera Sofa; Singer Co.; Sofa Factory; Thom McAn; Mode O'Day; Leeds; Gallenkamp; Fredericks; Anita Shops; Levitz Furn.; Builder's Emporium; Earl Schieb; Standard Brands; Changing Times; Hardy Shoes; Parklane Hosiery; Lane Bryant; Waldenbooks; Hickory Farms; Musicland; Sunset House; Stride-Rite; Maggie's; Nobby; Foxmoor Casuals; See's Candies; Goodman Jewelry; Oshman's Sporting Goods; Big 5 Sporting Goods; Winston Tire; Pep Boys; One Day Paint & Body; Federated; Footlocker; General Nutrition; Helzberg Jewelers; Arthur's Jewelers; Miller's Outpost; Footscene; Best Stores; All American Sports Club; Circuit City; Phil & Jim's; Leo's Stereo.

14 - NEWSPAPERS: SUN (m) 82,573; (S) 88,328; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Neil Randolph, Major Accts. Adv. Mgr., SUN, 399 D St., San Bernardino, CA 92401; Tel. (714) 889-3666.
National Representative: Gannett National Newspaper Sales.

SAN CLEMENTE

1 - LOCATION: Orange County, E&P Map D-8 (In Anaheim-Santa Ana PMSA). Tourist resort, light industry, military center. On Pacific Coast Hwy.; 75 mi. S of Los Angeles; 75 mi. N of San Diego.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways; San Clemente Stage Lines; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 27,325; E&P 87 Est. 33,315
CZ-ABC: (80) 33,493
RTZ-ABC: (80) 47,811
County/PMSA 80 Cen. 1,931,570; E&P 87 Est. 2,287,668
City & RTZ-ABC: (80) 81,304

4 - HOUSEHOLDS:
City 80 Cen. 11,764; E&P 87 Est. 15,901
County/PMSA 80 Cen. 685,815; E&P 87 Est. 841,773
CZ-ABC: (80) 14,099
RTZ-ABC: (80) 18,673
City & RTZ-ABC: (80) 32,772

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	N.A.
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: County 1,376,382.

7 - ELECTRIC METERS: Corp. City 8,743.

8 - GAS METERS: Corp. City 8,149.

9 - PRINCIPAL INDUSTRIES: Industry-Rubber Prods.; Aerospace; Light Aggregate; Copper Prods.; Plastic Plates; Cabinets; Musical Instruments; Ceramics; Pub. & Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-67; Summer 61-74; Fall 56-73; Winter 45-64.

11 - TAP WATER: Saline, hard.

12 - RETAILING: Principal Shopping Center-Del Mar and environs; Mission Viejo Mall.
Neighborhood Shopping Centers-El Camino Plz., 800 block, South El Camino Real and San Diego

Freeway at Estrella exit; 700-800 block North El Camino Real; San Clemente, Capistrano Valley; Doheny Park Rd. and Victoria Ave., Capistrano Beach; La Plz.; Dana Point; El Adobe Plz.; San Juan Capistrano; Monarch Bay Plz.; Laguna Niguel; Pico Plz.; Von's Center; Camino Capistrano; San Juan Capistrano.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; May Co.; Robinson's; Bullocks; Best Products.
Variety Stores-Gilbert; Cornet; Sprouse-Reitz.
Chain Drug Stores-Thrifty; SavOn.
Chain Supermarkets-Alpha Beta 2; Albertson's 2; Ralph's 2; Von's; Lucky Stores.

14 - NEWSPAPERS: SUN-POST (e-mon to fri) 7,311; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Stanford Manning, Pub., SUN-POST, 1542 N. El Camino Real; PO Box 367, San Clemente, CA 92672; Tel. (714) 492-5121.
National Representatives: Landon Associates; U.S. Suburban Press.

SAN DIEGO

1 - LOCATION: San Diego County (MSA). E&P Map E-8. County Seat. Tourist center. Ocean-based industry & biochemical center. High tech & biomedical ctr. Agric. county 132 mi. S of Los Angeles. I-5, 8, 15, 163 and 805.

2 - TRANSPORTATION: Railroads-Santa Fe; San Diego & Arizona; Southern Pacific; Amtrak.
Motor Freight Carriers-42.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-American; Pacific Southwest; United; Continental; Delta; Republic; Pan Am; TWA; Ozark; America West; Northeast; USAir; Eastern; Imperial; World.

3 - POPULATION:
Corp. City 80 Cen. 875,504; E&P 87 Est. 1,062,621
CZ-ABC: (80) 1,470,244
RTZ-ABC: (80) 391,602
County/MSA 80 Cen. 1,861,846; E&P 87 Est. 2,304,079
City & RTZ-ABC: (80) 1,861,846
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 321,039; E&P 87 Est. 400,292
County/MSA 80 Cen. 670,094; E&P 87 Est. 860,327
CZ-ABC: (80) 532,561
RTZ-ABC: (80) 137,533
City & RTZ-ABC: (80) 670,094

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	31	N.A.
Commercial	61	N.A.

6 - PASSENGER AUTOS: County 1,232,509

7 - ELECTRIC METERS: Residence County 872,965

8 - GAS METERS: Residence County 594,502

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't 150,000 (N.A.); Service 211,100 (N.A.); Trade 197,600 (N.A.); Mfg. 122,000 (N.A.)

10 - CLIMATE: Min. & Max. Temp.-Spring 48-75; Summer 85-80; Fall 50-90; Winter 42-81.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Area-(Downtown) No. of Stores-76 blocks on Broadway and A, B, C, E Sts. 900 stores.
Community Shopping Centers-No. of Stores-El Cajon Shopping 19; Clairemont Quad 40; Loma Square 22; Mission Square 40; Pacific Plaza 42; Spring Valley 27; Midtown Plaza 16; Plaza of The Four Flags 18; Balboa Mesa 28; Bay Plaza 50; Belleview Center 17; Boulevard Mart 16; Broadway Vista Ctr. 16; Camino Town & Country 46; Flower Hill 51; Genesee Plz. 50; Glasshouse Sq. 80; La Costa Plz. 18; La Mesa Springs 26; Mission Ctr. 53; Old Poway Vlg. 34; Rancho Bernardo Town Ctr. 23; Rancho San Diego 25; San Carlos 21; Seaport Vlg. 85; Sweetwater Town & Country 40; Target Stores Plz. 6; The Vineyard 65; Kearny Mesa 30; Madison Sq. 23; Mesa Sq. 8; Miramar Vlg. 20; Morena Plz. 8; Rancho Penasquitos Town Ctr. 27; Rolando 30; Serra Mesa 23.
Neighborhood Shopping Areas-Along length of El Cajon Blvd.; Hillcrest; North Park; Pacific Beach; La Jolla; Ocean Beach; National City; Chula Vista; La Mesa; El Cajon; Del Mar; Cardiff; Encinitas; Coronado.

Regional Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Horton Plz.(160)	NA	Robinson, Nordstrom, Broadway, Mervyn's
Mission Valley(160)	4	Mont. Ward, May Co., Bullock's, Saks Fifth Ave.
College Grove Center(85)	NA	Walker Scott, JCPenney, Mervyn's, J.J. Newberry
Clairmont Sq.(86)	7	Marshalls, Vons, Osco, Builders Emporium
Grossmont Ctr. (145)	12	Broadway, Buffum's, Bullock's, Mont. Ward
Chula Vista(38)	10	Broadway, JCPenney, Sears
Parkway Plaza(112)	15	Sears, May Co.
Mira Mesa Mall(75)	15	Mervyn's, Osco, J.J. Newberry
Fashion Valley(160)	4	Robinson's, JCPenney, Buffum's, Nordstrom, Broadway, Neiman Marcus
South Bay Plaza(26)	5	Miller's Outpost
Escondido Vlg.(51)	30	Walker Scott, TG&Y
Plaza Camino Real(145)	30	May Co., JCPenney, Broadway, Sears
University Towne Center(173)	12	Broadway, Sears, Robinson's
La Jolla Vlg. Sq.(79)	11	Bullock's Wilshire, May Co.
Plaza Bonita(110)	10	Mont. Ward, JCPenney, May Co., Mervyn's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Nightly & Sun. afternoon.

13 - RETAIL OUTLETS: Department Stores-Broadway 5; Walker Scott 14; Sears 6; Montgomery Ward 4; JCPenney 9; May Co. 5; Robinson's 2; Buffum's 2; Bullock's; Bullocks Wilshire; Mervyn's 6.
Discount Stores-Fedco; Jetco; K mart 11; Price Club 4; Target 7.
Variety Stores-Woolworth 6; Cornet 10; Rasco 8; Newberry 4; TG&Y 14.
Chain Drug Stores-Drug King 2; Thrifty 35; Long's 16; Osco 25.
Chain Supermarkets-Safeway 46; Mayfair 3; Lucky (Food Basket) 25; Alpha Beta 23; Big Bear 21; Vons 30; 7-Eleven 170; Corner Foods 3; Circle K 2; U-Tot-Em 38; Laviclo's Deli-Mkt. 15; Ralph's 13; Albertson's 2.
Other Chain Stores-Harris & Frank; Anita Shops 2; National Dollar; Eastman Kodak; Standard Brand Paints 7; Lerners 3; Thom McAn 6; Firestone 14; Goodrich; Pep Boys 6; Singer Co. 15; Glidden; Kinney Shoes 5; Goodyear 5; Zale Jewelers 9; C.H. Baker (shoes) 2; Dorman's (auto supplies) 14; Flagg Bros.; Frazee's Paints 14; Gallenkamp 3; Golden State Fabrics 6; Highlander (men's) 5; J. Jessop Jewelers 8; Lane Bryant 2; Lawson Jewelers 5; Leeds (shoes) 9; Marsis (women's) 3; McMahan's Furn. 6; Saks Fifth Ave. 2; Schiller Jewelers 3; Streicher's Shoes 8; Universal Boot 10; Western Auto 2; Boise Cascade (lumber & supplies); Radio Shack 46; Ortho Mattress 6; Checker Auto 11; Builder's Emporium 4; Oshman's 5.

14 - NEWSPAPERS: UNION (m) 252,686; TRIBUNE (e) 123,087; (S) 415,588; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dexter La Pierre, Display Mgr., UNION and TRIBUNE, 350 Camino de la Reina, San Diego, CA 92108; Tel. (619) 299-3131.
National Representative: Sawyer-Ferguson-Walker.
TRANSCRIPT (m-mon to fri) 8,686; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ted Diekman, Natl. Adv. Dir., TRANSCRIPT, 2131 Third Ave., San Diego, CA 92101; Tel. (619) 232-4381.
National Representative: None.

SAN DIEGO COUNTY
See EL CAJON
See ESCONDIDO
See OCEANSIDE

SAN FRANCISCO

1 - LOCATION: San Francisco County and the City of San Francisco are co-extensive (In San Francisco PMSA). On the Pacific Coast E&P Map B-5. 340 mi. N of Los Angeles; 687 air mi. S of Seattle. West Coast Pacific port. Fin. and insur., mining, agric., electronics and wholesale ctr.

2 - TRANSPORTATION: Railroads-Amtrak; Bay Area Rapid Transit (Subway); Southern Pacific; Santa Fe; Western Pacific; Muni Metro (light rail); Northwestern Pacific.
Motor Freight Carriers-100.
Steamship Lines-53.
Intercity Bus Lines-AC Transit; Calif-Nevada Golden Tours; Trailways; Eastshore; Falcon; Franciscal; Gateway; Golden Gate Transit; Greyhound; Northgate Transit; Suntrans; Samtrans; Muni.
Airlines-Air California; Air Canada; Air France; Alaska; America West; American; Braniff; British Airways; CAAC; Cathay Pacific; CP Air; China; Condor; Continental; Delta; Eastern; United Express; Hawaiian; Japan; LTU Intl.; Lufthansa; Mexicana; Northwest Orient; PSA; Pan Am; Philippine; Piedmont; Qantas; Singapore; Southwest; Sunworld Int'l; TACA Int'l; TWA; United; UTA French Airlines; Airpac; Amerijet Int'l; Conni Kalitta Svcs.; Helitac; Jet East Int'l; Nippon Cargo; Cargolux; Spirit of America; Southern Air Transport; Union Flights; Skywest; Korean Airlines; Minerve; Total Air; USAir; DHL; Evergreen; Federal Express; Flying Tiger; Orion Air; SFO Helicopter; United Express; Wings West; Rosenbalm Aviation; Salair Air.

3 - POPULATION:
Corp. City/County 80 Cen. 678,974; E&P 87 Est. 762,411
CZ-ABC: (80) 757,493
Bal. in NDM-ABC: (80) 3,353,339
Total NDM-ABC: (80) 4,110,832
PMSA 80 Cen. 1,490,090; E&P 87 Est. 1,629,897
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City/County 80 Cen. 298,957; E&P 87 Est. 350,314
CZ-ABC: (80) 326,028
Bal. in NDM-ABC: (80) 1,274,903
Total NDM-ABC: (80) 1,600,931
PMSA 80 Cen. 612,880; E&P 87 Est. 699,894

5 - BANKS	NUMBER	DEPOSITS
Commercial	52	$24,866,740,000
Savings & Loan	35	$9,633,133,000

Deposits-Comm. (1986); S&L(1985)

6 - PASSENGER AUTOS: County 342,077

7 - ELECTRIC METERS: Residence PMSA 1,145,617

8 - GAS METERS: Residence PMSA 1,250,698

9 - PRINCIPAL INDUSTRIES: (San Francisco/Oakland PMSA's-1986) Industry, No. Wage Earners-Constr. & Mining 84,900; Mfg. 190,600; Food Prods. 21,800; Printing & Pub. 22,300; Chem. 16,400; Fabricated Metal 16,800; Electrical & Non-Electrical Mach. 46,200; Trans. Equip. 6,200; Trans. 79,700; Commun. & Util. 58,900; Whol. Trade 114,100; Ret. Trade 330,300; Finance, Ins. & R.E. 161,700; Serv. 467,200; Government-Federal 71,500; State & Local 224,900.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-62; Summer 52-65; Fall 53-66; Winter 47-56.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: San Francisco-Central Business District boundaries est. 1955, bounded on the N by Van Ness Ave., Ellis St., Leavenworth, Bush, Stockton, CA, Kearny & Pacific; on the E by the Embarcadero; on the S by Howard St., and the W by 11th St., Market and Van Ness.
Principal Shopping Center-9 blocks on Market St., 1st to 9th Sts., and a triangular area composed by Sutter, Market and Mason Streets including 15 blocks of stores and offices.

Regional Shopping Centers
San Francisco Oakland PMSAs

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayfair, San Leandro(120)	NA	Macy's, Mont. Ward
Broadway, Walnut Creek(60)	NA	Emporium-Capwell, Nordstrom, I. Magnin, Mervyn's For Kids
Contra Costa(17) Pleasant Hill	NA	Mont. Ward
Country E. Mall(50) Antioch	NA	JCPenney, Sears, Mervyn's
Eastmont(100) Oakland	NA	JCPenney, Mervyn's
El Cerrito Plz.(54) El Cerrito	NA	Emporium-Capwell
Fashion Island(130) San Mateo	NA	Bullock's, Mont. Ward, JCPenney
Fremont Fashion Ctr., Fremont(35)	NA	Emporium-Capwell
Fremont Hub Fremont(82)	NA	Mont. Ward, Ross, Mervyn's
Hillsdale San Mateo(160)	NA	Macy's, Sears, Nordstrom, Emporium-Capwell, Mervyn's
Hilltop, Richmond(134)	NA	JCPenney, Macy's, Emporium Capwell
Newpark Mall(110) Newark	NA	Macy's, Sears, Mervyn's
Northgate(56) San Rafael	NA	Emporium-Capwell, Sears, Mervyn's
Serramonte(141) Daly City	NA	Macy's, Mervyn's, Mont. Ward
South Shore Ctr., Alameda(60)	NA	JCPenney, Mervyn's
Southland(110) Hayward	NA	JCPenney, Sears, Emporium-Capwell
Stoneridge(120) Pleasanton		Emporium-Capwell, JCPenney, Macy's
Stonestown(66) San Francisco	NA	Emporium-Capwell,
Sun Valley Concord(160)	NA	Macy's, JCPenney, Emporium-Capwell
Tanforan San Bruno(123)	NA	JCPenney, Sears, Emporium-Capwell
West Lake Daly City(90)	NA	JCPenney
Town Ctr., Corte Madera(80)	NA	Marshalls, JCPenney
The Village at Corte Madera(90)	NA	Macy's, Nordstrom

Stores Open Sundays-All major dept. stores; Regional shpg. ctrs.; most food stores.

13 - RETAIL OUTLETS: Department, Specialty & Discount Stores-San Francisco/Oakland PMSA's-Emporium-Capwell 13; K mart 11; Macy's 10; Mervyn's 13; Montgomery Ward 7; JCPenney 12; Sears 9; Livington's 12; Saks Fifth Avenue; I. Magnin 4; Neiman Marcus; Nordstrom 8; Ross 15; Marshalls 7.
Chain Drug Stores-PMSA-Long's 34; Merrill's 9; Payless 20; Pay 'n Save 5; Thrifty 23; Walgreens 39.
Chain Supermarkets-PMSA-Safeway 91; Lucky 75; Alpha Beta 20; Cala-QFI 21; Albertson's 3; Consumer's Co-op 6; Petrini's 9; Fry's 10; Brentwood 7.
Other Retail Outlets-PMSA-Women's Clothing: Alcott & Andrews; Jos Banks; Maison Mendesolle; Barra of Italy; Casual Corner; Gucci; Lane Bryant; Lanz; Lerner Shops; The Limited; Men's Clothing: Alfred Dunhill; Brooks Bros.; Bullock & Jones; Cable Car Clothiers-Robert Kirk; Grodin's; Custom Shop; J. Press; C&R Clothiers; Men's & Women's Clothing: Hastings'; The Peddler; The Gap; Shoes: Bally; Chandler; Burt's; Florsheim; Thayer McNeill; Frank More; Gallenkamp; Kinney; Kushin; Thom McAn; Nunn-Bush; Pappagallo; Regal; Misc.: Pacific Stereo; Good Guys; Computerland; B. Dalton; Crown Books; Waldenbooks; Wing's Jewelry; Shreve's; Granat Bros.; Tiffany & Co.

14 - NEWSPAPERS: CHRONICLE (m-mon to fri) 557,934; (m-sat) 509,516; EXAMINER (e-mon to fri) 142,335; (e-sat) 112,034; EXAMINER & CHRONICLE (S) 708,035; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ralph Hanes, Adv. Dir., San Francisco Newspaper Agency, 925 Mission St., San Francisco, CA 94103; Tel. (415) 777-7055.
National Representative: Sawyer-Ferguson-Walker.

SAN GABRIEL VALLEY

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. The heart (City Zone) of San Gabriel Valley consists of 10 cities (Azusa, Irwindale, San Dimas, Baldwin Park, Covina, Glendora, Industry, La Puente, Walnut and West Covina). 20 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Union Pacific.
Intercity Bus Lines-Southern Calif. Rapid Transit.
Airlines-Ontario International Airport, 20 mi. E. of San Gabriel Valley, has 24 major carriers: American; Air Calif.; Continental; PSA; TWA; United; Alaska; Eastern; America West; Delta; Sunworld; Southwest.

3 - POPULATION:
Corp. City 80 Cen. 263,315; E&P 87 Est. 311,182
CZ-ABC: (80) 422,855
RTZ-ABC: (80) 249,657
County/PMSA 80 Cen. 7,477,657; E&P 87 Est. 8,365,559
City & RTZ-ABC: (80) 672,512
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 94,805; E&P 87 Est. 101,966
County/PMSA 80 Cen. 2,730,674; E&P 87 Est. 3,159,792
CZ-ABC: (80) 126,963
RTZ-ABC: (80) 79,277
City & RTZ-ABC: (80) 206,240

5 - BANKS	NUMBER	DEPOSITS
Savings & Cml.	72	N.A.
Savings & Loan	39	N.A.

6 - PASSENGER AUTOS: County 4,509,974

7 - ELECTRIC METERS: Residence 233,000

8 - GAS METERS: Residence 232,200

9 - PRINCIPAL INDUSTRIES: Brewing; Dairy Proc.; Rock and Sand; Electronics; Plastics Mfg.; Boat Building; Fab. Metal Prods.; Airplane Parts; Air & Space Electronics; Heating & Air. Cond.; Food Processors; Ladies Apparel & Lingerie; Mobile Home Builders.
Principal Industrial Pay Days-Thur. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-74; Summer 54-89; Fall 50-79; Winter 37-66.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Downtown Shopping Areas**-Azuza; Baldwin Park; Covina; Glendora; La Puente.
Major Shopping Centers-Eastland; Fashion Plaza, West Covina; Foothill Center, Azuza; South Hills; LaPuente; Sunkist; Gale Square; Edgewood Center; Sun Fran; El Monte; Mayflower; Puente Hills Mall; Five Points; Ross Plaza; Puente Hill East.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Most Shopping Ctr. stores Mon.-Fri., 9:00 p.m.; Sat. & Sun., 7:00 p.m.

13 - RETAIL OUTLETS: **Department Stores**-May Co.; Broadway 2; Sears 2; JCPenney 6; Montgomery Ward 2; J.W. Robinson; Bullock's; Mervyn's 3.
Discount Stores-K mart 3; Roberts; Ross 2; Target 3; Marshall's.
Variety Stores-Newberry; TG&Y 6.
Chain Drug Stores-Thrifty 10; Sav-On 11; Long's 4; Clarks 4; Rose 2; San Gabriel Phcy.; SupeRx.
Chain Supermarkets-Alpha Beta 20; Lucky 10; Ralph's 5; Safeway 2; Albertson's 3; Hughs; Boys Mkt.; Vons 12; Stater Bros. 7.
Other Chain Stores-Auto: Firestone, General Tire, Goodyear, Pep Boys, U.S. Royal, Western Auto, Grand Auto; Furniture: Barker Bros., Wickes, Carpet Town, Levitz, McMahan, R.B. Furniture, Plummers; Jewelry: Kay's, Lawson's, Le Roys; Lumber/Hdwe.: Angels, Bielecs, Builder's Emporium, National Lumber 2, Pick's, Standard Brand Paints; Mens & Women's Apparel: Hartfield's, Richmond Bros.; Shoes: C.H. Baker, Innes Shoes, Gallenkamps, Karl's, Leed's, Thom McAn, Weatherby Kayser Lees, Golds, Payless, Patrini.

14 - NEWSPAPERS: TRIBUNE (m) 61,695; TRIBUNE NEWS (S) 81,904, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Wm. Parker, Natl. Adv. Mgr., TRIBUNE and TRIBUNE NEWS, PO Box 1259, Covina, CA 91722; Tel. (818) 962-8811/(213) 686-2590.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers; U.S. Suburban Press.

SAN JOSE

1 - LOCATION: Santa Clara County (PMSA), E&P Map B-5, County Seat. Manufacturing, research and development, and agricultural center. SE of San Francisco Bay, 45 mi. from San Francisco and 39 mi. from Oakland.

2 - TRANSPORTATION: **Railroads**-Southern Pacific, Western Pacific (freight only).
Intercity Bus Lines-Greyhound, Peerless.
Airlines-Air California; Alaska; Continental; PSA; United; American; TWA; Sun World; America West; Skywest/Western Express; Delta.

3 - POPULATION:
Corp. City 80 Cen. 629,546; E&P 87 Est. 738,577
CZ-ABC: (80) 1,078,709
Bal. in NDM-ABC: (80) 216,362
County/PMSA 80 Cen. 1,295,071; E&P 87 Est. 1,462,196
Total NDM-ABC: (80) 1,295,071
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 211,935; E&P 87 Est. 258,621
County/PMSA 80 Cen. 458,519; E&P 87 Est. 537,653
CZ-ABC: (80) 378,770
Bal. in NDM-ABC: (80) 79,749
Total NDM-ABC: (80) 458,519

5 - BANKS	NUMBER	DEPOSITS
Commercial	249	N.A.
Savings & Loan	173	N.A.

6 - PASSENGER AUTOS: County 900,262

7 - ELECTRIC METERS: County 456,156

8 - GAS METERS: County 411,848

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 258,700 (Durable 232,900; Nondurable 25,800); Trade 151,500; Servs. 188,500; Gov't 84,800; Constr. 29,100.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-87; Summer 49-93; Fall 34-81; Winter 31-70.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Principal Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Almaden Plaza(49)	5	Service Merchandise, Emporium-Capwell, Ross Stores
Capitol Sq.(34)	4	Walgreens, Mont. Ward
Eastridge(145)	5	Emporium-Capwell, Macy's, JCPenney, Sears
Oakridge Mall(115)	6	Macy's, Mont. Ward, Nordstrom
Princeton Plz.(50)	6	Mervyn's
Prune Yard(75)	5	All Specialty
San Antonio(66)	NA	JCPenney, Sears, Mervyn's
Stanford(124)	NA	Emporium-Capwell, Macy's, Sak's Fifth Avenue, Nordstrom, Neiman-Marcus
Sunnyvale Town Center(109)	NA	Mont. Ward, Macy's
Town & Country Village(111)	4	All Specialty
Vallco Fashion Park(132)	24	JCPenney, Sears, Emporium-Capwell
Valley Fair	4	Macy's, I. Magnin, Emporium-Capwell
Westgate(62)	7	Mont. Ward, Ross Stores

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept.-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Boston; Ross; Neiman-Marcus; Montgomery Ward; Macy's; Emporium-Capwell; Nordstrom; Sears; Mervyn's; Catalog Sales; Best Products; Service Merchandise Co.
Discount Stores-K mart 3.
Variety Stores-Woolworth.
Chain Drug Stores-Payless 8; Thrifty 16; Walgreens 12; Sav-On 7; Bill's 2; Longs 16.
Chain Supermarkets-Safeway 30; Lucky 24; Fry's 10; PW 6; 7-Eleven 108; Food Fair 4; H&S Food Villa 5; Pak n' Save; Nob Hill 9; Alpha Beta 25; Nicole's Food Villa 4.
Other Chain Stores-Auto: Firestone, Grand Auto, Kragen Auto; Ice Cream: Breslers 33 Flavors, See's, Baskin-Robbins, Swenson's, Dairy Belle, Foster Freeze, Shaw's; Jewelers: Gensler-Lee, Zale's, Shreve & Co., Proctor's, Crescent Jewelers, Granat Bros.; Paints: Fuller, Pittsburgh, Sherwin-Williams, Morwear, Kelly-Moore, Glidden, Standard Brands; Shoes: Thom McAn, Thayer McNeil, Gallenkamps, Kinney's, Leed's, C.H. Baker, Becks Red Wing, Stride Rite, Florsheim; Mens Wear: Smith's, Shirt Works, Richman's; Clothing: Marshall's, Hastings, Lerner Shops, House of Nine, Saks Fifth Avenue, I. Magnin, Frederick's of Hollywood, Lane Bryant, Foxmoor Casuals; Misc.: Sherman Clay (music), Breuner's, Levitz, Ortho Mattress, S. Christian of Copenhagen, House of Fabrics, Singer Co.

14 - NEWSPAPERS: MERCURY-NEWS (all day-mon to fri) 268,711; (m-sat) 253,120; (S) 315,577, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert C. Williamson, Display Adv. Dir. or Tom Hausler, Natl. Adv. Sales Mgr., MERCURY-NEWS, 750 Ridder Park Dr., San Jose, CA 95190; Tel. (408) 920-5000.
National Representative: Knight-Ridder Newspaper Sales.

SAN LUIS OBISPO

1 - LOCATION: San Luis Obispo County, E&P Map C-6, County Seat. Located halfway between Los Angeles & San Francisco, 8 mi. from Pacific Ocean. R.R. division point. On U.S. Hwy. 101 & State Hwy. 1. Trading ctr. for agric. area.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-2.
Airlines-West Air; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 34,252; E&P 87 Est. 39,703
CZ-ABC: (80) 34,252
RTZ-ABC: (80) 121,183
County 80 Cen. 155,345; E&P 87 Est. 205,476
City & RTZ-ABC: (80) 155,435

4 - HOUSEHOLDS:
City 80 Cen. 13,670; E&P 87 Est. 15,304
County 80 Cen. 58,171; E&P 87 Est. 80,607
CZ-ABC: (80) 13,670
RTZ-ABC: (80) 44,534
City & RTZ-ABC: (80) 58,204

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	9	$265,000,000
Savings & Loan	10	$245,000,000

6 - PASSENGER AUTOS: County 109,537

7 - ELECTRIC METERS: Residence 52,400

8 - GAS METERS: Residence, Active 39,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forestry, Fishing 2,800; Constr. 3,000; Mfg. 2,500; Gov't 13,450; Colleges 2,100; Trans., Commun., Util. 3,000; Trade 12,550; Serv. 9,800; Fin., R.E., Ins. 1,750.
Principal Industrial Pay Days-R.R., 10th, 25th; Hwy. Dept. & Oil, 1st.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-93; Summer 47-93; Fall 34-95; Winter 27-81. First killing frost, Jan. 3; last killing frost, Feb. 18.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Retail trade area San Luis Obispo County & environs.**

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University Sq.(11)	NA	Williams Bros. Mkt., Riley's, McMahan's Furn.
Foothill Plz.(15)	1	Thrifty Drug, Lucky
Madonna Plz.(35)	1	Sears, Lucky, Thrifty Drug, Radio Shack, Mervyn's
Santa Maria Town Ctr.(87)	NA	Sears, Thom McAn, Radio Shack, Gottschalks
Santa Maria Shpg. Ctr.(27)	NA	JCPenney, Pic'N Save, Cornet
Broadway Plz.(6)	NA	Mont. Ward
Pepper Tree Plz.	NA	Grand Auto
Stowell Ctr.(50)	NA	McMahan's Furn.
Atascadero	NA	Sprouse-Reitz, Rasco's
Paso Robles	NA	Sears (catalog), Coast-to-Coast
Morro Plz.(14)	NA	Williams Bros., Western Auto, Mont. Ward
Arroyo Grande	NA	Rasco, Lucky Mkt., Thrifty Drug, Payless Drug
Five Cities(19)	NA	Sears, Safeway
Los Osos	NA	Williams Bros., Thrifty Drug

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.; Food-every night.

13 - RETAIL OUTLETS: **Department Stores**-Riley's; JCPenney; Mervyn's; Montgomery Ward; Gottschalks.
Variety Stores-Coast-to-Coast; Cook's; F.S. Rasco; TG&Y; Sprouse-Reitz; Cornet.
Discount Stores-Beno's; Pic N Save; Carpeteria.
Chain Drug Stores-Rexall; Thrifty 2; PDX; Payless; Long's.
Chain Supermarkets-Safeway 5; Williams Bros. 7; Lucky Mkts. 4; Jiff 10.
Other Chain Stores-Firestone; Frazee Paints; Singer Co.; McMahan; Fuller Paint & Glass; Mode O'Day; Sherwin-Williams; Kinney Shoes; Ardan; Pacific Stereo; Radio Shack.

14 - NEWSPAPERS: COUNTY TELEGRAM-TRIBUNE (e-mon to fri) 28,275; (m-sat) 33,320, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Cliff Skill, Adv. Dir., COUNTY TELEGRAM-TRIBUNE, 1321 Johnson Ave., PO Box 112, San Luis Obispo, CA 93406; Tel. (805) 543-1901.
National Representative: Papert Companies.

SAN MATEO

1 - LOCATION: San Mateo County (In San Francisco PMSA), E&P Map B-5, 18 mi. S of San Francisco at center of San Francisco Peninsula.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-60.
Intercity Bus Lines-Pacific Greyhound, Sam Trans.
Airlines-Served by San Francisco Airport (7 mi. N).

3 - POPULATION:
Corp. City 80 Cen. 77,640; E&P 87 Est. 82,278
CZ-ABC: (80) 182,035
RTZ-ABC: (80) 358,760
County 80 Cen. 588,164; E&P 87 Est. 634,516
PMSA 80 Cen. 1,490,090; E&P 87 Est. 1,629,897
City & RTZ-ABC: (80) 540,795
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,855; E&P 87 Est. 36,596
County 80 Cen. 225,479; E&P 87 Est. 252,962
PMSA 80 Cen. 659,477; E&P 87 Est. 699,894
CZ-ABC: (80) 74,726
RTZ-ABC: (80) 135,280
City & RTZ-ABC: (80) 210,006

5 - BANKS	NUMBER	DEPOSITS
Commercial	22	$3,201,763,000
Savings & Loan	27	$3,187,184,000

6 - PASSENGER AUTOS: County 438,539

7 - ELECTRIC METERS: Residence 33,597

8 - GAS METERS: Residence 28,707

9 - PRINCIPAL INDUSTRIES: Industry-Flower Growing & Shipping; Printing; Feed; Precision Instruments; Trans.-Airlines; Tourism; Lumber & Lumber Prods.; Mfg. Plants; Furn.; Chem. & Maintenance Supplies; Bldg. & Constr.; Research Ctrs.; Corporate Offices; Hotels/Motels; Sales Offices & Warehousing (distr. ctrs.); Light Ind.; Racing; Retailing; Components; Marine Prods.; Glue & By-Prods.; Rubber Prods.; Steel Prods.; Drugs; Paint; Wine; Clothing; Food; Util. & Sanitary Servs.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-93; Summer 43-103; Fall 34-95; Winter 30-75. First killing frost, Dec. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-16 blocks on 1st Ave. to 5th Ave.; B St. to El Camino Real; Hillsdale Shpg. Ctr., El Camino to Edison St.; 33rd to 36th Ave.; Concar Ctr., 13th & Delaware; Borel Sq., 19th & El Camino; Fashion Island Ctr., Mariners Island Blvd. & Hwy. 92.
Neighborhood Shopping Centers-25th Ave. & El Camino Real; Hillsdale & El Camino; Norfolk & 19th Ave.; Monterey Blvd. & Polhemus; Laurelwood Center; Hillsdale Blvd. & Highway 92.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri. Some open 6 nights & Sundays.

13 - RETAIL OUTLETS: **Department Stores**-Levy Bros.; Sears; JCPenney; Macy's; Emporium; Montgomery Ward; Consumers Dist.; Bullocks; Liberty House; Mervyn's; Nordstrom's.
Discount Stores-Cost Plus; Payless; K mart.
Variety Stores-Newberry; Woolworth; Sprouse-Reitz; Ben Franklin.
Chain Drug Stores-Walgreens; Thrifty; Drug King; Long's; Payless; Bill's.
Chain Supermarkets-Safeway 15; Lucky 6; Alpha Beta 2; QFI 5; Petrinis 4; Albertson's.
Other Chain Stores-Clothing: Roos-Atkins, Hastings, Schneider's; Women's Apparel: Joseph Magnin, Stuart's, Dixon's, Ann Lee, House of 9, Reed's Millinery, I. Magnin, Livingston's, Casual Corner; Auto Supplies: Macy's, Firestone, Goodrich, Goodyear, General Tire, Sears Auto Stores, Grand Auto Stores, Montgomery Ward Auto Store, Scherba Auto, JCPenney, U.S. Royal; Shoes: Gallenkamp, Thom McAn, Leeds, Thayer McNeil, C.H. Baker, Sommer & Kaufmann, Florsheim, Chandler's, Taylor's Red Cross; Others: Frank Newman, Pic-A-Dilly, Sherman-Clay, Baldwin Piano, Zale's, Kay Jewelers, Ellingson's, Darcy's, House of Fabrics, Granat Bros., Breuner's Furn., Sloan's Handyman, R&B Furn., Brooks Cameras, Grodins, Rochester Big & Tall.

14 - NEWSPAPERS: TIMES & NEWS LEADER (e) 44,439, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Harold Badgett, Gen. Adv. Mgr., TIMES & NEWS LEADER, 1080 S. Amphlett Blvd., San Mateo, CA 94402; Tel. (415) 348-4437.
National Representatives: Papert Companies; Long & Associates.

SAN PEDRO

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA), E&P Map D-8, 25 mi. S of Los Angeles, on Pacific Ocean. San Pedro Harbor is one of the world's largest man-made harbors; also known as Los Angeles Harbor.

2 - TRANSPORTATION: **Railroads**-Santa Fe, Southern Pacific, Union Pacific, Harbor Beltline.
Motor Freight Carriers-176 (cargos for ships).
Steamship Lines-53 Passenger; 121 Freight (All Major Lines).
Intercity Bus Lines-Rapid Transit.
Airlines-Served by Los Angeles International

Long Beach and Torrance Municipal Airports. 78 major airlines.

3 - POPULATION:
Corp. City 80 Cen. 62,108; E&P 87 Est. 70,161.
CZ-ABC: (80) 64,311
RTZ-ABC: (80) 30,806
County/PMSA 80 Cen. 7,477,657; E&P 87 Est. 8,365,559
City & RTZ-ABC: (80) 95,117
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 25,785; E&P 87 Est. 25,785
County/PMSA 80 Cen. 2,730,674; E&P 87 Est. 3,169,792
CZ-ABC: (80) 24,425
RTZ-ABC: (80) 9,613
City & RTZ-ABC: (80) 34,038

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm	34	$487,886,111
Savings & Loan	24	$390,308,889

6 - PASSENGER AUTOS: County 4,509,974

7 - ELECTRIC METERS: Residence 49,300

8 - GAS METERS: Residence 46,600

9 - PRINCIPAL INDUSTRIES: Shipping & Allied Businesses; Whol. Bakeries; Petroleum; Fishing & Fish Canning; Fresh Fish Markets; Shipbuilding; Lumber; Manufactured Kelp Prods.; Rock Prods.; Can Factories; Computer Science; Recreation and Tourism. Est. Employment 69,451. Est. Wkly. Wage $477.
Principal Pay Days-Fri. and 1st of the month.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-59; Summer 62-74; Fall 58-71; Winter 48-62; Smog free.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-2 blocks on 6th St.; 23 on Pacific Ave.; 17 on Gaffey St.; 18 blocks on Western Ave.; 6 blocks at South Shores.
Neighborhood Shopping Centers-8th & Weymouth Corners; Southshores; Western Plaza; Harbor Heights; Park Plaza; Western Ave. & Westmont Plaza; Tarragona Plaza Garden Shpg. Ctr.; Pacific View Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weymouth Corner	2	Pirozzi's
1st & Bandini	2	McCowans
South Shores	3	Lucky Market
Harbor Hts	3	Sears Surplus, Ole's
Park Plaza	3	Newberry, Von's, Osco's
Harbor Village(32)	NA	
Ports 'O Call Village(75)	1	
Western Plaza	3	
Westmont Plaza	4	Lucky Market
Garden Vlg.	4	Thrifty Drugs, Wherehouse
Harbor Cove Ctr. (15)	NA	
Tarragona Plaza	3	Ralph's
Pacific View	2	Von's
Palos Verdes Plz. (20)	NA	

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Dept. Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-Sears.
Variety Stores-Newberry 2.
Chain Supermarkets-Safeway; Pacific Central; McCowan's 3; Von's 2; Lucky 3; Ralph's; 7-Eleven 3; Smart & Final Iris 2; Top Value.
Other Chain Stores-Western Auto; Goodyear; Firestone; Singer Co.; Supreme Paints; Chief Auto; Trak Auto; Thrifty Drugs 2; Winston Tire; Wherehouse; Oshman's; Marc C. Bloome; Osco Drugs; Payless Shoes.

14 - NEWSPAPERS: NEWS-PILOT (e) 15,392, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Brian Hicks, Adv. Mgr., NEWS-PILOT, 362 Seventh St., PO Box 191, San Pedro, CA 90733, Tel. (213) 832-0221.
National Representative: Sawyer-Ferguson-Walker.

SAN RAFAEL
See MARIN COUNTY

SANTA ANA
See ORANGE COUNTY

SANTA BARBARA

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7. County Seat. Residential, educational, design & research; agricultural; oil; defense; medical center; resort. NW Southern CA; 98 hwy. mi. N of Los Angeles; 345 hwy. mi. S of San Francisco. Univ. of California (Santa Barbara campus-17,414 students); Santa Barbara City College (10,500 students).

2 - TRANSPORTATION: Railroads-Southern Pacific, Amtrak.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.
Airlines-United; American; Continental; United Express; American Eagle; TransWorld Express.

3 - POPULATION:
Corp. City 80 Cen. 74,542; E&P 87 Est. 82,982
CZ-ABC: (80) 166,909
RTZ-ABC: (80) 131,785
County/MSA 80 Cen. 298,660; E&P 87 Est. 352,178
City & RTZ-ABC: (80) 298,694
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,578; E&P 87 Est. 37,402
County/MSA 80 Cen. 109,343; E&P 87 Est. 133,548
CZ-ABC: (80) 65,097
RTZ-ABC: (80) 44,218
City & RTZ-ABC: (80) 109,315

5 - BANKS	NUMBER	DEPOSITS
Commercial (MSA)	77	$1,760,000,000
(Corp. City)	35	$741,000,000
Sav. & Loan(MSA)	55	$2,110,000,000
(Corp. City)	27	$850,000,000

6 - PASSENGER AUTOS: County 211,624

7 - ELECTRIC METERS: 75,000 (Residence & Comm.)

8 - GAS METERS: 98,988 (Residence & Comm.)

9 - PRINCIPAL INDUSTRIES: (Metro-County) Industry. No. of Wage Earners-Agric. 7,544; Mining 1,500; Constr. 6,100; Mfg. 23,700; Trans., Commun. and Util. 5,400; Whol. and Ret. Trade 31,400; Fin., Ins. and R.E. 7,000; Servs. 34,300; Gov't 24,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-76; Summer 54-74; Fall 49-75; Winter 40-63.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on State St. and LaCumbre Plaza.
Neighborhood Shopping Centers-6 blocks on Milpas between De la Guerra and Yanonali Sts.; 5 blocks on No. State, San Roque Area; Mesa Area; 5 Points, north edge of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpha Beta Ctr.	NA	Alpha Beta
Calle Real(58)	NA	Lucky's, Long's
Cliff Drive(19)	NA	Lucky's
Fairview	NA	Safeway, Thrifty
Five Pts (27)	NA	Thrifty Drug, Kinney's, Lucky's
Coast Village	NA	Von's
La Cumbre Pl. (64)	NA	Von's, Sears, Robinson's
Loreta Plaza(25)	NA	Albertson's
Magnolia(30)	NA	Lucky's
Milpas(7)	NA	Von's, Safeway
Mission-Creek(23)	NA	Alpha Beta, Long's
Montecito Vlg. (50)	NA	Montecito Grocery
Montecito Vlg. South(14)	NA	Tweeds & Weeds
Plaza del Sol	NA	Pierre La Fond
Turnpike(13)	NA	Von's, Sav-On Drugs
University Vlg.	NA	Thrifty, Lucky's

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Robinson's, Sears, I. Magnin, K mart.
Variety Stores-TG&Y 4, Woolworth, Target, Standard Brands.
Chain Drug Stores-Rexall 8, Sav-On, Thrifty 5, Long's 2.
Chain Supermarkets-Alpha Beta, Lucky's 7, Safeway 3, Santa Cruz 2, Albertson's, Von's 4.
Other Chain Stores-Clothing: Miller's Outpost, Korb's, Lerners, Silverwood's. Jewelry: Gensler-Lee, Zale's, B.D. Howes, Slavicks. Shoes: Florsheim, Thayer McNeil, Kinney, Leeds, Thom McAn. Auto and Tires: Firestone, Goodrich, Goodyear, Pep Boys, Parnelli Jones, Winston, Wherehouse, Sam Goody, Radio Shack, Circuit City.

14 - NEWSPAPERS: NEWS-PRESS (m) 48,799; (S) 57,189, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Peter G. Kezios, V.P. Sales Mktg., NEWS-PRESS, De La Guerra Plaza, Drawer NN, Santa Barbara, CA 93102, Tel. (805) 564-5200.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SANTA CRUZ

1 - LOCATION: Santa Cruz County (PMSA). E&P Map B-5. County Seat. Hi-tech, electronics, residential, educational center, light industry, truck farming, vacation resort. 73 mi. S of San Francisco; 361 mi. N of Los Angeles. On State Hwys. 1, 9, 17.

2 - TRANSPORTATION: Railroads-Southern Pacific (freight).
Motor Freight Carriers-15.
Intercity Bus Lines-Peerless; Western Greyhound; California Tours; Santa Cruz Metro.

3 - POPULATION:
Corp. City 80 Cen. 41,483; E&P 87 Est. 48,161
CZ-ABC: (80) 77,815
RTZ-ABC: (80) 62,229
County/PMSA 80 Cen. 188,141; E&P 87 Est. 228,047
City & RTZ-ABC: (80) 140,044
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,617; E&P 87 Est. 19,033
County/PMSA 80 Cen. 71,793; E&P 87 Est. 89,947
CZ-ABC: (80) 32,401
RTZ-ABC: (80) 23,422
City & RTZ-ABC: (80) 55,823

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$1,336,221,700
Savings & Loan	14	$1,025,614,440

6 - PASSENGER AUTOS: County 132,649

7 - ELECTRIC METERS: County 91,857

8 - GAS METERS: County 62,223

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm. Food 6,229 ($495); Lumber 560 ($520); Mfg. 13,298 ($500); Electronics 7,000 ($650); Constr. 3,105 ($485); Mining 101 ($530); Food Proc. 1,500 ($375).
Principal Pay Days-Fri., 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 40-97; Fall 39-88; Winter 22-80. First killing frost, Nov. 22; last killing frost, Feb. 23.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Pacific Garden Mall, 1 on Locust, 1 on Cathcart, 1 on Walnut, 6 on Front; Regional Shopping Center, Capitola Mall-Kings Plaza-41st Ave.
Neighborhood Shopping Centers-Mission St.; Almar Shpg. Ctr.; E. Santa Cruz; Seabright Ave. & Soquel Ave.; Opal Cliffs; El Rancho, 38th Ave. & Portola; Rancho Del Mar, Aptos; Kings Village; Scotts Village; Scotts Valley Junction; Scotts Valley; Felton Faire; Deerpark Center, Aptos; Soquel.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pacific Garden Mall	NA	Leask's, Ford's
Opal Cliffs(12)	3	Opal Cliffs, Food Ctr.
East Santa Cruz(30)	1	Ebert's
King's Plaza(24)	5	Alpha Beta, Thrifty
Rancho Del Mar(50)	8	Safeway, Leask's
King's Village(48)	6	MacDonald's Foods
East Cliff Village(13)	2	DeLuxe Foods, Crown Drug
San Lorenzo Park Plaza(6)	NA	Albertson's, Long's Drug
Capitola Mall(100)	5	Sears, Mervyn's, JCPenney
Scotts Vlg. (21)	6	Long's, Safeway
Scotts Valley Junction(15)	8	Zonatto's, Leask's
Soquel Ave. (5)	NA	Thrifty Drug, Alpha Beta
Felton Fair(11)	6	Safeway, Thrifty
Deer Park Center	8	DeLuxe Foods
Almar(9)	NA	Safeway, TG&Y
Soquel(26)	5	K mart, Safeway
Scotts Valley Sq. (8)	6	K mart, 7-Eleven

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Leask's, Sears, Mervyn's, Ford's.
Variety Stores-Woolworth, Ben Franklin, Palm, Sprouse-Reitz, TG&Y.
Discount Stores-Super Auto, Liquor Barn, K mart.
Chain Drug Stores-Horsnyder Rexall, Palm Rexall, Long's 3; Thrifty 3; Village Rexall; Crown Rexall.
Chain Supermarkets-Safeway 6; Lucky; Albertson's 2; Alpha Beta 2; Nob Hill 2.
Other Chain Stores-MacFarlane's (candy); Singer Co.; Karl's Shoes; Gensler-Lee; Firestone; Goodyear 3; McMahan's Furn.; Coast-to-Coast; B. Dalton Bookseller; Foxmoor; House of Fabrics; Kinney Shoes; Keepsake Diamonds; Radio Shack 3; Thom McAn; Zale's Jewelers; Color Tile; Musicland; JCPenney; Kragen's 3; Gallenkamp's; Orchard Supply Hardware; Sherwin-Williams; Outdoor World.

14 - NEWSPAPERS: SENTINEL (m-mon to fri) 28,239; (S) 30,830, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Scott Haskins, Adv. Dir., SENTINEL, 207 Church St., Santa Cruz, CA 95060, Tel. (408) 423-4242.
National Representative: Branham/Newspaper Sales.

SANTA MARIA

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7. Mfg., agric. & military NASA Space Ctr.; in NW part of Santa Barbara Co., 271 mi. S of San Francisco.

2 - TRANSPORTATION: Railroads-Santa Maria Valley connecting with main coast line of SP at Guadalupe, 8 mi. west.
Motor Freight Carriers-7.
Intercity Bus Lines-Pacific Greyhound.
Airlines-American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 39,685; E&P 87 Est. 51,332
CZ-ABC: (80) 61,134
RTZ-ABC: (80) 94,998
County/MSA 80 Cen. 298,660; E&P 87 Est. 352,178
City & RTZ-ABC: (80) 156,132
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,040; E&P 87 Est. 19,200
County/MSA 80 Cen. 109,343; E&P 87 Est. 133,548
CZ-ABC: (80) 20,787
RTZ-ABC: (80) 33,346
City & RTZ-ABC: (80) 54,133

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	N.A.
Savings & Loan	14	N.A.

6 - PASSENGER AUTOS: County 211,624

7 - ELECTRIC METERS: Residence 36,909

8 - GAS METERS: Residence 15,558

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Sugar 330 ($195); Oil 550 ($300); Food Proc. 2,205 (N.A.); Prod. Mfg. 725 ($220); Defense Installation 14,000 ($380); Cable Mfg. 200 ($300); Elect. Sub Station & Components 150 ($300).
Principal Pay Days-Fri., 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-72; Summer 51-76; Fall 41-85; Winter 36-68. First killing frost, Nov. 26; last killing frost, Jan. 16.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Broadway; 8 on Main; 5 on Church; 1 on Cypress; 2 on Chapel; 6 on S. Broadway; 1 on Orcutt Rd.; 4 on E. Main; 3 on Blosser; 3 in Oak Knolls.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Santa Maria(29)	NA	Lucky Mkt., JCPenney, Thrifty
Williams Ctr. (2)	NA	Williams Bros. Mkt., Parson's Drug
Broadway Pl. (2)	NA	Sav-On, Mont. Ward
Oak Knolls(14)	NA	Coronet
Blosser Strip(3)	NA	Riviera, Wellenkamp Furn.
Handyman Ctr. (2)	NA	Williams Bros. Mkt., Arthur's Toys
K mart(2)	NA	K mart
Santa Maria Town Ctr. Mall(87)	NA	Gottschalk's, Sears
Stowell Ctr. (50)	NA	McMahan's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-JCPenney, Montgomery Ward, K mart, Sears, Sav-On Drugs, Long's Drugs. Downtown Thur.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Bryant & Trott; Scott's Fashions; Montgomery Ward; K mart; Alpha Beta; Gottschalk's.
Variety Stores-Target.
Chain Drug Stores-Rexall 2; Thrifty 2; Parsons; Sav-On; Long's.
Chain Supermarkets-Safeway; Williams Bros. 4; Lucky 3.
Other Chain Stores-Firestone; Goodyear; McMahan Furn.; Gallenkamps; Singer Co.; Goodrich; Thom McAn; Kinney Shoes; Buster Brown; Foxmoor; Kauffman's; Jorgensen Jewelers; International Imports; All American Sports; Motherhood Maternity Shops; Radio Shack; Creative Stereo; Casual Corner; Jean Nicoles; Musicland; William Pitt; Bobbie West; Village East; Zale's; Tiffin Jewelers; Ringmaker's; B. Dalton; Payless Shoes; Brooks Fashion; Miller's Outpost.

14 - NEWSPAPERS: TIMES (e-mon to fri) 21,017; (S) 21,321; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Tom Anthony, Adv. Mgr., TIMES, 3200 Skyway Dr., Santa Maria, CA 93454; Tel. (805) 925-2691.
National Representatives: Scripps League Newspapers; Papert Companies.

SANTA MONICA

1 - LOCATION: Los Angeles County, E&P Map D-7 (In Los Angeles-Long Beach PMSA). On Santa Monica Bay. 17 mi. from Los Angeles. Terminus of Santa Monica Freeway & Pacific Coast Hwy.

2 - TRANSPORTATION: Motor Freight Carriers-300.
Intercity Bus Lines-Santa Monica Municipal; S. Cal. Rapid Transit District; Greyhound.
Airlines-Served by Los Angeles International and Santa Monica Municipal Airports. 78 major airlines.

3 - POPULATION:
Corp. City 80 Cen. 88,314; E&P 87 Est. 95,661
CZ-ABC: (80) 88,314
Bal. in NDM-ABC: (80) 409,447
County/PMSA 80 Cen. 7,477,657; E&P 87 Est. 8,365,559
Total NDM-ABC: (80) 497,761
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 43,912; E&P 87 Est. 49,987
County/PMSA 80 Cen. 2,730,674; E&P 87 Est. 3,169,792
CZ-ABC: (80) 43,912
Bal. in NDM-ABC: (80) 180,658
Total NDM-ABC: (80) 224,570

5 - BANKS	NUMBER	DEPOSITS
Commercial	55	N.A.
Savings & Loan	61	N.A.

6 - PASSENGER AUTOS: County 4,509,974.

7 - ELECTRIC METERS: Residence 38,675.

8 - GAS METERS: Residence 38,318.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 30,400; Serv. 34,400; Gov't 29,500; Others 21,000; Trade (whol. & ret.) 26,200.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Summer 60-68; Winter 49-64.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Santa Monica Place 1 blk., 3 levels.
Neighborhood Shopping Centers-14th & Wilshire; Lincoln & Ocean Park Blvd.; Montana Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
14th & Wilshire	1	Von's
Lincoln & Ocean Pk.	2	Luckys
Rancho Park	4	May Co.
Century City(80)	7	J. Magnin Jr. Gelsons Mkt., Bullock's
Fox Hills(135)	6	Broadway, May Co., JCPenney
Marina(42)	4	Boys, Safeway, Von's
Brentwood(34)	2	Book Nook
Westside Pavillion (12)	4	May Co., Von's
Santa Monica(150)	NA	Broadway, Robinson
Culver Ctr.(7)	5	JCPenney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. Stores-Every night. Food-Most stores open every night.
Stores Open Sundays-Food, Sears, JCPenney, Broadway, May Co.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Henshey's; Campbells; May Co.; Broadway; Bullocks; Robinsons.
Variety Stores-Woolworth; Newberry's 2; Mall Mart.
Chain Drug Stores-Thrifty Jr., Inc.; Thrifty 2; Sav-On Drugs 5; Horton & Converse; Reager's Bay Cities 2; Bi-Rite 3; Medicine Shoppe.
Chain Supermarkets-Alpha Beta 2; Boys Mkt. 3; Albertson's; Hughes 4; Lucky's 4; Ralphs 4; Royal; Safeway 10; Von's 4; Westwood Ho 3; Grocery Warehouse; Food Barn; Gelson's 2.
Other Chain Stores-Barker Bros.; Leeds; Thom McAn; Karl's; Moss; National Shirt; See's Candies 3; McMahan; Pep Boys; House of Nine; Standard Brands Paint; Kinney Shoes; Hartfield; Lerners; Carlson's 4.

14 - NEWSPAPERS: THE OUTLOOK (e) 24,992; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Randy Goldberg, Display Adv. Mgr., THE OUTLOOK, 1920 Colorado Ave., Box 590, Santa Monica, CA 90404; Tel. (213) 829-6811.
National Representative: Sawyer-Ferguson-Walker.

SANTA PAULA

1 - LOCATION: Ventura County, (In Oxnard-Ventura PMSA). E&P Map D-7. Residential and agricultural center. 85 mi. N of Los Angeles; 45 mi. S of Santa Barbara; 15 mi. from seashore. On Santa Paula Freeway and Hwy. 150.

2 - TRANSPORTATION: Railroads-Southern Pacific; Pacific Freight Line.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Santa Paula Airport provides charter service. Scheduled commercial service at Oxnard, 17 miles.

3 - POPULATION:
Corp. City 80 Cen. 20,552; E&P 87 Est. 23,134
County/PMSA 80 Cen. 529,899; E&P 87 Est. 632,634
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,849; E&P 87 Est. 7,865
County/PMSA 80 Cen. 173,254; E&P 87 Est. 214,596

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$68,000,000
Savings & Loan	2	$62,000,000

6 - PASSENGER AUTOS: County 358,563.

7 - ELECTRIC METERS: Residence 5,922.

8 - GAS METERS: Residence 6,104.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. 6,420 ($168); Oil Drilling, Pumping and Proc. 1,120 ($244); Small Mfg. 820 ($175); Food Packing; Citrus Fruit Packing and Proc.; Oil Refining; Plastics; Walnut Pkg.; Paper Box Mfg.; Machine Works; Controls; Paper and Plastic Cups; Frozen Foods.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-79; Summer 72-85; Fall 61-74; Winter 58-68.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpha Beta No. 204(12)	NA	Alpha Beta, Coronet
Santa Paula	NA	Thrifty Drug, Beno's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers, every evening & Sun.

13 - RETAIL OUTLETS: Department Stores-Santa Paula.
Variety Stores-Coronet; Gilbert's; Beno's.
Chain Drug Stores-Thrifty; Cauch's 3.
Chain Supermarkets-Alpha Beta; Safeway; Stop 'N Shop.
Other Chain Stores-Mode O'Day; Chief Auto; Payless Shoes; Radio Shack.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 2,181; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Don Johnson, Pub., CHRONICLE, 116 N. 10th St., Santa Paula, CA 93060; Tel. (805) 525-5555.
National Representatives: Newspaper Advertising Service; Scripps League Newspapers.

SANTA ROSA

1 - LOCATION: Sonoma County, (In Santa Rosa-Petaluma PMSA). E&P Map B-4. County Seat. Agriculture, poultry, dairy center. Manufacturing, food processing and distributing center. 52 mi. N of San Francisco; 240 mi. S of Eureka. On U.S. Hwy. 101 and two State hwys.

2 - TRANSPORTATION: Railroads-Northwestern Pacific; Petaluma-Santa Rosa R.R.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Golden Gate.
Airlines-West Air Commuter.

3 - POPULATION:
Corp. City 80 Cen. 83,205; E&P 87 Est. 101,719
CZ-ABC: (80) 128,408
RTZ-ABC: (80) 294,077
County/MSA 80 Cen. 299,827; E&P 87 Est. 361,461
City & RTZ-ABC: (80) 422,485

4 - HOUSEHOLDS:
City 80 Cen. 33,800; E&P 87 Est. 41,161
County/MSA 80 Cen. 114,523; E&P 87 Est. 143,387
CZ-ABC: (80) 50,931
RTZ-ABC: (80) 111,255
City & RTZ-ABC: (80) 162,186

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$885,770,000

6 - PASSENGER AUTOS: County 204,506.

7 - ELECTRIC METERS: County Residence 245,239 (gas and electicity combined).

8 - GAS METERS: County Residence 245,239 (gas and electricity combined).

9 - PRINCIPAL INDUSTRIES: County-Mining 700; Constr. 7,100; Mfg.: Durable 12,200, Non-Durable 5,800; Trans. & Util. 5,500; Trade: Ret. 26,300, Whol. 5,400; Fin., Ins., R.E. 8,200; Servs. 26,000; Gov't 22,300; Agric. 4,000.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-96; Summer 38-100; Fall 40-103; Winter 28-82. First killing frost, Nov. 23; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Fourth St.; 4 on Fifth St.; 3 on Third St.; 4 on Mendocino Ave.; 3 on B St.
Neighborhood Shopping Centers-Large centers, about 62 stores: Montgomery Village, Montgomery Drive and Farmers Lane, 80 Stores; Town & Country, 15 stores at end of McDonald Ave.; Roseland, about 10 stores on Sebastopol Road; Flamingo Plaza, about 8 stores; Farmers Lane at Fourth; Mayette, Yulupa and Mayetta, about 15 stores; Larkfield, on Hwy. 101-N., about 10 stores; St. Francis Sonoma Hwy., at Calistoga Rd., 12 stores; Alpha Beta Plaza, Farmers Lane at Bennett Valley Rd., 23 stores; Annadel Shopping Center, Yulupa Ave., 6 stores; Southside Center, 2685 Santa Rosa Ave., 6 stores; Willow Sq., Range & Guerneville Hwys., about 13 stores; Value Ctr., Stony Point & Sebastopol Rd., 10 stores.
Regional Shopping Centers-Coddingtown, Hwy. 101 at Steele Lane, enclosed mall, 89 tenants; Santa Rosa Plaza, downtown, enclosed mall, 105 tenants.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Dept. Stores, food about 50% open every night.
Open Sunday-Discount, dept. and most food stores.

13 - RETAIL OUTLETS: Department Stores-Sears; Rosenberg's; JCPenney; The Emporium; Mervyn's; Macy's 2.
Discount Stores-K mart; Ross; Marshalls; Home Club; Cost Co.
Variety Stores-Sprouse-Reitz; TG&Y.
Chain Drug Stores-Thrifty 3; Long's 2; Bill's 7; Payless.
Chain Supermarkets-Safeway 5; Lucky 2; Albertson's 3; A&B 3; Alpha Beta 2; Farmer's Market; Petrini; Raley's 2; Food 4 Less.
Other Chain Stores-General Tire; Goodrich; Singer Co.; Smith's Shoes 2; Kinney Shoes; Leeds Shoes; McPhail Appliances; Sherwin-Williams; Gensler-Lee (jewelry); Firestone; Crescent Jewelers; See's Candies 3; Hickory Farms; Breuner's Home Furnishings; Furnishing 2000; New York Fabrics; Standard Brand Paint; Zale's; Miller's Outpost; Lerner's; Waldenbooks; Thom McAn; Gallenkamps; House of Almonds 2; Whitehall Jewelers; Radio Shack 7; McMahan Furn.

14 - NEWSPAPERS: PRESS DEMOCRAT (m) 79,389; (S) 87,995; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Judy Bello, Natl. Adv. Mgr., PRESS DEMOCRAT, 427 Mendocino Ave., Santa Rosa, CA 95402; Tel. (707) 546-2020.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SIMI VALLEY

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. 30 mi. from Los Angeles; 10 mi. from San Fernando Valley.

2 - TRANSPORTATION: Railroads-Southern Pacific (freight only).
Motor Freight Carriers-11; 1 local.
Bus Lines-Local system with a connection to Los Angeles; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 77,500; E&P 87 Est. 90,914
County/PMSA 80 Cen. 529,899; E&P 87 Est. 632,634
CZ-ABC: (80) 77,500
RTZ-ABC: (80) 12,605
City & RTZ-ABC: (80) 90,105
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,036; E&P 87 Est. 25,990
County/PMSA 80 Cen. 173,254; E&P 87 Est. 214,596
CZ-ABC: (80) 22,036
RTZ-ABC: (80) 3,856
City & RTZ-ABC: (80) 25,892

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$548,553,000
Savings & Loan	8	$225,847,000

6 - PASSENGER AUTOS: County 358,563.

7 - ELECTRIC METERS: Residence 28,000.

8 - GAS METERS: Residence 27,289.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 10,282; Trans. 1,254; Commun., Public Util. 1,226; Constr. 2,680; Ret. Trade 6,035; Health Servs. 1,999; Educational Servs. 2,735.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-70; Summer 62-81; Fall 52-74; Winter 42-57.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-No. of stores, Location-Mountain Gate Plz. 34, Los Angeles Ave.; Mervyn's Center 23, Cochran & Sycamore; Cedar Plaza 12, Los Angeles Ave.; Alpine Village 27, Tapo, between Cochran & Alpine; La Fiesta Center 14, Cochran & Erringer; Bellwood Center 18, Alamo & Tapo; Santa Susana Plaza 10, Tapo, between Cochran & Eileen; Von's and Thrifty Center 9, Los Angeles & Yosemite; Ralphs Center 13, Los Angeles Ave. & Sycamore; Valley Center 10, Los Angeles Ave. & Erringer; Alpha Beta Center 23, Cochran & Sycamore; Sycamore Plaza 63, Cochran & Sycamore; Griffin Center 20, Cochran & Tapo Canyon; Sinaloa Plaza 21, Los Angeles & Sinaloa; Stonegate Plaza 17, Los Angeles & Yosemite; K mart Center 8, Los Angeles & Madera.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mountain Gate Plz.(50)	3	Builders Emporium, Thriftymart, Big 5
Tapo(29)	2	Von's, Pic & Save, Sears Surplus
Mervyn's(23)	2	Mervyn's, Sav-On, Target
Oaks	10	Broadway, Robinsons, JCPenney, May Co., Bullocks
Janss Mall	10	Sears, Von's
Sycamore Plaza(63)	NA	Miller's Outpost, Albertson
Griffin Plaza(20)	1	Lucky, Long's Drug

Principal Shopping Days-Wed., Thur., Fri., Sun.
Stores Open Evenings-Shpg. Ctrs. every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Mervyn's.
Variety Stores-K mart; Target.
Chain Drug Stores-Sav-On; Thrifty; Long's.
Chain Food Stores-Ralph's; Safeway; Alpha Beta; Von's; Lucky; Albertson; Hughes.
Other Chain Stores-Firestone; Mark C. Bloome; Builder's Emporium; Lumber City; Pep Boys; Trak Auto; Kragen; Chief Auto Parts; Big 5; Goodyear; Pier 1 Imports.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 16,299; (S) 16,934; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Richard L. Penrod, Adv. Dir., ENTERPRISE, 888 Easy St., Simi Valley, CA 93065; Tel. (805) 526-6211.
National Representative: Papert Companies.

SONORA

1 - LOCATION: Tuolumne County, E&P Map C-4. County Seat. 40 mi. N of Yosemite; 120 mi. E of San Francisco; on State Hwys. 108, 120 & 149.

2 - TRANSPORTATION: Railroads-Sierra.
Motor Freight Carriers-5.
Intercity Bus Lines-Amador Stage Lines.
Airlines-Nu-West; Alexander-Sierra.

3 - POPULATION:
Corp. City 80 Cen. 3,239; E&P 87 Est. 4,322
County 80 Cen. 33,920; E&P 87 Est. 43,934

4 - HOUSEHOLDS:
City 80 Cen. 1,292; E&P 87 Est. 1,366
County 80 Cen. 12,668; E&P 87 Est. 17,393

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$170,000,000
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 24,503

7 - ELECTRIC METERS: Residence 7,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 2,000 ($350); Trade 530 ($250); Gov't ($280); Mining 209 ($220); Service 329 ($240); Util. 150 ($200).
Principal Industrial Pay Days-5th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 40-106; Fall 40-76; Winter 19-70. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Washington and Stewart Sts.
Neighborhood Shopping Centers-Mono Hwy. E of Sonora; Stockton Rd. W of Sonora; Groveland; Jamestown; Columbia; Tuolumne; Pinecrest; Willow Springs; Twain Harte.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Foster Bros.(9)		Savemart Mkt., Bertelli Drugs
Hales & Symons(4)	NA	Sears, Safeway, Kragen
Junction(35)	2	K mart, Long's, Lucky, JCPenney
Plaza(19)		Thrifty Drug, Save Mart, Payless

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Some stores Fri., Food every evening and Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Mark Twain; General Store.
Variety Stores-Sprouse-Reitz.
Discount Stores-Payless; Long's; K mart.
Chain Drug Stores-Thrifty; Bertelli's; Bob's.
Chain Supermarkets-Savemart 2; Safeway; Super Save; EZ Mart 2; Lucky.
Other Chain Stores-Foster Freeze; Red & White 3; Goodyear; 7-Eleven.

14 - NEWSPAPERS: UNION DEMOCRAT (e-mon to fri) 10,440; sworn Oct. 10, 1986.
Local Contact for Advertising and Merchandising Data: Harvey C. McGee, Pub., UNION DEMOCRAT, 84 S. Washington St., Sonora, CA 95370; Tel. (209) 532-7151.
National Representative: None.

SOUTH BAY
See TORRANCE

SOUTH LAKE TAHOE

1 - LOCATION: El Dorado County. (In Sacramento MSA). E&P Map C-4. Lake Tahoe on Hwy. 50; 110 mi. from Sacramento at NV-CA Stateline.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Graylines; L.T.R. Stage Lines; S.T.A.G.E. (City Bus Line).
Motor Freight Carriers-Delta Lines, Mayflower South Tahoe Moving and Storage (Bekins).
Airlines-American Airlines; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 20,681; E&P 87 Est. 24,991
County 80 Cen. 85,812; E&P 87 Est. 118,716
MSA 80 Cen. 1,099,814; E&P 87 Est. 1,366,294

4 - HOUSEHOLDS:
City 80 Cen. 9,004; E&P 87 Est. 12,393
County 80 Cen. 32,505; E&P 87 Est. 46,705
MSA 80 Cen. 416,356; E&P 87 Est. 537,266

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm	11	$120,476,000
Savings & Loan	8	$984,655,000

6 - PASSENGER AUTOS: County 63,838

7 - ELECTRIC METERS: City 20,000

8 - GAS METERS: City 11,119

9 - PRINCIPAL INDUSTRIES: Tourism, year-round recreation, 5 major ski areas, 312 motels & hotels (8,800 units); Gaming, Nevada area; constr., real estate, mining.

10 - CLIMATE: Av. Temp.-Summer 65; Winter 26-40. Snow, Dec. thru Apr.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers:
Lampson Plaza, Alpine, Tahoe Center 11 stores; Tahoe Valley 36 stores; Kingsbury 68 stores; Round Hill Mall 46 stores; Elk Point 19 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Al Tahoe(10)	NA	Payless Drug, Lucky Mkt.
Crescent V(25)	NA	David Grace, Lawrence's, Raley's Drug
Tahoe South Y(26)	NA	K mart, Raley's Drug
Lampsons Plaza(17)	NA	Thrifty Drug

13 - RETAIL OUTLETS: Department Stores-Lawrence's; David Grace; K mart; The Outdoorsman; Miller's Outpost.
Variety Stores-Mikasa.
Chain Drug Stores-Shelley's 3; Payless; Thrifty; Raleys 2.
Chain Supermarkets-Safeway 2; Raley's 2; Luckys.
Other Chain Stores-Sears (catalog & appliance); Grand Auto; Firestone; Handy Andy; Radio Shack; Mikasa Factory Outlet; Carson Furn.

14 - NEWSPAPERS: TAHOE TRIBUNE (e-mon to fri) 9,569; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Don W. Wright, Pub., TAHOE TRIBUNE, 3079 Harrison Ave.; PO Box 1358, South Lake Tahoe, CA 95705; Tel. (916) 541-3880.
National Representative: None.

STOCKTON

1 - LOCATION: San Joaquin County (MSA). E&P Map B-4. Deep water port. Shipping center for Sacramento and San Joaquin Valleys. County Seat. 78 mi. from San Francisco on 580; 354 mi. from Los Angeles on I-5.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific/Missouri; Pacific Western Div.; AT&SF; Center California Traction Co. (freight); Tidewater Southern (freight); Port of Stockton Belt Line (freight); Stockton Terminal & Eastern (freight).
Motor Freight Carriers-38 Common; 50 Contract.

Freight Steamship Lines-23.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Federal Express; Inland Empire; Pacific Express; PSA; West Air.

3 - POPULATION:
Corp. City 80 Cen. 149,779; E&P 87 Est. 197,683
CZ-ABC: (80) 182,854
Bal. in NDM-ABC: (80) 164,488
County/MSA 80 Cen. 347,342; E&P 87 Est. 455,677
Total NDM-ABC: (80) 347,342
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,742; E&P 87 Est. 77,537
County/MSA 80 Cen. 136,000; E&P 87 Est. 171,007
CZ-ABC: (80) 67,777
Bal. in NDM-ABC: (80) 56,849
Total NDM-ABC: (80) 124,626

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$2,325,195,626
Savings & Loan	12	$6,845,976,000

6 - PASSENGER AUTOS: County 222,985

7 - ELECTRIC METERS: Residence (City Zone) 93,726

8 - GAS METERS: Residence (City Zone) 90,780

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing: Food & Kindred Prods. 6,900; Paper, Printing & Pub. 1,400; Misc. Nondurable Goods 1,700; Lumber & Wood Prods. 2,000; Fab. Metal Prods. 900; Mach. 800; Elect. Equip. 1,500; Trans. Equip. 800; Misc. Durable Goods 2,400; Mining 100; Constr. 4,300; Trans. & Public Util. 7,600; Whol. & Ret. Trade 26,900; Fin., Ins. & R.E. 6,200; Services 24,600; Government-Federal 5,300; State & Local 22,000.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-73; Summer 60-93; Fall 50-77; Winter 39-55. First killing frost, Nov. 30; last killing frost, Mar. 2.

11 - TAP WATER: Moderately hard; not fluoridated.

12 - RETAILING: Downtown Shopping Area-Consists of 24 square blocks bounded by Market St., Miner Ave., El Dorado St., Stanislaus St.
Neighborhood Shopping Centers-Pacific Ave. from Harding to Alpine; Wilson Way from Market St. to Harding Way; Charter Way from El Dorado to Grant; Marengo Ctr., Pacific Ave. at Swain Rd.; Lincoln Ctr.; Benjamin Holt Drive from Pacific Ave. to Gettysburg Pl.; Mayfair, El Dorado from Swain Rd. to Duncan; Weberstown-Sherwood Mall, (Regional Shopping Centers); Pacific Ave. from March Lane to Robinhood; Waterloo Rd. from Wilson Way to Diverting Canal; Parkwoods, Hammer Lane from Alexandria to Brentwood; Hammer Lane at El Dorado; Yosemite Ave., from Poplar to Acacia; Quail Lakes, I-5 & March Lane; Venetian Gardens, March Lane & Pershing; Venetian Sq., March Lane & Pershing; College Sq., March Lane & Pershing; Hammer Ranch, Pacific & Hammer Lane; Hammertown, Hammer Lane & West Lane; St. Mark's Plaza, March Lane & Venetian; Colonial Plaza, I-5 & Hammer Lane; Venetian Bridges, March Lane & Venetian; Village Square, Benjamin Holt Dr. at I-5; Normandy Village, West Lane at Hammer Lane.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pacific Ave.	2	Lucky Store
Wilson Way	2	Food Bank, Payless
Lincoln Center	5	Modesto's, Campbell's, Food Bank, Payless
Village Square	5	Don Quick
Mayfair	4	Savemart
The Mall at Weberstown	4	Sears, Weinstock's, JCPenney
Sherwood Mall	4	Macy's, Mont. Ward, Gottschalk's
Sherwood Plaza	5	K mart
Parkwoods	6	Big T Mkt.
Hammer Lane	6	Thrifty
Venetian Square	5	Frys
Waterloo Rd.	3	Giant Food
College Sq.	5	Mervyn's, Big T
Hammer Ranch	5	Long's, Lucky Store
Normandy Vlg.	7	Fry's, Miller's Outpost
Quail Lakes Plaza	5	Longs, Food Bank
Colonial Plaza	7	Fry's, Grossman
Venetian Bridges	5	Marshall's
Pacific/Hammer	5	Orchard Supply, Breuners

Principal Shopping Days-Dept. Stores-Thur., Fri., Sat., Sun.
Stores Open Evenings-Downtown Thur.; Webertown-Sherwood Mall Mon. through Fri.; Pacific Ave. Mon., Thur.; Lincoln Village Mon., Thur.
Stores Open Sundays-Major grocers, dept. & discount. Macy's, Weinstock's, Montgomery Ward, Sears, Breuner's, Payless, K mart, JCPenney, Mervyn's.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Macy's; Weinstock's; Montgomery Ward; Sears; Best; Mervyn's.
Discount Stores-K mart 2; Payless [illegible]; Long's; Marshalls, Ross Stores.
Variety Stores-Kress; Newberry.
Chain Drug Stores-Thrifty 3; Payless 2; Green Bros. 3; Long's 2; Ethical Pharmacy.
Chain Supermarkets-Centro Mart 10; Quik Stop 4; Big T 3; Lucky; Save-Mart; Safeway 4; Segarini's 3; Fry Markets 3; AM-PM 12; Food 4 Less; Circle-K; Pak N' Save.
Other Chain Stores-Shoes: Gallenkamp, Leeds, Kinneys; Miller's Outpost; Women's Wear: Lerner's, Park Lane Hosiery; Auto Supply: Goodyear 2, Firestone 2, Grand Auto 2, Big Brake, Chief Auto Parts, Kragen Auto, Winston Tire, Big-O Tires, Pep Boys 2; Dry Goods: Rosenthal's, Brown & Mahin 2; Furniture: Breuner's, Campbell's, Furnishings 2000, Furnitureland, C&C Capital, Sofa Factory, Levitz, The Living Room, R&B, Thornton House Depot; Others: Big 5 Sporting Goods, Federated Group, Grossmans, Orchard Supply, Lumberjack, Handy Andy, Toys R Us, Target.

14 - NEWSPAPERS: RECORD (m) 52,582; (S) 55,935; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Zidich, Natl. Adv. Mgr., RECORD, 530 E. Market St., Stockton, CA 95202; Tel. (209) 943-6397.
National Representative: Gannett National Newspaper Sales.

SUISUN
See FAIRFIELD

TAFT

1 - LOCATION: Kern County (In Bakersfield MSA). E&P Map C-6. 133 mi. NW of Los Angeles; 290 mi. SE of San Francisco. On U.S. Hwy. 33.

2 - TRANSPORTATION: Railroads-Sunset.
Motor Freight Carriers-5.
Bus Line-Foster Trans. to Bakersfield.

3 - POPULATION:
Corp. City 80 Cen. 5,316; E&P 87 Est. 6,384
County/MSA 80 Cen. 403,089; E&P 87 Est. 505,365

4 - HOUSEHOLDS:
City 80 Cen. 2,096; E&P 87 Est. 2,668
County/MSA 80 Cen. 139,811; E&P 87 Est. 182,354

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$78,000,000
Savings & Loan	2	$32,500,000

6 - PASSENGER AUTOS: County 233,482

7 - ELECTRIC METERS: County 5,997

8 - GAS METERS: County 5,585

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 4,950 ($380).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 75-108; Fall 65-80; Winter 32-60. First killing frost, Dec. 28; last killing frost, Jan. 14.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping Center & some Downtown.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Vic's; Weldons; Marty's; Helen's Shoppe; Lee's Shoe Palace.
Variety Stores-TG&Y; Kirkpatrick Bros.; Bonanza 88*; Discount Mart; Payless.
Chain Drug Stores-Safeway.
Chain Supermarkets-West Side; Safeway; 11-C; Hall Mart.
Other Chain Stores-Fashion Crossroads; Goodyear; Sears (catalog); Montgomery Ward; Beno's; Coast-to-Coast; 7-Eleven; Radio Shack.

14 - NEWSPAPERS: MIDWAY DRILLER (e-mon to fri) 4,318; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Gregg McConnell, Pub., MIDWAY DRILLER, 800 Center St.; PO Bin Z, Taft, CA 93268; Tel. (805) 763-3171.
National Representative: Newspaper Advertising Service; Scripps League Newspapers.

THOUSAND OAKS

1 - LOCATION: Ventura County. E&P Map D-7 (In Oxnard-Ventura PMSA). 40 mi. W of Los Angeles; 396 mi. S of San Francisco. On U.S. Hwy. 101, State Hwy. 23; Hdqtr. for Northrop-Ventura Science Mfg.; North American Aviation Science Ctr. Home of California Lutheran University; Summer training camp for Dallas Cowboys.

2 - TRANSPORTATION: Airlines-Golden West Airlines in Oxnard (21 mi.); Ventura County Airport, complete facilities for private aircraft; Los Angeles International Airport (55 mi.); Camarillo Airport in Camarillo (8 mi.).
Bus Lines-Greyhound; Great American Stageline to Los Angeles International Airport, and local city bus.
Railroads-Southern Pacific and Santa Fe in Camarillo (8 mi.).
Shipping Ports-Deep Water, Hueneme (24 mi.) service to coastal and foreign ports.
Trucklines-California Motor Express; Consolidated Freightways; United Parcel; Pacific Motor Trucking; Leeway Motor Freight, and other major trucklines.

3 - POPULATION:
Corp. City 80 Cen. 77,797; E&P 87 Est. 102,995
County/PMSA 80 Cen. 529,899; E&P 87 Est. 632,634
CZ-ABC: (80) 113,095
RTZ-ABC: (80) 14,446
City & RTZ-ABC: (80) 127,541
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,112; E&P 87 Est. 36,223
County/PMSA 80 Cen. 173,254; E&P 87 Est. 214,596
CZ-ABC: (80) 36,096
RTZ-ABC: (80) 5,149
City & RTZ-ABC: (80) 41,245

5 - BANKS	NUMBER	DEPOSITS
Savings	23	$160,000,000
Savings & Loan	18	$230,000,000

6 - PASSENGER AUTOS: County 358,563.

7 - ELECTRIC METERS: Residence 33,555.

8 - GAS METERS: Residence 33,300.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronic Components; Aircraft and Missile Components 1,015; Defence Systems; Plastic Prods.; Computers 1,325; Steel 230; Ins. 1,520; Medical Ctr. 800; Hospital 423; Educ. 1,775; Science Ctr. 420; Publishing 302; Total No. of Wage Earners: 237,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-81; Summer 69-90; Fall 59-84; Winter 42-71.

11 - TAP WATER: Alkaline.

12 - RETAILING: **Principal Shopping Center**-The Oaks Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Agoura Meadows (12)	8	Sav-On, Von's
Albertson's Plz.(10)	6	
Alpha Beta Ctr.(8)	NA	Alpha Beta
Big Oaks(18)	NA	
Casa Conejo(14)	6	Daisy Farm Mkt.
Conejo Plaza(13)	NA	Autoworld
Conejo Valley(17)	NA	Sav-On, Ralph's
County Line Ctr.	NA	
E and K Center	NA	
El Cid(8)	NA	Computerland
Evergreens Plz.(12)	NA	Saro's Leather
Glen Oaks(10)	NA	
Heritage Plz.(12)	NA	
Janss Mall(40)	NA	Von's, Thrifty Drug
K mart Ctr.(8)	NA	K mart
Kanan Plz.(20)	8	
Kanan Village	8	
L and K Ctr.(4)	NA	
La Siesta(13)	NA	
Newbury Sq.(10)	6	
North Oaks Pl.(8)	NA	Dairy Queen
Oak View Plaza(20)	NA	
Old Town(22)	NA	
Palm Plaza(27)	NA	
Park Oaks(36)	NA	Safeway, Radio Shack
Park Plaza(24)	NA	
Skyline Plz.(10)	NA	Magic Chef Pantry
Sun Plaza(135)	NA	
The Oaks(146)	NA	Broadway, JCPenney, May Co., Bullock's, Robinson's
Olive Grove(100)	NA	Dinner Theatre
Twin Oaks Plz.(12)	NA	Thrifty Drug, Safeway
Ventu Park Ctr.(8)	5	Hughes
Village Ct.(9)	NA	
Village Glen(23)	NA	
Village Sq.(27)	NA	Safeway, Liquor Barn
Vogue Plaza(16)	NA	
Wendy-Kimber Plaza(20)	6	
Westlake Business Park	NA	
Westlake Hills Plaza(40)	NA	Thrifty Drug, Ralph's
Westlake Plz.(44)	NA	Safeway

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon.-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Broadway; May Co.; Robinson's; JCPenney; Marshalls; Ross; Bullock's.
Variety Stores-Sprouse-Reitz.
Discount Stores-K mart.
Chain Drug Stores-Thrifty; Safeway; Guild; Sav-On; All Med.; Clark's; Rexall; CVS; Long's.
Chain Supermarkets-Albertson's; Alpha Beta; Von's; Safeway; Thriftmart; K&G Mkts.; Ralphs; Hughes; Lucky.
Other Chain Stores-Rug Crafters; Hairstyling & Nail Co.; Le Monaco's; Hansel & Gretel; Earthcraft; Expanding Wall; Paintings of the World; Sunset House; Wallpapers To Go; Wood Factory; Gordon's; J. Herbert Hall; Jade House; Kirk's Jewelers; Murata Pearl; Slavick's; Zale's; Barney's; The Brick Shirt House; Chess King; Gingiss Formalwear; Silverwood's; Zeiler & Zeiler; The Gap; Harris & Frank; Jacke Wolfe; Jeans West; Miller's Outpost; Creative Stereo; Gould Music; Musicland; Organ Exchange; Radio Shack; The Wherehouse; Airstep West; Athlete's Foot; Bell Bros. Shoes; Berman Corson Shoes; Buster Brown; Connie's Shoes; Foot Locker; Gallenkamp; Hanover Shoes; Hardy Shoes; Kinney; Leed's; Maling's; Florsheim; Red Cross Shoes; Regal Shoes; The Shoe Affair; Thom McAn; The Wild Pair; B. Dalton Bookseller; The Game Keeper; Hoffman Barber/Beauty Supply; House of Fabrics; I Natural Cosmetics; Merlo's Cutlery; Michael's Toys; Moran Drapery; Nails Etc.; National Uniforms; Parklane Hosiery; Pipe Pourri; The Sunglass; Texas Instruments; Vince's Pet Center; Waldenbooks; Casual Corner; Contempo Casuals; Fashion Conspiracy; Foxmoor; KoKo's Fashions; Lanz of Calif.; Lerner's; Motherhood Maternity; Pigeon's; Poppy Seed; Rix Rack; Sandy Lane; Show Off; Size 5-7-9; Standard Brands Paint; Susie's Casuals; Windsor Fashions; RB Furniture; Builder's Emporium; Lumber City; Pacific Stereo; Mervyn's; Nurseryland; Ethan Allen-Traister's; Wetherby Kayser; Red Wing Shoes; Merle Norman; Carpeteria; Cloth World; Singer.

14 - NEWSPAPERS: NEWS-CHRONICLE (e-mon to fri) 24,999; (S) 26,114; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Steve Hollywood, Adv. Dir., NEWS-CHRONICLE, PO Box 3129, Thousand Oaks, CA 91359; Tel. (805) 496-3211.
National Representative: Papert Companies.

TORRANCE

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. NDM includes divisions of Torrance & South Bay Cities-Carson; El Segundo; Gardena; Hawthorne; Hermosa Beach; Lawndale; Lomita; Manhattan Beach; Palos Verdes Estates; Rolling Hills Estates; Redondo Beach; Rancho Palos Verdes & Rolling Hills. 19 mi. SW of Los Angeles; 15 mi. NW of Long Beach. Hwy. 101.

2 - TRANSPORTATION: **Railroads**-Pass.-Amtrak. Freight-So. Pac., Union Pac., Santa Fe.
Motor Freight Carriers-13.
Intercity Bus Lines-Rapid Transit; Greyhound; Torrance & Gardena Municipal.
Airlines-L.A. Intl. Airport within NDM. All major lines, domestic & foreign.

3 - POPULATION:
Corp. City 80 Cen. 131,497; E&P 87 Est. 137,871
NDM-ABC: (80) 641,163
County/PMSA 80 Cen. 7,477,657; E&P 87 Est. 8,365,559
Demographic Information available from Newspapers. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 50,410; E&P 87 Est. 54,006
County/PMSA 80 Cen. 2,730,674; E&P 87 Est. 3,169,792
NDM-ABC: (80) 236,525

5 - BANKS	NUMBER	DEPOSITS
Commercial	168	$6,835,909,000
Savings & Loan	108	$5,759,270,000

6 - PASSENGER AUTOS: County 4,509,974.

7 - ELECTRIC METERS: Residence 219,766.

8 - GAS METERS: Residence 225,700.

9 - PRINCIPAL INDUSTRIES: 432 mfg. plants. Leading prods. are: steel, electronics, plastics, aircraft assemblies, missiles, oil, oil field equip., drilling equip., rubber prods., chem., aluminum prods., research electronics; steel fab., home building prods. & engin., paint mfg., aluminum mfg., bathroom fixtures. Est. Emp. 609,519; Est. Wkly. Wage $525.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-67; Summer 58-74; Fall 56-73; Winter 45-65.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Downtown Shopping Areas**-Redondo, 8 blocks on 4 Sts.; Hermosa, 5 on 3 Sts.; Manhattan, 6 on 2 Sts.; Torrance, 14 on 4 Sts.; Riviera Vlg., 8 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
In Redondo Beach		
Redondo Vlg.(15)	NA	Sears, SupeRx
Redondo Shpg. Ctr.(15)	NA	SupeRx
The Pier(65)	NA	
In Torrance		
Del Amo Fashion Ctr.(275)	NA	Sears, Broadway, JCPenney, Bullocks, Mont. Ward, Ohrbach's, Robinson's, Target
Old Towne Mall(117)	NA	Fayva Shoes, Radio Shack, Best, K mart, Marshalls, Ross
Pacific Plz.(15)	NA	
Rolling Hills(64)	NA	Thrifty Drug, J.J. Newberry
In Palos Verdes		
Palos Verdes Ctr.	NA	Buffum's, May Co., Bullocks Wilshire, Thrifty Drug
In Manhattan Beach		
Manhattan Vlg.	NA	Buffum's, Bullocks, Sav-On
Fisherman's Vlg.(40)	NA	
Marina Ctr.(42)	NA	Hallmark, Pier I Imports
Washington Sq.(22)	NA	
In Carson		
Carson Mall(90)	NA	Broadway, Sears, JCPenney
In Inglewood		
Crenshaw-Imperial Plz.(45)	NA	Woolworth
Crenshaw-Imperial(32)	NA	Thrifty Drugs, Boston Stores

Neighborhood Shopping Centers-South Redondo: Hollywood Riviera & South Pacific Coast Hwy. 10 blocks; N Redondo: Artesia Blvd. 6 blocks; E Hermosa: Pacific Coast Hwy., 5 blocks; E Manhattan: Pacific Coast Hwy., 4 blocks; Walteria: Hawthorne Ave., 4 blocks; N Torrance: 190th St., 3 blocks; Southwood: Palos Verdes Blvd., 2 blocks; King Harbor: 4 blocks; Lomita: Pac. Coast Hwy., 9 blocks; Lomita Blvd., 6 blocks; Carson: Avalon Blvd., 10 blocks; Carson Blvd. to Sepulveda; Lunada Bay, PV.
Principal Shopping Days-Sun., Fri., Sat.
Stores Open Evenings-Dept. and Food-7 days a week.

13 - RETAIL OUTLETS: **Department Stores**-May Co. (Redondo Beach, Palos Verdes); The Broadway 5; Bullocks 2; Montgomery Ward 3; Nordstroms; Ohrbach's 2; Sears 3; JCPenney 6; Buffum's 2 (Palos Verdes, Manhattan Beach); Robinson's (Torrance); Bullock's Wilshire; Boston 3.
Discount Stores-Golden Bear 2; K mart 3; Try-It-Store; Angel's; Simon's; Target; Ross.
Variety Stores-J.J. Newberry 6; Woolworth; Cornet; Kress; Kresge; TG&Y 3; Hermosa 5-10-25¢.
Chain Drug Stores-Thrifty 10; Sav-On 10; Drug King; Clark 3; Thrifty Jr.'s 3; Walters; Longs.
Chain Supermarkets-Safeway 14; Lucky 22; Ralph's 12; Foods Co. 5; Von's 9; Mayfair 3; Boy's Market 12; Alpha Beta 10; Hughes 3; Top Valu 4; Albertson's.
Other Chain Stores-Automotive: Firestone 8; Pep Boys 3; Rayco; Surefit; Aamco; Midas; Big Brake; Mobis; Goodyear 6; General Tire; Mark C. Bloome 4; Wynn Bros.; Lucky Auto; Nationwide Safety Brake; Western Auto; Muntz; Auto Man; Hertz; Avis. Women's: Sally Shop; Mode O'Day; Hartfield; I. Magnin; Lerners; Judy's; Casual Corner 2; Chic Accessories; Bentley's; Gladys Fowler; Gigi Fashions; Lynn's; Helen Morgan; Modern Woman; Nobby; Polka Dot; Tall Girl; Wet Seal; Lane Bryant; Susie Q; House of Nine; Gale's; Alroe; The Gap; Miss Lori; The Limited 3. Men's: Harris & Frank; Silverwoods; Richman Bros. 2; C&R Clothiers 3; Big N Tall; Eaglesons. Shoes: Gallenkamp's 3; Flagg Bros.; Wetherby Kayser; Mandel's; Air Step 2; Naturalizer; C.H. Baker 3; Leed's 4; Chandler's; Shoe Stop 2; Innes 2; Kirby's; Berland's; Hudson's 3; Cabot's; Candies Bar; Children's Shoeland 3; Comars; Alpert's; Kinney's 3; Knapp; Red Wing; Thom McAn 2; Gudes Barnett; Florsheim; Hardy; Jarman; Regal. Paint & Hardware: Ole's 2; National Lumber 3; Hughes Paint; Standard Brand Paint 3; Sherwin-Williams; United Hardware; Rea's 2; Homeowners Emporium 2. Furn. & Carpeting: McMahan's 4; Barker Bros.; Moran Draperies; Carpetown; Carpeteria 2; Hub; R-B Furn. 3; Danica; Lee's Bars & Stools; Friendly Furn.; Modern Way 2; Ortho 2; Riviera Sofa 3; Upright Draperies; Carriage House; Levitz Furn. 2. Jewelers: Hudson; Zale's; Slavicks; Lawsohns 2; Murata Pearls 2; Star of Siam 3; Weisfields. Miscellaneous: See's Candies 3; Big-5 Sporting Goods; Oshman's 2; Air Vent Awnings; Tandycraft; Ken Crane Magnavox 2; Jack La Lanne Salons 2; Abbey Rents; Bekin's Van & Storage; Singer Co.; NIKL Music; Pier 1 Imports 2; Van de Kamp Bakery 12; Cost Plus Imports.

14 - NEWSPAPERS: THE DAILY BREEZE (e) 90,717; (S) 124,424; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jim McComb, Adv. Dir., THE DAILY BREEZE, 5215 Torrance Blvd., Torrance, CA 90509; Tel. (213) 540-5511.
National Representative: Sawyer-Ferguson-Walker.

TRACY

1 - LOCATION: San Joaquin County. (In Stockton MSA). E&P Map B-4. On I-5, 205, 580.

2 - TRANSPORTATION: **Railroads**-Western Pacific; Southern Pacific.
Motor Freight Carriers-Several.

3 - POPULATION:
Corp. City 80 Cen. 18,428; E&P 87 Est. N.A.
County/MSA 80 Cen. 347,342; E&P 87 Est. 455,677

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 87 Est. N.A.
County/MSA 80 Cen. 124,626; E&P 87 Est. 171,007

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 222,985.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agricultural, Light Industries.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 90-105; Fall 40-100; Winter 30-70. First killing frost, Nov.; last killing frost, May.

11 - TAP WATER: Hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grantrace(1)	NA	K mart
McKinley Vlg.(12)	NA	Save-Mart
Tracy Ctr.(14)	NA	Beno's
Valley(12)	NA	Long's, Lucky's
Westgate Plz.(32)	NA	Save-Mart Grocery

Principal Shopping Days-Wed., Fri.
Stores Open Evenings-Mon. to Fri. until 8:00 p.m.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-K mart.
Variety Stores-Woolworth's.
Chain Drug Stores-Longs; Payless.
Chain Supermarkets-Save-Mart; Safeway; Central-Mart; Lucky's.
Other Chain Stores-Radio Shack; Kragen Auto Parts.

14 - NEWSPAPERS: PRESS (m-mon to fri) 10,324 sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Bob Mathews, Ret. Mgr., PRESS, 145 W. 10th St.; PO Box 419, Tracy, CA 95378-0419; Tel. (209) 835-3030.
National Representative: Papert Companies.

TULARE

1 - LOCATION: Tulare County (In Visalia-Tulare-Porterville MSA). E&P Map D-6. Centrally located on U.S. Hwys. 63, 99 and State Hwy. 137 in Central San Joaquin Valley, 45 hwy. mi. S of Fresno, 63 hwy. mi. N of Bakersfield. Dairying and farming center, with some light manufacturing.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Santa Fe (freight only).
Motor Freight Carriers-23 Local, 6 Major.
Intercity Bus Lines-Continental Trailways; Greyhound; Orange Belt.

3 - POPULATION:
Corp. City 80 Cen. 22,475; E&P 87 Est. 28,443
CZ-ABC: (80) 26,634
RTZ-ABC: (80) 27,160
County/MSA 80 Cen. 245,751; E&P 87 Est. 302,365
City & RTZ-ABC: (80) 53,794

4 - HOUSEHOLDS:
City 80 Cen. 7,755; E&P 87 Est. 9,771
County/MSA 80 Cen. 80,659; E&P 87 Est. 103,208
CZ-ABC: (80) 9,039
RTZ-ABC: (80) 7,620
City & RTZ-ABC: (80) 16,659

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 130,587.

7 - ELECTRIC METERS: Residence 8,389.

8 - GAS METERS: Residence 8,943.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 800 ($200-350); Mfg. 900 ($125-250); Agric. 800 to 3,000 (unskilled) ($125-$225), (seasonal, skilled) ($125-300).

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-81; Summer 63-93; Fall 51-84; Winter 36-58. First killing frost, Nov.; last killing frost, Feb.

11 - TAP WATER: Neutral, very soft, pure; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 blocks on K St., 5 on Tulare St., 5 on Kern St.
Neighborhood Shopping Centers-Miracle Mile (E. Tulare Ave.); West Inyo St.; Business Route 99; Tower Square; downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country Village	2	Thrifty Drug, Village Food, K mart
Mountain View Plaza	2	Long's Drugs, Lucky Supermarket

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Leggett's.
Discount Stores-Surplus City; K mart.
Chain Drug Stores-Thrifty; Sweet's Drug (McKesson); Beck's; Long's; G&T; Payless.
Chain Supermarkets-Lucky; Savemart.
Other Chain Stores-Ace Hardware; Remar's; Lampe Lumber; Goodyear; Mode O'Day; McMahan's Furn.; Mathis & Bolinger; Fisco; Radio Shack; Ernie's Liquor; Wickes; Men's Stores; Cave's, Bob Myers, McCourt's, Safarjans, Continental Western Wear; Women's Stores: Vogue, Mari D's, Betty's Apparel.

14 - NEWSPAPERS: ADVANCE-REGISTER & TIMES (e) 9,231; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Byron Ingalls, Adv. Dir., ADVANCE-REGISTER, 388 E. Cross Ave.; PO Box 30, Tulare, CA 93275; Tel. (209) 688-0521.
National Representative: Papert Companies.

TURLOCK

1 - LOCATION: Stanislaus County (In Modesto MSA). E&P Map C-5. In San Joaquin Valley on U.S. Hwy. 99; 40 mi. S of Stockton; 300 mi. N of Los Angeles; 100 mi. SE of San Francisco.

2 - TRANSPORTATION: **Railroads**-S. Pacific; Tidewater Southern; Santa Fe.
Intercity Bus Lines-Greyhound; Modesto-Turlock Stage.

3 - POPULATION:
Corp. City 80 Cen. 26,291; E&P 87 Est. 36,490
CZ-ABC: (80) 27,987
RTZ-ABC: (80) 33,163
County/MSA 80 Cen. 265,902; E&P 87 Est. 335,548
City & RTZ-ABC: (80) 61,150

4 - HOUSEHOLDS:
City 80 Cen. 9,932; E&P 87 Est. 14,547
County/MSA 80 Cen. 94,674; E&P 87 Est. 123,656
CZ-ABC: (80) 10,502
RTZ-ABC: (80) 10,208
City & RTZ-ABC: (80) 20,710

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	8	$312,000,000
Savings & Loan	7	$197,000,000

6 - PASSENGER AUTOS: County 166,905

7 - ELECTRIC METERS: Residence 13,100

8 - GAS METERS: Residence 12,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 1,419 (Jan.)-2,833 (Sept.); Gov't 1,512; Constr. 504; Mfg. 934; Trans. 543; Servs. 1,885; Whol. & Ret. Trade 1,841.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-76; Summer 57-95; Fall 44-77; Winter 32-54.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main from Lander on the West to Palm on the East, plus one block each way North and South of Main. 400 businesses.
Neighborhood Shopping Centers-Canal Center, 6 stores, 1 block on E. Canal at Johnson. Valley View Shopping Center, 1 block on Geer Rd., 12 units; Geer Gardens Center, 2 blocks on Geer at Minnesota, 25 units.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., some on Fri.

13 - RETAIL OUTLETS: Department Stores-Turlock Mercantile; JCPenney; Montgomery Ward; McMahan's; Beno's; K mart; Mervyn's; Miller's Outpost.
Variety Stores-Sprouse-Reitz; Bonanza 88.
Chain Drug Stores-Boies' 3; Sav-Mor; Thrifty; Long's.
Chain Supermarkets-Safeway; Liberty 2; National; Richland Mkt.; Save Mart; Neal Deal; Lucky Mkt.; Turlock Super.
Other Chain Stores-Women's Wear: Mode O'Day; House of Fabrics; Radio Shack; Kragen Auto Supply; Expressions.

14 - NEWSPAPERS: JOURNAL (e) 10,061; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Levi Salmans, Adv. Mgr., JOURNAL, 138 S. Center, Turlock, CA 95380; Tel. (209) 634-9141.
National Representative: Branham Newspaper Sales.

UKIAH

1 - LOCATION: Mendocino County, E&P Map A-4. County Seat. 110 mi. N of San Francisco.

2 - TRANSPORTATION: **Railroads**-Northwestern Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-Charter: Smith's; Ace; Hires; Ukiah; Triple A; Stol Air.

3 - POPULATION:
Corp. City 80 Cen. 12,035; E&P 87 Est. 13,952
County 80 Cen. 66,738; E&P 87 Est. 78,799
CZ-ABC: (80) 15,647
RTZ-ABC: (80) 19,717
City & RTZ ABC: (80) 35,364
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,668; E&P 87 Est. 5,070
County 80 Cen. 25,072; E&P 87 Est. 30,725
CZ-ABC: (80) 5,962
RTZ-ABC: (80) 6,882
City & RTZ ABC: (80) 12,844

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 39,784

7 - ELECTRIC METERS: County 24,644

8 - GAS METERS: County 5,970

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumbering 1,650 ($140); Particle Board 145 ($180); Tourism; Recreation.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-98; Summer 39-113; Fall 24-103; Winter 12-81. First killing frost, end of Oct.; last killing frost, mid-Apr.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown area; Peartree; Orchard Plaza; Cross Roads.
Principal Shopping Days-Thur., Fri.
Nearby Shopping Centers-Yokayo (6 blocks); North State (3 mi.); Deep Valley Shpg. Ctr.
Stores Open Evenings-Dept.-Thur.; Food-Nightly.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin.
Discount Stores-Payless.
Chain Drug Stores-Rexall; Thrifty 2; Long's.
Chain Supermarkets-Farmers; Albertson's; Safeway; Raley's.
Other Chain Stores-JCPenney; Montgomery Ward; Sears (catalog); K mart.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 8,878; (S) 9,271; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Schlabaugh, Adv. Dir., JOURNAL, 590 S. School St.; PO Box 749, Ukiah, CA 95482; Tel. (707) 468-0123.
National Representative: Papert Companies.

UPLAND
See ONTARIO

VACAVILLE

1 - LOCATION: Solano County, E&P Map B-4. (In Vallejo-Fairfield-Napa PMSA). 40-45 mi. NE of San Francisco; 35 mi. SW of Sacramento. Travis AFB, 11 mi. SE.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 43,367; E&P 87 Est. 53,900
City of Pub.-ABC: (80) 43,367
County 80 Cen. 235,203; E&P 87 Est. 289,276
PMSA 80 Cen. 334,402; E&P 87 Est. 401,481

4 - HOUSEHOLDS:
Corp. City 80 Cen. N.A.; E&P 87 Est. 19,019
City of Pub. ABC: (80) 14,530
County 80 Cen. 80,426; E&P 87 Est. 103,138
PMSA 80 Cen. 117,050; E&P 87 Est. 146,662

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$1,778,000,000
Savings & Loan	6	(Incl. above)
Credit Union	2	N.A.

6 - PASSENGER AUTOS: County 152,438

7 - ELECTRIC METERS: 20,870

8 - GAS METERS: 17,929

9 - PRINCIPAL INDUSTRIES: Agric.; Light Mfg.; Auto; Air Force Base.
Principal Industrial Pay Days-1st, 15th, 30th.

10 - CLIMATE: Min. & Max Temp.-Spring 48-78; Summer 46-89; Fall 46-74; Winter 38-60.

11 - TAP WATER: Moderately hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Solano Mall, 12 mi.; Alamo Plaza; Golden Hills; Creekside; Lucky Center; Vacavalley; Glenbrook.

13 - RETAIL OUTLETS: **Department Stores**-K mart; Sears; JCPenney; Emporium Capwell; Macy's; Mervyn's.
Chain Drug Stores-Long's; Thrifty 2.
Chain Supermarkets-Raley's; Lucky; Safeway; Albertson's; Alpha Beta; Food 4 Less.
Other Chain Stores-Ross Stores; Firestone; Goodyear; Kragen Auto; Grand Auto; Big 'O' Tires; Chief Auto; Orchard Supply; Meeks Lumber; Millers Outpost.

14 - NEWSPAPERS: REPORTER (m) 14,650; (S) 15,311; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Behrens, Adv. Mgr., REPORTER, 318 Main St.; PO Box 1509, Vacaville, CA 95696; Tel. (707) 448-6401.
National Representative: Papert Companies.

VALLEJO

1 - LOCATION: Solano County, E&P Map B-4 (In Vallejo-Fairfield-Napa PMSA). 25 mi. N of Oakland, 35 mi. N of San Francisco; 59 mi. W of Sacramento. On I-80.

2 - TRANSPORTATION: **Railroads**-So. Pacific (frt.).
Motor Freight Carriers-9.
Intercity Bus Lines-Vallejo Transit; Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 80,188; E&P 87 Est. 94,655
CZ-ABC: (80) 101,391
RTZ-ABC: (80) 5,938
County 80 Cen. 235,203; E&P 87 Est. 289,276
PMSA 80 Cen. 334,402; E&P 87 Est. 401,481
City & RTZ-ABC: (80) 107,329
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,969; E&P 87 Est. 35,611
CZ-ABC: (80) 36,716
RTZ-ABC: (80) 2,204
County 80 Cen. 80,426; E&P 87 Est. 103,138
PMSA 80 Cen. 117,050; E&P 87 Est. 146,662
City & RTZ-ABC: (80) 38,920

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	27	$300,000,000

6 - PASSENGER AUTOS: County 152,438

7 - ELECTRIC METERS: Residence 34,000

8 - GAS METERS: Residence 33,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shipyard 11,000 ($450); Food 125 ($375); Constr. 150 ($478).

10 - CLIMATE: Min. & Max. Temp.-Spring 49-80; Summer 56-80; Fall 44-78; Winter 39-63.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Georgia St., 8 on Tennessee St., 3 on Virginia St., 5 on Broadway, 5 on Marin St., 6 on Springs Road; 5 on Sonoma; 2 on Sacramento; 3 on Solaro; 3 on Sonoma and Mini Drive; 3 on Admiral Callaghan Lane.
Regional Shopping Centers-40 stores-Sonoma, Sacramento and Redwood Streets.
Neighborhood Shopping Centers-2 blocks at Sacramento & Gardner; Nebraska and Broadway; Broadway & Tennessee; 2 blocks at Springs Rd. and Maple; Tuolumne and Tennessee; Tuolumne and Redwood; Springs Rd. & Oakwood; Springs Rd. & 180.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Flemingtowne(10)	2	Vallergas Market
Larwin Plaza(40)	3	Thrifty Drug
Rancho Square(6)	5	Safeway
Hilltop(49)	9	Macy's, Capwells, JCPenney
Solano/80(10)	1	Payless, Lucky's
Tuolumne & Tenn.	2	Market Basket
Springtowne	3	Farmers Mkt.
Solano Mall(156)	14	JCPenney, Mervyn's, Sears
Sonoma & Serano	2	Longs Drug, Fry's, Mervyn's
Vallajo Corners	4	Target

Principal Shopping Days-Sat., Mon., Wed., Fri.
Stores Open Evenings-Food & drug every night; Shopping Centers Mon., Thur., Fri.

13 - RETAIL OUTLETS: Discount Stores-Discount Furniture; Thrifty Drug; K mart; Payless; Victory; Self-Service Furn. Co.; Lucky; Yard Bird; Mervyn's; Grossmans; Color Tile.
Variety Stores-Sprouse-Reitz; Kragens; Pic'n Save; Grossmans.
Chain Drug Stores-Thrifty; Payless; Long's.
Chain Supermarkets-Safeway 3; Vallerga's; Lucky; Farmer's Mkt.; Fry's; Raley's.
Other Chain Stores-Grand Auto; Breuner's (furn.); Singer Co.; Sherwin-Williams; Firestone; Goodyear; Cresent Jewelers; Meyers (jewelry); Baskin-Robbins; Hancock Fabric; Volume Shoes.

14 - NEWSPAPERS: TIMES-HERALD (m) 25,418; (S) 25,382; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ron Rhea, Adv. Mgr., TIMES-HERALD, 440 Curtola Pkwy., Vallejo, CA 94590; Tel. (707) 644-1141.
National Representative: Papert Companies.

VENTURA

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. County Seat. Oil processing field. Agricultural year-round harvest area. Miscellaneous light manufacturing. Seaport on coast, 62 mi. NW of Los Angeles.

2 - TRANSPORTATION: **Railroads**-So. Pac.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Great American Stage Line.
Airlines-Sky West/Western Express.

3 - POPULATION:
Corp. City 80 Cen. 74,474; E&P 87 Est. 89,518
NDM-ABC: (80) 198,701
RTZ-ABC: (80) 330,473
County/PMSA 80 Cen. 529,899; E&P 87 Est. 632,634
Total NDM & RTZ-ABC: (80) 529,174
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 29,197; E&P 87 Est. 36,055
County/PMSA 80 Cen. 173,254; E&P 87 Est. 214,596
NDM-ABC: (80) 70,058
RTZ-ABC: (80) 102,723
Total NDM & RTZ-ABC: (80) 172,781

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings (City)	9	N.A.
Savings & Loan	12	$2,592,330,000

6 - PASSENGER AUTOS: County 358,563

7 - ELECTRIC METERS: Residence 37,141

8 - GAS METERS: Res. & Com'l. 29,716

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Production & Affiliated 2,600; Mfg. 24,400; Agric. 15,200.
Principal Industrial Pay Days-Oil Industry, 10th & 25th; Banks, 1st & 15th; Naval Bases, Fri.; County of Ventura, 5th; City of Ventura, 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 56-74; Fall 52-73; Winter 44-65.

11 - TAP WATER: Slightly Alkaline, hard, non fluoridated; some natural fluoridation.

12 - RETAILING: **Principal Shopping Center**-Buenaventura Plz. 3 mi. from downtown (90 stores); Esplanade Mall 7 mi. from downtown (85 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Buenaventura Plz. (90)	3	Broadway, Mont. Ward, JCPenney
Esplanade Mall(85)	7	Sears, May Co., Target, Levitz
Downtown Ventura	NA	Classic Furn. Gallery, Mills Jewelry
Borchard Plz.(15)	2	Newberry's, Pic 'n Save, Thrifty Jr.
Mid Main Shop(75)	1	RB Furn., Muntz Stereo, Reid's Appliance & TV
Poinsettia Plz.(10)	4	Ross Stores, Federated Group
Telephone Road Plz.(10)	4	Mervyn's, Best
Firehouse Plz.(10)	4	Pier One, Krause's Sofa Factory
K mart(10)	7	K mart

Donlon Plz (15)	5	Target

Principal Shopping Days-Sun., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Broadway; Sears; Montgomery Ward; JCPenney; Scott's; Mervyn's; May Co.
Discount Stores-K mart; Pic 'N Save; Target; Price Club; Best.
Variety Stores-Woolworth; JJ Newberry.
Chain Drug Stores-Thrifty; Thrifty Jr.; Osco/Sav-On; Long's; College Pharmacy.
Chain Supermarkets-Safeway 2; Von's 4; Alpha Beta; Albertson's; Ralph's; Lucky's.
Other Chain Stores-Furniture: Levitz; Barker Bros.; RB; Krause's Sofa Factory; Ortho Mattress; Ethan Allen; McMahan's; Tires: Firestone; BF Goodrich; General; Winston; Home Improvement: Builder's Square; Grossman's; Ole's; 84 Lumber; Builder's Emporium; Standard Brands; Specialty Stores: Pier One; Toys R Us; Ross Stores; Stereo/Video: Federated; Leo's; Creative Stereo; Video Concepts; Auto: Pep Boys; Trak; Giant; Mammoth; Kragen.

14 - NEWSPAPERS: STAR-FREE PRESS (e) 47,189; (S) 53,640; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert D. Lyon, Adv. Dir., STAR-FREE PRESS, 5250 Ralston, Ventura, CA 93003; Tel. (805) 656-4111.
National Representative: Papert Companies.

VENTURA COUNTY
See CAMARILLO
See OXNARD
See SIMI VALLEY
See THOUSAND OAKS

VICTORVILLE

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map E-7. 97 mi. NE of Los Angeles; 350 mi. SE of San Francisco. On Hwy. I-15.

2 - TRANSPORTATION: Railroads-Santa Fe; Union Pacific.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.
Air Service-Apple Valley Airport.

3 - POPULATION:
Corp. City 80 Cen. 14,220; E&P 87 Est. 22,234
CZ-ABC: (80) 14,220
RTZ-ABC: (80) 63,619
PMSA 80 Cen. 1,557,080; E&P 87 Est. 2,076,478
County 80 Cen. 893,157; E&P 87 Est. 1,171,035
City & RTZ-ABC: (80) 77,839

4 - HOUSEHOLDS:
City 80 Cen. 5,338; E&P 87 Est. 8,266
County 80 Cen. 308,062; E&P 87 Est. 421,171
PMSA 80 Cen. 551,081; E&P 87 Est. 766,018
CZ-ABC: (80) 5,338
RTZ-ABC: (80) 22,120
City & RTZ-ABC: (80) 27,458

5 - BANKS	NUMBER	EST. DEP.
Commercial	14	$321,496,000
Savings & Loan	6	$352,012,000

6 - PASSENGER AUTOS: County 573,806.

7 - ELECTRIC METERS: Residence 52,439.

8 - GAS METERS: 41,506.

9 - PRINCIPAL INDUSTRIES: Cement; Metal stamping; Mining; Constr.; Trans. (trucking).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-71; Summer 67-110; Fall 50-78; Winter 20-56.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Mall of Victory Valley (100 stores, inc. JCPenney, Mervyn's, Harris); Downtown: 4 blocks on 7th St.; Victor Plaza (22 stores); Hi Desert Plaza: Bear Valley Rd. and Hesperia Rd., Victorville (33 stores); Main St. Plaza, Hesperia (20 stores).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; K mart; Mervyn's; Harris; Target.
Variety Stores-Sprouse-Reitz; Comet; TG&Y.
Chain Drug Stores-Thrifty; Sav-On; Osco; Payless.
Chain Food Stores-Safeway; Von's; Alpha Beta; Stater Bros.; Hughes.
Other Chain Stores-Goodyear; Singer; Chief Auto; Mode O'Day; Karl's; Builder's Emporium; Pic 'n Save; Mark C. Bloom; Winston Tires; Boston Store; Radio Shack; Pep Boys; Standard Brands; Ortho Mattress; H&E Builders; Car Quest; Devon Stores; 84 Lumber; Wherehouse; House of Fabrics; Kragen; Auto Parts.

14 - NEWSPAPERS: PRESS (e-mon to fri) 23,945; (S) 25,520; Mar. 31, 1987 ABC.
NOTE: Sat. morning edition to begin publishing effective Oct. 17, 1987.
Local Contact for Advertising and Merchandising Data: Bruce Wood, Adv. Mgr., PRESS, PO Box 1389, Victorville, CA 92392; Tel. (619) 241-7744.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

VISALIA

1 - LOCATION: Tulare County. (In Visalia-Tulare-Porterville MSA). E&P Map D-6. County Seat. Agricultural, manufacturing, and livestock shipping center. On Hwy. 198. 185 mi. to Los Angeles; 225 mi. to San Francisco. In San Joaquin Valley, 20 mi. W of Sierra foothills; 130 mi. E of Pacific Ocean.

2 - TRANSPORTATION: Railroads-Freight on S.P. & S.F.; Amtrak; Buses connect.
Intercity Bus Lines-Greyhound; Continental Trailways; Orange Belt Stages; Visalia CityCoach.
Motor Freight Carriers-34.
Airlines-American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 49,729; E&P 87 Est. 63,100
CZ-ABC: (80) 49,729
RTZ-ABC: (80) 46,607
County/MSA 80 Cen. 245,751; E&P 87 Est. 302,365
City & RTZ-ABC: (80) 96,336

4 - HOUSEHOLDS:
City 80 Cen. 18,190; E&P 87 Est. 23,348
County/MSA 80 Cen. 80,659; E&P 87 Est. 103,208
CZ-ABC: (80) 18,190
RTZ-ABC: (80) 15,168
City & RTZ-ABC: (80) 33,358

5 - BANKS	NUMBER	DEPOSITS
Commercial	19	$418,864,000
Savings & Loan	11	(incl. above)

6 - PASSENGER AUTOS: County 130,587.

7 - ELECTRIC METERS: Residence 17,659.

8 - GAS METERS: Residence 19,861.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Hrly. Wage)-Garment 370 ($6.50); Electronics 530 ($12.04); Woodworking 150 ($5.90); Canning and Proc. 620 ($4.80); Printing 750 ($7.19); Baking 115 ($6.74); Air Conditioning 150 ($8.15); Batteries 140 ($7.84).

10 - CLIMATE: Min. & Max. Temp.: Summer 62-106; Winter 35-55.

11 - TAP WATER: Neutral; ranges from soft to medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-15 blocks on Main St.; 6 on Center; 5 on Acequia; 4 on Locust; 5 on Court; 3 on Church St.; Visalia Mall Ctr.; County Center; Sequoia Mall Ctr.
Neighborhood Shopping Centers-Mooney Blvd., Houston Ave.; East Mineral King and West Mineral King Ave.; Walnut Plaza; Lincoln Oval; Olive Plaza; Kaweah Center; Towne & Country; Tower Plaza; Colonial.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Visalia Mall(46)	5	JCPenney, Gottschalk's
County Center(15)	4	K mart, Payless Drug, Albertson's
Sequoia Mall(50)	7	Sears, Mervyn's, Long's Drugs
Walnut Plaza	5	Grand Auto, Builder's Emporium

Stores Open Evenings-Visalia Mall 6 nights; Downtown Thur.; Food Super Mkts. every evening; Sequoia Mall and County Center 6 nights.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Gottschalk's; Mervyn's.
Variety Stores-Woolworth.
Discount Stores-K mart; Payless; Ross.
Chain Drug Stores-Long's; Thrifty; Payless; Target.
Chain Supermarkets-Young's 3; Fairway 3; Best Buy Mkt.; Save Mart; Albertson's; Von's.
Other Chain Stores-Food 4 Less; [illegible] Jewelers; Goodyear; Western Auto; See's Candy; Leed's Shoes; Carpet Town; Carpeteria; House of Fabrics; Standard Brands Paints; Gallenkamp; Kinney Shoes 2; Builder's Emporium; Pep Boys; McMahan's; Sherwin-Williams; Rogers Jewelers; Zale's; Topps & Trouse; Bobby West; Borman; Hallmark; Designer Fabrics; Wilshire Paint; Color Tile; Grand Auto; Kragen; Lumberjack; Pic 'N Save; Karl's Toys.

14 - NEWSPAPERS: TIMES-DELTA (m) 20,511; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Nancy Norton, Adv. Dir., TIMES-DELTA, 330 N. West St., Visalia, CA 93279; Tel. (209) 734-5821.
National Representative: Gannett National Newspaper Sales.

VISTA

1 - LOCATION: San Diego County (In San Diego MSA). E&P Map E-8. 32 mi. N of San Diego. Agric. area. On State Hwys. 76 & 78, I-15 & I-5.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 35,834; E&P 87 Est. 48,164
County/MSA 80 Cen. 1,861,846; E&P 87 Est. 2,304,079

4 - HOUSEHOLDS:
City 80 Cen. 13,690; E&P 87 Est. 19,398
County/MSA 80 Cen. 670,094; E&P 87 Est. 860,327

5 - BANKS	NUMBER	EST. DEP.
Commercial	16	N.A.

6 - PASSENGER AUTOS: County 1,232,509.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Truck, Fruit and Poultry Farming; Light Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-72; Summer 55-90; Fall 50-77; Winter 35-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vista Broadway		Thrifty Drug, Safeway
Vista Plaza I	NA	Coronet, Sears
Food Basket	1	Thrifty Drug, Alpha Beta
Vista Plaza II	NA	Sav Drug, Big Bear
Vista Plaza III	NA	Vons, Sav On Drugs
College Blvd	1	Sprouse-Reitz, Thrifty Drug, Safeway
Plz. Camino Real	5	Sears, Broadway, JCPenney, May Co.
Vista Plaza IV	NA	K mart, Sears, Broadway, Gemco
Village Mall	9	Sears, Walker Scott

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: PRESS (m-mon to fri, S) 5,019; June 30, 1986 VAC.
Local Contact for Advertising and Merchandising Data: Gerald Rusco, Sr., Pub., PRESS, 425 Vista Way, Vista, CA 92083; Tel. (619) 724-7161.
National Representative: U.S. Suburban Press.

WALNUT CREEK

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-5. Suburban retail trade area 25 mi. E of San Francisco; 17 mi. E of Oakland.

2 - TRANSPORTATION: Railroads-Southern Pacific; Bay Area Rapid Transit (BART).
Intercity Bus Lines-Greyhound; A.C. Transit.

3 - POPULATION:
Corp. City 80 Cen. 53,643; E&P 87 Est. 61,848
PMSA 80 Cen. 1,762,631; E&P 87 Est. 1,989,832
County 80 Cen. 657,252; E&P 87 Est. 760,586
NDM-ABC: (80) 327,281
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,387; E&P 87 Est. 28,047
County 80 Cen. 241,805; E&P 87 Est. 290,120
PMSA 80 Cen. 667,626; E&P 87 Est. 781,310
NDM-ABC: (80) 122,802

5 - BANKS	NUMBER	EST. DEP.
Commercial	[illegible]	$987,984,000
Savings & Loan	22	$1,426,202,000

6 - PASSENGER AUTOS: County 453,224.

7 - ELECTRIC METERS: Residence 27,200.

8 - GAS METERS: Residence 21,000.

9 - PRINCIPAL INDUSTRIES: Industry-Petroleum; Steel; Chem.; Bldg. Materials; Canned Foods; Instruments; Banking; Photographic Supplies.

10 - CLIMATE: Annual Max. Temp. 72, Min. 44; Rainfall 15 inches annual av.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of-stores)	Miles from Downtown	Principal Stores
Park & Shop(69)	7	Thrifty Drug, Levitz, Ross
Contra Costa(15)	4	Mont. Ward, Thrifty Drug
Sun Valley(170)	6	Macy's, JCPenney, Sears, Mervyn's, Emporium-Capwell
Clayton Valley(44)	10	Safeway, Lucky, Long's Drugs
Countrywood(39)	NA	McCaulou's Dept., Long's Drugs, Safeway
Willows(60)	6	Cost Plus
Vineyard(24)	7	McCaulou's, K mart, Fry's
Broadway(83)	NA	Emporium-Capwell, Nordstrom's, McCaulou's, I. Magnin
County East Mall(52)	10	JCPenney, Sears, Mont. Ward, Mervyn's
Crow Canyon Commons(43)	10	Payless, Lucky, Loehmann's
Delta Fair Ctr (35)	NA	Food For Less, Payless
The Park S.C.(50)	NA	Long's Drugs, Petrini's Mkt.
Atlantic Plaza(34)	NA	Lucky, Long's Drugs, Radio Shack

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Macy's; Sears; Emporium-Capwell's; Montgomery Ward; Mervyn's; I. Magnin; Nordstrom; McCaulous.
Discount Stores-K mart; Best; Marshall's; Ross; Target.
Variety Stores-Woolworth.
Chain Drug Stores-Guys; Long's; Payless; Pay N Save; Thrifty; Walgreens.
Chain Supermarkets-Lucky; Alpha Beta; Safeway; Fry's; 7-Eleven; Petrini's; Nob Hill Foods; Raley's.
Other Chain Stores-Automobile Accessories: Goodyear; Grand Auto; Firestone; Ladies Apparel: The Limited; Lane Bryant; Clothes Barn; Casual Corner; Men's Apparel: Kuppenheimer's; C&R Clothiers; Hastings; Ladies & Men's Apparel: Grodin's; Shoes: Kushins; Florsheim; Gallenkamp; Kinney; Thom McAn; 9-West; Candy: McFarland's; Sees; Paint: Standard Brands; Kelly-Moore; W.P. Fuller; Sherwin-Williams; Furniture: Breuners; Furnishings 2000; Levitz; Travalini; W.J. Sloane; Jewelry: Granat Bros.; Zale's; Shreves; Milens; Optical: Jenkel-Davidson; Franklin Phoenix.

14 - NEWSPAPERS: CONTRA COSTA TIMES (m) 85,812; (S) 92,282; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kevin Blankership, Natl. Adv. Mgr., CONTRA COSTA TIMES, 2640 Shadelands Dr., Walnut Creek, CA 94598; Tel. (415) 935-2525.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

WATSONVILLE

1 - LOCATION: Santa Cruz County (In Santa Cruz PMSA). E&P Map B-5. Hub of Pajaro Valley. Agric. and dairying. 17 mi. from County Seat; 90 mi. from San Francisco.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Watsonville Greyhound; Santa Cruz Transit; Salinas Transit.

3 - POPULATION:
Corp. City 80 Cen. [illegible]; E&P 87 Est. 28,455
NDM-ABC: (80) 59,868
County/PMSA 80 Cen. 188,141; E&P 87 Est. 228,047
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,172; E&P 87 Est. 9,877
County/PMSA 80 Cen. 71,793; E&P 87 Est. 89,947
NDM-ABC: (80) 19,232

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 132,649

7 - ELECTRIC METERS: Residence 11,775

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. and Pkg. 5,300 ($180 to $325); Trucking 1,000 ($344); Electronics 250 ($225); Flower Growing 1,200 ($200).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-80; Summer 44-86; Fall 41-90; Winter 30-69. First killing frost, Nov. 22; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Main St.
Neighborhood Shopping Centers-N. Main St., E. Lake Area; Freedom; Pajaro; Green Valley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
May Way(5)	1	Freedom Food Ctr.
Town & Country(9)	1	Happy Burro Mkt.
Eastlake Vlg.(27)	2	H&H Home Center
Crestview(16)	1	Tropicana
Pajaro Valley(27)	2	Albertson's, K mart
Rancho Del Mar(38)	9	Safeway
Capitola Mall(47)	15	Mervyn's, Sears
Deer Park(30)	8	Deluxe Foods
Watsonville Sq.(20)	1	Payless, Nob Hill
La Manzana(8)	NA	
Lucky Shpg. Ctr.(12)	1	Lucky, Kragens

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Ford's; JCPenney.
Variety Stores-Woolworth.
Discount Stores-Payless; K mart.
Chain Drug Stores-May Way; Long's; Thrifty.
Chain Supermarkets-Lucky Stores; Albertson's; Nob Hill.
Other Chain Stores-Western Auto; Grand Auto; Kragens; Radio Shack.

14 - NEWSPAPERS: REGISTER-PAJARONIAN (e) 15,015; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bill Schaffer, Adv. Dir., REGISTER-PAJARONIAN, 1000 Main St., Watsonville, CA 95076; Tel. (408) 724-0611.
National Representative: Papert Companies.

WHITTIER

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. 14 mi. E of Los Angeles, on Whittier Blvd. at Washington Blvd., E of Rosemead Blvd., extending to Orange County line, & adjoining La Habra. I-605 Freeway N & S at city's westerly line.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Southern Pacific; Santa Fe.
Motor Freight Carriers-7.
Intercity Bus Lines-Cross-Town Suburban; Southern California Rapid Transit District (RTD).
Airlines-At Los Angeles, Long Beach, Ontario and Orange County Airport. Airport Service Transportation to L.A. Intl. Airport.

3 - POPULATION:
Corp. City 80 Cen. 68,872; E&P 87 Est. 73,330
CZ-ABC: (80) 82,366
RTZ-ABC: (80) 260,115
County/PMSA 80 Cen. 7,477,657; E&P 87 Est. 8,365,559
City & RTZ-ABC: (80) 342,481

4 - HOUSEHOLDS:
City 80 Cen. 26,712; E&P 87 Est. 29,147
County/PMSA 80 Cen. 2,730,674; E&P 87 Est. 3,169,792
CZ-ABC: (80) 31,438
RTZ-ABC: (80) 77,767
City & RTZ-ABC: (80) 109,205

5 - BANKS	NUMBER	EST. DEP.
Commercial	15	N.A.
Savings & Loan	8	$400,000,000

6 - PASSENGER AUTOS: County 4,509,974

7 - ELECTRIC METERS: Residence 26,020

8 - GAS METERS: Residence 23,258

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 400; Mining (Oil mainly) 500; Contract Constr. 4,000; Mfg. 21,700; Trans., Commun., Util. 7,500; Whol. & Ret. 18,500; Fin., R.E. & Related 2,800; Serv. 14,300; Gov't 9,500; Total Employ. 79,200.
Principal Pay Days-Fri., Sat., 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-75; Summer 65-95; Fall 60-88; Winter 32-75.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Philadelphia St., 9 blocks on Greenleaf Ave.
Other Shopping Centers-No. of Stores: Hadley & Whittier Blvd. 10; Whittier Quad at Whittier Blvd. & Laurel Ave. 36; Whittier Downs Mall, Washington Blvd. at Broadway 18; Whittwood at Whittier Blvd. & Santa Gertrudes Ave. 85; La Mirada, Rosecrans & Luitweiler 15; La Habra Plaza, Central & Hwy. 15; Fashion Square, Imperial & Hwy. 42; Puente Hills Mall 76; Santa Fe Springs Mall.
Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept.-Mon., Thur., Fri. Food-every eve.

13 - RETAIL OUTLETS: **Department Stores**-Boston Stores 2; Sears; JCPenney 4; Hinshaw's; Broadway Whittier; May Co.; Bullock's; Buffum's; Montgomery Ward; K mart; Jewelcor; Mervyn's; Akron.
Discount Stores-SaveCo; Freight Outlet.
Variety Stores-Woolworth 2; Newberry's 2; Sprouse-Reitz; Pick and Save 2; Target; Miller's.
Chain Drug Stores-Owl Rexall 5; Thrifty 4; Save-On; Serve Rite; Robbin's 2; Mascarin; Barrows; Barron's.
Chain Supermarkets-King Cole; Von's 4; Safeway; Alpha Beta 6; Lucky; Stater Bros.; Boy's Mkt.; Albertson's 2; Ralph's 3; S&A Mkts.
Other Chain Stores-Jewelry: LeRoy's; King's; Zale's; Lawson; Gallenkamp Shoes; Firestone; Desmond's (clothing); Barker Bros. (furn.); Harris & Frank (clothing); McMahan's (furn.); C.H. Baker; Leed's; Alroe; Western Auto; Georgetown Manor (furn.).

14 - NEWSPAPERS: NEWS (e) 18,237 Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Linda Gueirich, Adv. Mgr., NEWS, 7037 S. Comstock Ave., Whittier, CA 90608; Tel. (213) 698-2571.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers.

WOODLAND

1 - LOCATION: Yolo County (In Sacramento MSA). E&P Map B-4. County Seat. 20 mi. W of Sacramento (State Capitol) and 90 mi. N of San Francisco; Sacramento River 2 mi. N at its nearest point. On U.S. Hwys. 1-5, State Hwys. 113 & 16; fringed by Interstate 80, 880 & 505.

2 - TRANSPORTATION: **Railroads**-Sacramento-Northern; Union Pacific; Missouri Pacific; Southern Pacific.
Motor Freight Lines-8.
Intercity Bus Lines-Greyhound.
Airports-8 mi. E Sacramento, Metro Airport; 5 mi. W Executive Airport.
Water-Yolo-Sacramento deepwater port, 17 mi. SE.

3 - POPULATION:
Corp. City 80 Cen. 30,235; E&P 87 Est. 36,529
CZ-ABC: (80) 30,235
RTZ-ABC: (80) 56,838
City & RTZ-ABC: (80) 87,073
MSA 80 Cen. 1,099,814; E&P 87 Est. 1,366,294
County 80 Cen. 113,374; E&P 87 Est. 131,822
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,740; E&P 87 Est. 13,359
County 80 Cen. 41,304; E&P 87 Est. 49,820
MSA 80 Cen. 416,356; E&P 87 Est. 537,266
CZ-ABC: (80) 10,740
RTZ-ABC: (80) 19,840
City & RTZ-ABC: (80) 30,580

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: County 65,262

7 - ELECTRIC METERS: Residence 12,100

8 - GAS METERS: Residence 11,972

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Canning 1,200; Sugar Refining 465; Plastics 416; Mobile Homes 480; Farm Mach. 210; Trucking 400; Hosp. & Medical 600; Newspaper 130.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-96; Summer 47-108; Fall 34-99; Winter 29-75.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
County Fair Mall(65)	3	Mervyn's, Target, JCPenney
Purity(10)	NA	Sears (catalog)
Ky. Village	2	Kentucky Mkt.
South Land Ctr.	2	Raley's Mkt.
Court Plz.(18)	1	TG&Y, Lucky Mkt.
K mart Ctr.	3	K mart
Shade Tree(12)	3	Payless Drug
Cottonwood Plz.(12)	2	Holiday Market
West Main Plaza	1	Longs, Safeway

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shopping ctrs. nightly.
Stores Open Sundays-Food, drug, discount stores.

13 - RETAIL OUTLETS: **Department Stores**-Mervyn's; Rosenberg's; JCPenney; Breits; Sears (catalog).
Variety Stores-Woolworth.
Discount Stores-Payless; TG&Y; Longs; K mart.
Chain Drug Stores-Thrifty; Walgreens; Rexall.
Chain Supermarkets-Safeway; Lucky; Raley's; Holiday; Nugget; Compton's.
Other Chain Stores-Western Stores; Grand Auto; Big O Tires; Diamond Intl.; Goodyear; McMahan Furn.; Kragen Auto.

14 - NEWSPAPERS: DEMOCRAT (e) 11,736, (S) 11,688; Mar. 13, 1987 ABC (Fas Fax).
Local Contact for Advertising and Merchandising Data: Neil [illegible]abon, Adv. Dir., DEMOCRAT, 702 Court St., Woodland, CA 95695; Tel. (916) 662-5421.
National Representative: Papert Companies.

YREKA

1 - LOCATION: Siskiyou County. E&P Map B-2. County Seat. Cattle, agriculture, lumbering, wholesale, hunting and fishing center. 265 mi. N of Sacramento. State Hwy. 3 & I-5.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Amtrak; Yreka Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Continental Pacific Trailways.
Airports-6.

3 - POPULATION:
Corp. City 80 Cen. 5,916; E&P 87 Est. 7,252
County 80 Cen. 39,715; E&P 87 Est. 46,050

4 - HOUSEHOLDS:
City 80 Cen. 2,548; E&P 87 Est. 2,792
County 80 Cen. 15,816; E&P 87 Est. 18,209

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$44,000,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 22,193

7 - ELECTRIC METERS: Residence 2,750

8 - GAS METERS: Residence 854

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. & Forestry 4,000 ($250); Mfg. 1,450 ($200); Lumber & Wood Prods. 750 ($200).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-96; Summer 37-101; Fall 20-97; Winter 1-75. First killing frost, late Oct.; last killing frost, late Apr.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Miner; 4 blocks on Broadway; 5 blocks on Main. Two shopping centers on north and south end of Main St.
Nearby Shopping Centers-Montague (6 mi.), Montague Drive in Mkt.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Payless; Thrifty; Sprouse-Reitz.
Chain Drug Stores-Cummings; Raley's.
Chain Supermarkets-Gil's; Food for Less; Thriftway.
Other Chain Stores-Shasta Auto; Littrell Parts; Kinney Shoes; Discount Video; Allison's.

14 - NEWSPAPERS: SISKIYOU NEWS (e-mon to fri) 5,734, sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Ed Foss Jr., Gen. Mgr., SISKIYOU NEWS, 309 S. Broadway, Yreka, CA 96097; Tel. (916) 842-5777.
National Representatives: Papert Companies; Thomson Newspapers.

YUBA CITY
See MARYSVILLE

COLORADO SURVEYS

METROPOLITAN STATISTICAL AREAS

Colorado Springs-El Paso County.
Fort Collins-Loveland-Larimer County.
Greeley-Weld County.
Pueblo-Pueblo County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Boulder-Longmont-Boulder County.
Denver-Adams, Arapahoe, Denver, Douglas and Jefferson Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Denver-Boulder-Includes Boulder-Longmont PMSA and Denver PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1988
Under 5 Years	186	220	261
5-14 Years	459	439	520
15-24 Years	422	578	685
25-44 Years	548	916	1,085
45-64 Years	407	503	596
65 and Over	187	247	293
TOTAL	2,209	2,903	3,440

Based on U.S. Census.

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Denver	491,396	92,382	18.8
Greeley	53,006	8,269	15.6
Pueblo	101,686	36,099	35.5

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat. Hdwr.	675	945	1,888
General Mdse.	1,204	1,658	2,647
Food	2,008	3,681	5,206
Automobiles	2,081	3,106	6,362
Gasoline Stations	708	1,430	1,508
Apparel	436	772	1,080
Furniture	480	771	1,501
Eat-Drink Places	966	1,823	2,928
Drugs	248	354	553
TOTAL SALES	9,825	16,581	26,094

ALAMOSA

1 - LOCATION: Alamosa County. E&P Map B-3. County Seat. 230 mi. from Denver; 120 mi. from Pueblo; 179 mi. from Colorado Springs. Shopping Center for 6-county area. On U.S. Hwys. 285, 160; State Hwys. 17, 163, 10.

2 - TRANSPORTATION: **Railroads**-Denver & Rio Grande Western; Cumbres & Toltec Scenic.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.
Airlines-Rocky Mountain.

3 - POPULATION:
Corp. City 80 Cen. 6,830; E&P 87 Est. 7,207
County 80 Cen. 11,799; E&P 87 Est. 12,550

4 - HOUSEHOLDS:
City 80 Cen. 2,314; E&P 87 Est. 2,606
County 80 Cen. 3,921; E&P 87 Est. 4,[illegible]

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$20,000,000
Commercial	3	$78,000,000
Industrial	1	N.A.

6 - PASSENGER AUTOS: County 6,[illegible]

7 - ELECTRIC METERS: Residence [illegible]

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railroad 250; Garments [illegible]

10 - CLIMATE: Min. & Max. Temp.-Spring 0-82; Summer 45-95; Fall 0-86; Winter 35-50. First killing frost, Oct. 6; last killing frost, May 6.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping District**-23 blocks on Main & State Sts.
Neighborhood Shopping Centers-Near College & E. side area.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Sundays Supermarkets, discount stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Kavely's; Acheson's; Sears (catalog).
Variety Stores-Woolworth.
Discount Stores-K mart.
Chain Drug Stores-Rexall, Merit, Associated Druggist.

14 - NEWSPAPERS: VALLEY COURIER (e-mon to fri) 5,702; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: James Barnes, Adv. Dir., VALLEY COURIER, 401-407 State Ave., Alamosa, CO 81101; Tel. (303) 589-2553.
National Representative: None.

ASPEN

1 - LOCATION: Pitkin County. E&P Map B-2. County Seat. Centrally located in state.

2 - TRANSPORTATION: **Intercity Bus Lines**-Trailways.
Airlines-United Express; Continental Express.

3 - POPULATION:
Corp. City 80 Cen. 3,678; E&P 87 Est. 3,238
County 80 Cen. 10,338; E&P 87 Est. 11,551

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 87 Est. 1,569
County 80 Cen. N.A.; E&P 87 Est. 5,233

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 9,239.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Tourism.

10 - CLIMATE: Av. Temp.-Summer 75-80; Winter 25-35.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Center**-Downtown Aspen.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: NEWS (m) 7,100; sworn Sept. 1, 1986.
Local Contact for Advertising and Merchandising Data: David Danforth, Pub., NEWS, 315 E. Hyman; PO Box DD, Aspen, CO 81612; Tel. (303) 925-2220.
National Representative: None.

BOULDER

1 - LOCATION: Boulder County (In Boulder-Longmont PMSA). E&P Map C-1. County Seat. 24 mi. NW of Denver on Hwys. 7, 119 and U.S. 36.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Rocky Mountain Trans.-summer only; Regional Trans. District.

3 - POPULATION:
Corp. City 80 Cen. 76,685; E&P 87 Est. 83,574
CZ-ABC: (80) 76,685
RTZ-ABC: (80) 47,281
County/PMSA 80 Cen. 189,625; E&P 87 Est. 231,075
City & RTZ-ABC: (80) 123,966
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,674; E&P 87 Est. 31,713
County/PMSA 80 Cen. 68,964; E&P 87 Est. 87,383
CZ-ABC: (80) 28,674
RTZ-ABC: (80) 17,335
City & RTZ-ABC: (80) 46,009

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	9	$274,227,000
Commercial	13	$608,563,900
Industrial	4	$23,996,000

6 - PASSENGER AUTOS: County 135,083.

7 - ELECTRIC METERS: Residence 36,879.

8 - GAS METERS: Residence 26,197.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Contract Constr. 1,737; Mfg. 10,998; Trans. and Pub. Util. 1,158; Whol. Trade 1,158; Ret. Trade 10,998; Fin., Ins. & Real Estate 2,316; Services 13,314; Gov't 10,998; All Other 5,211.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-83; Summer 40-100; Fall 16-84; Winter 9-67. First killing frost, Oct. 11; last killing frost, May 2.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown Boulder Mall-30 blocks on Pearl, Broadway, Spruce, Walnut; Crossroads Mall, 28th & Canyon.
Neighborhood Shopping Centers-Thirteenth St., University to College (University Hill); N. Bway., Broadway, Alpine to Balsam 4 blocks; Community Plaza, North to Alpine 1 block; Williams Village, Baseline at 30th, 1 block; Tebo Square, 28th South of Glenwood, 1 block; Palmer Gardens, 30th & Walnut; Willow Springs at 28th, Iris Ave.; South Creek Shpg. Ctr.; North B'way Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arapahoe Vlg.(22)	2	Safeway, Gart Bros. Sporting Goods
Base Mar(29)	2	
Crossroads(175)	2	JCPenney, Ward's, Walgreens, May D&F, Mervyn's, Fashion Bar, Sears
Crossroads Commons(4)	2	Best
Table Mesa(30)	3	King Sooper's, Eaker's, Village Inn
Thunderbird Sq.(7)	3	Safeway
Village(35)	2	7-Eleven, McGuckin's, Dave Cook Sporting Goods, Miller Stockman

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Some Downtown open Thur.; Some shpg. ctrs. open Mon. through Fri.; Some food, discount & hardware open Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Eakers; Fashion Bar; JCPenney; May D&F; Mervyn's; Montgomery Ward.
Variety Stores-Ben Franklin; Boulder Army Store.
Discount Stores-K mart; Target; Marshall's; Best; Osco.
Chain Supermarkets-Albertson's; Colony IGA; King Soopers 3; Safeway 2.
Other Chain Stores-Benetton; County Seat; Regiment; Richmann Bros.; Contemporary Casuals; Fashion Conspiracy; Foxmour; Sixteen Plus; Stage; Contemporary Comfort; Homestead House; Walgreens; Baker Shoes; Famous Footwear; Thom McAn; Wild Pair; Circus World; Luggage Depot; So-Fro Fabrics; Fred Schmid; Schaack Electronics; Silo; Soundtrack; Computer-works; Firestone; Goodyear; Radio Shack; KG Mens; Zale's; Hickory Farms; Fox Photo; GNC; Ann Taylor; Banana Republic; The Gap; Footlocker; Just Pants; Musicland; Wicke's Lumber.

14 - NEWSPAPERS: CAMERA (m) 30,511; (S) 38,917; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Steve Sauder, Adv. Mgr., CAMERA, PO Box 591, Boulder, CO 80306; Tel. (303) 442-1202.
National Representative: Knight-Ridder Newspaper Sales.

CANON CITY

1 - LOCATION: Fremont County. E&P Map C-2. 36 mi. W of Pueblo; 47 mi. SW of Colorado Springs; 125 mi. SSW of Denver.

2 - TRANSPORTATION: **Railroads**-D&RG; SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 13,037; E&P 87 Est. 14,436
CZ-ABC: (80) 16,675
RTZ-ABC: (80) 13,529
County 80 Cen. 28,676; E&P 87 Est. 34,691
City RTZ-ABC: (80) 30,204
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,746; E&P 87 Est. 5,230
CZ-ABC: (80) 6,122
RTZ-ABC: (80) 4,508
County 80 Cen. 10,058; E&P 87 Est. 12,764
City RTZ-ABC: (80) 10,630

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	N.A.
Commercial	3	N.A.
Industrial	2	N.A.

6 - PASSENGER AUTOS: County 16,965.

7 - ELECTRIC METERS: Residence 11,453.

8 - GAS METERS: Residence 9,198.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-State Prison 800; Light Mfg. 1,000.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Mean Temp. 54.9; Av. Summer 73; Av. Winter 43.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-11 blocks on 3 streets.
Principal Shopping Days-Mon.-Sat.
Stores Open Evenings-Grocery, 2 discount, 5 drug.
Stores Open Sundays-Grocery, 4 drug, 2 discount, 1 department store.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears.
Variety Stores-Ben Franklin.
Discount Stores-Gibson; Alco.
Chain Drug Stores-Palace Drug; Rexall; Medicine Shoppe.
Chain Supermarkets-7-Eleven; Safeway; Canon Mkt.; Sunnyside Ranch Mkt.; Rosedale Mkt.; Hilltop Mkt.; Kwik-Way 6; City Mkt.
Other Chain Stores-Coast-to-Coast; Checker Automotive; Sherwin-Williams; Radio Shack; Wal-Mart.

14 - NEWSPAPERS: RECORD (e) 8,821; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dennis Henry, Adv. Dir., RECORD, PO Box 111, Canon City, CO 81212; Tel. (303) 275-7565.
National Representative: Papert Companies.

CASTLE ROCK

1 - LOCATION: Douglas County (In Denver PMSA). E&P Map C-2. County Seat. Designated Towns: Castle Rock, Parker, Larkspur.

2 - TRANSPORTATION: **Railroads**-Denver & Rio Grande; Sante Fe and Burlington.
Motor Freight Carriers-Castle Rock Transfer.
Intercity Bus Lines-Continental Trailways.
Airlines-Denver International; Centennial.

3 - POPULATION:
Corp. City 80 Cen. 3,921; E&P 87 Est. 5,673
County 80 Cen. 25,153; E&P 87 Est. 43,297
PMSA 80 Cen. 1,427,855; E&P 87 Est. 1,680,679

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 87 Est. 2,067
County 80 Cen. N.A.; E&P 87 Est. 14,027
PMSA 80 Cen. 608,047; E&P 87 Est. 649,263

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$90,000,000
Savings & Loan	3	N.A.
Industrial	2	N.A.

6 - PASSENGER AUTOS: County 28,545.

7 - ELECTRIC METERS: Residence 13,463.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-School District 1,200; County Gov't 300; Elect. 121; Grocery 110; Constr. 55; Brick 50.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Mean Temp.-Spring 57; Summer 72; Fall 49; Winter 27. First killing frost, Oct.; last killing frost, Apr. 1.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Castle Rock: Safeway Shopping Center, Village Shopping Center; Parker: Cottonwood Shopping Center, Parker Square; Cross Roads Shopping Center.

13 - RETAIL OUTLETS: **Discount Stores**-K mart; Wal-Mart.
Chain Supermarkets-Safeway; Albertson's; King Soopers.

14 - NEWSPAPERS: DAILY NEWS-PRESS (e) 6,120; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Jim Adkins, Pub., NEWS-PRESS, PO Box 1270, Castle Rock, CO 80104; Tel. (303) 688-3128.
National Representative: Papert Companies.

COLORADO SPRINGS

1 - LOCATION: El Paso County (Colorado Springs MSA). E&P Map C-2. County Seat. 68 mi. S of Denver. Tourist (Pikes Peak), convention, military, high technology, cultural and educational center. 5 colleges. U.S. Air Force Academy; HQ North American Air Defense Command; HQ Army Air Defense Command; HQ Continental Air Defense Command; Consolidated Space Operations Center; Fort Carson. On State Hwys. 83 & 115; I-25; U.S. Hwys. 24, 85, 87.

2 - TRANSPORTATION: **Railroads**-RI; D&RG; SF.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-TWA; Rocky Mountain; Aspen Airways; Continental; America West; American; Trans Colorado; United.

3 - POPULATION:
Corp. City 80 Cen. 214,821; E&P 87 Est. 279,314
NDM-ABC: (80) 317,458
County/MSA 80 Cen. 309,424; E&P 87 Est. 389,821
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 81,241; E&P 87 Est. 109,033
County/MSA 80 Cen. 107,791; E&P 87 Est. 141,530
NDM-ABC: (80) 110,673

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	36	$1,500,000,000
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: County 210,886.

7 - ELECTRIC METERS: Residence 110,095.

8 - GAS METERS: County 90,035.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Military 30,279 ($295); Whol. & Ret. 24,950 ($310); Service 25,020 ($320).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-68; Summer 51-85; Fall 24-76; Winter 16-47. First killing frost, Oct. 2; last killing frost, May 7.

11 - TAP WATER: Water from watershed on Pikes Peak and Continental Divide; pure, filtered, flouridated.

12 - RETAILING: **Downtown Shopping Centers**-8 blocks on E Pikes Peak; 17 on Tejon; 16 on Nevada; 8 on Cascade; 12 on Colorado.
Neighborhood Shopping Centers-2500 W. Colorado; 1504 N Hancock; 1800 N Union; 2700-3000 N Nevada; 2300 N Wahsatch; 2400 N Union Blvd.; 1700 S 8th St.; 2300 E Pikes Peak Security; 2500 Airport Rd.; Palmer Park & Circle Dr.; Academy Blvd. & Palmer Park; Widefield; 750 Citadel Dr.; 405 Templeton Gap; 400 W Filmore; Academy at Flintridge; 300 N Academy; Union at Van Buren; King Soopers Centers; Circle at Airport; 1710 Briargate; Knob Hill; Circle Dr.; Woodmoor; K mart Plz.; Country Club; Maizeland Moors Ranch Ctr.; Woodland Pk. Corners; Tiffany Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Citadel(184)	4	JCPenney, Mervyns, May D&F
Bon(17)	3	Safeway
Golf Club Acres	2	Simms
Three Eagles(2)	3	Safeway
Audobon Gdns.	2	Cost Plus
Venetian Vlg.(15)	3	Albertson's
Security(30)	NA	Albertson's
Skyway Park	3	Coyle
Redrock Canyon(24)	4	No Frills
Chapel Hills(115)	9	Sears, K mart, Joslins, Mervyns
Circle Fair	3	Albertson's
Pioneer Plaza(20)	2	Cheers Liquor
Fountain Vly.(13)	8	Safeway
Broadmarket(35)	2	
Widefield Mall	8	Safeway
Rustic Hills(85)	4	T.J. Maxx
Rustic Hills North(24)	4	Albertson's, Skaggs
Southgate(29)	3	Sears, King Soopers
Mall of the Bluffs(62)	7	Safeway
Academy Mart(15)	4	Target
Central Bank Plaza(17)	3	Mont. Ward
Chase Stone		May D&F
N Circle Plz.(20)	3	Cloth World
Uintah Gardens	3	King Soopers, Alco, Anthonys
Woodmen Valley	8	King Soopers

Principal Shopping Days-Department stores Mon., Thur., Fri., Sat.; Food stores Wed., Fri., Sat., Sun.

Stores Open Evenings-All major supermarkets, discount drug & department stores.

13 - RETAIL OUTLETS: Department Stores-Hibbard, Joslins, May D&F 2, Sears 2, JCPenney, Montgomery Ward, Fashion Bar, The Denver, Labelle's, Yellow Front, Service Merchandise.
Discount Stores-K mart 5, Target 2.
Variety Stores-Woolworth, Duckwall's.
Chain Drug Stores-Walgreens 8, Rexall, Safeway Drug, Skagg's, Kohler, Target, King Soopers, Longs.
Chain Supermarkets-Safeway 9, Albertson's 6, City Supers, King's 7, Simm's, 7-Eleven, Kwik Way, T.J.'s Foods, Sax Foods, Cub Foods.
Other Chain Stores-Jocque Shop, J. Chisholm, Gallenkamp, Florsheim, Sherwin-Williams, Firestone, Goodyear, B.F. Goodrich, Pittsburgh Paint & Glass, Thom McAn, Baker's Shoes, Kinney Shoes, Kwal Paint, Mary Carter, Helzberg Jewelers, Edison Bros., Eakers, Dave Cook, Silo, Motherhood Maternity, Burnstein-Applebee, Evenson's, Richman Bros., Spencer's, Waldenbooks, Singer Co., Jean's West, Radio Shack, Color Tile, Payless Shoes, Douglas Optical, Gates Tires, General Nutrition, Hardy Shoes, Vorhes Shoes, Stover Candies, Mr. C. Fashion, So-Fro Fabrics, Zale's, Zerbes, Sutherland Lumber, Weberg's, Pay 'n Pak, Fred Schmid, Famous Footwear, Montaldo's, Red Wing Shoes, Homestead House, Hugh M. Woods, Merle Norman, K.G. Men's, National Shirt, Royal Optical, B. Dalton, Bohm Allen, Knapp Shoes.

14 - NEWSPAPERS: GAZETTE TELEGRAPH (m-mon to fri) 83,218 (10-1-86 to 3-1-87); (e-mon to fri) 29,964 (10-1-86 to 3-1-87); (m-mon to fri) 108,618 (3-2-87 to 3-31-87); (m-sat) 111,456; (S) 122,523; Mar. 31, 1987 ABC.
NOTE: Evening edition discontinued Mar. 1, 1987.
Local Contact for Advertising and Merchandising Data: Garry Butcher, Adv. Dir., GAZETTE TELEGRAPH, 30 S. Prospect, PO Box 1779, Colorado Springs, CO 80901; Tel. (303) 632-5511.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

CRAIG

1 - LOCATION: Moffat County, E&P Map B-1. County Seat. NW part of state. On Hwys. 40 & 13. Elevation 6,280 feet.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande Western (freight).
Motor Freight Carriers-Edsim Express.
Intercity Bus Lines-Continental Trailways (freight & passenger); Wilderness Transit.
Airlines-Charter flights.

3 - POPULATION:
Corp. City 80 Cen. 8,133; E&P 87 Est. 11,472.
County 80 Cen. 13,133; E&P 87 Est. 12,971.

4 - HOUSEHOLDS:
City 80 Cen. 2,947; E&P 87 Est. 4,123.
County 80 Cen. 4,578; E&P 87 Est. 4,652.

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$80,200,000
Savings & Loan	2	$2,750,000

6 - PASSENGER AUTOS: County 5,869.

7 - ELECTRIC METERS: Residence & Comm. 5,920.

8 - GAS METERS: Residence & Comm. 3,754.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining (coal) 1,124; Power Plant 280; Wool Whse. 7; Wheat Storage 16; Meat Packing 29; Constr. 312; Heavy Mach. 221; Mining Supplies 38; Cattle Operations 329; Sheep Operations 124; Wheat Farms 179.

10 - CLIMATE: Temp. Annual average daily high 62.1. Annual average daily min. 44.3. Record high 100. Record low 45. Low humidity.

11 - TAP WATER: Soft (pH 7.4-7.6). No alkalinity or salinity; mineral content low.

12 - RETAILING: Principal Shopping Center-9 blocks downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Centennial Mall	4	Anthony's, Eakers, Mont. Ward, Safeway, JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Centennial Mall, Mon.-Sat. until 8:00.
Stores Open Sundays-Centennial Mall, 10:00-6:00.

13 - RETAIL OUTLETS: Department Stores-JCPenney, C.R. Anthony's, Golden Rule, Eakers, Kmart.
Chain Supermarkets-Safeway, City Market.
Other Chain Stores-J.W. Brewer Tires, Sathers Jewelry, Sears, Montgomery Ward, Go-fer, Car Quest, Gamble's, 7-Eleven.

14 - NEWSPAPERS: NORTHWEST COLORADO PRESS (e-mon to fri) 3,125 sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Carol Brett, Adv. Mgr., NORTHWEST COLORADO PRESS, 466 Yampa, PO Box 5, Craig, CO 81625; Tel. (303) 824-7031.
National Representative: Branham/Newspaper Sales.

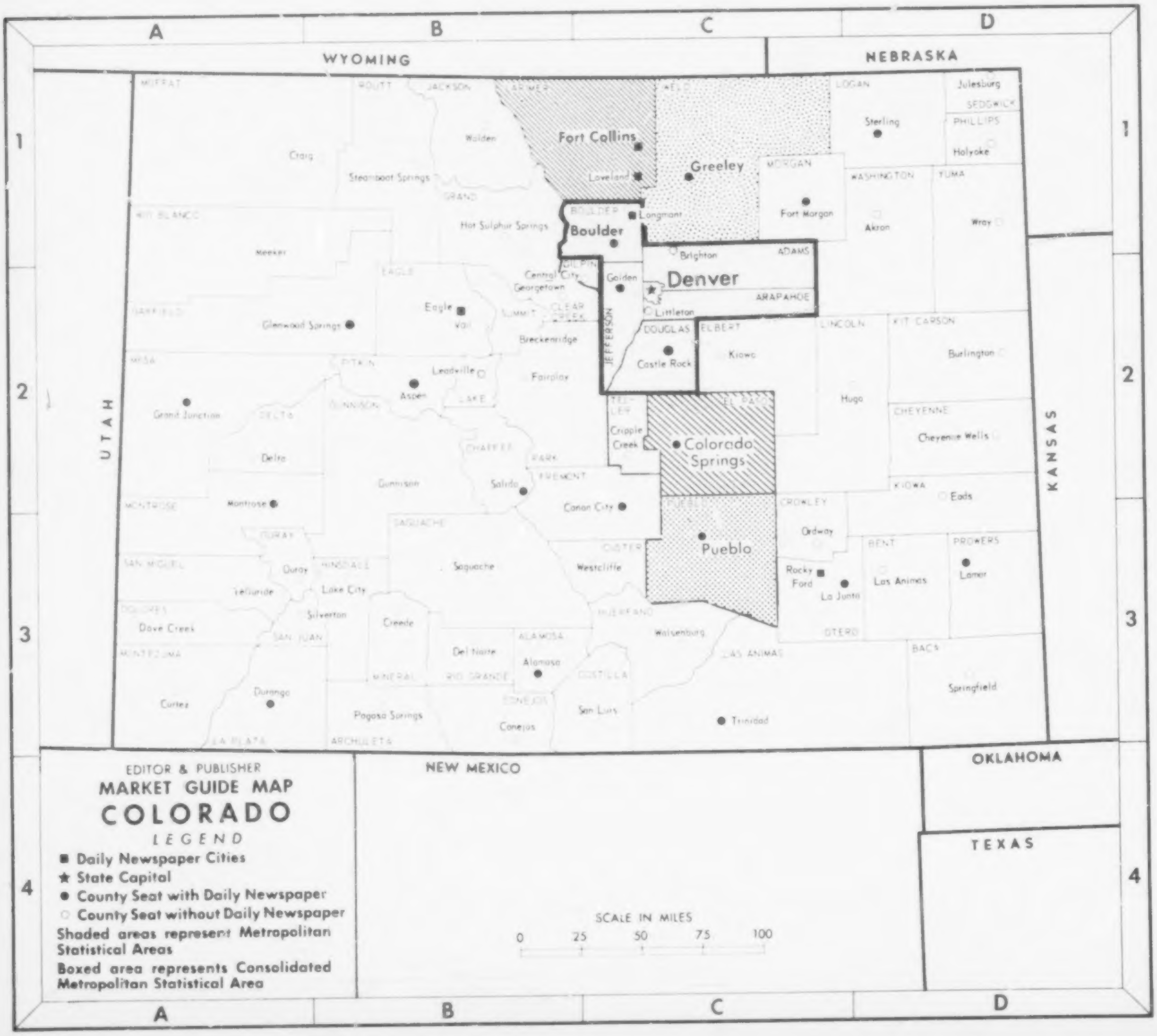
DENVER

1 - LOCATION: Co-extensive with Denver County (PMSA). E&P Map C-2. On virtually level terrain one mi. above sea level, 10 mi. E of juncture of plains and Rocky Mountains. 1,048 mi. from Chicago, 640 mi. from Kansas City, 570 mi. from Salt Lake City, 500 mi. from Omaha.

2 - TRANSPORTATION: Railroads-Union Pacific, Denver & Rio Grande Western, Burlington Northern, Santa Fe, Colorado & Eastern, Amtrak.
Motor Freight Carriers-96.
Intercity Bus Lines-Greyhound, Trailways, Gray Line Tours.
Airlines-Continental, Delta, United, TWA, Ozark, Aspen Airways, Mexicana, Rocky Mountain Airways, Air Midwest, Eastern, Piedmont, Republic, American, USAir, Southwest, Northwest Orient, Centennial, TransColorado, GP Express, Mesa.

3 - POPULATION:
Corp. City/County 80 Cen. 491,396; E&P 87 Est. 484,052.
CZ-ABC: (80) 1,261,761
Bal. in NDM-ABC: (80) 684,757
Total NDM-ABC: (80) 1,946,518
PMSA 80 Cen. 1,427,855; E&P 87 Est. 1,680,679
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/County 80 Cen. 211,809; E&P 87 Est. 213,844
CZ-ABC: (80) 486,199
Bal. in NDM-ABC: (80) 239,457
Total NDM-ABC: (80) 725,656
PMSA 80 Cen. 608,047; E&P 87 Est. 649,263


A
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1
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WYOMING
NEBRASKA
UTAH
KANSAS
NEW MEXICO
OKLAHOMA
TEXAS
Fort Collins
Loveland
Greeley
Boulder
Longmont
Denver
Brighton
Golden
Littleton
Castle Rock
Colorado Springs
Pueblo
Craig
Steamboat Springs
Walden
Hot Sulphur Springs
Meeker
Glenwood Springs
Eagle
Vail
Central City
Georgetown
Breckenridge
Leadville
Fairplay
Aspen
Grand Junction
Delta
Montrose
Gunnison
Salida
Canon City
Cripple Creek
Kiowa
Hugo
Burlington
Cheyenne Wells
Eads
Ordway
Rocky Ford
La Junta
Las Animas
Lamar
Springfield
Trinidad
Walsenburg
Westcliffe
Saguache
Lake City
Ouray
Telluride
Silverton
Creede
Del Norte
Alamosa
San Luis
Conejos
Pagosa Springs
Durango
Cortez
Dove Creek
Sterling
Julesburg
Holyoke
Fort Morgan
Akron
Wray
EDITOR & PUBLISHER
MARKET GUIDE MAP
COLORADO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0 25 50 75 100

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	11	N.A.
Commercial (DMA)	207	N.A.

6 - PASSENGER AUTOS: County 312,435

7 - ELECTRIC METERS: All Classes Metro 774,186

8 - GAS METERS: All Classes Metro 630,442

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Constr. 42,100 ($483); Mfg. 122,300 ($433); Nondurable Goods 49,100 ($419); Durable Goods 73,200 ($419).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-80; Summer 51-92; Fall 18-68; Winter 13-59. First killing frost, Sept. 23; last killing frost, Apr. 19.

11 - TAP WATER: Alkaline, 53% of supply hard, 47% of supply soft; West Slope, fluoridated; East Slope, not fluoridated.

12 - RETAILING: **Principal Shopping Area**-44 sq. blocks downtown on 15, 16 and 17 Sts. bet. Larimer and Broadway.
Neighborhood Shopping Areas-W. Alameda & S. Sheridan; W. 20 & Youngfield; 3400 Youngfield; 3100 S. Sheridan; 795 S. Colo. Blvd.; 6500 S. Bdwy.; 5050 S. Federal; W. 48 & Pecos; E. 3rd Ave. & Hudson; 3300 Dahlia; 3575 S. Logan; 3300 S. Bdwy.; E. Hampden & S. Fairfax; E. 22nd Ave. & Kearney; W. Colfax & Carr; 600 S. Holly; E. 14th Ave. & Kearney; W. 6th & Garrison; 601 S. Bdwy.; 9305 Mntw. Blvd.; 7150 Federal; E. 23rd & Oneida; E. 33rd & Holly; W. 72nd & Pecos; W. 38th & Ames; 9000 N. Wash.; E. Fla. & Holly; W. 38th & Wadsworth; W. Littleton Blvd. & S. Windermere; 7200 W. Alameda; S. Colorado Blvd. & Yale; 5801 W. 44th Ave.; 10405 W. Colfax; 1st Ave. & University Blvd.; 6th & Peoria; W. Miss. & Quivas; 6455 W. Colfax; S. Fed. & W. Evans; 2200 W. Alameda.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Aurora Mall(128)	10	JCPenney, Sears, May D&F
Bear Valley Ctr.(36)	8	Burlington Coat Factory
Buckingham Sq.(103)	8	Joslin's, Mervyns, Mont. Ward
Cherry Creek(54)	3	Sears, May D&F
Cinderella City(194)	7	Joslins, May D&F, JCPenney, Woolworth
Lakeside Mall(78)	4	Woolworth, Target, Mont. Ward
North Valley Mall(67)	7	Mont. Ward, May D&F
Northglenn Mall (120)	10	Sears, Mervyns, JCPenney
Southglenn Mall(107)	12	Sears, May D&F
Southwest Plz.(178)	12	Target, Joslins, May D&F, Sears, Mont. Ward
University Hills(47)	7	May D&F, JCPenney
Villa Italia(151)	6	Mont. Ward, JCPenney, Joslins
Westland(51)	7	May D&F, Sears
Westminster Mall(224)	9	Joslins, May D&F, Mervyn's, JCPenney
Downtown Denver(100)		May D&F, Joslins, Woolworth

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Food Markets-Daily to 10 p.m.; Shopping Ctrs.-Mon. through Fri. to 9 p.m., Sun. 12 to 5.

13 - RETAIL OUTLETS: **Department Stores**-Joslins; May-D&F; Mervyn's; Montgomery Ward; JCPenney; Sears.
Men's and Women's Clothing Stores-Aspen Leaf; Cottrell's; Eakers; Fashion Bar; KG Mens Store; Lane Bryant; Miller Stockman; Montaldos; Perkins Shearer; PMM Western Wear; Richman Bros.; Sheplers, Inc.; The Clothing Center; The Buccaneer; Casual Corner; Conrad's; County Seat; Fashion Gal; Foxmoor; Lerners; The Limited; Loehmanns; Pic-A-Dilly; Hagan Sports; Titus McDuff; Kuppenheimer; Jerry Leonard; Brooks Brothers; The Regiment; The Gap; Burlington Coat Factory; Hit 'n' Miss; Clothestime; Ann Taylor; Casual Corner; Fashion Bug; Sizes Unlimited; The Gap; Bennetton.
Discount Stores-Target; K mart; LaBelle's; Service Merchandise; Buyers Club; Pace Whse.
Variety Stores-Woolworth; Steinmart; Marshall's; Yellow Front; T.J. Maxx; Ross.
Chain Drug Stores-Walgreens 20; Osco 20; King Soopers 47; Econo 4; K mart 12.
Chain Supermarkets-Safeway 57; Albertsons 16; King Soopers 51; Super Foods 11; Shoppin Sav 3; Grocery Warehouse 4; Cub Foods 2; Sax Foods 2.

14 - NEWSPAPERS: DENVER POST (m) 229,731; (S) 415,250; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Steve Morris, V.P. Adv. Sales, DENVER POST, 650 15th St., Denver, CO 80202; Tel. (303) 820-1963.
National Representative: Million Market Newspapers/Times Mirror National Marketing.
ROCKY MOUNTAIN NEWS (m) 345,778; (S) 379,984; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Paul Campbell, Gen. Adv. Mgr., ROCKY MOUNTAIN NEWS, 400 W. Colfax Ave., Denver, CO 80204; Tel. (303) 892-5304.
National Representative: Sawyer-Ferguson-Walker.

DURANGO

1 - LOCATION: La Plata County, E&P Map A-3. County Seat. Shipping and wholesale center for five counties in the San Juan Basin, SW Colorado and N New Mexico. Agricultural, tourism, mining, industrial center. Grand Junction, 167 mi. N; 340 mi. from Denver; 220 from Albuquerque, NM.

2 - TRANSPORTATION: **Motor Freight Carriers**-4.
Airlines-United Express; Trans Colorado; America West.

3 - POPULATION:
Corp. City 80 Cen. 11,649; E&P 87 Est. 13,816
CZ-ABC: (80) 11,649
RTZ-ABC: (80) 38,211
County 80 Cen. 27,424; E&P 87 Est. 33,975
City & RTZ-ABC: (80) 49,860

4 - HOUSEHOLDS:
City 80 Cen. 4,120; E&P 87 Est. 4,215
County 80 Cen. 9,746; E&P 87 Est. 12,318
CZ-ABC: (80) 4,120
RTZ-ABC: (80) 13,430
City & RTZ-ABC: (80) 17,550

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$232,800,000
Savings	1	(Incl. above)
Savings & Loan	2	(Incl. above)

6 - PASSENGER AUTOS: County 16,320

7 - ELECTRIC METERS: Residence 5,522

8 - GAS METERS: Residence 3,152

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Lumber Proc. 125; Iron and Sheet Metal 13; Oil & Natural Gas 150; Bottling Plants 70; Tourism.
Principal Pay Days-10th, 20th.

10 - CLIMATE: First killing frost, Oct. 1; last killing frost, June 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-19 blocks on Main Ave.; 5 on Second Ave.; 8 on Sixth St.
Neighborhood Shopping Center-Durango Mall; Main Mall; Town Plaza; Centennial; Animas Valley Mall, NM.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Centennial Mall	NA	Wonder World
Durango Mall	NA	K mart, JCPenney
Town Plaza(16)	NA	Safeway

Principal Shopping Days-Mon., Thur., Sat. Grocery Stores are open Sundays.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears (catalog); K mart; Wonder World.
Discount Stores-Yellow Front.
Variety Stores-Woolworth.
Chain Drug Stores-Basin Rexall; Professional Plaza; Revco.
Chain Supermarkets-City Market 2; Shur Value; Pac-N-Save.
Other Chain Stores-Hallmark; Maurice's; Stevenson's.

14 - NEWSPAPERS: HERALD (e-mon to fri) 7,078; (S) 8,842; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Don Steele, Adv. Mgr., HERALD, 1275 Main Ave.; PO Box Drawer A, Durango, CO 81302; Tel. (303) 247-3504.
National Representative: Branham/Newspaper Sales.

FORT COLLINS

1 - LOCATION: Larimer County, (Fort Collins-Loveland MSA), E&P Map C-1. County Seat. Colorado State University (18,000); tourist gateway. 65 mi. N of Denver; 45 mi. SW of Cheyenne.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Colorado and Southern; Burlington Northern.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 64,632; E&P 87 Est. 79,938
CZ-ABC: (80) 65,092
RTZ-ABC: (80) 28,335
County/MSA 80 Cen. 149,184; E&P 87 Est. 188,419
City & RTZ-ABC: (80) 93,427
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,320; E&P 87 Est. 28,314
County/MSA 80 Cen. 54,086; E&P 87 Est. 71,515
CZ-ABC: (80) 23,523
RTZ-ABC: (80) 10,151
City & RTZ-ABC: (80) 33,674

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$332,000,000
Savings & Loan	7	N.A.
Industrial	5	N.A.

6 - PASSENGER AUTOS: County 99,841

7 - ELECTRIC METERS: County Residence 73,005

8 - GAS METERS: County Residence 48,944

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage-N.A.)-Colorado State Univ. 8,500; Eastman Kodak 2,800; Hewlett-Packard 2,476; Poudre R-1 2,000; Woodward Governor 1,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-68; Summer 52-94; Fall 22-52; Winter 13-42. First killing frost, Sept. 8; last killing frost, May 7.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Neighborhood Shopping Centers**-Laurel & College; College & Prospect; N College, 700-1100 blocks; W Elizabeth & Shields; S College, 2000-6500 blocks; S College, 3000-4000 blocks.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Campus West(33)	3	Campus Merit Drugs
Cedarwood Plz.	NA	King Soopers
Foothills Fashion Mall(50)	3	May D&F, JCPenney, Sears
Foothills Sq.	NA	Fashion Bar
South College	2	Western Camera
University Mall(25)	1	King Sooper, Walgreens, Eaker's, Mont. Ward
K mart Plz.	2	K mart
Drake Crossing	5	Safeway, Walgreens
Scotch Pines	3	Toddy's

Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Food and most major retailers.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Sears; May D&F; Eakers; Fashion Bar.
Variety Stores-Woolworth.
Discount Stores-K mart; Target; LaBelle's.
Chain Drug Stores-Walgreens 2; Rexall; Osco; Merit; Wal-Mart.
Chain Supermarkets-Safeway 2; Toddy's; King Soopers 2; Steele's 2; Beavers 2; Albertson's 2.

14 - NEWSPAPERS: COLORADOAN (e) 19,747; (S) 24,970; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Denise Holman, Adv. Dir., COLORADOAN, PO Box 1577, Fort Collins, CO 80522; Tel. (303) 493-6397.
National Representative: Gannett National Newspaper Sales.

FORT MORGAN

1 - LOCATION: Morgan County, E&P Map C-1. 80 mi. NE Denver; on U.S. Hwys. 6, 34 and 198; State Hwy. 52; I-76.

2 - TRANSPORTATION: **Railroads**-Burlington; Union Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Arrow; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,768; E&P 87 Est. 9,333
County 80 Cen. 22,513; E&P 87 Est. 23,527
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,366; E&P 87 Est. 3,504
County 80 Cen. 7,981; E&P 87 Est. 8,642

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$118,637,727.43
Savings & Loan	4	$77,730,738

6 - PASSENGER AUTOS: County 12,336

7 - ELECTRIC METERS: Residence 5,401

8 - GAS METERS: Residence 3,659

9 - PRINCIPAL INDUSTRIES: Sugar Beet Factory; Grain; Seeds; Electric Generators; Fertilizer; Beef Packers; Modular Homes; Sugar.

10 - CLIMATE: First killing frost, Sept. 24; last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 3 on Ensign St.; 3 on State St.; 5 on Railroad Ave.; 13 on Platte Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
E. Railroad Ave.(10)	NA	Big T Mkt.

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Alco; Gibson; K mart.
Chain Drug Stores-City Pharmacy; Walgreens; Macy's; Rexall.
Chain Supermarkets-Johnson's Super; Green Acres Mkt.; Big T Super; Edwards Mkt.; Safeway.
Other Chain Stores-Coast-to-Coast; Brown's Shoe Fit; Conrad's.

14 - NEWSPAPERS: TIMES (e) 5,839; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Harold E. Bohm, Adv. Mgr., TIMES, PO Box 699, Fort Morgan, CO 80701; Tel. (303) 867-5651.

National Representative: Branham/Newspaper Sales.

GLENWOOD SPRINGS

1 - LOCATION: Garfield County, E&P Map B-2. County Seat. Agricultural, mining, service, retail, resort area. 90 mi. NE of Grand Junction. On State Hwy. 133; I-70; U.S. Hwys. 6, 24.

2 - TRANSPORTATION: **Railroads**-Amtrak; Denver & Rio Grande Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 4,637; E&P 87 Est. 5,921
County 80 Cen. 22,514; E&P 87 Est. 29,200

4 - HOUSEHOLDS:
City 80 Cen. 1,930; E&P 87 Est. 2,507
County 80 Cen. 8,131; E&P 87 Est. 11,012

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$160,000,000

6 - PASSENGER AUTOS: County 17,506

7 - ELECTRIC METERS: Residence (City) 4,307

8 - GAS METERS: Residence (City) 2,908

9 - PRINCIPAL INDUSTRIES: Farming; Dairying; Resort (Hot [illegible] (coal).

10 - CLIMATE: [illegible] Spring 30-87; Summer 55-92; Fal[illegible] First killing frost, Oct. 2[illegible] 13.

11 - TAP WATER: A[illegible]

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Grand Ave.; Glenwood Springs Mall.
Neighborhood Shopping Centers-City Market Plaza; Wal-Mart Shopping Ctr.; South Glenwood on Hwy. 82; Van Rand Ctr.; Tamarack Mall; West Glenwood Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Glenwood Springs Mall	2	K mart, JCPenney

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Bullock's.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Ben Franklin; Center Drug.
Chain Drug Stores-Long's.
Chain Supermarkets-City Market; Smith.
Other Chain Stores-7-Eleven; Zale's; 84 Lumber; Kenny's Shoes; Goodyear; Bumper to Bumper; Firestone; Gamble's; Gordon Jewelers.

14 - NEWSPAPERS: GLENWOOD POST (e-mon to fri) 4,984; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Bill Skitt, Adv. Mgr., GLENWOOD POST, 2014 Grand Ave.; PO Box 550, Glenwood Springs, CO 81601; Tel. (303) 945-8515.
National Representative: Branham/Newspaper Sales.

GRAND JUNCTION

1 - LOCATION: Mesa County, E&P Map A-2. County Seat. Shipping, whol. & ret., mining, industrial, recreation ctr. 250 mi. from Denver; 300 mi. from Salt Lake City. Regional Ret. trade area for approx. 9 counties.

2 - TRANSPORTATION: **Railroads**-Denver & Rio Grande Western.
Motor Freight Carriers-17.
Intercity Bus Lines-Continental; Greyhound.
Airlines-United; Continental.

3 - POPULATION:
Corp. City 80 Cen. 27,956; E&P 87 Est. 34,193
County 80 Cen. 81,530; E&P 87 Est. 98,614
CZ-ABC: (80) 70,714
Bal. in NDM-ABC: (80) 78,907
Total NDM-ABC: (80) 149,621
Bal. in RTZ-ABC: (80) 19,613
Total NDM & RTZ-ABC: (80) 169,234
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,766; E&P 87 Est. 14,652
County 80 Cen. 29,668; E&P 87 Est. 37,176
CZ-ABC: (80) 26,101
Bal. in NDM: (80) 28,050
Total NDM-ABC: (80) 54,151
Bal. in RTZ-ABC: (80) 6,836
Total NDM & RTZ-ABC: (80) 60,987

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$280,033,554
Commercial	7	$405,778,000

6 - PASSENGER AUTOS: County 46,925.

7 - ELECTRIC METERS: Residence 32,096.

8 - GAS METERS: Residence 28,408.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Public Util. 1,244 ($314); Trade 9,450 ($264); Mining 4,069 ($325); Electronics 1,680 ($231); Ceramics 473 ($209); Insulation 488 ($297).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-88; Summer 55-93; Fall 37-80; Winter 18-53. First killing frost, Oct. 22; last killing frost, Apr. 13.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; Teller Arms, North Ave. & 23rd; Brach's Vlg.; Albertson's, 12th & Orchard (43 stores); Eastgate; K mart Plz.; Mesa Mall, Hwys. 6 & 50 (109 stores); Coronado Plz. (18 stores); Monument Vlg. (15 stores).
Neighborhood Shopping Centers-2 blocks on North Ave.; 2 on Grand Ave.; 4 on Orchard Mesa.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Teller Arms(23)	3	Gibson
North 7th St.	2	Gibson Phcy., Mesa Phcy.
North Ave.	1	City Mkt., K mart, Gibson
Grand Ave.	NA	City Mkt.
Orchard Mesa	NA	7-Eleven
Pioneer Vlg.(6)	2	Brach's Mkt., Western Auto
Mesa Mall(109)	4	Sears, JCPenney, Target, Mervyn's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings and Sundays-Grocery, drug, shpg. ctr., discount stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Mervyn's.
Variety Stores-Woolworth; Western Auto.
Discount Stores-Gibson's; Surplus City; K mart; Target.
Chain Drug Stores-Mesa 3; Walgreens 3; Skagg's Walker 2; Gibson's 2.
Chain Supermarkets-Safeway 2; City Market 4; Thriftway 2; Albertson's 2; Cook's Warehouse 2.
Other Chain Stores-Singer Co.; Fashion Bar; Mode O'Day; Pay 'n Pak; Radio Shack; Nautilus; Baskin-Robbins; Wendy's; McDonald's.

14 - NEWSPAPERS: SENTINEL (e) 28,894; (S) 33,235; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ralph Powers, Adv. Dir., SENTINEL, 734 S. 7th St., PO Box 668, Grand Junction, CO 81501. Tel. (303) 242-5050.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

GREELEY

1 - LOCATION: Weld County, (MSA) E&P Map C-1. County Seat. NE part of state, midway between the capital cities of CO and WY. 52 mi. N of Denver, 51 mi. S of Cheyenne. Altitude 4,637 feet. At intersection of U.S. Hwys. 85 & 34. College center. Shipping point for livestock and farm products.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Colorado & Southern.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 53,006; E&P 87 Est. 59,284
CZ-ABC: (80) 61,986
Bal. in NDM-ABC: (80) 45,910
Total NDM-ABC: (80) 107,896
Bal. in RTZ-ABC: (80) 15,542
County/MSA 80 Cen. 123,438; E&P 87 Est. 142,931
Total NDM & RTZ-ABC: (80) 123,438

4 - HOUSEHOLDS:
City 80 Cen. 19,351; E&P 87 Est. 22,378
County/MSA 80 Cen. 47,002; E&P 87 Est. 51,886
CZ-ABC: (80) 22,667
Bal. in NDM-ABC: (80) 15,022
Total NDM-ABC: (80) 37,689
Bal. in RTZ-ABC: (80) 5,060
Total NDM & RTZ-ABC: (80) 42,749

5 - BANKS	**NUMBER**	**DEPOSITS**
Industrial	3	N.A.
Savings & Loan	8	$228,000,611
Commercial	9	$480,255,000

6 - PASSENGER AUTOS: County 71,808.

7 - ELECTRIC METERS: Residence City 21,690; County 30,101.

8 - GAS METERS: Residence 23,994.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 250 (N.A.); Farm Equip. 50 (N.A.); Motor Rebuild. 30 (N.A.); Overall Factory 375 (N.A.); Packing Plant 540 ($180); Electronics 450 (N.A.); Educ. 1,750 (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 50-100; Fall 20-80; Winter 15-70. First killing frost, Sept. 30; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-7th St. to 11th St. and 6th Ave. to 9th Ave., approximately 15 square blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greeley Mall(90)	NA	Mont. Ward, Joslins, Safeway, Sears, JCPenney, Fashion Bar
Hillside Ctr.(14)	NA	Onorato's Appliance
Hillside Mall(24)	NA	Target, King Soope's
Wilshire(7)	NA	
Bittersweet Plz.(23)	NA	Longs, Safeway

Stores Open Evenings-Food and discount Mon. through Sat. All stores open Thur. eves.

13 - RETAIL OUTLETS: **Department Stores**-Joslin's; JCPenney; Montgomery Ward; Big R; Fashion Bar; Sears.
Discount Stores-K mart; Target; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Merit; Osco 2; Long's.
Chain Supermarkets-Safeway 3; King Soopers; Toddy's; Shopping Sav; Grocery Warehouse.
Other Chain Stores-Auto Supplies: Checker Auto, Firestone, Big A, Colorado Parts 2; Dairies: Meadow Gold, Sintons, Lowell-Paul; Finance Companies: Dial, General Associates, Avco, Aetna, Pacific, Security Credit, Household Finance, Beneficial, G.A.C.; Ice Cream: Bresler's, Baskin-Robbins 2, Dairy Queen; Jewelry: Weiss, Zale's, Gordon's; Men's Wear: Otis Bros., K.G. Men's; Paint: Kwal Paint, Valspar, Pittsburgh, Sherwin-Williams, Komac; Sewing Centers: Viking, Bernina, Necchi-Elva, Pfaff, Singer; Shoes: Kinney, Brown's Shoe Fit, Red Wing, Famous Footwear, Pay Less, Fashion Bar; Women's Apparel: Fashion Bar, Carriage House, Miss B's.

14 - NEWSPAPERS: TRIBUNE (e) 23,182; (S) 24,045; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Loren C. Abbott, Mktg. Dir., TRIBUNE, 714 8th St., Greeley, CO 80631. Tel. (303) 352-0211.
National Representative: None.

LA JUNTA

1 - LOCATION: Otero County, E&P Map C-3. County Seat.

2 - TRANSPORTATION: **Railroads**-Atchison, Topeka, Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,338; E&P 87 Est. 7,900
County 80 Cen. 22,567; E&P 87 Est. 21,217

4 - HOUSEHOLDS:
City 80 Cen. 3,007; E&P 87 Est. 2,889
County 80 Cen. 7,937; E&P 87 Est. 7,750

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$66,284,000
Savings & Loan	2	$150,000,000
Industrial	1	$9,663,000

6 - PASSENGER AUTOS: County 11,331.

7 - ELECTRIC METERS: Residence 3,558.

8 - GAS METERS: Residence 3,966.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. Shops 500; Food Prods. 375; USAF 150; Brass Fittings Mfg. 150; Livestock Sales Rings 120; Clothing Mfg. 170; Regional Hospital 150.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 60-105; Fall 20-75; Winter 0-50. First killing frost, Oct. 8; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Days**-Wed., Thur., Sun.
Stores Open Evenings-Dept.: Sat.; Food: Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Gambles; Sears; Coast-to-Coast.
Variety Stores-Woolworth.
Discount Stores-Gibson's.
Chain Supermarkets-Safeway.

14 - NEWSPAPERS: TRIBUNE-DEMOCRAT (e) 3,793; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Mack Burtis, Pub., TRIBUNE-DEMOCRAT, PO Box 480, La Junta, CO 81050. Tel. (303) 384-4475.
National Representative: Branham/Newspaper Sales.

LAMAR

1 - LOCATION: Prowers County, E&P Map D-3. 30 mi. W of Kansas State line; 120 mi. E of Pueblo; 200 mi. SE of Denver. On State Hwys. 119, 192, 196, U.S. Hwys. 50, 287 and 385.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 7,713; E&P 87 Est. 9,650
County 80 Cen. 13,070; E&P 87 Est. 14,532
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 2,842; E&P 87 Est. 3,552
County 80 Cen. 4,658; E&P 87 Est. 5,352

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$120,422,658

6 - PASSENGER AUTOS: County 8,504.

7 - ELECTRIC METERS: Residence 4,937.

8 - GAS METERS: Residence 3,915.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Bus Mfg. 700; Cattle Feed Yards 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-70; Summer 60-92; Fall 37-73; Winter 16-48. First killing frost, Oct. 18; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Main St.; 20 stores on adjacent streets; Vlg. Shopping Ctr., 10 outlets; K mart Shopping Ctr., 6 outlets.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Eisenhauer's; Sears (catalog); Big R; Farm and Ranch General Store.
Variety Stores-V&S.
Discount Stores-Gibson; K mart.
Chain Drug Stores-Geddy's; Coles; Gibson's; Corner; Jim's.
Chain Supermarkets-Safeway; IGA; 7-Eleven; Love's; Warehouse Foods.
Other Chain Stores-Conrad's; Mademoiselle; BMS-True Value Hardware; Guihen's Lumber & Landscape; Our Own Hardware.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,616; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: Ted Searl, Sr., Adv. Dir., NEWS, 310 S. 5th, PO Box 1217, Lamar, CO 81052. Tel. (303) 336-2266.
National Representative: Colorado Press Service.

LONGMONT

1 - LOCATION: Boulder County. (In Boulder-Longmont PMSA) E&P Map C-1. Residential, Hi Tech Electronic, Industrial & Agric. center 37 mi. N of Denver. On State Hwys. 66, 119; U.S. Hwy. 287, 7 mi. W of I-25.

2 - TRANSPORTATION: **Railroads**-Burlington Route; Colo. & Southern; Great Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Colorado Motor Way; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 42,942; E&P 87 Est. 55,002
CZ-ABC: (80) 42,942
RTZ-ABC: (80) 44,402
County/PMSA 80 Cen. 189,625; E&P 87 Est. 231,075
City & RTZ-ABC: (80) 87,344
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,483; E&P 87 Est. 20,115
County/PMSA 80 Cen. 68,964; E&P 87 Est. 87,383
CZ-ABC: (80) 15,483
RTZ-ABC: (80) 15,022
City & RTZ-ABC: (80) 30,505

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$259,493,400
Savings & Loan	10	$2,899,596,232

6 - PASSENGER AUTOS: County 135,083.

7 - ELECTRIC METERS: Residence 18,522.

8 - GAS METERS: Residence 17,473.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil & Air Filters 500; Turkey Proc. 750; Foundries 125; Camp Trailers 130; FAA Unit 400; IBM 5,000; Cement 100; Heavy Duty Tractors; 4-WD Acces. 100; Hi Tech 530; Electronic 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-68; Summer 50-81; Fall 22-57; Winter 16-44. First killing frost, Sept. 8; last killing frost, May 7.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat., Sun.
Stores Open Evenings-Week nights.

13 - RETAIL OUTLETS: **Department Stores**-Joslins; Fashion Bar; JCPenney; Sears; Starrs; K.G. Men's.
Variety Stores-Howell's; Eakers.
Discount Stores-Bi-Rite; K mart; Wal-Mart.
Chain Drug Stores-Walgreens 3; Osco.
Chain Supermarkets-Safeway 3; Albertson's; King Sooper; Shoppin' Save; Corner Pantry.
Other Chain Stores-Firestone; M&O Tire; AB Tire City; Goodyear Service Store; Bob's Toy Chest; Dave Cook Sports; Miller Stockman; Orange Julius; Casual Corner; J. Riggings; Ups'N Downs; Shoe Fair; Circus World Toys; Pic-A-Dilly; Shoe Den; Zale's; Radio Shack.

14 - NEWSPAPERS: TIMES-CALL (e) 19,579; (S) 20,209; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Joann Oakley, Adv. Dir., TIMES-CALL, 717 4th Ave., Longmont, CO 80501. Tel. (303) 776-2244.
National Representative: Papert Companies.

LOVELAND

1 - LOCATION: Larimer County. (In Fort Collins MSA) E&P Map C-1. 20 mi. W of Greeley. On U.S. Hwys. 34, 287, 50 mi. N of Denver, 7 mi. W of I-25.

2 - TRANSPORTATION: **Railroads**-Colorado & Southern Burlington; Great Western.
Intercity Bus Lines-Trailways.
Airlines-Fort Collins-Loveland Airport is 8 mi. NE of Loveland.

3 - POPULATION:
Corp. City 80 Cen. 30,244; E&P 87 Est. 38,717
CZ-ABC: (80) 30,215
RTZ-ABC: (80) 38,764
City & RTZ-ABC: (80) 68,979
County/MSA 80 Cen. 149,184; E&P 87 Est. 188,419

4 - HOUSEHOLDS:
City 80 Cen. 11,429; E&P 87 Est. 14,219
County/MSA 80 Cen. 54,086; E&P 87 Est. 71,515
CZ-ABC: (80) 11,429
RTZ-ABC: (80) 13,311
City & RTZ-ABC: (80) 24,740

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$152,971,000
Commercial	5	$181,805,339
Industrial	3	$9,481,392
Credit Unions	5	$10,927,000

6 - PASSENGER AUTOS: County 99,841

7 - ELECTRIC METERS: Residence 15,500

8 - GAS METERS: Residence 10,990

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Agric., Livestock, Meat Packing, Furn., Pre-Fab & Mobile Homes 125; Electronics 3,500; Jewelry; Photographic Papers 3,000; Offset Printing Plates; Oral Hygiene Prods.; Shower Massagers; Water Testing Equipment; Tourism.

10 - CLIMATE: Moderate.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: (See Greeley & Fort Collins)

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Orchard(23)	2	King Soopers, Eakers
Palmer Gardens	2	
Westlake	2	Ben Franklin
University Mall(25)	12	Wards, King Soopers
Foothills Sq	11	Fashion Bar
Horizon Park	17	K mart, Skaggs, Eakers, King Soopers
Foothill Fashion Mall(50)	10	Sears, May D&F, JCPenney, The Denver

Principal Shopping Days-Sat., Mon., Thur., Sun. Supermarkets open Sundays.

13 - RETAIL OUTLETS: **Department Stores** Westerman's.
Discount Stores-Alco; Loveland; K mart; Wheelers, Wal-Mart.
Variety Stores-Woolworth, Ben Franklin.
Chain Drug Stores-Draper, Walgreens.
Chain Supermarkets-Safeway, King Soopers; AG.
Other Chain Stores-Goodyear, Firestone, Eakers.

14 - NEWSPAPERS: REPORTER-HERALD (e-mon to fri) 16,150; (wknd) 16,862 Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David J. Storey, Adv. Dir., REPORTER-HERALD, 450 Cleveland, PO Box 59, Loveland, CO 80537; Tel. (303) 669-5050.
National Representative: Papert Companies.

MONTROSE

1 - LOCATION: Montrose County, E&P Map A-2. County Seat. Agric., trade & tourism ctr., 260 mi. W of Denver; 350 mi. from Salt Lake City. On U.S. Hwys. 50, 550; State Hwy. 90.

2 - TRANSPORTATION: **Railroads**-Denver & Rio Grande Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.
Airlines-Aspen Airways, Trans Colorado.

3 - POPULATION:
Corp. City 80 Cen. 8,722; E&P 87 Est. 11,209
County 80 Cen. 24,352; E&P 87 Est. 26,140
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,254; E&P 87 Est. 4,215
County 80 Cen. 8,428; E&P 87 Est. 9,418

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$1,152,222
Savings & Loan	3	$1,152,226,893
Commercial	3	$131,019,389

6 - PASSENGER AUTOS: County 12,884

7 - ELECTRIC METERS: Residence 3,693

8 - GAS METERS: Residence 3,546

9 - PRINCIPAL INDUSTRIES: Agric., Livestock, Lumbering; Candies; Tourism; Gov't.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-62; Summer 52-86; Fall 36-65; Winter 16-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores** JCPenney; Allison's; Reeve's; Charmaine's; Conrad's.
Discount Stores-Gibson, K mart, Yellow Front, Wal-Mart.
Variety Stores-Ben Franklin, True-Value Hdwe.
Chain Supermarkets-City 3, Smiths', City Market, Wyatt's Warehouse.

14 - NEWSPAPERS: PRESS (e-mon to fri) 6,641; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: H. James Crouse, Gen. Mgr., PRESS, 535 S. 1st St., PO Box 81402, Montrose, CO 81402; Tel. (303) 249-3444.
National Representative: Branham/Newspaper Sales.

PUEBLO

1 - LOCATION: Pueblo County (MSA), E&P Map C-3. County Seat. Manufacturing, agriculture, wholesale and distributing center for S Colorado, N New Mexico, W Kansas. 112 mi. S of Denver, a major part of the Colo. Springs/Pueblo ADI.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Missouri Pacific; Denver & Rio Grande Western; Colorado & Southern Burlington.
Motor Freight Carriers 8.
Intercity Bus Lines-Continental Trailways, Greyhound; 24 Taxi Cabs.
Airlines-Continental Express; Charter Service: Pan Ark Aviation, Pueblo Aircraft Service, Federal Express (freight), America West.

3 - POPULATION:
Corp. City 80 Cen. 101,686; E&P 87 Est. 103,110
CZ-ABC: (80) 116,571
Bal. in NDM-ABC: (80) 142,987
Total NDM-ABC: (80) 259,558
County/MSA 80 Cen. 125,972; E&P 87 Est. 129,288

4 - HOUSEHOLDS:
City 80 Cen. 37,240; E&P 87 Est. 38,515
County/MSA 80 Cen. 45,095; E&P 87 Est. 47,809
CZ-ABC: (80) 41,958
Bal. in NDM-ABC: (80) 50,168
Total NDM-ABC: (80) 92,126

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	12	$539,245,000
Savings & Loan	7	$396,752,000

6 - PASSENGER AUTOS: County 68,710

7 - ELECTRIC METERS: Residence 50,089

8 - GAS METERS: Residence 39,980

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Mfg. 4,790; Mining-Trade (Ret. & Whol.) 9,630; Gov't 10,210; Trans., Util. & Commun. 6,820; Fin., Ins., R.E. 1,720; Service 9,350; Contract Constr. 1,500; Military 750; Healthcare 3,374; Education 3,567; Trans. 607.
Principal Industrial Pay Days-Steel Mill-Mon., Tues., Wed.; Pueblo Army Depot-Every other Fri.; Railroads-1st and 15th; Gov't-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-75; Summer 55-91; Fall 25-81; Winter 14-49. First killing frost, Sept. 19; last killing frost, May 19.

11 - TAP WATER: Alkaline, hard; naturally fluoridated.

12 - RETAILING: **Principal Shopping Area**-9 blocks on Santa Fe; 11 on Main; 5 on Court; 6 on Union.
Neighborhood Shopping Areas-Abriendo, Broadway to Quincy, 3 blocks; Northern Ave., Elm to Spruce, 4 blocks.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belmont(27)	1	Alco, Chet's Market
Arapahoe(11)	2	Blende Super
Midtown(25)	NA	Sears
Sunset Plaza(33)	2	Alco, Safeway
King Soopers	2	King Soopers, Eaker's
Pueblo Mall(87)	1	Mont. Ward, Gart, JCPenney, Joslin's
Regency Sq (32)	2	Osco

Principal Shopping Days-Mon.-Sun.
Stores Open Evenings-Food Mon. to Fri. to 8. One grocery to 11. Some grocery, drug open Sun.

13 - RETAIL OUTLETS: **Department Stores**-Joslin's; Service Merchandise, Montgomery Ward, Sears, JCPenney, Eakers.
Discount Stores-Wal-Mart 2; So-Lo Food; Alco 2; K mart 2; Yellow Front 2.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Osco; Grove (Merit) 5; Alamo; Associated Druggists 10.
Chain Supermarkets-Safeway 3; Blende Super; Chet's Food Center 2; King Soopers 2; Super Foods 6; 7-Eleven 21; Kwik Way 19; Loaf 'n' Jug 43; County Market.
Other Chain Stores-B.F. Goodrich; Goodyear; Lerner's; Fashion Bar; Kinney Shoes; Baker Shoes; Singer Co.; Zale's Jewelers; Sherwin Williams Paints 2; Pittsburgh Paint & Glass; Douglas Optical; Gart Bros. Sporting Goods; Zale's Optical; Dunbar LPG; Remington Rand; Meadow Gold Dairy Prods.; Baskin-Robbins; Miller Tire; McCoy Co.; Mor-Valu Stamps; IBM; Mode O'Day; NAPA Auto Parts; AC Transmission Center; Kwal Paints; Sutherland Lumber Co.; Big Sur Waterbeds; Pay'n Pack 2; Checker Auto 2; Seifert's; Piece of Pie; KG Men's; Just Pants; So Fro Fabrics; Casual Corner; County Seat; Pearl Vision; Waldenbooks; Park Lane Hosiery; Motherhood Maternity; Track 'n Trail; Underworld; Foot Scene; Pants 'n' Duds; T-Shirts Plus; Royal Optical; Athlete's Foot; Gallenkamp Shoes; Maling Shoes.

14 - NEWSPAPERS: PUEBLO CHIEFTAIN (m) 51,581; (S) 55,392 Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jack Wyss, Adv. Dir., CHIEFTAIN, PO Box 4040, Pueblo, CO 81003; Tel. (303) 544-3520.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ROCKY FORD

1 - LOCATION: Otero County, E&P Map C-3. 11 mi. W of La Junta. On Fed. Hwy. 50, State Hwy. 71.

2 - TRANSPORTATION: **Railroads** Santa Fe.
Motor Freight Carriers 4.
Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 4,804; E&P 87 Est. 4,410
County 80 Cen. 22,567; E&P 87 Est. 21,217

4 - HOUSEHOLDS:
City 80 Cen. 1,706; E&P 87 Est. 1,620
County 80 Cen. 7,937; E&P 87 Est. 7,750

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	1	$13,443,551
Commercial	3	$30,206,977

6 - PASSENGER AUTOS: County 11,331

7 - ELECTRIC METERS: Residence 1,714

8 - GAS METERS: Residence 2,257

9 - PRINCIPAL INDUSTRIES: Seed Cleaning Equipment Mfg.; Seeds, Producers & Wholesalers; Frozen Foods (Onion & Vegetable Processing); Barbed Wire Mfg.; Recycling Equipment Mfg.; Computer Service Center; Western Clothing Mfg.

10 - CLIMATE: Min. & Max. Temp. 0-100.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat.
Stores Open Evenings-Sat. eves.; some on Sun.

13 - RETAIL OUTLETS: **Variety Stores**-Carousel.
Discount Stores-Gibson's.
Chain Drug Stores-Health Mart.
Chain Supermarkets-Safeway; 7-Eleven; Loaf N Jug; Love's Country Store; Super Foods; Associated Grocers.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 3,399; sworn Oct. 15, 1986.
Local Contact for Advertising and Merchandising Data: J.R. Thompson, Adv. Dir., GAZETTE, 912 Elm Ave., PO Box 430, Rocky Ford, CO 81067; Tel. (303) 254-3351.
National Representative: Branham/Newspaper Sales.

SALIDA

1 - LOCATION: Chaffee County, E&P Map B-2. Industrial, agric., residential ctr. & vacation resort. Monarch ski area and major subdivision development. 60 mi. W of Canon City; 100 mi. W of Pueblo. On U.S. Hwys. 50, 285; CO 291.

2 - TRANSPORTATION: **Railroads**-Division point for D&RGW.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 4,870; E&P 87 Est. 4,410
County 80 Cen. 13,227; E&P 87 Est. 12,579
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,975; E&P 87 Est. 1,658
County 80 Cen. 4,758; E&P 87 Est. 4,582

5 - BANKS	**NUMBER**	**EST. DEP.**
Bldg. & Loan	1	$32,000,000
Commercial	2	$70,000,000

6 - PASSENGER AUTOS: County 8,328

7 - ELECTRIC METERS: Residence 4,750

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Limestone Quarry & Screening Plant; Lumber; Soil Conditioning Agent; Tourism; Livestock Auctioning Ctr.; Poultry; Granite Grit Mfg.; Beryl; Terrazzo; Agric.; Cattle; Skiing.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-74; Summer 44-82; Fall 19-73; Winter 8-46.

11 - TAP WATER: Alkaline 112 PPM, medium hard (136 PPM).

12 - RETAILING: **Principal Shopping Days**-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Crews-Beggs, Sharpes, Town & Country.
Discount Stores-Gibson, Wal-Mart.
Variety Store-Woolworth.
Chain Supermarkets-Safeway, AG 2.

14 - NEWSPAPERS: MOUNTAIN MAIL (m-mon to fri) 2,765; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Merle Baranczyk, Pub., MOUNTAIN MAIL, 125 E. 2nd St., PO Box 189, Salida, CO 81201; Tel. (303) 539-6691.
National Representative: Branham/Newspaper Sales.

STERLING

1 - LOCATION: Logan County, E&P Map D-1. County Seat. Wholesale and shipping center for grain, cattle, sugar and oil in 5-county area of NE corner of CO. On South Platte River. 125 mi. NE of Denver; 430 mi. W of Omaha; 100 mi. SE of Cheyenne, WY. On I-76; U.S. Hwys. 6, 138 (main Denver-Chicago route), and State Hwys. 14 and 154.

2 - TRANSPORTATION: **Railroads**-Union Pacific, Burlington-Northern.
Motor Freight Carriers 7.
Intercity Bus Lines-Greyhound, Dash About Shuttle.

3 - POPULATION:
Corp. City 80 Cen. 11,385; E&P 87 Est. 11,272
CZ-ABC: (80) 11,385
RTZ-ABC: (80) 25,270
County 80 Cen. 19,800; E&P 87 Est. 19,043
City & RTZ-ABC: (80) 36,655
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,392; E&P 87 Est. 4,360
County 80 Cen. 7,146; E&P 87 Est. 7,108
CZ-ABC: (80) 4,392
RTZ-ABC: (80) 9,147
City & RTZ-ABC: (80) 13,539

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$232,112,893
Commercial	4	(incl. above)
Credit Union	1	(incl. above)

6 - PASSENGER AUTOS: County 11,148

7 - ELECTRIC METERS: Residence 4,928

8 - GAS METERS: Residence 4,677

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-R.R. Shops & Offices 215 ($400); Grain Elevators 30 ($240); Cattle Feeding 100 ($180); Oil Pipelines 65 ($300); Beef Slaughter Plant 173 ($290); Clothing 73 ($150).
Principal Industrial Pay Days-5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 55-85; Fall 33-61; Winter 16-48. First killing frost, Oct. 19; last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-30 blocks on 11 streets.
Neighborhood Shopping Centers-Broadway Plaza, U.S. Hwy. 138, N edge of city; High Plains Center, W Main Street.
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Food-Thur., Fri.; 24 hr supermarket.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony; Sears; Bostwicks.
Variety Stores-Woolworth.
Discount Stores-Gibson's, K mart, Wheelers, Wal-Mart.
Chain Supermarkets-U-Save Supers 2, Bauer's, Big T.
Other Chain Stores-Brown Shoe-Fit; Conrad's; Sherwin-Williams; Komac; Mead Lumber; Payless Shoes; Fashion Crossroads; Mr. D's (hardware).

14 - NEWSPAPERS: JOURNAL-ADVOCATE (e) 6,696; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Myron D. House, Adv. Dir., JOURNAL-ADVOCATE, 504 N. 3rd St., PO Box 1272, Sterling, CO 80751; Tel. (303) 522-1990.
National Representative: Branham/Newspaper Sales.

TRINIDAD

1 - LOCATION: Las Animas County, E&P Map C-3. County Seat. S central part of state.

2 - TRANSPORTATION: **Railroads**-AT&SF: C&S (freight): C&'i (freight)
Motor Freight Carriers-2
Intercity Bus Lines-Greyhound Continental

3 - POPULATION:
Corp City 80 Cen 9.663: E&P 87 Est 9.031
CZ-ABC (80) 9.663
RTZ-ABC (80) 5.234
County 80 Cen 14.897 E&P 87 Est 14.367
City & RTZ-ABC (80) 14.897

4 - HOUSEHOLDS:
City 80 Cen 3.516 E&P 87 Est 3.080
County 80 Cen 5.367 E&P 87 Est 5.333
CZ-ABC (80) 3.516
RTZ-ABC (80) 1.851
City & RTZ-ABC (80) 5.367

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$76.200.000
Savings & Loan	1	$55.160.000

6 - PASSENGER AUTOS: County 6.973

7 - ELECTRIC METERS: N.A

8 - GAS METERS: N.A

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage-N.A.)-Railroads 275. Cattle
Principal Industrial Pay Days-5th & 20th

10 - CLIMATE: Min & Max Temp.-Spring 8-85. Summer 33-100. Fall 8-88 Winter 24-76 First killing frost. Oct 6: last killing frost May 5

11 - TAP WATER: Neutral soft chlorinated: fluoridated

12 - RETAILING: **Principal Shopping Center**-Six blocks on Main and Commercial Sts., IH-25 and Moro Road.
Neighborhood Shopping Centers-Arizona and Colorado Aves.; University St.; Pine & State Sts.; Nevada & Animas: Trinidad Plz 5 retail stores.
Principal Shopping Days-Mon., Wed., Sat
Stores Open Sundays-Grocery drug and discount.

13 - RETAIL OUTLETS: **Variety Stores**-Ahlschwede Variety (Ben Franklin)
Discount Stores-Pixie, Wal-Mart
Chain Drug Stores-Rexall 2: Revco
Chain Supermarkets-Safeway 2: Ringo Bros 3. Russell's
Other Chain Stores-Mode O'Day

14 - NEWSPAPERS: CHRONICLE-NEWS (e-mon to fri) 3.238: Mar 31, 1987 ABC
Local Contact for Advertising and Merchandising Data: Advertising Dept., CHRONICLE-NEWS PO Box 763, Trinidad, CO 81082: Tel (303) 846-3311
National Representative None

VAIL

1 - LOCATION: Eagle County E&P Map B-2 Central Colorado mountain area On I-70 100 mi W of Denver

2 - TRANSPORTATION: **Railroads**-Rio Grande
Motor Freight Carriers-Several
Intercity Bus Lines-Greyhound: Trailways
Airlines-Continental Express.

3 - POPULATION:
Corp. City 80 Cen N.A.: E&P 87 Est 5.316
County 80 Cen 13.320: E&P 87 Est 17.744

4 - HOUSEHOLDS:
City 80 Cen N.A.: E&P 87 Est 2.328
County 80 Cen N.A: E&P 87 Est 7.181

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A
Savings & Loan	2	N.A

6 - PASSENGER AUTOS: County 13.202

7 - ELECTRIC METERS: N.A

8 - GAS METERS: N.A

9 - PRINCIPAL INDUSTRIES: Industry-Tourism; Skiing: Golfing: Fishing

10 - CLIMATE: Av Temp.-Summer 75: Winter 25 First killing frost Sept.: last killing frost June

11 - TAP WATER: Hard: not fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads	NA	Village Mkt.

13 - RETAIL OUTLETS: **Department Stores**-Bill Bullocks
Variety Stores-Rucksacks
Chain Supermarkets-Safeway

14 - NEWSPAPERS: VAIL DAILY (m-tues to sat) 8.000: sworn Oct 1, 1986
Local Contact for Advertising and Merchandising Data: James Pavelich Pub., VAIL DAILY, 143 E Meadow Dr., PO Box 81 Vail, CO 81658: Tel (303) 476-0555
National Representative None

CONNECTICUT SURVEYS

METROPOLITAN STATISTICAL AREAS

New Haven-Meriden-Clinton and Killingworth towns in Middlesex County: Meriden, New Haven and West Haven cities: Bethany, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Wallingford and Woodbridge towns in New Haven County.
New London-Norwich, CT-RI-New London and Norwich cities: Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns in New London County, CT: Canterbury town in Windham County, CT; Hopkinton and Westerly towns in Washington County, RI
Waterbury-Bethlehem, Thomaston, Watertown and Woodbury towns in Litchfield County: Waterbury city: Naugatuck borough, Middlebury, Prospect, Southbury and Wolcott towns in New Haven County

PRIMARY METROPOLITAN STATISTICAL AREAS

Bridgeport-Milford-Bridgeport and Shelton cities: Easton, Fairfield, Monroe, Stratford and Trumbull towns in Fairfield County: Ansonia, Derby and Milford cities: Beacon Falls, Oxford and Seymour towns in New Haven County
Bristol-Bristol city and Burlington town in Hartford County, Plymouth town in Litchfield County
Danbury-Danbury city: Bethel, Brookfield, New Fairfield, Newtown, Redding, Ridgefield and Sherman towns in Fairfield County: Bridgewater and New Milford towns in Litchfield County
Hartford-Hartford city: Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns in Hartford County: Barkhamsted and New Hartford towns in Litchfield County: East Haddam town in Middlesex County; Colchester town in New London County: Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Somers, Stafford, Tolland, Vernon and Willington towns in Tolland County
Middletown-Middletown city: Cromwell, Durham, East Hampton, Haddam, Middlefield and Portland towns in Middlesex County.
New Britain-New Britain City: Berlin, Plainville and Southington towns in Hartford County.
Norwalk-Norwalk city: Weston, Westport and Wilton towns in Fairfield County
Stamford-Stamford city: Darien, Greenwich and New Canaan towns in Fairfield County

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Hartford-New Britain-Middletown-Includes Bristol PMSA: Hartford PMSA: Middletown PMSA: and New Britain PMSA
New York-Northern New Jersey-Long Island, NY-NJ-CT-Includes Bergen-Passaic, NJ PMSA; Bridgeport-Milford, CT PMSA: Danbury, CT PMSA: Jersey City, NJ PMSA; Middlesex-Somerset-Hunterdon, NJ PMSA: Monmouth-Ocean, NJ PMSA: Nassau-Suffolk, NY PMSA: New York, NY PMSA; Newark, NJ PMSA; Norwalk, CT PMSA: Orange County, NY PMSA; and Stamford, CT PMSA

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	253	185	193
5-14 Years	601	465	485
15-24 Years	494	561	586
25-44 Years	731	861	899
45-64 Years	665	674	704
65 and Over	288	368	384
TOTAL	3.032	3.114	3.251

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50.000 or more and central cities of MSA's with 10% or more of Spanish Origin Population according to the U.S. 1980 census

Cities	Total Pop.	Spanish Origin	Percent
Bridgeport	142.546	26.656	18.7
Hartford	130.392	26.730	20.5

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat. Hdwr	475	659	1.323
General Mdse	1.262	1.554	2.497
Food	2.387	3.422	4.875
Automobiles	1.782	2.665	5.501
Gasoline Stations	805	1.448	1.539
Apparel	558	925	1.427
Furniture	451	641	1.258
Eat-Drink Places	889	1.428	2.314
Drugs	310	467	738
TOTAL SALES	10.428	15.829	25,040

ANSONIA

1 - LOCATION: New Haven County. (In Bridgeport-Milford PMSA). E&P Map B-3. Residential and industrial center on Naugatuck River. 10 mi NW of New Haven: 14 mi NE of Bridgeport: 16 mi. S of Waterbury: 68 mi. NE of New York. On State Hwy 8.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-7
Intercity Bus Lines-CR&L. Intercity. Berkshire.

3 - POPULATION:
Corp City 80 Cen 19.039. E&P 87 Est 19.240
CZ-ABC (80) 44.819
RTZ-ABC (80) 41.943
County 80 Cen 761.337: E&P 87 Est 792.389
PMSA 80 Cen 438.557: E&P 87 Est 457.683
City & RTZ-ABC (80) 86./62

4 - HOUSEHOLDS:
City 80 Cen 7.035: E&P 87 Est 7.220
County 80 Cen 271.542: E&P 87 Est 293.525
PMSA 80 Cen 151.502: E&P 87 Est 172.780
CZ-ABC (80) 16.519
RTZ-ABC (80) 13.475
City & RTZ-ABC (80) 29.994

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$341.298.000
Savings & Loan	2	$31.144.000
Commercial	8	$102.700.000

6 - PASSENGER AUTOS: County 445.610

7 - ELECTRIC METERS: Residence 30.347

8 - GAS METERS: Residence 10.577

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage N.A.)-All Mfg. 6.060: Primary Metals. Research: Telecommunications: Fabricated Metals & Mach. 2.550: Other Mfg. 2.000: Total Emp. 10.610.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-66, Summer 57-80: Fall 34-52: Winter 21-37. First killing frost. Oct. 27: last killing frost: Apr. 16.

11 - TAP WATER: Acid, very soft

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Ansonia: 2 on Shelton: 4 on Derby: 2 on Seymour: Route 8, Derby-Ansonia Line: Route 8, Ansonia Seymour: Route 34. Derby: Route 110. Shelton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ansonia Mall(36)	NA	K mart
Ansonia Plaza(16)	NA	Jerry's Mkt.
Westside(13)	NA	Pilgrim Barbeque
Seymour Plaza(6)	NA	
Orange/Derby(20)	NA	Klarides, DM Reed
Valley(8)	NA	Bradlees, Stop & Shop
Plaza On The Green(8)	NA	
Tri-Town Plz.(17)	NA	Greenfields, Ames
Caldor Ctr.(4)	NA	Caldor, Shop-Rite
Southside(7)	NA	A&P
Klarides Vlg.(6)	NA	Klarides Market
Shelton Sq	NA	Bradlees, Stop & Shop

Nearby Shopping Centers-East Derby (Derby); Huntington (Shelton); Oxford Center (Oxford), Seymour Center (Seymour).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri., Mkts.-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Isaacson's: JCPenney.
Variety Stores-Woolworth.
Discount Stores-Bradlees, Caldor; Best Buy Appliances; K mart.
Chain Drug Stores-Rite Aid; Lear's 3; CVS.
Chain Supermarkets-A&P: Stop & Shop: Klarides.
Other Chain Stores-Firestone: Radio Shack. Morse Shoes: Shoe Town: Value House: Fayva:

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14 - NEWSPAPERS: SENTINEL (e) 16,216 Mar 31 1987 ABC

Local Contact for Advertising and Merchandising Data: Gary Siegel, Adv. Dir., SENTINEL, 241 Main St., Ansonia, CT 06401, Tel. (203) 734-2546

National Representative: Thomson Newspapers

BRIDGEPORT

1 - LOCATION: Fairfield County (In Bridgeport-Milford PMSA). E&P Map B-4. County Seat. 56 mi NE of NYC on main line of Northeast Rail Corridor and Connecticut Tpke.

2 - TRANSPORTATION: **Railroads**-Conrail; Amtrak; Tri-State Authority.
Steamships-Freight and passenger on Long Island Sound; Bridgeport-Port Jefferson (NY) Ferry.
Motor Freight Carriers-80
Intercity Bus Lines-Trailways; Stratford; Greater Bridgeport Transit Authority.
Airlines-Atlantic Air; Pilgrim.

3 - POPULATION:
Corp. City 80 Cen. 142,546; E&P 87 Est. 144,355
CZ-ABC: (80) 280,925
RTZ-ABC: (80) 241,222
County 80 Cen. 807,143; E&P 87 Est. 844,335
PMSA 80 Cen. 438,557; E&P 87 Est. 457,683
City & RTZ-ABC: (80) 522,147

4 - HOUSEHOLDS:
City 80 Cen. 52,026; E&P 87 Est. 55,268
County 80 Cen. 280,597; E&P 87 Est. 304,228
PMSA 80 Cen. 151,502; E&P 87 Est. 172,780
CZ-ABC: (80) 98,755
RTZ-ABC: (80) 82,555
City & RTZ-ABC: (80) 181,310

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$3,238,837,000
Savings & Loan	4	(incl. above)
Commercial	8	(incl. above)

6 - PASSENGER AUTOS: County 530,342

7 - ELECTRIC METERS: Residence 109,551

"We get you the business!"

with the largest daily and Sunday newspaper circulation in affluent Fairfield County...

#1 market in the United States in per capita Effective Buying Income: $18,092 (S&MM '86).

BRIDGEPORT CONNECTICUT POST TELEGRAM

Nationally Marketed By
LANDON ASSOCIATES

Danbury
NEW YORK STATE
BRIDGEPORT
Milford
Norwalk
Stamford
Greenwich
Long Island Sound
Mileage From Bridgeport To: New York City 56 Hartford 53
CONNECTICUT
BRIDGEPORT

Bridgeport Post-Telegram
Comb. (m&e) 79,526
The Sunday Post (S)
91,443 ABC 3/31/87

8 - GAS METERS: 58,742

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 9,100 ($267); Trans. Equip. 13,650 ($269); Elect. Equip. 8,450 ($182); Fabricated Metals 9,220 ($202); Primary Metals 3,850 ($278).

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 59-79; Fall 33-51; Winter 23-40. First killing frost, Oct. 18; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Downtown Shopping Centers**-5 blocks on Main St., 1 on Fairfield Ave., 4 on Broad St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay View(7)	3	Howard Johnson, A&P, Bradlees
Brookside(16)	4	Liggett, McCrorys, First Natl.
Connecticut Post(70)	10	Alexander's, Caldor
Hi Ho Center(60)	NA	Read's, Sears
Shop-Rite	4	Shop-Rite Mkt.
Hawley Lane	8	Waldbaum's, Caldor, Sage-Allen
Westfield Mall (Trumbull)(110)	8	G. Fox, Waldbaum's, Read's
The Dock	6	Bradlees, Stop & Shop
Univ. Square(10)	1	Warnaco

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Dept. Mon., Thur.; Food-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Read's 4; Howland's; Alexander's; Sears; G. Fox; Anderson Little.
Speciality-Howland's 2; Skydels.
Discount Stores-Stratford Town Fair; Bradlee's 5; Caldor 5; K mart; Burlington Mills.
Variety Stores-Woolworth; H.L. Green; McCrory.
Chain Drug Stores-Walgreens; SuperRx; Rite Aid 4; Medi-Mart 4; CVS; Rexall.
Chain Supermarkets-A&P 5; First National 4; Grand Union 5; Stop & Shop 6; Sunshine 2; Waldbaum's 5; Pathmark 3; Grand Central 3; Shop-Rite 2.
Other Chain Stores-Thom McAn; Fayva; Kinney Shoes; Goodyear; Firestone; Channel; Pearle; Grossman.

14 - NEWSPAPERS: TELEGRAM/POST (m-mon to fri) 18,498; POST (e-mon to fri) 61,028; TELEGRAM/POST (m-sat) 71,937; POST (S) 91,443; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Paul J. Ward, Dir. Mktg. & Sales, TELEGRAM & POST, 410 State St., Bridgeport, CT 06604, Tel. (203) 333-0161.

National Representative: Landon Associates.

BRISTOL

1 - LOCATION: Hartford County, (PMSA). E&P Map B-3. Manufacturing center in central CT; SW corner of county, on direct route between Hartford (18 mi. SW) and Waterbury (12 mi. NE).

2 - TRANSPORTATION: **Railroads**-Amtrak, Conrail.
Motor Freight Carriers-35
Intercity Bus Lines-Corbin Coach Line.

3 - POPULATION:
Corp. City 80 Cen. 57,370, E&P 87 Est. 60,088
CZ-ABC: (80) 62,604
RTZ-ABC: (80) 28,175
County 80 Cen. 807,766; E&P 87 Est. 840,453
PMSA 80 Cen. 73,762; E&P 87 Est. 77,409
City & RTZ-ABC: (80) 90,779

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 20,510; E&P 87 Est. 22,052
County 80 Cen. 289,658; E&P 87 Est. 312,996
PMSA 80 Cen. 25,945; E&P 87 Est. 28,075
CZ-ABC: (80) 22,437
RTZ-ABC: (80) 9,909
City & RTZ-ABC: (80) 32,346

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$304,456,670
Savings & Loan	1	$86,000,000
Commercial	5	$1,089,375,510

6 - PASSENGER AUTOS: County 496,450

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mach. & Elect. Equip. 5,700; Primary & Fab. Metals and Instruments 3,000; Mfg. 1,470; Servs. 3,000; Gov't 2,700; Whol./Ret. 4,200; All other 1,790. (Av. Wkly. Wage-$335).
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 55-95; Fall 28-70; Winter 10-50. First killing frost, Oct. 20; last killing frost, Apr. 20.

11 - TAP WATER: Slightly acid, very soft; fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-North Side, Forestville-Pine St., W. Side-4 along Farmington Ave., Route 6.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bristol Centre Mall(32)	NA	Sage-Allen, Sears Surplus, Finast
Pine Plz (28)	3	Western Auto, A&P
Bristol Plz (31)	2	Bradlees, Stop & Shop
Hub 6 Plz (15)	2	Caldor
Foodmart Plz (10)	3	Food Mart, Rickel
Shopper's Jctn (10)	3	Shop-Rite

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Downtown Dept., Thur.; Bristol Centre Mall, Thur. & Fri.; Food, Mon. through Sat.; Shopping Plaza, Shoppers Junction and the Hub, Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Davidson & Leventhal's; Sage-Allen.
Variety Stores-Woolworth.
Discount Stores-Bradlees; Zayre; Caldor.
Chain Drug Stores-L&L (Rexall-Forestville); Family Drug (Shop Rite-Bristol); Pine Plaza; Amity Drug; Harolds; Arrow Drug; CVS; Brook's; Medi-Mart.
Chain Supermarkets-A&P 2; First National; Stop & Shop; Food Mart 2; Ferraro's; Waz's; IGA; Shop-Rite.
Other Chain Stores-Singer; Western Auto; Shoe Towne; Uniroyal; Firestone; Grossman's; Inside Outlet; Bess Eaton; Michaels Jewelers; Fayva Shoes; So Fro Fabrics; Rickel Home Center; Motor-Mart.

14 - NEWSPAPERS: PRESS (e) 19,826, Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Charles A. Poole, Sr., Adv. Dir., PRESS, 99 Main St., Bristol, CT 06010, Tel. (203) 584-0501.

National Representative: Landon Associates.

DANBURY

1 - LOCATION: Fairfield County (PMSA). E&P Map A-3. County Seat. Industrial center. On U.S. Hwys. 6, 7, 202; State Hwys. 37, 39, 58, I-84.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-26
Intercity Bus Lines-Bonanza; Trailways; Chieppo; Chartered Lines; Leprechaun; Short Line; Greyhound.
Airlines-Danbury Airways; Conn. Air Service Inc.; Air Northeast Charter; Bluebird Aviation Corp.; Beechcraft-East Inc.

3 - POPULATION:
Corp. City 80 Cen. 60,470, E&P 87 Est. 66,841
CZ-ABC: (80) 76,474
RTZ-ABC: (80) 175,379
County 80 Cen. 807,143; E&P 87 Est. 844,335
PMSA 80 Cen. 170,369; E&P 87 Est. 183,169
City & RTZ-ABC: (80) 251,853

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 21,079; E&P 87 Est. 24,637
County 80 Cen. 280,597; E&P 87 Est. 304,228
PMSA 80 Cen. 56,415; E&P 87 Est. 63,672
CZ-ABC: (80) 26,276
RTZ-ABC: (80) 55,584
City & RTZ-ABC: (80) 81,860

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$231,037,000
Savings & Loan	4	$115,300,000
Commercial	20	$238,881,000

6 - PASSENGER AUTOS: County 530,342

7 - ELECTRIC METERS: Residence 27,400

8 - GAS METERS: Residence 10,660

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 2,210 ($307); Elect. Equip. 5,780 ($314); Metals 1,760 ($325); Precision Instruments 4,650 ($352); Furn. & Paper 1,970 ($487).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-58; Summer 62-84; Fall 41-64; Winter 18-35. First killing frost, Oct. 5; last killing frost, May 5.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main St., 6 on White St., 2 on West, Elm & Liberty Sts., North St., Berkshire, Plumtrees Plaza, Nutmeg Plaza.
Neighborhood Shopping Centers-White St. & Locust Ave., Wooster Village; Lake Ave. at Lawncrest, Danbury; North St. & Padanaram; Berkshire; Beaver Brook; Germantown Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Danbury Fair Mall(220)	3	Macy's, G. Fox, Sears, JCPenney
Berkshire(30)	2	Kresge, Bradlees, CVS, Marshall's, Service Merchandise
Bethel Plaza(10)	2	First Natl., Agway
Brookfield Ctr.	3	Anderson-Little, Radio Shack, Caldor
Copp's Hill Plaza(23)	5	Stop 'n Shop, Caldor, Genovese
New Milford Plaza(20)	10	Bradlees, Diamond Intl., Stop 'N Shop
Newtown	8	A&P, Grand Union
North St. Ctr.	2	Mont. Ward, Brooks Drug, A&P
Putnam Plaza	12	Radio Shack
Ridgefield(9)	8	Grand Union, A&P
Brook Plaza(8)	3	Waldbaum's, CVS, Channel Home Ctr.
Veteran's Plaza	17	Brooks Drugs, First Natl.
Plumtrees Plz	2	Sterling Optical, Inside Outlet
Nutmeg Plaza (12)	2	Stop 'n Shop

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores, Main St. Fri.

13 - RETAIL OUTLETS: **Department Stores**-Howland's; Macy's; G. Fox; Jordan Marsh; Sears; Caldor; Bradlees; JCPenney.
Discount Stores-Marshall's; T.J. Maxx; Service Merchandise.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Whelan; Liggett 2; Rite Aid 2; CVS; Brooks; Genovese; Medi-Mart.
Chain Supermarkets-A&P 4; First National 4; Grand Union 4; Pathmark; Stop 'n Shop 3; Waldbaum; Grand Central; Shop-Rite; IGA 5.
Other Chain Stores-Radio Shack; Anderson-Little; Grossman's; Wickes Lumber; Lloyd Lumber; Shoe Town; Fayva; Inside Outlet; Channel Home Center; Tano Shoes; Sterling Optical; Dress Barn.

14 - NEWSPAPERS: NEWS-TIMES (m) 39,479; (S) 45,789; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Daniel J. Stewart, Adv. Dir., NEWS-TIMES, 333 Main St., Danbury, CT 06810, Tel. (203) 744-5100.

National Representative: Landon Associates.

GREENWICH

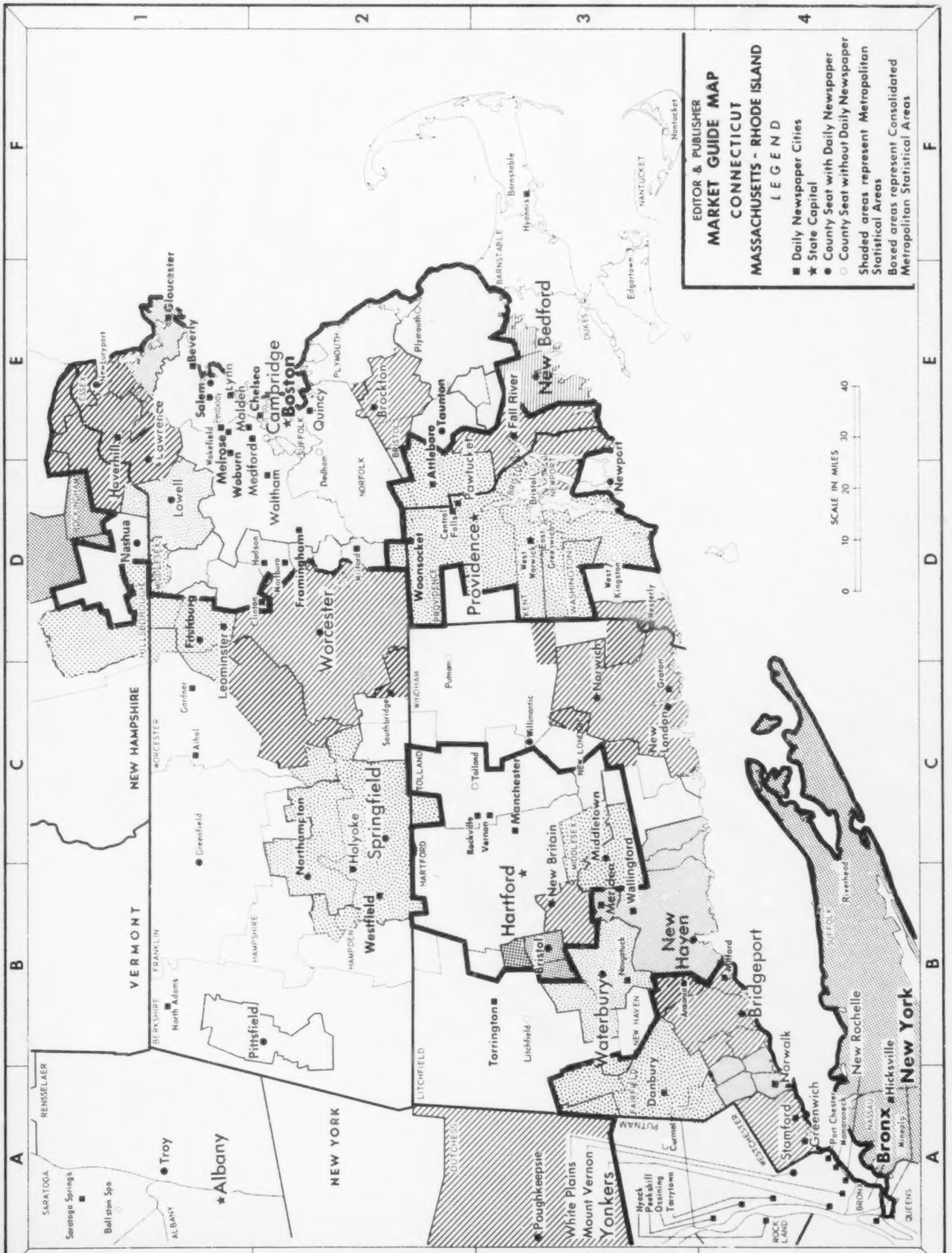
1 - LOCATION: Fairfield County. E&P Map A-4 (In Stamford PMSA). SW part of CT, 27 mi. from NYC.

2 - TRANSPORTATION: **Railroads**-New Haven Div., Conrail.
Intercity Bus Lines-Valley Trans. Co.; Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 59,578, E&P 87 Est. 60,469
NDM-ABC: (80) 59,565
County 80 Cen. 807,143; E&P 87 Est. 844,335
PMSA 80 Cen. 198,854; E&P 87 Est. 206,078

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 21,520; E&P 87 Est. 22,343
County 80 Cen. 280,597; E&P 87 Est. 304,228


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0 10 20 30 40
A B C D E F
1 2 3 4
VERMONT
NEW HAMPSHIRE
NEW YORK
Albany
Troy
Saratoga Springs
Ballston Spa
Pittsfield
North Adams
Greenfield
Northampton
Holyoke
Springfield
Westfield
Athol
Gardner
Fitchburg
Leominster
Worcester
Southbridge
Framingham
Marlboro
Hudson
Clinton
Milford
Lowell
Nashua
Haverhill
Lawrence
Newburyport
Gloucester
Beverly
Salem
Peabody
Lynn
Wakefield
Melrose
Woburn
Malden
Medford
Chelsea
Cambridge
Boston
Waltham
Quincy
Dedham
Brockton
Plymouth
Taunton
Attleboro
Fall River
New Bedford
Barnstable
Hyannis
Edgartown
Nantucket
Woonsocket
Pawtucket
Central Falls
Providence
West Warwick
Warwick
East Greenwich
Bristol
Newport
West Kingston
Westerly
Putnam
Willimantic
Norwich
New London
Groton
Tolland
Manchester
Rockville
Vernon
Hartford
New Britain
Bristol
Middletown
Meriden
Wallingford
Torrington
Litchfield
Waterbury
Naugatuck
Ansonia
New Haven
Milford
Bridgeport
Danbury
Norwalk
Stamford
Greenwich
Port Chester
Mamaroneck
New Rochelle
Poughkeepsie
Carmel
White Plains
Mount Vernon
Yonkers
Nyack
Peekskill
Ossining
Tarrytown
Bronx
Hicksville
Mineola
New York
Riverhead
QUEENS
BRONX
NASSAU
SUFFOLK
ROCKLAND
WESTCHESTER
PUTNAM
DUTCHESS
ALBANY
SARATOGA
RENSSELAER
BERKSHIRE
FRANKLIN
HAMPSHIRE
HAMPDEN
WORCESTER
MIDDLESEX
ESSEX
SUFFOLK
NORFOLK
PLYMOUTH
BRISTOL
BARNSTABLE
DUKES
NANTUCKET
HILLSBOROUGH
ROCKINGHAM
PROVIDENCE
KENT
WASHINGTON
NEWPORT
BRISTOL
LITCHFIELD
HARTFORD
TOLLAND
WINDHAM
NEW LONDON
MIDDLESEX
NEW HAVEN
FAIRFIELD

PMSA 80 Cen. 72,157; E&P 87 Est. 77,126
NDM-ABC (80) 21,520

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings	4	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 530,342

7 - ELECTRIC METERS: Residence 22,103

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Publishing; Electronic Controls; Research Engineering; Industrial & Nuclear Experimental Research; Hdqtrs. for numerous major corporations.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-74; Fall 51-89; Winter 3-74. First killing frost, Dec. 21; last killing frost, Apr. 5.

11 - TAP WATER: Highly filtered, moderately soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Greenwich Ave. & Putnam Ave.
Neighborhood Shopping Areas-Sound Beach Ave., Old Greenwich; Post Rd., Cos Cob; Byram; Riverside; W Putnam Ave.; Putnam Plaza; E Putnam Ave.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Thru-Way	3	Woolworth, A&P

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon.-Sun.

13 - RETAIL OUTLETS: **Discount Stores**-Caldor.
Variety Stores-Woolworth.
Chain Supermarkets-A&P 2; Grand Union 2; Finast; Food Mart 3; Grand Central.
Other Chain Stores-Ann Taylor; Benetton; Laura Ashley; Banana Republic; Victoria's Secret; Dress Barn.

14 - NEWSPAPERS: TIME (all day-mon to fri) 13,417; (m-sat) 12,532; (S) 12,370; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Sandra Guss, Mktg. Services Mgr., TIME, 20 Elm St., Greenwich, CT 06830; Tel. (203) 625-4400 or (203) 964-2402.
National Representative: Landon Associates.

HARTFORD

1 - LOCATION: Hartford County (PMSA). E&P Map B-3. Capital. Midway between NY and Boston. At head of navigation on Connecticut River. Insurance and industrial center.

2 - TRANSPORTATION: **Railroads**-Conrail (freight); Amtrak (passengers).
Motor Freight Carriers-82.
Intercity Bus Lines-Short Line; Arrow; Bonanza; Connecticut Co.; Post Road Stage; Greyhound; Trailways of New England; Longueil.
Airlines-USAir; American; Delta; Eastern; United; Pan American; Trans World; Piedmont; Air Ontario; Holiday; Mall; Presidential; Continental Business Express; Eastern Express; American Eagle; Gull Air; Pan Am Express; Northwest.

3 - POPULATION:
Corp. City 80 Cen. 136,392; E&P 87 Est. 136,509
CZ-ABC: (80) 301,473
RTZ-ABC: (80) 585,085
County 80 Cen. 807,766; E&P 87 Est. 840,453
PMSA 80 Cen. 743,143; E&P 87 Est. 777,649
City & RTZ-ABC: (80) 886,558
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 51,026; E&P 87 Est. 55,435
County 80 Cen. 289,658; E&P 87 Est. 312,996
PMSA 80 Cen. 253,780; E&P 87 Est. 291,560
CZ-ABC: (80) 112,177
RTZ-ABC: (80) 207,356
City & RTZ-ABC: (80) 319,533

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	14	$5,895,005,000
Savings & Loan	13	$3,540,452,000
Commercial	15	$12,970,452,000

6 - PASSENGER AUTOS: County 496,450

7 - ELECTRIC METERS: Residence 49,700

8 - GAS METERS: Residence 30,524

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ins. 52,410 ($520); Trans. Equip. 41,778 ($623); Ret. 71,492 ($230); Mach. (exc. elect.) 14,534 ($601); Food 4,257 ($506).
Principal Pay Days-Mfg. Thur.; Ins. 15th & 30th; Trade Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring -6-97; Summer 36-102; Fall 12-96; Winter -26-70. First killing frost, Oct. 18; last killing frost, Apr. 19.

11 - TAP WATER: Acid, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown Hartford: 5 blocks on Main St.; 1 on State St.; 1 on Pratt St.; 1 on Church St.; 3 on Asylum St.; 2 on Trumbull St.; 1 on Allyn St.; Richarson Mall; Civic Center Shopping Mall; Pavilion at State House Square.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bishop's Corner(22)	4	Caldor
Bloomfield Wintonbury Mall(19)	4	Florence Travis
Bristol Plaza(34)	11	Bradlees, Woolworth, Stop & Shop, D&L
Brookside Plz (Enfield)(35)	NA	Edward's Food Whse., Marshall's, Crazy Eddie
Burr Corners (Manchester)(20)	10	A&P, Caldor, Inside Outlet
Charter Oak Mall	4	Stop & Shop, Bradlees, Radio Shack, Walgreens
Foodmart(35)	3	Zayre, Fay's Drug, Foodmart, Thom McAn
Corbin's Corner(34)	4	Sears, Filene's Basement, Toys 'R Us, D&L, Alcott & Andrews
Crossroads Plz.(14)	4	Foodmart
Drake Hill Mall Simsbury(12)	15	Brooks Drug, Fitzgerald's
East Brook Mall (Mansfield)(22)	22	Sage Allen, Caldor, A&P
East Hartford	2	Sage Allen
East Windsor	NA	Cohoe's, Dansk
Elmwood	4	First [illegible], Channel, Caldor
Enfield Mall(29)	14	Bob's Stores
Enfield Square(57)	15	Steiger's, G. Fox, JCPenney, CVS
Farmington Valley Mall(30)	10	Sage Allen, D&L, Stop & Shop, Medi Mart, Bradlees
Fox Run Mall(26)	4	Frank's, Radio Shack
K mart Plaza(3)	5	K mart, Finast
Manchester Parkade(39)	7	Sears, Channel, Anderson-Little, Bradlees, Stop & Shop
Mott's Center (Wethersfield)(2)	3	K mart, Mott's Mkt.
Newington(12)	10	Warehouse Foods, Bradlees
Old Avon Village	15	Arrowhead Specialty, Thrifty Yankee
Prospect Plaza(15)	3	Edward's Food, Motomart
Putnam Bridge(1[illegible])	3	Zayre, Fay's Drug, T.J. Maxx
Silver Lane(25)	3	Burlington Coat Factory
State Line (Enfield)(20)	15	Levitz, Shop-Rite, Fay's Drug, Zayre
Suffield Vlg.(28)	25	A&P
Caldor Plz.(14)	6	Caldor, Food Mart, Rite Aid
Tri City	11	Sage Allen, D&L, Regal's, Caldor, Finast
West Farms(151)	4	G. Fox, Sage Allen, JCPenney, Herman's, Lord & Taylor, Lane Bryant, CVS
West Hartford/ K mart Plaza	NA	K mart, Food Mart
West Hartford	4	Sage Allen, Finast
Wetherfield(37)	5	Sage Allen, A&P, D&L, CVS
Windsor(60)		Sage Allen, K mart, A&P, Radio Shack, CVS

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Marshall's; G. Fox; Sage Allen; Sears; Lord & Taylor; Herman's; Luettgen's; D&L.
Discount Stores-K mart 7; Paperama; Mars 2; Odd Lot; Caldor 12; Zayre 5; Bradlees 12.
Variety Stores-Fairway; Mars.
Chain Drug Stores-Walgreens 9; Maxwell 2; Fay's Drug 5; Modern 3; Liggett 2; CVS 20; Apothocary 3; Rite Aid 11; Brook's 11; Arthur's 6; Kazarian 3.
Chain Supermarkets-First Natl. 14; A&P 8; Stop & Shop 14; Mott's Shop-Rite 12; Food Mart 12; Frank's 2; Greenfields 6; Heartland Foods 3.
Other Chain Stores-Sherwin-Williams 10; Thom McAn 9; Anderson-Little 5; Singer Co. 9; Firestone 4; Western Auto 15; Grossman's 6; Brewster's; Lane Bryant; Namco 6; Thayer-McNeil 3; Hickory Farms 3; Radio Shack 16; Susan Terry; Casual Corner 4; Kay Jewelers; Lerner; Ormond's 3; Michael's; Baker Shoes 3; Child World 2; So-Fro Fabrics 5; Helen Gallagher 3; Kinney Shoes 10; Channel 4; Rickel 2; Lechmere.

14 - NEWSPAPERS: COURANT (m) 221,922; (S) 309,300; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Krikorian, Adv. Dir., COURANT, 285 Broad St., Hartford, CT 06115; Tel. (203) 241-6200.
National Representative: Million Market Newspapers/Times Mirror National Marketing.

MANCHESTER

1 - LOCATION: Hartford County (Hartford PMSA). E&P Map C-3. Residential center, 8 mi. from Hartford. On U.S. Hwys. 6, 15, 44, 84, 86.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Arrow; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 49,761; E&P 87 Est. 50,793
PMSA 80 Cen. 743,143; E&P 87 Est. 777,649
County 80 Cen. 807,766; E&P 87 Est. 840,453
HERALD:
CZ-ABC: (80) 49,761
RTZ-ABC: (80) 142,505
City & RTZ-ABC: (80) 192,266
JOURNAL INQUIRER:
NDM-ABC: (80) 248,452

4 - HOUSEHOLDS:
City 80 Cen. 18,459; E&P 87 Est. 19,241
County 80 Cen. 289,658; E&P 87 Est. 304,228
PMSA 80 Cen. 253,780; E&P 87 Est. 291,560
HERALD:
CZ-ABC: (80) 18,459
RTZ-ABC (80) 50,694
City & RTZ-ABC: (80) 69,153
JOURNAL INQUIRER:
NDM-ABC: (80) 86,280

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$166,297,000
Commercial	8	$3,235,998

6 - PASSENGER AUTOS: County 496,450

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Textiles; Parachutes; Reamers; Women's Garments; Elect. Instruments; Clutches; Paper Board; Insulating Paper; Paper Specialties; Toys; Tools.
Principal Industrial Pay Days-Wed.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 59-80; Fall 41-62; Winter 19-36.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Main St. and Depot Sq.; Manchester Shopping Parkade.
Nearby Shopping Centers-Corner McKee St. & Hartford Rd.; Center St. at Adams St.; W. Middle Tpke. & E. Center St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broad St. Parkade(32)	NA	Bradlees, Marshalls, Stop & Shop
Burr Corners(20)	NA	A&P, Channel Lumber, Caldor, Inside Outlet
Charter Oak (E. Hartford)	NA	Bradlees, Medi Mart, Stop & Shop, Radio Shack
E. Hartford Plaza(7)	NA	Sage-Allen
Elm Plaza (Enfield)(10)	NA	Caldor
Enfield Mall(30)	NA	
Enfield Sq.(56)	NA	G. Fox, Steiger's, JCPenney
K mart Plaza (Vernon)(15)	NA	K mart, First Nat'l
Manchester (Parkade)(56)	NA	Sears, D&L
Putnam Bdge. Plz. (E. Hartford)(4)	NA	Andy's Food Town, Zayre
Shop-Rite Plz.(10)	NA	Shop-Rite, Radio Shack
Stateline Plz (Enfield)(18)	NA	Channel Lumber, Zayre, Levitz
Suffield Vlg.(20)	NA	A&P
Tri-City Plz.(31)	NA	Caldor, D&L, Finast, Sage-Allen

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. Stores-Thur.; Food-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Marlow's; Sears.
Discount Stores-Caldor; Bradlees; Marshalls; K mart.
Variety Stores-Fairway.
Chain Drug Stores-Arthur's; Rite Aid; CVS.
Chain Supermarkets-A&P 2; Stop & Shop; Food Mart; Shop-Rite; Highland Park; Supreme Foods.
Other Chain Stores-Goodyear; S&H Green Stamps.

14 - NEWSPAPERS: MANCHESTER HERALD (e) 9,318; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Denise Roberts, Adv. Dir., HERALD, Herald Sq., Manchester, CT 06040; Tel. (203) 643-2711.
National Representative: Landon Associates.
JOURNAL INQUIRER (e) 43,466; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth Grogan, Adv. Vice Pres., JOURNAL INQUIRER, 306 Progress Dr., Manchester, CT 06040; Tel. (203) 646-0500.
National Representative: Landon Associates.

MERIDEN-WALLINGFORD

1 - LOCATION: New Haven County. Hartford & Middlesex Tri County Area (In New Haven-Meriden MSA). E&P Map B-3. Industrial center. Interstate Hwys. 84, 91 & 691; CT Rts. 5, 10, 15 & 66.

2 - TRANSPORTATION: **Railroads**-Conrail; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; American; Pan Am; Delta; USAir; Pilgrim; Newair; Air Wisconsin; United.

3 - POPULATION:
Corp. Cities 80 Cen. 94,392; E&P 87 Est. 96,946
Meriden 80 Cen. 57,118; E&P 87 Est. 59,771
Wallingford 80 Cen. 37,274; E&P 87 Est. 39,175
CZ-ABC: (80) 94,392
RTZ-ABC: (80) 58,667
County 80 Cen. 761,337; E&P 87 Est. 792,389
MSA 80 Cen. 390,172; E&P 87 Est. 404,220
City & RTZ-ABC: (80) 153,059

4 - HOUSEHOLDS:
Cities 80 Cen. 33,857; E&P 87 Est. 36,495
Meriden 80 Cen. 21,051; E&P 87 Est. 22,839
Wallingford 80 Cen. 12,806; E&P 87 Est. 13,656
County 80 Cen. 271,542; E&P 87 Est. 293,525
MSA 80 Cen. 178,824; E&P 87 Est. 153,411
CZ-ABC: (80) 33,857
RTZ-ABC: (80) 18,999
City & RTZ-ABC: (80) 52,856

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Cml.	20	$612,219,825

6 - PASSENGER AUTOS: County 445,610

7 - ELECTRIC METERS: Residence 29,425

8 - GAS METERS: Residence 10,695

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Silverware 1,200; Intercom. System 300; Hardware, etc. 700; Plastics 1,300; Steel 700; Util. 900; Filters 800; Medical R&D 800; Automotive 500; Paper Boxes 350; Lighting Equip. 600; Wkly. Industrial Payroll (16 firms) $627,324 (Av. Wkly. Wage $298).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 55-85; Fall 40-70; Winter 30-52. First killing frost, Oct. 31; last killing frost, Apr. 29.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 blocks on W Main; Colony, E Main & Pratt; Wallingford, 6 on Center St. from Fair to Cherry; 1 on Main St. at Simpson Court.
Neighborhood Shopping Centers-Broad & E Main; Village of South Meriden; Yalesville; Caldor Shpg. Plaza, Rt. 5 & Broad St.; The Clock Factory; Parker Mills Shops; Tower Square; Rt. 5.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Wallingford Plz.(11)	NA	K mart, Rite Aid
Tower Sq. Plz.(9)	NA	Family Sleep Center
Caldor Plaza(10)	NA	Caldor, Food Mart
Centennial Plz.(17)	NA	Pearle Vision Center, Ames
Meriden Sq.(59)	NA	Foxmoor, Lerner's, Bakers
Meriden Parkade (10)	NA	CVS, Zayre
Lincoln Plz.(8)	NA	Shop Rite, Rite Aid
Wallingford Ctr.(45)	NA	Bolio Sporting Goods, Caplan's Market

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Downtown Thur.; Shopping Centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Nu-Stars; G. Fox & Co.; Worth's; JCPenney; D&L; Caldor's; Ames.
Discount Stores-Ames; Caldor 2; K mart 3; Zayre.
Chain Drug Stores-Courtesy; Stimpson 2; Rite

Aid, CVS, Brooks 3, Fay 2.
Chain Supermarkets-Finest 2, Barker's, Caplan's, Food Mart 3, Shop-Rite 2, Everybody's 3, Stop & Shop, Towne & County, Edwards.
Other Chain Stores-Thom McAn, Singer Co., Firestone 2, Baker's Shoes, Chess King, Florsheim Shoes, Kinney Shoes, Lerner Shops, Miles Shoes, Kay Jeweler, Regal Shoes, Radio Shack, So-Fro Fabrics, Spencer Gifts, Helen Gallagher, Waldenbooks, Perkins Tobacco, Ormond's, Michaels Jewelers, Vision Centre, Morrisons, Great Expectations, Mother Cape, Prague Shoes, A.S. Beck, Nature Foods, Life Uniform, Barricini, Pet Towne, Foxmoor, Arthur's, Casual Corner, D. Rigging's, The Gap, Growth Company, Susie's Casual Weathervane, Grossman's, Sherwin-Williams.

14 - NEWSPAPERS: RECORD-JOURNAL (m) 31,073; (S) 30,006, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Michael F. Killian, Adv. Dir., RECORD-JOURNAL, 11 Crown St., Meriden, CT 06450. Tel. (203) 235-1661.
National Representative: Branham/Newspaper Sales.

MIDDLETOWN

1 - LOCATION: Middlesex County (PMSA). E&P Map B-. County Seat. Industrial, agric. and educ. center. About halfway between New York and Boston on Connecticut River, 15 mi. from Hartford. On U.S. Hwy. 66, State Hwys. 9, 17, 72 and 157.

2 - TRANSPORTATION: **Railroads**-Valley Division of NY, NH&H.
Motor Freight Carriers-5.
Intercity Bus Lines-Connecticut Co., Interstate, Greyhound, Trailways of New England, Peter Pan.

3 - POPULATION:
Corp. City 80 Cen. 39,040; E&P 87 Est. 40,950
CZ-ABC: (80) 57,688
RTZ-ABC: (80) 105,670
County 80 Cen. 129,017; E&P 87 Est. 140,954
PMSA 80 Cen. 81,582; E&P 87 Est. 88,233
City & RTZ-ABC: (80) 163,358

4 - HOUSEHOLDS:
City 80 Cen. 14,130; E&P 87 Est. 14,417
County 80 Cen. 45,922; E&P 87 Est. 52,104
PMSA 80 Cen. 28,733; E&P 87 Est. 32,890
CZ-ABC: (80) 20,765
RTZ-ABC: (80) 37,024
City & RTZ-ABC: (80) 57,789

5 - BANKS	NUMBER	DEPOSITS
Savings	2	N.A.
Savings & Loan	1	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 83,839.

7 - ELECTRIC METERS: Residence 14,634.

8 - GAS METERS: Residence 4,128.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total 41,810; Mfg. 10,470 (Durable Goods 8,930, Nondurable Goods 1,540); Non-Mfg. 31,340; Constr. 1,450; Trans. 580; Commun. & Util. 570; Trade 7,320 (Whol. 1,100 & Ret. 6,220); Fin., Ins. & R.E. 6,350; Service 9,250; Gov't 5,820 (Federal 170, State & Local 5,650).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-95; Fall 50-80; Winter 10-60. First killing frost, Nov. 3; last killing frost, Apr. 4.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Main St., 2 on Washington St., 2 on Court St., 2 on William St., 2 on College St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Metro Sq.(24)	NA	Waldbaum's, CVS, Hit or Miss
Riverview Ctr.(8)	NA	Sears
South Side(4)	3	Bradlees, Stop & Shop
Middletown Plz.(19)	3	Waldbaum's, CT Beverage Mart
Washington Plz.(10)	3	Fay's, Shop Rite, Grossman's, Caldor
Cromwell Sq.(26)	4	K mart, Radio Shack
Cromwell Commons (15)	6	Brooks Drug, Everybody's Mkt

Principal Shopping Days-Wed., Fri., Sat.
Stores Closed-About 10% on Mon.
Stores Open Evenings-All Fri., some Tues., Thur., Sears-Every night.

13 - RETAIL OUTLETS: **Department Stores**-Shapiro's, Kabachnick, Sears.
Discount Stores-Bradlees 2, K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Fay's, CVS Pharmacy, Brooks.
Chain Supermarkets-First National, Stop & Shop 2, Mott's Shop Rite, Waldbaum's 2, Everybody's Market.
Other Chain Stores-Thom McAn, Kabel's, Amato's, Prague Shoes, JoAnn Fabrics, Chesley Sleep Shop.

14 - NEWSPAPERS: PRESS (e) 20,388, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: F. Sam Tierney, Adv. Dir., PRESS, 2 Main St., Middletown, CT 06457. Tel. (203) 347-3331.
National Representative: Landon Associates.

MILFORD

1 - LOCATION: New Haven County (In Bridgeport-Milford PMSA). E&P Map B-4. Hwys. 1A, 122.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Trailways, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 50,898; E&P 87 Est. 52,129
NDM-ABC: (80) 49,101
County 80 Cen. 761,337; E&P 87 Est. 792,389
PMSA 80 Cen. 438,557; E&P 87 Est. 457,683
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,526; E&P 87 Est. 17,622
NDM-ABC: (80) 16,857
County 80 Cen. 271,542; E&P 87 Est. 293,525
PMSA 80 Cen. 151,502; E&P 87 Est. 172,780

5 - BANKS	NUMBER	DEPOSITS
Savings	8	$960,736,687
Commercial	8	$6,913,355,350

6 - PASSENGER AUTOS: County 445,610.

7 - ELECTRIC METERS: Residence 20,440.

8 - GAS METERS: Residence 10,217.

9 - PRINCIPAL INDUSTRIES: Razors, Machine Tools and Parts, Hardware, Ball Point Pens, Electric Motors, Computer Software and Services, Jai Alai, Trucking.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 60-90; Fall 33-51; Winter 23-40. First killing frost, Oct. 18; last killing frost, Apr. 25.

11 - TAP WATER: Hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conn. Post(63)	2	Brooks, Caldors, Stop & Shop, Alexander's
Cherry St. Plaza(10)	NA	Mars
Liberty Rock Plaza(10)	NA	K mart, Waldbaum, Rite Aid
Loehmann's Plaza	NA	Loehmann's
Turnpike Sq.(15)	NA	Channel, Waldbaum
Grand Central Plaza(6)	2	Grand Central

13 - RETAIL OUTLETS: **Discount Stores**-Alexander's, Caldor, K mart, CWT.
Chain Drug Stores-Rite Aid, Brooks.
Chain Supermarkets-Stop & Shop, Shop-Rite, Waldbaum, Pathmark.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 7,281; (S) 9,246, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David B. Ruscetta, Gen. Mgr., or Amanda Schumaker, Ret. Adv. Mgr., CITIZEN, 349 New Haven Ave., PO Box 589, Milford, CT 06460. Tel. (203) 874-1691.
National Representatives: Landon Associates; U.S. Suburban Press.

NAUGATUCK

1 - LOCATION: New Haven County (In Waterbury MSA). E&P Map B-3, about midway in the Naugatuck Valley. State Hwys. 8, 63, 68, I-84.

2 - TRANSPORTATION: **Railroads**-Amtrak, Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-New England Trans., Connecticut Ry. Ltg. Co., Interstate Coach, Northeast Trans.

3 - POPULATION:
Corp. City 80 Cen. 26,456; E&P 87 Est. 30,422
NDM-ABC: (80) 37,258
MSA 80 Cen. 204,968; E&P 87 Est. 212,310
County 80 Cen. 761,337; E&P 87 Est. 792,389

4 - HOUSEHOLDS:
City 80 Cen. 9,345; E&P 87 Est. 10,998
County 80 Cen. 271,542; E&P 87 Est. 293,525
MSA 80 Cen. 79,947; E&P 87 Est. 78,653
NDM-ABC: (80) 12,722

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$6,978,646
Savings & Loan	1	$74,599,159
Savings	1	$134,907,558

6 - PASSENGER AUTOS: County 445,610.

7 - ELECTRIC METERS: Residence 11,825.

8 - GAS METERS: Residence 4,162.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 1,180; Candy 400; Iron Works 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-95; Fall 50-80; Winter 10-60. First killing frost, Nov. 23; last killing frost, May 1.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Church St., 1 on Main St., 2 on Rubber Ave., Mountview Plaza, 1 on New Haven Rd.
Neighborhood Shopping Centers-Union City, Glenridge, Rubber Ave.
Principal Shopping Days-Thur., Fri.
Stores Closed-Mondays during summer months.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Rubin's, Raphael's, Rosenblatt's, Breen's, Ames, Worth's.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Brooks, CVS, Rite Aid.
Chain Supermarkets-First National, Stop & Shop.

14 - NEWSPAPERS: NEWS (e) 5,090, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: F.E. Hennick, Pub., NEWS, 195 Water St., Naugatuck, CT 06770. Tel. (203) 729-2228.
National Representative: Landon Associates.

NEW BRITAIN

1 - LOCATION: Hartford County (PMSA). E&P Map B-3. Manufacturing Center. Adjacent to U.S. Rtes. 5, 6, I-84 & I-91. State Hwys. 10, 71, 72. 10 mi. SW of Hartford.

2 - TRANSPORTATION: **Railroads**-Amtrak, Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound, Vermont Transit.
Airlines-25 mi. from Bradley International Airport.

3 - POPULATION:
Corp. City 80 Cen. 73,840; E&P 87 Est. 73,077
NDM-ABC: (80) 142,241
County 80 Cen. 807,766; E&P 87 Est. 840,453
PMSA 80 Cen. 142,241; E&P 87 Est. 145,355
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,539; E&P 87 Est. 29,526
County 80 Cen. 289,658; E&P 87 Est. 312,996
PMSA 80 Cen. 51,916; E&P 87 Est. 55,433
NDM-ABC: (80) 51,916

5 - BANKS	NUMBER	DEPOSITS
Savings	3	N.A.
Savings & Loan	1	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 496,450.

7 - ELECTRIC METERS: Residence 31,285.

8 - GAS METERS: Residence 19,219.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 24,070 ($402); Primary and Fabricated Metals 10,000 ($371); Hardware 10,000 ($389); Mach. 8,940 ($439); Elect. and Trans. Equip. 5,600 ($470); Other Mfg. 4,000 ($301). Total non-agriculture wage and salary workers 61,400.
Principal Pay Days-Tues., Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 60-80; Fall 43-62; Winter 21-36. First killing frost, Oct. 17; last killing frost, Apr. 19.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Main St., 2 on W. Main, 1 on Arch St., 4 on Broad St., 2 on E. Main.
Neighborhood Shopping Centers-Farmingdale Shopping Plaza, 8 stores on Farmington Ave.; Le-Ada Shopping Plaza, 11 stores on Allen St.; Stanley Shopping Plaza, 6 stores on Slater Rd.; Newbrite Shopping Plaza, 18 stores on E Main St.; Columbus Plaza, 5 stores on Columbus Blvd.; Plaza Shopping Center, 2 stores on W Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Webster Sq.(15)	5	Woolworth, Food Mart, Mars
Corbins Corner(34)	5	Sears, D&L, Toys 'R Us
Twin City Plaza(8)	2	Finast, Twin City Drug
K mart Plaza	5	K mart, Food Mart, T.J. Maxx
Farmingdale Plaza(6)	2	Sussman's, Giant Food, Caldor
Newbrite Plaza(25)	NA	Radio Shack, Finast
Stanley Plaza	3	Bradlees
Ferndale Plaza	3	Sussman's, Giant Food, Ferndale Drug
Meriden Square Mall(40)	8	JCPenney, G. Fox & Co.
West Farms Mall(100)	5	JCPenney, G. Fox & Co., Sage Allen, Lord & Taylor
Plainville	3	Radio Shack, Mars
Queen Plaza(12)	9	Zayre, Shop-Rite
Caldor Village	10	Caldor, Food Mart
Newington(3)	7	Bradlees, Greenfield's
Town Line(14)	10	Food Mart, Caldor
Northwood Plaza	5	Food Mart
Southington Shopade(9)	8	Carpet Factory, Edward's
Prospect Plaza(10)	10	Edward's

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Mon. (partial).
Stores Open Evenings-Food-Wed., Thur., Fri. Others Thur., Fri. Most malls & plazas open eves except Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Davidson and Leventhal, JCPenney, Sage-Allen, G. Fox & Co., Sears, K mart.
Discount Stores-Bradlees, Zayre, Caldor, K mart, Mars, Big L Discounts.
Variety Stores-Woolworth, Daffodil Inc., Showcase, BD's.
Chain Drug Stores-Rite Aid, Arrow 3, Central Rexall 2, Shop-Rite, Belvidere, CVS 2.
Chain Supermarkets-Finast 4, Food Mart 5, Shop-Rite 2, Greenfields 3, Stop & Shop 2, A&P, Sussman's Giant 3, Heartland.
Other Chain Stores-Sherwin-Williams, Firestone, Thom McAn, Anderson-Little, Singer Co., Marshalls, Hickory Farms, Radio Shack, Michael's Jewelers, Goodyear, Shoe Town, Grossman's.

14 - NEWSPAPERS: THE HERALD (e) 40,755, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Netupski, V.P.-Mktg., THE HERALD, 1 Herald Square, New Britain, CT 06050. Tel. (203) 225-4601.
National Representative: Landon Associates.

NEW HAVEN

1 - LOCATION: New Haven County (In New Haven-Meriden MSA). E&P Map B-4. In central part of state. Harbor on L.I. Sound. At the intersection of the New England Thruway (I-95), I-91 and Route 34. Providing access to markets in Boston, Montreal, Miami, NY, WA and points west.

2 - TRANSPORTATION: **Railroads**-Conrail-Amtrak. 14th most active Amtrak station in the nation. A key stop on the Boston-to-Washington corridor.
Motor Freight Carriers-78.
Intercity Bus Lines-Arrow, New England Transit, Peter Pan, Trailways.
Freight Steamship Lines-20.
Airlines-Air Wisconsin, Business Express.
Limousine Service-Passenger service to Kennedy & LaGuardia Intl. Airports (NYC) & Bradley Intl. Airport (Hartford); Newark Airport (NJ).

3 - POPULATION:
Corp. City 80 Cen. 126,109; E&P 87 Est. 125,472
NDM-ABC: (80) 646,053
County 80 Cen. 761,337; E&P 87 Est. 792,389
MSA 80 Cen. 390,172; E&P 87 Est. 404,220

4 - HOUSEHOLDS:
City 80 Cen. 50,634; E&P 87 Est. 49,531
County 80 Cen. 287,184; E&P 87 Est. 293,525
MSA 80 Cen. 178,824; E&P 87 Est. 153,411
NDM-ABC: (80) 228,099

5 - BANKS	NUMBER	DEPOSITS
Savings	58	$20,155,162,000
Savings & Loan	14	$1,158,386,000
Commercial	44	$9,620,228,000
Credit Unions	122	N.A.
National	17	$12,270,699,000

6 - PASSENGER AUTOS: County 445,610.

7 - ELECTRIC METERS: Residential and Commercial customers 55,910 (City).

8 - GAS METERS: New Haven area 77,641.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Non-Agric. Employment 205,930; Mfg. 39,390 ($371); Apparel & Leather 1,510 ($198); Printing & Pub. 3,360 ($371); Chem. 1,950 ($452); Rubber & Misc. Plastics 1,590 ($342); Primary Metals 2,870 ($433); Fabricated Metals 5,970 ($368); Mach. 2,440 ($391); Elect. & Trans. Equip. 9,490 ($419);

Instruments 1,340; Other Mfg. 8,930 ($319); Non-Mfg. 166,540; Constr. 8,300; Tran. (incl. R.R.) 5,720; Commun. & Util. 7,610; Trade 49,080 (Whol. 12,940; Ret. 36,140); Fin., Ins. & R.E. 12,310; Service (incl. Nonprofit) 55,970; Gov't 24,640.

Principal Industrial Pay Day-Thur.

10 - CLIMATE: Av. Temp.-Spring 47; Summer 69; Fall 53; Winter 30. First killing frost Nov. 15; last killing frost Mar. 25.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-In downtown area bounded by York, George, State and Grove Sts. Principal store-Macy's.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Acme Mall	3	Ames, Everybody's
Amity Center	7	McCrory, Stop & Shop
Ansonia Mall	10	K mart
Branford	5	Stop & Shop
Branhaven	4	Caldor, Waldbaum's
Connecticut Post	12	Alexanders, Caldor, Stop & Shop
Crystal Mall	45	Filene's, JCPenney, Jordan Marsh, Sears
Drazen	9	Lloyd Home & Bldg. Ctr.
Edward's, T.J. Maxx	10	Medi Mart
Hamden Mart	6	Howlands, Arthur's, Bradlees, Stop & Shop
Hamden Plaza	6	Marshall's, Child World, Consumer Distrib.
Hawley Square	18	Caldor, Sage Allen
Exit 51/I-95 Plaza	8	K mart
Maple Croft	14	Marshall's, Stop & Shop
Meriden Square	20	JCPenney, G. Fox
Montowese	4	Finast, Mar's
Naugatuck Valley	20	G. Fox, Sears
New Haven Plaza	3	Ames
Orange Derby	9	Read's, Klarides Supermarket
Queen Plaza	22	K mart
Sears	8	Sears
Trumbull Park	20	G. Fox, Read's
Turnpike Square	12	Channel, Waldbaum's
Wallingford Plz	15	K mart, Finast

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Macy's-Mon. through Fri.; Sears-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Macy's; Alexanders; Howland's; G. Fox; Read's; Sage-Allen; Ames.

Discount Stores-Amazings; Bradlees; Caldor; Channel; Marshall's; K mart; Mar's; Railroad Salvage.

Variety Stores-Kresge; American Discount.

Chain Drug Stores-Amity 2; CVS 2; Genovese; Liggett; Mall Drugs; Maxwell; Medi Mart 2; Rite Aid 3; Walgreens 3.

Chain Supermarkets-First National 4; Greenfield's Warehouse Foods; Stop & Shop 15; Waldbaum's; Food Mart 5; Pathmark 3; Klaride 2; Everybody's 5; Cheshire IGA 2; Grand Central 4.

Other Chain Stores-Anderson-Little; Arthur's; Baker Shoe; A.S. Beck; Bennetton; Bernie's; Brian Alden; Brooks; Carol-Ann Dress Shops; Casual Corner; Cherry-Webb & Touraine; Childworld; Crazy Eddie; Curtis Mathes; Donlevy's; Dress Barn; Fayva; Firestone; Fotomat; Franklin Simon; Goodyear; Grossmans; Hickory Farms; Kaufman Carpet; Kinney Shoes; Lane Bryant; Lerner Shops; Levitt's; Lloyds; Michael's Jewelers; Odd Lot Trading; Pearl Vision Center; J. Press; Radio Shack; Sherwin-Williams; Shoe Town; Spencer Gifts; Thayer McNeil; The Gap; Toys-R-Us; Thom McAn; Uniroyal.

Late news about
NEWSPAPER MARKETS
appears weekly in
Editor & Publisher
11 West 19th Street
New York, N.Y. 10011

14 - NEWSPAPERS: JOURNAL-COURIER (m-mon to fri) 35,753; REGISTER (e) 84,860; (S) 139,262; Mar. 29, 1987 ABC.

NOTE: Effective Mar. 30, 1987 the Journal-Courier (m) ceased publication and the New Haven Register (eS) converted to (mS) publication.

Local Contact for Advertising and Merchandising Data: Michael R. Vanacore, Adv. Dir. or Henry S. Misiak, Jr., Asst. Adv. Dir., REGISTER and JOURNAL-COURIER, Long Wharf, 40 Sargent Dr., New Haven, CT 06511; Tel. (203) 562-1121.

National Representative: Landon Associates.

NEW LONDON

1 - LOCATION: New London County, E&P Map C-3 (In New London-Norwich, CT-RI MSA). At mouth of Thames River on Long Island and Fishers Island Sounds. Home of the U.S. Coast Guard Academy, Connecticut College, Mitchell College, University of CT Branch, U.S. Underwater Sound Laboratory. U.S. Hwy. I-95. Shipping center; Wholesale center. 125 mi. from New York; 106 mi. from Boston; 46 mi. from Hartford; 51 mi. from New Haven; 56 mi. from Providence; 74 mi. from Worcester.

2 - TRANSPORTATION: **Railroads**-Amtrak; Central Vermont & Grant Trunk (freight).

Motor Freight Carriers-7.

Intercity Bus Lines-Greyhound; Blue; New Haven & Shore Line; Short Line; Southeastern Area Transit; Bonanza.

Airlines-Pilgrim; USAir.

3 - POPULATION:
Corp. City 80 Cen. 28,842; E&P 87 Est. 27,862
County 80 Cen. 238,409; E&P 87 Est. 247,503
CZ-ABC: (80) 87,747
RTZ-ABC: (80) 87,220
MSA 80 Cen. 250,839; E&P 87 Est. 260,698
City & RTZ-ABC: (80) 174,967

4 - HOUSEHOLDS:
City 80 Cen. 10,461; E&P 87 Est. 10,400
County 80 Cen. 81,814; E&P 87 Est. 88,102
MSA 80 Cen. 88,758; E&P 87 Est. 94,667
CZ-ABC: (80) 29,453
RTZ-ABC: (80) 29,425
City & RTZ-ABC: (80) 58,878

5 - BANKS	NUMBER	DEPOSITS
Savings	8	N.A.
Savings & Loan	5	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: County 133,399.

7 - ELECTRIC METERS: Residence City 12,125.

8 - GAS METERS: City 7,963.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Submarine Bldg.; Antibiotics; Chemical; Collapsible Tubes; Research & Publication.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-71; Summer 66-88; Fall 48-73; Winter 31-50. First killing frost Oct. 26; last killing frost Apr. 14.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Captains Walk, 3 blocks on State St., 3 blocks on Bank St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New London(13)	1	First Natl., Burlington Coat
Crystal Mall(150)	3	Jordan Marsh, Sears, JCPenney, Filene's
New London Mall(34)	1	Bradlee's, Marshall's
Waterford(20)	2	A&P, Howland's, Benney's
Waterford Plz (12)	3	Stop & Shop, Medi Mart
Groton Shprs. Mart(25)	3	Bradlees, T.J. Maxx, Stop & Shop
Caldor	3	Shop-Rite, Caldor
Olde Mistick Village(46)	8	Colonial Mkt.
Flanders Plaza(17)	7	IGA
Niantic Village	6	Mitchell's Market

Principal Shopping Days-Dept. Stores-Thur., Fri. and Sat.; Food-Thur., Fri., Sat.

Stores Open Evenings-Downtown on Fri.; Shopping Centers, most every evening.

13 - RETAIL OUTLETS: **Department Stores**-Howland's; Kresge's; Sears; Bradlees; Caldor's; T.J. Maxx; Marshall's; Burlington Coat; Jordan Marsh; Filene's; JCPenney.

Discount Stores-Bradlees; U.S. Submarine Base PX; Caldor's; T.J. Maxx; Marshall's; Burlington Coat.

Variety Stores-Kresge's.

Chain Drug Stores-Whelan Drug; Rite Aid; CVS; Brooks Discount; Medi Mart.

Chain Supermarkets-First National 3; A&P 2; Beit Bros.; Stop & Shop 2; Shop-Rite.

Other Chain Stores-Thom McAn; Kinney; Singer Co.; Goodrich; Goodyear; Firestone; Western Auto Supply; Benny's; Ames; Prague; Pittsburgh Plate Glass; Sherwin-Williams; Anderson-Little; Hickory Farms; D & L.

14 - NEWSPAPERS: DAY (m) 37,363; (S) 40,028; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Thomas Felipe, Sales Dir., DAY, 47 Eugene O'Neil Dr., PO Box 1231, New London, CT 06320; Tel. (203) 442-2200.

National Representative: Branham/Newspaper Sales.

NORWALK

1 - LOCATION: Fairfield County (PMSA), E&P Map A-4. Industrial ctr. on the Norwalk River & Long Island Sound. 20 mi. SW of Bridgeport; 42 mi. NE of New York. On Rt. 1, on Merritt Pkwy., Connecticut Tpke., & is terminus of Rt. 7, the Ethan Allen Hwy.

2 - TRANSPORTATION: **Railroads**-Amtrak; Metro-North.

Motor Freight Carriers-55.

Intercity Bus Lines-Trailways; Connecticut Transit; Wheels (City Service).

3 - POPULATION:
Corp. City 80 Cen. 77,767; E&P 87 Est. 80,396
CZ-ABC: (80) 77,767
Bal. in NDM-ABC: (80) 48,925
Total NDM-ABC: (80) 126,692
County 80 Cen. 807,143; E&P 87 Est. 844,335
PMSA 80 Cen. 126,692; E&P 87 Est. 132,183

4 - HOUSEHOLDS:
City 80 Cen. 28,309; E&P Est. 30,050
County 80 Cen. 280,597; E&P 87 Est. 304,228
PMSA 80 Cen. 44,514; E&P 87 Est. 47,787
CZ-ABC: (80) 28,309
Bal. in NDM-ABC: (80) 16,205
Total NDM-ABC (80) 44,514

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	9	N.A.

6 - PASSENGER AUTOS: County 530,342.

7 - ELECTRIC METERS: Residence 52,603.

8 - GAS METERS: Residence 12,970.

9 - PRINCIPAL INDUSTRIES: Aircraft Radar Equip.; Optical Devices; Electronic Components; Chem.; Plastics; Air Compressors; Mach.; Furn.; Wearing Apparel/Allied Prods.; Hardware; Packaged and Frozen Foods; Lithography; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-92; Fall 45-80; Winter 26-65.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Caldor(6)	NA	Caldor Discount
Gateway(14)	NA	Palmers
Norwalk Mall(14)	NA	Pathmark
Strawberry Hill(13)	NA	Grand Union
County Mall(8)	NA	Consumer's Dist.
Electra Plz (4)	NA	Bradlees
Food Emporium Plz.(8)	NA	Food Emporium
Darinor(10)	NA	Caldor
Rickel's Plz.(6)	NA	Rickel's
Center 7(5)	NA	Burger King

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Fullam's, Steinbach.

Variety Stores-H.L. Green/McCrory's.

Discount Stores-Bargain World; Caldor; Leon's Norwalk Sales; Bradlees; Rickel's; Amazing; Crazy Eddie.

Chain Supermarkets-C-Town; Grand Union; Pathmark; Stop & Shop; Waldbaum's; Food Emporium; Palmers.

14 - NEWSPAPERS: THE HOUR (e) 20,998; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: William S. Dillon, Admin. Adv. Dir. or B.J. Frazier, V.P., Sales & Mktg., THE HOUR, 346 Main Ave., Norwalk, CT 06851; Tel. (203) 846-3281.

National Representative: Landon Associates.

NORWICH

1 - LOCATION: New London County, (In New London-Norwich, CT-RI MSA), E&P Map C-3, County Seat. On Conn. Tpke. Head of tide water, harbor with 26-foot channel. Manufacturing, wholesale, and retail center. 100 mi. from Boston; 120 mi. from New York, and within 60 mi. of New Haven, Hartford, Springfield, Worcester and Providence.

2 - TRANSPORTATION: **Railroads**-Consolidated Rail; Central Vermont (freight); Providence & Worcester.

Motor Freight Carriers-25.

Intercity Bus Lines-Arrow; Eastern; Greyhound; Savin; Bonanza.

Airlines-USAir, Pilgrim; Coastal Air Service.

3 - POPULATION:
Corp. City 80 Cen. 38,074; E&P 87 Est. 37,591
County 80 Cen. 238,409; E&P 87 Est. 247,503
MSA 80 Cen. 250,839; E&P 87 Est. 260,698

4 - HOUSEHOLDS:
City 80 Cen. 14,320; E&P Est. 14,202
County 80 Cen. 81,814; E&P 87 Est. 88,102
MSA 80 Cen. 88,758; E&P 87 Est. 94,667

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$51,306,000
Savings	3	$346,468,000

6 - PASSENGER AUTOS: County 133,399.

7 - ELECTRIC METERS: Residence 16,930.

8 - GAS METERS: Residence 7,950.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 1,520 ($207); Apparel 850 ($166); Paper 700 ($213); Fab. Metals 1,090 ($272); Leather 370 ($190); Engraving 200 ($270); Insulated Wire 550 ($220); Other Mfg. 2,000 ($246); Electronics 420 (N.A.); Television & Stereo 700 (N.A.).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-55; Summer 59-78; Fall 41-60; Winter 20-35. First killing frost, Oct. 17; last killing frost Apr. 18.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-25 blocks on Main; N. Main; Broadway; Franklin; Water; Thames.

Neighborhood Shopping Centers-City sections known as Occum; Taftville; Greenville; Yantic; Norwichtown; Thamesville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadows(15)	1	Reid & Hughes
Westgate(5)	1	Basket People
Vality(8)	8	Noel's Mkt.
Norwichtown(39)	1	Stop & Shop, Caldor
Wawecus Hill(2)	1	Ames
Marcus Plz.	1	Zayre, Price-Rite,
Crystal Mall(130)	12	Jordan Marsh, Sears, JCPenney, Filene's
Waterfall Mall(12)	12	Steinbergs Carpet Factory

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Thur., some Fri., Food-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Reid & Hughes; Jordan Marsh; JCPenney, Filene's; Sears; Herman's.

Discount Stores-Mr. Big; Caldor; Zayre; Ames.

Chain Drug Stores-Vernon; Genovese; M-D; Brooks.

Chain Supermarkets-A&P; IGA 4; Beit Bros. 3; Stop & Shop 3; Price Rite; Better Val-U.

Other Chain Stores-Benny's; Sherwin-Williams; Railroad Salvage; Prague's; So-Fro Fabric; Beaconway; Radio Shack; Fayva; Toys R Us.

14 - NEWSPAPERS: BULLETIN (m) 33,855; (S) 37,207; sworn Sept. 26, 1986.

Local Contact for Advertising and Merchandising Data: Dan O'Neil, Adv. Dir., BULLETIN, 66 Franklin St., Norwich, CT 06360; Tel. (203) 887-9211.

National Representative: Gannett National Newspaper Sales.

STAMFORD

1 - LOCATION: Fairfield County, (PMSA), E&P Map A-4. On Long Island Sound with navigable harbor. On Boston Post Road (U.S. 1); Merritt Pkwy. (Rte. 15); Connecticut Tpke. (I-95).

2 - TRANSPORTATION: **Railroads**-New Haven Div. Conrail Main Line & New Canaan Branch.

Motor Freight Carriers-5.

Intercity Bus Lines-Connecticut Transit Co.; Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 102,453; E&P Est. 104,037
CZ-ABC: (80) 102,466
Bal. in NDM-ABC: (80) 51,202
County 80 Cen. 807,143; E&P 87 Est. 844,335
PMSA 80 Cen. 198,854, E&P 87 Est. 206,078
Total NDM-ABC: (80) 153,668

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 38,378; E&P 87 Est. 40,152
County 80 Cen. 280,597; E&P 87 Est. 304,228
PMSA 80 Cen. 72,157; E&P 87 Est. 77,126
CZ-ABC: (80) 38,378
Bal. in NDM-ABC: (80) 17,109
Total NDM-ABC: (80) 55,487

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings	4	N.A.
Fed. Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: County 530,342

7 - ELECTRIC METERS: Residence 37,849

8 - GAS METERS: Residence 16,077

9 - PRINCIPAL INDUSTRIES: Electronics; Food, Drug & Cosmetics; Elect.; Aircraft; Die Casting; Metals; Mach.; Apparel & Textile Prods.; Printing & Pub.; Chem.; Electronic research laboratories. Headquarters for numerous major corporations.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-77; Summer 46-92; Fall 27-79; Winter 2-56. First killing frost, Nov. 15; last killing frost, May 15.

11 - TAP WATER: Slightly acid, moderately soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Main; Atlantic; Bedford and Broad Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Stamford Town Ctr.	NA	Macy's, JCPenney, Saks
Ridgeway(75)	2	Sears, Sage-Allen, Grand Central Mkt., Consumer's Distributing
Thru-way	4	Woolworth, A&P
Glenbrook	3	Woolworth, Finast
Newfield	2	Syl May, Grade A Mkt.
Grand Central	4	Grand Central Mkt.
Bull's Head	3	Radio Shack, Finast
Springdale	4	Palmer's Food

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon.-Sat.; Food: Mon.-Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Bloomingdale's; Macy's; JCPenney; Sage-Allen; Lord & Taylor; Caldor; Saks Fifth Avenue.
Chain Drug Stores-Syl-May; Caldor; Walgreens; Genovese.
Chain Supermarkets-A&P 2; Bongiorno's; Grade A 2; Grand Central 3; Palmer's; Finast 2.
Variety Stores-Woolworth.
Other Chain Stores-Pier I Imports; Benetton; Ann Taylor; Talbot's; Aca Joe's; Banana Republic; Bombay Co.; The Gap; Herman's; Kinney; The Narragansett; Victoria's Secret; Wallach's; William's-Sonoma; Burberry; 9 West; Capezio; Casual Corner; Crabtree & Evelyn; Galo Shoes; Gantos; The Limited; Firestone; Radio Shack; Brooks Brothers; Abercrombie & Fitch; Brookstone; Scandinavian Gallery; Jaeger; Wallach's; Sam Goody; Record World; Waldenbooks; FAO Schwartz; Doubleday Books; Murphy & Johnston; Laura Ashley; Shoe Town.

14 - NEWSPAPERS: ADVOCATE (all day) 30,347; (S) 37,330; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Sandra Guss, Mktg. Services Mgr., ADVOCATE, 75 Tresser Blvd., PO Box 9307, Stamford, CT 06904-9307; Tel. (203) 964-2402.
National Representative: Landon Associates.

TORRINGTON

1 - LOCATION: Litchfield County, E&P Map B-3. Industrial and residential center. NW part of state 20 mi. N of Waterbury; 28 mi. W of Hartford. On State Hwys. 4, 8, 202 & 272.

2 - TRANSPORTATION: **Railroad**-Conrail (freight only).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Arrow; Bonanza; E. J. Kelley Co.

3 - POPULATION:
Corp. City 80 Cen. 30,987; E&P 87 Est. 32,543
CZ-ABC: (80) 30,987
RTZ-ABC: (80) 40,710
County 80 Cen. 156,769; E&P 87 Est. 169,177
City & RTZ-ABC: (80) 71,697

4 - HOUSEHOLDS:
City 80 Cen. 11,995; E&P 87 Est. 12,580
CZ-ABC: (80) 11,995
RTZ-ABC: (80) 14,078
County 80 Cen. 55,667; E&P 87 Est. 62,418
City & RTZ-ABC: (80) 26,073

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 102,024

7 - ELECTRIC METERS: Residence 9,519

8 - GAS METERS: Residence 5,170

9 - PRINCIPAL INDUSTRIES: Bearings; Spring and Mill Mach.; Fans and Blower Wheels; Golf Shafts; Upholstery Nails; Castings; Lumber Prods.; Gaskets; Textiles; Hardware Tools; Corrugated Containers.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-94; Summer 47-99; Fall 1-89; Winter 2-56. First killing frost, Sept. 30; last killing frost, May 11.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main and S. Main Sts.; 2 on Water St.; 2 on E. Main; Torrington-Winsted Rd., Rte. 8.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza(9)	NA	K mart, Fayva, Shop-Rite
Torrington(31)	NA	Star's Dept., A&P
Parkade(27)	NA	Greenfields Foods, Caldor
Downtown(32)	NA	JCPenney, Bradlees

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Caldor; JCPenney.
Discount Stores-Star's; Bradlees; Caldor; K mart.
Chain Drug Stores-Rite Aid; Fay's.
Chain Supermarkets-First National; A&P; IGA; Allied Grocers 5; Shop-Rite; Greenfield's Foods.
Other Chain Stores-Singer Co.; Radio Shack.

14 - NEWSPAPERS: REGISTER CITIZEN (m) 16,626; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Connie Johnson, Adv. Systems Mgr., REGISTER CITIZEN, 190 Water St., PO Box 58, Torrington, CT 06790; Tel. (203) 489-3121.
National Representative: Landon Associates.

WALLINGFORD
See MERIDEN

WATERBURY

1 - LOCATION: New Haven County (MSA), E&P Map B-3. 89 mi. from NYC; 135 mi. from Boston; 29 mi. from Hartford; 21 mi. from New Haven.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-(Transportation Services)-Tose, Inc.; Northern Penn; Murphy; Roadway; New Penn; McLean; Barnard's Exp.; MFX; Consolidated Freightways.
Intercity Bus Lines-Arrow Lines Inc.; Valley Transportation Co.; Bonanza Bus Lines; Connecticut Co.; Travel Center Tours; Greyhound.
Airlines-Bradley International, Hartford-Springfield: American; USAir; Delta; Eastern; Mall; Best; Holiday; Piedmont; Pilgrim; Bar Harbor; Air Ontario; Republic; Ransome; Trans World; United; Empire.

3 - POPULATION:
Corp. City 80 Cen. 103,266; E&P 87 Est. 104,695
CZ-ABC: (80) 161,589
RTZ-ABC: (80) 125,274
County 80 Cen. 761,337; E&P 87 Est. 792,389
MSA 80 Cen. 204,968; E&P 87 Est. 212,310
City & RTZ-ABC: (80) 286,863

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 38,035; E&P 87 Est. 40,723
County 80 Cen. 271,542; E&P 87 Est. 293,525
MSA 80 Cen. 72,690; E&P 87 Est. 78,653
CZ-ABC: (80) 57,774
RTZ-ABC: (80) 43,524
City & RTZ-ABC: (80) 101,298

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$974,303,000
Savings & Loan	2	$601,870,000
Commercial	5	$4,540,741,147

6 - PASSENGER AUTOS: County 445,610

7 - ELECTRIC METERS: Residence 66,084

8 - GAS METERS: Residence 27,289

9 - PRINCIPAL INDUSTRIES: Medical Supplies & Equip.; Electronic Components; Sewing Supplies; Commercial Industrial and Consumer Timing Devices; Copper & Brass; Plastics; Clocks; Watches; Sail Boats; Machine Shop Prods.; Tools; Buttons; Buckles; Flexible Tubing; Toys; Auto Parts; Chem.; Electromech. Devices; Undergarments. Total 106,010 Wage Earners (Av. Wkly. Wage $271).
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.: Spring 29-70; Summer 60-87; Fall 30-76; Winter 24-44.

11 - TAP WATER: Neutral, moderately soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on E. Main; 3 on S. Main; 1 on N. Main; 2 on W. Main; 2 on Bank St.; 2 on Grand St.
Neighborhood Shopping Centers-2 at E. Main & Edson Ave.; East End; Store Ave.; Park Plaza; Cor. Lakewood Rd. and Route 69; W. Main St. Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bradlee Plaza(2)	NA	Stop & Shop, Bradlees
Colonial(45)	NA	Kresge, Radio Shack
Mattatuck Mall	NA	Shop-Rite, Channel
Meriden Road(5)	NA	Mont. Ward
Naugatuck(52)	NA	G. Fox, Sears
Shoppers Corner	NA	K mart, Shopper's World
Waterbury Plz.(31)	NA	Stop & Shop, Bradlees

City Zone Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Watertown(6)	6	First Natl., Marshall's
Maple-Croft	8	Marshall's, Stop & Shop
Cheshire(15)	10	Richland Home & Auto, Grand Union
Pioneer	3	La Bonne's Epicure
Prospect(15)	5	Oliver's
Wolcott(9)	5	Pik-Kwik
Queen Plaza	10	
Meriden Square	14	JCPenney, G. Fox
Mt. View	7	Kings, Stop & Shop
10 Acre Mall	5	K mart, Pik-Kwik
Southbury Plz.(36)	10	Read's, Grand Union

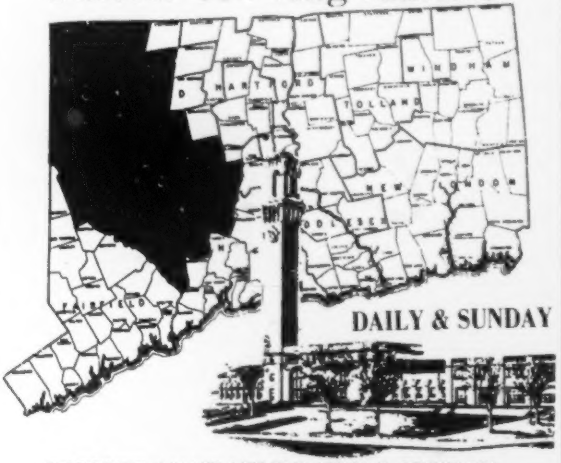
Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Tues., Thur.; Shopping centers: Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Howland-Hughes; Sears; Worth's 3; G. Fox; JCPenney; Jordan Marsh.
Discount Stores-Shopper's World; Bradlees 2; Caldor.
Variety Stores-Woolworth; Kresge; McCrory's; K mart 3; Marshalls 2; Zayre; T.J. Maxx.
Chain Drug Stores-Brooks 4; Drug City; CVS 2; Rite Aid 2; Walgreens; Genovese.
Chain Supermarkets-A&P 4; First National 5; Pik-Kwik; Everbody's 5; Stop & Shop 3; Pathmark; Shop-Rite; Walsh's; Anthony; Grand Union; Warehouse Foods 2; Edwards.
Other Chain Stores-Thom McAn 2; Kinney Shoetown; Lerner Dress Shop 2; Loft's (candy); Singer Co. 2; Anderson-Little; Montgomery Ward; Royal; Kay Jewelers; Michaels Jewelry; Foxmoor Casuals; Hallmark Cards 2; Florsheim Shoes; Thayer McNeil Shoes; Waldenbooks; Hanover Shoes; Fayva Shoes; Casual Corner; Toys 'R Us; Ethan Allen; Color Your World; Prague Shoes; Langley's; Stowell's Jewelers; Castro; Levitz Furniture; Puritan Furniture; Channel Home Center; Color Tile; Bob's Surplus; Gentlemen's Wear House; General Nutrition Center; Moto-mart; Lloyd Lumber; Grossman's; Roberts.

14 - NEWSPAPERS: REPUBLICAN (m) 39,124; AMERICAN (e-mon to fri) 27,638; REPUBLICAN (S) 73,534; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Joseph E. Healey, Mgr. Gen. Adv., REPUBLICAN and AMERICAN, 389 Meadow St., PO Box 2090, Waterbury, CT 06722; Tel. (203) 574-3636-Business; (203) 754-0644-Telecopier.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

WILLIMANTIC

1 - LOCATION: Windham County, E&P Map C-3. Manufacturing, agriculture and university center on U.S. Hwys. 6 and 66; State Hwys. 31, 32, 195 & 89. 28 mi. E of Hartford; 50 mi. W of Providence; 25 mi. N of New London.



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For Additional Information
203-574-3636 — National Adv.

2 - TRANSPORTATION: **Railroads**-Central Vermont; Providence & Worchester
Motor Freight Carriers-2
Intercity Bus Lines-Blue Line; Bonanza

3 - POPULATION:
Corp. City 80 Cen. 14,652; E&P 87 Est. 15,078
NDM-ABC: (80) 57,002
County 80 Cen. 92,312; E&P 87 Est. 99,317
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 5,414; E&P 87 Est. 5,741
County 80 Cen. 32,209; E&P 87 Est. 36,057
NDM-ABC: (80) 17,314

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	5	$37,800,000
Savings & Loan	1	$36,000,000
Commercial	2	$130,338,000

6 - PASSENGER AUTOS: County 48,902

7 - ELECTRIC METERS: Residence 7,285

8 - GAS METERS: Residence 3,641

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Insulating Prods. (wire & cable) 1,100; Univ. of Connecticut 4,190; Eastern Conn. State Univ. 325; Windham Conn. Mem. Hosp. 625.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 59-80; Fall 41-62; Winter 19-36. First killing frost, Oct. 8; last killing frost, May 4.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Area**-6 blocks on Main St., W. Main St., Rt. 195.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willimantic Plaza(12)	2	JCPenney
Storrs Plaza-	9	A&P
East Brook(45)	NA	Sage-Allen, Caldor, A&P

Principal Shopping Days-Thur., Fri., Sat. and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Todds; Sage-Allen.
Discount Stores-Caldor; JCPenney.
Chain Drug Stores-CVS 2; Rexall; Medical Phcy 2; Medi Mart; Rite Aid.
Chain Supermarkets-A&P; Stop & Shop; Shop-Rite; Universal 3; New England 2; Better Val-U 3; IGA.
Other Chain Stores-Sherwin-Williams.

14 - NEWSPAPERS: CHRONICLE (e) 10,987; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: William Flaucher, Adv. Dir., CHRONICLE, Chronicle Rd., Willimantic, CT 06226; Tel. (203) 423-8466.

National Representative: Landon Associates.

DELAWARE SURVEYS

PRIMARY METROPOLITAN STATISTICAL AREA

Wilmington, DL-NJ-MD-New Castle County, DL; Cecil County, MD; Salem County, NJ.

CONSOLIDATED METROPOLITAN

Philadelphia-Wilmington-Trenton, PA-NJ-DL-MD-Includes Philadelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millville-Bridgeton, NJ PMSA; Wilmington, DL-NJ-MD PMSA.

POPULATION ESTIMATES

(Thousands)

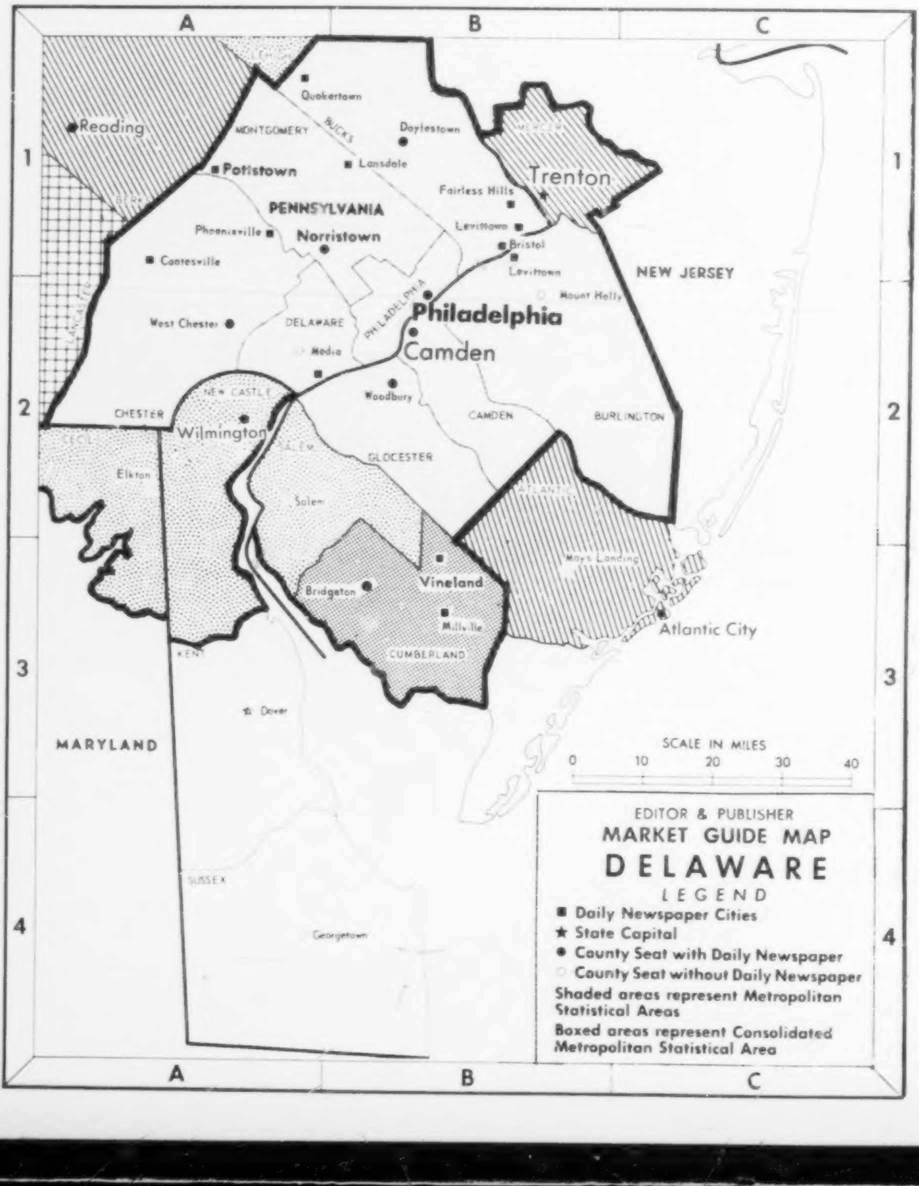
Age Group	1970	1980	1988
Under 5 Years	49	42	44
5-14 Years	117	98	97
15-24 Years	95	118	125
25-44 Years	136	164	174
45-64 Years	107	122	130
65 and Over	44	53	63
TOTAL	548	596	633

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat. Hdwr.	119	155	308
General Mdse.	328	417	662
Food	474	667	940
Automobiles	362	519	1,058
Gasoline Stations	162	268	281
Apparel	101	167	254
Furniture	104	132	256
Eat. Drink. Places	164	261	419
Drugs	74	107	167
TOTAL SALES	2,199	3,131	4,893


A
B
C
1
2
3
4
Reading
Pottstown
Quakertown
MONTGOMERY
BUCKS
Doylestown
Lansdale
LEHIGH
MERCER
Trenton
BERKS
PENNSYLVANIA
Phoenixville
Norristown
Fairless Hills
Levittown
Bristol
Levittown
Coatesville
LANCASTER
West Chester
DELAWARE
PHILADELPHIA
Philadelphia
Mount Holly
NEW JERSEY
Media
Camden
Woodbury
NEW CASTLE
CHESTER
Wilmington
CAMDEN
BURLINGTON
CECIL
SALEM
GLOCESTER
Elkton
Salem
ATLANTIC
Mays Landing
Bridgeton
Vineland
Millville
CUMBERLAND
Atlantic City
KENT
Dover
MARYLAND
SCALE IN MILES
0
10
20
30
40
SUSSEX
Georgetown
EDITOR & PUBLISHER
MARKET GUIDE MAP
DELAWARE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Area

DOVER

1 - LOCATION: Kent County, E&P Map A-3. State Capital, County Seat. Dover Air Force Base, Military Aircraft.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-4
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 23,507; E&P 87 Est. 23,448
NDM-ABC: (80) 175,081
County 80 Cen. 98,219; E&P 87 Est. 105,033
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 7,684; E&P 87 Est. 7,805
County 80 Cen. 32,737; E&P 87 Est. 36,314
NDM-ABC: (80) 59,847

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	23	$705,548,000
Savings & Loan	2	$1,415,000

6 - PASSENGER AUTOS: County 125,235

7 - ELECTRIC METERS: County Residence 34,900

8 - GAS METERS: City Residence 10,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 2,000; Constr. 1,778; Mfg. 6,298; Trans. & Util. 1,172; Fin. 1,004; Air Force Base 3,650 military and 1,350 civilian; Gov't 10,318; Trade 11,315; Servs. 5,080; Av. Wkly. Wage $290.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-80; Summer 78-98; Fall 65-80; Winter 40-65. First killing frost, Nov. 10; last killing frost, Mar. 5.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Ct.(25)	3	Dry Goods, Service Merchandise, Warehouse Food
Blue Hen(52)	3	JCPenney, Acme, Rose's, Thrift Drug
Capitol(6)	2	L&D Auto
Carroll's Corner(7)	2	Safeway, Drug Fair
Dover Mart(9)	3	Murrays Meats
Dover Mall(90)	3	Sears, Leggetts, Boscov's
Edgehill(2)	1	Radio Shack, Thrifty Drug
Rodney Vlg.(22)	1	McCrory's, Thrift Drug, IGA
Greentree	1	Super Fresh, Drug Fair

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Food every evening.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Hess; Boscov's; Leggett's; Rose's.
Discount Stores-Nichol's; Dry Goods; K mart; Ames; Service Merchandise.
Variety Stores-Woolworth; McCrory; Dollar General.
Chain Drug Stores-Pierce's 2; Thrift 3; Drug Fair; Happy Harry's; Edgehill 2.
Chain Supermarkets-IGA; Acme 2; Marstellers 4; 7-Eleven 11; Warehouse Foods; Thriftway 2; AM/PM Mini-Market 2; Big K; Super Fresh; Meatland.
Other Chain Stores-Firestone 2; Agway; Southern States; Goodyear; Goodrich; Penn Jersey; Pic N Pay; Lowe's; Wicke's; Pep Boys; I. Goldberg; 84 Lumber.

14 - NEWSPAPERS: DELAWARE STATE NEWS (m) 23,440; (S) 31,504; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: George J. Terwilliger, Dir.-Mktg., DELAWARE STATE NEWS, PO Box 737, New Burton Rd., Dover, DE 19903; Tel. (302) 674-3600.
National Representative: Branham/Newspaper Sales.

WILMINGTON

1 - LOCATION: New Castle County (in Wilmington, DE-NJ-MD PMSA), E&P Map A-6. At junction of Christina River and Delaware River, 26 mi. SW of Philadelphia.

2 - TRANSPORTATION: **Railroads**-Conrail; Chessie Systems; Amtrak; Octoraro; Wilmington &

Western: Delaware Coastline
Motor Freight Carriers-1.274 (Delaware Based)
Intercity Bus Lines-Delaware Authority for Regional Transit; Greyhound; Trailways; Safeway Trails; Carolina Coach Co.

3 - POPULATION:
Corp. City 80 Cen. 70.195; E&P 87 Est. 70.560
CZ-ABC: (80) 361.424
RTZ-ABC: (80) 236.668
PMSA 80 Cen. 524.108; E&P 87 Est. 561.111
County 80 Cen. 399.002; E&P 87 Est. 423.929
City & RTZ-ABC: (80) 598.092
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 26.901; E&P 87 Est. 29.846
County 80 Cen. 139.292; E&P 87 Est. 153.437
PMSA 80 Cen. 180.986; E&P 87 Est. 200.862
CZ-ABC: (80) 127.165
RTZ-ABC: (80) 78.693
City & RTZ-ABC: (80) 205.858

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loans	50	$26.000.000.000

6 - PASSENGER AUTOS: County 300.259

7 - ELECTRIC METERS: County 155.000

8 - GAS METERS: County & City 110.600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 19.300 ($429); Non-Durable Goods 51.200 ($362); Primary Metals 1.800 ($381); Fabricated Metals 1.800 ($323); Mach. and Trans. 12.600 ($481); Other Durable Goods 3.200 ($276); Food 8.700 ($259); Textiles 500 ($327); Printing and Pub. 2.100 ($318); Chemical Prods. 31.700 ($498); Rubber and Plastics 3.200 ($417); Other Non-Durables 3.600 ($440).

10 - CLIMATE: Min. & Max. Temp.-Spring 28-90; Summer 43-95; Fall 9-83; Winter 10-64. First killing frost, Oct. 29; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Market St. & King St. from Front to 10 St.
Neighborhood Shopping Centers-Union St. from Front to 8th St.; Adams Four Plz.; Suburban Centers at Fairfax & Wilmington Manor.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northtowne Plz.	10	Jamesway, Acme
Tri-State Mall(52)	10	Thriftway, Silo, Levitz, K mart, Dry Goods
University Plz.	10	Acme, Jamesway, Miller's Furniture
Chestnut Hill(20)	15	Zayre, Shop-Rite
Christiana(95)	9	Strawbridge & Clothier, JCPenney, Bamberger's
Dover Mall	40	Boscov, Sears, Leggett's
Blue Hen Mall	56	JCPenney, Roses, Woolworth
College Sq.	12	Pathmark, Rickel, Bradlees, Happy Harry's
Pike Creek	12	Bradlees, Acme
Penn Mart	8	Thriftway, Ames
Fairfax(21)	4	Acme
Newark(22)	12	Newark Dept., IGA
Graylyn	4	Thriftway
Midway(21)	8	Service Merchandise, Marshalls, Eckerd
Prices Corner(25)	6	Sears, JCPenney, Woolworth
Concord Mall(64)	8	Bradlees, Boscov, Strawbridge & Clothier
Castle Mall(34)	15	K mart, Super Fresh, Thrift Drug
New Castle Sq.	10	Jamesway, Thrift Drug

Principal Shopping Days-Wed., Fri., Sat. & Sun.
Stores Open Evenings-Discount Sun.; Downtown Fri.; Dept. & Shopping centers every night; Food every evening except Sun.

13 - RETAIL OUTLETS: **Department Stores**-The Dry Goods 3; Wanamaker; Strawbridge & Clothier 2; Sears 3; JCPenney; Macy's; Marshalls; Boscov; Leggets 3; Bradlees 4.
Discount Stores-Zayre 4; Silo 3; Ames; Nichols; Mason's; Jamesway 4; Rose's; Service Merchandise; Bradlees 4; K mart 3; Best.
Variety Stores-Woolworth 4; B.J. Mitchell's 2.
Chain Drug Stores-Eckerd 12; Happy Harry 15; Rite Aid 16; Thrift 3; HH Merchandiser 3; Park 2; Stanton 3; Tique 3; Toulson-Rexall 2; Parklynn-Limestone 4; Medicine Shoppe; CVS 2.
Chain Supermarkets-Super Fresh 9; Acme 28; Pathmark 3; 7-Eleven 43; Wawa 10; IGA 4; Cumberland Farms 14; Shop'N Bag; Shop-Rite 2; Thriftway 11; Shop 'N Save 2.
Other Chain Stores-Storm's Shoes; Gordon's Jewelers; Baker Shoes; Hanover Shoes; Lowe's (bldg.) 84 Lumber; LeRoy's Style Shop; Lou's Shoe Bazaar; Glah Bros. (formal wear); Goodyear; Firestone; General Tire; B.F. Goodrich Tires; Channel Home Ctrs.; Rickels.

14 - NEWSPAPERS: NEWS (m-mon to fri) 67.384; JOURNAL (e-mon to fri) 50.869; (sat) 113.621 (S) 132.374; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Pat Fahey, Natl. Adv. Mgr. or Murray Wicker, Adv. Dir., NEWS-JOURNAL PAPERS, 831 Orange St.; Box 1111, Wilmington, DE 19899; Tel. (302) 573-2000.
National Representative: Gannett National Newspaper Sales.

DISTRICT OF COLUMBIA SURVEYS

METROPOLITAN STATISTICAL AREA

Washington, DC-MD-VA-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park cities, VA; Arlington, Fairfax, Loudon, Prince William Counties, and Stafford County, VA; Calvert, Charles, Frederick, Montgomery and Prince George's Counties, MD.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	60	34	32
5-14 Years	129	79	73
15-24 Years	145	127	117
25-44 Years	198	196	181
45-64 Years	155	127	117
55 and Over	70	74	68
TOTAL	757	637	588

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat. Hdwr.	38	38	75
General Mdse.	234	224	352
Food	335	486	678
Automobiles	202	122	247
Gasoline Stations	138	180	187
Apparel	168	240	362
Furniture	115	129	248
Eat-Drink Places	379	560	888
Drugs	97	128	197
TOTAL SALES	2.085	2.654	4.105

WASHINGTON

1 - LOCATION: Capital of the United States and the District of Columbia. This is the hub of Washington, D.C. MSA which includes: District of Columbia; Montgomery, Prince George's and Charles counties in Maryland; Arlington, Fairfax, Loudoun, Prince William counties and the independent cities of Alexandria, Fairfax City, Falls Church, Manassas & Manassas Park in Virginia. E&P Maps C-2 (MD) & F-1 (VA).

2 - TRANSPORTATION: **Railroads**-Passenger: **Amtrak**; **Marc**; **Metro**; Freight: Chessie System (B&O); C&O; RF&P; Conrail; Norfolk/Southern.
Intercity Bus Lines-Eyre; Gold Line; Greyhound; J&J Bus Service; Metro Bus System; Ride-On; Cue; Dash; Fairfax Connector.
Airlines-(Commercial): Aeroflot; Air Atlanta; Air France; Air Jamaica; Air Nippon; American; Braniff; British Airways; BWIA; Continental; Delta; Eastern; Iceland Air; Jet America; Lufthansa; Mexicana; Midway; Midwest Express; Northwest; Northwest Orient; Pan Am; Piedmont; Presidential; Republic; Trans World; United/United Express; USAir. (Commuter): Allegany; American Eagle; Continental Express; Cumberland; Henson; Ransom/Pan Am Express.

3 - POPULATION:
Corp. City 80 Cen. 638.432; E&P 87 Est. 593.425
POST:
NDM-ABC: (80) 3,061,021
TIMES:
NDM-ABC: (80) 2,764,178
MSA 80 Cen. 3,250,392; E&P 87 Est. 3,587,788
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 252.952; E&P 87 Est. 243.953
MSA 80 Cen. 1.175.901; E&P 87 Est. 1.332.174
POST:
NDM-ABC: (80) 1,112,770
TIMES:
NDM-ABC: (80) 1,022,043

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	NA	N.A.
Savings & Loan	NA	N.A.

6 - PASSENGER AUTOS: D.C. 252.452

7 - ELECTRIC METERS: Residence 1.104.100

8 - GAS METERS: Residence 594.200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fed. Gov't 362.900; State & Local Gov't 212.900; Service 626.900; Ret. Trade 336.400; Whol. Trade 74.800; Fin., Ins. & R.E. 116.800; Trans., Commun. & Pub. Util. 90,600; Constr. 127.700; Mfg. & Mining 83.500. Total employed 2,031,600.
Source: D.C. Dept. of Employment Services, Feb. 1987. (Dec. 1986 data for the Metropolitan Washington, D.C. Area Labor Summary).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-85; Fall 50-71; Winter 28-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, med. soft.

12 - RETAILING: **Principal Shopping Centers & Areas**-(Northwest): Downtown Area (R) 7th-14th, D-G Sts.; Connecticut Ave./Midtown Area-Connecticut Ave. from Pennsylvania Ave. to Florida Ave., W to 22nd St., NW; Friendship Heights Area-Wisconsin Ave., Albemarle-Western; Georgetown Area-M St., Wisconsin Ave.; Spring Valley Area-Massachusetts Ave.; Van Ness-Yuma Sts. Enclosed: Mazza Gallerie; Georgetown Park; Van Ness Centre. (Northeast): Rhode Island Shopping Mall, 4th & Rhode Island, NE; Benning Area-Minnesota Ave. & Benning Rd.; Hechinger Mall-Bladensburg & Benning Rds. (Southeast): Anacostia Area-Alabama Ave., Good Hope & Naylor Rds.; Fairlawn Area-Pennsylvania Ave., 19th-25th Sts. (Southwest): Enclosed: L'Enfant Plaza.
Charles County (MD)-Shopping centers: La Plata; Waldorf.
Montgomery County (MD)-Major shopping areas: Bethesda; Chevy Chase/Friendship Heights; Gaithersburg; Kensington; Rockville City; Rockville Pike; Silver Spring; Wheaton; Flower Ave.; Aspen Hill; Glenmont; Viers Mill; Four Corners; Takoma Park.
Shopping Centers-Congressional Plaza; Hillandale; Montgomery Mall; Potomac Village; Rockville Mall; Twinbrook; Westwood; Wheaton Plaza; White Oak; Wildwood Manor; Huntley Square; White Flint Fashion Mall; Village Mall; Lake Forest; Loehman Plaza; Hechinger Plaza.
Enclosed: Lakeforest Mall; Montgomery Mall; Wheaton Plaza; White Flint.
Prince George's County (MD)-Major shopping areas: Andrews Manor; Bladenburg; Bowie; Camp Springs; College Park; Greenbelt; Hyattsville; Lanham; Landover; Mt. Rainer; New Carrollton; Queens Chapel-Chilium; Suitland; Oxon Hill; Adelphi; Langley Park; Kettering; Palmer Park/Dodge Park; District Heights; Capitol Heights; Silver Hill; Marlow Heights; Penn-Mar; Laurel; Eastover; Forestville Mall.
Shopping Centers-Carrollton Mall; Bel Air; Beltway Plaza; Capital Plaza; Dodge Park; Greenway; Iverson Mall; Landover Mall; Free State Mall; Langley Park; Laurel Plaza; Laurel Lakes Centre; Forest Village Park; Prince George's Plaza; Allentown Mall; Hampton Mall; Great Eastern Plaza; Penn Mar.
Enclosed: Forest Village Park Mall; Greenway Plaza; Laurel Centre; Carrollton Mall; Prince George's Plaza; Beltway Plaza.
Arlington County (VA)-Major shopping areas: Clarendon; Rosslyn; Shirlington.
Shopping Centers-Parkington; Culmore; Cherrydale; Virginia Square; Westover; Crystal Plaza; Lee Harrison; Columbia Village.
Alexandria City (VA)-Major shopping areas: Central Business District; Duke to Cameron Sts. between Lee St. & RF&P railroad tracks; Ailandria; Cameron; Beverly Plaza; Tavern Square; Belle View; Delray; Columbia Pike; Duke & Pickett Sts.; Shirley Duke.
Shopping Center-Landmark.
Fairfax County (VA)-Major shopping areas: Springfield; Annandale; Bailey's Cross Roads; Oakton; Penn-Daw; Vienna; Hybia Valley; McLean; Tyson's Corner; Seven Corners; West Springfield; Leesburg Pike; Groveton; Marrifield; West Springfield.
Shopping Centers-Loehman's Plaza; Pike 7 Plaza; Tyson's Corner Center; Seven Corners; Beacon Mall; Bradlick; Shirley Plaza; Wilston; Yorktown; Springfield Plaza; Mt. Vernon Plaza; Fairfax City; Fairfax Circle; West Fairfax; Virginia Plaza; Fair Oaks; PanAm; Rolling Valley Mall.
Enclosed: Beacon Mall; Fair Oaks Shopping Center; Seven Corners Shopping Center; Tyson's Corner Center.
Loudoun County (VA)-Major shopping areas: Herndon Junction; Leesburg.
Prince William County (VA)-Major shopping areas: Manassas; Woodbridge; Westgate; Dale City.
Shopping Centers-Marumsco Plaza; Manassas Mall.
Enclosed: Manassas Mall; Potomac Mall.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept. Stores (downtown) Mon. & Thur. Suburban stores and most large food stores, every evening. Some food chains open until 10:00 p.m. and on Sun. Most shopping centers and dept. stores open Sun. Most food chains open 24 hrs. Mon. through Sat. & Sun.

13 - RETAIL OUTLETS: **Department Stores**-Bloomingdale's 2; Hecht's 14; Montgomery Ward 8; JCPenney 9; Sears 9; Woodward & Lothrop 12.
Variety Stores-Kresge 3; McCrory 7; G.C. Murphy 8; Woolworth 12.
Discount Stores-Bradlees 14; Caldor; K mart 14; Marshalls 6; Zayre 13.
Appliances & Hi-Fi-Bray & Scarf 9; Circuit City 12; Erol's 8; Luskins 14; Microwave Cooking etc. 3; Myer-Emco 3; Radio Shack 70; Reliable Home Appliances 8; The Wiz 6.
Video Clubs-Video Concept 5; Video Village 9; Saxitone Audio Video 4.
Building Supplies-Channel 5; Dart Home 15; Hechinger 20; Lowe's 3; McIntire 16; Scott's 13; 84 Lumber 9.
Chain Drug Stores-Dart 77; Drug Fair 90; People's 160; Rodman's 2; Standard 14.
Chain Supermarkets-Basics 10; Food-A-Rama 10; Food Barn 5; Fresh Value 4; Giant Food 97; Jumbo 13; Larimer's; Margruder's 15; Pershing's 4; Safeway 124; Shop 'N Save 3; Shoppers' Food Warehouse 13; Snider's; Super Fresh 19; Thrift Way 10.
Convenience Stores-7-Eleven; High's.
Consumer Stores-Murray Steaks 28.
Jewelry Stores-Bailey, Banks & Biddle 5; Black, Starr & Frost 6; Boone & Sons 3; J.E. Caldwell 3; Castelberg 6; Chas Schwartz & Son 2; Gordon's 3; R. Harris & Co.; Kay 14; Melart 11; Theodore Nye 4; Pampillonia 2; J.B. Robinson 7; Royal Diamond 4.
Health Clubs/Reducing Salons-Diet Center 35; Holiday Spas 11; Nautilus Fitness Center 12; Nutri-System Weight Loss Center 7; Professional Weight Loss System 3; Spa Lady 21.
Furniture Stores-C.L. Barnes 4; The Bed Store 2; The Bombay Company 3; Coles 4; Colony House; Danker 2; Decor Furniture 2; Door Store 11; The Hub 9; Ikea; Kimel's 3; La-Z-Boy Showcase Shoppes 4; The Loft Bed Store 3; Mahler's; Manor House; Mattress Discounters 37; Mattress Land 9; Miller & Wren; Salem 5; Scan 7; Scandanavian Gallery 8; Sofa Beds & Such 4.
Office Furniture-D&F 9; Metropolitan Office Furniture 2.
Carpet Stores-Dieners 6; Furniture & Carpetland 12; International Carpet & Rugs 6; Parvizan; Bill's Carpet 9.
Shoe Stores-Athletic Shoe Box 5; Bally of Switzerland; Boyce & Lewis 4; Chandler 5; DeYoung 6; Famous Footwear 3; Foot Locker 15; Gucci 2; Hahn 16; Hanover 7; Hess 3; Kinney 28; Pappagallo 6; Pic 'N Pay 14; Red Cross Shoe Shop 7; Revelations 6; Thom McAn 16; Stride Rite 7.
Auto Supplies-B.F. Goodrich 7; Cottam Transmission 8; Goodyear 25; Hi-Gear 28; Leeth Bros. 2; Market Tire 20; Merchant Tire 34; Midas Muffler 24; National Tire Wholesale 13; Penn Jersey 14; Pep Boy 6; Performance Discount Tire 9; Stidham Tire 11; Sure-Fit Seat Cover 2; Trak Auto 63.
Cosmetics-Elizabeth Arden 2; Merle Norman 15; The Cosmetic Center 10.
Candy-Fannie May 11; Russell Stover 2; Godiva Chocolates 3.
Mens Clothing-Arthur A. Adler 2; Big & Tall 5; Britches 10; Cavalier 5; Dasn's Designers 5; Esquire Clothiers 3; George Big & Tall 3; Kuppenheimer 5; Marc Jeffries 2; Richman Bros. 7; J. Riggins 4; Saville of London; Steven Windsor 3; Wall Street Clothes 4; Webster's Men's Wear 4.
Women's Clothing-Alcott & Andrews 2; Ann Taylor; Britches of Georgetown 7; Casual Corner 17; Clare Dratch 2; David's Village Shops 4; Donlevy's Back Room4; Dress Barn 20; Gantos 4; Hit or Miss 14; Jay's Village Fashions 6; Karin Morgan 4; Lane Bryant 6; Lerner Shops 9; Loehmann's 2; Lord & Taylor 4; Mademoiselle

Fashions 10; Marianne 10; Ormond 7; PS 4; Plymouth 5; Rizik's; Saks 5th Avenue; Sassafras 10; Show-Off 8; The Great Fashion Store 9; T.H. Mandy 6; The Limited 13; The Narragansett 4; Up Against the Wall 6; Valentino Boutique; Apres Peau Lingerie 5; The Complement (accessories) 5.

Furs-Fred the Furrier; Gartenhaus 2; Rosendorf/Evans 3; Saks-Jandel 2.

Men's & Women's Clothing-Abercrombie & Fitch 2; A. Jos Bank Clothiers 3; Brooks Bros. 3; Burberry's; Garfinckel's 9; I. Magnin; James 3; Johnson & Murphy Shop 5; Latt's; Morton's 6; Neiman & Marcus; Raleigh's 12; Royal Formal & Bridal 9.

Children's Furnishings-Beyda; BoPeep Shop 3; Crib N' Cradle 5; Kids on Up 4; Kids "R" Us 5; Kids Wear Outlet 3; 7th Heaven 2; Young Fair 4; Baby Products 2.

Toys-Juvenile Sales 3; Toys R Us 9.

Fabric Stores-Danneman 8; House of Fine Fabrics 16; Mill End Shops 10; Minnesota Fabrics 10.

White Goods-Linen 'n Spreads 2; Spread-N-Things 2; Linens 'n Things 8.

Sporting Goods-Eddie Bauer, Inc. 3; Herman's 10; Hudson Trail Outfitters Ltd. 7; Irving's Sport Shops 12.

Catalog Stores-Best Products Co. 9; Evans 6; W. Bell & Co. 10.

Computers-Radio Shack 14; MBI 16.

Book Stores-Crown Books 48; B. Dalton 12; Waldenbooks 18.

Record Stores-Kemp Mills Records 12; Olsson's 5; Penguin Feather Records & Tapes 7; Sam Goody 9; Serenade 4; Tower Records; Waxi-Maxi 22.

Other-LPI Photo Finish 16; Metro Camera 4; Ritz Camera 21; Becker Leather Goods 8; Camalier & Buckley 6; China Closet 3; Hoffritz for Cutlery 4; Kitchen Bazaar 3; Pier 1 (10).

14 - NEWSPAPERS: POST (m-mon to fri) 796,659; (m-sat) 753,762; (S) 1,112,802; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Lee Horton, Group Sales Mgr., POST, 1150 15th St. N.W., Washington, DC 20071; Tel. (202) 334-7911.

National Representatives: Sawyer-Ferguson-Walker; Metropolitan Publishers Representatives.

TIMES (m-mon to fri) 104,890; Mar. 31, 1987 ABC.

Local Contact for Advertising and Marketing Data: John Ward, Natl. Adv. Mgr., TIMES, 3600 New York Ave. N.E., Washington, DC 20002; Tel. (202) 636-3030.

National Representative: None.

USA TODAY (m-mon to fri) 1,311,792; Mar. 30, 1987 ABC.

Note-USA TODAY is distributed nationally.

Local Contact for Advertising and Merchandising Data: Ben Lawrence, Vice Pres.-Adv., USA TODAY, Box 500, Washington, DC 20044; Tel. (703) 276-3400. New York Office: Valerie Salembier, Adv. Dir., 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5350.

National Representative: USA TODAY New York office with branches in Chicago, Los Angeles, Detroit and San Francisco.

FLORIDA SURVEYS

METROPOLITAN STATISTICAL AREAS

Bradenton-Manatee County
Daytona Beach-Volusia County
Fort Meyers-Cape Coral-Lee County
Fort Pierce-Martin and St. Lucie Counties
Fort Walton Beach-Okaloosa County
Gainesville-Alachua and Bradford Counties
Jacksonville-Clay, Duval, Nassau and St. Johns Counties
Lakeland-Winter Haven-Polk County
Melbourne-Titusville-Palm Bay-Brevard County
Naples-Collier County
Ocala-Marion County
Orlando-Orange, Osceola and Seminole Counties
Panama City-Bay County
Pensacola-Escambia and Santa Rosa Counties
Sarasota-Sarasota County
Tallahassee-Gadsden and Leon Counties
Tampa-St. Petersburg-Clearwater-Hernando, Hillsborough, Pasco and Pinellas Counties
West Palm Beach-Boca Raton-Delray Beach-Palm Beach County

PRIMARY METROPOLITAN STATISTICAL AREAS

Fort Lauderdale-Hollywood-Pompano Beach-Broward County
Miami-Hialeah-Dade County

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Miami-Fort Lauderdale-Includes Fort Lauderdale-Hollywood-Pompano Beach PMSA and Miami-Hialeah PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1988
Under 5 Years	502	602	743
5-14 Years	1,250	1,340	1,652
15-24 Years	1,074	1,642	2,024
25-44 Years	1,510	2,463	3,036
45-64 Years	1,470	2,128	2,623
65 and Over	985	1,699	2,094
TOTAL	6,791	9,874	12,172

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Miami	347	194	55.9
Tampa	272	36	13.3

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat. Hdwr	1,554	2,619	5,650
General Mdse	4,114	5,997	10,356
Food	7,016	12,426	19,022
Automobiles	6,645	11,240	24,931
Gasoline Stations	2,386	4,776	5,455
Apparel	1,406	2,732	4,529
Furniture	1,555	2,704	5,700
Eat-Drink Places	2,925	5,540	9,651
Drugs	1,119	2,010	3,413
TOTAL SALES	31,413	55,469	94,291

BOCA RATON

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3. On E Coast of Florida, N of Fort Lauderdale and Pompano Beach. Florida Atlantic University, College of Boca Raton.

2 - TRANSPORTATION: **Railroads**-FEC, SAL.
Bus Lines-Greyhound, Trailways.
Airlines-At W. Palm Beach Intl., Ft. Lauderdale/Hollywood Intl.

3 - POPULATION:
Corp. City 80 Cen. 49,505; E&P 87 Est. 65,063
County/MSA 80 Cen. 573,125; E&P 87 Est. 807,538

4 - HOUSEHOLDS:
City 80 Cen. 20,247; E&P 87 Est. 27,792
County/MSA 80 Cen. 232,937; E&P 87 Est. 341,581

5 - BANKS	NUMBER	DEPOSITS
Commercial	NA	$833,542,000
Savings & Loan	42	$1,322,955,000
Credit Unions	3	$64,399,000

6 - PASSENGER AUTOS: County 523,969

7 - ELECTRIC METERS: 32,908 (City); 35,151 (Outside city)

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Truck; Light Mfg.; Tourism; Electronics; IBM plant employing 9,500; Mitel; Siemens; Megasystems; Burroughs; Motorola; Sensormatic; Film Production.

10 - CLIMATE: Av. Temp.-Summer-85; Winter-76

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boca Lyons	10	Winn-Dixie
Boca Raton Mall(60)	NA	Levitz, Walgreens
Camino Sq.(14)	1	SupeRx, Winn-Dixie
Del Mar Vlg.	3	Winn-Dixie, Eckerd
Fifth Ave. Shops(50)	1	Eckerd, Publix Mkt., Star Value
Oaks Plaza	2	Winn-Dixie, Eckerd
Royal Palm Plz.(82)	NA	Woolley's
Town Center Mall	3	Sears, Burdines, Jordan Marsh
Village Square	3	Shoppers Drug, Publix Mkt.
Glades Plaza(85)	3	

13 - RETAIL OUTLETS: **Department Stores**-Burdines; Jordan Marsh; Sears; Lord & Taylor; Bloomingdales; Saks.
Discount Stores-K mart.
Chain Drug Stores-Eckerd; SupeRx; Walgreens; Cunningham; Gray Drug; Fedco; Shoppers Drug Mart.
Chain Supermarkets-Winn-Dixie; Publix; Sun; Woolley's Emporium; Albertson's.

14 - NEWSPAPERS: NEWS (m) 16,087; (S) 17,577; Dec. 31, 1986 VAC.
Local Contact for Advertising and Merchandising Data: Robert Hilton, V.P./Mktg. Dir., NEWS, PO Box 580, Boca Raton, FL 33432; Tel. (305) 395-8300.
National Representatives: Knight-Ridder Newspaper Sales; U.S. Suburban Press.

BRADENTON

1 - LOCATION: Manatee County, County Seat. (In Bradenton MSA). E&P Map C-3. On Manatee River & US Hwys. 41 & 301; 40 mi. S of Tampa, 19 mi. S of St. Petersburg.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Airlines-Continental; Continental Express; Delta; Eastern; Florida Express; Northwest; TWA; United; American; Air Sunshine; Eastern Express.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-15

3 - POPULATION:
Corp. City 80 Cen. 30,170; E&P 87 Est. 40,306
CZ-ABC: (80) 130,508
RTZ-ABC: (80) 17,937
County/MSA 80 Cen. 148,442; E&P 87 Est. 192,958
City & RTZ-ABC: (80) 148,445
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 12,370; E&P 87 Est. 15,585
County/MSA 80 Cen. 61,998; E&P 87 Est. 83,633
CZ-ABC: (80) 54,955
RTZ-ABC: (80) 7,043
City & RTZ-ABC: (80) 61,998

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$1,321,167,000
Savings & Loan	16	$1,331,763,000

6 - PASSENGER AUTOS: County 130,415

7 - ELECTRIC METERS: County Residence 108,991

8 - GAS METERS: City Residence 50,702

9 - PRINCIPAL INDUSTRIES: Industry-Chilled Citrus Juice; Truck Trailer Mfg.; Fertilizer and Phosphate Prods.; Electronic Equip.; Lawn Mower Mfg.; Window & Door Mfg.; Fishing; Boat Bldg.; Agric. (winter veg. prods.); Tourism; Cut Flower supplier; Optics; Lens Mfg.; Furniture; Machine Tool Mfg.; Housing.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-83; Summer 75-90; Fall 70-88; Winter 48-85.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Branden River Plz., Sr. 64 & 43rd St. E.; College Plz., 59th St. W. & Cortez; Cortez Plz., U.S. 41 & Cortez Rd.; De Soto Sq. Mall, U.S. 301 & U.S. 41; Manatee Plz., Manatee Ave. & 41st St. W.; Mount Vernon Plz., Cortez & Independence; Oneco Sq., 5108 E. 15th St.; Palmetto Plz., 12th St. & 8th Ave.; Ridgewood Shpg. Ctr., 7004 U.S. 301 N.; Southwood Mall, U.S. 41 & 57th Ave. W.

Neighborhoou Shopping Centers 9th St. & 9th Ave. W.; Manatee Ave. at 34th St.; Manatee Ave. at 9th St.; Lakeside, Cortez Rd. W.; Manatee Ave. at 68th St.; Beachway Plaza, Manatee Ave. at 75th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Branden River Plz.	NA	Eckerd, Winn-Dixie
College Plz.	3	SupeRx, Winn-Dixie
Cortez Commons	4	Walgreens, Publix
Cortez Plz.	3	Publix, Walgreens
DeSoto Center	NA	Best Prods., Duffs
DeSoto Junction	3	Marshall's, Luria's
DeSoto Sq. Mall	3	Maas Bros., Sears
El Conquistador Plz.	NA	7-Eleven
Fountain Court	2	Scotty's, Wal-Mart
Manatee Plz.	2	Eckerd, Dollar General
Mount Vernon Plz.	NA	Foodway
Oneco Square	4	Winn-Dixie, Eckerd
Palma Sola/Tower Sq.	5	Kash 'n Karry, Radio Shack
Palmetto Plz.	NA	McCrory's, Goodwill
Pinebrook Commons	NA	McDuff's
Ridgewood	NA	Foodway
Southwood Mall	5	Beall's, SupeRx

Principal Shopping Days-Mon., Wed., Thur., Fri., Sun. Stores are open evenings.

13 - RETAIL OUTLETS: **Department Stores**-Maas Bros.; Sears; JCPenney; Beall's 4; Belk-Lindsey; Neisner's; Kress.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens 5; Eckerd 6; Foster Sharps; SupeRx 2; Treasury 2.
Chain Supermarkets-Winn-Dixie (Kwik-Check) 7; Publix 4; Kash 'N Karry 2; Albertson's 2; Foodway 4; Family Mart.

14 - NEWSPAPERS: HERALD (m) 42,923; (S) 52,247; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Turner, Adv./Mktg. Dir., HERALD, 102 Manatee W., Bradenton, FL 33506; Tel. (813) 748-0411.
National Representatives: Knight-Ridder Newspaper Sales; Publishers' Representatives of Florida.

BROOKSVILLE

1 - LOCATION: Hernando County. (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-2. County Seat. W coast of Florida, 50 mi. N of Tampa, on U.S. Hwys. 41 & 98, State Hwy. 50.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline.
Intercity Bus Lines-Trailways; Gulf Coast; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,582; E&P 87 Est. 8,347
County 80 Cen. 44,469; E&P 87 Est. 82,577
MSA 80 Cen. 1,613,961; E&P 87 Est. 2,047,260

4 - HOUSEHOLDS:
City 80 Cen. 2,205; E&P 87 Est. 2,952
County 80 Cen. 17,735; E&P 87 Est. 34,295
MSA 80 Cen. 656,551; E&P 87 Est. 865,852

5 - BANKS	NUMBER	DEPOSITS
Savings	2	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 45,669

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Fruit (Citrus) & Veg.; Rock Prods.; Elect. Components; Poultry Farms; Cattle Ranches; Horse Breeding; Clothing Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-86; Summer 65-95; Fall 60-90; Winter 40-70. First killing frost, Dec.; last killing frost, Feb.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-U.S. Hwys. 41 & 98; Lamar St.; Hwys. 50 & 19.

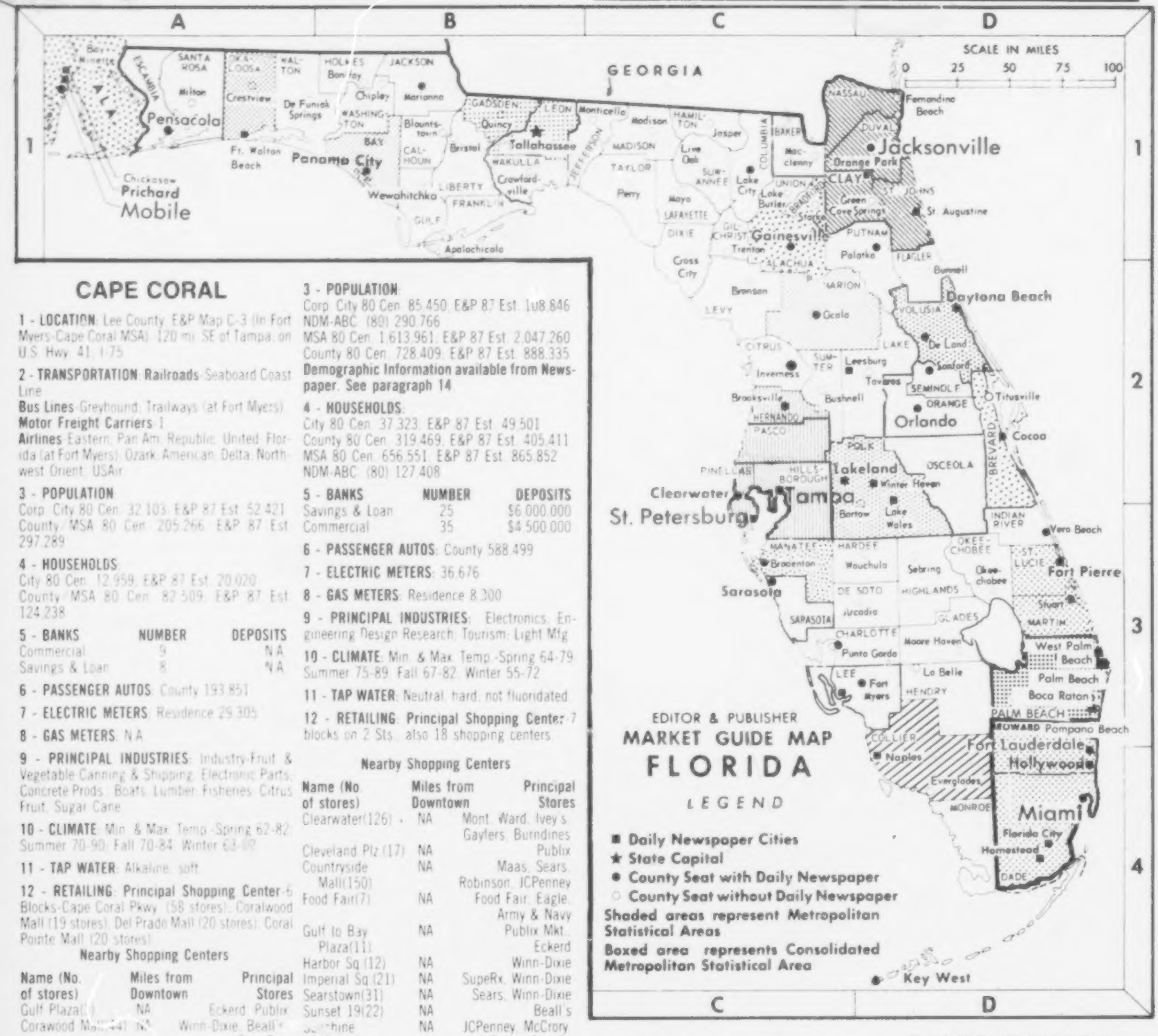
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brook Plaza(12)	NA	Thriftway Mkt., Sears, White Auto
Hernando Plz.(10)	NA	McCroy's, Publix, Hogan-Rexall
South Plaza(18)	NA	Zayre, Winn-Dixie, Eckerd, Mont. Ward
South Sq.(17)	NA	K mart, SupeRx, Kash N' Karry
Western Way(15)	NA	Eckerd, Bealls, Winn-Dixie, Radio Shack

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: **Department Stores**-McCroy's; Sears; Beall's; Montgomery Ward.
Discount Stores-Zayre; McCroy's; K mart.
Chain Drug Stores-Eckerd; SupeRx; Rexall.
Chain Supermarkets-Thriftway; Publix; Winn-Dixie; Kash N' Karry.
Other Chain Stores-White Auto; Radio Shack; Western Auto; Ace Auto Parts.

14 - NEWSPAPERS: SUN JOURNAL (e-tues to sat) 2,088; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: Nancy E. Hill, Gen. Mgr., SUN JOURNAL, PO Box 218, Brooksville, FL 33512; Tel. (904) 796-4925.
National Representative: Landon Associates.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SANTA ROSA
OKALOOSA
WALTON
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Bonifay
JACKSON
Milton
Crestview
De Funiak Springs
Chipley
Marianna
WASHINGTON
Pensacola
Ft. Walton Beach
BAY
Panama City
Blountstown
CALHOUN
Bristol
GADSDEN
Quincy
LEON
Tallahassee
WAKULLA
Crawfordville
LIBERTY
FRANKLIN
GULF
Wewahitchka
Apalachicola
Chickasaw
Prichard
Mobile
JEFFERSON
Monticello
Madison
MADISON
HAMILTON
Jasper
TAYLOR
Perry
Live Oak
SUWANNEE
COLUMBIA
Lake City
LAFAYETTE
Mayo
DIXIE
Cross City
GILCHRIST
Trenton
BAKER
Macclenny
UNION
Lake Butler
BRADFORD
Starke
NASSAU
Fernandina Beach
DUVAL
Jacksonville
Orange Park
CLAY
Green Cove Springs
ST. JOHNS
St. Augustine
PUTNAM
Palatka
FLAGLER
Bunnell
ALACHUA
Gainesville
Bronson
LEVY
MARION
Ocala
VOLUSIA
Daytona Beach
De Land
LAKE
Tavares
Leesburg
CITRUS
Inverness
SUMTER
Bushnell
Sanford
SEMINOLE
ORANGE
Orlando
Titusville
Brooksville
HERNANDO
PASCO
PINELLAS
HILLSBOROUGH
Clearwater
St. Petersburg
Tampa
POLK
Lakeland
Bartow
Winter Haven
Lake Wales
OSCEOLA
BREVARD
Cocoa
INDIAN RIVER
Vero Beach
MANATEE
Bradenton
HARDEE
Wauchula
Sarasota
SARASOTA
DE SOTO
Arcadia
HIGHLANDS
Sebring
OKEECHOBEE
Okeechobee
ST. LUCIE
Fort Pierce
Stuart
MARTIN
CHARLOTTE
Punta Gorda
GLADES
Moore Haven
West Palm Beach
Palm Beach
Boca Raton
PALM BEACH
LEE
Fort Myers
HENDRY
La Belle
BROWARD
Pompano Beach
Fort Lauderdale
Hollywood
COLLIER
Naples
Everglades
MONROE
Miami
Florida City
Homestead
DADE
Key West
EDITOR & PUBLISHER
MARKET GUIDE MAP
FLORIDA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area

CAPE CORAL

1 - LOCATION: Lee County, E&P Map C-3 (In Fort Myers-Cape Coral MSA), 120 mi. SE of Tampa; on U.S. Hwy. 41, I-75.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Bus Lines-Greyhound; Trailways (at Fort Myers).
Motor Freight Carriers-1.
Airlines-Eastern; Pan Am; Republic; United; Florida (at Fort Myers); Ozark; American; Delta; Northwest Orient; USAir.

3 - POPULATION:
Corp. City 80 Cen. 32,103; E&P 87 Est. 52,421
County/MSA 80 Cen. 205,266; E&P 87 Est. 297,289

4 - HOUSEHOLDS:
City 80 Cen. 12,959; E&P 87 Est. 20,020
County/MSA 80 Cen. 82,509; E&P 87 Est. 124,238

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	NA
Savings & Loan	8	NA

6 - PASSENGER AUTOS: County 193,851

7 - ELECTRIC METERS: Residence 29,305

8 - GAS METERS: NA

9 - PRINCIPAL INDUSTRIES: Industry-Fruit & Vegetable Canning & Shipping; Electronic Parts; Concrete Prods.; Boats; Lumber; Fisheries; Citrus Fruit; Sugar Cane.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-82; Summer 70-90; Fall 70-84; Winter 63-[illegible]

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-6 Blocks-Cape Coral Pkwy. (58 stores); Coralwood Mall (19 stores); Del Prado Mall (20 stores); Coral Pointe Mall (20 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gulf Plaza([illegible])	NA	Eckerd, Publix
Corawood Mall(41)	NA	Winn-Dixie, Beall's, Gray Drug

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Beall's; JCPenney; American.
Discount Stores-K mart; Zayre; Wal-Mart; Dollar General.
Chain Drug Stores-Eckerd; Gray Drug; Florida Choice; Walgreens.
Chain Supermarkets-Publix; Winn-Dixie; Kash 'N Karry; Florida Choice; U-Save.
Other Chain Stores-Goodrich; Firestone; Goodyear.

14 - NEWSPAPERS: BREEZE (e-mon to fri) 4,263; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: Joel S. Jenkins, Sales Mgr., BREEZE, PO Box 846, Cape Coral, FL 33904; Tel. (813) 574-[illegible].
National Representative: Landon Associates.

CLEARWATER

1 - LOCATION: Pinellas County (In Tampa-St. Petersburg-Clearwater MSA), E&P Map C-2, County Seat. All-year vacation resort. 22 mi. from Tampa; 22 mi. from St. Petersburg.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Amtrak; Auto Tran Corp.
Motor Freight Carriers-4.
Intercity Bus Lines-Tamiami; Trailways; Florida Greyhound; Gulf Coast Motor; Central Pinellas Transit Authority.
Airlines-Delta; Eastern; National; Northwest; TWA; Midway; Sun; United; Par American; Naples; Republic; Air Canada; Piedmont; Ozark; USAir; American.

3 - POPULATION:
Corp. City 80 Cen. 85,450; E&P 87 Est. 108,846
NDM-ABC: (80) 290,766
MSA 80 Cen. 1,613,961; E&P 87 Est. 2,047,260
County 80 Cen. 728,409; E&P 87 Est. 888,335
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 37,323; E&P 87 Est. 49,501
County 80 Cen. 319,469; E&P 87 Est. 405,411
MSA 80 Cen. 656,551; E&P 87 Est. 865,852
NDM-ABC: (80) 127,408

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	25	$6,000,000
Commercial	35	$4,500,000

6 - PASSENGER AUTOS: County 588,499

7 - ELECTRIC METERS: 36,676

8 - GAS METERS: Residence 8,300

9 - PRINCIPAL INDUSTRIES: Electronics; Engineering Design Research; Tourism; Light Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-79; Summer 75-89; Fall 67-82; Winter 55-72.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on 2 Sts.; also 18 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clearwater(126)	NA	Mont. Ward, Ivey's, Gayfers, Burndines
Cleveland Plz (17)	NA	Publix
Countryside Mall(150)	NA	Maas, Sears, Robinson, JCPenney
Food Fair(7)	NA	Food Fair, Eagle, Army & Navy
Gulf to Bay Plaza(11)	NA	Publix Mkt., Eckerd
Harbor Sq (12)	NA	Winn-Dixie
Imperial Sq (21)	NA	SupeRx, Winn-Dixie
Searstown(31)	NA	Sears, Winn-Dixie
Sunset 19(22)	NA	Beall's
Sunshine Mall(90)	NA	JCPenney, McCrory, Byron, SupeRx
Tri-City Plz (21)	NA	Publix, TG&Y
Douglas(7)	NA	Publix, Eckerd
Dunedin (6)	NA	Kwik-Chek
Mid-Way(23)	NA	Publix, Eckerd
Northwood Plaza(50)	NA	Jacobson's, Winn-Dixie
Seminole Mall(67)	NA	J. Byron
Pinellas Sq Mall(110)	NA	Ivey's, JCPenney, Mont. Ward
Tyrone Sq (136)	NA	Sears, JCPenney, Robinson's, Maas

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Shopping ctrs. to 9, 6 nights (ex. Sun.).

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Burdine's; Robinson's; J. Byron; Maas; Montgomery Ward; Sears; Ivey's; Gayfer's.

Discount Stores-[illegible] Family Discount; Zayre; K mart.
Variety Stores-Woolworth 2; McCrory 4; Ben Franklin; TG&Y 2.
Chain Drug Stores-Eckerd 8; SupeRx 3; Adams; Michel's 3; Kare.

Chain Supermarkets-A&P; Kwik-Chek 5; Publix 6; Pick-Kwik 42; 7-Eleven 7; Kash 'n Karry; Grand Union 2; Albertson's 3; Sureway 3; Mr. C's Warehouse 2.

Other Chain Stores-Goodrich; Firestone 2; Goodyear 4; Lerner's; Bell Shoes; Thom McAn 2; Mather Furn.; Rhodes Furn.; Kelly Springfield Tires; Leeds Shoes; Baker Shoes; Eagle Army & Navy; Lawton Jewelers; Badock Furn.; Ace Hdwe.; Levitz Furn.; Scottie's Lumber.

14 - NEWSPAPERS: SUN (m) 27,867; (S) 29,122; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Richard Dobson, Adv. Dir., SUN, 301 S. Myrtle Ave., Clearwater, FL 33516; Tel. (813) 462-2000.

National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

DAYTONA BEACH

1 - LOCATION: Volusia County (MSA), E&P Map D-2. Tourist center. 91 mi. S of Jacksonville; 179 mi. N of West Palm Beach.

2 - TRANSPORTATION: **Motor Freight**-Central Truck Lines; American Freight System; Bowman; Carolina; Roadway Express; Terminal Transport; Crown Motor Line; Gator Freightways; Ridgeway

#1 Metro in Florida
In Daily Metro Household Coverage
THE NEWS-JOURNAL
Serving Volusia And Flagler Counties
With 68.1%, THE DAYTONA BEACH NEWS-JOURNAL has the highest metro penetration of any Florida newspaper.
Source: Circulation 86-87
Represented by Sawyer Ferguson Walker

Transfer & Storage: Allied Van; Ryder
Motor Freight Carriers-7
Intercity Bus Lines-Greyhound; Trailways
Airlines-American; Eastern; Delta; Piedmont; Presidential; PBA.

3 - POPULATION:
Corp. City 80 Cen. 54,176; E&P 87 Est. 64,794
CZ-ABC: (80) 166,504
RTZ-ABC: (80) 103,171
County/MSA 80 Cen. 258,762; E&P 87 Est. 353,886
City & RTZ-ABC: (80) 269,675

4 - HOUSEHOLDS:
City 80 Cen. 22,952; E&P 87 Est. 27,472
County/MSA 80 Cen. 105,773; E&P 87 Est. 150,416
CZ-ABC: (80) 69,596
RTZ-ABC: (80) 40,536
City & RTZ-ABC: (80) 110,132

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$1,477,772,000
Commercial	1	$745,833,000

6 - PASSENGER AUTOS: County 208,831

7 - ELECTRIC METERS: Residence 73,250

8 - GAS METERS: Residence 16,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum Prods 68; Bakeries 189; Boat Repairs 186; Boat Bldrs. 97; Bottlers 101; Chem. & Drugs 67; Citrus Prods. & Packers 145; Concrete Prods. 321; Ice Cream & Dairy Prods. 164; Millwork & Cabinetmakers 138; Missile Parts 75; Newspapers 612; Novelties 52; Radio & TV Stations 85; Seafood & Meat Packers 48; Septic Tanks 76; Sheet Metal 126; Tool & Die Works 155; Wood Workers 55; Elect. 1,988; Motels 7,028.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-87; Summer 74-99; Fall 47-96; Winter 28-87. First killing frost, Nov. 21; last killing frost, Feb. 15.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Volusia Mall, 5 blocks on Beach St.; 5 on Main St.; 3 on Broadway; 4 on Seabreeze Blvd.; 1 on Magnolia; Volusia; 1 on S. Ridgewood; 3 on Volusia.
Neighborhood Shopping Centers-2 blocks N. Ridgewood at Madison; 6 on Volusia; 6 on S. Atlantic; 6 on Ridgewood in Holly Hill; 8 on Granada in Ormond Beach; 3 on S. Yonge Ave., Ormond Beach; 3 on Ridgewood in S. Daytona; 2 on S. Ridgewood, Port Orange; 2 on Nova Rd. at Volusia; 2 on Nova Rd. at Mason; 1 Ellinor Village; 4 Mason Ave., Holly Hill; 2 Riverside Dr., Holly Hill; 3 N. Atlantic; Bellair; 2 on Derbyshire; K mart Shpg Ctr.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Daytona Mall(37)	1	A&P, Zayre
Ellinor Vlg.	5	Black's Pharmacy
Bellair Plaza(63)	6	Belk-Lindsey, Winn-Dixie, Walgreens, Woolworth
Seabreeze Blvd.	1	Sussman's
Granada Plaza(27)	10	Walgreens
Ormond Beach(20)	8	Eckerd, Publix, Belk-Lindsey
Holly Hill Plz.(21)	3	Eckerd, Goodings
Halifax(17)	2	Eckerd, Publix
Port Orange(14)	5	Eckerd, Winn-Dixie
Daytona Shores	4	Winn-Dixie, A&P
Mason Avenue	3	Steve's Phcy.
Derby Plaza(16)	4	Winn-Dixie
Daytona Beach Outlet Mall(50)	3	Zayre, Famous Footwear, Walgreens
K mart(10)	2	K mart
Outlet Mall(40)	5	Walgreens
Volusia Pt. Ctr.(42)	6	Marshalls, Hit or Miss, Sizes Unlimited
The Trails(34)	7	Publix, Eckerd
Rivergate Vlg.(21)	7	Winn-Dixie, SupeRx
Volusia Sq. Ctr.(27)	7	Toys R Us, Home Depot, Dress for Less
Belnova(12)	8	Winn-Dixie, SupeRx
Dunlawton Sq.(29)	8	Publix, K mart, Eckerd
Volusia Mall(108)	3	Sears, May-Cohens, Burdines, Belk-Lindsey, JCPenney, Ivey's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food & Dept., Mon. & Fri. 6; Shopping Centers, every weekday evening, Sunday 12-6.

13 - RETAIL OUTLETS: **Department Stores**-Ivey's; Sears; May Cohen; Burdines; Wilson's; JCPenney; Furchgott's; Belk-Lindsey.
Discount Stores-K mart; Zayre.
Variety Stores-McCrory's 3; G.C. Murphy 2; TG&Y 2; Woolworth.
Chain Drug Stores-Eckerd 8; Florida Choice; Walgreens 5; Pic'N Save 3; Rexall 5.
Chain Supermarkets-Winn-Dixie 13; Publix 8; 7-Eleven 28; Jax Minit 12; Jiffy Stores 31; Pic N Save; Goodings; Seven Star 7; Big Star; Handyway 20; Majik 10; Lil General 5.
Other Chain Stores-Diana Shops 2; Three Sisters; Western Auto 3; Firestone; Goodyear; Goodrich; Butlter's 2; Baker's; Cannon; Phillips; Beck; Bell Bros.; Pix; Thom McAn; Goody's Shoe Fair; Kane's Furn.; Zale's; Gordon's Jewelers 2; National Shirt Shops (Mens Wear); Morrison's Cafeteria 2; S&S Cafeteria 2; Howard Johnson's 4; Holiday Inn 3; ABC Liquors 9; Big C Liquor 3; Lerner's; Hallmark; Bressler Ice Cream; Baskin-Robbins; Florsheim Shoes; Hickory Farms; Jacob's Jewelers; Jean's West; Richman Bros.

14 - NEWSPAPERS: NEWS-JOURNAL (m) 82,935; (S) 100,278; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kathy Coughlin, Natl. Adv. Dir., NEWS-JOURNAL, 901 Sixth St., Daytona Beach, FL 32105; Tel. (904) 252-1511.
National Representatives: Sawyer-Ferguson-Walker; Publishers' Representatives of Florida.

DE LAND

1 - LOCATION: Volusia County (In Daytona Beach MSA). E&P Map D-2. County Seat. Fern & timber growing, lumber. Misc. mfg. area. College town. N. central part of state; 108 mi. from Jacksonville; 140 mi. from Tampa; 250 mi. from Miami.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-12
Bus Lines-Greyhound; Trailways

3 - POPULATION:
Corp. City 80 Cen. 15,354; E&P 87 Est. 21,280
CZ-ABC: (80) 36,536
RTZ-ABC: (80) 19,604
County/MSA 80 Cen. 258,762; E&P 87 Est. 353,886
City & RTZ-ABC: (80) 56,140

4 - HOUSEHOLDS:
City 80 Cen. 6,150; E&P 87 Est. 8,210
County/MSA 80 Cen. 105,773; E&P 87 Est. 150,416
CZ-ABC: (80) 13,945
RTZ-ABC: (80) 8,157
City & RTZ-ABC: (80) 22,102

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$1,608,080,000
Commercial	6	$424,500,000

6 - PASSENGER AUTOS: County 208,831

7 - ELECTRIC METERS: Residence-West Volusia 40,100

8 - GAS METERS: Residence-City & Suburbs 3,903

9 - PRINCIPAL INDUSTRIES: Ferneries, Forestry; Hypodermic Needle Mfg.; Concrete Prods.; Woodworking; Cabinet Mfg.; Naval Sonabouy Mfg.; Camouflage Netting Mfg.; Plastic Housewares; Electric Transformers; Food Proc.; Medical Supplies.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 68-85; Fall 71-90; Winter 51-77. First killing frost, Dec. 13; last killing frost, Jan. 25.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-6 blocks Blvd.; center downtown & 5 on either side.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
W. Volusia(36)	NA	Zayre, Beall's, Kinney
College Plz.(11)	NA	Publix, Eckerd, J. Byron
De Land Plaza(2)	NA	Winn-Dixie, Revco
Gateway Vlg.(15)	NA	Wal-Mart, Walgreens
Woodland Plaza(22)	NA	Belk-Lindsey, Family Dollar, Rose's
K mart Plaza	NA	K mart
Brandy Wine Plz.		Winn-Dixie, Eckerd
Miller's Plz.		Miller's Five Store

Other Shopping Centers-Orange City, 6 mi.; DeBary, 9 mi.; DeLeon Springs, 6 mi.; Deltona, 11 mi.
Principal Shopping Days-Thur., Fri., Sat. & Sun.
Stores Open Evenings-Shopping Ctr. until 9pm.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney (catalog); Sears (catalog); Belk-Lindsey; J. Byron; Bealls.
Discount Stores-Family Dollar; K mart; Zayre; Super Discount; Wal-Mart; Rose's.
Variety Stores-Woolworth; Rose's.
Chain Drug Stores-Orange Belt (Rexall); Eckerd 3; Medicine Shoppe; SupeRx; Walgreens; Revco.
Chain Supermarkets-Winn-Dixie 4; Publix 2; SupeRx; Miller's; Save-A-Lot; Goodings.
Other Chain Stores-Firestone; Goodyear Service; Badcock Furn.; Little Giant; Handyway; Cumberland Farms.

14 - NEWSPAPERS: SUN NEWS (e-mon to fri) 9,116; (wknd) 9,760; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Brad Mason, Adv. Dir., SUN NEWS, 111 S. Alabama Ave.; PO Box 1119, De Land, FL 32720; Tel. (904) 734-3661.
National Representative: Landon Associates.

FORT LAUDERDALE

1 - LOCATION: Broward County (In Fort Lauderdale-Hollywood-Pompano Beach PMSA). E&P Map D-4. Bounded on the North by Palm Beach County; on the South by Dade County; on the East by the Atlantic Ocean, on the West by Collier and Hendry Counties. On the Inter-coastal Waterway and 165 mi. of canals & waterways. Major hwys. include U.S. 1, I-95 and Florida Tpke. Major terminal for railroad, bus, shipping & airlines. Foreign Trade Zone (Port Everglades).

2 - TRANSPORTATION: **Railroads**-Florida East Coast; Seaboard System; Amtrak.
Motor Freight Carriers-15.
Freight Steamship Lines-36.
Intercity Bus Lines-Greyhound; Trailways; Grayline; A-1 Bus Lines; Turfway Lines.
Airlines-Aero Coach; Midway; Air Sunshine; American; American International; Atlantic Gulf; Bahamasair; Caribbean Express; Chalk's international; Continental; Delta; Eastern; Florida Express; Gull Air; Northeastern International; Northwest; Ozark; PBA; Pompano Airways; Proair; Republic; Southern Express; Trans Air; Trans World; United; USAir; Walker's International; Federal Express.

3 - POPULATION:
Corp. City 80 Cen. 153,256; E&P 87 Est. 159,736
CZ-ABC: (80) 754,763
Bal. in NDM-ABC: (80) 110,370
Total CZ & NDM-ABC: (80) 865,133
County/PMSA 80 Cen. 1,014,043; E&P 87 Est. 1,219,393
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 63,338; E&P 87 Est. 74,227
County/PMSA 80 Cen. 420,767; E&P 87 Est. 518,945
CZ-ABC: (80) 308,729
Bal. in NDM-ABC: (80) 46,960
Total CZ & NDM-ABC: (80) 355,689

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	13	$5,342,245,000
Commercial	21	$3,166,102,000

6 - PASSENGER AUTOS: County 810,490

7 - ELECTRIC METERS: County (Res.) 600,760

8 - GAS METERS: County 44,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 14,900; Apparel & Accessory Stores 6,000; Furn. & Home Furnishing 4,200; Printing & Pub. 5,000; Contract Constr. 25,900; Trans., Commun., Util. 18,100; Ret. Trade 88,900; Fin., Ins., R.E. 33,200; Servs. 94,200; Gov't 49,300.
Principal Industrial Pay Days-Building Trades Fri.; Other Industries, Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 68-80; Summer 75-90; Fall 72-85; Winter 62-80.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-21, over 25 additional major shpg. ctrs. plus dozens of neighborhood shopping strips.
Neighborhood Shopping Centers-Central Shopping Plaza; Coral Ridge; Crossroads; Galt Plaza; Gateway; Grandway; Harbor Beach Plaza; Lauderdale; Lauderdale Beach; Lauderdale-By-The-Sea; Lauderhill Mall; North Andrews Gardens; Oakland Park Blvd.; Plantation Village; Plaza Ctr.; Riverland; Sea Ranch Village; Searstown; 17th St.; S. Federal Hwy.; Sunrise; Times Square; West Broward; West Sunrise; Westgate; Wilton Manors; Zayre-Broward Blvd.; Zayre-North Andrews Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Searstown(6)	1	Sears
Gateway(59)	2	Pantry Pride
New Galleria(150)	2	Jordan Marsh, Saks, Burdines, Brooks Bros., Lord & Taylor, Nieman-Marcus
Zayre West Broward(9)	7	Zayre, Eckerd
Wilton Manors(16)	3	Piggly Wiggly
Crossroads	3	Crossroads Mkt.
Central Shpg. Plaza(14)	3	Publix
Riverland(24)	3	Kwik Chek
Southport Ctr.	3	Publix, Eckerd
Southland(25)	3	Byron's, Kwik Chek
Coral Ridge(50)	4	JCPenney, Publix, J. Byron, T.J. Maxx
Harbor Beach Plaza(36)	4	Harbor Beach Mkt.
Zayre-North Andrews(13)	4	Zayre
Times Sq.(10)	4	Coral Ridge Mkt.
Galt Ocean Plz.(2)	4	Broward Drugs
W. Broward Grandway(22)	4	J. Byron
N. Andrews Gardens	4	Pantry Pride
Plaza Center(23)	4	Kwik Chek, Eagle Family Discount
Westgate(23)	4	Pantry Pride
Plantation Village(20)	5	Kwik Chek
Lauderhill Mall(93)	5	Costco, Zayre, Walgreens, Pantry Pride
Sea Ranch Vlg.(36)	6	Publix, Walgreens, Richway
North Ridge(21)	6	
Lakes Mall(76)	6	Builder's Square
Broward Mall(134)	7	Jordan Marsh, Sears, Burdines, JCPenney
Venetian Isles Center(48)	33	Eckerd, Publix, Zayre
Shoppers Haven(36)	NA	J. Byron, Walgreen's, Kwik Chek
Pompano Sq.(120)	NA	JCPenney, Burdines, Jordan Marsh, Sears
Sunshine Plz.(32)	NA	Publix, J. Byron
Town Center-Boca Raton(127)	17	Burdines, Sears, Jordan Marsh
Coral Square(127)	13	Burdines, JCPenney, Jordan Marsh, Sears, Lord & Taylor
Delray Sq.(22)	NA	Publix, Radio Shack
Hollywood Fashion Square(92)	9	Burdine, JCPenney, Jordan Marsh, Zayre
Diplomat Mall(48)	10	K mart, Pantry Pride
Royal Palm Plaza(80)	15	Woolly's Food Emporium
Palm Aire Deerfield(22)	14	Gray, Publix
Hollywood Mall(70)	8	Sears, Gray Drugs, Woolworth
Loehmann's Plz.(60)	8	Loehmann, Drug Mart, Kwik Chek
Pandamus(23)	8	Best Products
Promenade at Bay Colony(18)	6	Winn-Dixie
Boca Raton Mall(73)	NA	Discount Outlet
Coral Springs Mall (42)	NA	J. Byron

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Food and Ret. Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney 6; Jordan Marsh 6; Saks Fifth Avenue; Burdines 7; J. Byron 13; Sears 5; Neiman Marcus; Lord & Taylor 3.
Discount Stores-Dollar General 23; K mart 12; Zayre 8; Richway 4; Service Merchandise 3; Marshalls 4.
Variety Stores-McCrory's 7.
Chain Drug Stores-Cunningham 6; Eckerd 49; Gray 26; Liggett-Rexall 7; SupeRx 24; Walgreens 23.
Chain Supermarkets-Albertson's 8; Cumberland Farms 54; Family Mart; Farm Stores 60; Lil General 27; Majik Market 27; Pantry Pride 10; Pic-N-Pay 8; Publix 49; 7-Eleven 100; Circle K 15; Winn-Dixie 62.
Other Chain Stores-Baer's Furn. 4; Best 2; Carl's Furn. 3; Castro Convertibles 3; Causeway Lumber 2; Cloth World 4; Crown Liquors 14; Dale Alan Clothiers 7; Firestone 11; Goodyear 6; Habers 6; Levitz 3; Lindsley 13; Mayhues Liquors 9; Miami Rug 6; Norton Tire 6; Pan American Tire 7; Pix 7; Playworld 3; Schagrins Liquors 5; Sleep-O-Rama 6; Sultan & Sons 5; Thomasville 5.

14 - NEWSPAPERS: SUN-SENTINEL (m-mon to fri) 176,093; NEWS (e-mon to fri) 66,622; NEWS & SUN-SENTINEL (m-sat) 232,659; (S) 308,052; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Paul Cohen, Gen. Adv. Mgr., NEWS & SUN-SENTINEL, 101 N. New River Dr. E.; PO Box 14430, Ft. Lauderdale, FL 33302; Tel. (305) 761-4000.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Publishers' Representatives of Florida.

FORT MYERS

1 - LOCATION: Lee County (In Fort Myers-Cape Coral MSA). E&P Map D-3. County Seat. Shipping center for SW Florida agricultural area. Located 126 mi. SE of Tampa; 146 mi. W of Miami; 125 mi. W of West Palm Beach; 15 mi. from Gulf of Mexico and on banks of Caloosahatchee River and Okeechobee Cross-State Waterway. On U.S. Hwy. 41; Tamiami Trail, Florida 80; I-75.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline.

Motor Freight Carriers-6.

Intercity Bus Lines-Fort Myers Transit, Tamiami Trailways; Greyhound.

Airlines-Eastern; Delta; United; Northwest; Ozark; PBA; American; Midway; USAir; Florida Express; American Trans Air; NordAir; Sun Country; Ward Air; Key Air.

3 - POPULATION:

Corp. City 80 Cen. 36,638; E&P 87 Est. 43,590
NDM-ABC: (80) 205,266
County/MSA 80 Cen. 205,266; E&P 87 Est. 297,289

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

City 80 Cen. 14,413; E&P 87 Est. 14,948
County/MSA 80 Cen. 82,509; E&P 87 Est. 124,238
NDM-ABC: (80) 82,509

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial/S. & L.	134	$2,949,012,000

6 - PASSENGER AUTOS: County 193,851

7 - ELECTRIC METERS: 163,357

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Tourism; Constr.; Raising, Canning & Packing of Fruits and Vegetables; Cattle; Awnings; Fishing and Shipping Fish; Boat Bldg.; Lumbering; Phosphate; Shrimp Fleet; Shrimp Packing & Proc.; Winter Gladiolus & Pompom Growing & Shipping (Cut Flowers); Shell Novelties; Power Motors; Surgical Supplies; Plastics; Radio Crystals; Burial Vaults; Electronics; Concrete Products; Electrical Products; Transistors; Relays; Lawn Mowers; Fertilizer; Women's & Children's Wear; Boat Trailers; Fabricated Steel Buildings.

10 - CLIMATE: Min. & Max. Temp.-Spring 68-77; Summer 70-91; Fall 71-84; Winter 63-83.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Edison Mall and downtown 6 blocks on First St.; 5 on Hendry St.; 3 on Jackson; 1 on Broadway; Rafters Mall, College Parkway at Winkler Rd.; Bell Tower, U.S. Hwy. 41 & Daniels Rd.; Royal Palm Square, Colonial Boulevard at Summerlin Rd.

Neighborhood Shopping Centers-5 in downtown area; 11 in South Fort Myers; 14 in North Fort Myers; 7 in East Fort Myers; 3 at Fort Myers Beach and Sanibel; 4 in Lehigh Acres; 1 in Bonita Springs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weaver's Corner(22)	4	Winn-Dixie
Santini Plaza	15	Winn-Dixie
East Gate(7)	4	Eckerd
Edison Mall(150)	2	Maas, Sears, JCPenney, Burdine's, Robinson's
Miners Plaza	9	Winn-Dixie
Gulfpointe Square	9	Publix
Southpointe Square	7	J. Byrons, U-Save
Rafters(55)	7	
Bridge Plaza(22)	8	Kash 'N Karry
College Pkwy (14)	8	Winn-Dixie
Coralwood Mall(44)	10	Beall's, Winn-Dixie
Coral Gate(18)	4	Winn-Dixie
North Shore	3	U-Save
McGregor Pointe	9	K mart
Royal Palm Sq.	3	Publix
Island Park	9	Publix
Lochmoor Plz.	4	Winn-Dixie, Eckerd
Coral Pointe	11	Publix
Hancock Bridge Sq.(20)	1	Family Mart, Wal-Mart
Bell Tower(64)	9	Jacobsen's

Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Burdine's; Jefferson's; J. Byron's; Sears; JCPenney; K mart 2; Lerner's; Luria's; Maas Bros.; Marshalls; Robinson's; American.

Variety Stores-Zayre; McCrory's; Woolworth; Eagle Army-Navy; Wal-Mart.

Chain Drug Stores-Eckerd 8; Walgreens 7; Liggett Rexall; Royal Palm; Gray 3; Cost Less; Treasury 2; Phar-Mor.

Discount Stores-TG&Y 3.

Chain Supermarkets-Albertson's; Kash 'N Karry; Publix 14; U-Save 4; Winn-Dixie 18; Affiliated 4; 7-Eleven 15; Minit Shop 5; Lil General 2; Big John; Family Mart; Circle K 19; Convenient Food Mart 3.

Other Chain Stores-Firestone; Goodyear; Goodrich; Western Auto; S&H Green Stamps; Shoes: Self Service Shoe; Shoe Fair; Kinney; Thom McAn; Leeds; Florsheim; Buster Brown; Naturalizer; National Shirt; O.K. Tire; Badcock Furn.; Pan American Tire; Scotty's Lumber; Wickes Lumber; Pinellas-Lindsley Lumber; Ace Hardware; Handy City; Kane's Furn.; Giant Warehouse; Rhodes Furn.; Radio Shack; Girads Jewelers; Gordons Jewelers; Toys R Us.

14 - NEWSPAPERS: NEWS-PRESS (m) 83,012; (S) 106,023; Mar. 30, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Dan O'Connell, Adv. Dir., NEWS-PRESS, 2442 Anderson Ave., Ft. Myers, FL 33302; Tel. (813) 335-0200.

National Representatives: Gannett National Newspaper Sales; Publishers' Representatives of Florida.

FORT PIERCE-PORT ST. LUCIE

1 - LOCATION: St. Lucie County (In Fort Pierce MSA). E&P Map D-3. Fort Pierce is County Seat. Shipping center for citrus fruit, cattle and vegetables. Railroad terminal point. Port of Fort Pierce connects with Atlantic Ocean (27 ft. deep channel). Site of State Farmers' Market (wholesale vegetable auction market). Tourism & retirement area. 58 mi. N of West Palm Beach; 126 mi. N of Miami; 234 mi. S of Jacksonville; 150 mi. E of Tampa.

2 - TRANSPORTATION: **Railroads**-Florida East Coast.

Motor Freight Carriers-Southern; Central; Ryder; Greyhound; UPS; Trailways.

Intercity Bus Lines-Florida Greyhound; Trailways.

3 - POPULATION:

Corp. Cities 80 Cen. 48,492; E&P 87 Est. 79,576
Fort Pierce 80 Cen. 33,802; E&P 87 Est. 39,195
Port St. Lucie 80 Cen. 14,690; E&P 87 Est. 40,381
NDM-ABC: (80) 87,182
County 80 Cen. 87,182; E&P 87 Est. 124,443
MSA 80 Cen. 151,196; E&P 87 Est. 216,374

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

Cities 80 Cen. 21,610; E&P 87 Est. 29,447
Fort Pierce 80 Cen. 15,163; E&P 87 Est. 14,710
Port St. Lucie 80 Cen. 6,447; E&P 87 Est. 14,737
County 80 Cen. 32,506; E&P 87 Est. 48,200
MSA 80 Cen. 58,369; E&P 87 Est. 86,972
NDM-ABC: (80) 32,506

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	9	$788,100,000
Commercial	7	$470,352,000

6 - PASSENGER AUTOS: County 73,039

7 - ELECTRIC METERS: Residence County 61,394

8 - GAS METERS: 4,574

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 4,600; Mfg., Food 4,106; Trans., Commun. 510; Land Development 600; Fertilizer Mfg. 500; Paper Bags; Tourism 2,100; Comm. Fishing 450; PVC Pipe 150; Boat Mfg. 175.

Principal Industrial Pay Days-Mon., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-84; Summer 72-89; Fall 62-87; Winter 56-74.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Second St.; 9 on Orange Ave.; 3 on Fourth St.; 3 on Avenue A; Georgia Ave. and U.S. 1; Virginia Ave. and U.S. 1; Okeechobee at Hartman Rd.

Neighborhood Shopping Centers-K mart Plz., corner of U.S. 1 & Virginia Ave.; Town South Plz. on U.S. 1 & Midway Rd.; St. Lucie Sq. on U.S. 1 & Kitterman Rd.; St. Lucie Plz. on U.S. 1; Town Center on U.S. 1 & Port St. Lucie Blvd.; Orange Blossom Mall on Okeechobee Rd. & Hartman Ave.

Source: Sales & Marketing Management, 1987 Survey of Buying Power

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The Tampa/St. Petersburg/Sarasota/Lakeland market is an advertiser's dream. It's a major business, financial and cultural center, vacation hotspot and affluent retirement community. Full coverage means buying the Sarasota/Lakeland market not reached by Tampa and St. Petersburg newspapers.

The **Sarasota Herald-Tribune** and **The Ledger** (Lakeland) provide coverage of the third and fourth largest counties in the market. In 1986, they represented $7.2 billion in income and $4 billion in retail sales. Call for information about group discounts.

Sarasota Herald-Tribune
813-953-7755

The Ledger
813-687-7000

Represented nationally by Sawyer-Ferguson-Walker Co., Inc.
New York 212-661-6262
Atlanta 404-261-1362

Publishers' Representatives of Florida, Inc.
Tampa 813-879-8299
Jacksonville 904-398-5813

FLORIDA
TAMPA
ST. PETERSBURG
LAKELAND
SARASOTA

Sarasota/Lakeland Market

Estimated buying income	**$7.2 Billion**	Furniture/furnish./appl.	**$241 Million**
Total retail sales	**$4.0 Billion**	Auto sales	**$1.1 Billion**
Food sales	**$822 Million**	Drug sales	**$146 Million**
General merchandise	**$450 Million**	Eating & drinking sales	**$377 Million**

NYT
THE NEW YORK TIMES REGIONAL NEWSPAPER GROUP

Sabal Palm Plaza on U.S. 1 & Virginia Ave.; Great Econo U.S. 1 & Va. Ave.; Jefferson Plaza, U.S. 1 & Emil; Village Green, U.S. 1 & Walton Rd.; Rivergate Plaza, Port St. Lucie Blvd. & Midport Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fort Pierce	1	Walgreens
Sunrise Blvd.(15)	1	A&P
Sabal Palm Plz.(25)	2	Rite Aid, Publix, J. Byron
K mart Plz.(22)	2	K mart, L. Luria, Winn-Dixie
Orange Blossom Mall(100)	3	Belk Lindsey, Sears
Jefferson Plz.(21)	3	Eckerd, Service Merchandise, Zayre
Village Green(30)	11	Beall's, K mart, Winn-Dixie, Eckerd
Rivergate Plaza(13)	15	Walgreens, Publix
Town South(15)	5	Winn-Dixie, Eckerd
St. Lucie Sq.(12)	6	Publix, Walgreens
Town Ctr.(24)	13	Scotty's, Wal-Mart
St. Lucie Plz.(11)	7	Winn-Dixie, Sunrise True Value
Treasure Coast Sq.(85)	15	Jordan Marsh, Lord & Taylor, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon. & Fri.; Food-every night except Sun.

13 - RETAIL OUTLETS: Department Stores-Lord & Taylor; Jordan Marsh; JCPenney; Rosslow's; Sears; Service Merchandise; Beall's; Belk-Lindsey; K mart; Zayre; J. Byron.
Discount Stores-ADC; K mart 2; Wal-Mart 2.
Variety Stores-McCrory; Woolworth 2.
Chain Drug Stores-Walgreens 3; Shop-Rite 3; Eckerd 5.
Chain Supermarkets-A&P; Winn-Dixie 7; Publix 4; Great Valu; Associated Grocers 4; Albertson's; Bob & Ed's.
Other Chain Stores-Goodyear 2; Firestone; Mather Furn.; Haverty's (furn.); Gordon's (jewelry); Lory's; Thom McAn; Singer Co.; S&H Green Stamps; Norton Tire; Pan American; National Fabrics; Radio Shack 3; Zale's (jewelry); L. Luria & Sons (luggage & jewelry); Lowe's; Scotty's 3; Tire Kingdom 3; Waterbed City.

14 - NEWSPAPERS: NEWS-TRIBUNE (m) 23,306; (S) 25,918; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dwight A. DeBolt, Dir. of Mktg. & Sales, NEWS-TRIBUNE, PO Box 69, Fort Pierce, FL 34954; Tel. (305) 461-2050.
National Representative: Landon Associates.

FORT WALTON BEACH

1 - LOCATION: Okaloosa County (MSA), E&P Map A-1. Home of Elgin Air Force Base occupying 800 square miles, 20,000 personnel; Okaloosa Walton Jr. College Bay Area Vo-Tech.

2 - TRANSPORTATION: Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Lines-8.
Airlines-Northwest; Air New Orleans; Atlantic Southeast; Eastern Metro Express.

3 - POPULATION:
Corp. City 80 Cen. 20,829; E&P 87 Est. 23,264
CZ-ABC: (80) 89,122
RTZ-ABC: (80) 20,798
County/MSA 80 Cen. 109,920; E&P 87 Est. 137,940
City & RTZ-ABC: (80) 109,920
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,140; E&P 87 Est. 7,654
County/MSA 80 Cen. 37,538; E&P 87 Est. 49,007
CZ-ABC: (80) 30,352
RTZ-ABC: (80) 7,186
City & RTZ-ABC: (80) 37,538

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$838,543,207
Savings & Loan	3	$134,767,275
Credit Unions	2	$159,371,516

6 - PASSENGER AUTOS: County 93,843.

7 - ELECTRIC METERS: Residence 52,820.

8 - GAS METERS: Residence 17,818.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elgin AFB 13,529 (N.A.); Military Contractors 1,822 (N.A.); Motels 3,000 (N.A.); Electronics 1,316 ($385); Lumber & Wood Prods. 247 ($254); Fishing 650 ($225); Concrete & Brick 120 ($317); Boat Mfg. 200 ($298).
Principal Industrial & Military Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 65-95; Fall 40-70; Winter 16-45.

11 - TAP WATER: Limestone, soft.

12 - RETAILING: Principal Shopping Centers (No. of stores)-Parkway Plz. (11); Bay Plz. 6; K mart.
Neighborhood Centers (No. of stores)-Moreno Plz. (7); Belair (8); Chelsea Plz. (5); Wright (7).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Air(12)	1	Jiffy Mart
Beltway(9)	2	Eckerd, Delchamps
Brooks Plaza(10)	2	Florida Pottery
Ft. Walton Square(31)	2	Zayre, Winn-Dixie
Sun Plaza(15)	NA	Wilbro, Lowe's Lumber
Santa Rosa Mall(114)	NA	Sears, JCPenney, McRae's, Gayfer's
Town Crest Annex(6)	2	Piggly Wiggly
Town Crest(8)	NA	Piggly Wiggly, Robert's Drug

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All chain groceries, all major shopping centers; SupeRx Drug; Robert's Drug; Eckerd Drug; K mart.
Stores Open Sundays-All chain groceries; SupeRx Drug; TG&Y Variety; Eckerd Drug; all bars and package goods. (One Jitney Jungle Super Market open 24 hours per day).

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Gayfer's; McRae's.
Discount Stores-5 PX Exchanges Elgin AFB; K mart; Zayre.
Variety Stores-Bill's Dollar Store; Family Dollar; Florida Pottery.
Chain Drug Stores-Destin 2; Eckerd; Robert's; Revco; Big B; Rexall; K&B; Stop & Save.
Chain Supermarkets-A&P; Kwik Check 2; Jitney Jungle; Delchamps 3; Piggly Wiggly 3; Riteway 4; Pantry Pride; Jiffy Mart 6; Winn-Dixie 2; Southern Convenience 7; IGA 5; Food World.
Other Chain Stores-Goodyear; Firestone; Leo's Clothing; Leon's Fashions; Singer Co.; Jewel Box; Auto Sav Tires; Radio Shack; Grice Electronics; Art's TV; T&T TV; Wilbro; Furn.; All American; Rhodes; Chan's; Danley; Scotty's; Lowe's Lumber; Pic 'N Pay Shoes; Ordons (men's); Color Tile; Fan Fair; Warren Hdwe.; Convenience Stores: Quickway 2; Ritz Food 8; 7-Eleven 11; Tom Thumb 23. About 750 other retail outlets.

14 - NEWSPAPERS: PLAYGROUND DAILY NEWS (m) 31,812; (S) 36,689; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Sam Childs, Adv. Dir., PLAYGROUND NEWS, PO Box 2949, Ft. Walton Beach, FL 32549; Tel. (904) 863-1111.
National Representative: Landon Associates.

GAINESVILLE

1 - LOCATION: Alachua County, E&P Map C-1 (In Gainesville MSA). Located 70 mi. SW of Jacksonville.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-13 (7 with terminals).
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Piedmont; Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 81,371; E&P 87 Est. 89,090
CZ-ABC: (80) 79,143
RTZ-ABC: (80) 130,239
County 80 Cen. 151,348; E&P 87 Est. 181,656
MSA 80 Cen. 171,371; E&P 87 Est. 205,655
City & RTZ-ABC: (80) 209,382
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,307; E&P 87 Est. 30,962
County 80 Cen. 60,904; E&P 87 Est. 67,524
MSA 80 Cen N.A.; E&P 87 Est. 75,392
CZ-ABC: (80) 27,509
RTZ-ABC: (80) 47,152
City & RTZ-ABC: (80) 74,661

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$390,892,000
Commercial	11	$732,864,369

6 - PASSENGER AUTOS: County 104,020.

7 - ELECTRIC METERS: Residence 53,231.

8 - GAS METERS: Residence 18,239.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Contract Constr. 4,443; Mfg. 4,600; Trans., Commun. & Public Util. 1,800; Trade 20,700; Fin., Ins. & R.E. 3,400; Services, Misc. 20,200; Gov't 34,500. (87,300 non-agric. work force, Gainesville MSA).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-83; Summer 72-93; Fall 59-83; Winter 41-69.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Newberry Rd. Regional Center, 3 mi. from downtown.
Neighborhood Shopping Centers-NW 13th St. (4 blocks); W. University Ave. (4 blocks); N. Main St. (4 blocks); Pic 'N Save Plz. 2; Kmart Ctr., N. Main & 23rd Ave.; Eastgate Center 8.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oaks Mall	3	Sears, JCPenney, Iveys, Burdines, Belk Lindseys
Gainesville Mall	1	Maas Brothers, Food 4 Less
Wal-Mart Shpg. Plz.	1	Wal-Mart
Gainesville Shpg. Ctr.	1	Belk Lindseys
Butler Plz.	2	Publix
34th St. Plz.	1	Publix
Oaks Mall Plz.	3	
Kash 'n Karry Marketplace	3	Kash 'n Karry
Millhopper Shpg. Ctr.	3	Publix, Ben Franklin

13 - RETAIL OUTLETS: Department Stores-Sears; Belk-Lindsey 2; JCPenney; Maas Brothers; Burdines; Ivey's.
Discount Stores-Pic 'N Save 4; Albertson; K mart 2; Wal-Mart; Family Dollar.
Variety Stores-Woolworth; Ben Franklin 2.
Chain Drug Stores-Eckerd 6; Greshams 4; Wise's 3; Albertsons; Treasury; Revco 2; SupeRx 2.
Chain Supermarkets-Winn-Dixie 4; Thriftway; Publix 6; Albertsons; Pic 'N Save 4; Food 4 Less; Kash 'N Karry 2.

14 - NEWSPAPERS: SUN (m) 54,601; (S) 55,896; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Sally Wadlund, Ret. Adv. Mgr., SUN, 2700 S.W. 13th St., Gainesville, FL 32608; Tel. (904) 374-5058.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

HOLLYWOOD

1 - LOCATION: Broward County (In Fort Lauderdale-Hollywood-Pompano Beach PMSA), E&P Map D-4. On the Atlantic Seaboard, 17 mi. N of Miami, 7 mi. S of Ft. Lauderdale, in the heart of Florida's Gold Coast.

2 - TRANSPORTATION: Railroads-Florida East Coast (freight); Amtrak; Seaboard Coast Line.
Motor Freight Carriers-16.
Freight & Passenger Steamship Lines-Port Everglades Terminal-Processed 1984-1,713 Cruise Cargo Vessels, P.T. Dennison Ocean Terminal, Freight Lines-5.
Foreign Trade Zone (Port Everglades).
Intercity Bus Lines-Greyhound; Trailways; Broward Transit.
Airlines-American; Bahamas Air; Continental; Delta; Eastern; Midway; Northwest; Ozark; United; Pan Am; TWA; Federal Express; Republic; Texas Intl.; USAir.

3 - POPULATION:
Corp. City 80 Cen. 117,188; E&P 87 Est. 130,219
CZ-ABC: (80) 174,597
RTZ-ABC: (80) 156,165
County/PMSA 80 Cen. 1,014,043; E&P 87 Est. 1,219,393
City & RTZ-ABC: (80) 330,762

4 - HOUSEHOLDS:
City 80 Cen. 48,595; E&P 87 Est. 54,154
County/PMSA 80 Cen. 415,339; E&P 87 Est. 518,945
CZ-ABC: (80) 70,758
RTZ-ABC: (80) 63,172
City & RTZ-ABC: (80) 133,930

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	N.A.	N.A.
Commercial	N.A.	N.A.

6 - PASSENGER AUTOS: County 810,490.

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Av. Temp.-Summer 80; Winter 70.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-Young Circle, U.S. 1, plus 3 blocks on Hollywood Blvd., 47 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Davie Shop(20)	NA	Publix, Eckerd
Carriage Hills(15)	NA	Winn-Dixie, Family Discount
Emerald Woods(8)	NA	Eckerd, Winn-Dixie
Sage Plaza(30)	NA	
Sheridan Oaks(15)	NA	Wendy's, Seymour's
Sterling(22)	NA	
Zayre Plaza(10)	NA	Zayre, SupeRx
Pines Lake(14)	NA	
Village(18)	NA	Eckerd, Publix
Dania(11)	NA	Pic 'N Pay, Pier I
Diplomat(35)	NA	Pantry Pride, Jefferson
Zayre(8)	NA	Zayre
Hollywood Mall(68)	NA	Sears, Publix
Hollywood Fashion(70)	NA	Burdines, JCPenney, Zayre, Jordan Marsh
West Hollywood(15)	NA	Cloth World, Family Discount
K mart(8)	NA	K mart
Taft St.(12)	NA	Zayre, Goodyear, Radio Shack, Eckerd
Post Haste(12)	NA	7-Eleven
Park Sheridan West(31)	NA	Radio Shack
Taft-Hollywood(20)	NA	Publix, Winn-Dixie, J. Bryon
Miramar(10)	NA	Winn-Dixie, Neisner's 5¢ & 10¢
Pembroke Plz.(10)	NA	
Publix(12)	NA	Lindsley, Publix
Knoll Plaza(7)	NA	
Griffin Rd. Plaza(10)	NA	Eckerd, Winn-Dixie
University(15)	NA	Publix, Eckerd, J. Byrons
Pines Plaza(25)	NA	Winn-Dixie, SupeRx
Pasadena(11)	NA	Eckerd
Cooper City(30)	NA	SupeRx, Winn-Dixie
Miramar Pkwy	NA	Publix
Lake Forest(8)	NA	

Principal Shopping Days-Fri., Sat., Sun.; Food-Thur., Fri., Sat.
Stores Open Evenings-Dept., apparel & food-nightly; Sun. until 6.

13 - RETAIL OUTLETS: Department Stores-Burdines; Jordan Marsh; JCPenney; Sears; J. Byron.
Discount Stores-K mart; Zayre.
Variety Stores-Woolworth; Neisner's; Surf 5¢ & 10¢; Sun Shops.
Chain Drug Stores-Eckerd; SupeRx; Gray; Rexall; Walgreens; U.S. Drug; Drug World; Albertson's.
Chain Supermarkets-Cumberland Farms 14; Farm Stores 22; Foodspot 3; Great Valu 3; Jackson's Minit Markets 3; Lil General 7; Pic N Pay 2; Publix 8; 7-Eleven Stores 14; Top Banana 4; U-Tote-M 10; Winn-Dixie/Kwik Check 7; Pantry Pride 5; Majik Markets 7.
Other Chain Stores-Goodyear; Firestone; Lindsley Lumber; Marshall's; Home Depot; Bunning Florist; Shoes: Florsheim, Naturalizer, Buster Brown, Hanover, Kinney, A.S. Beck, Baker, Thom McAn; Nationwide Auto Parts; Radio Shack; Olson Electronics; Tell's Originals; Lane Bryant; Lani Kays; Lerner Shops; Young Sophisticates; Three Sisters; Baron's; Irving Berlin Men's Shops; Oxford Shops; Aamco; Norton; Fanny Farmer; Lansons; Lillie Rubin; Lory Fashions; National Shirt Shops; Parklane Hosiery; Surrey's Ltd.; Suzy Casuals; Singer Company; Jewelry: Gordon, Mayor, Lawton; Seiberling; Pan American; Norton; Sherwin-Williams; Thayer McNeil; Rose Auto; Baer Furniture; Liquor State; Shell; Foremost.

14 - NEWSPAPERS: SUN-TATTLER (m) 34,803; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gary Lawrence, Adv. Dir., SUN-TATTLER, 2600 N. 29th Ave., Hollywood, FL 33020; Tel. (305) 929-8101.
National Representative: Sawyer-Ferguson-Walker.

HOMESTEAD

1 - LOCATION: Dade County (In Miami-Hialeah PMSA), E&P Map D-4, on U.S. Hwy. 1; State Hwy. 27.

2 - TRANSPORTATION: Railroads-Florida East Coast; Seaboard.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 20,668; E&P 87 Est. 24,400
CZ-ABC: (80) 73,933
Bal. in NDM-ABC: (80) 106,214
Total NDM-ABC: (80) 180,147
County/PMSA 80 Cen. 1,625,979; E&P 87 Est. 1,952,886

4 - HOUSEHOLDS:
City 80 Cen. 7,635; E&P 87 Est. 9,964

County/PMSA 80 Cen. 609.883; E&P 87 Est. 762.645
CZ-ABC: (80) 24.558
Bal. in NDM-ABC: (80) 33.321
Total NDM-ABC: (80) 57.879

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	10	$175.000.000
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 1.239.411

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Homestead Air Force Base; Agric.; Aircraft Maintenance & Supply; Elect.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-82; Summer 75-87; Fall 66-86; Winter 62-75.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-Homestead Plz., N.E. 8th St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fountain Plz.	NA	Fayva, Radio Shack
Homestead Plz.(34)	NA	Winn-Dixie, J. Byron, SupeRx
Palm Drive(3)	NA	
Zayre(11)	NA	Zayre, Eckerd, Publix

13 - RETAIL OUTLETS: **Department Stores**-Sears 2; Burdines; Jordan Marsh; Lord & Taylor; Jackson's; Byrons 3.
Discount Stores-Zayre; K mart; Jeffersons.
Variety Stores-Neisner's 2; Woolworth 2; McCrory's.
Chain Supermarkets-Publix 4; Food Fair 3; Great Valu 2; Winn-Dixie.
Chain Drug Stores-Eckerd 2; SupeRx 2; Medicine Shoppe; Gray Drugs.
Other Chain Stores-Goodyear; Firestone 2; Norton Tire 2; Pan American Tire; Singer Sewing; Western Auto 2.

14 - NEWSPAPERS: SOUTH DADE NEWS LEADER (e-mon to fri) 12.048; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Connie DiNicola, Adv. Dir. or Chet Valiante, Circ. Dir., SOUTH DADE NEWS LEADER, 15-17 N.E. 1st Rd., Homestead, FL 33030; Tel. (305) 245-2311.
National Representative: Landon Associates.

INVERNESS

1 - LOCATION: Citrus County. E&P Map C-2. County Seat. On U.S. Hwys. 41 & 44. North central part of state.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 4.095; E&P 87 Est. N.A.
County 80 Cen. 54.703; E&P 87 Est. 89.285

4 - HOUSEHOLDS:
City 80 Cen. 1.755; E&P 87 Est. N.A.
County 80 Cen. 22.983; E&P 87 Est. 38.963

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: 48.180

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Utility 1.000; Services 4.000; Per capita income $9.886.
Principal Industrial Pay Days-N.A.

10 - CLIMATE: Av. Yearly Temp. 70.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Regional Shpg. Ctr.; Citrus Plz.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Citrus Plz.(14)	NA	Rexall Drugs, Piggly Wiggly, Sears
Highland Sq.(17)	NA	TG&Y, Winn-Dixie, Radio Shack

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Beall's.
Discount Stores-Wal-Mart, K mart.
Chain Drug Stores-Eckerd, Walgreens.
Chain Supermarkets-Publix, Winn-Dixie.

14 - NEWSPAPERS: CITRUS COUNTY CHRONICLE (m) 14.293; (S) 15.065; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David L. Ernest, Adv. Dir., CITRUS COUNTY CHRONICLE, 130 Heights Ave., PO Box 1899, Inverness, FL 32650; Tel. (904) 726-1441.
National Representative: None.

JACKSONVILLE

1 - LOCATION: Duval County (In Jacksonville MSA). E&P Map D-1. Major Atlantic coast deepwater port located at the mouth of the St. John's River. Principal market place of North Florida and South Georgia. Air, sea, and land distribution ctr., important medical, insurance, financial, mfg. and naval community.

2 - TRANSPORTATION: **Railroads**-CSX; Florida East Coast; Southern; Amtrak.
Freight Steamship Lines-25.
Motor Freight Carriers-113.
Intercity Bus Lines-Greyhound; Trailways; Grayline Tours.
Airlines-Air New Orleans/Continental Express; American; CC Air; Continental; Delta; Eastern; Eastern Express; Henson; New York Air; Ozark; PBA; Piedmont; Pride Air; Skyway of Ocala; Southern Express; Trans Air; TWA; United; US Air.

3 - POPULATION:
Corp. City 80 Cen. 540.898; E&P 87 Est. 597.430
CZ-ABC: (80) 620.288
RTZ-ABC: (80) 157.990
County 80 Cen. 570.981; E&P 87 Est. 638.212
MSA 80 Cen. 722.230; E&P 87 Est. 852.626
City & RTZ-ABC: (80) 778.278
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 194.252; E&P 87 Est. 224.550
County 80 Cen. 208.351; E&P 87 Est. 242.015
MSA 80 Cen. 259.596; E&P 87 Est. 317.419
CZ-ABC: (80) 223.911
RTZ-ABC: (80) 52.839
City & RTZ-ABC: (80) 276.750

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	21	$4.876.829.000
Savings & Loan	9	$1.705.874.000

6 - PASSENGER AUTOS: County 428.182

7 - ELECTRIC METERS: Residence County 243.011

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: (Estimated Percentage of 373.300 Labor Force in each)-Mfg. (10.0); Contract Constr. (7.4); Trans., Commun., Util. (7.2); Whol. Trade (7.2); Ret. Trade (19.6); Fin., Ins., R.E. (9.5); Service (24.2); Gov't (14.9); 1986 unemployment rate (5.4).

10 - CLIMATE: Short, mild winters; warm summers; av. 68.0 degrees; av. seasonal range is from 54.7 degrees in Dec. to 80.2 degrees in July. Rainfall amounts to 52.0 inches in a normal year.

11 - TAP WATER: Alkaline, very hard; natural fluoride.

12 - RETAILING: **Principal Stores**-Ivey's; May Cohens; JCPenney; Sears; Pic 'N Save; K mart; Zayre.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Anchor Plaza(25)	9	Service Mdse., Eckerd
Argyle Forest(34)	12	Mr. How, Service Mdse.
Arlington Plaza(30)	5	
Beach Blvd. Center(18)	5	Emporium
Beach Plaza(14)	16	Woolworth
Brierwood Village(20)	9	Pic'N Save, Winn-Dixie
Cedar Hills(34)	7	JCPenney, Winn-Dixie
Deerwood Vlg.(38)	9	Eckerd, Publix
Expwy. Mall(32)	7	Publix, Cloth World, Burlington Coat Factory
Gateway Mall(105)	4	JCPenney, May Cohens, Zayre, Service Mdse.
The Gazebo(27)	6	Revco, Publix
Grande Blvd.(71)	9	Jacobson's, John Baldwin
Highland Sq.(55)	10	Sun Foods, Publix
K mart Flaza Neptune Beach(15)	14	K mart
K mart Plaza Northside(3)	7	K mart
K mart Plaza Southside(20)	4	K mart, Radio Shack
Kingsley Sq.(32)	14	Eckerd, Publix
Lakewood(59)	6	Cloth World, Winn-Dixie
Mandarin Landing(52)	12	Eckerd, Publix
Normandy Mall(75)	5	Sam's Wholesale Club, Eckerd
Normandy-Lane(23)	6	Zayre, Winn-Dixie
Norwood Plaza(22)	4	Eckerd, Save 'N Pak
Orange Pk.(135)	12	Sears, May Cohens, Ivey's, JCPenney
Outlets Ltd. Mall(20)	6	Consumers Warehouse
Paxon(28)	6	Western Auto, Kelly IGA
Promenade(23)	5	National Health Spa, Albertson's
Regency Sq.(172)	10	JCPenney, Sears, May Cohens, Ivey's
Regency Court(24)	10	Lionel Playworld, Marshall's
Regency Park(15)	10	Save 'N Pak, Eckerd, Mr. How, Branden's
Regency Plaza(19)	10	T.J. Maxx, Winn-Dixie
Roosevelt Mall(55)	4	May Cohens, Stein Mart
Southgate Plz.(23)	3	The Eatery, Winn-Dixie
Standard Plz.(27)	5	Service Mdse., Aaron Furn.
Town 'N Country(40)	4	Pic'N Save
University Blvd. Santa Monica(24)	5	Pic'N Save, Winn-Dixie
University Mall(10)	6	Stein Mart, Publix

Principal Shopping Days-All week.

13 - RETAIL OUTLETS: **Department Stores**-May Cohens 5; Sears 6; JCPenney 5; Ivey's 2; Marshalls 2; Stein Mart 2; Jacobsons; J Byrons 2; Wal-Mart 6.
Discount Stores-K mart 10; Zayre 3; Family Dollar; Service Mdse. 4; Jewelcor 2; Finkelstein; Pic'N Save 18.
Variety Stores-Woolworth; G.C. Murphy; TG&Y; McCrory's; World Bazaar; Pier 1.
Chain Supermarkets-Save-N-Pak; Food Lion; Publix; Winn-Dixie; Zippy Mart; 7-Eleven; Majik Markets; Albertson's; Jewel T; Lil' Champ; Day-N-Nite; Convenient; Jiffy.
Chain Drug Stores-Walgreens; Pic'N Save; Eckerd; Atkinson's; Attwood & Rogers; Preston; O'Steens; Scottie; Revco; Albertson; K mart.
Other Chain Stores-Goodrich; Firestone; General Tire; Western Auto; Goodyear; Haverty Furn.; Rhodes Furn.; Matador; Lerner Shops; Levy Wolf; Vogue Shops; Singer; Sherwin-Williams; PPG Ind.; Home Depot; West Building Materials; Scotty's Building Supply; Cloth World; Circuit City; McDuff; Discount Sam; Baker Shoes; Ace Hdwe.; Florsheim; National Shirt; Kinney Shoes; Schwobilt; Hickory Farms; Zale's Jewelers; Pix Shoes; Thom McAn; Halpern's; Radio Shack; Ethan Allen; Jacobson's; Levitz Furn.; Levitation; Fotomat; Burlington Coat Factory; R.G. Branden's; Sports-A-Foot.

14 - NEWSPAPERS: FLORIDA TIMES-UNION (m) 160.405; (sat) 184.941; (S) 228.584; JOURNAL (e) 41.340; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bryce Cockerham, Adv. Dir., FLORIDA TIMES-UNION & JACKSONVILLE JOURNAL, One Riverside Ave., Jacksonville, FL 32202; Tel. (904) 359-4111.
National Representative: Branham/Newspaper Sales.

KEY WEST

1 - LOCATION: Monroe County. E&P Map D-4. County Seat. On Key West Island in the Gulf of Mexico, 55 mi. SW of Cape Sable, FL; 90 mi. from Havana, Cuba; 154 mi. S of Miami, FL. On U.S. Hwy. No. 1.

2 - TRANSPORTATION: **Motor Freight Carriers**-2.
Intercity Bus Lines-Greyhound.
Airlines-Piedmont; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 24.292; E&P 87 Est. 24.251
CZ-ABC: (80) 24.382
RTZ-ABC: (80) 38.806
County 80 Cen. 63.098; E&P 87 Est. 71.688
City & RTZ-ABC: (80) 63.188

4 - HOUSEHOLDS:
City 80 Cen. 9.833; E&P 87 Est. 8.134
CZ-ABC: (80) 9.833
RTZ-ABC: (80) 16.507
County 80 Cen. 26.340; E&P 87 Est. 31.062
City & RTZ-ABC: (80) 26.340

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	3	$30.000.000

6 - PASSENGER AUTOS: County 38.504

7 - ELECTRIC METERS: Residence 15.012

8 - GAS METERS: Residence 4.200

9 - PRINCIPAL INDUSTRIES: Cigar Mfg.; Canning; Sponging; Shrimping; Fishing; Shipping; Tourist Trade; Navy.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft, not fluoridated. Desalination Plant.

12 - RETAILING: **Downtown Shopping Center**-10 blocks on Duval St.
Neighborhood Shopping Centers (No. of Stores)-Flagler Vlg. (3); Kennedy Drive (11); Poinciana (6); Mallory Square (13); Greene St. (9).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Searstown(30)	4	Sears, Winn-Dixie, Woolworth, Zayre
Key Plaza(24)	4	Jackson/Byron's, Pantry Pride

Stores Open Evenings-Searstown Shpg. Ctr. and Key Plz., every night.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Rubin Appel; Herman's; Discount PX Military Store; Jackson/Bryon's.
Discount Stores-Dollar General; Radio Shack.
Variety Stores-Woolworth.
Chain Drug Stores-Cobo Rexall; Gray's; Eckerd; Medical Aids.
Chain Supermarkets-Gulfstream; Winn-Dixie 2; Pantry Pride; Fausto.
Other Chain Stores-Shoes: Thom McAn, Butler's. Tires and Appliances: Firestone, Goodyear. Paint: Harris, Marv Carter, Sherwin-Williams. Clothing: Diana, Three Sisters, Natl. Shirt, Singer Co.; Zale's Jewelers.

14 - NEWSPAPERS: CITIZEN (e) 7.265; (S) 9.252; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ronald E. Harrison, Adv. Mgr., CITIZEN, 515 Green St., Key West, FL 33040; Tel. (305) 294-6641.
National Representative: Thomson Newspapers.

LAKE CITY

1 - LOCATION: Columbia County. E&P Map C-1. County Seat. 60 mi. W of Jacksonville on U.S. [illegible] 90, 41 & 441. State Hwys. 25, 47, 100 & 247; I-10 & I-75.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern; Seaboard Coast Lines.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Local Charter.

3 - POPULATION:
Corp. City 80 Cen. 9.257; E&P 87 Est. 9.184
CZ-ABC: (80) 9.257
RTZ-ABC: (80) 26.142
County 80 Cen. 35.399; E&P 87 Est. 40.865
City & RTZ-ABC: (80) 35.399

4 - HOUSEHOLDS:
City 80 Cen. 3.401; E&P 87 Est. 3.491
County 80 Cen. 12.183; E&P 87 Est. 14.647
CZ-ABC: (80) 3.401
RTZ-ABC: (80) 8.782
City & RTZ-ABC: (80) 12.183

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$98.000.000
Commercial	3	$148.000.000

6 - PASSENGER AUTOS: County 20.423

7 - ELECTRIC METERS: Residence 21.969 (commercial)

8 - GAS METERS: Residence 3.941 (commercial)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Aircraft Modification 950; Mobile Home Mfg. 363; Mining 2.100; Wood Prods. 117; Metal Fab. 317; Sportswear 140; Chicken Farming; Forestry; Furn. Mfg. 156.

10 - CLIMATE: Av. Annual Temp.-69; Summer 91; Winter 40. Av. Annual Rainfall 57 in.; Av. Humidity 75%.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Center**-5 blocks on N. Marion St.; in Lake City Plaza, 13 stores; in K mart Plaza 8; in Winn-Dixie Plaza 8; Gleason's Corner Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Colonial Plz.	NA	Majik Mkt.
Gateway	NA	Sherwin-Williams
Gleason's Corner(35)	NA	Zale's, Kinney's, Belk's, JCPenney
K mart Plaza(8)	2	K mart, Eckerd, Payless Shoes
Lake City Plz.(13)	1	Foodway, Radio Shack, Dollar General
Southtown Sq.(8)	2	Winn-Dixie, TG&Y, Revco

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food: Fri.; Eckerd, K mart, Foodway, Winn-Dixie, TG&Y.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Belk-Hudson, Sears (catalog), K mart, Wal-Mart, Fieldcrest.
Discount Stores-TG&Y; Eagle Army-Navy
Variety Stores-McCrory
Chain Drug Stores-Eckerd; Revco; SupeRx
Chain Supermarkets-Winn-Dixie; G&H; S&S 5; Foodway; Publix.
Other Chain Stores-Goodyear; Scotty Home Builders; Western Auto; 84 Lumber.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 9,226; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Stanley Stewart, Adv. Dir., REPORTER, 126 E. Duval St., PO Box 1709, Lake City, FL 32055; Tel. (904) 752-1293.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

LAKE WALES

1 - LOCATION: Polk County, E&P Map D-3 (In Lakeland-Winter Haven MSA). At intersection of North-South State Hwy. 27 and East-West State Hwy. 60. Citrus, cattle, tourist center, 60 mi. from Tampa.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline.
Motor Freight Carriers-5
Bus Lines-Greyhound.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen. 8,466; E&P 87 Est. 9,028
County/MSA 80 Cen. 321,652; E&P 87 Est. 392,554

4 - HOUSEHOLDS:
City 80 Cen. 3,237; E&P 87 Est. 3,524
County/MSA 80 Cen. 114,394; E&P 87 Est. 145,467

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$112,000,000
Commercial	4	$168,000,000

6 - PASSENGER AUTOS: County 227,719

7 - ELECTRIC METERS: Residence 15,931

8 - GAS METERS: Residence 825

9 - PRINCIPAL INDUSTRIES: Citrus Growing & Packing; Lumber & Millwork; Fertilizer; Mach.; Concrete Prods. & Tile; Plastic Boat & Auto Interiors; Citrus Prods. & Juice; Mobile Home Mfg.; Silica Mining; Mattress Mfg.; Soup; Electronics Mfg.; Paper Mfg.; Honey Production; Plastic-Container Mfg.; Fertilizer; PVC Pipe Mfg.; Sheet Metal Fabrication; Printing; Auto Parts Assembly; Fiberglass Boat Hulls; Aluminum Storage-Building Mfg.
Principal Pay Days-Fri., Sat., 1st & 15th

10 - CLIMATE: Av. Temp.-73

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Areas**-Two blocks on Park and Stuart; three shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(13)	NA	Publix, Belk's, Eckerd
Marketplace(60)	NA	Friedlander's, Wales Furniture
Lake Wales(22)	NA	Winn-Dixie, Drug Mart
K mart Plaza	NA	K mart
Orange Grove	NA	Beall's, Walgreens, Kash 'N Karry, DeSears

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Friedlanders, Belk-Lindsey, Beall's.
Variety Stores-Edwin's; McCrory's; K mart; Wal-Mart; Dollar General; Family Dollar.
Chain Drug Stores-Eckerd; Drug Mart; Apothecary Shop (Liggett's); Walgreens; Wal-Mart.
Chain Supermarkets-Publix; Winn-Dixie; McCallister's; Shopping Basket; Kash 'N Karry

14 - NEWSPAPERS: HIGHLANDER (e-mon to fri; S) 5,454; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: John Sullivan, Adv. Dir., HIGHLANDER, 33 W. Orange Ave., PO Box 872, Lake Wales, FL 33853; Tel. (813) 676-2571.
National Representative: Landon Associates.

LAKELAND

1 - LOCATION: Polk County (In Lakeland-Winter Haven MSA). E&P Map C-2. 38 mi. from Tampa. On State Hwys. 33, 35, 37, 600; U.S. Hwys. 92, 98, 1-4.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline.
Motor Freight Carriers-14.
Intercity Bus Lines-Florida Greyhound; Tamiami Trailways.

3 - POPULATION:
Corp. City 80 Cen. 50,455 E&P 87 Est. 59,064
CZ-ABC: (80) 116,834
RTZ-ABC: (80) 204,818
County/MSA 80 Cen. 321,652; E&P 87 Est. 392,554
City & RTZ-ABC: (80) 321,652
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 19,240; E&P 87 Est. 24,044
County/MSA 80 Cen. 114,394; E&P 87 Est. 145,467
CZ-ABC: (80) 43,058
RTZ-ABC: (80) 71,336
City & RTZ-ABC: (80) 114,394

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$502,407,424
Commercial	5	$1,175,957,434

6 - PASSENGER AUTOS: County 227,719

7 - ELECTRIC METERS: Residence 67,098

8 - GAS METERS: Residence 15,990

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-All Mfg. Av. Wage ($319); Food Prods. ($318); Chem. ($418); Non-Metallic Minerals ex Fuels ($415).

10 - CLIMATE: Min. Temp. 64; Max. Temp. 83.

11 - TAP WATER: Alkaline, very hard; not fluoridated outside of cities.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Kentucky Ave., 3 blocks on Tennessee Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown(26)	NA	JCPenney, Maas Bros.
Grove Park(27)	3	Luria's, Publix, Eckerd
Southgate	2	Belk-Lindsey, Walgreens
Searstown(34)	3	Sears, Belk-Lindsey, Eckerd
Wabash(16)	1	Publix, Eckerd
Lakeland Mall(50)	2	Mont. Ward, Sam's
Imperial Mall(14)	3	Zayre, SupeRx
Lake Miriam(12)	4	Food World, Wilkor
Market Sq.(10)	4	TG&Y, Winn-Dixie
Shoppes of Lakeland(12)	8	Zayre, Service Mdse.
Palm Center(40)	4	Wal-Mart, Bealls, Kash 'n Karry

Stores Open Evenings-Until 9 p.m. daily (with the exception of small retailers). Discount, food, Maas Bros., JCPenney.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Maas Bros.; Belk-Lindsey, Sears, Babcock.
Discount Stores-K mart; Zayre; TG&Y; Albertson's; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens; Eckerd; Donatelli's; SupeRx.
Chain Supermarkets-Albertson's; Publix 4; Winn-Dixie; Food World; Kash & Karry; Albertson's.
Other Chain Stores-Thom McAn; Fremacs; Sherwin-Williams; Porter Paint; Singer Co.; Goodrich; Goodyear; Firestone; S&H Green Stamps; Zale's; George Stuart; Color Tile; Western Auto; Radio Shack.

14 - NEWSPAPERS: LEDGER (m) 79,023; (S) 96,990; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Roger N. Hawkins, Adv. Dir., LEDGER, PO Box 408, Lakeland, FL 33802; Tel (813) 687-7000.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Publishers' Representatives of Florida.

LEESBURG

1 - LOCATION: Lake County, E&P Map C-2. 35 mi. NW of Orlando; 78 mi. NE of Tampa.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-5.
Intercity Bus Lines-Florida Greyhound.

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3 - POPULATION:
Corp. City 80 Cen. 13,191; E&P 87 Est. 14,548
CZ-ABC: (80) 13,191
RTZ-ABC: (80) 115,951
County 80 Cen. 104,870; E&P 87 Est. 138,648
City & RTZ-ABC: (80) 129,142

4 - HOUSEHOLDS:
City 80 Cen. 5,349; E&P 87 Est. 5,729
County 80 Cen. 41,650; E&P 87 Est. 57,289
CZ-ABC: (80) 5,349
RTZ-ABC: (80) 44,883
City & RTZ-ABC: (80) 50,232

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	6	$361,622,000
Commercial	9	$508,536,000

6 - PASSENGER AUTOS: County 85,028

7 - ELECTRIC METERS: 13,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly Wage)-Citrus Packing ($140); Mfg. ($180)

10 - CLIMATE: Min. & Max. Temp.-Spring 71-86; Summer 82-92; Fall 68-73; Winter 54-69.

11 - TAP WATER: Neutral

12 - RETAILING: **Principal Shopping Centers**-Palm Plz., Zayre Plz., K mart Plz.; Lake Sq. Mall; Southside.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Zayre Plz (13)	2	Zayre
Lake Sq. Mall(50)	6	Belk's, Sears, JCPenney
Southside(17)	2	Winn-Dixie, Rite Aid
Palm Plz.	1	Publix, Belk's, Walgreens
K mart	3	K mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon.-Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Belk-Lindsey; Zayre; K mart; Wal-Mart.
Chain Drug Stores-B&W (Rexall); Eckerd 4; Rite Aid 4; Walgreens; Revco.
Chain Supermarkets-Publix 5; Winn-Dixie 6; Kash 'N Karry.
Other Chain Stores-Lowe's; Goodyear; Sherwin-Williams; Mary Carter Paints; ABC Liquors; Scotty's; 84 Lumber; Country Furn.; Noll's Furn.; Connie Shoes; Friedman Jewelers; Zale's Jewelers; Kay Jewelers; General Nutrition Ctr.; Radio Shack; Kinney Shoes; Playland; McCrory's; Sterchis; Ben Franklin; Service Merchandise; White Rose; TV & Stereo Town; McDuff's.

14 - NEWSPAPERS: COMMERCIAL (e-mon to fri) 24,796; (S) 28,093; Mar. 31, 1987 ABC.

NOTE: Saturday edition started Sept. 5, 1987.

Local Contact for Advertising and Merchandising Data: Jim Blankenship, Adv. Dir., COMMERCIAL, 212 E. Main St., Leesburg, FL 32749; Tel. (904) 787-4515.
National Representatives Branham/Newspaper Sales; Publishers' Representatives of Florida.

MARIANNA

1 - LOCATION: Jackson County. E&P Map B-1, on Chipola River, 51 mi. NE of Panama City, 60 mi. W of Tallahassee; 35 mi. S of Dothan, AL.

2 - TRANSPORTATION: **Railroads**-East/West Seaboard/Chessie Systems; North/South Bayline.
Motor Freight Carriers-12.
Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,074; E&P 87 Est. 7,412
CZ-ABC: (80) 7,006
RTZ-ABC (80) 32,148
County 80 Cen. 39,154; E&P 87 Est. 41,166
City & RTZ-ABC: (80) 39,154

4 - HOUSEHOLDS:
City 80 Cen. 2,605; E&P 87 Est. 2,733
CZ-ABC: (80) 2,579
RTZ-ABC: (80) 10,753
County 80 Cen. 13,332; E&P 87 Est. 14,521
City & RTZ-ABC: (80) 13,332

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	1	$64,595,933
Commercial	5	$183,889,997

6 - PASSENGER AUTOS: County 20,826

7 - ELECTRIC METERS: County Residence 3,200; 800 Commercial (City)

8 - GAS METERS: 2,195 (City)

9 - PRINCIPAL INDUSTRIES: Limestone Quarries; Pine & Hardwood Timber; Peanut Shelling; Farming (Peanuts, Soybeans & Corn); Apparel; Furn.; Commercial Laundry; Metal Fab.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-81; Summer 70-91; Fall 61-82; Winter 36-62.

11 - TAP WATER: Fluoridated, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carol Plaza(19)	1	Badcock Furn., Waco Drugs, Wilson's Mens Wear
Lafayette Plaza(2)	NA	McCrory's, Piggly Wiggly
Marianna Sq.	NA	Revco, Winn-Dixie, Capitol TV
Rivergate Plz.	1	Woolworth, Eckerd

Principal Shopping Days-Wed., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Thrift; Daffin's; Sherwin-Williams; JCPenney.
Variety Stores-Family Dollar; Bill's Dollar; McCrory's; Top Dollar; Woolworth.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-IGA Foodliner; Piggly Wiggly; Winn-Dixie.
Other Chain Stores-Radio Shack; Firestone; Merle Norman Cosmetics; Western Auto; Badcock Furn.; Payless Shoes.

14 - NEWSPAPERS: JACKSON COUNTY FLORIDAN (e-tues to fri) 4,622; (S) 5,175; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Sweatman, Adv. Mgr., JACKSON COUNTY FLORIDAN, 104 E. Lafayette St.; PO Box 520, Marianna, FL 32446; Tel. (904) 526-3614.
National Representative Thomson Newspapers.

MELBOURNE

1 - LOCATION: Brevard County (In Melbourne-Titusville-Palm Bay MSA). E&P Map D-2. Midway between Jacksonville and Miami. 40 minutes E of Orlando International Airport. Kennedy Space Center aerospace industries; Cape Canaveral Air Force Station & Patrick Air Force Base.

2 - TRANSPORTATION: **Railroads**-Florida East Coast.
Intercity Bus Lines-Greyhound, Central Florida Coach Lines; Auto Bus; Executive Tour & Charter Intl.; Sun Coast Shuttle, Inc.
Airlines-Eastern; Delta; Continental Express; Eastern Express; Henson.

3 - POPULATION:
Corp. City 80 Cen. N.A.; E&P 87 Est. N.A.
NDM-ABC: (80) 272,959
County/MSA 80 Cen. 272,959; E&P 87 Est. 367,012
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 87 Est. N.A.
County/MSA 80 Cen. 101,783; E&P 87 Est. 142,230

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Cml.	100	$1,717,306,000

6 - PASSENGER AUTOS: County 249,050

7 - ELECTRIC METERS: Residence County 153,237

8 - GAS METERS: County 25,295

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 26,900; Constr. 9,400; Trans., Commun. & Public Util. 5,400; Trade 30,600; Fin., Ins. & Real Estate 5,000; Service & Misc. 39,600; Gov't 19,000; Other 8,100.

10 - CLIMATE: Mean Temp.-71.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lake Washington Sq.(8)	NA	SupeRx
Northgate(18)	NA	Winn-Dixie, Eckerd
Sarno Plz (30)	NA	Publix, SupeRx
K mart Plz (7)	NA	Eckerd, K mart
Zayre Plz (17)	NA	Zayre
Melbourne(26)	NA	Publix
Brevard Mall(14)	NA	Winn-Dixie, Eckerd
Melbourne Square Mall(133)	NA	Belk-Lindsey, Ivey's, Burdine's
Shoppes of West Melbourne(15)	NA	Marshalls, Service Mdse.
Windover Sq.(7)	NA	Publix, Eckerd
Plaza West(16)	NA	Winn-Dixie, Eckerd
Minton Center(6)	NA	Ben Franklin

13 - RETAIL OUTLETS: **Department Stores** (County)-Ivey's 2; Jordan Marsh 2; JCPenney 3; Belk-Lindsey 4; Burdines.
Variety Stores-Woolworth 3; McCrory's 6; TG&Y 3; Ben Franklin 2.
Discount Stores-Zayre 2; K mart 5; Wal-Mart 5.
Chain Drug Stores-Liggett; Eckerd 19; SupeRx 2; Walgreens 7.
Chain Supermarkets-Publix 13; Florida Choice 7; Winn-Dixie 16; Albertson's; Mr. Grocer 14; Lil' General 3; Majik Market 29; 7-Eleven 27; Zippy Marts 16; SupeRx 6; Jiffy 34; Shop & Go 7; Tenneco 7; Cumberland Farms 8; Step Saver 5.
Other Chain Stores-Goodrich; Firestone; Goodyear; Western Auto; Singer Co.; Kane Furniture; Haverty's Furniture; Badcock Furniture; ABC Liquor; Mary Carter Paints; Sherwin-Williams; Vogue Shops; Luria's; Babcock Building; Scotty's; Builder's Square.

14 - NEWSPAPERS: FLORIDA TODAY (m) 69,644; (S) 93,421; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bill Hill, Natl. Adv. Mgr., FLORIDA TODAY, PO Box 363000, Melbourne, FL 32936; Tel. (305) 242-3803.
National Representative: Gannett National Newspaper Sales.

MIAMI

1 - LOCATION: Dade County (In Miami-Hialeah PMSA). E&P Map D-4. County Seat. 260 mi. SE of Tampa; 350 mi. S of Jacksonville.

2 - TRANSPORTATION: **Railroads**-Florida East Coast; Seaboard Coast Line; Metro Rail.
Waterways-Atlantic Intracoastal Waterway with barge service.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-57.
Steamship-22 passenger; 46 freight.
Airlines-79 scheduled airlines; 29 non-scheduled.

3 - POPULATION:
Corp. City 80 Cen. 346,931; E&P 87 Est. 417,714
CZ-ABC: (80) 1,625,611
RTZ-ABC: (80) 1,081,445
County/PMSA 80 Cen. 1,625,979; E&P 87 Est. 1,952,886
City & RTZ-ABC: (80) 2,707,056
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. City 134,067; E&P 87 Est. 168,115
County/PMSA 80 Cen. 609,883; E&P 87 Est. 762,645
CZ-ABC: (80) 609,830
RTZ-ABC: (80) 443,857
City & RTZ-ABC: (80) 1,053,687

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	29	$13,300,726,000
Commercial	77	$16,721,801,000

6 - PASSENGER AUTOS: County 1,239,411

7 - ELECTRIC METERS: Residence 626,100

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 95,500; Constr. 39,300; Trans. 67,900; Fin., Ins. & R.E. 67,100; Ret. Trade 150,600; Serv. 214,900; Gov't 104,300. (Av. Wkly Wage): Food ($281); Apparel ($192); Furn. & Fixt. ($235); Mach. ($293); Trans. Equip. ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 64-82; Summer 75-87; Fall 66-86; Winter 62-75. No killing frost.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Shopping Areas** (With Principal Store and/or Supermarket)
Central Business Districts
Downtown Miami-Burdines, J. Byrons, Woolworth's, McCrory's.
Lincoln Rd. Mall-Florsheim Shoes, I. Miller, Adrian Thal Furs, Burdines, Lane Bryant, Peak Imports.
Miracle Mile-Don Mullen, Singer Center, Thayer McNeil, Balogh's, Elizabeth Arden, Sandra Post, J. Byrons.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
163rd St.(155)	8	Burdines, Jordan Marsh, Service Mdse.
Lincoln Road(180)	4	Burdines, Pantry Pride, Lerner's, Woolworth
Miracle Mile(160)	8	Sears, J. Byrons, McCrory's, Woolworth
Key Biscayne(17)	6	Winn-Dixie, Pantry Pride, Krest Five & Ten

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Founded July 4, 1953

Diario Las Américas
2900 N.W. 39th Street
Miami, Florida 33142-5193

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Dadeland(180)	13	Burdines, JCPenney, Pantry Pride, Jordan Marsh, Saks
Carol City(27)	10	
Palm Springs Mile(139)	NA	Zayre, Publix, Winn-Dixie, J. Byrons, Lionel Playworld
Northside(73)	8	J. Byrons, Woolworth, Lerner's, Walgreens
Biscayne(35)	6	Lerner's, Walgreens
Central(26)	5	Zayre
Westchester(45)	6	Pantry Pride, Zayre, K mart, J. Byrons, Lionel Playworld
Red Bird(13)	8	Belk, Walgreens, Piggly Wiggly
Cutler Ridge(250)	17	Sears, Burdines, JCPenney, Lord & Taylor, Jordan Marsh
Miami Gardens(30)	13	Publix
127th Street	10	Woolworth, Publix
Concord(46)	20	Xtra Super Food Center, Tamiami
University(12)	15	Woolworth, Pantry Pride, Gray Drugs
Suniland(52)	20	Publix, J. Byrons
Perrine(39)	35	Woolworth, Winn-Dixie
Bal Harbour(81)	12	Abercrombie & Fitch, Neiman Marcus, Saks, Bonwit Teller
Midway(110)	11	Winn-Dixie, Woolworth, Home Depot, Walgreens
Westland(90)	13	Sears, Burdines, JCPenney
Omni(165)	1	JCPenney, Jordan Marsh
Skylake(70)	10	J. Byrons, Home Depot, Eckerd, SupeRx
Aventura Mall(200)	10	Lord & Taylor, JCPenney, Sears, Macy's
International Mall(153)	12	Burdines, Jordan Marsh, Sears, Lord & Taylor
The Falls(65)	15	Bloomingdale's

Other Shopping Centers (Regional)-Kendall Mall; Homestead Plz.; Loehmann's Plz.; Mayfair; Kendale Lakes Mall; California Club Mall; Bakery Center; Kendalltown & Country.
Stores Open Evenings-Downtown Mon. through Fri.; Food & suburban-every night.

13 - RETAIL OUTLETS: Department Stores-Burdines 8; Sears 5; J. Byrons 12; JCPenney 5; Jordan Marsh 5; Saks 5th Ave. 2; Neiman Marcus; Lord & Taylor 4; Bonwit Teller; Bloomingdale's; Macy's.

Discount Stores-Zayre 11; K mart 11; Dollar General 30.
Variety Stores-Kress 3; Woolworth 10; McCrory's 5.
Chain Drug Stores-Eckerd 38; Florida; Lee's 5; Sheldon's 2; Walgreens 18; SupeRx 10; Gray 18; Sentry 4.

Chain Supermarkets-Publix 35; Pantry Pride 18; Winn-Dixie 54; Sun 3; Table Supply 2; Xtra 2; Food Value 6; Sedano's 16; Convenient; 7-Eleven 70; Circle K 53; Food Spot 27; Lil General 3; Tom Thumb 5; Farm 6; Associated; Great Valu 2.

Other Chain Stores-Lerner's; Becks; Thom McAn; Lane Bryant; National Shirt; Western Auto; Mangel's; Mary Jane Shoes; Baker Shoes; Three Sisters; Blackton; Pix Shoes; Nunn-Bush; Firestone; Goodyear; Judi Leslie; Sandra Post; Hartley's; Baron's; Dick Richmond; L. Luria; Best; Service Mdse.

14 - NEWSPAPERS: HERALD (m) 437,233; NEWS (e) 56,590; HERALD (S) 546,980; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Judi Janofsky, Gen. Adv. Mgr., HERALD-NEWS, 1 Herald Plaza, Miami, FL 33132-1693; Tel. (305) 376-2858.

National Representative: Knight-Ridder Newspaper Sales.
DIARIO LAS AMERICAS (m-tues to sat) 64,093; (S) 67,099; sworn Sept. 30, 1986.

Local Contact for Advertising and Merchandising Data: Enrique J. Perez, Adv. Dir., DIARIO LAS AMERICAS, 2900 N.W. 39th St., Miami, FL 33142; Tel. (305) 633-3341.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

NAPLES

1 - LOCATION: Collier County (In Naples MSA). E&P Map D-4. County Seat. Summer & winter resort, directly on Gulf of Mexico. Agricultural, shipping & fishing center. Oil production. 112 mi. NW of Miami, on Tamiami Trail U.S. 41, 163 mi. S of Tampa. Western terminal of Florida 84 Everglades Expressway to Ft. Lauderdale, 89 mi. to the East. On the inland Waterway, gateway to the 10,000 islands.

2 - TRANSPORTATION: Airlines-Piedmont; Eastern Express; Henson Air.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 17,581; E&P 87 Est. 21,501
CZ-ABC: (80) 47,633
RTZ-ABC: (80) 31,846
County/MSA 80 Cen. 85,791; E&P 87 Est. 126,665
City & RTZ-ABC: (80) 79,479
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,075; E&P 87 Est. 10,452
County/MSA 80 Cen. 36,231; E&P 87 Est. 52,061
CZ-ABC: (80) 19,987
RTZ-ABC: (80) 12,315
City & RTZ-ABC: (80) 32,302

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	29	$709,900,000
Commercial	26	$923,281,000

6 - PASSENGER AUTOS: County 94,284.

7 - ELECTRIC METERS: 64,662.

8 - GAS METERS: Bottle gas only.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric., Forestry & Fisheries 10,606 ($80); Constr. 3,406 ($328); Mfg. 1,286 ($319); Trans., Commun., and Pub. Util. 1,480 ($396); Whol. Trade 828 ($373); Ret. Trade 9,432 ($200); Fin., Ins. & R.E. 3,162 ($356); Servs. 11,361 ($279).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 63-83; Summer 70-90; Fall 70-85; Winter 62-84.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Centers-7 blocks on 5th Ave., 6 on Tamiami Trail, 3 on 3rd St. South (exclusive shops).
Neighborhood Shopping Centers-4 blocks on North Tamiami Trail; 3 on East Tamiami Trail; Habourtowne Shpg. Mall; Gulf Shore Square Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harbourtown(10)	1	
Grand Central Station(40)	1	Winn-Dixie, Eckerd
Green Tree Ctr.(40)	11	Winn-Dixie, Eckerd
Park Shore(25)	4	K mart, Eckerd, J. Byron, Florida Choice
Naples(35)	2	Publix, Zayre, Marshall's
Gulf Gate(18)	2	Rite Aid, Publix
Coastland(86)	1	Maas Bros., Sears, JCPenney, Robinson's
Naples South(9)	2	Winn-Dixie, Eckerd, Tempo Fashions
The Pavilion(39)	8	Publix, Walgreens
Springs Plaza(45)	13	Kash 'N Karry, Treasury Drug
Shops of Marco(12)	19	Publix, Walgreens
Marco Island(12)	14	Winn-Dixie, Eckerd
Tanglewood Mkt. Pl.(12)	4	AAA, Kiscos
West Beach Rd. Plz.(14)	13	Flex Bon Paints

Principal Shopping Days-Wed. through Sat.
Stores Open Evenings-Publix; Winn-Dixie; K mart; Beall's; Maas; Sears; Eckerd; J. Byron; Florida Choice; Luria's-6 nights.

13 - RETAIL OUTLETS: Department Stores-J. Byron; Beall's; Sears; Maas; JCPenney; Robinson's.
Discount Stores-K mart; Zayre; Marshalls.
Variety Stores-Dollar Stores.
Chain Drug Stores-Eckerd; Treasury Drug; Walgreens; Rite Aid.
Chain Supermarkets-Winn-Dixie; Publix; Kash 'N Karry; Florida Choice.
Other Chain Stores-Western Auto; Robb-Stuckey; Mark Fore & Strike; Gattles; Baxter Shoes; Badcock Furniture; Standard Brands Appliance; Lerners; Baker's; Kay Jewelers; Sherwin-Williams; Radio Shack; Playland Toys; General Nutrition; Hanover Shoes; Thom McAn; Colony Shops; Zale's Jewelers; Casual Corner; The Gap; Wrangler Ranch; Baskin-Robbins; Naturalizer Shoes; Girard Jewelers; Bill Smith Appliances; Kinney Shoes; Harmon Photo; Robby's Sports; Kepps Men's Wear; Record Bar; B. Dalton; Hallmark; Athlete's Foot; Foot Locker; Bass Shoes; Morrow's Nut House; Waldenbooks; Steego.

14 - NEWSPAPERS: NEWS (e-mon to fri) 34,380; (S) 44,716; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: J. Patrick Berling, Adv. Dir., NEWS, 1075 Central Ave., Naples, FL 33940; Tel. (813) 262-3161.
National Representative: Direct Contact: Jim Murray (813) 263-4746, Natl. Adv. Mgr.; Publishers' Representatives of Florida.

OCALA

1 - LOCATION: Marion County (MSA). E&P Map C-2. County Seat. In center of inland Florida. Light manufacturing center. 96 mi. SW of Jacksonville; 80 mi. NW of Orlando.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Amtrak.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 37,170; E&P 87 Est. 49,028
CZ-ABC: (80) 37,170
RTZ-ABC: (80) 85,318
County/MSA 80 Cen. 122,488; E&P 87 Est. 178,503
City & RTZ-ABC: (80) 122,488

4 - HOUSEHOLDS:
City 80 Cen. 13,492; E&P 87 Est. 16,484
County/MSA 80 Cen. 40,800; E&P 87 Est. 69,044
CZ-ABC: (80) 13,492
RTZ-ABC: (80) 31,966
City & RTZ-ABC: (80) 45,458

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	8	$745,722,000
Commercial	8	$500,000,000

6 - PASSENGER AUTOS: County 105,771.

7 - ELECTRIC METERS: 25,445.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't 9,182 ($147); Ret. Trade 7,549 ($141); Mfg. 5,758 ($207); Servs. 4,420 ($177); Agric. 2,911 ($100); Constr. 2,478 ($192); Whol. Trade 2,449 ($211); Fin., Ins., R.E. 1,699 ($196); Trans. & Util. 1,038 ($274); Mining 127 ($201).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-88; Summer 70-92; Fall 60-83; Winter 43-69.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks around Downtown Sq.; Pine Plz. & West on Pine St., Ocala; Searstown, 40 East; Ocala West on SR 200; K mart Plaza; Florida Choice Mart on Silver Springs Blvd.; Paddock Mall on State Rd. 200; Cedar Shores Shopping Plaza on Maricamp Road; Shady Oaks Mall, SR 200; Oakbrook on N.E. 14th; Skylark Plaza on 14th St.; Pic 'N Save Plaza on Hwy. 441 N.; Maricamp Plaza on Maricamp Rd.; Wal-Mart Plaza on Hwy. 200.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Shpg. ctrs. every night exc. Sun.

13 - RETAIL OUTLETS: Department Stores-Rheinauers; Belk-Lindsey; Sears; JCPenney; Maas Bros.
Variety Stores-Woolworth; Wal-Mart.
Discount Stores-K mart; Zayre; Pic'N Sav; Wal-Mart.
Chain Drug Stores-Walgreens 3; Bitting's (Rexall) 2; Rite Aid; Eckerd; Florida Choice; Revco.
Chain Supermarkets-Winn-Dixie 8; Publix 3; Kash 'N Karry 2; Florida Choice 2; Alaco 2; Goodings; Russells.
Other Chain Stores-Diana Shop (women's wear); Denim Den; Zale's Jewelry; Firestone; Vogue Shop; Sherwin-Williams; Gordon's Jewelers; Pittsburgh Plate Glass; S&H Green Stamps; Cloth World; Fabric King; Wilkor; Luria's; Pinch-a-Penney; Service Merchandise.

14 - NEWSPAPERS: STAR-BANNER (e) 44,586; (S) 51,461; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Foy Maloy, Adv. Dir., STAR-BANNER, 819 S.E. 1st Terrace, Ocala, FL 32670; Tel. (904) 629-0011.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

ORANGE PARK

1 - LOCATION: Clay County. E&P Map D-1 (In Jacksonville MSA). Residential area in NE portion of state adjacent to Jacksonville south boundary, on U.S. Hwys. 17, I-95; State Hwys. 220 & 224.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Delta; Eastern; National; Southern; Midway (at Jacksonville); Republic.

3 - POPULATION:
Corp. City 80 Cen. 8,766; E&P 87 Est. 11,144
County 80 Cen. 67,052; E&P 87 Est. 97,347
MSA 80 Cen. 722,230; E&P 87 Est. 852,626
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,917; E&P 87 Est. 3,680
County 80 Cen. 21,646; E&P 87 Est. 32,670
MSA 80 Cen. 259,596; E&P 87 Est. 317,419

5 - BANKS	NUMBER	DEPOSITS
All banks	6	$107,853,000

6 - PASSENGER AUTOS: County 54,565.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 50-70; Winter 40-60. First killing frost, Dec. 15; last killing frost, Feb. 1.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellair(10)	1	TG&Y
Kingsley Sq.(32)	1	Publix, Eckerd
Orange Pk. So.(144)	2	Ivey's, Sears, May Cohen, JCPenney
Pinetree Plaza(14)	1	Winn-Dixie
Live Oak Plaza(8)	1	Winn-Dixie, Eckerd

13 - RETAIL OUTLETS: Department Stores-May Cohen; Sears; Ivey's.
Chain Drug Stores-Atkinson's; Townsend's; Bel Air; Pic-N-Save; Eckerd.
Chain Supermarkets-Publix; Winn-Dixie.

14 - NEWSPAPERS: CLAY TODAY (e-mon to fri) 4,489; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Tim Kulte, Adv. Mgr., CLAY TODAY, 1564 Kingsley Ave.; PO Box 1290, Orange Park, FL 32073; Tel. (904) 264-3200.
National Representative: Thomson Newspapers.

ORLANDO

1 - LOCATION: Orange County (In Orlando MSA). E&P Map D-2. County Seat. Florida's largest inland city; 134 mi. S of Jacksonville; 50 mi. W of Cape Canaveral; 232 mi. N of Miami. Major tourist & convention city. Regional transportation, communications, distribution, retail, financial, education, & agriculture center for central FL. Orlando Foreign Trade Zone. Orlando Naval Training Center. U.S. Hwys. 17, 27, 92, 192 & 441, I-4, Florida Tpke., Beeline Expwy., East-West Expwy., Florida Hwys. 46, 50, 436, 438 & 520.

2 - TRANSPORTATION: Railroads-Seaboard System Railroad; Amtrak.
Motor Freight Carriers-34.
Intercity Bus Lines-Greyhound; Trailways; OSO Trans. Authority; Central Florida Bus; Grayline; Orlando Tour Lines.
Airlines-Air New Orleans; Air South; Allegheny; American; Bahamasair; British Airways; Continental; Delta; Eastern; Eastern Express; Florida Express; Ecuatoriana; Icelandair; Lasca; Midway; New York Air; Northwest Orient; Pan Am; Piedmont; Sky Bus; TWA; Transtar; United; USAir; World Airways.

3 - POPULATION:
Corp. City 80 Cen. 128,594; E&P 87 Est. 151,901
CZ-ABC: (80) 557,157
Bal. in NDM-ABC: (80) 298,825
County 80 Cen. 471,660; E&P 87 Est. 594,149
MSA 80 Cen. 700,699; E&P 87 Est. 940,731
Total NDM-ABC: (80) 855,982
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 47,671; E&P 87 Est. 58,980
County 80 Cen. 170,754; E&P 87 Est. 224,723
MSA 80 Cen. 252,616; E&P 87 Est. 354,000
CZ-ABC: (80) 201,337
Bal. in NDM-ABC: (80) 113,319
Total NDM-ABC: (80) 314,656

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	114	$3.232.839
Commercial	166	$5.115.783

6 - PASSENGER AUTOS: County 446.171. MSA 666.706

7 - ELECTRIC METERS: City Res. 56.906; Co. 229.444; MSA 351.830

8 - GAS METERS: City Res. 4.030; MSA 19.826

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 53.300; Constr. 33.800; Trans., Commun., Util. 24.600; Trade 120.800; Fin. 31.600; Services 151.900; Gov't 54.300. (Av. wkly. wage-$342.)

10 - CLIMATE: Min. & Max. Temp.-Spring 63-84; Summer 73-92; Fall 60-82; Winter 51-75.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Major Retail Areas**-Downtown Orlando-10 blocks on Orange and Magnolia Avenues bounded by Colonial Dr., South St., Garland Ave. and Rosalind.
East Orlando-26 blocks on East Colonial; Colonial Plaza; Orlando Fashion Sq., Colonial Promenade, Herndon Plaza, University Park Plaza.
North Orlando-Downtown Winter Park 100 shops and boutiques. Winter Park Mall, Altamonte Mall, Seminole Plaza; Interstate Mall. Lake Howell Square; Butler Plaza; Lee Road Shopping Center.
West Orlando-20 blocks on West Colonial. Wards Plaza; Parkwood Plaza; Pine Hills Center; Tri-City Center; Bel 2 Factory Outlet Mall; Winter Garden Regional S.C.
South Orlando-Orange Blossom Trail; Orange Ave.; Sand Lake Plaza; Sam's Trail Plaza; Orange Blossom Center; Florida Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Orange County		
Aloma(30)	6	Publix
Bay Hill Plz.(18)	10	K mart, Publix
Century Plaza(20)	5	Ross, Albertson's
Colonial Plaza(100)	2	Jordan Marsh, Ivey's, Belk-Lindsey, Publix
Colonial Promenade (40)	5	T.J. Maxx, Ashby's
Eastland(15)	4	Publix, Home Depot
Bel 2 Factory Outlet Mall(65)	7	
Florida Mall(177)	9	JCPenney, Sears, Belk Lindsey, Robinsons
Herndon Plaza(29)	3	K mart, Publix, Marshalls
Hoffner Ctr.	9	Wal-Mart
K mart Plaza-Sky Lake	7	K mart, Publix
Lee Center(30)	5	Ross, Eckerd, Piggly Wiggly
Marketplace(55)	9	Goodings, Loomis
Orange Blossom Ctr.(35)	4	Rawson's, Walgreens, McCrory, Foodway
Orlando Fashion Sq.(95)	3	Burdines, Sears, Robinson's, McCrory
Park Promenade(32)	7	K mart, Publix
Piedmont Plz.(18)	12	Albertson's, Zayre
Sam's Trail Plz.(19)	9	Drug Emporium, Sam's Wholesale Club
Sand Lake Plz.(80)	7	Costco
University Park Plz.(50)	6	Freddy's Drug
West Colonial Sq.(20)	7	Winn-Dixie, Revco
Winter Garden Regional(35)	13	Publix, Zayre
Parkwood Plaza(30)	3	Table Supply
Pine Hills(43)	5	Belk-Lindsey, Walgreens, Publix
Silver	6	McCrory, SupeRx,
Winter Park Mall(75)	5	Ivey's, JCPenney
Seminole County		
Alafaya Sq.(20)	12	Publix
Altamonte Mall(168)	9	Sears, Robinson's, Jordan Marsh, Burdines
Butler Plaza(40)	9	Publix, Eckerd, Ross
Interstate Mall(35)	9	Mont. Ward
K mart Plaza-Fern Pk.(8)	9	K mart
Lake Honey Sq.(34)	8	Wal-Mart, Frank's Nursery
Loehmanns Plaza(65)	10	Loehmanns
Longwood Lake(48)	12	Albertson's,
Longwood Village(35)	11	Publix, Jacobson's
Sanford Plaza(27)	18	JCPenney, Publix, McCrory, Sears
Seminole Ctr.(52)	18	Wal-Mart, Publix, Eckerd
Seminole Plaza(35)	9	Publix, Service Merchandise, Eckerd
Wekiva Square(15)	9	K mart, Cloth World
Zayre Plaza-Sanford(13)	13	Zayre, Walgreens
Zayre Plaza-Fern Pk.(23)	9	Zayre, Rawson's.
Osceola County		
Mill Creek Mall(35)	18	Publix, Eckerd, Beall's
Tow. Corral(20)	18	Zayre, Eckerd, Publix
Maingate Outlet Mall(120)	20	Loomis Drugs
Osceola Sq. Mall(84)	17	Wal-Mart, Eckerd

Principal Shopping Days-All week.
Stores Open Evenings-Shpg. Ctrs., Mon through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Ivey's 2; Montgomery Ward 2; Belk-Lindsey 6; Sears 4; JCPenney 4; Jordan Marsh 2; Burdines 2; Robinson's 3; J Byrons; Jacobson's 2; Catalog Sales; Service Merchandise 4; Lurias 4.
Discount Stores-Zayre 10; K mart 17; Wal-Mart 12.
Variety Stores-Woolworth 6; McCrory 19; Family Dollar 10; Bealls 3; Dollar General 13.
Chain Drug Stores-Walgreens 13; Liggett Rexall 10; Eckerd 37; Revco 12; Phar Mor 2; Rite Aid 10; Drug Emporium 2.
Chain Supermarkets-Winn-Dixie 42; Publix 31; Florida Choice 3; Albertson's 8; Gooding's 6; Piggly Wiggly 7; Sav-A-Lot 4; Table Supply; Xtra; Thriftway 3.
Convenience Chain Stores-Cumberland Farms 90; Lil Champ 35; 7-Eleven 117; Circle K 99; Tenneco 44; Wareco Mini-Mart 2; Mr. Grocer 8; Jiffy 20; Ideal 16; Majik Market 19; Handy Way 25.
Other Chain Stores-Automotive Supply, Allied Discount Tire, Western Auto, B.F. Goodrich, Goodyear, Pan American, Big Orange Tire & Wheel, Big 10 Tire, Discount Auto Parts, Firestone, General, Automotive 1 Parts, Big A Auto Parts, Parts City, Uniroyal, Midas, Aamco, Tuffy; Building Materials, Moore-Handley, Panel World, Ace Hardware, Home Depot, Scotty's, Evans, Thomas, Lowes, 84 Lumber, Rinker Materials, True Value Hardware, Sentry Hardware; Apparel-Men, His Stores, Surrey's, Rutland's, Richmond Brothers, The Gap, Richard Bennett, Custom Tailoring Brothers 3, Denim World, Fancy Pants, Sadlers Tall & Big, Chess King; Apparel-Women, Ashby's, Loehmann's, Colony Shops, Gibbs-Louis, Sportswear USA, Brenners, Kara-Lyn, Lane Bryant, Lerner, Maternalane, Rheinauers, 5-7-9, Stuff To Wear, T.J. Maxx, The Gap, Body Shop, The Limited, Brooks, Casual Corner, Foxmoor Casuals; Home Appliances, AIA Discounts, Luskins, Audio Garage, Curtis Mathes, Audio Spectrum, Absolute Sound, TV & Stereo Town, Kaufman and Roberts, Bellows, Radio Shack; Jewelers, Gordon's, Kay, Lawtons, Mayors, Zale's, John Glenn, Swalstead, Jacobs; Furniture, Badcock, Castro Convertibles, Ethan Allen, Furniture Plaza, Hallmark, Kane, Levitz, Noll's, Helig-Meyer, Fireplace & Veranda, Aaron, Scan Design, Robb & Stucky; Fabrics, Mae's, JoAnn Fabrics, Stretch & Sew, Cloth World, Remnant Shops, Singer; Shoes, Banister, Fayva, Fry Boot Outlet, Connie, Baker's, Behr's, Flagg Brothers, Hanover, Holiday, Steffi, Stride Rite, Warren Stanley, Bari, His & Hers, Shoe Corral, Shoe Fair, Thayer McNeil, Thom McAn, Kinney, Pix, Jarman, Florsheim.

14 - NEWSPAPERS: THE ORLANDO SENTINEL (all day) 258.915; (m-sat) 241.621; (S) 340.588, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ray Dallman, Adv. Dir., THE ORLANDO SENTINEL, 633 N. Orange Ave., PO Box 2833, Orlando, FL 32801; Tel. (305) 420-5101.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PALATKA

1 - LOCATION: Putnam County, E&P Map D-1. County Seat. On St. Johns River, 55 mi. S of Jacksonville. On U.S. Hwy. 17.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Southern; Fla. East Coast at East Palatka.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10.175; E&P 87 Est. 11.440
CZ-ABC: (80) 10.175
RTZ-ABC: (80) 40.374

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NAPLES, FLORIDA
* 1985 Sales Marketing Management Survey of Buying Power, October 30, 1985, projections thru 1989.
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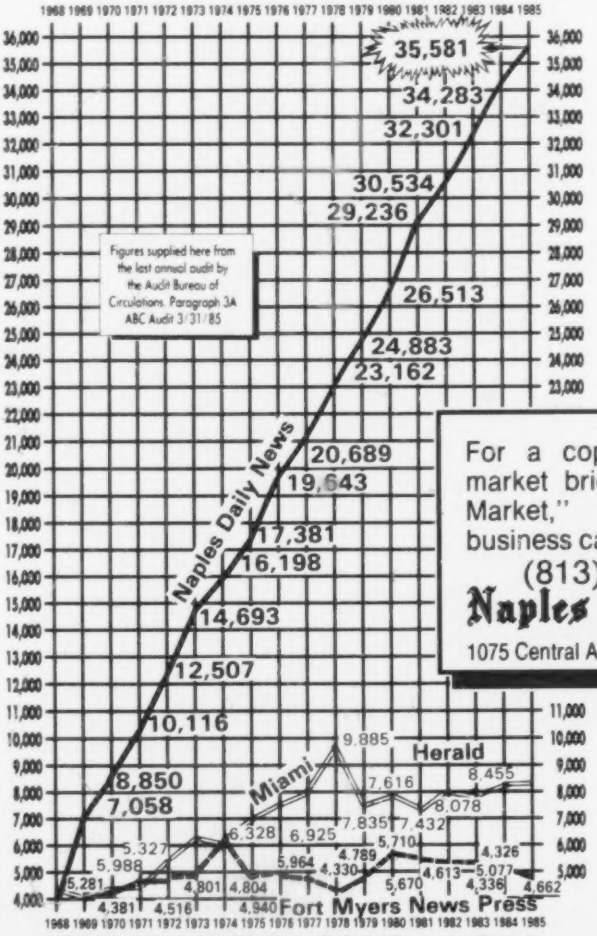

Figures supplied here from the last annual audit by the Audit Bureau of Circulations, Paragraph 3A ABC Audit 3/31/85

1985 Audited Circulation, Collier County, Florida

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(813) 263-4730
Naples Daily News
1075 Central Ave. Naples, Fl 33940

County 80 Cen. 50,549; E&P 87 Est. 62,914
City & RTZ-ABC: (80) 50,549
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,930; E&P 87 Est. 3,554
County 80 Cen. 18,397; E&P 87 Est. 23,768
CZ-ABC: (80) 3,659
RTZ-ABC: (80) 14,738
City & RTZ-ABC: (80) 18,397

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$135,597,307
Commercial	4	$179,577,856

6 - PASSENGER AUTOS: County 29,663

7 - ELECTRIC METERS: Residence County 26,866

8 - GAS METERS: Residence City 4,330

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Mills 1,700 ($400); Boxes and Crates 150 ($200); Glass Sand 100 ($200); Elect. Plants 200 ($400); Furn. 225 ($225); Specialty Bag Plant 330 ($250); Steel Fab. 100 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 50-70; Winter 40-60. First killing frost, Dec. 16; last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on St. John's Avenue.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Town & Country(10)	2	K mart, Publix
Azalea Plaza(16)	2	Eckerd
Westgate(10)	NA	Miller's
Palatka Mall(40)	2	Belk, JCPenney, Walgreens

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Hudson.
Variety Stores-McCrory's; Dollar General; K mart; Pic 'N Save; Wal-Mart.
Chain Drug Stores-Walgreens; Rexall 2; Eckerd 2; Pic 'N Save; Revco; Wal-Mart; K mart.
Chain Supermarkets-Winn-Dixie; Miller's; Publix.

Other Chain Stores-Diana; Sears (catalog); Vogue; Goodyear; Scotty's; Radio Shack; Strawberry Fields; Cato; Kinney Shoes; Zale's Jewelers; Waldenbooks; General Nutrition Center; Denim Men; French Novelty; Fayva Shoes; Freidman's; Kard Korner; Merle Norman Cosmetics; Fabric King; Twistee Treat; Optical Shop; Peanut Shack; Connie Shoes; Payless Shoes; Adventureland Video.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,986; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Beacham, Adv. Dir., NEWS, PO Box 777, Palatka, FL 32077; Tel. (904) 328-2721.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

PALM BEACH

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3. Hwy. 1A; U.S. Hwys. 1, 98 & 441; State Hwy. 710; I-95; FL Turnpike.

2 - TRANSPORTATION: Railroads-Florida East Coast; Seaboard Coast Line.
Airlines-Pan Am; Eastern; Delta; American; TWA; United; Midway; Republic; USAir; Dolphin.

3 - POPULATION:
Corp. City 80 Cen. 9,729; E&P 87 Est. 11,883
County/MSA 80 Cen. 573,125; E&P 87 Est. 807,538
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,141; E&P 87 Est. 8,662
County/MSA 80 Cen. 232,937; E&P 87 Est. 341,581

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	5	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 523,969

7 - ELECTRIC METERS: County 78,220

8 - GAS METERS: County 46,362

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Computers & Air Research 54,000.

10 - CLIMATE: Av. Annual Temp.-74.6; Summer 80.4; Winter 71.6; Rainfall 51-54 in. per yr.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Esplanade Worth Avenue(45)	NA	Saks, B. Dalton, Charles Jourdan
Gardens East(9)	NA	SupeRx
Gardens Park(15)	NA	Eckerd, Winn-Dixie
Oakbrook Sq.(49)	NA	Jacobson's, Publix
P.B. Mall	NA	Lord & Taylor, J. Marsh, Sears
P.G.A. Blvd.(20)	NA	Winn-Dixie
Royal Poinciana(28)	NA	Gucci, Sara Fredericks, Valentino

13 - RETAIL OUTLETS: Chain Drug Store-SupeRx.
Chain Supermarkets-Publix; Winn-Dixie; Pantry Pride.
Other Chain Stores-Saks; B. Dalton; Eckerd; FAO Schwarz.

14 - NEWSPAPERS: NEWS (mS) 5,966; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Carolyn Amaya, Adv. Dir., NEWS, 265 Royal Poinciana Way, Palm Beach, FL 33480; Tel. (305) 837-4770.
National Representative: Sawyer-Ferguson-Walker.
PALM BEACHER (m) 4,020; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Jean O'Donnell, Adv. Dir., PALM BEACHER, 329 Royal Poinciana Plaza, Palm Beach, FL 33480; Tel. (305) 655-3880.
National Representative: None.

PANAMA CITY

1 - LOCATION: Bay County (MSA). E&P Map B-1. County Seat. 96 mi. SE of Pensacola.

2 - TRANSPORTATION: Railroads-Atlanta & St. Andrews Bay (Freight Only).
Motor Freight Carriers-23, incl. 8 with terminal facilities.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Republic; Air New Orleans; Atlantic SE; Eastern Metro.

3 - POPULATION:
Corp. City 80 Cen. 33,346; E&P 87 Est. 37,181
CZ-ABC: (80) 74,440
RTZ-ABC: (80) 76,506
County/MSA 80 Cen. 97,740; E&P 87 Est. 121,984
City & RTZ-ABC: (80) 150,946
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,877; E&P 87 Est. 13,323
County/MSA 80 Cen. 34,754; E&P 87 Est. 45,297
CZ-ABC: (80) 26,441
RTZ-ABC: (80) 27,376
City & RTZ-ABC: (80) 53,817

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	5	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: County 75,718

7 - ELECTRIC METERS: Residence 49,239

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Oil Prods., Asphalt, Concrete Slabs; Steel; Forgings; Paper Prods.; Tourism; Plastics; Airplane Engines; Chem.; Air Force Base; U.S. Naval Systems Center; Hair Accessories; Household Brushes; Pine Lumber; Steel Hull Vessels; Line Pipe.
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-77; Summer 73-90; Fall 60-81; Winter 44-64. First killing frost, Nov. 30; last killing frost, Mar. 3. Average rainfall 58 in. per year. Av. temp. 69.

11 - TAP WATER: Alkaline, normal soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers (No. of Stores)-Panama City Mall (120), 8 blocks on Harrison Ave. and Cross Sts.; 5 blocks on Beck Ave., on East Business Hwy. 98; Springfield Plz. (7); Cove Shopping Ctr. (13); Holiday Plaza (7); Hickory St. Shopping Ctr. (5); Parker Shopping Ctr. (6); Callaway Plz. (8); Panama Plz. (8); 11th St. Shopping Ctr. (13); 23rd St. Plz. (20); Panama Sq. (3); Southwood Mall (4); Lynn Haven Shopping Ctr. (5); 7 blocks on Ohio Ave. and Cross St.; Wayside Shopping Ctr. (10); Long Beach Plz. (4); Beachwalk Ctr. (24); Promonade Mall (15); Edgewater Shoppes (20); Baldwin Plz. (20); West's Plz. (5); K mart Shopping Ctr. (3); Callaway Village Sq. (10).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Panama City Mall(120)	2	Sears, Gayfers, JCPenney
23rd St. Plz.(20)	2	Wilbro
Panama Sq.(3)	3	Wal-Mart
Springfield Plz.(7)	3	Jr. Food Store
Holiday Plz.(7)	7	City Drug
Callaway Plz.(8)	5	K mart, Revco, Food World
Hickory St.(5)	5	Winn-Dixie, Eckerd
Parker(6)	5	Scotty's
Long Beach Plz.(4)	9	Specialty Shops
Panama Plz.(8)	3	Zayre
Callaway Vlg. Sq.(10)	5	Western Auto
Wayside(10)	13	Christo's
Cove(13)	1	Sunshine Foods
11th St.(13)	1	Piggly Wiggly
Lynn Haven(10)	5	Winn-Dixie, Eckerd
K mart(3)	2	K mart, Winn-Dixie
Baldwin Plz.(20)	3	Winn-Dixie
Beachwalk Ctr.(24)	7	Wal-Mart
West's Plz.(5)	1	West's Super Store
Promonade Mall(15)	8	Specialty Shops
Southwood Mall(4)	7	West Bldg. Matls.
Edgewater(20)	10	Food World, Eckerd
Beck Ave.	3	Specialty Shops
Ohio Ave.	6	Winn-Dixie, Piggly Wiggly

Principal Shopping Days-Mon., Wed., Thur., Sat.
Stores Open Evenings-Shopping Ctrs. and Mall Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Gayfer's; Belk-Hudson.
Variety Stores-Woolworth; TG&Y.
Discount Stores-K mart; Zayre; Wal-Mart; Wilbro; Surplus Sales.
Chain Drug Stores-SupeRx; Eckerd; Big B; Revco; Cooper's; City Drug.
Chain Supermarkets-Sunshine; Piggly Wiggly; Winn-Dixie; IGA; Quickway; Food World; Majik Mkt.; Eagle; Delchamps; Suwanee.
Other Chain Stores-Lerner's; Mangel's; Thom McAn; Butler; Dollar General; Top Dollar; Leon's; Radio Shack; West Building Matls.; Gilbergs Fabrics; Western Auto; Firestone; Goodyear; Goodrich; Aut-O-Sav; Bio-10 Tires; Tires, Inc.; Gordon Jewelry; Swiss Colony; Leon's Casuals; Morrison's; Kinney Shoes; Casual Corner; Carlyle & Co.; Camelot Music; County Seat; Father & Son; Foxmoor; General Nutrition; United Jewelers; Vogue; World Bazaar; Zale's Jewelers; Frayne's Fashions; Lowe's; B. Dalton Books; Waldenbooks.

14 - NEWSPAPERS: NEWS-HERALD (m) 35,706; (S) 39,907; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kaye Nichols, Adv. Dir., NEWS-HERALD, 501 W. 11th St., Panama City, FL 32402; Tel. (904) 763-7621.
National Representative: Landon Associates.

PENSACOLA

1 - LOCATION: Escambia County (In Pensacola MSA). E&P Map A-1. On Gulf of Mexico, 212 mi. from New Orleans; 369 mi. from Jacksonville; 297 mi. from Birmingham, AL. Site of U.S. Naval Facilities.

2 - TRANSPORTATION: Railroads-Burlington Northern; Seaboard Coast Line.
Motor Freight Carriers-15.
Intercity Bus Lines-Teche Greyhound; Trailways; Escambia Co. Transit System.
Airlines-Eastern; Continental; Delta; Piedmont.
Steamship Lines-3.

3 - POPULATION:
Corp. City 80 Cen. 57,619; E&P 87 Est. 63,441
CZ-ABC: (80) 199,087
RTZ-ABC: (80) 301,964
County 80 Cen. 223,794; E&P 87 Est. 267,566
MSA 80 Cen. 289,782; E&P 87 Est. 336,598
City & RTZ-ABC: (80) 501,051
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,641; E&P 87 Est. 24,493
County 80 Cen. 81,067; E&P 87 Est. 96,746
MSA 80 Census 99,662; E&P 87 Est. 120,600
CZ-ABC: (80) 69,918
RTZ-ABC: (80) 102,720
City & RTZ-ABC: (80) 172,638

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	24	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: County 166,092

7 - ELECTRIC METERS: Residence 118,084

8 - GAS METERS: Residence 48,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 6,600; Acrylic Fiber 900; Turpentine Based Chemicals 530; Nylon Fiber 3,200; Paper 1,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-95; Summer 65-103; Fall 19-90; Winter 16-70. First killing frost, Dec. 9; last killing frost, Feb. 20.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Downtown Shopping Center-8 blocks on Palafox St.
Neighborhood Shopping Centers & Regional Malls-W. Cervantes at Brownsville; Barrancas Ave. at Warrington; Pace Blvd. at Fairfield Dr.; Gulf Breeze; Davis at Maura; Mobile Hwy. & Fairfield Dr.; 9th Ave. at Creighton Rd.; Ensley, Corry & Warrington Rds. at Navy Blvd.; 9th Ave. at Fairfield Dr.; 9th Ave. at Bayou Blvd.; Navy Blvd. at US 98; Davis at 1-10; Palafox at 9 mile Rd.; Olive Rd. at Davis Hwy.; East 9 Mile Rd.; Mobile Hwy. at Saufle.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Warrington	6	Delchamps, Kwik-Chek
Town & Country(57)	3	Gayfers, Delchamps, Eckerd
Gulf Breeze(21)	4	Delchamps, Barnes, Piggly Wiggly, TG&Y
Mariner Mall(36)	4	Florida Pottery, Rhodes
Warrington Vlg.(16)	5	Zayre
Belvidere Park(8)	7	Eckerd, Delchamps
Brentwood(8)	4	McCrory, Sak-N-Sav
Delmar(8)	9	Eckerd, Delchamps
Ensley	8	Barnes, Ben Franklin
Fairfield Plz.(20)	4	A&P, SupeRx
McDonalds(21)	3	Family Dollar, Goodyear
Palafox(3)	1	Kwik-Chek
Saufley Square	7	Winn-Dixie, TG&Y
K mart Center	4	K mart, Gillette Drugs
University Mall(77)	7	Sears, McRaes, JCPenney
Northview	9	Delchamps, K mart, Kwik-Chek
Cordova(144)	5	Gayfers, Mont. Ward, D.H. Holmes, Parisian
Southgate Plaza	5	Winn-Dixie, TG&Y
Beach Rd. Plz.	NA	TG&Y, Piggly Wiggly, Revco
Brent Oaks Mall	NA	Sak-N-Sav, Family Dollar
Cantonment Sq. Mall	NA	Winn-Dixie, Sav-On Drugs
Eastgate	NA	Winn-Dixie, TG&Y
Trade Winds Plz.	NA	Homeowner's Whse., T.J. Maxx

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open-Evenings.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Gayfers 2; Montgomery Ward; McRae; D.H. Holmes; Parisian.
Discount Stores-K mart 3; Zayre 2; T.J. Maxx.
Variety Stores-Newberry; McCrory; Great Day; Family Dollar.
Chain Drug Stores-SupeRx 3; Scotty's; Big B; Lemox 2; Eckerd 4; Rexall 3; Moulton's 6; Revco 9.
Chain Supermarkets-Delchamps 9; A&P 3; Piggly Wiggly 4; IGA 2; Barnes 13; Albertson's 2; Sak-N-Sav; Winn-Dixie 9.
Other Chain Stores-Thom McAn; Butler's; Western Auto; Richmond Bros.; Wilson's Jewelers; Ben Franklin; Jewlcor; Builders Square; Circuit City; Rex TV; Ross Dress for Less; Super Saver.

14 - NEWSPAPERS: NEWS-JOURNAL (m-mon to sat) 60,592; (S) 75,944; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Diann Cicchine, Co-op/Natl. Adv. Mgr., NEWS-JOURNAL, One News-Journal Plaza, Pensacola, FL 32501; Tel. (904) 435-8500.
National Representative: Gannett National Newspaper Sales.

PORT ST. LUCIE
See FORT PIERCE

PUNTA GORDA

1 - LOCATION: Charlotte County. E&P Map C-3. County Seat. West Coast, 24 mi. N of Fort Myers on US Hwy. 41, 3 mi. S of Port Charlotte; residential and retirement community.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.

Motor Freight Carriers-4.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Eastern Express.

3 - POPULATION:
Corp. City 80 Cen. 6,797; E&P 87 Est. 10,475
CZ-ABC: (80) 37,694
RTZ-ABC: (80) 34,032
County 80 Cen. 59,115; E&P 87 Est. 90,720
City & RTZ-ABC: (80) 71,726
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,190; E&P 87 Est. 5,097
County 80 Cen. 26,207; E&P 87 Est. 41,744
CZ-ABC: (80) 16,669
RTZ-ABC: (80) 15,222
City & RTZ-ABC: (80) 31,891

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	11	$65,000,000
Commercial	7	$224,000,000

6 - PASSENGER AUTOS: County 65,054

7 - ELECTRIC METERS: Residence County 35,100

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Constr.; Real Estate; Servs.; Commercial Fishing; Tourism; Farming; Hospitals.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-80; Summer 72-89; Fall 66-82; Winter 70-72.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-Charlotte Shopping Center, E. Olympia, Punta Gorda; Punta Gorda Mall, Rte. 41; Town & Country, Rte. 41; Promenades, Rte. 41; Harbor Square, Rte. 41; Aqui Esta, S. Rte. 41; South Trails, Rte. 41; Charlotte Square, Rte. 41.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cross Trail(9)	3	Winn-Dixie, Gray Drug
Aqui Esta(7)	5	
Town & Country(14)	4	K mart, Walgreens, Publix
Harbour Square(12)	4	Kash 'N Karry, Treasury Drug
Promenades(52)	6	Beall's, J. Byron, Eckerd
Charlotte(11)	NA	U-Save
Punta Gorda Mall(20)	NA	Publix, Beall's
Charlotte Sq.(7)	NA	Publix, Shoppers Drugs
Fisherman's Village(44)	NA	

13 - RETAIL OUTLETS: **Department Stores**-Beall's; J. Byron.
Discount Stores-Dollar General 2.
Variety Stores-K mart; McCrory's; Wal-Mart 2.
Chain Drug Stores-Eckerd; Walgreens; Treasury; Gray; SupeRx.
Chain Supermarkets-Winn-Dixie 2; U-Save; Publix 3; Kash N' Karry.
Other Chain Stores-Western Auto 2; Firestone; Goodyear; Sears (catalog); Badcock Furniture; Bill Smith Appliances; Radio Shack 2.

14 - NEWSPAPERS: HERALD-NEWS (e) 6,785; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ed Warren, Adv. Mgr., HERALD-NEWS, 114 W. Olympia Ave.; PO Box 1808, Punta Gorda, FL 33950; Tel. (813) 639-2151.
National Representative: Gannett National Newspapers Sales.

ST. AUGUSTINE

1 - LOCATION: St. Johns County (In Jacksonville MSA). E&P Map D-1. County Seat. On Mantanzas Bay near Atlantic Ocean, 38 mi. S of Jacksonville.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.
Intercity Bus Lines-Greyhound.
Airlines-Charter Flight Service, St. Augustine Airport; Major Airlines at Jacksonville, 40 mi.

3 - POPULATION:
Corp. City 80 Cen. 11,985; E&P 87 Est. 13,713
NDM-ABC: (80) 41,663
MSA 80 Cen. 722,230; E&P 87 Est. 852,626
County 80 Cen. 51,303; E&P 87 Est. 75,319

4 - HOUSEHOLDS:
City 80 Cen. 4,547; E&P 87 Est. 4,873
County 80 Cen. 18,623; E&P 87 Est. 28,308
MSA 80 Cen. 259,596; E&P 87 Est. 317,419
NDM-ABC: (80) 15,250

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	N.A.
Commercial	5	$260,828,000

6 - PASSENGER AUTOS: County 37,540

7 - ELECTRIC METERS: Residence 28,500

8 - GAS METERS: Residence 2,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft Overhaul 1,000; Aluminum Extrusion 300; Automotive Parts 400; Health Foods Distrib. 185; Potato Chips 100; Tourism Major industry.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-85; Summer 70-90; Fall 70-87; Winter 45-69.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Plaza Area: St. George, Cathedral & King Sts.; US 1 South & Beach Area: K mart Shopping Ctr., Ponce DeLeon Mall, Anastasia Sq.; St. John's Plz.; Wal-Mart Plz.
Neighborhood Shopping Centers-San Marco Ave.; Anastasia Blvd.; West King St. U.S. 1 South.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Close-5:00 pm, some 9:00 pm.
Open Evenings-Dept.-Sat. Food-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belk-Hudson.
Discount Stores-Wal-Mart; Broudy's Liquor; Jax Liquors; Dollar General; K mart; Zayre.
Variety Stores-McCrory's; Woolworth.
Chain Drug Stores-Walgreens; Rexall; Eckerd 2; Revco 2.
Chain Supermarkets-IGA; Winn-Dixie 3; Publix; Food Way.
Other Chain Stores-Firestone; Marine Supply & Oil; Goodyear; Goodrich; Vogue Shops; Kinney Shoes; 7-Eleven 4; Jackson's Minute Mkt. 3; Mary Carter Paints; Sherwin-Williams; Jiffy Foods; Scotty's; Pic 'N Save; Ace Hardware; Kay Jewellers; Friedman's Jewellers.

14 - NEWSPAPERS: RECORD (e) 13,540; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Morgan Miller, Adv. Dir., RECORD, 158 Cordova St.; Box 1630, St. Augustine, FL 32085; Tel. (904) 829-6562.
National Representative: Branham/Newspaper Sales.

ST. PETERSBURG

1 - LOCATION: Pinellas County (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-3, on Florida's W Coast, at southern end of Pinellas Peninsula. Surrounded three sides by Tampa Bay, Boca Ciega Bay, and Gulf of Mexico, access thereto provided by four bridges. The Sunshine Skyway connects with Bradenton and Sarasota; the Bayway connects with Tierra Verde and Ft. DeSoto Park and Gulf Beaches. Three bridges, Howard Frankland, Gandy and Courtney Campbell Causeway connect with Tampa and Hillsborough County.

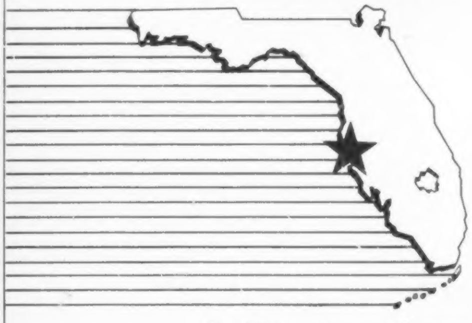
2 - TRANSPORTATION: **Railroads**-Seaboard System; Amtrak.
Motor Freight Carriers-City 16; County 27.
Intercity Bus Lines-Greyhound; National Trailways; Gulf Coast Motor Lines; Gray Lines; Pinellas Suncoast Transit Authority.
Airlines-Air Canada; Air Jamaica; Air New Orleans; American; American Trans Air; Bahamas Air; British Airways; Cayman Airways; Condor; Continental; Delta; Eastern; Midway; Northwest; Pan Am; Piedmont; TranStar; TransWorld; United; USAir; Wardair; Florida Express.
Cruise Lines-Holland America; Bahama; Commodore; Sea Escape Cruises.

3 - POPULATION:
Corp. City 80 Cen. 236,893; E&P 87 Est. 263,352
NDM-ABC: (80) 882,663
MSA 80 Cen. 1,613,961; E&P 87 Est. 2,047,260
County 80 Cen. 728,409; E&P 87 Est. 888,335
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 104,094; E&P 87 Est. 116,266
County 80 Cen. 319,527; E&P 87 Est. 405,411
MSA 80 Cen. 656,551; E&P 87 Est. 865,852
NDM-ABC: (80) 387,337

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	25	$6,028,860,000
Savings & Loan	28	$7,656,980,000

6 - PASSENGER AUTOS: County 588,499



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FLORIDA'S BEST NEWSPAPER

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In a recent Lou Harris poll, the Tampa Bay area was judged as the best market in Florida in which to start or relocate a business. Nationally, this dynamic metro area was rated third.

Nationally ranked as the 20th largest metro area, Tampa Bay enjoys more population, more households and more buying income than any other Florida market.

And, where else but in Florida's best market would you find Florida's best newspaper — the St. Petersburg Times. In Tampa Bay, more readers turn to the Times than any other newspaper. In the metro area, 663,400 adults read the daily Times, while 733,700 adults read the Sunday Times.

In Tampa Bay, the Times delivers:
◇ More college educated adults
◇ More upper income households
◇ More chief wage earners
◇ More principal food shoppers
◇ More home owners

So, if you want to do more business in Tampa Bay, do business with the Times. You'll discover why we're Florida's best!

Sources: Sales & Marketing Management's 1987 Survey of Buying Power and The 1987 Scarborough Report.

General Advertising 813/893-8249 Represented nationally by CWO&O

7 - ELECTRIC METERS: City 138.689; County 491.918

8 - GAS METERS: City 20.000; County 34.321

9 - PRINCIPAL INDUSTRIES: Electronics; Engineering Design & Research; Constr.; Health Care; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 74-94; Fall 65-84; Winter 40-80. Frost rare. Av. temp.-74.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 — RETAILING: Principal Shopping Center-Entire Pinellas County.
(See Clearwater and Tampa.)
Shopping Centers-Downtown (Central Ave. & 34th St.); Tyrone Gardens (Tyrone Blvd. & 9th Ave. N.); Crossroads (2054 Tyrone Blvd.); Tyrone Square Mall (6901 22nd Ave. N.); Florida Federal (49th St. & 9th Ave. N.); South Side (6th St. & 45th Ave. S.); Disston Plz. (49th St. & 38th Ave. N.); Pasadena (6800 Gulfport Blvd.); Lakeview Plz. (2225 9th St. S.); Bay Vlg. (Roy Hanna Jr.); Harbor Bluffs (Indian Rocks Rd. & W Bay Dr.); Snell Isle Plaza (1337 Snell Isle Blvd.); North East (200 36th Ave. N.); West Central (6620 Central Ave.); Skyway (1101 42nd Ave. & 9th St. S.); Gateway Mall (77th Ave. & 9th St. N.); Town Plz. (1800 62nd Ave. N.); Dolphin Vlg. (4800 Gulf Blvd., St. Petersburg Beach); Gulfport Plz. (2190-49 St. S.); Colony (58th St. & 38th Ave. N.); Crosswinds (2020 66th St.); Azalea Ctr. (72nd St. & 9th Ave. N.); Frank's Nursery & Crafts (5501 49th St. N.); Gulfport Plz. (49 St. & 22 Ave. S.); Madeira (2201 34th St. S.); Rutland Plz. (62 Ave. & 9th St., N.); St Pete Plz. (2800 34th St., N.); Loehmann's Plaza at Coachman (1730 U.S. 19 N.); Market Place (6900 22nd Ave. N.); Master Key of Countryside (2340 SR 580); Pinellas Place (66th St. & 102nd Ave. N.); Pioneer Village (12580 Seminole); Serendipity Plaza (3135 U.S. 19 N.); Sponge Exchange (Dodecanese Blvd. & U.S. 19); Pinellas Pk.-Halprin Plz. (4th St. & 86th Ave. N.); Mainlands Vlg. (Hwy. 19 & Mainlands Blvd.); Park "66" (NW Cor. 66th St. & 74th Ave. N.); Park Plz. (Park Blvd. & 49th St. N.); Pinella Sq. (US Hwy. 19 & Park Blvd.); Zayre (S/E/C Park Blvd. & 43 St. N.); Seminole Mall (Park & 113th St.); Home Depot Plz. (1701 34th St.); Isla Del Sol Shopping Vlg. (5901 Sun Blvd.); Keene Plz. (East Bay Dr. & Keene Rd.); Largo Village (11900 Seminole Blvd.); Bay Area Outlet Mall (15525 US 19); Countryside Mall (2601 US 19 N.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tyrone Sq.(138)	5	Sears, Maas Bros., JCPenney, Robinson's
Gateway(56)	5	Publix, J. Byron
Tyrone Gardens(42)	5	G.C. Murphy, Winn-Dixie
St. Pete Plz.(14)	3	
Crossroads(37)	5	Burdines, Radio Shack
Pasadena(33)	6	Publix, K mart
North East(33)	2	Publix, Eckerd
South Side(23)	3	Publix
Skyway(20)	4	Kash N' Karry, True Value
Lakeview Plz.(15)	3	Eckerd, Eagle
Central Plz.(60)	3	Walgreens, McCrory, Belk's
Florida Federal(9)		Publix, Florida Federal
Tarpon Mall(21)	NA	Eckerd, Goodyear, Gordon's TV Store
Tarpon Sq.(20)	NA	J. Byrons, K mart
Rutland Plz.(20)	NA	Eckerd, Luria & Son
Azalea Ctr.(11)		7-Eleven
Bay Vlg.(19)	NA	Eckerd, Winn-Dixie, 7-Eleven
Colony Shpg. Ctr.(8)		Kash 'N Karry
Disston Plz.(30)		Woolworth, Liggett, Eckerd, Grant's
Dolphin Vlg.(18)		Eckerd, TG&Y, Publix Super Mkt.
Five Points(13)		Kash 'N Karry
Gulfport Plz.(10)		Winn-Dixie
Madeira(17)		McDonalds, Becks
Town Plz.(28)		Publix, Carvel's, Walgreens
Zayre(20)		Zayre

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. Mon. through Sat.; Food & drug Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Maas Bros. 4; Montgomery Ward 3; Sears 3; Belk Lindsey 3; JCPenney 4; J. Byron 5; Robinson's 2; Ivey's 2; Gayfers; Beall's; Burdines 2.
Discount Stores-Dollar General 11; Zayre 5; K mart 11; Marshall's; T.J. Maxx; Ross Stores.
Variety Stores-McCrory 10; Woolworth 3; Ben Franklin 3; G.C. Murphy; TG&Y 5.
Chain Drug Stores-Walgreens 13; Eckerd 38; SupeRx 11; Kash 'N Karry 6; Florida Choice 4; Galen 3; Michels 4; Shoppers Drug Mart 3.
Chain Supermarkets-Publix 30; Winn-Dixie 28; Kash N' Karry 22; Albertson's 9; Florida Choice 4; Jewel T 8.
Other Chain Stores-S&H Green Stamps; Thom McAn; Ace Hardware; Gordon Jewelers; Radio Shack; Leed's Jewelers-Distributors; National Shirt; Wolf Bros.; Shoe Villa; Baker Shoes; John Baldwin; Colony Shop; The Empire; Lillie Rubin; Luria's; Home Depot; Scotty's; True Value; Service Merchandise; TV & Stereo Town.

14 - NEWSPAPERS: TIMES (m) 336.329; (S) 429.436; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: James E. Doughton, Adv. Mgr., TIMES, PO Box 1121, St. Petersburg, FL 33731; Tel. (813) 893-8504.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SANFORD

1 - LOCATION: Seminole County (In Orlando MSA). E&P Map D-2. County Seat. 39 mi. from Walt Disney World I-4. Light industry, tourist, citrus, truck ctr. 19 mi. N of Orlando on 17, 92, I-4; U.S. Hwys. 17, 92; State Hwys. 46, 415, I-4.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-8.
Barges-From Jacksonville to Port of Sanford on inland waterway.
Intercity Bus Lines-City; Greyhound; Tamiami Trail Tours.

3 - POPULATION:
Corp. City 80 Cen. 23.176; E&P 87 Est. 32.166
MSA 80 Cen. 700.699; E&P 87 Est. 940.731
County 80 Cen. 179.752; E&P 87 Est. 259.456
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8.355; E&P 87 Est. 12.115
County 80 Cen. 63.247; E&P 87 Est. 94.895
MSA 80 Cen. 252.847; E&P 87 Est. 354.000

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$194.066.390
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 164.819

7 - ELECTRIC METERS: County 76.323

8 - GAS METERS: Residence 4.100

9 - PRINCIPAL INDUSTRIES: Knit Goods; Boats; Electronics; Aluminum Prods.; Mobile Homes. (120 industries).

10 - CLIMATE: Min. & Max. Temp.-Spring 59-82; Summer 73-94; Fall 60-89; Winter 51-78. First killing frost, Dec. 23; last killing frost, Jan. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Downtown Shopping**-6 blocks 1st St., including 4 unit Winn-Dixie shpg. ctr. Sanford Plz. 3 mi. S. 26 units including JCPenney, McCrory, 2 mi. S. Pinecrest Ctr., 3 units, 2 1/2 mi. S. Fairway Ctr., 4 units, 2 1/2 mi. S. Zayre Plz., 3 mi. S., K mart 3 mi. S., 20 units, Revco Drug, Winn-Dixie, 6 mi. Seminole Ctr., 30 units, including Wal-mart, Eckerd & Publix.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deltona(18)	9	Winn-Dixie
Longwood(10)	9	Winn-Dixie
Seminole(28)	11	Publix, Natl. Fab.
K mart(7)	2	K mart
Seminole Ctr.	2	Wal-Mart, Eckerd, Publix, Lurias, McDuffs
Lake Mary Centre(12)	7	Albertson's
Winter Pk.(60)	18	JCPenney, Ivey's
Interstate(35)	13	Mont. Ward
Altamone Mall(165)	13	Burdines, Jordan Marsh, Sears, Robinson's
Zayre(7)	3	Zayre, Walgreens

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores open evenings and Sunday-JCPenney; Zayre; Wal-Mart; Luria's; McDuff's; K mart. Most groceries & drugs.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Garett's; Jacobson's.
Discount Stores-Zayre; K mart; Wal-Mart.
Variety Stores-McCrory's 2; Family Dollar; Dollar General.
Chain Drug Stores-Eckerd; Rite Aid; Medco; Revco; Rexall; Walgreens; Wal-Mart.
Chain Supermarkets-Winn-Dixie 3; Publix; Albertson's.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8.307; (S) 8.307; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Mel Adkins, Adv. Dir., HERALD, 300 N French Ave., Sanford, FL 32771; Tel. (305) 322-2611.
National Representative: Landon Associates.

SARASOTA

1 - LOCATION: Sarasota County (MSA). E&P Map C-3. On the West Coast of Florida on the Gulf of Mexico. On U.S. Hwys. 41, 301 & I-75.

2 - TRANSPORTATION: **Motor Freight Carriers**-4.
Intercity Bus Lines-Trailways; Greyhound; Coastal Coaches.
Airlines-National; Eastern; Ozark; Pan Am; Delta; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 48.868; E&P 87 Est. 58.974
NDM-ABC: (80) 202.251
County/MSA 80 Cen. 202.251; E&P 87 Est. 275.880
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21.548; E&P 87 Est. 24.846
NDM-ABC: (80) 88.739
County/MSA 80 Cen. 88.739; E&P 87 Est. 125.923

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	68	$2.062.548.000
Commercial	74	$1.627.974.000

6 - PASSENGER AUTOS: County 195.737

7 - ELECTRIC METERS: County 128.000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Tourism; Constr.; Electronics Research; Mobile Home Mfg.; Citrus Fruit; Celery; Aviation; Boat Bldg.; Tomatoes.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-72; Summer 73-88; Fall 72-87; Winter 55-71.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-12 blocks on Main St.; DeSoto Sq. Mall (84); Sarasota Sq. Mall (75).
Neighborhood Shopping Centers No. of Stores-Kwik Chek 3; Colonial Vlg. 9; Sears 6; Unus Plz. 8; Bee Ridge Plz. 9; Siesta Key Vlg. 9; Pantry Pride Plz. 6; Oakes Plz. 10; Crescent Beach 6; Cortez Plz. 36; Bayshore Gardens 21; Midway Shpg. Ctr. 7; St. Armands Circle 91.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gulf Gate Mall(44)	NA	Belk-Lindsey, Publix, Marshalls
K mart(3)	NA	K mart, Grand Union
Midtown Plz.(23)	NA	
Pelican Plz.(28)	NA	
Rialto Ctr.(17)	NA	
Ringling(11)	NA	Belk-Lindsey, Woolworth
Sarasota Sq.(81)	NA	JCPenney, Sears, Maas Bros.
St. Armands Cir. (135)		Jacobsen's
Southgate Plz.(42)	NA	Burdines, Woolworth, Robinson's
Southbay Plz.(15)	NA	Jacobsen's
Venice Ctr.	NA	Bealls, Woolworth
Town & Country(20)	NA	K mart, J. Byrons
Venetian Plz.(43)		
Zayre Plz.	NA	Zayre

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney 2; Belk-Lindsey 3; Maas Bros. (Allied Stores) 3; Sears 2; Burdines (Federated Stores); Robinson's; J. Byrons 3.
Variety Stores-Kress; Woolworth 4; Zayre 2; Bealls 5.
Discount Stores-K mart 7; Zayre 2; Wal-Mart 2; TG&Y.
Chain Drug Stores-Eckerd 15; Walgreens 10; SupeRx 5; Phar Mor.
Chain Supermarkets-Winn-Dixie 10; Publix 8; Great Scott; Pantry Pride 5; Kash N' Karry 2; Albertson's 2; SupeRx Food 2.
Other Chain Stores-Firestone; Goodyear; Leeds Shoes; Lerner's; Woodrow; Haverty's; Scottys 4; Wickes Lumber; Miami Rug.

14 - NEWSPAPERS: HERALD-TRIBUNE (m) 125.307; (S) 152.425; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Peter B. Marco, Adv. Dir. or Dick West, Class. Adv. Mgr., HERALD-TRIBUNE, 801 S. Tamiami Trail; PO Box 1719, Sarasota, FL 33578; Tel. (813) 953-7755.
National Representative: Publishers' Representatives of Florida.

STUART

1 - LOCATION: Martin County. (In Fort Pierce MSA). E&P Map D-3. County Seat. Manufacturing, agriculture, commercial fishing and resort area. On St. Lucie River. 38 mi. N of West Palm Beach. On U.S. Hwy. 1; State Hwy. 76; I-95.

2 - TRANSPORTATION: **Railroads**-Florida East Coast.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9.467; E&P 87 Est. 12.120
NDM-ABC: (80) 64.014
County 80 Cen. 64.014; E&P 87 Est. 91.931
MSA 80 Cen. 151.196; E&P 87 Est. 216.374

4 - HOUSEHOLDS:
City 80 Cen. 4.193; E&P 87 Est. 5.412
County 80 Cen. 25.863; E&P 87 Est. 38.772
NDM-ABC: (80) 25.863
MSA 80 Cen. 58.369; E&P 87 Est. 86.972

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$756.374.849
Savings & Loan	14	(incl. above)

6 - PASSENGER AUTOS: County 69.190

7 - ELECTRIC METERS: County 744.750

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Resort Area; Commercial Fishing; Agric. (Citrus Fruit); Mfg. Small Electronic Parts.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 72-89; Fall 62-86; Winter 56-72.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cove Plaza	6	Publix, K mart, Walgreens
East Ocean(34)	3	McCrory's, Walgreens
Martin Sq.(50)	4	J. Byron, Beall's, JCPenney, Rite Aid
K mart(13)	3	Eckerd, K mart
Mayfair Plaza(7)	1	
Monterey(40)	2	Eckerd, Winn-Dixie
Harbour Bay Plaza(34)	4	
Smithfield(45)	3	Eckerd, Winn-Dixie
Stuart Ctr.	3	Albertson's, Zayre, Lauria's
Market Place	12	Winn-Dixie, Eckerd
Port Salerno	5	Winn-Dixie, Eckerd
Ocean Breeze Plz.	6	Publix, Walgreens
Martin Downs Plz.	5	Publix, Walgreens
Treasure Coast Square(100)	4	Jordan Marsh, Lord & Taylor, JCPenney
Regency Sq.	3	Florida Choice
Wedgewood Commons	4	Wal-Mart, Publix

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J. Byron's; JCPenney; Beall's; Jordan Marsh; Lord & Taylor.
Discount Stores-K mart; Zayre; Wal-Mart.
Variety Stores-TG&Y; McCrory's; Dollar General; Ben Franklin.
Chain Supermarkets-Publix; Winn-Dixie; Albertson's; Florida Choice.

14 - NEWSPAPERS: NEWS (m) 23.986; (S) 27.081; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Donald W. Berwald, Adv. Dir., NEWS, 111 E. Ocean Blvd.; PO Box 2870, Stuart, FL 33495; Tel. (305) 287-1550.
National Representative: Landon Associates.

TALLAHASSEE

1 - LOCATION: Leon and Gadsden Counties (In Tallahassee MSA). E&P Map B-1. State Capital and County Seat. Education center. Retail and wholesale center for N Florida; 178 mi. W of Jacksonville; 200 mi. E of Pensacola; 20 mi. N of Gulf of Mexico. On U.S. Hwys. 90, 27, 319, I-10; State Hwys. 20, 61, 63, 363, 369.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline.
Motor Freight Carriers-13 (Truck rental-6).
Intercity Bus Lines-Greyhound; Trailways; Taltran.
Airlines-Eastern; Delta; Atlantic Gulf; PBA; Air New Orleans; ASA; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 105,324; E&P 87 Est. 119,733
NDM-ABC: (80) 148,655
Bal. in RTZ-ABC: (80) 98,182
Counties 80 Cen. 190,220 E&P 87 Est. 221,386
Leon 80 Cen. 148,655; E&P 87 Est. 177,784
Gadsden 80 Cen. 41,565; E&P 87 Est. 43,602
Total NDM & RTZ-ABC: (80) 246,837
MSA 80 Cen. 190,220; E&P 87 Est. 221,386
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 30,822; E&P 87 Est. 46,769
Counties 80 Cen. 57,833; E&P 87 Est. 81,060
Leon 80 Cen. 54,103; E&P 87 Est. 67,884
Gadsden 80 Cen. 3,730; E&P 87 Est. 13,176
NDM-ABC: (80) 54,103
Bal. in RTZ-ABC: (80) 31,357
Total NDM & RTZ-ABC: (80) 85,460
MSA 80 Cen. 66,195; E&P 87 Est. 81,060

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$549,114,496
Commercial	13	$559,333,563

6 - PASSENGER AUTOS: Counties: Leon 111,963; Gadsden 14,040

7 - ELECTRIC METERS: Residence 54,613

8 - GAS METERS: Residence 6,568

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 3,800; Constr. 5,000; Trans., Commun. & Util. 2,900; Whol. & Ret. 19,100; Fin., Ins. & R.E. 4,400; Services 18,400; Gov't 39,500; Agric., Forestry, Fishery 422.
Principal Industrial Pay Days 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-76; Summer 70-90; Fall 57-77; Winter 42-65. First killing frost, Dec. 9; last killing frost, Feb. 25.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Blairstone Plaza(11)	NA	Suwanee
Capital Plz.(14)	NA	Warehouse Foods, Sherwin-Williams
Carriage Gate(24)	NA	Eckerd, Winn-Dixie
College Sq.(16)	NA	Winn-Dixie, Radio Shack, Revco
Governors Sq.(120)	NA	Maas Bros., Sears, JCPenney, Lerner's, Waldenbooks, Zale's
Gulf Wind(6)	NA	HQ
Jackson Bluff(6)	NA	
K mart Plz. No.(6)	NA	K mart
K mart Plz. So.(11)	NA	Eckerd, K mart, Radio Shack
Killearn(22)	NA	Publix, Eckerd
Killearn Vlg.(11)	NA	Brown's Drug
Parkway Ctr.	NA	Saben, Ross, Hancock Fabrics, Studebakers
Miracle Plz.(11)	NA	Home Furniture, McCrory
Northside Plz.(9)	NA	Citicorp, State Farm
Northwood Mall(70)	NA	Rheinaurs, Eckerd, Publix
Plaza Ten(8)	NA	Unfinished Furniture, Superior Cleaners
K mart Plaza(3)	NA	K mart
Southside(17)	NA	Eckerd, Radio Shack
Tallahassee Mall(90)	NA	Gayfer's, Mont. Ward, McCrory's, Zale's, Zayre
Market Sq.(60)	NA	Sullivan Drugs
Towne So.(18)	NA	TG&Y, Radio Shack, Revco Drugs
University Plaza(12)	NA	University Rexall
Varsity(5)	NA	
Westwood(16)	NA	TG&Y, Eckerd, Publix

Neighborhood Shopping Centers-2 on N. Monroe; 1 on S. Monroe; 1 on W. Tennessee; 1 on Thomasville Rd.; 1 on Gaines St.; 1 on South City; 1 on Brevard St.; 1 on E. Lafayette; 1 on Jackson Bluff Rd.
Principal Shopping Days-Fri., Sat., Mon., Thur. Some open Mon., Thur., Fri. Eve., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Lerner's; JCPenney; Gayfer's; Montgomery Ward; Maas Bros.
Discount Stores-Army-Navy Surplus; K mart; Wilson's; Zayre; Service Merchandise; Ross.
Variety Stores-McCrory's.
Chain Drug Stores-Walgreens; Eckerd; Revco.
Chain Supermarkets-Winn-Dixie 8; Majik Mkts. 24; Sing Stop N' Shop 6; Jr. Food; Publix 5; Albertson's 2.
Other Chain Stores-Danley Furn.; Singer Co.; Firestone; Keenan Auto Parts; Tallahassee Furn.; Thom McAn; Sherwin-Williams; Pittsburgh Paints; Rhodes Furn.; Homecrafters; Lowes; Scotty's Lumber; Jax Liquors; 84 Lumber; HQ.

14 - NEWSPAPERS: DEMOCRAT (m) 55,429; (S) 68,614; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Thomas Tomasi, Adv. Mktg. Dir., DEMOCRAT, 277 N. Magnolia Dr.; PO Box 990, Tallahassee, FL 32302; Tel. (904) 599-2246.
National Representatives: Knight-Ridder Newspaper Sales; Publishers' Representatives of Florida.

TAMPA

1 - LOCATION: Hillsborough County. (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-2. County Seat. On Hillsboro Bay, 23 mi. from the Gulf of Mexico; 197 mi. SW of Jacksonville; 266 mi. NW of Miami. Shipping, manufacturing, wholesale, retail & college center. MacDill Air Force Base.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-46.
Intercity Bus Lines-Greyhound; Gulf Coast; Tampa Bus Lines; Trailways; Grayline.
Steamship Lines-Commercial-140; Passenger-3.
Airlines-Eastern; Air Canada; United; Delta; Northwest; TWA; Pan Am; American; Piedmont; Ozark; USAir; Wardair; British Airways; Condor; New York Air; Continental; Bahamas Air; Air Jamaica; Midway; TransStar; Air Atlanta; American TransAir; Continental Express; Eastern Express; New York Air Conn.

3 - POPULATION:
Corp. City 80 Cen. 271,523; E&P 87 Est. 291,617
CZ-ABC: (80) 428,179
RTZ-ABC: (80) 1,756,993
County 80 Cen. 646,960; E&P 87 Est. 799,477
MSA 80 Cen. 1,613,961; E&P 87 Est. 2,047,260
City & RTZ-ABC: (80) 2,185,172
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 105,603; E&P 87 Est. 115,223
County 80 Cen. 237,943; E&P 87 Est. 304,971
MSA 80 Cen. 656,551; E&P 87 Est. 865,852
CZ-ABC: (80) 162,451
RTZ-ABC: (80) 707,961
City & RTZ-ABC: (80) 870,412

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$1,951,892,000
Commercial	20	$5,102,035,000

6 - PASSENGER AUTOS: County 542,405

7 - ELECTRIC METERS: Residence 286,300

8 - GAS METERS: Residence 14,489

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Prods. 11,100 ($255); Tobacco 1,100 ($212); Printing & Publishing 10,400 ($240); Chem. 3,900 ($461); Stone, Clay & Glass Prods. 4,600 (N.A.); Trans., Commun., Electric, Gas & Sanitary Services 81,500 (N.A.); Whol. Trade 29,900 (N.A.); Ret. Trade 69,000 (N.A.)
Principal Industrial Pay Days-Thur. & Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-82; Summer 74-90; Fall 65-83; Winter 50-71.

11 - TAP WATER: Alkaline, moderately hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Temple Terrace(21)	8	Winn-Dixie
East Lake Sq. Mall(131)	10	Mont. Ward, JCPenney, Belk-Lindsey
Northgate(40)	7	Lionel, Maas Bros.
Hillsboro Plz.(20)	6	
East Gate(21)	6	Publix, Woolworth, Walgreens
Britton Plz.(50)	7	Belk-Lindsey, Walgreens
Dale Mabry(23)	5	Publix, Shoppers Drug Mart
Armenia(12)	5	U-Save, Eckerd
Buccanneer Sq.(26)	11	Belk-Lindsey
Henderson Blvd.(5)	4	U-Save, Eckerd
West Gate(19)	10	U-Save, Eckerd
Harbour Island(60)	NA	Specialty Stores & Restaurants
Bears(15)	15	U-Save
West Shore Plz.(93)	6	Maas Bros., JCPenney, Robinson's, Walgreens
Brandon Mall(12)	11	Zayre, Rite Aid, Kash 'N Karry
Tampa Bay(152)	5	Sears, Burdines, Mont. Ward
Floriland Mall(45)	8	Mont. Ward, Zayre, Walgreens
Town'n Country(18)	11	Winn-Dixie, Zayre, Eckerd
Fiesta Plaza(11)	4	Kash 'N Karry
Terrace Plaza(19)	7	Publix, Eckerd
University Plz.(9)	10	U-Save, Eckerd
University Square(126)	10	Maas Bros., JCPenney, Robinson's, Sears, Burdines
Fletcher Plaza(14)	11	Winn-Dixie, Walgreens
Columbus(7)	6	Kash'n Karry, Eckerd
Horizon Park(23)	7	Winn-Dixie
Twin Bays(14)	5	Winn-Dixie
Busch Plaza(22)	11	Rite Aid, J. Byron's
Clayton Plz.(17)	11	Publix, Eckerd, J. Byron
Hillsborough Sq.(25)	12	K mart, Kash 'N Karry, Rite Aid
Mission Bell(35)	10	K mart, United Artists
Village Ctr.(42)	10	Publix, Walgreens
West Hills(22)	10	Publix, Walgreens
Belz Outlet Mall(80)	NA	Specialty Stores
Market Place North(26)	15	Eckerd, Luria's
Plant City(20)	23	K mart, Publix
Tampa Outlet Mall(24)	9	Specialty Stores
Carolyn Lane(7)	12	Winn-Dixie, Eckerd
Nebraska Ave(3)	6	Eckerd, U-Save
Town Square(11)	6	Kash 'N Karry, Rite Aid
University Collections(55)	11	Kash 'N Karry, Eckerd
Regency Sq.(70)	NA	Marshalls, Wilcor
Northdale Court (35)	15	T.J. Maxx, Family Mart, Beall's
Sun Point(32)	20	Beall's, Publix
Valrico Sq.(33)	12	Wilcor, Eckerd
Shoppes of Carrollwood(33)	10	Harry's Big & Tall, Clothworld
Westwood Plz.(37)	10	Kash 'n Karry, Eckerd

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping centers every evening.

13 - RETAIL OUTLETS: **Department Stores**-Maas Bros. 5; JCPenney 3; Montgomery Ward 3; Sears 2; Belk-Lindsey 3; Robinson's 2; Burdines 2; J. Byron 3.
Discount Stores-Zayre 6; K mart 9; Beall's 4; Jacobson's; Marshall's 2; Luria's 2; T.J. Maxx 2.
Chain Drug Stores-Walgreens 12; Eckerd 31; Albertson's 4; Rite Aid 8; Florida Choice 4; Eagle 2.

Chain Supermarkets-Affiliated of Florida 43; Publix 14; Winn-Dixie 17; Kash'n Karry 23; U-Save 11; Albertson's 4; Florida Choice 3; Jewel T 5; Save 'N Pack 2.
Convenience Chain Grocers-7-Eleven 56; Circle K 53; Majik Markets 29; Shop & Go 56; Sparky's 19; Handy 12; Presto 27; Pick Kwik 4; Convenience Food Mart 7; Farm Store 24.
Other Chain Stores-Men's Clothing: H.I.S. 3, National Shirt 5, Kirby's 4, Wolf Bros. 4, Richman Bros., Phil. George Ltd. 2; Women's Clothing: Hit or Miss 3, Brooks 3, Lerners 4, John Baldwin, Casual Corner 4, Colony Shops 7, Wolf Bros. 4, Lillie Rubin, Two Sisters, Lane Bryant, Stuart's 6, Foxmoor 4, Excess Baggage 2, Fredricks 2, Josie's 4, Sherry's; Shoes: Butlers 4, Self Service 4, Thom McAn 4, Baker's 3, Pix 3, Red Cross 4, Knapp 2, Naturalizer 5, Florsheim 3, Hanover 3, Kinney 5; Furniture: Roberds, Carriage House 2, Lester's, Levitz, Kane, Robb & Stucky, Haverty 2; Others: Western Auto 8, Singer 2, Ace Auto 3, Discount Auto 12, Genuine Auto Parts 10, Rose Auto Parts 4.

14 - NEWSPAPERS: TRIBUNE (m) 248,415; (S) 337,514; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Joe Gess, Adv. Mgr., TRIBUNE, 202 S. Parker, Tampa, FL 33606; Tel. (813) 272-7447.
National Representative: Sawyer-Ferguson-Walker.

VERO BEACH

1 - LOCATION: Indian River County. E&P Map D-3. County Seat. Winter resort. Fisheries, fruit, truck farms. 72 mi. N of West Palm Beach. On U.S. Federal Hwy. 1.

2 - TRANSPORTATION: **Intercity Bus Lines**-Greyhound.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 16,176; E&P 87 Est. 19,331
NDM-ABC: (80) 59,896
County 80 Cen. 59,896; E&P 87 Est. 85,746

4 - HOUSEHOLDS:
City 80 Cen. 7,281; E&P 87 Est. 8,977
NDM-ABC: (80) 23,331
County 80 Cen. 23,331; E&P 87 Est. 34,930

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	10	$7,432,563,874
Commercial	9	$5,715,758,170

6 - PASSENGER AUTOS: County 56,831

7 - ELECTRIC METERS: Residence 21,763

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft 1,000; Citrus.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 72-90; Fall 62-85; Winter 55-75.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8th Ave. & 12 St. (33 Stores); Miracle Mile (17 stores); U.S. 1 & Oslo Rd. (40 Stores); State Rd. N. 60 & 6th Ave. (16 stores); 43rd Ave. & Rte. 60; Osceola Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Mall	7	K mart, Publix
Vero Mall(33)	8	JCPenney, J. Byron
Treasure Coast Plaza(16)	NA	Woolworth
Miracle Mile(17)	NA	Publix, Winn-Dixie, Sears, True Value
Vero Plaza	NA	Luria's, Fla. Choice

Principal Shopping Days-Daily & Sun., 9 am to 9 pm.
Stores Open Evenings-Shopping Centers every night to 9.

13 - RETAIL OUTLETS: **Department Stores**-Wodtkes; JCPenney; J. Byron.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Ben Franklin; Berggren's; Woolworth.
Chain Drug Stores-Eckerd; Rite-Aid; Walgreens.
Chain Supermarkets-Publix; Winn-Dixie; Albertson's; Florida Choice.
Other Chain Stores-Carvel; Baskin Robbins; Kinney; World Bazaar.

14 - NEWSPAPERS: PRESS-JOURNAL (m) 25,735; (S) 26,870; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Darryl Hicks, Adv. Mgr., PRESS-JOURNAL, 1801 U.S. 1; PO Box 1268, Vero Beach, FL 32961; Tel. (305) 562-2315.
National Representative: Landon Associates.

WEST PALM BEACH

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3. County Seat. 2 mi. from the Gulf Stream. 68 mi. N of Miami. On U.S. Hwy. 1 (Dixie Hwy.); I-95.

2 - TRANSPORTATION: **Railroads**-Amtrak (passenger); Seaboard Coast Line; Florida East Coast (freight).
Shipping-Port of Palm Beach.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Trailways; Co Tran.
Airlines-Eastern; Delta; United; TWA; USAir; Northwest Orient; American; Chalks; Piedmont; Atlantic Gulf; Gull Air; Midway; NYAir; Presidential.

3 - POPULATION:
Corp. City 80 Cen. 62,530; E&P 87 Est. 75,932
CZ-ABC: (80) 360,957
RTZ-ABC: (80) 279,811
County/MSA 80 Cen. 573,125; E&P 87 Est. 807,538
City & RTZ-ABC: (80) 640,768
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,165; E&P 87 Est. 29,296
CZ-ABC: (80) 151,542
RTZ-ABC: (80) 108,660
County/MSA 80 Cen. 232,937; E&P 87 Est. 341,581
City & RTZ-ABC: (80) 260,202

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	25	$4,246,625,000
Savings & Loan	36	$6,332,539,000

6 - PASSENGER AUTOS: County 523,969

7 - ELECTRIC METERS: County 403,447

8 - GAS METERS: County 35,344

9 - PRINCIPAL INDUSTRIES: Data Processing Systems; Aircraft Engines & Parts; Electronic

Components; Semi-conductors; Capacitors; Research & Development; Oceanographic Sciences & Engineering; Raw Sugar; Vegetables; Beef; Citrus Fruits; Boats; Industrial Controls; Tools & Dyes; Paints & Varnishes; Furn. Mattresses; Aluminum Doors, Windows, Shutters, Awnings; House & Camping Trailers; Precast Prods.; Printing & Pub.; Dairies; Fishing Tackle; Constr.

10 - CLIMATE: Av. Annual Temp. 82; Summer 81; Winter 67; Rainfall 70 in. per year.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on 4 streets; Palm Beach Mall.
Neighborhood Shopping Centers-Southdale; Boynton; Beach Mall; PGA Regional Mall; Town Center; Palm Coast Plaza; Westward; Farmer's Mkt.; Royal Poinciana Plaza; Polo Grounds Center; Zayre; Belmart; Century Corners; Cross County Mall; Drexel Plaza; Esplanade; Gun Club; K mart Plaza; Luria Plaza; Pine Trail; Village Market; Wellington Country Plaza; Worth Avenue; Oakbrook Sq.; Garden Sq.; Twin City Mall; Loehmann's Plaza; Palm Springs; Crystal Tree; Waterside Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delray Mall(65)	20	J. Byron
Cross County(52)	4	Builder's Square. K mart
Palm Coast(52)	7	Publix, J. Byron
Palm Beach(110)	3	Jordan Marsh. Sears, Burdine's. JCPenney. Lord & Taylor
Farmer's Mkt.	3	(variety)
Garden Square(30)	14	Shoppers Drug Mart. Publix
Town Center(127)	25	Jordan Marsh. Sears. Lord & Taylor. Bloomingdale's. Burdine's
Twin City(39)		Sears. Jefferson Ward
Polo Grounds(12)	11	Publix. Eckerd
Worth Avenue	3	Martha's. Saks

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Fri. until 9:30.

13 - RETAIL OUTLETS: **Department Stores**-(In West Palm Beach)-Anthony's; Burdines; JCPenney; Sears; J. Byron; Jordan Marsh; Pioneer; Lord & Taylor; Lillie Rubin; Casual Corner. (In Palm Beach)-Saks Fifth Avenue; Bonwit Teller; Razooks; Gucci.
Variety Stores-McCrory; Woolworth 4; Dollar Stores.
Discount Stores-Zayre; Farmers Market; K mart; Loehmann's; Marshall's; Best; T.J. Maxx.
Chain Drug Stores-Walgreens; SupeRx; Gray; Best Buy; Discount Drugs; Eckerd's; Shoppers Drug Mart; Tru-Valu; Freddy's.
Chain Supermarkets-Winn-Dixie 34; Pantry Pride 2; Miller's 2; Publix 26; Albertson's 2; Sun.
Other Chain Stores-A.S. Beck; Butler's; Singer Co.; Goodyear; Baker's; Western Auto; Zale's; Badcock Furn.; Firestone; Gordon's Jewelers; Jacob Jewelers; Cartiers; Peck & Peck; The Gap; County Seat; Foxmoor; Waldenbooks; B. Dalton; Joan Bari; Florsheim; (In Palm Beach): Brooks Brothers; Polo; FAO Schwarz.

14 - NEWSPAPERS: POST (m-mon to fri) 130,033; TIMES (e-mon to fri) 19,032; POST (m-sat) 150,589; (S) 193,958; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Drotar, Gen. Adv. Mgr., POST-TIMES, 2751 S. Dixie Hwy., PO Drawer T, West Palm Beach, FL 33405; Tel. (305) 837-4277.
National Representative: Sawyer-Ferguson-Walker.

WINTER HAVEN

1 - LOCATION: Polk County (In Lakeland-Winter Haven MSA). E&P Map D-2. 50 mi. SW of Orlando; 50 mi. E of Tampa.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 21,119; E&P 87 Est. 24,150
NDM-ABC: (80) 71,471
County/MSA 80 Cen. 321,652; E&P 87 Est. 392,554

4 - HOUSEHOLDS:
City 80 Cen. 8,812; E&P 87 Est. 10,361
County/MSA 80 Cen. 114,394; E&P 87 Est. 145,467
NDM-ABC: (80) 26,133

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$256,314,107
Savings & Loan	7	$281,096,490

6 - PASSENGER AUTOS: County 227,719

7 - ELECTRIC METERS: Residence 41,544

8 - GAS METERS: Residence 2,634

9 - PRINCIPAL INDUSTRIES: Fruit & Food Packing & Proc.; Light Mfg.; Tourism.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-96; Fall 50-80; Winter 35-70. First killing frost, Dec. 20; last killing frost, Feb. 15.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on West Central & Third Sts., NW & SW; Field Plz. 2 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Imperial Plz.	4	TG&Y. Winn-Dixie
Havendale	4	Food World, Eckerd
Northgate(13)	NA	Publix, Belk-Lindsey
Southeast Plz(18)	NA	Eckerd. Beall's
Village Sq.(12)	NA	Eagle. Winn-Dixie
Winter Haven Mall(60)	NA	Maas Bros., Sears
Zayre(10)	NA	Zayre, Kash 'N Karry

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri.; Shpg. Ctrs. nightly.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Belk-Lindsey; Rheinauers; Maas Bros.; Eagle Family Discount; Beall's; TG&Y.
Discount Stores-Zayre; K mart; Goodie Barn.
Chain Drug Stores-Anderson Rexall; Eckerd 4; Walgreens 2.
Chain Supermarkets-Publix 3; Winn-Dixie 3; Minit Shop 10; Kash 'N Karry; Pantry Pride; Food World; Jewel T.
Other Chain Stores-Goodrich; Goodyear; Firestone; Hallmark; Thom McAn; Woolworth; Mae's Fabrics; ABC Liquors 5; S&H Green Stamps; Babcock Furn. 3; True Value Hdwe.; Zale's; Jacob's Jewelers; Scotty's Lumber; Lerner Shops; Crowder Hdwe. 2; McCrory's; Radio Shack 2; Desears Appliance.

14 - NEWSPAPERS: NEWS-CHIEF (e) 16,246; (S) 17,044; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Doyle DePriest, Adv. Dir., NEWS-CHIEF, PO Box 1440, Winter Haven, FL 33882; Tel. (813) 294-7731.
National Representative: Landon Associates.

GEORGIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Albany-Dougherty and Lee Counties.
Athens-Clarke, Jackson, Madison and Oconee Counties.
Atlanta-Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding and Walton Counties.
Augusta, GA-SC-Columbia, McDuffie and Richmond Counties, GA; Aiken County, SC.
Chattanooga, TN-GA-Hamilton, Marion and Sequatchie Counties, TN; Catoosa, Dade and Walker Counties, GA.
Columbus, GA-AL-Chattahoochee and Muscogee Counties, GA; Russell County, AL.
Macon-Warner Robins-Bibb, Houston, Jones and Peach Counties.
Savannah-Chatham and Effingham Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	422	415	472
5-14 Years	953	927	1,054
15-24 Years	861	1,047	1,190
25-44 Years	1,121	1,578	1,794
45-64 Years	868	998	1,135
65 and Over	365	517	588
TOTAL	4,590	5,482	6,233

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr	859	1,288	2,687
General Mdse	2,132	2,750	4,592
Food	3,455	5,438	8,040
Automobiles	3,481	4,552	9,756
Gasoline Stations	1,351	2,382	2,629
Apparel	740	1,238	1,985
Furniture	675	1,005	2,049
Eat/Drink Places	1,251	2,239	3,771
Drugs	510	799	1,311
TOTAL SALES	15,916	24,408	40,208

ALBANY

1 - LOCATION: Dougherty County (MSA). E&P Map B-4. 167 mi. S of Atlanta; 107 mi. S of Macon; 89 mi. SE of Columbus.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern; Seaboard Coastline.
Motor Freight Carriers-30.
Intercity Bus Lines-Trailways.
Airlines-A.S.A.; Eastern Metro Express.

3 - POPULATION:
Corp. City 80 Cen. 74,550; E&P 87 Est. 83,758
CZ-ABC: (80) 90,509
RTZ-ABC: (80) 205,353
County 80 Cen. 100,978; E&P 87 Est. 102,508
MSA 80 Cen. 112,662; E&P 87 Est. 117,670
City & RTZ-ABC: (80) 295,862

4 - HOUSEHOLDS:
City 80 Cen. 24,831; E&P 87 Est. 28,758
County 80 Cen. 33,138; E&P 87 Est. 34,738
MSA 80 Cen. 36,780; E&P 87 Est. 39,604
CZ-ABC: (80) 29,937
RTZ-ABC: (80) 66,293
City & RTZ-ABC: (80) 96,230

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$627,000,000
Savings & Loan	2	$278,000,000

6 - PASSENGER AUTOS: County 48,305

7 - ELECTRIC METERS: Residence 32,040

8 - GAS METERS: Residence 23,101

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 2,205 ($344); Paper Mfg. 1,961 ($575); Food 2,773 ($523); Brewery 1,200 ($610); Candy Mfg. 835 ($400); Farm Imp. 100 ($265); Non Elect. Mach. 773 ($329); Auto Parts Mfg. 600 ($706); Medicinal Chem. 375 ($600); Golf Club Mfg. 390 ($300); Trans. Equip. 278 ($340); Agric. Chem. 270 ($355); Military Supply Ctr. 1,124 Marines, 2,945 Civilians (payroll $93,500,000 annually).

10 - CLIMATE: Min. & Max. Temp.-Spring 61-85; Summer 71-93; Fall 48-71; Winter 42-67. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-1 block on Pine St., 2 on Broad, 2 on Jackson, Slappey Blvd. at W. Broad, Slappey Drive betw. Broad & Pine, Slappey Drive & 3rd Ave. & E. Albany; Dawson Rd. at Stuart Ave.; Dawson Rd. at Old Dawson Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albany Mall(84)	5	Sears, Belk's, Gayfer's
Cross Station(25)	5	Wal-Mart, Winn-Dixie
Largo Plz.(20)	4	Haverty's Dimensions
Midtown(8)	2	Winn-Dixie, JCPenney
The Junction(10)	4	Rite-Aid, Piggly Wiggly
Oglethorpe(12)	3	Rose's, Eckerd
Southgate(6)	2	Eckerd, Bargain Town
Village Green(19)	4	Eckerd
Hunter's Mill(4)	5	Fantasy Records

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Gayfer's; Rosenberg's; Sears; Belks; JCPenney; Rose's.
Variety Stores-Woolworth.
Discount Stores-Lowe's; Keys; K mart; Family Dollar; Wal-Mart.
Chain Drug Stores-Revco; Lee; Drugs For Less; Rite-Aid; Eckerd.
Chain Supermarkets-Winn-Dixie 2; Harvey's 5; Piggly Wiggly 5; Family Mart; Food 4 Less.
Other Chain Stores-Goodrich; Goodyear; Western Auto; Firestone; 84 Lumber; Friedman Jewelers; General Nutrition; Musicland; Pic'N Pay Shoes; Rhodes Furniture; West Building Materials; Wickes Lumber; Zale's Jewelers; Haverty's Furn.; Radio Shack; Music Land; Waldenbooks; Hanover Shoes; Kinney Shoes; Body Shop; Shoe City; Auto Shack; Nationwise Automotive; Brooks Fashion; Butlers Shoes; Casual Corner; Fashion Bug Plus; Foxmore; G and G; Hallmark; It's; Leon's; Lerner Shops; Playland Toys; Showcase Cards; Spencer's Gifts; Stuart's; Turtles; Rex TV.

14 - NEWSPAPERS: HERALD (e) 38,204; (S) 45,039; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Raymond H. Starling, Jr., Adv. Dir., HERALD, PO Box 48, Albany, GA 31703; Tel. (912) 888-9300.
National Representative: Branham/Newspaper Sales.

AMERICUS

1 - LOCATION: Sumter County. E&P Map B-4. County Seat. 70 mi. SW of Macon; 65 mi. SE of Columbus; 135 mi. S of Atlanta. U.S. Hwys. 19, 280; State Hwys. 3, 49, 27, 30.

2 - TRANSPORTATION: **Railroads**-Southern; Seaboard Coast Line.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 16,120; E&P 87 Est. 17,149
CZ-ABC: (80) 16,120
RTZ-ABC: (80) 16,673
County 80 Cen. 29,360; E&P 87 Est. 31,759
City & RTZ-ABC: (80) 32,793

4 - HOUSEHOLDS:
City 80 Cen. 5,500; E&P 87 Est. 5,648
CZ-ABC: (80) 5,332
RTZ-ABC: (80) 5,258
County 80 Cen. 9,465; E&P 87 Est. 10,474
City & RTZ-ABC: (80) 10,590

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$90,400,000
Savings & Loan	2	$34,000,000

6 - PASSENGER AUTOS: County 14,365

7 - ELECTRIC METERS: Residence 10,620

8 - GAS METERS: Residence 2,905

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 1,500; Mach. Shops 300; Mobile Homes 500; Metal Prods. 750; Rubber 500; Furn. 200; Lighting Fixtures 500.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belair Plaza(7)	NA	Harvey's
Perlis Plaza(11)	NA	Piggly Wiggly, SupeRx
Americus Vlg.(7)	NA	Belk-Hagins
Eastgate(4)	NA	Family Dollar, Eckerd
Wheatley Plaza(4)	NA	Lee Drugs

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Family Dollar; Wal-Mart.
Chain Drug Stores-Walgreens 2; Lee's; SupeRx; Eckerd.
Chain Supermarkets-Piggly Wiggly 2; Harveys; Winn-Dixie.

14 - NEWSPAPERS: TIMES-RECORDER (e) 7,317; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Andy Bass, Adv. Mgr., TIMES-RECORDER, Vienna Rd.; PO Box 1247, Americus, GA 31709; Tel. (912) 924-2751.
National Representative: Thomson Newspapers.

ATHENS

1 - LOCATION: Clarke County (MSA). E&P Map C-2. County Seat. Educational and industrial center. Located in NE Georgia. 67 mi. E of Atlanta; 98 mi. NW of Augusta; 90 mi. N of Macon & 227 mi. NW of Savannah.

2 - TRANSPORTATION: **Railroads**-Seaboard; Southern; Georgia; Central of Georgia; Gainesville Midland.
Motor Freight Carriers-16 with Terminals.
Intercity Bus Lines-Greyhound; Southeastern Stages; Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 42,549; E&P 87 Est. 45,252
CZ-ABC: (80) 42,549
RTZ-ABC: (80) 96,395
County 80 Cen. 74,498; E&P 87 Est. 83,584
MSA 80 Cen. 130,015; E&P 87 Est. 149,326
City & RTZ-ABC: (80) 138,944
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,055; E&P 87 Est. 15,926
County 80 Cen. 26,587; E&P 87 Est. 29,901
MSA 80 Cen. 45,568; E&P 87 Est. 53,212
CZ-ABC: (80) 15,055
RTZ-ABC: (80) 33,460
City & RTZ-ABC: (80) 48,515

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$650.823.341
Savings & Loan	2	$167.465.822

6 - PASSENGER AUTOS: County 40.142

7 - ELECTRIC METERS: Residence 36.631

8 - GAS METERS: Residence 26.983

9 - PRINCIPAL INDUSTRIES: Clocks: Elect. Transformers; Milk Cartons; Fertilizer; Tire Fabric; Overalls; Shirts; Fiberglass Moulatron; Cottonseed Prods.; Furn. Braided Cord; Tapestry; Beverages; Garments; Veneer; Coperage; Canned Meats; Canned Vegetables; Dairy Prods.; Candy; Foundry and Machine Works; Corn and Flour Milling; Mattresses; Poultry; Textiles; Elect. Motors; Non-Woven Products.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: First killing frost, Nov. 5; last killing frost, Apr. 2.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart	3	K mart
Beechwood(40)	2	Key, Woolworth, Winn-Dixie
Homewood(12)	3	Zayre, Winn-Dixie
Willowood(17)	5	Rose's, Winn-Dixie
Alps(29)	2	Gibsons
Sky City(7)	2	Sky City, Otasco, Bi-lo
East Plaza(10)	5	Bells Food
Georgetown(15)	4	Food Giant
Georgia Sq.(100)	5	F lk, JCPenney, Sears, Davison
Clarke Crossing(10)	4	Richway, Piggly Wiggly
Athena Square	5	Family Food
East Athens(8)	3	Bi-lo

Principal Shopping Days-Sat., Sun., Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Macy's, Belk's, JCPenney, Sears.
Discount Stores-Gibson's; Sky City; Zayre; Family Dollar; Rose's; K mart; Richway.
Variety Stores-Woolworth; McLellan's; McCrory.
Chain Drug Stores-Eckerd 4; Village Drug 2; Revco 5; Shoppers Drug Mart.
Chain Supermarkets-Kroger; Winn-Dixie 3; Foodland; Bells 5; Bi-Lo 2; Piggly Wiggly 2; Family Food.
Other Chain Stores-Diana Shop; Sterchis; Goodyear; Otasco; Sherwin-Williams; Pearle Optical; Lowes; Wickes; Kay's; Parts City; Key Wholesale; Friedman's 2; Radio Shack 4; General Nutrition; Camelot Music; Zachry's; Merle Norman; Zale's; Gordon Jewelry; Citizens Jewelry; American Vision; Kinney Shoes; Butler Shoes; Thom McAn; Southern Linen Outlet; Payless Shoes; West Bldg.; Hi Fi Buys; Wolf Camera; Rhodes Furn.; Haverty's Furn.

14 - NEWSPAPERS: NEWS (m-mon to fri) 10.421; BANNER-HERALD (e-mon to fri) 12.667; BANNER-HERALD/NEWS (m-sat) 20.635; (S) 28.140; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Carey M. Almond, Adv. Dir., BANNER-HERALD NEWS, One Press Pl., Athens, GA 30613; Tel. (404) 549-0123.

National Representative: Branham/Newspaper Sales.

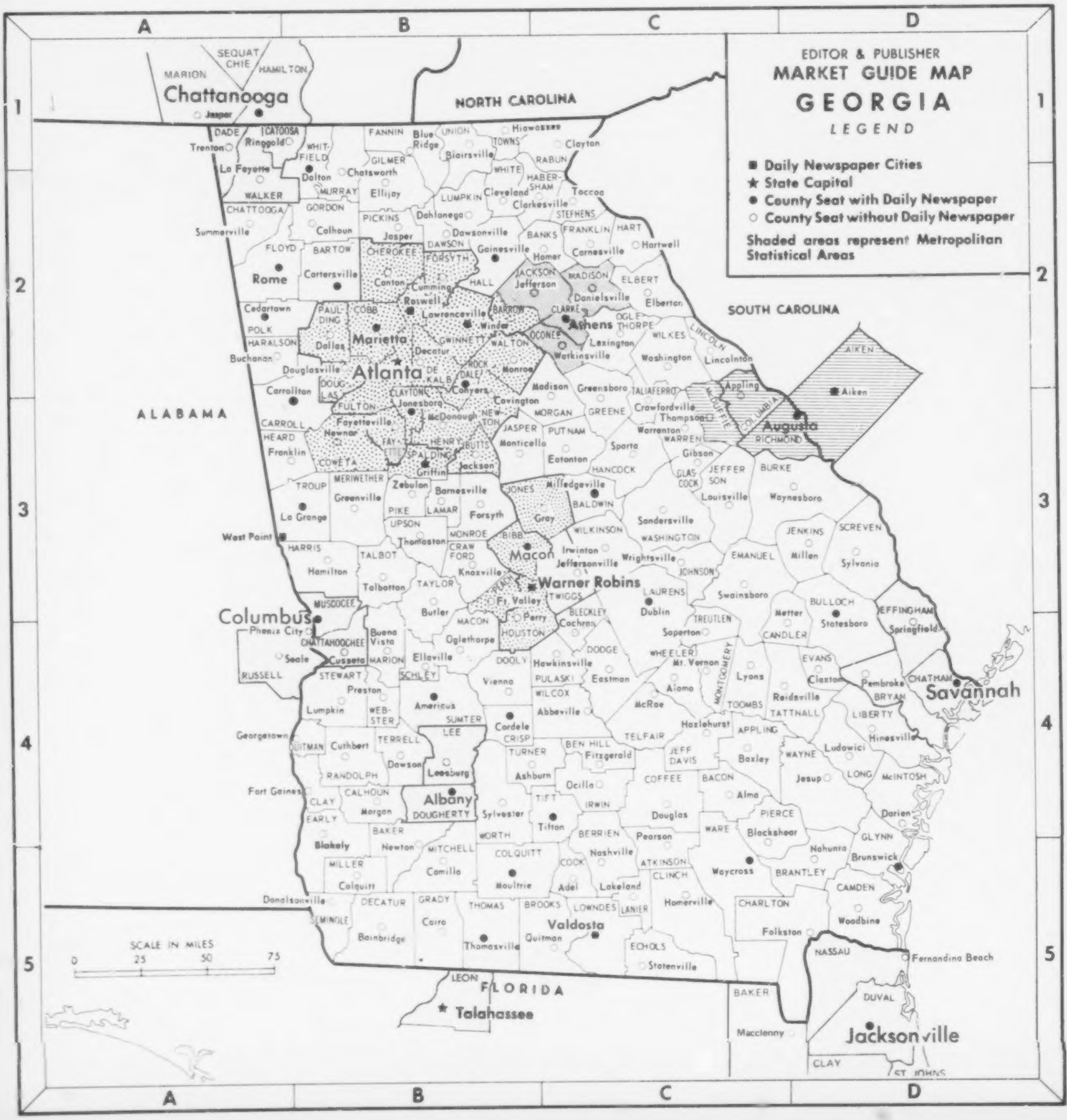
ATLANTA

1 - LOCATION: Fulton & De Kalb Counties (Atlanta MSA) (18 counties total), E&P Map B-2. State Capital, Fulton County Seat. Industrial, trans., distribution, merchandise, financial, manufacturing, commun., educ. & high tech center of SE U.S.

2 - TRANSPORTATION: **Railroads**-Seaboard System; Southern Railway.
Motor Freight Carriers 73.
Intercity Bus Lines-Greyhound; Southeastern Stages; Trailways.
Airlines-American; Bahamas Air; British Caledonian; Continental; Delta; Eastern; KLM Royal Dutch; Lufthansa; Northwest; Ozark; Piedmont; Republic; Sabena; TWA; United; USAir; Japan Air Lines.
Mass Transit-MARTA Rapid Rail System.

3 - POPULATION:
Corp. City 80 Cen. 425.022; E&P 87 Est. 423.870
CZ-ABC: (80) 1.521.003
RTZ-ABC: (80) 1.515.876
Counties 80 Cen. 1.072.928; E&P 87 Est. 1.161.384
Fulton 80 Cen. 589.904; E&P 87 Est. 626.693
De Kalb 80 Cen. 483.024; E&P 87 Est. 534.691
MSA 80 Cen. 2.138.078; E&P 87 Est. 2.596.577
City & RTZ-ABC: (80) 3.036.879
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 162.553; E&P 87 Est. 169.243


EDITOR & PUBLISHER
MARKET GUIDE MAP
GEORGIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
A
B
C
D
1
2
3
4
5
NORTH CAROLINA
SOUTH CAROLINA
ALABAMA
FLORIDA
Chattanooga
Atlanta
Athens
Augusta
Aiken
Macon
Warner Robins
Columbus
Savannah
Albany
Valdosta
Rome
Marietta
Tallahassee
Jacksonville
SCALE IN MILES
0
25
50
75

Counties 80 Cen. 398,230; E&P 87 Est. 446,179
Fulton 80 Cen. 225,308; E&P 87 Est. 247,629
De Kalb 80 Cen. 172,922; E&P 87 Est. 198,550
MSA 80 Cen. 756,597; E&P 87 Est. 946,653
CZ-ABC: (80) 555,274
RTZ-ABC: (80) 511,077
City & RTZ-ABC: (80) 1,066,351

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	64	$14,000,000,000
Savings & Loan	20	$8,760,000,000

6 - PASSENGER AUTOS: Fulton County 332,624; De Kalb County 324,702.

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: N.A. (commercial & residential)

9 - PRINCIPAL INDUSTRIES: Mfg.-aircraft; autos; chem.; comm. equip.; furn.; iron & steel prods.; soft drinks; textiles; food; printing and publishing.
Principal Pay Days-Fri., 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-87; Summer 53-97; Fall 29-90; Winter 15-74. First killing frost, Nov. 15; last killing frost, Mar. 30.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: (18-county MSA) Over 700 shpg. ctrs., including 16 Regional Malls. Regional Malls: Belvedere Plz.; Cobb Ctr.; Avondale Mall; Cumberland; Greenbriar; Gwinnett Place; Lenox Sq.; Marketsquare Mall; Northlake; Perimeter Mall; Phipps Plz.; Shannon Mall; South De Kalb Mall; Southlake; West End; Town Center at Cobb Mall.
Principal Shopping Days-Fri., Sat., Mon., Tues., Wed.
Stores Open Evenings-Regional shpg. ctrs. open until 9:30 six nights a week; open Sundays 12:30 to 5:30. Many supermarkets now open until midnight or open 24 hours. Most other ret. stores open Mon., Thur., Fri. evenings.

13 - RETAIL OUTLETS: Department and Apparel Stores-Macy's/Atlantic; JCPenney; Rich's; Sears; Mervyn's.
Specialty Department Stores-Saks Fifth Avenue; Lord & Taylor; Neiman-Marcus.
Discount Stores-K mart; Gold Circle; Wal-Mart; Zayre.
Variety Stores-Woolworth.
Chain Drug Stores-Dunaway; Eckerd; K mart Pharmacy; Kroger; Reed's; Revco; SupeRx; Treasury; Wender & Roberts; Drug Emporium.
Chain Supermarkets-A&P; Big Star (div. Grand Union); Big Apple Warehouse/Food Giant/Super Valu (Alterman Foods); Kroger; Thriftown/Big Buy (Associated Grocers); Winn-Dixie; Ogletree's; Cub Foods; Ingles.
Convenience Food Stores-Tenneco; Food Mart; 7-Eleven; Minit Chek; Majik Markets; Li'l General; Stop 'N Go; Starvin' Marvin; Otter.
Other Chain Stores-(selected) Belk; Family Dollar; Kessler's; Sunshine; Marshall's; Burlington Coats; American Home Video; Handy City; Home Depot; Nationwise Auto Parts; Roberd's; Levitz; Havertys; Ethan Allen; Casual Corner; Lerner Shops; Lane Bryant; The Limited; Brooks Brothers; County Seat; Britches of Georgetowne; Thom McAn; Kinney; Thompson Boland & Lee; Fayva; Butler's; Ace Hardware; Western Auto; Firestone; Goodyear; Tiffany & Co.; Zale's; B. Dalton Bookseller; Waldenbooks; Service Merchandise; Lionel Playworld; Lechmere; Circuit City; TG&Y; R.G. Branden; Upton's.

14 - NEWSPAPERS: CONSTITUTION (m-mon to fri) 264,812; JOURNAL (e-mon to fri) 188,617; JOURNAL & CONSTITUTION (m-sat) 501,479; (S) 645,916; Mar. 31, 1987 ABC.
Local Contact for Advertising & Merchandising Data: Tony Web, Adv. Dir., JOURNAL-CONSTITUTION, 72 Marietta St. N.W., Atlanta, GA 30303; Tel. (404) 526-5191.
National Representative: Leonard Co.; Sawyer-Ferguson-Walker.

Subscribe
to E&P and
invest in
your future.

DAILY WORLD (m-tues, thur, fri) 18,000; (S) 20,000; sworn Sept. 30, 1986.
Local Contact for Marketing and Advertising Data: C.A. Scott, Pub., DAILY WORLD, 145 Auburn Ave., Atlanta, GA 30335; Tel. (404) 659-1110.
National Representatives: Sawyer-Ferguson-Walker.

AUGUSTA

1 - LOCATION: Richmond County. (In Augusta, GA-SC MSA). E&P Map D-3. In extreme eastern end and central portion of state at head of navigation of Savannah River, the boundary between Georgia and South Carolina; 171 mi. SE of Atlanta; 153 mi. NW of Charleston; 80 mi. SW of Columbia. On U.S. Hwys. 1, 25, 78, 319, I-20. Fort Gordon (Army).

2 - TRANSPORTATION: Railroads-Southern; Georgia and Florida; ACL; Central of Georgia; Georgia R.R.
Motor Freight Carriers-16.
Intercity Passenger Bus Lines-Atlantic Greyhound; Southeastern Stages; Service Coach Trailways; Smoky Mountain Trailways; Carolina Scenic Coach; Georgia-Florida Coach; Queen City Trailways; Southern Stages.
Airlines Serving City-Delta; Eastern; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 47,532; E&P 87 Est. 46,659
CZ-ABC: (80) 209,658
RTZ-ABC: (80) 333,876
County 80 Cen. 181,629; E&P 87 Est. 200,672
MSA 80 Cen. 345,918; E&P 87 Est. 400,464
City & RTZ-ABC: (80) 543,534
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,108; E&P 87 Est. 19,619
County 80 Cen. 59,501; E&P 87 Est. 68,142
MSA 80 Cen. 115,061; E&P 87 Est. 138,031
CZ-ABC: (80) 72,957
RTZ-ABC: (80) 106,403
City & RTZ-ABC: (80) 179,360

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$5,394,751,000
Commercial	10	$35,200,000,000

6 - PASSENGER AUTOS: County 104,065.

7 - ELECTRIC METERS: Residence 82,210.

8 - GAS METERS: Residence 57,176.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total mfg. 14,110 ($452); AEC Operations 6,500 ($355); Military 37,884 (N.A.); U.S. Gov't 6,212 ($355); Textiles 16,508 ($287); Brick & Clay 2,730 ($382); Pulp & Paper Board 2,063 ($328).
Principal Pay Days-Thur., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-75; Summer 71-90; Fall 55-76; Winter 39-60. First killing frost, Nov. 15; last killing frost, Mar. 14.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Broad St.; 3 on 8th and on 9th Sts.
Neighborhood Shopping Centers-Broad & Milledge Rd.; Walton Way at 15th St.; Central Ave. at Monte Sano Ave.; Central Ave. & Hickman Rd.; Fleming; North Augusta Plz.; Holly Hill Plz.; Town & Country; Sky City; Bilo Ctr.; Midland Valley Ctr.; Mitchell Shpg. Ctr.; K mart; Washington Sq.; Columbia Sq.; West Town; Big Tree; Azalea Plz.; Central Sq.; Regency Park; Surrey Ctr.; Village West; Windsor Sq.; Walton's Corner.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Augusta Mall(100)	NA	Davison's, Rich's, Penney's
Daniel Vlg.(44)	NA	Bi-Lo, J.B. White, Woolworth
National Hills(26)	NA	J.B. White's, Woolworth
Peach Orchard(21)	NA	Revco
Regency Mall(95)	NA	Mont. Ward, White's, Belk's
Richmond Plz.	NA	Krogers
Southgate(43)	NA	Key Wholesalers
Windsor Sq.(16)	NA	Treasury, Piggly Wiggly

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon. through Sun.; Grocery-everyday.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Macy's; JCPenney; Rich's; Belk's 2; Gallant-Belk; Meyers-Arnold 2; Reuben's 2; J.B. White 5.
Discount Stores-K mart 5; Sky City 2; Wal-Mart 5; Key Wholesalers 3; Service Mdse.
Variety Stores-Woolworth 3; Green; Rose's 6; Family Dollar 2; Dollar General 2.
Chain Drug Stores-Revco 4; Eckerd 6; Liggett 2; Hill's; Murphy's 2; Mill Discount; Treasury 2; SupeRx 2.
Chain Supermarkets-Winn-Dixie 13; Kroger's 6; Bi-lo 4; Piggly Wiggly 8; Hill's 2; Korner Curb 2; Variety Curb 3; Food Lion 3; Gurleys 19.
Other Chain Stores-Lumber/Hdwe.: Builder's Square, Lowe's, Wicke's, Builderama; Shoes: Hardy's, Butler's, Bell Bros., Marilyn Slipper Shop, Thom McAn, Kinney, Hanover, Endicott Johnson; Women's Apparel: T.J. Maxx, Ashby's, Ross, Lerner's 2, Diane Shops, Daniel's Den, Eleanor Shop, Mangel's, Lynda Shop, My Shop, Casual Corner, Singer Co.; Tires: Firestone, Uni-Royal, Goodyear 4, Goodrich, White's 2, Kelly Springfield 4; Jewelers: Friedman's 6, Busch's, Zale's, Kay, Gordon, Jewel Box, Bejeweled, Tammy Jewels, Citizens; Men's Apparel: Kaybee Stores; Auto Accessories: Western Auto 4, Otasco 4, Firestone 4; Furniture: Ethan Allen, Rhodes, Inc., Maxwell Bros., Haverty; Paints: Sherwin-Williams, Pittsburg Paint & Glass Co.

14 - NEWSPAPERS: CHRONICLE (m-mon to fri) 63,536; HERALD (e-mon to fri) 17,249; CHRONICLE-HERALD (m-sat) 87,950; (S) 85,996; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ron Tennant, Adv. Dir., CHRONICLE & HERALD, Box 1928, News Bldg.; 725 Broad St., Augusta, GA 30913; Tel. (404) 724-0851.
National Representative: Branham/Newspaper Sales.

BRUNSWICK

1 - LOCATION: Glynn County. E&P Map D-5. On Oglethorpe Bay 4 mi. from Atlantic Ocean. County Seat. Naval stores, seafood and pulp, shipping center. Gateway city to the resort islands of St. Simons, Sea Island Beach and Jekyll Island. On U.S. Hwys. 17, 84, 341; I-95; State Hwys. 25, 27, 32, 50.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Lines East.
Airlines-Atlantic Southeast; Delta.

3 - POPULATION:
Corp. City 80 Cen. 17,605; E&P 87 Est. 19,367
County 80 Cen. 54,981; E&P 87 Est. 61,553

4 - HOUSEHOLDS:
City 80 Cen. 6,385; E&P 87 Est. 6,989
County 80 Cen. 19,826; E&P 87 Est. 22,993

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$262,000,000
Savings & Loan	3	$196,800,000

6 - PASSENGER AUTOS: County 34,262.

7 - ELECTRIC METERS: Residence Co. 21,800.

8 - GAS METERS: Residence City 10,614.

9 - PRINCIPAL INDUSTRIES: Naval Stores and Chem.; Pulp; Creosoted Timbers; Pulp Saws and Mach.; Paint and Varnish; Lumber Prods.; Fresh, Frozen and Breaded Shrimp; Crab and other seafoods; Garments; Tools; Dies; Special Mach.; Wall Board; Car Imports.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-69; Summer 81-96; Fall 65-81; Winter 42-64.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-80 blocks on Newcastle, Gloucester and Norwich Sts.; Brunswick Mall, Altama Ave.; Glynn Place Mall-Regional Shpg. Ctr., Golden Isles Pkwy.; 28 at Golden Isles Vlg.
Neighborhood Shopping Centers-Norwich St.; St. Simons Island; Jekyll Island; Altama Ave.; Redfern Village, St. Simons.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Outlet Limited Mall(21)	9	Old Mill, Famous Footwear
Altama Village	9	Piggly Wiggly
Glynn Place Mall (74)	6	Belk-Hudson, Sears, JCPenney
Brunswick Mall(23)	3	K mart, Goody's
Brunswick West(11)	8	Revco, Winn-Dixie, Dollar General
Lanier Plaza(25)		Woolworth, Winn-Dixie
Retreat Vlg. Simons(23)	9	Revco, Winn-Dixie, Ben Franklin, Dollar General
Longview (St. Simons Isl.)	10	IGA Foodliner, Ace Hdwe.
Glynn Plaza(10)	3	Wal-Mart, Eckerd

Other Shopping Centers-Frederica Plaza; Redfern Village (SSI); The Village (SSI); The Village (Jekyll Isl.)

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Gibson's; Belk-Hudson; K mart; Goody's.
Variety Stores-Kress; Woolworth; Maxwell's; Ben Franklin; Dollar General.
Discount Stores-Wal-Mart; K mart; Gibson's.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-Winn-Dixie 4; Piggly Wiggly; IGA 2; Kroger; Harvey's; Foodlion 2.
Other Chain Stores-Rhodes Furn.; Firestone; Vogue Shop; Western Auto; Pic 'N Pay Shoes; Pay Less Shoes; Radio Shack; Gilberg's Fabrics; Strawberry Fields; Cato; Friedmans Jewelers; Kinney Shoes; Body Shop; French Novelty; Waldenbooks; Zale's Jewelers; World Bazaar; Lane Bryant; West Bldg. Supply; Family Dollar; Lowe's; Piece Goods Shop.

14 - NEWSPAPERS: NEWS (e) 14,677; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: W.R. Maulden, Adv. Dir./Gen. Mgr., NEWS, 3011 Altama Ave., PO Box 1557, Brunswick, GA 31521; Tel. (912) 265-8320.
National Representative: None.

CARROLLTON

1 - LOCATION: Carroll County. 50 mi. W of Atlanta, GA; 80 mi. E of Birmingham, AL via I-20. Educ., medical service ctr. for parts of E. AL & W. GA. Served by I-20, U.S. Hwy. 27, S.R. 166, 61, 113.

2 - TRANSPORTATION: Railroads-Southern Railway Main Line; Piggy Back Serv. available.
Motor Freight Carriers-11; 3 have terminal locations in Carrollton.
Intercity Bus Lines-West GA.
Airlines-W GA Regional Jet Port provides charter & freight serv. with 5,000 lighted runway, navigation aids, repair oper., fuel. Hartsfield Intl. Airport (Atlanta) 45 mi. from Carrollton.

3 - POPULATION:
Corp. City 80 Cen. 14,078; E&P 87 Est. 16,590
County 80 Cen. 56,346; E&P 87 Est. 67,817

4 - HOUSEHOLDS:
City 80 Cen. 4,819; E&P 87 Est. 6,721
County 80 Cen. 18,969; E&P 87 Est. 23,406

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$268,903,308
Savings & Loan	2	$601,791,181

6 - PASSENGER AUTOS: County 34,498.

7 - ELECTRIC METERS: Residence 5,973.

8 - GAS METERS: Residence 4,410.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $263)-Serv. 12,769; Whol. & Ret. Trade 11,345; Mfg. 23,899; Trans. & Public Util. 2,887; Constr. 2,766; Agric. & Forrestry 2,467; Gov't 1,933.
Principal Industrial Pay Days-Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-88; Summer 64-90; Fall 50-64; Winter 33-56. First killing frost, Dec. 10; last killing frost, Mar. 20.

11 - TAP WATER: Moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Central Business District.
Neighborhood Shopping Centers-Bankhead Ave., Maple St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
First Tues. Mall(18)	2	Belks, TG&Y, Winn-Dixie
Lake Carroll Mall(8)	2	Kroger
W. Georgia(10)	1	Wal-Mart, Food Giant
Crossroads	2	Wal-Mart, JCPenney
Tower Place	1	Foodmax

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's; Wal-Mart; TG&Y; K mart.
Discount Stores-Family Dollar; Super D; McCrory.
Chain Drug Stores-Revco; Eckerd.
Chain Food Supermarkets-A&P; Kroger; Food Giant; Winn-Dixie; Big Star; Warehouse Grocery.
Other Chain Stores-Goodyear; Pic & Pay; Sherwin-Williams; Kelly Springfield; Sears (catalog); Radio Shack.

14 - NEWSPAPERS: THE DAILY TIMES-GEORGIAN (m-tues to sat; S) 11,508; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Steve Long, Adv. Dir., TIMES-GEORGIAN, PO Box 460, Carrollton, GA 30117; Tel. (404) 834-6631.
National Representative: Landon Associates.

CARTERSVILLE

1 - LOCATION: Bartow County, E&P Map B-2. County Seat. 40 mi. NW of Atlanta. Shopping center for mining, mfg. & agric. Industrial center.

2 - TRANSPORTATION: **Railroads**-L&N; Seaboard.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,247; E&P 87 Est. 10,080
County 80 Cen. 40,760; E&P 87 Est. 49,330

4 - HOUSEHOLDS:
City 80 Cen. 3,559; E&P 87 Est. 3,935
County 80 Cen. 13,804; E&P 87 Est. 17,384

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$74,000,000
Commercial	4	$129,000,000

6 - PASSENGER AUTOS: County 29,362

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 5,118

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 8,155 ($200); Ret. Trade 2,155 ($160); Professional and related services 1,865 ($245); Limestone, Barium and Ochre Mines; Pine Timber; Farming (soybeans, corn, wheat).

10 - CLIMATE: Min. & Max. Temp.-Spring 62-80; Summer 65-96; Fall 62-80; Winter 8-80. First killing frost, Oct. 30; last killing frost, Apr. 7.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-8 blocks on 6 sts.; some outlying areas.
Shopping Centers-Five new centers within 2 mi. radius of downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cartersville Plz.(26)	1	Woolworth, Belk, Nationwise
Market Sq.(21)	1	Eckerd, K mart
Nea Mar(6)	1	Sears, Food Giant, Revco
Collins Point	10	Winn-Dixie, Treasury Drug
North Corners(5)	2	Food Giant, Revco
Felton Crossing	5	Wal-Mart, Ingles, Eckerd

Principal Shopping Days-Mon., Fri., Sat.; Centers open evenings. Market Square, Plaza, Mon. & Fri. to 9.
Stores Close-Wed. afternoon downtown.

13 - RETAIL OUTLETS: **Department Stores**-Belk.
Variety Stores-Woolworth.
Discount Stores-Discount City; K mart; Wal-Mart; Family Dollar; Pick'N Pay Shoes; Dollar General.
Chain Drug Stores-Champion 2; Kroger; Dunaway's; Eckerd 2; Ben's Drugs; Revco; Treasury.
Chain Supermarkets-Kroger; Food Giant; Battle's; Winn-Dixie; Ingles; Giant Food.
Other Chain Stores-Saul's; Diana Shop; Men's Den; Curtis Mathes; Goodyear; Radio Shack; Cato; Nationwise.

14 - NEWSPAPERS: TRIBUNE-NEWS (e-mon to fri) 8,028; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Stephen Crass, Adv. Mgr., TRIBUNE-NEWS, 251 S. Tennessee St., Cartersville, GA 30120; Tel. (404) 382-4545.
National Representative: Landon Associates.

COLUMBUS

1 - LOCATION: Muscogee County (In Columbus GA-AL MSA). E&P Map B-3. County Seat. On Chattahoochee River at head of navigation. 104 mi. SW of Atlanta on U.S. Hwys. 27, 80, 431, 280; I-185; GA Hwys. 103, 85, 22, 1. Home of Fort Benning (Army-World's Largest Infantry School and School of the Americas.)

2 - TRANSPORTATION: **Railroads**-Seaboard; Southern.
Motor Freight Carriers-40.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Delta; Eastern Metro Express; Atlantic Southeast.
Waterways-River Transit Co.

3 - POPULATION:
Corp. City 80 Cen. 169,441; E&P 87 Est. 179,830
County 80 Cen. 170,108; E&P 87 Est. 180,820
CZ-ABC: (80) 211,565
RTZ-ABC: (80) 288,556
MSA 80 Cen. 239,196; E&P 87 Est. 249,234
City & RTZ-ABC: (80) 500,121
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 58,869; E&P 87 Est. 64,710
County 80 Cen. 59,112; E&P 87 Est. 65,069
CZ-ABC: (80) 70,897
RTZ-ABC: (80) 96,728
MSA 80 Cen. 78,133; E&P 87 Est. 85,246
City & RTZ-ABC: (80) 167,625

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$1,300,000,000
Savings & Loan	5	$600,000,000

6 - PASSENGER AUTOS: County 97,106

7 - ELECTRIC METERS: Residence 64,891

8 - GAS METERS: Residence 51,577

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 19,800; Trans., Commun., Util. 3,400; Whol., Ret. 20,300; Fin., Ins., R.E. 15,600; Constr. 5,200; Misc. Servs. 13,400; Gov't 20,200. Av. Wkly. Wage-$312.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-97; Summer 52-104; Fall 10-98; Winter 10-83. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Broadway; several on First Ave.; Shopping Center Complex on Macon Rd. (100 stores); Main St. Village; Peachtree Mall; 280 Bypass Complex in Phenix City; Broadway Area; Airport Thru Way; Harmony Place.
Neighborhood Shopping Centers-Wynnton; Rose Hill; Baker Village; 13th St. at 13th Ave.; Beallwood; Benning Park; Brown Ave.; Andrews & Cusseta Rds.; St. Mary's & Buena Vista Rds.; Jordan City; Phenix City; Warm Springs & Woodruff Rds.; Rosemont; Oakland Park; Cliatt; St. Elmo; Hamilton Sq.; Victory Dr. at Lumpkin Rd.; Edgewood; Dinglewood; Mid-town; Starmount; Floyd & Forest Rds.; Allendale; Holly Hills; Hamilton Rd.; Gentian Corners; Buena Vista Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbus Sq.(83)	3	JCPenney, Woolworth, Sears, Kirven's
Peachtree(80)	4	Gayfer's, Mont. Ward, Parisian's
Cross-Country Plaza(75)	3	Warehouse Foods, Service Mdse.
Traffic Circle(18)	4	Woolworth, Piggly Wiggly, Western Auto
Holly Hills(13)	NA	Eckerd
Edgewood(20)	NA	Goolsby Foods
Starmount(12)	NA	Goolsby Foods, TG&Y
Main St. Vlg.(25)	NA	White's, Kiralfy's
Harmony Place(10)	5	Mansour's
Phenix City(23)	NA	Winn-Dixie
Eastgate(12)	4	Goolsby Foods, Spiegel
Village Green	3	Piggly Wiggly, Shoe City
Fort Benning	7	Post Exchange
Airport Thru Way	4	Family Mart, K mart
Midtown(23)	3	K mart, Toys 'R Us, Rhodes Furn.
Oakland Park(23)	4	Piggly Wiggly
13th St	NA	A&P, Eckerd
Windsor Vlg.(12)	4	Piggly Wiggly

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Dept., Mon., Fri.; Columbus Sq. Mall; Peachtree Mall; Cross Country Plaza; Traffic Circle Shopping Centers; Zayre's; JCPenney; Sears; K mart; Montgomery Ward; Parisian's, open 6 nights and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Kirven's; JCPenney; Sears; Green's; Montgomery Ward; Gayfer's; Parisian's; Mansour's.
Discount Stores-Zayre's 2; Hill Bros.; Payless; K mart; Service Merchandise; Family Dollar; Bargain Town.
Variety Stores-Woolworth; H.L. Green; Chapman's; Oakland Park; St. Mary's; Starmount; Windsor Village; TG&Y.
Chain Drug Stores-Lee 9; Eckerd 5; Page Drugs 2; Revco 4.
Chain Supermarkets-Kwik-Chek 3; A&P 3; South Star 5; Piggly Wiggly 10; Big Buy 2; Super Foods 3; Birdsey; Kwik-Shop; Jones 3; IGA Foodliner 2; Sav-U 4; Warehouse Foods; Goolsby Foods 14; Family Mart; Dixie Dandy.
Other Chain Stores-Burroughs; IBM; Monroe; Friden; Marchant; National Cash Register; Remington Rand; Firestone; Goodrich; Economy Auto; Pure Oil; Western Auto 2; Day's Clothing; Zale's Jewelry; Busch Jewelry; Thom McAn; Cannon Marilyn Slipper Shop (shoes); Lerner Shops; Sherwin-Williams 3; Casual Corner 2; Goodyear 2; Diana Stores 2; Lowe's; Waldenbooks; Shirt Shack; Hancock Fabric; Goodyear; Otasco; Kiralfy's; Gingess Formal Wear; Matthews; Radio Shack; Feet First; The Gap; Kinney; Mary Carter Paints; The Toy House; Color Tile; Aamco; Maaco Auto Painting; Singer Sewing; G & G (clothing); The Body Shop; Command Performance; Advanced Appearance; Tabers; Helzberg's Jewelers; Fan Fair; Camelot Records; Pearle Optical; Turtle's Records & Tapes; Circuit City; Foot Locker; Worth's; Athlete's Foot; Lorch's Jewelers; Friedman Jewelers; Shoe Emporium; Auto Shack; Barrett Shoes; Ormand; Meineke; Playland Toys; Friedman; Pic 'n Pay; Wolf Cameras; Midas; New Baby; Marci Imports; Berry and Son Furn.; Paul Pope Shoes; Naturalizer Shoes; Dan's Fan City; Helig Myers Furn.; Tune-Up Clinic; Brake America; King Lube.

14 - NEWSPAPERS: ENQUIRER (m-mon to fri) 36,082; LEDGER (e-mon to fri) 24,797; ENQUIRER-LEDGER (m-sat) 56,837; (S) 68,990; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ron Davidson, V.P. & Mktg. Dir., LEDGER and ENQUIRER, 17 W. 12th St., Columbus, GA 31901; (PO Box 711; 31994); Tel. (404) 324-5526.
National Representative: Knight-Ridder Newspaper Sales.

CONYERS

1 - LOCATION: Rockdale County, E&P Map B-2. (In Atlanta MSA). County Seat. Manufacturing & ret./service area. 24 mi. SE of Atlanta. On I-20, State Hwy. 20.

2 - TRANSPORTATION: **Railroads**-Georgia; Seaboard System.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,567; E&P 87 Est. 7,841
NDM-ABC: (80) 36,747
County 80 Cen. 36,747; E&P 87 Est. 48,342
MSA 80 Cen. 2,138,078; E&P 87 Est. 2,596,577

4 - HOUSEHOLDS:
City 80 Cen. 2,349; E&P 87 Est. 2,909
County 80 Cen. 11,592; E&P 87 Est. 15,844
MSA 80 Cen. 756,597; E&P 87 Est. 946,653
NDM-ABC: (80) 11,592

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 30,677

7 - ELECTRIC METERS: Residence 17,119

8 - GAS METERS: Residence 11,200

9 - PRINCIPAL INDUSTRIES: Manufacturing (battery trays; scooters; tires; mattresses; fluorescent fixtures; food prods.; fabricated steel; aluminum screens; awnings; clothing; plastics); Meat packing; Pine timber; Agric.; Audio tapes.

10 - CLIMATE: Mean Temp.-Spring 80; Summer 85; Fall 70; Winter 40. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-11 Shopping Centers on Hwys. 20 & 138; I-20E; West Ave. and Salem Rd.; GA 20 and Sigman Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conyers Crossing(14)	NA	Big Star Foods, Eckerd, K mart
Conyers Vlg.(19)	NA	Kroger, Revco Drugs
Fieldstone(22)	NA	Super Valu, Buy Wise
North Rockdale	NA	Reed Drugs, Winn-Dixie
Rockdale Plz.(25)	NA	Sears, Western Auto, Big Star, Kerwin
Salem Gate(27)	NA	Super Valu, Treasury Drug, TG&Y

Stores Open Evenings-Shopping Centers.

13 - RETAIL OUTLETS: **Department Stores**-Richway.
Discount Stores-K mart; Liquidation Mart.
Chain Drug Stores-Eckerd; Treasury; Buy-Wise; Revco; Reed; Drug Emporium.
Chain Supermarkets-A&P; Big Star; Kroger's; Food Giant; Winn-Dixie.
Other Chain Stores-Singer Sewing Ctr.; Hallmark Card Shop; World Bazaar; Payless Shoes.

14 - NEWSPAPERS: ROCKDALE CITIZEN (e-mon to fri) 8,525; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jane Patterson, Adv. Mgr., ROCKDALE CITIZEN, 969 S. Main St., PO Box 136, Conyers, GA 30207; Tel. (404) 483-7108.
National Representative: None.

CORDELE

1 - LOCATION: Crisp County, E&P Map B-4. County Seat. Agricultural, industrial center. 240 mi. NW of Jacksonville; 65 mi. S of Macon; 40 mi. NE of Albany; 130 mi. SE by S of Atlanta; Flint River 8 mi. W; on U.S. Hwys. 280 & 41; GA-FL Pkwy. 300; I-75 into FL.

2 - TRANSPORTATION: **Railroads**-Southern; SCL/L&N Family Lines, piggyback ramp at Cordele serves entire South Georgia area.
Motor Freight Carriers-13 interstate, overnight service to Atlanta, Birmingham, Charlotte, Chattanooga, Columbia (SC), Jacksonville (FL), Knoxville.
Intercity Bus Lines-Southern; Greyhound; Continental Trailways; Tamiami Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,184; E&P 87 Est. 11,374
County 80 Cen. 19,489; E&P 87 Est. 20,618

4 - HOUSEHOLDS:
City 80 Cen. 3,656; E&P 87 Est. 3,572
County 80 Cen. 6,559; E&P 87 Est. 7,221

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 9,230

7 - ELECTRIC METERS: Residence 7,753; Comm. 1,650

8 - GAS METERS: Residence 2,676; Overall 3,616

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Apparel 5,478 ($114); Lumber 1,255 ($174); Textiles 1,128 ($169); Elect. Mach. 890 ($257); Food 831 ($155); Non Elect. Mach. 811 ($223); Trans. Equip. 431 ($211); Rubber Plastics 324 ($178); Chem. 282 ($182); Furn. 242 ($143); Stone, Clay, Glass 149 ($145); Primary Metals 122 ($178); Printing 105 ($149); Fabricated Metals 98 ($185); Petroleum Refining 53 (N.A.); Paper 24 (N.A.); Misc. 45 ($124).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-87; Summer 71-90; Fall 64-85; Winter 41-63.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Shopping Centers**-Turton's; Cordele Sq.; Southgate Ctr.; Crisp Plz.
Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Robbin's; Belk's; JCPenney; B.C. Moore & Sons; Wal-Mart.
Variety Stores-Family Dollar; Allied.
Discount Stores-Pic-N-Pay Shoes; Payless Shoes; Manhattan Factory Outlet.
Chain Supermarkets-Piggly Wiggly 2; Harvey's; Winn-Dixie; Rachel's; Rubo's.
Chain Drug Stores-Revco; Eckerd; Big "B"; Gibson's.
Other Chain Stores-Western Auto; Diana Shop; Friedman Jewelers; Firestone; Goodyear; Babcock Furn.; Wheeler's; Cato's; Kenwin; Behr's; Turton Casuals; Hartin's Fashion Wise Clothing; Curtis Mathes; Radio Shack; Sherwin-Williams; Value Mart; Matthews Furn.; Farmer Furn.; True Value Hdwe.; Ace Hdwe.; ServiStar Hdwe.

14 - NEWSPAPERS: DISPATCH (e-mon to fri) 5,691; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Jack C. Mathews, Pub./Gen. Mgr., DISPATCH, 306 13th Ave. W., PO Box 1058, Cordele, GA 31015; Tel. (912) 273-2277.
National Representative: Thomson Newspapers.

DALTON

1 - LOCATION: Whitfield County, E&P Map B-2. County Seat.

2 - TRANSPORTATION: **Railroads**-L&N; Southern.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,743; E&P 87 Est. 21,545
CZ-ABC: (80) 20,581
RTZ-ABC: (80) 62,595
County 80 Cen. 65,780; E&P 87 Est. 70,497
City & RTZ-ABC: (80) 83,176

4 - HOUSEHOLDS:
City 80 Cen. 7,712; E&P 87 Est. 8,250
County 80 Cen. 22,463; E&P 87 Est. 24,943
CZ-ABC: (80) 7,778
RTZ-ABC: (80) 20,470
City & RTZ-ABC: (80) 28,248

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$194,960,000
Savings & Loan	3	$96,585,287

6 - PASSENGER AUTOS: County 39,837

7 - ELECTRIC METERS: City 9,142

8 - GAS METERS: City 6,355

9 - PRINCIPAL INDUSTRIES: Bedspreads, Lumber Mills, Carpeting, Poultry.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 75-95; Winter 30-52.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Area**-10 blocks on Hamilton, King, Gordon, Cuyler & Crawford Sts., Whitefield Sq., Cleveland Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bry-Man(30)	NA	Winn-Dixie, McCrory, JCPenney
Dalton(20)	NA	Sky-City, Eckerd, Kroger
Glenwood(5)	NA	Giggs Mkt., White Auto
Walnut Sq.(74)	NA	Belk's, Sears

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belk; Cannon's; Sky-City; Loveman's; Sears (catalog).
Variety Stores-McCrory-McClellan; Lay's.
Discount Stores-Dalton; Discount Outlet; Gibson's; Family Dollar, Big 5; Dollar General; K mart 2.
Chain Drug Stores-Rexall's, Dunaway's, Eckerd, Revco.
Chain Food Stores-Winn-Dixie, Kroger, Green Spot 3, Stafford's 2.
Other Chain Stores-Bon-Ton Dresses, Linda Fay Kiddie, Int'l. Shoes; Sherwin-Williams, Butler Shoes, Eleanor Glamor Shop; Pic 'N Pay Shoes.

14 - NEWSPAPERS: CITIZEN-NEWS (e) 12,008, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mike Boss, Adv. Mgr., CITIZEN-NEWS, 308 S. Thornton Ave., PO Box 1167, Dalton, GA 30720, Tel. (404) 278-1011.
National Representative: Thomson Newspapers.

DUBLIN

1 - LOCATION: Laurens County, E&P Map C-3. County Seat and residential center, 55 mi. SE of Macon, 150 mi. SE of Atlanta, 135 mi. NW of Savannah, on U.S. Hwy. 80, 319, 441; State Hwys. 15, 19, 26, 29, 31, 117 and I-16.

2 - TRANSPORTATION: **Railroads**-Seaboard, Southern.
Intercity Bus Lines-Greyhound, Service Coach, Trailways, Queen City Coach.

3 - POPULATION:
Corp. City 80 Cen. 16,083; E&P 87 Est. 17,307
NDM-ABC: (80) 59,134
County 80 Cen. 36,990; E&P 87 Est. 39,889
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 5,454; E&P 87 Est. 6,025
County 80 Cen. 12,447; E&P 87 Est. 13,891
NDM-ABC: (80) 19,967

5 - BANKS	NUMBER	DEPOSITS
Savings	8	$138,000,000
Savings & Loan	1	$57,000,000
Commercial	8	$57,000,000

6 - PASSENGER AUTOS: County 20,040.

7 - ELECTRIC METERS: Residence 10,590.

8 - GAS METERS: Residence 3,200.

9 - PRINCIPAL INDUSTRIES: Plywood, Bats, Handles, Sash & Doors, Meat Pkg., Cotton Seeds & Peanut Crushing, Woolens, Furn., Toys, Concrete Blocks, Kitchen Cabinets, Shirts, Wall Coverings, Pants, Carpets, Tennis Shoes, Newsprint, Aluminum Gates, Computer Components.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown(80)	NA	Piggly Wiggly, Family Dollar, Diana Shop
Dublin Mall(31)	NA	Wal-Mart, Belk, JCPenney
Westgate Ctr.(22)	NA	K mart, Sears, Revco Drugs
Williamsburg Village(8)	NA	Walgreen Drugs
Northside Ctr.(10)	NA	Hanks IGA
Bellevue Ctr.(6)	NA	Mercer's Supermarket

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk, K mart, JCPenney, Sears, Wal-Mart, Allied.
Discount Stores-Family Dollar, Uh-Oh Outlet, Oxford Shop, Stevens Outlet, Tog Shop, Penny Pinchers, Sale Shack.
Variety Stores-McLellan's, Lovett & Tharpe, Cater's.
Chain Drug Stores-SupeRx, Revco, Walgreens.
Chain Supermarkets-Piggly Wiggly 3, Bi-Lo, Harvey's, IGA Foodliner, Red & White.
Other Chain Stores-Firestone, Goodyear, Babcock Furniture, Farmers Furniture, Wise Fashions, Women's Vogue, Friedman's Jewelers, Playland, Curtis Mathes, Radio Shack, Pic 'N Pay Shoes, Payless Shoesource, Friedlander's, Choo-Choo Supply, W-Supply, Behrs, Sherris, Homeway Rentals, Kenwin Shop, Lovett & Thorpe Hdwe., Towns Auto, Wheelers, Otasco, Cato, Shoe City.

14 - NEWSPAPERS: COURIER HERALD (e) 10,166, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Georgia Snipes, Adv. Dir., COURIER HERALD, 115 S. Jefferson St., Dublin, GA 31040, Tel. (912) 272-5522.
National Representative: Landon Associates.

GAINESVILLE

1 - LOCATION: Hall County, E&P Map B-2. County Seat. Commercial, industrial & recreational ctr. of the Lake Sidney Lanier & Georgia mountain area. Poultry products, other agric., textiles, mfg. Adjacent 38,500 acre Lake Lanier. 50 mi. NE of Atlanta; on U.S. Hwys. 23, 129, Interstate Connector, 136, 249, 53, 141, 215, 985.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Intercity Bus Lines-Greyhound, American Trailway.
Motor Freight Carriers-23.

3 - POPULATION:
Corp. City 80 Cen. 15,280; E&P 87 Est. 15,953
NDM-ABC: (80) 43,646
RTZ-ABC: (80) 117,580
County 80 Cen. 75,649; E&P 87 Est. 89,066
Total NDM & RTZ-ABC: (80) 161,226

4 - HOUSEHOLDS:
City 80 Cen. 5,638; E&P 87 Est. 6,060
ND[illegible]C: (80) 15,345
R[illegible] (80) 39,407
C[illegible] Cen. 27,956; E&P 87 Est. 31,869
T[illegible] & RTZ-ABC: (80) 54,752

5 - BAN[illegible]	NUMBER	DEPOSITS
Savings [illegible] Loan	3	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 52,182.

7 - ELECTRIC METERS: City & County 31,478.

8 - GAS METERS: City & County 84,836.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 751; Textile 2,277; Apparel 1,078; Lumber Furn. & Fixtures 629; Print. & Pub. 393; Stone 154; Metal & Machinery 1,564; Leather 303; Animal Feeds 222; Poultry 6,026; Other Mfg. 2,916.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-69; Summer 57-96; Fall 46-91; Winter -3-67. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Downtown Shopping Centers**-3 blocks on City Sq., 5 on Bradford St., 4 on Main St., 7 on Washington St., 4 on Spring, 2 on Broad, 1 on Green.
Neighborhood Shopping Centers-Triangle 3 units; Lakewood 4 units; Westside 6 units; Lakeshore Vlg. 20 units; College Sq. 15 units; Lancaster Center 6 units; Washington Square 15 units; Washington Plaza 4 units; Village Shopping Center 6 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broad St.(17)		J&I Foods, Otasco
Blueridge		Hancock Fabrics, Dollar General
Sherwood Plz.(14)	NA	A&P, Rose's, Eckerd
Westside Plz.	1	Family Dollar, Bells
Lakeshore Mall(90)		Belk's, JCPenney, Cato, Revco, Roses, Sears
K mart(10)	1	K mart
Lanier Plz.	1	Bi-Lo Foods
Wal-Mart(10)	1	Ingle's, Revco, Wal-Mart
Washington Sq.		Winn-Dixie, Reed Drugs
Big G Plz.(19)	1	Big G, Big Star, Eckerd

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belk, Estes, Millner's, Sears, Burton's.
Discount Stores-Liquidation Mart, Big G, Family Dollar, Rose's, K mart, Wal-Mart.
Variety Stores-Wodworth.
Chain Drug Stores-Revco, Eckerd, Dunaway.
Chain Supermarkets-A&P, Winn-Dixie, Big Star 4, Bells, Bi-Lo; Inge's.
Other Chain Stores-Goodyear, Singer, Pic 'N Pay, Parks Lumber, Lowe's, Hancock Fabrics, Pearl Vision Ctr., Bell Bros. Shoes, Moore-Handley, Radio Shack, Bottom Half, Sound Shop, West Bldg. Supply, B. Dalton.

14 - NEWSPAPERS: TIMES (e-mon to fri) 20,960; (S) 22,923; Mar. 2), 1987 ABC.
Local Contact for Advertising and Merchandising Data: Rebecca Barrard, TIMES, 345 Green St., PO Box 838, Gainesville, GA 30503, Tel. (404) 532-1234.
National Representative: Gannett National Newspaper Sales.

GRIFFIN

1 - LOCATION: Spalding County (In Atlanta MSA), E&P Map B-3. County Seat. 40 mi. S of Atlanta, 60 mi. NW of Macon. On U.S. Hwys. 16, 19, 41.

2 - TRANSPORTATION: **Railroads**-Southern.
Intercity Bus Lines-Greyhound, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,728; E&P 87 Est. 22,236
CZ-ABC: (80) 20,728
County 80 Cen. 47,899; E&P 87 Est. 53,555
RTZ-ABC: (80) 27,171
City & RTZ-ABC: (80) 47,899
MSA 80 Cen. 2,138,078; E&P 87 Est. 2,596,557

4 - HOUSEHOLDS:
City 80 Cen. 7,512; E&P 87 Est. 8,360
CZ-ABC: (80) 7,512
County 80 Cen. 16,177; E&P 87 Est. 18,720
RTZ-ABC: (80) 8,665
City & RTZ-ABC: (80) 16,177
MSA 80 Cen. 756,597; E&P 87 Est. 946,653

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$114,000,000
Commercial	4	$365,000,000

6 - PASSENGER AUTOS: County 28,975.

7 - ELECTRIC METERS: Residence 10,915.

8 - GAS METERS: Residence 13,789.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 3,916; Brassieres 105; Hosiery 175; Metal Works 343.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Solomon	NA	Music Store
College Hill	NA	Ben Franklin
Experiment(5)	NA	Golden's Food
Market Sq.(11)	NA	
K mart Ctr.(1)	NA	K mart
Northgate(13)	NA	Food Giant, Eckerd, Bakery, Champions 7
N. Griffin Sq.	NA	Belk, Sears, Piggly Wiggly
Ellis Crossing	NA	Wal-Mart, Winn-Dixie

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Food, Drug, K mart, Rose's, Belk, Wal-Mart.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Crouch, Smith-Roberts, Belk, Sears Surplus.
Variety Stores-McLellan, Rose's.
Discount Stores-K mart, Signal Mills, Dollar General.
Chain Drug Stores-Reeds, Eckerd, K mart, Hospital Discount.
Chain Supermarkets-Piggly Wiggly, Kroger, Food Giant, Winn-Dixie.
Other Chain Stores-Economy Auto, Diana Shops, Family Dollar, Singer Co., Western Auto, Friedman Jewelers, Rhodes Furniture.

14 - NEWSPAPERS: NEWS (e) 12,442, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Tony Ferrera, Adv. Mgr., NEWS, 323 E. Solomon; PO Drawer M, Griffin, GA 30224, Tel. (404) 277-3276.
National Representative: Thomson Newspapers.

JONESBORO

1 - LOCATION: Clayton County, E&P Map B-3 (In Atlanta MSA). County Seat. Manufacturing & agriculture. 15 mi. S of Atlanta on U.S. Hwys. 19, 41, I-75; State Hwys. 54, 95, 138.

2 - TRANSPORTATION: **Railroads**-Southern, Louisville & Nashville.
Motor Freight Carriers-8.
Airlines-All major carriers, Atlanta airport.

3 - POPULATION:
Corp. City 80 Cen. 4,132; E&P 87 Est. 5,246
County 80 Cen. 150,357; E&P 87 Est. 172,532
MSA 80 Cen. 2,138,078; E&P 87 Est. 2,596,577

4 - HOUSEHOLDS:
City 80 Cen. 1,392; E&P 87 Est. 1,802
County 80 Cen. 50,449; E&P 87 Est. 60,083
MSA 80 Cen. 756,597; E&P 87 Est. 946,653

5 - BANKS	NUMBER	EST. DEP.
Commercial	10	N.A.

6 - PASSENGER AUTOS: County 119,669.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIFS: Mfg. of Machinery, Hardware, Dies, Sheet Metal, Furn., Wood Prods., Trans., Farming.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-89; Summer 51-90; Fall 27-85; Winter 9-72. First killing frost, Oct. 3; last killing frost, Mar. 20.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southlake(110)	5	Sears, JCPenney, Macy's, Rich's
Arrowhead(25)	6	Food Giant, Reed, Richway
Tara(8)	NA	Food Giant
Village Sq.	NA	A&P

Other Nearby Shopping Centers-Forest Park 10 mi. N. of Jonesboro has five major shpg. ctrs. plus downtown shpg. district. Others in Morrow (5 mi.) & Riverdale (5 mi.).

13 - RETAIL OUTLETS: **Department Stores**-Belk, Zayre, JCPenney, Macy's, Davidson's, Rich's, K mart, Richway.
Chain Supermarkets-Food Giant, A&P, Big Star, Winn-Dixie.
Chain Drug Stores-Eckerd, SupeRx, Revco, Treasury.

14 - NEWSPAPERS: NEWS/DAILY (e-mon to fri) 8,082, sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: John Hewitt, Adv. Dir., NEWS/DAILY, PO Box 368, Jonesboro, GA 30286, Tel. (404) 478-5753.
National Representative: American Newspaper Representatives.

LA GRANGE

1 - LOCATION: Troup County, E&P Map B-7. County Seat. 70 mi. SW of Atlanta, 105 mi. NE of Montgomery, AL, on U.S. Hwys. I-85, I-185, Georgia Hwys. 14, 19, 109, 219, 244, U.S. Hwys. 27 & 29.

2 - TRANSPORTATION: **Railroads**-Seaboard System.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,204; E&P 87 Est. 27,107
County 80 Cen. 50,003; E&P 87 Est. 55,703

4 - HOUSEHOLDS:
City 80 Cen. 8,689; E&P 87 Est. 9,953
County 80 Cen. 17,445; E&P 87 Est. 20,135

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$107,137,000
Savings & Loan	3	$17,004,000

6 - PASSENGER AUTOS: County 28,053.

7 - ELECTRIC METERS: Residence, City 7,697.

8 - GAS METERS: Residence, City 5,835.

9 - PRINCIPAL INDUSTRIES: Textile Mills, Bottling Plants, Roller Covering, Lumber, Boxes, Undergarments, Boats, Business Forms Printing, Polyethylene Film, Plastics, Hospital Care Apparel, Automobile Chrome, Gaskets, Carpet, Defense Missiles.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Commerce Sq.	NA	Kroger, Wal-Mart
La Grange Plz.(14)	NA	Winn-Dixie, Eckerd
Commerce Vlg.(12)	NA	Treasury Drug
K mart	2	K mart, Big Star
Lee's Crossing	NA	Winn-Dixie, Revco
Commons	NA	JCPenney, Belk's

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's; JCPenney; Mansour's; Soloman's.
Discount Stores-Top Dollar; K mart; Wal-Mart; Family Dollar.
Chain Drug Stores-Eckerd; Revco; Treasury.
Chain Supermarkets-Kroger; Food Giant; Winn-Dixie; Big Star; Goolsby.
Other Chain Stores-Charm Shop; Rhodes; Goodyear; Economy Auto; Busch's; Singer Co.; Kenwin; Lerner; Casual Corner; Firestone; Lowe's; West.

14 - NEWSPAPERS: NEWS (e) 14,990; sworn Sept. 24, 1986.
Local Contact for Advertising and Merchandising Data: Sue Long, Adv. Dir., NEWS, 105 Ashton St., La Grange, GA 30240; Tel. (404) 884-7311.
National Representative: General Advertising Service.

LAWRENCEVILLE

1 - LOCATION: Gwinnett County (in Atlanta MSA), E&P Map B-2, County Seat. In NE Georgia, 30 mi. NE of Atlanta. Lake Lanier on northern border of county; Stone Mountain Park on southern boundary.
2 - TRANSPORTATION: **Railroads**-Seaboard Coastline; Northfolk-Southern.
Motor Freight Carriers-54.
Intercity Bus Lines-American; Trailways; Greyhound.
3 - POPULATION:
Corp. City 80 Cen. 8,928; E&P 87 Est. 14,223
NDM-ABC: (80) 166,815
MSA 80 Cen. 2,138,078; E&P 87 Est. 2,596,577
County 80 Cen. 166,903; E&P 87 Est. 278,076
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,131; E&P 87 Est. 5,147
NDM-ABC: (80) 55,227
MSA 80 Cen. 756,597; E&P 87 Est. 946,653
County 80 Cen. 55,227; E&P 87 Est. 95,632

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$828,077,000
Savings & Loan	9	N.A.

6 - PASSENGER AUTOS: County 178,610.
7 - ELECTRIC METERS: Residence 93,202.
8 - GAS METERS: Residence 98,949.
9 - PRINCIPAL INDUSTRIES: High Tech 300: Modems, Computers, Computer Cables, Software, Avionics, Missile Parts, Office Parts and Warehousing; Concrete Culverts; Steel Fabrication & Distribution; Textiles; Trans. Equip.; Foam Cartons; Electric Cable.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-91; Summer 49-92; Fall 19-82; Winter 17-85. Growing season 233 days. Av. rainfall 47 in. per annum. First killing frost, Nov. 13; last killing frost, Mar. 24.
11 - TAP WATER: Soft, fluoridated.
12 - RETAILING: Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beaver Ruin Vlg.(18)	NA	K mart, Kroger
Buford Mall(32)	NA	Reed Drugs
Carter Crossing(9)	NA	Big Star, Reed Drugs
Carter Oaks Crossing(42)	NA	Cub Foods, Circuit City
Cedar Vlg.(30)	NA	Hancock Fabrics, Drug Emporium
Crossroads(14)	NA	Winn-Dixie, Eckerd
Esplanade	NA	Longhorn Steaks, Malone's
Five Forks Ctr.	NA	Super Valu, Revco
Fountain Sq.	NA	Richway, Sears Surplus
Greens Corner	41	K mart, Radio Shack
Gwinnett Crossing(8)	NA	Richway, Kroger
Gwinnett Place (103)	NA	Macy's, Rich's, Sears
Gwinnett Station(26)	NA	Bell's, Kroger
Gwinnett Walk	NA	T.J. Appleby's, Baskin Robbins
Harmony Grove Center	NA	Revco, Super Valu
Heritage Vlg.(16)	NA	Carter Shoes, Garrett's
Hilltop Vlg.(13)	NA	Revco, Radio Shack
Holcomb Ctr.	NA	A&P, Treasury Drug
Holcomb Woods Vlg.	NA	McDonalds
Indian Trail Center(16)	NA	Cloth World, Party Outlet
Indian Vlg.	NA	Reed Drugs, Winn-Dixie
Killian Hill Crossing(8)	NA	Winn-Dixie, Eckerd
Killian Hill Mkt. & Merchants Ctr.	NA	Dunaway Drugs, Futurestore
Lawrenceville Corners(12)	NA	K mart, Ingles
Lawrenceville Sq.(20)	NA	Belk
Lawrenceville West(14)	NA	Winn-Dixie, Roses
Lilburn Crossing(15)	NA	Big Star, Treasury Drugs
Lilburn Sq.(34)	NA	Wms. Bros. Lumber, Marci Imports
Mall Corners(30)	NA	Upton's, R.G. Branden's
Marketplace(17)	NA	Kroger, Radio Shack
The Meadows(10)	NA	Kroger, Eckerd
Mountain East(16)	NA	Radio Shack, Kroger
New London Plaza(23)	NA	Marci Imports, Rhodes Furn.
Norcross-Tucker(9)	NA	Big Star, Revco
N. Rockbridge Plaza(24)	NA	Sheraton Furn., Dairy Queen
Oakland Vlg.(20)	NA	Kroger, Sport Shoe
Outlets Ltd. Mall	NA	Dress Barn, Georgia Girl
Peachtree Sq.	NA	Front Row, McDonalds
Pleasant Hill Mkt. & Merchants Ctr.(25)	NA	Dunaway Drugs, Futurestore
Proctor Sq.(11)	NA	Winn-Dixie, Reed Drugs
Rivercliff Vlg.	NA	McKenzie Drugs
Rivermont Sq.	NA	Winn-Dixie, Eckerd
River Oak Vlg.(13)	NA	Winn-Dixie, Reed Drugs
Scenic Plz.(12)	NA	Quality Foods, Treasury Drugs
Scenic Sq.(8)	NA	Bi-Lo, Revco
Shannon Oaks(18)	NA	Winn-Dixie, Eckerd
Smokerise Plantation	NA	Malone's
Snellville Plz.(29)	NA	Turtle's, Reed Drugs
Stonebridge Crossing	NA	Super Valu, Treasury Drug
Sunset Sq.(16)	NA	Revco
Village 2	NA	Turtle's
Wisteria Village	NA	Winn-Dixie, K mart

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; Pool's; K mart 4; Roses; Richway 2; Wal-Mart 2; Sears 4; Rich's; Macy's; Mervyn's.
Variety Stores-Family Dollar 2.
Chain Supermarkets-Winn-Dixie 10; Big Star 3; Kroger 8; Super Valu 3; Futurestore 2; Cub Foods; Ingles 3; Bruno's; Bi-lo.
Chain Drug Stores-Revco 9; Treasury 4; Reed's 7; Eckerd 8; Dunaway 2; Drug Emporium.
Other Chain Stores-Goodyear 3; Sherwin-Williams 2; Cato; Western Auto 2; Otasco; Firestone 2; Lowe's; Radio Shack 7; Williams Bros. Lumber 2; Toys 'R Us; Branden's; Upton's; Bell's; Marci Imports; Pier 1; World Bazaar; Turtle's 5; Baskin-Robbins 6; Georgia Girl 2; Downey Auto Parts 8; Nationwise Auto Parts 2; Service Mdse.; Bailey Banks & Biddle; Zale's; Baker Shoes; Butler Shoes; Marshall's; Lionel Play World; Home Depot; Levitz; Haverty's 2; Walther Furniture; Lechmere; Green Bros. 2; Pike Nurseries 2; Herman's Sporting Goods; CMC Stereo; Circuit City.

14 - NEWSPAPERS: GWINNETT DAILY NEWS (e) 28,114; (S) 31,609; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ken Brown, Market Res. Dir., GWINNETT DAILY NEWS, Box 1000, Lawrenceville, GA 30246; Tel. (404) 963-0311.
National Representative: U.S. Suburban Press.

MACON

1 - LOCATION: Bibb County (In Macon-Warner Robins MSA), E&P Map B-3, County Seat. College and mfg. ctr. 92 mi. SE of Atlanta, 130 mi. SW of Augusta, 100 mi. NE of Columbus.
2 - TRANSPORTATION: **Railroads**-Norfolk Southern Corp.; CSX Trans., Inc.
Motor Freight Carriers-50.
Intracity Bus Lines-Greyhound; Trailways; C&S.
Airlines-Atlantic Southeast.
3 - POPULATION:
Corp. City 80 Cen. 116,860; E&P 87 Est. 120,036
CZ-ABC: (80) 133,672
RTZ-ABC: (80) 428,133
MSA 80 Cen. 264,420; E&P 87 Est. 285,237
County 80 Cen. 151,085; E&P 87 Est. 158,614
City & RTZ-ABC: (80) 56 805
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 42,036; E&P 87 Est. 44,872
County 80 Cen. 52,856; E&P 87 Est. 57,296
MSA 80 Cen. 89,539; E&P 87 Est. 100,161
CZ-ABC: (80) 47,264
RTZ-ABC: (80) 140,045
City & RTZ-ABC: (80) 187,309

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	5	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 83,103.
7 - ELECTRIC METERS: Residence County 62,769.
8 - GAS METERS: Residence County 44,336.
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food & Kindred Prods. 1,851 ($371); Textile Mill Prods. 1,512 ($355); Apparel 1,339 ($202); Lumber, Wood Prods. (except furn.) 203 ($257); Paper & Allied Prods. 2,324 ($432); Printing & Publishing 613 ($273); Chemicals & Allied Prods. 323 ($357); Rubber & Plastic Prods. 208 ($252); Stone, Clay & Glass Prods. 504 ($303); Fabricated Metal Prods. 494 ($305); Machinery (except electrical) 141 ($356); Electrical Machinery 168 ($356); Transportation Equip. 575 ($345); Trans., Public Util. 3,711 ($423); Whol. Trade 3,503 ($343); Ret. Trade 12,275 ($179); Fin., Ins. & R.E. 5,051 ($322); Services 17,276 ($273); Gov't 3,312 ($317).
Principal Pay Days-1st & 15th; Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-86; Summer 68-92; Fall 42-87; Winter 37-62. First killing frost, Nov. 8; last killing frost, Mar. 17.
11 - TAP WATER: Alkaline, soft, fluoridated.
12 - RETAILING: **Principal Shopping Districts**-miles from downtown, principal stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Baconsfield	2	Chi-Chester's, Piggly Wiggly
Bloomfield Vlg.(17)	7	Piggly Wiggly, Treasury Drug
Forest Hill Vlg.(19)	10	Piggly Wiggly, Revco
Ingleside Vlg.	3	Chi-chester's
K mart Pio Nono(5)	5	K mart, Piggly Wiggly
K mart Riverside(15)	4	K mart, Eckerd
Macon Mall(114)	7	Sears, JCPenney, Macy's, Belk-Matthew's
Market Sq.(10)	4	Revco, Big Apple
Northeast Plaza(33)	3	Piggly Wiggly, Rose's
Northgate Vlg.(19)	9	Kroger, Treasury Drug
Napier Sq.(16)	5	Piggly Wiggly, Family Dollar, Eckerd, Allied Dept.
Parkway Vlg.(10)	8	Kroger, Toys R Us
Riverside Plz.(26)	6	Powell's Pharmacy
Rivoli Crossing(7)	7	Bi-Lo
Shurlington Plz.(16)	4	Piggly Wiggly, Family Dollar
South Plz.(15)	6	Big Star, Rose's
Summit Center(15)	7	Hancock Fabrics, Big Star
Town & Country(12)		Chi-Chester's, Farmer's Furn.
Vine-Ingle		Piggly Wiggly, Chi-Chester's
Wesleyan Station(7)	NA	Kroger, Turtles
Westgate Mall(12)	5	Key Catalog Showroom
Zayre-Emery(12)	5	Zayre
Zayre-Eisenhower (13)	NA	Zayre

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat., Sun. Food Stores-Mon. through Sat.
Stores Open Evenings-Discount, Dept. Stores, Food.

13 - RETAIL OUTLETS: Department Stores-Macy's; Belk-Matthews; JCPenney; Sears; Jos. N. Neel.
Discount Stores-K mart 2; Zayre 2; Rose's 2.
Variety Stores-Woolworth; McCrory; Family Dollar 3; Wal-Mart.
Chain Drug Stores-Chi-Chester's 5; Eckerd 6; Revco 4; Treasury Drug 2.
Chain Supermarkets-Big Star; Piggly Wiggly 11; Kroger 4; Bi-Lo 2; Neal's Red and White.
Other Chain Stores-Rhode's; Friedman's; Lowe's; Moore-Handley; Thom McAn; Singer Center; Baker's; Hardy's; Zale's; Swiss Colony; Radio Shack; Florsheim; Kinney; Butler's; Cloth World; Western Auto; Casual Corner; West Lumber; Scotty's; Key Catalog; Heilig Meyer's Furn.

14 - NEWSPAPERS: TELEGRAPH & NEWS (m) 72,601; (S) 96,957; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ed Fierstos, Adv. Dir., TELEGRAPH & NEWS, 120 Broadway, Macon, GA 31213; Tel. (912) 744-4217.
National Representative: Knight-Ridder Newspaper Sales.

MARIETTA

1 - LOCATION: Cobb County (In Atlanta MSA), E&P Map B-2, County Seat. 20 mi. NW of Atlanta, on U.S. Hwy. 41 & State Hwys. 120, 5; I-75, I-285, I-575.
2 - TRANSPORTATION: **Railroads**-Southern System; CSX Distribution Servs.
Motor Freight Carriers-37.
Intercity Bus Lines-Southern Greyhound; Trailways.
Airlines-Eastern; Delta; United; Air Atlanta; TWA; Northwest; Piedmont; (Hartsfield International in Atlanta).
3 - POPULATION:
Corp. City 80 Cen. 30,805; E&P 87 Est. 43,085
NDM-ABC: (80) 297,718
MSA 80 Cen. 2,138,078; E&P 87 Est. 2,596,577
County 80 Cen. 297,694; E&P 87 Est. 405,513
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,801; E&P 87 Est. 18,694
County 80 Cen. 106,586; E&P 87 Est. 149,978
MSA 80 Cen. 756,597; E&P 87 Est. 946,653
NDM-ABC: (80) 106,595

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	11	N.A.
Commercial	10	N.A.

6 - PASSENGER AUTOS: County 265,458.
7 - ELECTRIC METERS: Residence 55,368.
8 - GAS METERS: Residence 22,162.
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft 18,000; Textile 2,400.
10 - CLIMATE: Av. Annual Temp. 61.
11 - TAP WATER: Neutral, very soft, fluoridated.
12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cumberland(145)	NA	Macy's, Rich's, JCPenney, Sears
Canton Rd.(30)	NA	Big Apple Mkt.
East Gate	NA	Colonial Stores
East Marietta(25)	NA	Big Apple Mkt.
Akers Mill	NA	K mart, Big Star
Town Ctr.(160)	NA	Mervyn's, Macy's, Rich's, Sears
Marietta Pkwy.(7)	NA	Rexall, Colonial
Merchant's Walk	NA	Treasury Drugs
Market Sq.(20)	NA	Big Star, Winn-Dixie
Loehman's Plz.	NA	
New London(25)	NA	Food Giant
Outlet Ltd. Mall	NA	Shoe Emporium
Blackwell Sq.(26)	NA	A&P, Eckerd
Galleria	NA	
Roswell St.(13)	NA	Furn. City USA
Town & Country(35)	NA	Winn-Dixie, Kroger, JCPenney
Belmont Hills	NA	Kroger
Westside(21)	NA	Big Apple
Cobb Ctr.(49)	NA	Rich's, Colonial
Cobb Place	NA	Upton's
Hawthorne(23)	NA	JCPenney, Kroger
Smyrna, GA	NA	Winn-Dixie

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Leiter; JCPenney; Rich's; Macy's.
Discount Stores-K mart; Zayre; Richway; Circuit City.
Variety Stores-Woolworth.
Chain Drug Stores-Dunaway Rexall 6; SupeRx; Eckerd; Revco; Treasury.
Chain Supermarkets-A&P 7; Big Apple 9; Kroger 5; Winn-Dixie; Food Giant; Pace Whse.; Bruno's.
Other Chain Stores-Western Auto; Lionel Playworld; Service Mdse.; Zale's; Citizen's; Firestone; Marshall's; Lechmere; Upton's.

14 - NEWSPAPERS: JOURNAL (e) 24,649; (S) 25,974; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Terry Smith, Agency Coord., JOURNAL, 580 Fairground St., Marietta, GA 30060; Tel. (404) 428-9411.
National Representative: U.S. Suburban Press.

MILLEDGEVILLE

1 - LOCATION: Baldwin County. E&P Map C-3. County Seat. Central portion of state.

2 - TRANSPORTATION: **Railroads**-Central of GA (subsidiary of Southern); Georgia Railroad (component of Atlantic Coast Line & Louisville & Nashville).
Motor Freight Carriers-6.
Intercity Bus Lines-Southeastern Stages; Continental Trailways.
Airlines-Nearby airport in Macon.

3 - POPULATION:
Corp. City 80 Cen. 12,126; E&P 87 Est. 14,420
County 80 Cen. 34,686; E&P 87 Est. 39,742

4 - HOUSEHOLDS:
City 80 Cen. 4,415; E&P 87 Est. 4,633
County 80 Cen. 12,235; E&P 87 Est. 12,425

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$103,431,000
Savings & Loan	1	$41,658,556

6 - PASSENGER AUTOS: County 16,859

7 - ELECTRIC METERS: Residential 10,184

8 - GAS METERS: Residential 7,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't 4,500; Textile Mfg. 1,350; Non-electric Mach. 716; Trans. Equip. 545; Health & Educ. 1,105; Chem. 730; Apparel 120.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Av. Mean & Max. Temp.-Jan. 38 to 60; July 70 to 92.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-6 blocks downtown, Hatcher Sq. Mall (30 stores), Old Capital Sq. (18 stores).
Neighborhood Shopping Center-Town & Country (10 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Macon Mall(100)	40	Sears, JCPenney, Belk

Stores Open Evenings-Mall Mon. through Sat. until 9; Sun. 1-6 (majors).

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belk-Matthews.
Discount Stores-K mart; McCrory's; Wal-Mart.
Chain Drug Stores-Eckerd; Revco; Treasury.
Chain Supermarkets-A&P; Piggly Wiggly 3; BiLo; Winn-Dixie.
Other Chain Stores-Goodyear; Firestone; Eleanor Shop; Diana Shop; Sears (catalog); Friedman's Jewelers; Kinney Shoes; Pic-n-Pay Shoes; Vicki-V; Curtis Mathes; Radio Shack.

14 - NEWSPAPERS: UNION-RECORDER (m-tues to sat) 6,787; sworn Sept. 24, 1986.
Local Contact for Advertising & Merchandising Data: Wendell Spivey, Adv. Dir., UNION-RECORDER, Union Recorder Plaza, Milledgeville, GA 31061; Tel. (912) 452-0567.
National Representative: Knight-Ridder Newspaper Sales.

MOULTRIE

1 - LOCATION: Colquitt County. E&P Map B-5. 210 mi. S of Atlanta; 175 mi. NW of Jacksonville; 65 mi. NE of Tallahassee.

2 - TRANSPORTATION: **Railroads**-Southern; SCL; Georgia Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways.
Airlines-Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 15,708; E&P 87 Est. 16,343
County 80 Cen. 35,376; E&P 87 Est. 38,265
NDM-ABC: (80) 35,376

4 - HOUSEHOLDS:
City 80 Cen. 5,584; E&P 87 Est. 6,052
County 80 Cen. 12,152; E&P 87 Est. 13,691
NDM-ABC: (80) 12,152

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$111,000,000
Savings & Loan	3	$58,943,000

6 - PASSENGER AUTOS: County 17,426

7 - ELECTRIC METERS: Res. County 12,920

8 - GAS METERS: Res. City 3,606

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Garments 1,733 (N.A.); Metal Working 668 ($189); Mobile Homes 360 ($225); Textiles 355 ($194); Meat Packing 260 ($336); Lumber 418 ($199); Can Co. 200 ($350).
Principal Pay Days-Fri., Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-94; Summer 68-102; Fall 47-85; Winter 26-68. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Hard, natural fluoridation.

12 - RETAILING: **Principal Shopping Centers**-20 blocks on Main St., 1st St., Central Ave. and 1st Ave.
Principal Shopping Days-Thur., Fri., Sat.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sunset Plaza(20)	2	Piggly Wiggly, Eckerd, Belk-Hudson
Moultrie Plaza	1	Harvey's, Rose's
Market Place Center(15)	1	K mart, Winn-Dixie, Revco Drugs

13 - RETAIL OUTLETS: **Department Stores**-Friedlander; Rose's; Lazarus; Family Dollar; Belk-Hudson; JCPenney; Allied; K mart.
Discount Stores-Wal-Mart.
Chain Drug Stores-Revco; SupeRx; Eckerd; Big B.
Chain Supermarkets-Winn-Dixie; Harvey's; Piggly Wiggly; Cagle's; IGA.
Other Chain Stores-Lowes; Stone; Firestone; Playland; Sears; Dick Causey Shoes; Payless Shoes; Pick and Pay; Skinners Furn.; Babcock Furn.; Shoe Flair; White Auto; Western Auto; Behr's; Traffic Light.

14 - NEWSPAPERS: OBSERVER (m) 7,306; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jim Walther, Adv. Mgr., OBSERVER, 25 N. Main St., Moultrie, GA 31768; Tel. (912) 985-4545.
National Representative: Branham/Newspaper Sales.

ROME

1 - LOCATION: Floyd County. E&P Map A-2. 65 mi. bet. Atlanta and Chattanooga.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 29,654; E&P 87 Est. 31,126
County 80 Cen. 79,800; E&P 87 Est. 82,521

4 - HOUSEHOLDS:
City 80 Cen. 11,965; E&P 87 Est. 12,267
County 80 Cen. 28,477; E&P 87 Est. 30,569

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$440,594,072
Savings & Loan	2	$261,541,938

6 - PASSENGER AUTOS: County 46,072

7 - ELECTRIC METERS: County 33,666

8 - GAS METERS: County 21,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 6,093; Elect. 1,700; Metal 731; Food 917; Paper & Allied Prods. 1,139.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-78; Summer 78-89; Fall 32-70; Winter 32-42. First killing frost, Nov. 15; last killing frost, Apr. 6. Av. Temp. 62; Av. Rainfall 53 in.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Broad St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alto(5)	2	Super Discount, Higgin's Shoes
Central Plz.(16)	11	Mack's Dept., Big Star, Enloe Drugs, Super D
Gala(23)	4	Wil-Bro, Revco, Otasco, Po' Folks
K mart Plz.(5)	4	K mart, Kroger, Radio Shack, Behr's
Mapleton(2)	2	Piggy Wiggly, Eckerd
North Broad(3)	1	Lowe's Mkt., Enloe Drugs, Super Dollar
Riverbend(50)	1	Miller's, JCPenney, World Bazaar, Radio Shack
Village Plz	1	Village Theatre, Glidden, Kentucky Fried Chicken, Kay's Kastles
West End(12)	3	Champion, Dollar General, Chupp's Interiors
W. Side Vlg.(12)	5	Winn-Dixie, Eckerd

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Miller Bros.; JCPenney; Belk-Rhodes; Esserman; H. Kessler.
Variety Stores-DAT Store; Super D; Super Dollar.
Discount Stores-K mart 2; Super Discount 3; Family Dollar; Wal-Mart; Champion; Dollar General.
Chain Drug Stores-Eckerd; Enloe 3; Revco 4; Big B 4.
Chain Supermarkets-Big Star; Piggly Wiggly 3; Warehouse Groceries; Winn-Dixie; Kroger 2.
Other Chain Stores-American Radio; Athletic Attic; Behrs; Brooks Fashions; Circus World; Diana Shops; Firestone; General Nutrition; General Tire; Gilman; Glidden; Goodyear; Junction; Lowe's Bldg.; Otasco 2; Parts City; Shoes; Shoe City; Kinney; Payless 2; Pic 'N Pay 2; Radio Shack 2; Sherwin-Williams; Sterchi's Furniture; Stewart's; Tog Shop; Warner's; Zale's; Merle Norman.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 20,738; (S) 23,539; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: H. Wilson Adams, Adv. Dir., NEWS-TRIBUNE, 305 E. 6th Ave., PO Drawer F, Rome, GA 30161; Tel. (404) 291-6397.
National Representative: None.

SAVANNAH

1 - LOCATION: Chatham County (In Savannah MSA). E&P Map D-4. County Seat. Seaport, industrial center. On U.S. Hwys. I-95, I-16, 17, 17-A, 80. State Hwys. 26 & 21.

2 - TRANSPORTATION: **Railroads**-CSX Line; Norfolk Southern.
Motor Freight Carriers-87.
Freight Steamship Lines-20 Steamship Agents.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Delta; American; Piedmont; United; Continental.

3 - POPULATION:
Corp. City 80 Cen. 141,634; E&P 87 Est. 149,453
CZ-ABC: (80) 182,653
RTZ-ABC: (80) 522,258
County 80 Cen. 202,226; E&P 87 Est. 217,877
MSA 80 Cen. 220,553; E&P 87 Est. 241,054
City & RTZ-ABC: (80) 704,911
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 50,751; E&P 87 Est. 54,714
County 80 Cen. 71,323; E&P 87 Est. 79,630
MSA 80 Cen. 77,110; E&P 87 Est. 87,221
CZ-ABC: (80) 64,783
RTZ-ABC: (80) 169,110
City & RTZ-ABC: (80) 233,893

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$633,066,000
Commercial	8	$1,183,510,000

6 - PASSENGER AUTOS: County 117,875

7 - ELECTRIC METERS: 102,154

8 - GAS METERS: Residence 57,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Durable Goods: Lumber 1,300; Trans. Equip. 4,700; Others 2,000. Non-Durable Goods: Food 1,900; Chem. 1,500; Petroleum 600; Paper 4,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-89; Summer 67-91; Fall 45-85; Winter 38-78. First killing frost, Nov. 26; last killing frost, Mar. 3.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Broughton St., 2 W on Broad St., 2 E on Broad St., Abercorn & White Bluff Rd.
Neighborhood Shopping Centers-Bull & Henry; Waters Ave. 37 to Victory Dr.; Abercorn at Victory Dr.; Skidaway Rd. & Victory Dr.; Habersham & 63 St.; White Bluff Rd. & DeRenne Ave.; Waters Ave. at Montgomery Crossroads; Hwy. 80 at traffic circle; Waters Ave. at 64; White Bluff Rd. & Montgomery Crossroads.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Chatham Plz.(26)	NA	Wal-Mart, Firestone
Crossroads(13)	NA	Woolworth, Belk's
De Renne Globe(13)	NA	Parts World
Eisenhower Sq.(10)	NA	Food Lion
Forest City(7)	NA	Gurley's
Habersham(14)	NA	Red & White, Eckerd, Lowe's
Statesboro(29)	2	Belk, Revco, JCPenney, Wal-Mart
Largo Plz.(7)	NA	Piggly Wiggly, Wal-Mart
Mall Vlg.(8)	NA	La-z-boy
McAlpin Sq.(12)	NA	Wal-Mart, Kroger
Medical Arts(18)	NA	Revco, Byrd Bros. Mkt.
Andy's Ctr.	NA	Andy's Mkt.
Oakhurst(21)	NA	Parker's Mkt.
Oglethorpe Mall (140)	NA	Sears, Belk's, JCPenney, Maas Bros.
Victory Sq.(10)	NA	JCPenney, Maas Bros.
Savannah Ctr.(15)	NA	Foodlion, Eckerd
Market Walk(10)	NA	Toys R Us, Pharmor
Twelve Oaks(15)	NA	TJ Maxx, Ashby's
Picadilly Sq.(14)	NA	Carriage House, Peachtree Spa
Traffic Circ.(6)	NA	
Twelve Oaks(25)	NA	Ashby's
Loehman's Plz.(15)	NA	Loehman's
Victory Dr.(12)	NA	Linen Fair
Victory Mall(2)	NA	K mart, Eckerd
West Side(21)	NA	Revco, Woolworth
Wilmington Is.(8)	NA	Piggly Wiggly
Windsor Forest(7)	NA	

Principal Shopping Days-Dept., Mon., Fri., Sat.; Food, Wed., Thur., Fri., Sat.
Stores Open Evenings-Dept., downtown, Fri.; Shopping Centers-Nightly.

13 - RETAIL OUTLETS: **Department Stores**-Maas Bros. 2; JCPenney; Sears; Belk's 2; Ashby's; Loehman's.
Discount Stores-K mart (Kresge) 2; Wal-Mart 3; Service Merchandise; Kroger Sav-On 2.
Variety Stores-S.H. Kress; McCrory's 2; Woolworth 3.
Chain Drug Stores-Revco 11; Eckerd 3.
Chain Supermarkets-Kroger Sav-On 2; Piggly Wiggly 8; Gurley's 6; M & M 8; Red & White; Foodlion 2; Byrd Bros.
Other Chain Stores-Schwobilt Store; Butler; Thom McAn; Hardy Shoes; Women's; Fine's; Asher's; Town & Country; Lady Jane; Eleanor Shop; Lerner Shops; Smart & Thrifty; Diana; Furniture; Haverty; Chatham; Maxwell Bros.; Carriage House; McDuff's; Rhodes; Auto Supplies; Western Auto 4; Firestone; Goodyear 3.

14 - NEWSPAPERS: MORNING NEWS (m) 55,931; (S) 75,338; EVENING PRESS (e) 20,133; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gene Stewart, Adv. Dir., NEWS-PRESS, 105-111 W. Bay St., PO Box 1088, Savannah, GA 31402; Tel. (912) 236-9511.
National Representative: Branham/Newspaper Sales.

STATESBORO

1 - LOCATION: Bulloch County. E&P Map D-3, D-4. County Southeast section. 53 mi. NW of Savannah; On U.S. Hwys. 80, 301 and 25. State Hwy. 67, 73, 26 and 24.

2 - TRANSPORTATION: **Railroads**-Norfolk-Southern.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,866; E&P 87 Est. 15,906
County 80 Cen. 35,785; E&P 87 Est. 40,319
NDM-ABC: (80) 35,785
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,051; E&P 87 Est. 5,013
County 80 Cen. 12,533; E&P 87 Est. 13,168
NDM-ABC: (80) 11,339

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$202,000,000
Savings & Loan	2	$2,600,000,000

6 - PASSENGER AUTOS: County 18,540

7 - ELECTRIC METERS: Residence 12,982

8 - GAS METERS: Residence 3,042

9 - PRINCIPAL INDUSTRIES: Meters; Malleable Iron Castings; Garments; Lumber; Food Proc.; Meat Proc.; Plastic Extrusions; Valves; Scissors; Shears.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Jan. 20-75; July 55-95. First killing frost, Nov. 20; last killing frost, Feb. 20.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-10 blocks downtown; College Plaza, 13 units; Statesboro Mall, 32 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Plz.	1	SupeRx, Piggly Wiggly, Rose's
Simmons		Sears, IGA

University Plz.	2	
Gentilly	2	Winn-Dixie, Eckerd
Bi-Lo Plaza	1	Revco, Bi-Lo, Family Dollar

13 - RETAIL OUTLETS: Department Stores-Belk, JCPenney.
Variety Stores-Rose's; Wheelers; K mart; Wal-Mart.
Chain Drug Stores-SupeRx; Revco; Eckerd.
Chain Supermarkets-Winn-Dixie; Piggly Wiggly; Bi-Lo; M&M.
Other Chain Stores-Goodyear; Firestone; Radio Shack; Ace Hardware; Wheelers; Friedman Jewelers; Heileg Myers; Adventureland; Playland; West.

14 - NEWSPAPERS: HERALD (m) 7,088; (S) 6,868; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Leslie Wiggins, Ret. Adv. Mgr., HERALD, 1 Herald Sq., Statesboro, GA 30458; Tel. (912) 764-9031.
National Representatives: Landon Associates; Morris Newspaper Corp.

THOMASVILLE

1 - LOCATION: Thomas County, E&P Map B-5. In extreme SW part of state; 60 mi. S of Albany; 240 mi. S of Atlanta; 219 mi. W of Savannah; 160 mi. W of Jacksonville; 35 mi. N of Tallahassee.

2 - TRANSPORTATION: Railroads-CSX.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.
Airports-Thomasville Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,463; E&P 87 Est. 18,932
CZ-ABC: (80) 18,463
RTZ-ABC: (80) 39,480
County 80 Cen. 38,098; E&P 87 Est. 39,912
City & RTZ-ABC: (80) 57,943
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,433; E&P 87 Est. 6,802
County 80 Cen. 12,789; E&P 87 Est. 13,894
CZ-ABC: (80) 6,433
RTZ-ABC: (80) 12,976
City & RTZ-ABC: (80) 19,409

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$148,438,000
Savings & Loan	2	$78,214,682

6 - PASSENGER AUTOS: County 20,211.

7 - ELECTRIC METERS: Residence 12,185.

8 - GAS METERS: Residence 4,498.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Thread 250; Women's Garments 386; Bread and Cakes 615; Meat and Poultry Packing 1,200; Lumber and Woodworking 1,000; Motor and Mobile Homes 251; Women's Sleepwear 200; Crate and Basket 278; Mining 320; Natural Gas Dist. 10; Plastics 247; Home Furnishings 148; Distribution 550.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: First killing frost, Dec. 1; last killing frost, Mar. 3.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Centers-20 blocks on five streets; one large regional shopping ctr. 7 small strip ctrs.

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; Neel's; JCPenney.
Variety Stores-McCrory-McLellan; Sears (catalog).
Discount Stores-Rose's; K mart; Woolworth; Wal-Mart.
Chain Drug Stores-Herndon's 2; Thomas 2; Revco; Trumarx; Big B; Rite Aid.
Chain Supermarkets-Winn-Dixie; Harvey's; Piggly Wiggly.
Independent Supermarkets-Bob's; Arnold's.
Other Chain Stores-Goodyear; Diana Shop; Top Dollar; Radio Shack; Friedlander's Fashion Shoppe; Mangel's; Playland Toy Stores; Pick'N Pay; Sherwin-Williams; Badcock Furn.; Stone's; Pearl Optical; Dunn Furn.; American Handicrafts; Shoe Box; Shoe Flair; Al Dixon; Kres Jewelers; Skinner Furn.; Bumper-to-Bumper; Lowe's; Wight's; Payless Shoes; Cato; Wall Tire Servs.

14 - NEWSPAPERS: TIMES-ENTERPRISE (e-mon to fri) 11,481; (m-sat) 11,291; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Daniel E. Sutton, Adv. Dir., TIMES-ENTERPRISE, PO Box 650, Thomasville, GA 31799; Tel. (912) 226-2400.
National Representative: Thomson Newspapers.

TIFTON

1 - LOCATION: Tift County, E&P Map C-4. County Seat. 98 mi. S of Macon; on U.S. Hwys. 41, 82, 319, I-75; State Hwys. 7, 35, 50, 125.

2 - TRANSPORTATION: Railroads-Family Lines System; Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound: North and South; Tamiami Trailways: East and West.

3 - POPULATION:
Corp. City 80 Cen. 13,749; E&P 87 Est. 14,570
County 80 Cen. 32,862; E&P 87 Est. 35,591
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,573; E&P 87 Est. 5,011
County 80 Cen. 10,737; E&P 87 Est. 12,034

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$211,243,186
Savings & Loan	2	$75,000,000

6 - PASSENGER AUTOS: County 16,463.

7 - ELECTRIC METERS: Residence 13,000.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woolen Textiles 800 ($200); Cotton Yarn 395 ($200); Concrete Prods. 165 ($175); Seed Shellers 130 ($140); Metal Prods. 450 ($225); Feed, Flour 120 ($150); Clothing 700 (N.A.); Veg. Plants (In Season) 1,000 ($150); Fork Lifts 114 ($135); Paper Prods. 200 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 53-73; Summer 67-86; Fall 54-75; Winter 30-63. First killing frost, Nov. 15; last killing frost, Mar. 21.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Center-K mart, Big Star, 2nd St. & I-75; Seventh St.; Main St.; 12th St. Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brinntown(6)	NA	Tifton Laundry, Underwood Carpet
Tift Town(9)	NA	Big Star, Sears, Family Dollar, Behrs
Titus(7)	NA	E-Z Food
Town & Country(25)		Rose's, Winn-Dixie, Eckerd, Belk-Hudson, Cato's, Radio Shack

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-9 p.m.

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; Big Store; Moores; Behrs; Cato's; Neels; Vogue.
Discount Stores-Rose's; Pic 'N Save; K mart; Family Dollar; Wal-Mart.
Chain Drug Stores-Walgreens; Rexall; Eckerd; Revco; Cox's; Big B.
Chain Supermarkets-Harvey's; Big Star; Winn-Dixie; Piggly Wiggly.
14 - NEWSPAPERS: GAZETTE (e) 9,730; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: Randy Blalock, Display Adv. Mgr., GAZETTE, 211 N. Tift Ave., Tifton, GA 31794; Tel. (912) 382-4321.
National Representative: Thomson Newspapers.

VALDOSTA

1 - LOCATION: Lowndes County, E&P Map C-5. County Seat.

2 - TRANSPORTATION: Railroads-S.C.L.; Southern; Valdosta Southern.
Motor Freight Carriers-9.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-ASA.

3 - POPULATION:
Corp. City 80 Cen. 37,596; E&P 87 Est. 40,221
CZ-ABC: (80) 37,596
RTZ-ABC: (80) 97,944
County 80 Cen. 67,972; E&P 87 Est. 75,330
City & RTZ-ABC: (80) 135,540

4 - HOUSEHOLDS:
City 80 Cen. 12,800; E&P 87 Est. 13,925
County 80 Cen. 22,609; E&P 87 Est. 25,669
CZ-ABC: (80) 12,800
RTZ-ABC: (80) 32,218
City & RTZ-ABC: (80) 45,018

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$112,300,000
Commercial	4	$198,942,039

6 - PASSENGER AUTOS: County 38,225.

7 - ELECTRIC METERS: Residence 18,533.

8 - GAS METERS: Residence County 10,506.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 1,190; Paper & Allied 1,227; Apparel & Textile 1,310; Printing 169; U.S. Air Force 3,500; Constr. 1,772.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-95; Summer 59-95; Fall 61-98; Winter 25-93. First killing frost, Oct. 29; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on N & S Patterson & Ashley, E & W Hill Ave., E & W Central St., North Ashley & Park, Brookwood & N Patterson, Five Points.
Principal Shopping Days-Mon., Fri., Sat.
Neighborhood Shopping Centers-Gordon and North Ashley; Park & N. Ashley; Brookwood & N. Patterson; Bay Tree Rd., E. Ann & N. Troup; Park & Forrest.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Tree(8)	NA	Walt's IGA
Brookwood(14)	NA	Woolworth
Castle Park(63)	NA	Wilbro, Harvey's Mkt., Pic 'N Pay
Five Points(20)	NA	K mart, Harvey's Mkt., Farmer's Furniture
Valdosta Mall(40)	NA	Sears, Eckerd, Lowes, Belk-Hudson, JCPenney
Mill Store Plz.(46)	12	West Point Pepperell, Converse, Oneida, Revere Ware, Lenox, Kuppenheimer's

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; Varnedoe; JCPenney; Sears; Schwartz; Neel's; Famous Store.
Variety Stores-McCrory's; Woolworth.
Discount Stores-Robert Reddick; Family Dollar; Thrifty; K mart; Pic 'N Pay; Wal-Mart.
Chain Drug Stores-Giles Rexall; Bel Lile Rexall; Service Rexall; Eckerd; Pic 'N Save 2; Barnes 3; Economy Drugs; Revco; Big B 3.
Chain Supermarkets-Harvey's 2; Winn-Dixie 3; Piggly Wiggly 2; Food Lion; Red & White.
Other Chain Stores-Diana (women's wear); Goodyear; Zale's; Badcock Furn.; Butler's; Mather Rhodes; Farmer's Furniture; Western Auto; Payless Shoes.

14 - NEWSPAPERS: TIMES (e) 18,146; (S) 18,342; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert F. Morrell, Pub. & Gen. Mgr., TIMES, 201 N. Troupe St., PO Box 968, Valdosta, GA 31061; Tel. (912) 244-1880.
National Representative: Thomson Newspapers.

WARNER ROBINS

1 - LOCATION: Houston County (In Macon-Warner Robins MSA), E&P Map B-3. 20 mi. S of Macon.

2 - TRANSPORTATION: Railroads-SOU.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.
Airlines-Delta.

3 - POPULATION:
Corp. City 80 Cen. 39,893; E&P 87 Est. 46,122
MSA 80 Cen. 264,420; E&P 87 Est. 285,237
NDM-ABC: (80) 62,152
County 80 Cen. 77,605; E&P 87 Est. 87,266
RTZ-ABC: (80) 12,226
NDM & RTZ-ABC: (80) 74,378
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,739; E&P 87 Est. 16,455
County 80 Cen. 25,509; E&P 87 Est. 29,742
MSA 80 Cen. 89,539; E&P 87 Est. 100,161
NDM-ABC: (80) 20,551
RTZ-ABC: (80) 3,966
NDM & RTZ-ABC: (80) 24,517

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 49,205.

7 - ELECTRIC METERS: Residence 22,517.

8 - GAS METERS: Residence 16,631.

9 - PRINCIPAL INDUSTRIES: Mfg. of Aircraft Parts; Glass Bottles; Cans; Machine Shop Work; Beer; Hi-Tech; Agric. Area: Peaches, Cotton, Watermelon, Wheat, Pecans, Peanuts; Home of Robins Air Force Base-20,000 personnel, mostly civilian.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-68; Summer 69-93; Fall 56-80; Winter 37-61. First killing frost, Nov. 10; last killing frost, Mar. 19.

11 - TAP WATER: Wells.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Houston Mall(40)	NA	Belk's, Sears, Eckerd, Winn-Dixie, Key Catalog
Williams Plz.(23)	NA	Nationwise Auto Parts, Self Furn.
Zavre Plaza(10)	NA	Zayre, Piggly Wiggly, Revco
Northgate(10)	NA	Giant Discount Foods
K mart(2)	NA	K mart, Rhodes Furn.
Parkway Station(3)	NA	Kroger, Bi-Lo
Piggly Wiggly Plaza(10)	NA	Piggly Wiggly, Revco, Radio Shack

13 - RETAIL OUTLETS: Department Stores-Belk's, Sears.
Discount Stores-K mart; Zayre; Family Dollar; Dollar General.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-Winn-Dixie; Family Mart; Piggly Wiggly 3; Kroger; Bi-Lo 2.
Other Chain Stores-Hancock Fabrics; Key Catalog Showroom; Friedmans Jewelers; Playland; Radio Shack; Sherwin-Williams; Haverty's Furn.; Rhode's Furn.; Shoes: Barrett, Bell Bros., Butler's, Kinney, Pay-Less; Auto: Goodyear, Firestone, Sears, Wall Tire, Wholesale Tire.

14 - NEWSPAPERS: SUN (e-mon to fri) 10,285; (S) 11,525; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Billy R. Tucker, Adv. Mgr., SUN, 1553 Watson Blvd., PO Box 2768, Warner Robins, GA 31099; Tel. (912) 923-6432.
National Representative: Landon Associates.

WAYCROSS

1 - LOCATION: Ware County, E&P Map C-5. County Seat. 76 mi. N of Jacksonville; 106 mi. SW of Savannah; 158 mi. S of Macon. On State Hwys. 38, 50, 122, 4, 19; U.S. Hwys. 1, 23, 82, 84.

2 - TRANSPORTATION: Railroads-CSX Trans.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 19,371; E&P 87 Est. 19,020
County 80 Cen. 37,180; E&P 87 Est. 37,767
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,085; E&P 87 Est. 7,240
County 80 Cen. 12,788; E&P 87 Est. 13,477

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$1,900,000,000
Commercial	3	$144,700,000

6 - PASSENGER AUTOS: County 17,339.

7 - ELECTRIC METERS: Residence 13,097.

8 - GAS METERS: Residence 5,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railroad 2,000; Lumber & Plywood 530; Mobile Homes 500; Naval Stores 200; Cigar Mfg. 275; Dryer Felts for Paper Industry 210; Apparel 420; Rubber Products 65.
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-93; Summer 67-104; Fall 51-96; Winter 29-83. First killing frost, Nov. 18; last killing frost, Mar. 9.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Mary St.; 3 on Elizabeth; 1 on Pendleton; 3 on Tebeau; 3 on Plant Ave.; 1 on Isabella.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Flanders(12)	NA	Top Value Stamps, Shemiah Florist
Hatchers Point(29)	NA	Wal-Mart, Piggly Wiggly
Satilla Sq.(14)	NA	Radio Shack, Food Fair

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers and Chain Discount Stores, nightly; Supermkt., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Stores-McCrory's; Wal-Mart; K mart.
Discount Stores-Pic'N Save.
Chain Drug Stores-Scottie's 2; Eckerd; Rexall Medicine Shop.

Chain Supermarkets-Winn-Dixie; Pic N Save; IGA; Piggly Wiggly; Harvey's.
Other Chain Stores-Kenwin's Dresses; Family Dollar; Choo-Choo Building Supply; Barfield Shoes; Singer; Goodyear; Western Auto; Firestone; Friedman's Jewelers; Sherwin-Williams; 7-Eleven; Jiffy Stores; Flashfoods; Vogue; Pic'n Pay; Radio Shack; Jacobson's World Hi-Fi Electronics; Wise Fashion; Jack's Minute Markets; Shawnee Swifty; Check Mate; M & M; Belk-Hudson.

14 - NEWSPAPERS: JOURNAL-HERALD (e) 12,935, sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: B. Morris Johnson, Bus. Mgr., JOURNAL-HERALD, 402 Isabella St., PO Box 219, Waycross, GA 31502; Tel. (912) 283-2244.
National Representative: None.

WEST POINT
See LANETT, AL

HAWAII SURVEYS

METROPOLITAN STATISTICAL AREA

Honolulu-Honolulu County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	71	78	88
5-14 Years	160	148	166
15-24 Years	154	192	216
25-44 Years	203	295	331
45-64 Years	138	180	202
65 and Over	44	76	85
TOTAL	770	969	1,088

Based on U.S. Census.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat. Hdwr	74	150	288
General Mdse	632	657	1,013
Food	651	1,081	1,477
Automobiles	457	541	1,070
Gasoline Stations	176	400	408
Apparel	204	380	562
Furniture	102	161	303
Eat-Drink Places	464	873	1,356
Drugs	174	338	511
TOTAL SALES	3,294	5,193	7,878

HILO

1 - LOCATION: Hawaii Island & County. E&P Map C-2. County Seat. 215 mi. SE of Honolulu; 2,090 mi. W of San Francisco.

2 - TRANSPORTATION: **Motor Freight Carriers**-7.
Freight Steamship Lines-6.
Intercity Bus Lines-To all points on island.
Inter-Island Airlines-Daily freight and passenger between all islands (Hawaiian Airlines; Aloha Airlines; Mid-Pacific Airlines).
Inter-Island Water Transportation-Young Bros., tug and barge freight from Hilo, 3 times a week to Hawaii, Maui, Molokai, Kauai. Oil barge service between all islands.
Trans-Pacific Air Service-Direct flights to West Coast by United.

3 - POPULATION:
Corp. City 80 Cen. 35,269; E&P 87 Est. 44,919
NDM-ABC: (80) 64,535
County 80 Cen. 92,053; E&P 87 Est. 118,241
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 12,765; E&P 87 Est. 13,782
NDM-ABC: (80) 20,277
County 80 Cen. 29,237; E&P 87 Est. 38,848

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 76,025.

7 - ELECTRIC METERS: Residence 37,670.

8 - GAS METERS: Residence 2,142; Rural Tank 10,343.

9 - PRINCIPAL INDUSTRIES: (RTZ) Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,700 ($385); Sugar & Agric. 5,200 ($260); Hotels 4,800 ($240).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 67-83; Summer 65-80; Fall 65-78; Winter 62-81. No frost.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-14 blocks on Kamehameha Ave. & Keawe St.; 8 blocks on Kilauea St.; Hilo Shopping Center, Kilauea St.; Hilo Mall; Prince Kuhio Plaza; 6 blocks on Kanoelehua Ave.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. Stores-Fri.; Drugs-Fri. and Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Liberty House.
Variety Stores-Ben Franklin; Woolworth; Long's; Pay'N Save.
Chain Drug Stores-Long's.
Chain Supermarkets-Food Fair 2; Sure Save 4; K. Taniguchi 4; Safeway; Sack 'N Save.
Other Chain Stores-Western Auto Supply; National Dollar; Zale's; Kinney Shoes; Singer Co.

14 - NEWSPAPERS: TRIBUNE-HERALD (e-mon to fri) 20,557; (S) 23,300, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jim Wilson, Gen. Mgr., TRIBUNE-HERALD, PO Box 767, Hilo, HI 96721; Tel. (808) 935-6621.
National Representative: Papert Companies.

HONOLULU

1 - LOCATION: Honolulu County (MSA). Island of Oahu. E&P Map B-1. Largest city and capital of state. Commercial, industrial, transportation, education, and tourist center. Site of East-West Center. Largest U.S. Naval Base in Pacific (Pearl Harbor); Army Post (Schofield Barracks); Air Force Base (Hickam). 2,091 mi. W of San Francisco.

2 - TRANSPORTATION: Air and water carriers handle inter-island and trans-Pacific passenger and freight.
Inter-Island-(air) Daily freight and passenger service flights between all islands (Aloha, Hawaiian and Mid-Pacific Airlines).
Inter-Island-(water) Tug and barge freight service, three times weekly to Hawaii, Maui, Kauai and Molokai. Oil barge service between all islands.
Trans-Pacific-(air) Service to all parts of world via Pan Am; United; Northwest Orient; Continental; American; TWA; Canadian Pacific; Japan; Quantas; British Airways; Philippine Airlines; Air New Zealand; U.T.A.; T.I.A. (Trans International Airlines); World Airways; China Airlines; Korean Airlines.
Trans-Pacific-(water) To ports all over the world by Matson; United States Line; Pacific & Orient; Lykes Bros.; and other lines.

3 - POPULATION:
Corp. City 80 Cen. 365,048; E&P 87 Est. 392,685
NDM-ABC: (80) 762,565
County/MSA 80 Cen. 762,874; E&P 87 Est. 846,327
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 142,280; E&P 87 Est. 145,075
County/MSA 80 Cen. 230,213; E&P 87 Est. 264,125
NDM-ABC: (80) 230,214

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	8	$4,865,000,000
Commercial	10	$7,184,000,000
Trust Companies	4	$40,715,000

6 - PASSENGER AUTOS: Oahu Island 444,513.

7 - ELECTRIC METERS: Residence 276,194.

8 - GAS METERS: Residence 28,933.

9 - PRINCIPAL INDUSTRIES: Honolulu County-Industry, No. of Wage Earners-Agric. 11,200; Mfg. 22,200; Trans./Commun./Util. 30,700; Whol./Ret. 105,750; Services & Misc. 103,800; Gov't 91,050; Contr. Constr. 17,950; Fin./Ins./R.E. 31,600; Self Emp./Dom. 28,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 69-78; Summer 72-81; Fall 73-82; Winter 67-77.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Downtown Shopping Center**-9 blocks on Fort St. Mall and connecting sts.
Regional Shopping Centers-Ala Moana; Pearl Ridge; Kahala Mall; Ward Warehouse; Windward Mall.

Neighborhood Shopping Centers-Hawaii Kai; Kamehameha; Moanalua; Windward City; Kailua; Aikahi Park; Salt Lake; Waipahu; Aina Haina; Ewa Beach; Niu Valley; Pearl City; Kuapa Kai.

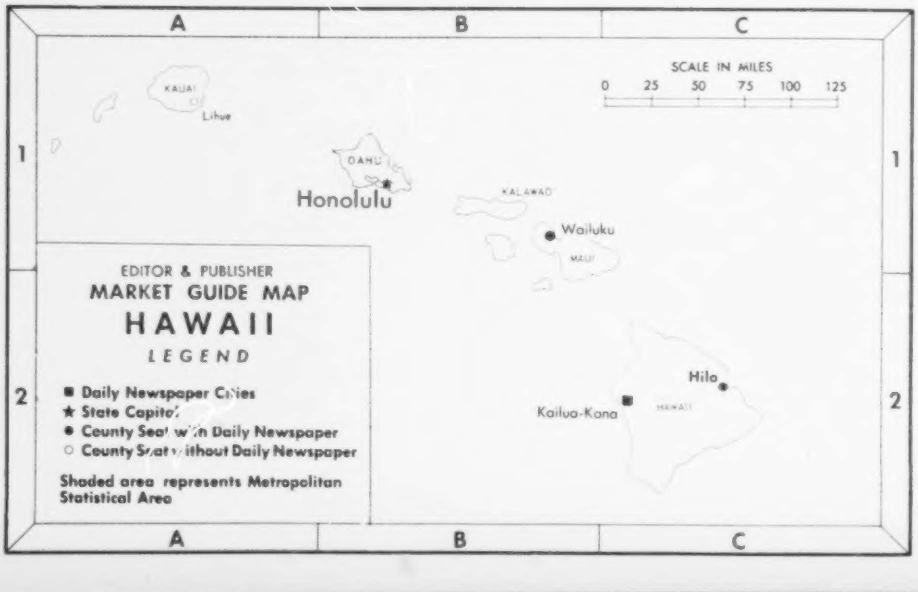
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aiea	8	Times; Value Drug
Aina Haina	7	Foodland
Aikahi	12	Safeway
Ala Moana	1	Sears; JCPenney; Long's; Woolworth
Ewa Beach	20	Foodland; Woolworth
Hawaii Kai	11	Foodland; Ben Franklin
Kahala Mall	5	Star; JCPenney; Long's; Woolworth
Kailua	12	Liberty House; Times
Kamehameha	2	Star; Thrifty Drug
Kaneohe	12	Times
Moanalua	6	Foodland; Longs
Niu Valley	9	Times
Pearl City	9	Foodland; Holiday Mart
Pearlridge	8	Liberty House; Star; Sears; JCPenney
Waipahu	11	Arakawa's; Big Way; Foodland
Wahiawa	13	Big Way
Windward City	12	Foodland

Stores Open Evenings-Major stores every evening and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sears 3; Liberty House 7; JCPenney 3; Arakawa's; The Ritz 5.
Discount Stores-Gem 4; Gibson; Holiday Mart/Daiei 3; Military PX 5.
Variety Stores-Woolworth 6; Cornet 4; Ben Franklin 2.
Chain Drug Stores-Long's 13; Value; Thrifty 2; Waldrich 3; Royal; Sav Mor 2; Pay n'Save 11.
Chain Supermarkets-Foodland 28; Times 15; Safeway 10; Holiday Superfoods 3; Bigway 3; Star Markets 6; Gibson's/Shopping Basket 3; P&P 2; 7-Eleven 21.
Independent Food Store Groups-Food Giant 11; IGA 5.
Other Chain Stores-Watumull's 27; Singer Co.; Hartfield's 4; Standard Shoe; Gallenkamp 3; Thom McAn 7; Carol & Mary 5; Ethel's 3; Villa Roma 3.

14 - NEWSPAPERS: ADVERTISER (m) 91,916; STAR-BULLETIN (e) 99,963; STAR-BULLETIN & ADVERTISER (S) 203,277, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gary C. Tamkin, Adv. Mgr., Hawaii Newspaper Agency, PO Box 3350, Honolulu, HI 96801; Tel. (808) 525-8000.
National Representative: Gannett National Newspaper Sales.



KAILUA-KONA

1 - LOCATION: Hawaii Island & County. E&P Map C-2. In western part of the island. Kona is comprised of a N & S Division. Kailua is located in Kona's N Division.

2 - TRANSPORTATION: **Water Transportation**-7 steamship vessels.
Intercity Bus Lines-1 to all points on the island.
Airlines-Hawaiian; Aloha.

3 - POPULATION:
Corp. City 80 Cen. 19,662; E&P 87 Est. 26,740
County 80 Cen. 92,053; E&P 87 Est. 118,241
NDM-ABC: (80) 27,518

4 - HOUSEHOLDS:
City 80 Cen. 10,970; E&P 87 Est. 10,945
County 80 Cen. 29,237; E&P 87 Est. 38,848
NDM-ABC: (80) 8,960

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 76,025.

7 - ELECTRIC METERS: Residential County 37,670.

8 - GAS METERS: Residential County 10,343.

9 - PRINCIPAL INDUSTRIES: Tourism; Constr.; Agric.

10 - CLIMATE: Min. & Max. Temp.-Spring 67-83; Summer 65-80; Fall 65-78; Winter 62-81.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Center**-Kona Coast Shpg. Ctr.
Neighborhood Shopping Centers-N. Kona Shpg. Ctr.; Kealakekua Ranch Ctr.; Parker Ranch Ctr.; World Sq.; Kona Inn Shpg. Vlg.
Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Liberty House; Sears
Variety Stores-Ben Franklin; Pay 'N Save
Chain Drug Stores-Pay 'N Save
Chain Supermarkets-K. Taniguchi; Foodland, Sure Save
Other Chain Stores-Andrades; McInerny

14 - NEWSPAPERS: WEST HAWAII TODAY (m-mon to fri) 8,713; (S) 8,737, Mar. 31, 1987 ABC
Local Contact for Advertising and Merchandising Data: Debbie Ward, Adv. Mgr., WEST HAWAII TODAY, Box 789, Kailua-Kona, HI 96740, Tel. (808) 329-9311
National Representative Papert Companies

LIHUE

1 - LOCATION: Kauai Island & County, E&P Map A-1, County Seat.

2 - TRANSPORTATION: **Inter-Island Airlines**-Services between all islands-Hawaiin Airlines; Aloha; Mid-Pacific.
Inter-Island Water Transport-Tug, barge freight services three times weekly between Hawaii, Molokai, Kauai, Maui, Oahu. Oil barge services between all islands.

3 - POPULATION:
Corp. City 80 Cen. 4,000; E&P 87 Est. 4,973
County 80 Cen. 39,082; E&P 87 Est. 47,645
NDM-ABC: (80) 39,082

4 - HOUSEHOLDS:
City 80 Cen. 1,389; E&P 87 Est. 1,673
County 80 Cen. 12,020; E&P 87 Est. 15,227
NDM-ABC: (80) 12,020

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 36,877

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A. No frost

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kukui Grove(58)	NA	JCPenney, Sears
Lihue(24)	NA	Sears, Woolworth
Menehune Vlg.(30)	NA	
Rice(15)	NA	
Eleele(21)	NA	Ben Franklin
Princeville(7)	NA	Food Pantry
Kapaa(15)	NA	Ben Franklin
Mkt. Pl.-Coconut Plantation(75)	NA	Boutiques and shops

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: THE GARDEN ISLAND (e-mon, tues, wed, fri) 9,547; (S) 9,311, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David Noda, Adv. Dir., THE GARDEN ISLAND, PO Box 231, Lihue, HI 96766; Tel. (808) 245-3681
National Representative Papert Companies, Scripps League Newspapers.

WAILUKU

1 - LOCATION: Maui Island & County, E&P Map B-1, County Seat. Tourism & Agricultural. Second largest Island in Hawaii Chain, 90 sea mi. S of Honolulu, Oahu.

2 - TRANSPORTATION: **Sea Transportation**-Matson.
Airlines-Hawaiian; Aloha; Mid-Pacific; United; American.

3 - POPULATION:
Corp. City 80 Cen. 10,674; E&P 87 Est. 12,471
County 80 Cen. 70,847; E&P 87 Est. 92,899
CZ-ABC: (80) 23,238
RTZ-ABC: (80) 47,753
City & RTZ-ABC: (80) 70,991

4 - HOUSEHOLDS:
City 80 Cen. 3,392; E&P 87 Est. 3,090
County 80 Cen. 22,510; E&P 87 Est. 30,602
CZ-ABC: (80) 7,251
RTZ-ABC: (80) 15,259
City & RTZ-ABC: (80) 22,510

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	$281,469,000
Savings & Loan	6	$200,141,000

6 - PASSENGER AUTOS: County 67,573

7 - ELECTRIC METERS: Residence 27,007

8 - GAS METERS: Residence 338

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Sugar & Pineapple 4,167 ($285); Hotels 3,998 ($183).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-65-95.

11 - TAP WATER: Mountain rain water, soft.

12 - RETAILING: **Principal Shopping Center**-Kaahumanu Center & Maui Mall, Wailuku/Kahului Area.
Neighborhood Shopping Centers-Lahaina Shopping Center & Lahaina Cannery, Azeka Shopping Center, Kihei; Pukalani Shopping Center, Pukalani.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lahaina(30)	30	Ben Franklin, Foodland, Safeway
Azeka(20)	15	Ben Franklin, Star Mkt., Foodland
Pukalani(15)	15	Ben Franklin, Foodland
Kaahumanu(50)	NA	Foodland, Sears, Liberty House
Maui Mall(40)	NA	Woolworth, Longs, Star

Principal Shopping Days-Wed., Thur., Fri. & Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Liberty House (Amfac); Sears; Shirokiya.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Longs; Pay 'N Save.
Chain Supermarkets-Foodland; Star; Safeway.
Other Chain Stores-Monarch Hardware.

14 - NEWSPAPERS: MAUI NEWS (e-mon to fri) 15,779; (S) 15,994, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mae McCarter, Adv. Mgr., MAUI NEWS, PO Box 550, Wailuku, Maui, HI 96793; Tel. (808) 244-3981; 1-800-367-8047, Ext. 460.
National Representatives U.S. Suburban Press; Papert Companies.

IDAHO SURVEYS

METROPOLITAN STATISTICAL AREA

Boise-Ada County

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	64	94	103
5-14 Years	153	165	179
15-24 Years	128	174	190
25-44 Years	158	259	283
45-64 Years	143	161	176
65 and Over	67	94	103
TOTAL	713	947	1,034

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat. Hdwr.	286	257	472
General Mdse.	280	308	646
Food	659	1,036	1,347
Automobiles	700	800	1,525
Gasoline Stations	223	353	342
Apparel	121	175	249
Furniture	150	164	297
Eat Drink Places	260	364	543
Drugs	106	163	238
TOTAL SALES	3,016	4,060	6,021

BLACKFOOT

1 - LOCATION: Bingham County, E&P Map C-5, County Seat. 27 mi. N of Pocatello on Yellowstone & Roosevelt Hwys. Agric. ctr.

2 - TRANSPORTATION: **Railroads**-C.P.
Motor Freight Carriers-5
Intercity Bus Lines-Greyhound; Aberdeen Stages; Salmon River Stages.
Air Service-Local Charter available.

3 - POPULATION:
Corp. City 80 Cen. 10,065; E&P 87 Est. 10,129
County 80 Cen. 36,489; E&P 87 Est. 38,972

4 - HOUSEHOLDS:
City 80 Cen. 3,266; E&P 87 Est. 3,446
County 80 Cen. 10,772; E&P 87 Est. 11,892

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.
Savings & Loan	2	$42,000,000

6 - PASSENGER AUTOS: County 24,342

7 - ELECTRIC METERS: Residence 4,622

8 - GAS METERS: County 2,451

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Potato Shipping, Packing & Proc. 1,200; Grain Elevators 36.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-60; Summer 34-95; Fall 9-69; Winter -3-51. First killing frost, Sept. 17; last killing frost, May 22.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Shopping Center**-Riverside Plz. Shpg. Ctr.
Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS: **Department Stores**-The Merc; Falk's ID.
Variety Stores-Estenson's; M.H. King.
Discount Stores-Sprouse-Reitz.
Drug Stores-Farmer Jack; Arnell's 2; Jay's; Thriftway.
Chain Supermarkets-Farmer Jack; Albertson's; Kesler's IGA; L&W's Shop & Save; Circle K; Mighty Dan's; Howard's Food Town.
Other Chain Stores-OK Tire; Les Schwab Tires.

14 - NEWSPAPERS: NEWS (m) 5,899, sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Michael Bell, Pub., NEWS, 27 NW Main, Blackfoot, ID 83221; Tel. (208) 785-1100.
National Representative: Landon Associates.

BOISE

1 - LOCATION: Ada County (MSA), E&P Map A-4, County Seat. State Capitol. Regional government, wholesale, retail, manufacturing and recreational hub. SW portion of the state, 336 mi. NW of Salt Lake City and 430 mi. SE of Portland. On U.S. Hwys. 20, 26, 30 and I-84.

2 - TRANSPORTATION: **Railroads**-Union Pacific (freight); Amtrak.
Airlines-United; Alaska Air; Horizon Air; Delta; PSA.
Motor Freight Carriers-39
Intercity Bus Lines-Greyhound; Trailways; Boise-Winnemucca; Northwestern; Emmett Valley Stages.

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* 1987 S&MM Survey of Buying Power

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(808) 525-7651

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3 - POPULATION:
Corp. City 80 Cen. 102,160; E&P 87 Est. 113,904
CZ-ABC: (80) 154,738
RTZ-ABC: (80) 207,426
County/MSA 80 Cen. 173,036; E&P 87 Est. 203,687
City & RTZ-ABC: (80) 362,164
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 40,269; E&P 87 Est. 46,664
County/MSA 80 Cen. 63,139; E&P 87 Est. 76,648
CZ-ABC: (80) 57,325
RTZ-ABC: (80) 70,370
City & RTZ-ABC: (80) 127,695

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 141,447

7 - ELECTRIC METERS: Residence 77,100

8 - GAS METERS: Residence 40,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Contract Constr. 5,500 ($345); Lumber & Wood Prods. 2,477 ($170); Food 1,200 ($152); Trucking 1,000 ($206); Printing & Pub. 620 ($162).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 59-90; Fall 40-62; Winter 20-36. First killing frost Oct. 15; last killing frost Apr. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Main St.; 9 on Idaho St.; 9 on Bannock St.; 3 on Jefferson St.
Neighborhood Shopping Centers-1 block on 16th and State; 5 on North Orchard; 5 on Broadway; 2 on North 13th St.; 6 on Vista; Overland Vista 2; Overland 3; Fairview & Five Mile; Mountain View Ctr. 8 units; Fairview Mini Mall 31 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway	3	Albertson's Foods
Cole Village(29)	6	Waremart, C.R. Anthony
Collister Ctr.	6	M&W Food
Franklin(14)	3	Albertson's
Hillcrest Plz.(28)	4	Buttrey's, Thrifty Drug, Fred Meyer
Karcher Mall(63)	20	JCPenney, Bon Marche, C.R. Anthony
Overland Plz.(30)	5	Smith's Food, C.R. Anthony
Plantation Shopping Ctr.	NA	Payless Drugs, Ernst Home Ctrs.
Vista Village(27)	3	C.R. Anthony, Albertson's
Westgate Ctr.(30)	4	Osco, Albertson's, Buttreys
Westgate Mall	4	The Bazaar Dept.
Eastgate	10	Albertson's, Payless

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon.-Sat.
Stores Open Sundays-Grocery; chain drugs; discount stores; dept. stores.

13 - RETAIL OUTLETS: **Department Stores**-Bon Marche; Bazaar; The Mode; JCPenney; Sears; C.R. Anthony; Emporium.
Variety Stores-King.
Discount Stores-K mart; Fred Meyer; Shopko.
Chain Drug Stores-Osco 4; Thrifty 2; Payless 4.
Chain Supermarkets-Albertson's 9; M&W 4; Buttrey's 5; Circle K 18; 7-Eleven 12; Smith's Food King 5; Shopko 2; Fred Meyer Foods; Maxx Food.
Other Chain Stores-Pay 'n Pak; Hermans Sports; Eagle Electric; Ernst Hardware.

14 - NEWSPAPERS: IDAHO STATESMAN (m) 55,215; (S) 70,235; Mar. 30, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Allen Walters, Ret. Sales Mgr. or Joan Mather, Adv. Dir., IDAHO STATESMAN, 1200 N. Curtis Rd., PO Box 40, Boise, ID 83707; Tel. (208) 377-6200.
National Representative: Gannett National Newspaper Sales.

BURLEY

1 - LOCATION: Cassia & Minidoka Counties. E&P Map C-6; on U.S. Hwys. 30, I-15, I-80; State Hwy. 27, 25.

2 - TRANSPORTATION: **Railroads**-Cutoffline; U.P.R.R.
Interstate Bus Lines-Trailways; Greyhound.
Airlines-Air Idaho; Sun Valley Key.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 8,761; E&P 87 Est. 9,088
Counties 80 Cen. 39,145; E&P 87 Est. 42,159
  Cassia 80 Cen. 19,427; E&P 87 Est. 20,790
  Minidoka 80 Cen. 19,718; E&P 87 Est. 21,369
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,030; E&P 87 Est. 3,154
Counties 80 Cen. 18,609; E&P 87 Est. 13,788
  Cassia 80 Cen. 6,119; E&P 87 Est. 6,832
  Minidoka 80 Cen. 12,490; E&P 87 Est. 6,956

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	6	$90,393,000
Savings & Loan	2	$6,000,000

6 - PASSENGER AUTOS: Counties: Cassia 14,163; Minidoka 15,376

7 - ELECTRIC METERS: Residence: Cassia 5,846; Minidoka 4,686

8 - GAS METERS: Cassia 2,718; Minidoka 2,245

9 - PRINCIPAL INDUSTRIES: Food Proc.; Elevators; Recreation-Motel Convention; Agric. 6,850 employed; Av. Wkly. Wage $150; Farm Income $14,600.

10 - CLIMATE: Min. & Max. Temp.-Summer 56-104; Fall 45-96; Winter-Spring 28-68; 8 in. precipitation yearly.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Centers**-7 blocks downtown; Overland Shopping Center; Skaggs-Albertson Center; K mart; Burley Mall.
Nearby Shopping Centers-Twin Falls (45 mi.); Rupert (7 mi.).

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Hirsch Stores (Intl. Shoe); Hudson; Sears; M.H. King; Roper's; Sprouse-Reitz; Block's.
Discount Stores-Cal-Ranch Farm; Hall Farm; K mart.
Chain Drug Stores-Skaggs.
Chain Supermarkets-Albertson's; Smith Food King; Johns; Swensen's; Stokes.
Other Chain Stores-Coast-to-Coast; Big O Tires; Mode O'Day; Mayfair; Jensen Jewelry; Tires West; Triangle Tires; Zale's; Commercial Tires; Western Auto.

14 - NEWSPAPERS: SOUTH IDAHO PRESS (e-mon to fri; S) 6,393; sworn Oct. 3, 1986.
Local Contact for Advertising and Merchandising Data: John Eberline, Adv. Dir., SOUTH IDAHO PRESS, 230 E. Main St., Burley, ID 83318; Tel. (208) 678-2201.
National Representative: None.

CALDWELL
See NAMPA

COEUR D'ALENE

1 - LOCATION: Kootenai County. E&P Map A-2. County Seat. On Lake Coeur d'Alene.

2 - TRANSPORTATION: **Railroads**-NP; CM, St. Paul; Spokane-International & G.N.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 20,054; E&P 87 Est. 26,302
County 80 Cen. 59,770; E&P 87 Est. 72,615
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,857; E&P 87 Est. 9,434
County 80 Cen. 21,404; E&P 87 Est. 26,866

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	$124,000,000
Savings & Loan	1	$38,000,000

6 - PASSENGER AUTOS: County 55,250

7 - ELECTRIC METERS: Residence 7,110

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Forest 1,453 ($160); Aluminum Electronics 150 ($180); Whol. & Ret. 2,028 (N.A.); State employees 376 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 49-83; Fall 35-64; Winter 24-36.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midtown	1	Moen Hdwe., Safeway, Pay 'N Save
East Sherman	12	Sears, RJ's, Runge Furn.
Hayden Lake	6	Low Cost Drug, Ron's Thrift
Sunset Hts.	2	
Northview Plaza	1	Albertson's, Rosauer's, Modern Drug
Coeur d'Alene Mall	NA	Mont. Ward, Kinney, Firestone, Radio Shack

Principal Shopping Days-Mon., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Dingle's; Pay 'N Save; Sears; Harvey's.
Variety Stores-Sprouse-Reitz; Bonanza 88; Shopko; K mart.
Chain Supermarkets-Albertson's; RJ's; Safeway; Ron's; Rosauer's.
Other Chain Stores-Low Cost Drug; Yellow Front; Myklebust's.

14 - NEWSPAPERS: PRESS (e) 14,115; (S) 31,120; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: James Hail, Adv. Dir., PRESS, 201 Second Ave., Coeur d'Alene, ID 83814; Tel. (208) 664-8176.
National Representative: None.

IDAHO FALLS

1 - LOCATION: Bonneville County. E&P Map C-5. County Seat. SE part of state. Shipping center for potatoes, livestock and grain. Headquarters for U.S. Department of Energy. 235 hwy. mi. N of Salt Lake City; on U.S. Hwys. 20, 26, 91, 191, I-15.

2 - TRANSPORTATION: **Railroads**-Union Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Intermountain; Teton Stages; Star Valley-Jackson; Salmon Short Line.
Airlines-Delta; Horizon; Sky West.

3 - POPULATION:
Corp. City 80 Cen. 39,590; E&P 87 Est. 42,529
CZ-ABC: (80) 39,734
RTZ-ABC: (80) 84,713
County 80 Cen. 65,980; E&P 87 Est. 71,247
City & RTZ-ABC: (80) 124,447

4 - HOUSEHOLDS:
City 80 Cen. 13,916; E&P 87 Est. 15,211
County 80 Cen. 21,307; E&P 87 Est. 23,849
CZ-ABC: (80) 13,916
RTZ-ABC: (80) 23,847
City & RTZ-ABC: (80) 37,763

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$432,852,430
Savings & Loan	4	$103,604,049

6 - PASSENGER AUTOS: County 52,329

7 - ELECTRIC METERS: Residence 16,291

8 - GAS METERS: Residence 12,327

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Nuclear Engineering 10,100; Mining 63; Constr. 1,952; Mfg. 1,740; Trans. and Public Util. 1,079; Whol. 2,404; Ret. 6,068; Fin., Ins. & R.E. 1,792; Service and Misc. 8,915; Gov't 4,471; Agric. & Misc. 2,556.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-55; Summer 48-82; Fall 31-59; Winter 13-30. First killing frost Sept. 19; last killing frost May 15.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown-16 blocks on Broadway, Park Ave., Shoup Ave., A St., B St. & C St.; 3 on North Hwy. and 3 West of River.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Teton Mall(71)	3	ZCMI, The Bon, JCPenney
Country Club(31)	2	Sears, Lamont's, Osco
Hall Park(6)	2	Safeway, Sprouse-Reitz
First Street(10)	1	Buttrey
Skyline(5)	2	Skyline Groc., Ben Franklin, K mart
First Woodruff(6)	2	Smith Food
Westfield Plz.(13)	2	Osco, Albertson's, Coast-to-Coast
Yellowstone(10)	2	Fred Meyer, Albertson's

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Mon. & Fri.; Shpg. Ctrs. Mon. through Fri. until 9; Sun. 12-7.

13 - RETAIL OUTLETS: **Department Stores**-ZCMI; The Bon; JCPenney; Sears; ShopKo; Idaho Dept.; Lamont's; Ferrell's; K-G Stores; Ernst; Fred Meyers; K mart.
Variety Stores-Ben Franklin; Sprouse-Reitz; Bonanza; King's.
Discount Stores-The Mart; Fred Meyer; K mart; Ernst; Coast-to-Coast.
Chain Drug Stores-Osco 2; Rexall 2; Smith's.
Chain Supermarkets-Safeway 2; Albertson's 3; IGA 2; Buttrey's; Waremart Mkt.; Saving Center; Smith's Food King.
Other Chain Stores-Firestone; Singer Co.; Fabric Land; Pay Less Shoes; Kinney Shoes; Jensen Jewelry; State Hardware; Sunset Sport; Mr. Mac's Men; House of Fabric; Samon's; Color Tile; Radio Shack; Bill Meyers; Schubach's; Zale's; Roth Shoes; Deseret Book; Brook's Fashion; Foxmoor; JoAnn Fabrics; Seiferts; Music Land; Dalton Books; Waldenbooks; General Nutrition; Kinderphoto; Jay Jacobs; The Closet; Close Direct; Pykettes; Computerland.

14 - NEWSPAPERS: POST-REGISTER (e-mon to fri) 24,339; (S) 25,169; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jack Couch, Adv. Mgr., POST-REGISTER, 333 Northgate Mile; PO Box 1800, Idaho Falls, ID 83401; Tel. (208) 522-1800.
National Representative: Landon Associates.

KELLOGG

1 - LOCATION: Shoshone County. E&P Map A-2. 75 mi. E of Spokane; on U.S. Hwys. 10, 90.

2 - TRANSPORTATION: **Railroads**-Union Pacific.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 3,417; E&P 87 Est. 2,379
County 80 Cen. 19,226; E&P 87 Est. 15,888

4 - HOUSEHOLDS:
City 80 Cen. 1,330; E&P 87 Est. 933
County 80 Cen. 6,870; E&P 87 Est. 5,932

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 11,860

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining & Smelting of Various Metals; Forest Prods.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Very soft.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: **Department Stores**-Morrows; Patano's; JCPenney.
Chain Supermarkets-IGA; Britt's Garden Spot; Stein's Garden Spot; Excell Foods; JB Food City; Safeway; Wayside; Barney's.

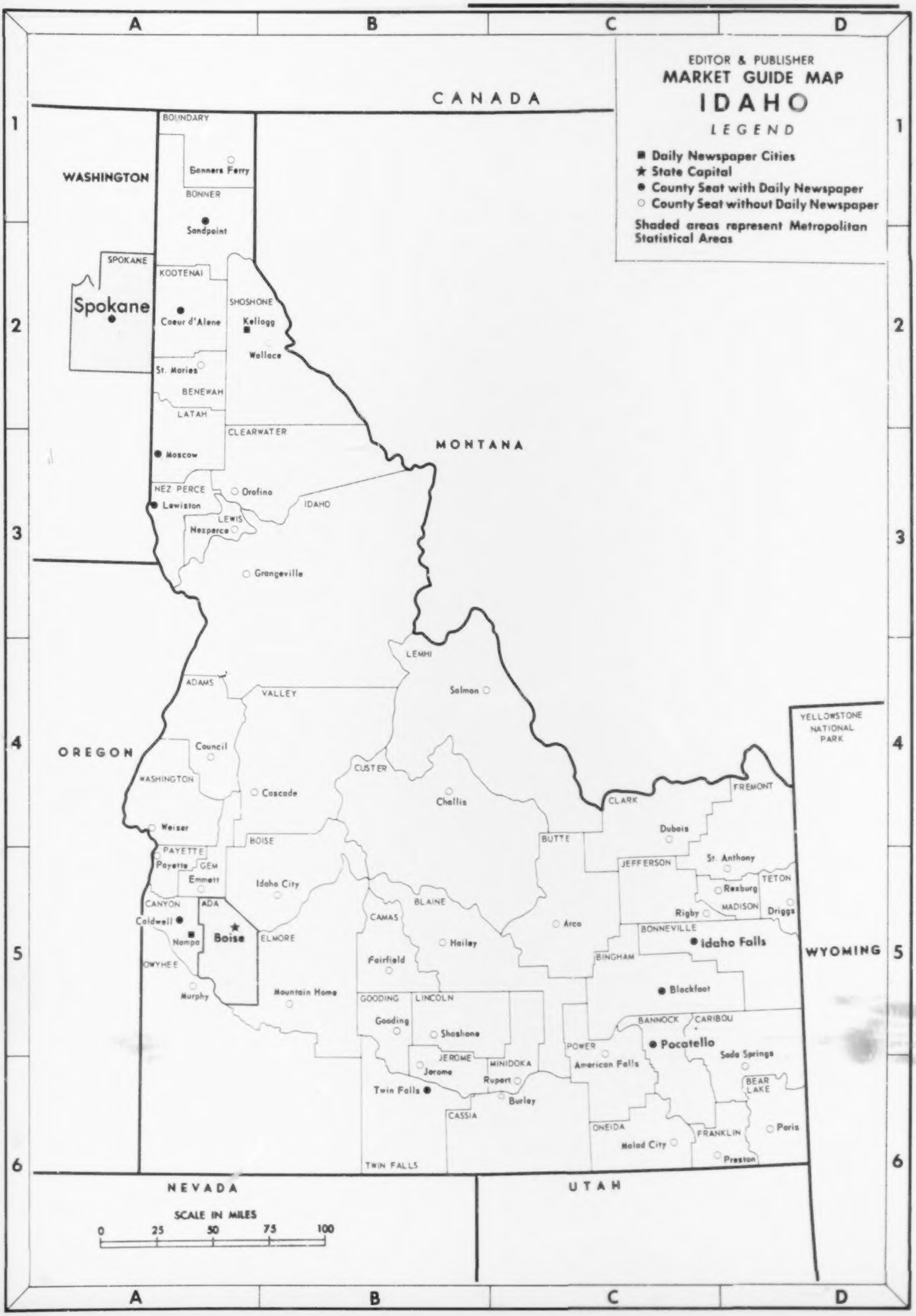
14 - NEWSPAPERS: SHOSHONE COUNTY NEWS-PRESS (e-mon to fri) 4,768; (S) 31,120; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Judy Binkley, Adv. Dir., SHOSHONE COUNTY NEWS-PRESS, 401 Main St., Kellogg, ID 83837; Tel. (208) 783-1107.
National Representative: None.

LEWISTON, ID-CLARKSTON, WA

1 - LOCATION: Lewiston in Nez Perce County, ID. County Seat. Clarkston in Asotin County, WA. E&P Map A-3. Residential Center. 100 mi. SE of Spokane at junction of the Snake and Clearwater Rivers; Clarkston on other side of Snake River; terminus of barge lines on the lower Snake and Columbia Rivers. On Wash. State Hwy. 9; U.S. Hwys. 26, 95, 195 and Lewis & Clark Hwy.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific; Camas Prairie.
Motor Freight Carriers-10.
Intercity Passenger Bus Lines-Greyhound; Northwestern Stages; Clearwater Stages.
Airlines Serving City-Horizon; Empire Airways.

3 - POPULATION:
Corp. Cities 80 Cen. 34,889; E&P 87 Est. 36,401
  Lewiston, ID 80 Cen. 27,986; E&P 87 Est. 29,395
  Clarkston, WA 80 Cen. 6,903; E&P 87 Est. 7,006
Counties 80 Cen. 50,043; E&P 87 Est. 53,087


EDITOR & PUBLISHER
MARKET GUIDE MAP
IDAHO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
A
B
C
D
1
2
3
4
5
6
CANADA
WASHINGTON
MONTANA
OREGON
WYOMING
NEVADA
UTAH
YELLOWSTONE NATIONAL PARK
SPOKANE
Spokane
BOUNDARY
Bonners Ferry
BONNER
Sandpoint
KOOTENAI
Coeur d'Alene
SHOSHONE
Kellogg
Wallace
St. Maries
BENEWAH
LATAH
Moscow
CLEARWATER
NEZ PERCE
Lewiston
Orofino
LEWIS
Nezperce
IDAHO
Grangeville
LEMHI
Salmon
ADAMS
Council
VALLEY
Cascade
WASHINGTON
Weiser
CUSTER
Challis
PAYETTE
Payette
GEM
Emmett
BOISE
Idaho City
CANYON
Caldwell
Nampa
ADA
Boise
ELMORE
Mountain Home
OWYHEE
Murphy
CAMAS
Fairfield
BLAINE
Hailey
BUTTE
Arco
CLARK
Dubois
FREMONT
St. Anthony
JEFFERSON
Rigby
MADISON
Rexburg
TETON
Driggs
BONNEVILLE
Idaho Falls
BINGHAM
Blackfoot
GOODING
Gooding
LINCOLN
Shoshone
JEROME
Jerome
MINIDOKA
Rupert
Twin Falls
CASSIA
Burley
POWER
American Falls
BANNOCK
Pocatello
CARIBOU
Soda Springs
BEAR LAKE
Paris
ONEIDA
Malad City
FRANKLIN
Preston
TWIN FALLS
SCALE IN MILES
0
25
50
75
100

Nez Perce, ID 80 Cen. 33,220; E&P 87 Est. 34,937
Asotin, WA 80 Cen. 16,823; E&P 87 Est. 18,150

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 13,678; E&P 87 Est. 14,359
Lewiston, ID 80 Cen. 10,769; E&P 87 Est. 11,367
Clarkston, WA 80 Cen. 2,909; E&P 87 Est. 2,992
Counties 80 Cen. 18,960; E&P 87 Est. 20,655
Nez Perce, ID 80 Cen. 12,490; E&P 87 Est. 13,395
Asotin, WA 80 Cen. 6,470; E&P 87 Est. 7,260

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$347,000,000
Savings & Loan	4	$120,000,000

6 - PASSENGER AUTOS: Nez Perce Co. 28,467; Asotin Co. 8,654

7 - ELECTRIC METERS: Residence 21,523

8 - GAS METERS: Residence 6,851

9 - PRINCIPAL INDUSTRIES: Wood Prods.; Pulp & Paperboard; Tissue Mill; Frozen Foods; Grain Elevators; Railway Shops & Hdqtrs.; Ammunition; Lime Quarries; Elect. Power Plants; Beverage Bottlers; Hospitals; Boat Works; Marinas; Box Mfg.; College; Concrete Prods. Mfg.; Feed Grinding Plants; Fertilizer Mfg.; Natural Gas; Bulk Petroleum Plants; Livestock Sales; Plating Factory; Seed-cleaning Steel Prods.; Venetian Blinds Fabrication.

10 - CLIMATE: Min. & Max. Temp.-Mar. 36-56; Sept. 49-78. Rainfall 13 in.

11 - TAP WATER: Slightly alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lewiston(25)	2	La Monts, The Bon, JCPenney, Shopco, Sears
Southgate(6)	4	Big V Dept.
Sunset(8)	2	Sears, Radio Shack
Town & Country(4)	NA	Food Mkt.
Clarkston Ctr.(5)	NA	Albertson's, Low Cost Drug

Principal Shopping Days-7 days.
Stores Open Evenings-Most Food & Drug stores.

13 - RETAIL OUTLETS: Department Stores-The Bon; Le Mont's; JCPenney; Lee Morris; Big V
Variety Stores-Bonanza 88.
Discount Stores-Great Western; K mart; Shopco
Chain Drug Stores-Payless; The Owl 3; Wasem's Rexall; Marketime; Low Cost
Chain Supermarkets-Safeway 2; Family Foods; IGA; Thrift Stores 2; Albertson's 2; Warehouse Foods; Barneys; Food City 3.
Other Chain Stores-Firestone; Evergreen; Goodyear; Les Schwab Tire; Sherwin-Williams Paint; Columbia Paint; Pay Less Shoes; Kinney Shoes; Singer Co.; Bruneel Tire; Lewiston Tire; Royal Optical; Deranleau's; Perfection-Letz Paint; Music City.

14 - NEWSPAPERS: TRIBUNE (mS) 23,430; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Wayne Hollingshead, Adv. Dir., TRIBUNE, 505 C St., Lewiston, ID 83501; Tel. (208) 743-9411.
National Representative: Landon Associates.

MOSCOW

1 - LOCATION: Latah County. E&P Map A-3. County Seat. Business & Agricultural center; Forestry & mining research; University of Idaho. 89 mi. SE Spokane, WA; 320 mi. E of Seattle, WA.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific (freight only).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Roadrunner; Campus Link.
Airlines-Horizon.

3 - POPULATION:
Corp. City 80 Cen. 16,513; E&P 87 Est. 18,535
County 80 Cen. 28,749; E&P 87 Est. 32,010

4 - HOUSEHOLDS:
City 80 Cen. 5,686; E&P 87 Est. 6,504
County 80 Cen. 10,256; E&P 87 Est. 11,915

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$189,961,412
Savings & Loan	1	$19,686,572

6 - PASSENGER AUTOS: County 20,885

7 - ELECTRIC METERS: Residence 8,259

8 - GAS METERS: Residence 2,492

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-County total 8,831 ($215); Constr. 354 ($300); Lumber 759 ($322); Other 110 ($194); Trans., Commun. & Util. 406 ($291); Whol. & Ret. 2,615 ($149); Fin. 215 ($198); Service 1,516 ($161); Gov't 3,356 ($231).
Principal Industrial Pay Days-1st, 10th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-86; Summer 40-98; Fall 10-70; Winter -15-55. First killing frost, Sept. 26; last killing frost, Apr. 29.

11 - TAP WATER: Neutral, not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Main; 6 on Washington; 9 on Third; 7 on Jackson; 3 on 2nd, 4th & 5th Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palouse Empire Mall(64)	2	Bon Marche, JCPenney, K mart, Lamonts, Ernst, Pay 'n Save
Wheatland Mall	8	Safeway, Payless, Sprouse-Reitz
Moscow Mall(25)	1	Safeway, Sears, Thrifty
Korns(4)	1	Rosauers, Drug Fair, Checker

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Bon Marche; JCPenney; K mart; Pay 'N Save; Lamonts; Ernst; Sears; Thrifty Drug; Drug Fair; Safeway; Rosauers; Tri-State.

13 - RETAIL OUTLETS: Department Stores-Creighton's; JCPenney; Sears; Bon Marche; Lamonts.
Discount Stores-Tri-State Distributors; K mart; Ernst Hardware.
Chain Drug Stores-Drug Fair; Pay 'N Save; Giant T.
Chain Supermarkets-Safeway 2; IGA 2; Rosauer's 3; Warehouse Foods 2.
Other Chain Stores-Schucks (auto); Radio Shack; Sunset Sports; Columbia Paint.

14 - NEWSPAPERS: IDAHONIAN (e-mon to fri; m-sat) 9,215; Mar. 31, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Ann Hart, Adv. Mgr., IDAHONIAN, 409 S. Jackson; PO Box 8187, Moscow, ID 83843; Tel. (208) 882-5561.
National Representative: Landon Associates.

NAMPA-CALDWELL

1 - LOCATION: Canyon County. E&P Map A-5. 20 mi. W of Boise; 413 mi. from Portland, OR on I-84. Caldwell: County Seat. 361 mi. from Salt Lake City.

2 - TRANSPORTATION: Railroads-UP; Amtrak.
Intercity Bus Lines-Greyhound; Pacific Trailways; Boise-Winnemucca.

3 - POPULATION:
Corp. Cities 80 Cen. 42,811; E&P 87 Est. 48,159
Nampa 80 Cen. 25,112; E&P 87 Est. 28,852
Caldwell 80 Cen. 17,699; E&P 87 Est. 19,307
County 80 Cen. 83,756; E&P 87 Est. 93,834
CZ-ABC: (80) 59,482
Bal. in NDM-ABC: (80) 30,384
Total CZ & Bal. in NDM-ABC: (80) 89,866

4 - HOUSEHOLDS:
Cities 80 Cen. 15,407; E&P 87 Est. 18,012
Nampa 80 Cen. 8,987; E&P 87 Est. 10,830
Caldwell 80 Cen. 6,420; E&P 87 Est. 7,182
County 80 Cen. 28,458; E&P 87 Est. 33,062
CZ-ABC: (80) 20,733
Bal. in NDM-ABC: (80) 9,692
Total CZ & Bal. in NDM-ABC: (80) 30,425

5 - BANKS	NUMBER	DEPOSITS
Nampa:		
Commercial	7	N.A.
Savings & Loan	5	N.A.
Caldwell:		
Comercial	4	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 64,904

7 - ELECTRIC METERS: Nampa 16,275; Caldwell 14,304

8 - GAS METERS: Nampa 7,579; Caldwell 4,300

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Nampa: Railroads 880; Sugar 553; Meat Packing 136; Food Proc. 1,689; Institutions 587; Util. 112; Seed Proc. 362; Mobile Home and Recreational Vehicle Mfg. 1,094; Furn. Mfg. 236; Lumber and Timber Prods. 225; Constr. 1,618; Agric. 3,210; Metal Fabrication 370. Caldwell: Mobile Home Mfg. 250; Recreational Vehicle Mfg. 200; Frozen Food Proc. 2,200; Creamery & Cheese Mfg. 120; Meat Packing 150; Constr. 1,218; Agric. 2,840.

10 - CLIMATE: Min. & Max. Temp.-Nampa: Spring 25-96; Summer 37-98; Fall 11-79; Winter 4-48. First killing frost, Sept. 26; last killing frost, May 1. Caldwell: Spring 29-87; Summer 49-98; Fall 22-78; Winter 12-69. First killing frost, Oct. 3; last killing frost, Nov. 7.

11 - TAP WATER: Nampa: Alkaline, very soft, fluoridated. Caldwell: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 5 on Kimbell; 5 on Arthur; 4 on Blaine; 4 on Cleveland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Holly(7)	1	M&W Mkt.
Karcher(70)	7	Woolworth, Zale's, C.R. Anthony's, JCPenney, Bon Marche
Owyhee(7)	2	Safeway
South Vlg.(14)	NA	Smith's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.; Shopping centers every night except Sunday.
Stores Open Sundays-Shopping centers; grocers & drugs.

13 - RETAIL OUTLETS: Department Stores-Nampa: JCPenney; C.R. Anthony's; Bon Marche (Allied); Ernst; K mart; Fred Meyer; ShopKo.
Discount Stores-Bonanza 2; Schuck's Auto Supply.
Variety Stores-M.H. King; Bonanza 88; Woolworth.
Chain Drug Stores-Penneywise 2; Osco; Super Thrift.
Chain Supermarkets-Albertson's 2; M&W 2; Waremart Mkts.; Safeway 2; Paul's Food Mkt. 2.
Other Chain Stores-Firestone 2; Alexander's; Coast-to-Coast; Fashion Crossroads; Fuller Paint; Sherwin-Williams; Goodyear 2; Kinney Shoes; Mary Carter Paints; K-G Stores; Jay Vee Stores; Singer Co.; House of Fabrics; OK Tire; Zale's; Discount Fabrics; Radio Shack 2; Belle and Beau; B. Dalton Bookseller; Rusan's.

14 - NEWSPAPERS: IDAHO PRESS-TRIBUNE (e-mon to fri) 17,317; (S) 17,552; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Rybarczyk, Adv. Dir., PRESS-TRIBUNE, 1618 N. Midland, Nampa, ID 83651; Tel. (208) 467-9251.
National Representative: None.

POCATELLO

1 - LOCATION: Bannock County. E&P Map C-5. County Seat. Industrial Center. 1,072 mi. W of Omaha; 690 mi. E of Portland; 166 mi. N of Salt Lake City; and 263 mi. S of Butte, MT. I-15 and 80.

2 - TRANSPORTATION: Railroads-Division point for Union Pacific: Salt Lake-Butte and Omaha-Portland.
Motor Freight Carriers-14.
Intercity Passenger Bus Lines-Greyhound.
Airlines Serving City-Sky West; Horizon Air.

3 - POPULATION:
Corp. City 80 Cen. 46,340; E&P 87 Est. 44,678
CZ-ABC: (80) 53,392
RTZ-ABC: (80) 71,700
County 80 Cen. 65,421; E&P 87 Est. 68,722
City & RTZ-ABC: (80) 125,092

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 16,840; E&P 87 Est. 16,906
County 80 Cen. 22,489; E&P 87 Est. 24,514
CZ-ABC: (80) 18,937
RTZ-ABC: (80) 21,997
City & RTZ-ABC: (80) 40,934

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$322,935,233
Savings & Loan	2	$49,700,127

6 - PASSENGER AUTOS: County 46,920

7 - ELECTRIC METERS: 22,363

8 - GAS METERS: Residence 11,400

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Mfg. 4,180; Whol. Trade 1,240; Ret. Trade 5,070; Fin., Ins., R.E. 2,120; Constr. 650; Trans., Commun., Util. 2,930; Service 3,940; Gov't Admin. 2,270; Educ. 3,230.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-60; Summer 55-89; Fall 34-64; Winter average 25.6.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Westwood Village Mall, 1 mi. at Garrett Way and Oak Ave.; Buttreys-Osco, 6 Blocks on 5th Ave.; Alameda Plaza, 2 mi. at Yellowstone and Alameda; Pocatello Mall, Yellowstone between Cedar and Alameda 2 mi.; Foothill Plaza, 1 mi. at Alameda & Hilinerd; Pineridge Mall, 1 mi. at Yellowstone and Poleline Rd.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; K mart; Lamont's; ZCMI; The Bon.
Discount Stores-Cal-Ranch & Farm.
Variety Stores-Bonanza.
Chain Drug Stores-Ben Franklin Super Save; Osco; Payless; Fred Meyer; ShopKo.
Chain Supermarkets-AG 4; Albertson's 2; Buttrey's; Safeway 2; Thriftway; Okay; Smith's.
Other Chain Stores-Firestone; Nate Morgan Jewelers; S&H; Zale's Jewelry; Sunset Sporting Goods; Big O Tires; Ernst; Kinney; Thom McAn; Self Service Furn.

14 - NEWSPAPERS: IDAHO STATE JOURNAL (e-mon to fri) 19,086; (S) 20,432; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Peter York, Adv. Dir., IDAHO STATE JOURNAL, 305 S. Arthur, Pocatello, ID 83204; Tel. (208) 232-4161.
National Representative: None.

SANDPOINT

1 - LOCATION: Bonner County. E&P Map A-1. County Seat. On Lake Pend d'Oreille; 80 mi. NE of Spokane.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington Northern; Amtrak.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 4,460; E&P 87 Est. 5,895
County 80 Cen. 24,163; E&P 87 Est. 27,306

4 - HOUSEHOLDS:
City 80 Cen. 1,796; E&P 87 Est. 1,923
County 80 Cen. 8,814; E&P 87 Est. 10,377

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.

6 - PASSENGER AUTOS: County 22,551

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lumber Mills; Shingle Mfg.; Silver & Lead Mines; Tourism (Lakes & Ski Resorts); Potato Growing; Cattle and Dairy.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 49-83; Fall 35-64; Winter 20-32.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Bonner Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears (catalog); Sprouse-Reitz; Anthony's; Larsons for Men and Women; Falks.
Discount Stores-Bonanza 88.
Other Chain Stores-Kinney Shoes; Two Swabbies.

14 - NEWSPAPERS: BEE (e-mon to fri) 4,885; (S) 31,120; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: James Thompson, Pub., BEE, PO Box 159, Sandpoint, ID 83864; Tel. (208) 263-9534.
National Representative: None.

TWIN FALLS

1 - LOCATION: Twin Falls County. E&P Map B-6. County Seat. In SE part of state, 120 mi. WSW of Pocatello; 140 mi. from Boise; 240 mi. from Salt Lake City, UT. On U.S. Hwy. I-80 and 93.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-11.
Intercity Bus Lines-Union Pacific; Trailways; Twin Falls-Wells; Sun Valley Stage Lines.
Airlines-Horizon; Sky West.

3 - POPULATION:
Corp. City 80 Cen. 26,909; E&P 87 Est. 29,201
CZ-ABC: (80) 31,184
RTZ-ABC: (80) 101,697
City & RTZ-ABC: (80) 132,881
County 80 Cen. 52,927; E&P 87 Est. 58,495

4 - HOUSEHOLDS:
City 80 Cen. 10,573; E&P 87 Est. 11,261
County 80 Cen. 20,528; E&P 87 Est. 21,696
CZ-ABC: (80) 11,386
RTZ-ABC: (80) 34,494
City & RTZ-ABC: (80) 45,880

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 43,023

7 - ELECTRIC METERS: Residence 24,973

8 - GAS METERS: Residence 10,383

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 2,600 ($280); Box Factory 100 ($250); Plastic Household Utensils 800 ($240); Constr. 1,200 ($280); Ret. Trade 5,000 ($200); Gov't 3,300 ($280); Printers 1,500 ($300)

10 - CLIMATE: Min. & Max. Temp.-Spring 33-62; Summer 52-89; Fall 33-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Main with adjacent shops & servs. on 2nd Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blue Lakes(33)	3	Woolworth, Osco, Zale's, The Mode
Lynwood(50)	2	Alexanders, Payless, Safeway, M.H. King

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri.-City Wide; Sears, Osco, Penney-Wise, JCPenney, K mart, Ernst, Pay Less-every evening.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Bon Marche; Alexander's; Roper's; Paris; Kathy's.
Variety Stores-M.H. King
Discount Stores-K mart; Woolworth; Schuck's
Chain Drug Stores-Osco; Penny-Wise; Pay Less; Smith Drug King
Chain Supermarkets-Albertson's; Safeway 2; Smith's; Buttrey's; Waremart; Swenson's 4
Other National Chain Stores-Firestone; Bennett's (paint & glass); Ernst; ShopKo

14 - NEWSPAPERS: TIMES-NEWS (m) 20,068; (S) 21,236; Mar. 31, 1987 ABC
Local Contact for Advertising and Merchandising Data: William Blake, Adv. Dir., TIMES-NEWS, 132 3rd St. W., Twin Falls, ID 83301; Tel. (208) 733-0931
National Representative: Branham/Newspaper Sales

ILLINOIS SURVEYS

METROPOLITAN STATISTICAL AREAS

Bloomington-Normal-McLean County
Champaign-Urbana-Rantoul-Champaign County
Davenport-Rock Island-Moline, IA-IL-Scott County, IA; Henry and Rock Island Counties, IL
Decatur-Macon County
Kankakee-Kankakee County
Peoria-Peoria, Tazewell and Woodford Counties
Rockford-Boone and Winnebago Counties
Springfield-Menard and Sangamon Counties
St. Louis, MO-IL-St. Louis City; Franklin, Jefferson, St. Charles and St. Louis Counties, MO; Clinton, Jersey, Madison, Monroe and St. Claire Counties, IL

PRIMARY METROPOLITAN STATISTICAL AREAS

Aurora-Elgin-Kane and Kendall Counties
Chicago-Cook, DuPage and McHenry Counties
Joliet-Grundy and Will Counties
Lake County-Lake County

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Chicago-Gary-Lake County, IL-IN-WI-Includes Aurora-Elgin, IL PMSA; Chicago, IL PMSA; Gary-Hammond, IN PMSA; Joliet, IL PMSA; Kenosha, WI PMSA; and Lake County, IL PMSA

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	937	851	865
5-14 Years	2,234	1,768	1,797
15-24 Years	1,855	2,138	2,173
25-44 Years	2,653	3,147	3,198
45-64 Years	2,345	2,268	2,305
65 and Over	1,089	1,261	1,282
TOTAL	11,113	11,433	11,620

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Aurora	81	14	17.8
Chicago	3,005	421	14.0
Elgin	64	7	10.2
Waukegan-N. Chicago	106	15	13.7

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat. Hdwr.	1,929	2,095	3,841
General Mdse.	5,129	5,899	8,666
Food	7,571	10,323	13,442
Automobiles	8,088	8,833	16,660
Gasoline Stations	3,041	4,591	4,461
Apparel	2,197	3,252	4,588
Furniture	1,818	2,130	3,821
Eat Drink Places	3,665	5,047	7,482
Drugs	1,364	2,111	3,050
TOTAL SALES	39,215	50,747	73,450

ALTON-EAST ALTON-WOOD RIVER

1 - LOCATION: Madison County (In St. Louis, MO-IL MSA). E&P Map B-4. Near confluence of the Missouri & Mississippi rivers, 25 mi. NE of St. Louis, 84 mi. S of Springfield and 238 mi. SE of Chicago.

2 - TRANSPORTATION: **Railroads**-CB&Q; Illinois-Central-Gulf; Conrail; Illinois-Bridge & Belt; Amtrak.
Motor Freight Carriers-4
Intercity Bus Lines-Bi-State Transit System.

3 - POPULATION:
Corp. Cities 80 Cen. 53,743; E&P 87 Est. 52,987
Alton 80 Cen. 34,171; E&P 87 Est. 33,458
East Alton 80 Cen. 7,123; E&P 87 Est. 7,161
Wood River 80 Cen. 12,446; E&P 87 Est. 12,368

CZ-ABC: (80) 93,762
RTZ-ABC: (80) 105,565
MSA 80 Cen. 2,375,814; E&P 87 Est. 2,418,567
County 80 Cen. 247,671; E&P 87 Est. 255,967
City & RTZ-ABC: (80) 199,327
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 20,762; E&P 87 Est. 21,359
Alton 80 Cen. 12,993; E&P 87 Est. 13,358
East Alton 80 Cen. 2,953; E&P 87 Est. 3,057
Wood River 80 Cen. 4,816; E&P 87 Est. 4,944
County 80 Cen. 89,001; E&P 87 Est. 95,205
MSA 80 Cen. 844,814; E&P 87 Est. 885,307
CZ-ABC: (80) 34,308
RTZ-ABC: (80) 36,985
City & RTZ-ABC: (80) 71,293

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$1,945,782,286
Commercial	9	$466,161,889

6 - PASSENGER AUTOS: County 155,984

7 - ELECTRIC METERS: Residence 37,175

8 - GAS METERS: Residence 30,965

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal Prods. 4,406 ($424); Petroleum Refining 2,548 ($607); Stone, Glass & Clay 902 ($391); Primary Metals 1,960 ($457); Paper Prods. 1,071 ($417); Mfg. 12,296.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 69-92; Fall 50-67; Winter 10-55. First killing frost, Nov.; last killing frost, Apr.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-Alton Square, regional center with Famous Barr, JCPenney, Target, and 70 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wilshire	5	Dollar General, General Grocer
Piasa Corners	2	Natl. Food, Thrifty Drug, Dollar General
Central Park	1	Central Hdwe., Tipton, K mart, Kroger, Venture
Monticello Plaza	4	Kroger
Washington Sq	1	Thrifty Drug, SuperRx
Bethalto	8	Dollar General
Jamestown Mall	9	Dillards, Sears

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Dept.-nightly; Food-Fri.; Chain Food nightly.

13 - RETAIL OUTLETS: **Department Stores**-Famous-Barr; JCPenney.
Variety Stores-McCrory.
Discount Stores-Target; Venture; K mart; Dollar General; Wal-Mart.
Chain Drug Stores-Thrifty; SupeRx 3; Wedge 3; Walgreens.
Chain Supermarkets-Kroger 3; Natl. Food; Country Fair; Schnuck's 2; General Grocer 2; Aldi's 2.
Other Chain Stores-Auto Supply: B.F. Goodrich, Firestone, Goodyear, Western Auto; Hardware: MAB Paint, Central Hardware; Lumber: Great Central, Springman, J&A Springman, Fischer; Women's Apparel: Arthurs, Lerners, Women's World, Paul Harris, Merry-Go-Round, Worths, Size 5-7-9, Casual Corner, Fashion Conspiracy, The Limited, Leader's, Gliks, Foxmoor, Motherhood Maternity, Jean Nicole; Men's Apparel: Barleff's, Hanlon & Haegele, Richman Bros.; Furniture: Jacoby, Schwartz, Gilbert's Carriage House, Wood River Furniture; Jewelers: Stone Bros., Goulding's, Hudson's, Hartmann's, Hess & Culbertson's, Jaccard's, Zale's.

14 - NEWSPAPERS: TELEGRAPH (e) 36,642; Mar. 31, 1987 ABC
Local Contact for Advertising and Merchandising Data: Michael J. Bradley, Adv. Mgr., TELEGRAPH, 111 E. Broadway, Alton, IL 62002; Tel. (618) 463-2543.
National Representative: Branham/Newspaper Sales

ARLINGTON HEIGHTS
See CHICAGO

AURORA

1 - LOCATION: Kane County (In Aurora-Elgin PMSA). E&P Map C-2. Industrial Center.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Chicago & North Western; Elgin, Joliet & Eastern.
Motor Freight Carriers-23
Intercity Bus Lines-RTA; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 81,293; E&P 87 Est. 88,868
CZ-ABC: (80) 102,832
RTZ-ABC: (80) 230,736
PMSA 80 Cen. 315,607; E&P 87 Est. 342,667
County 80 Cen. 278,405; E&P 87 Est. 305,953
City & RTZ-ABC: (80) 333,568
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,668; E&P 87 Est. 31,711
County 80 Cen. 93,729; E&P 87 Est. 106,871
PMSA 80 Cen. 105,771; E&P 87 Est. 119,178
CZ-ABC: (80) 35,173
RTZ-ABC: (80) 74,468
City & RTZ-ABC: (80) 109,641

5 - BANKS	NUMBER	EST. DEP.
Cml. & Savings	8	$616,000,000
Savings & Loan	7	$677,000,000

6 - PASSENGER AUTOS: County 191,436

7 - ELECTRIC METERS: Residence (Aurora District) 61,200

8 - GAS METERS: Residence Est. 27,954

9 - PRINCIPAL INDUSTRIES: Rubber & Plastics; Furn.; Apparel; Paper & Paper Prods.; Fabr. Metal Prods.; Ptg. & Pub.; Primary Metals; Food; Regional Insurance Offices; Distribution Centers; Trans. Stone; Clay; Glass; Lumber & Wood Prods.; Chem. Prods.; Trans. Equip.; Elect. Mach.; Non-Elect. Mach. Mfg. Employ. 38,415.

10 - CLIMATE: First killing frost, Sept. 28; last killing frost, Apr. 23.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-12 blocks on 4 sts.; Northgate; West Aurora Plaza; Ashland Plaza; The Village Mart; Eastgate; Indiantrail East; Fox Valley Center; St. Charles Mall; Settler's Landing (Montgomery); Naper West; Yorkshire Plaza; Tri-Cities Shopping Center; Aurora Commons.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northgate(53)	2	Bergner-Weise, Jewel
West Aurora Plaza(20)	2	Dominicks, Tru Value
Ashland Plz.(2)	2	Walts Super Mkt., Scott's
The Village Mart(16)	2	Ben Franklin, Eagle
Boulder Hill	5	Boulder Hill Food Mkt., Grimms
Fox Valley(190)	5	Lord & Taylor, Sears, JCPenney, Marshall Field
Settler's Landing	6	K mart, Pic-Way
Naper West	5	Venture, Herman's, Service Merchandise, Spiegels Shoes, Walgreens
St. Charles Mall(30)	11	Jos. Speiss & Co., K mart, Franks, Jewel, Osco
Tri-Cities(11)	10	Hallmark, Walgreens, Domenick's Food
Yorkshire Plz	5	Builders Square, McDade's, Kids R Us, Fretters

Principal Shopping Days-Thur. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Jos. Spiess & Co.; Bergner; Marshall Field; Main Street; Lord & Taylor; Venture.
Discount Stores-K mart; Zayre; Venture; Spiegel; Marshall's; T.J. Maxx; Crown Books.
Chain Drug Stores-Walgreens; Osco; Perry.
Variety Stores-Scott's; Hensley's; Ben Franklin; V&S Variety Store; Ace Hardware; Osco Drug; True Value; Randall Drugs.
Chain Supermarkets-Jewel 5; Convenient; Eagle 4; Country Cupboard; Open Pantry; Buy Rite 3; Walt's 3; Safari Mkt.; Aldi's; 7-Eleven; White Hen Pantry; Dominick's 3; Frank's Finer Foods.
Other Chain Stores-Goodrich; Goodyear; Blue Star Auto; Frank's Nursery; Firestone; Toys R Us; Radio Shack; Schaak; Brown's Sports; Fratters; Trak Auto.

14 - NEWSPAPERS: BEACON-NEWS (e) 39,940; (S) 43,005; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Steven Bielinski, Adv. Dir., BEACON-NEWS, 101 South River St., Aurora, IL 60506; Tel. (312) 844-5860.
National Representative: Sawyer-Ferguson-Walker

BEARDSTOWN

1 - LOCATION: Cass County. E&P Map B-3. Industrial and agricultural center, W central Illinois. On east bank of Illinois River, 225 mi. SW of Chicago, 110 mi. N of St. Louis.

2 - TRANSPORTATION: **Railroads**-BN
Motor Freight Carriers-9

3 - POPULATION:
Corp. City 80 Cen. 6,338; E&P 87 Est. 5,716
County 80 Cen. 15,084; E&P 87 Est. 14,121

4 - HOUSEHOLDS:
City 80 Cen. 2,389; E&P 87 Est. 2,215
County 80 Cen. 5,658; E&P 87 Est. 5,523

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$64,000,000
Savings & Loan	1	$25,600,000

6 - PASSENGER AUTOS: County 7,709

7 - ELECTRIC METERS: Residence 2,829

8 - GAS METERS: Residence 2,304

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage-N.A.)-Railroad 100; Aluminum & Brass 241; Foods/Meat Prods. 850; Feed/Grains/Milling 50; Glove Mfg. 70; Paper Prods. 50; Utilities 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 50-100; Fall 2-97; Winter 0-72. First killing frost, Nov. 1; last killing frost, Mar. 25.

11 - TAP WATER: Treated

12 - RETAILING: **Shopping Center**-Beardstown Plaza, at junction of Hwys. 100 & 67 (Roe Foods, McCrory's).
Neighborhood Shopping Centers-E. 4th St.; Downtown (True Value, Dollar General).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Dollar General; Family Dollar.
Variety Stores-McCrory's.
Chain Drug Stores-Rexall

Chain Supermarkets-IGA; Red Fox; Jack & Jill; Super Valu
Other Chain Stores-True Value Hdwe

14 - NEWSPAPERS: ILLINOIAN-STAR (e-mon to fri) 1,968, sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: Dale L. Barker, Pub., ILLINOIAN-STAR, 1210 Wall St., Beardstown, IL 62618; Tel. (217) 323-1010.
National Representative: Landon Associates.

BELLEVILLE

1 - LOCATION: St. Clair County (In St. Louis, MO-IL MSA). E&P Map B-5. County Seat. Agricultural, military, industrial, financial, and medical center.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Seaboard System; Norfolk; Southern; Amtrak.
Intercity Bus Lines-Bi-State Transit; Greyhound; Continental Trailways; Gulf Transport Lines.

3 - POPULATION:
Corp. City 80 Cen. 42,150; E&P 87 Est. 40,719
NDM-ABC: (80) 120,748
MSA 80 Cen. 2,375,814; E&P 87 Est. 2,418,567
County 80 Cen. 265,469; E&P 87 Est. 258,110
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,512; E&P 87 Est. 15,983
County 80 Cen. 90,410; E&P 87 Est. 90,662
MSA 80 Cen. 844,814; E&P 87 Est. 885,307
NDM-ABC: (80) 43,640

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$1,300,853,745
Commercial	5	$887,236,000

6 - PASSENGER AUTOS: County 151,900

7 - ELECTRIC METERS: Residence 33,300

8 - GAS METERS: Residence 26,275

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brewery 250; Shoe 400; Hospitals (2) 3,400; Stove 150; Box Mfg. 119; Stencil Mfg. 179; Appliance 250; Scott AFBase-Civilian 4,246; Military 6,909; College 600.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: First killing frost, Sept. 28-Nov. 27; last killing frost, Mar. 8-May 10.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Twelve blocks on Main St.
Principal Shopping Days-Thur.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bellevue Park Plaza(10)	3	Glicks, Auto Shack
Carlyle Plz.(15)	4	Wal-Mart, Natl. Food, Kroger
Wade Sq.	2	Tom Boy
St. Clair Sq.(120)	6	Sears, JCPenney, Famous Bar, Dillard's
Crossroads(16)	6	K mart
Venture(6)	6	Venture Stores
Southview Plaza(15)	12	Tom-Boy, Dollar General
Country Club Plaza(12)	4	Walgreens, Schnuck's, Radio Shack
Arcade Ctr.(16)	6	

Stores Open Evenings-Dept.-Mon. and Fri.; Food-nightly; St. Clair Square-nightly and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Dillards; Famous-Bar; Dollar General; Glicks.
Discount Stores-K mart; Wal-Mart; Venture; Target; Best.
Chain Drug Stores-Stiehl Walgreens; Gasen; Medicare-Glaser.
Chain Supermarkets-IGA 7; National 3; Tom Boy 2; Shop 'N Save; Schnuck's 5; Super-Valu.
Other Chain Stores-Western Auto; Firestone; Goodyear; Tire America; New Era Tire; Sherwin-Williams; Singer; Ben Franklin; Uniroyal Tire; General Tire.

14 - NEWSPAPERS: NEWS-DEMOCRAT (m) 45,135; (S) 53,440; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Frank Duke, Adv. Mgr., NEWS-DEMOCRAT, 120 S. Illinois St., Belleville, IL 62220; Tel. (618) 234-1000.
National Representative: Branham/Newspaper Sales.

BELVIDERE

1 - LOCATION: Boone County (In Rockford MSA). E&P Map C-1. 75 mi. W of Chicago; 14 mi. E of Rockford in the central part of northern Illinois, on Northern Tollroad.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern (freight).
Motor Freight Carriers-30.

3 - POPULATION:
Corp. City 80 Cen. 15,176; E&P 87 Est. 19,996
MSA 80 Cen. 279,514; E&P 87 Est. 285,947
County 80 Cen. 28,630; E&P 87 Est. 30,404
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,494; E&P 87 Est. 7,332
MSA 80 Cen. 99,122; E&P 87 Est. 104,954
County 80 Cen. 9,714; E&P 87 Est. 10,640

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$142,315,247
Savings & Loan	2	$83,338,595

6 - PASSENGER AUTOS: County 18,652

7 - ELECTRIC METERS: Residence County 13,002

8 - GAS METERS: Residence County 7,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 423 ($416); Hdwe. 333 ($170); Engin. 120 ($390); Automotive Assembly 4,138 ($290).
Principal Industrial Pay Days-10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-96; Summer 59-97; Fall 17-84; Winter 20-52. First killing frost, Oct. 16; last killing frost, May 4.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: **Principal Shopping Center**-6 blocks on State St.; North State, Hwy. 20; Southtowne Shpg. Ctr., Pearl St. at Route 5; Belvidere Mall (Downtown).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belvidere Mall(5)	NA	Ben Franklin, Schultz's Sav-U
North State(6)	NA	IGA
South Towne(4)	NA	Pacemaker Food
Cherry Vale(94)	NA	Marshall Field, Sears, Pranges

Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Variety Stores**-Schultz Brothers; Ben Franklin.
Chain Supermarkets-Eagle; Schultz Sav-U; Pacemaker; Aldi.
Other Chain Stores-Ace Hdwe.; Western Auto; Radio Shack; K mart; True Value; Farm & Fleet.

14 - NEWSPAPERS: REPUBLICAN (e) 4,613, sworn Oct. 2, 1986.
Local Contact for Advertising and Merchandising Data: Ellen L. Genrich, Adv. Dir., REPUBLICAN, 401 Whitney Blvd., Belvidere, IL 61008; Tel. (815) 544-9811.
National Representative: Landon Associates.

BENTON

1 - LOCATION: Franklin County. E&P Map C-5. County Seat. 302 mi. S of Chicago. On State Hwys. 14, 34, 37, 57.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf; Union Pacific.

3 - POPULATION:
Corp. City 80 Cen. 7,778; E&P 87 Est. 7,937
County 80 Cen. 43,201; E&P 87 Est. 44,679

4 - HOUSEHOLDS:
City 80 Cen. 3,233; E&P 87 Est. 3,313
County 80 Cen. 16,978; E&P 87 Est. 18,260

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$170,000,000
Savings & Loan	1	$13,000,000

6 - PASSENGER AUTOS: County 24,025

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Farm Supplies; Oil; Coal Mines; Grain & Stock Farms; Modular Homes; Mine Equip.; Meat Packing; Boats; Air and Acetylene Gas; Tool.

10 - CLIMATE: Av. Winter Temp. 35; Av. Summer Temp. 77.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat., Sun.

Stores Open Evenings-Supermarkets Fri. Most stores are open until 8 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Tessone's.
Discount Stores-Wal-Mart.
Variety Stores-Town & Country.
Chain Drug Stores-Benton; McCollum; Kimmel-Chaplain Phcy.; SupeRx.
Chain Supermarkets-Big John's; IGA; Farm Fresh; Hucks.
Other Chain Stores-Western Auto; Ace Hardware; Walker's Hub; Sue's II; Pee Wee Shop; Barton & Collins; Akin Jewelry; Wiggs Jewelry; Beatty's Hammond Organs; The Shoe Room; D.D.'s Sportswear; Shirley's Fashions.

14 - NEWSPAPERS: NEWS (e) 6,525, sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Joe Browning, Gen. Mgr., NEWS, 111 E. Church St., Benton, IL 62812; Tel. (618) 438-5611.
National Representative: Landon Associates.

BLOOMINGTON-NORMAL

1 - LOCATION: McLean County (In Bloomington-Normal MSA). E&P Map C-3. County Seat. 127 mi. SW of Chicago; 157 mi. NE of St. Louis. College and Insurance Center.

2 - TRANSPORTATION: **Railroads**-Illinois Central-Gulf (passenger & freight); Norfolk & Southern; Conrail; Santa Fe; Amtrack.
Intercity Bus Lines-Greyhound; Illini Swallow; Pooria Charter; Swallow Shuttle.
Motor Freight Carriers-36.
Airlines-TW Express; Midwest; Continental Express.

3 - POPULATION:
Corp. Cities 80 Cen. 79,861; E&P 87 Est. 84,409
  Bloomington 80 Cen. 44,189; E&P 87 Est. 46,242
  Normal 80 Cen. 35,672; E&P 87 Est. 38,157
CZ-ABC: (80) 85,291
RTZ-ABC: (80) 146,095
County/MSA 80 Cen. 119,149; E&P 87 Est. 122,008
City & RTZ-ABC: (80) 231,386
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 27,939; E&P 87 Est. 30,472
  Bloomington 80 Cen. 18,204; E&P 87 Est. 19,933
  Normal 80 Cen. 9,735; E&P 87 Est. 10,539
County/MSA 80 Cen. 41,702; E&P 87 Est. 44,106
CZ-ABC: (80) 29,913
RTZ-ABC: (80) 51,638
City & RTZ-ABC: (80) 81,551

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	6	$2,967,550,000
Commercial	9	$723,024,000

6 - PASSENGER AUTOS: County 74,843

7 - ELECTRIC METERS: Residence 29,459

8 - GAS METERS: Residence 24,766

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ins., Fin., R.E. 8,725; Util. & Trans. 3,025; Printing & Pub. 700; Constr. 1,150; Whol. and Ret. Trade 12,780; Professional Servs. 10,600; Gov't 11,025; Mfg. 4,550; Hourly rates-Mfg. $7.02; Durable Goods $7.03; Non-Durable Goods $6.97 hr.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-93; Summer 41-93; Fall 16-86; Winter -3-60. First killing frost, Oct. 14; last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, soft; Bloomington: not fluoridated; Normal: fluoridated.

12 - RETAILING: **Principal Shopping Centers**-College Hills Mall; College Hills Plaza; Colonial Plaza; Eastland Commons; Eastland Mall; Empire Plaza; Four Seasons Square; Landmark Plaza; Towanda Plaza; University Park Plaza; Zayre Plaza.
Neighborhood Shopping Centers-Downtown Bloomington; Downtown Normal.
Principal Shopping Days-Mon., Fri., Sat. & Sun.
Stores Open Evenings-All shopping areas open 7 days except downtown which is open Mon. thru Sat.
Stores Open Sundays-Grocery; Drug; Discount; Eastland Mall; College Hills Mall and other shopping centers.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Montgomery Ward; Roland's; Bergner's; Carson Pirie Scott & Co.; Kohl's.
Discount Stores-K mart; Zayre; K's Merchandise; Target; Wal-Mart.
Variety Stores-Woolworth; Randall's; Discount Den.
Chain Drug Stores-Walgreens; Osco 3; SupeRx; People's 4.
Chain Supermarkets-Jewel 3; Kroger 3; IGA; Cub Foods; Diana Foods; Eagle Foods; Aldi Foods.
Other Chain Stores-Ace Hardware; Alexander; Carpetland USA; Cohen Furn.; Color Tile; Good's Fashion Carpets; Mr. Discount Furn.; Radio Shack; Sherman's.

14 - NEWSPAPERS: PANTAGRAPH (m) 52,022; (S) 55,412; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mary E. Keogh, Adv. Dir., PANTAGRAPH, 301 W. Washington, Bloomington, IL 61701; Tel. (309) 829-9411.
National Representative: Branham/Newspaper Sales.

CANTON

1 - LOCATION: Fulton County. E&P Map B-3. 32 mi. SW of Peoria. On Rts. 9, 78, 100.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Atchison; Topeka & Santa Fe.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 14,626; E&P 87 Est. 12,194
CZ-ABC: (80) 16,000
RTZ-ABC: (80) 31,964
County 80 Cen. 43,687; E&P 87 Est. 37,389
City & RTZ-ABC: (80) 47,964

4 - HOUSEHOLDS:
City 80 Cen. 5,745; E&P 87 Est. 4,907
County 80 Cen. 16,274; E&P 87 Est. 14,447
CZ-ABC: (80) 6,237
RTZ-ABC: (80) 11,756
City & RTZ-ABC: (80) 17,993

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$150,197,191
Savings & Loan	2	$69,000,000

6 - PASSENGER AUTOS: County 21,202

7 - ELECTRIC METERS: Residence 6,100

8 - GAS METERS: Residence 5,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Clothing Mfg. 85 ($200); Coal Mines 60 ($250); Mach. Mfg. 50; Service: Community College ($300); Hospital ($500).

10 - CLIMATE: Mean Temp. 51; Av. Rainfall 35 in.; Av. Humidity 70.

11 - TAP WATER: Alkaline, soft; fluoridated & chlorinated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ludlum Centre	NA	Ludlum
Lake Drive	1	Kroger, K mart

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's Mercantile.
Discount Stores-Farm King; K mart.
Chain Drug Stores-Rexall; SupeRx; Medicine Shoppe.
Chain Supermarkets-Kroger; IGA; Red Fox.

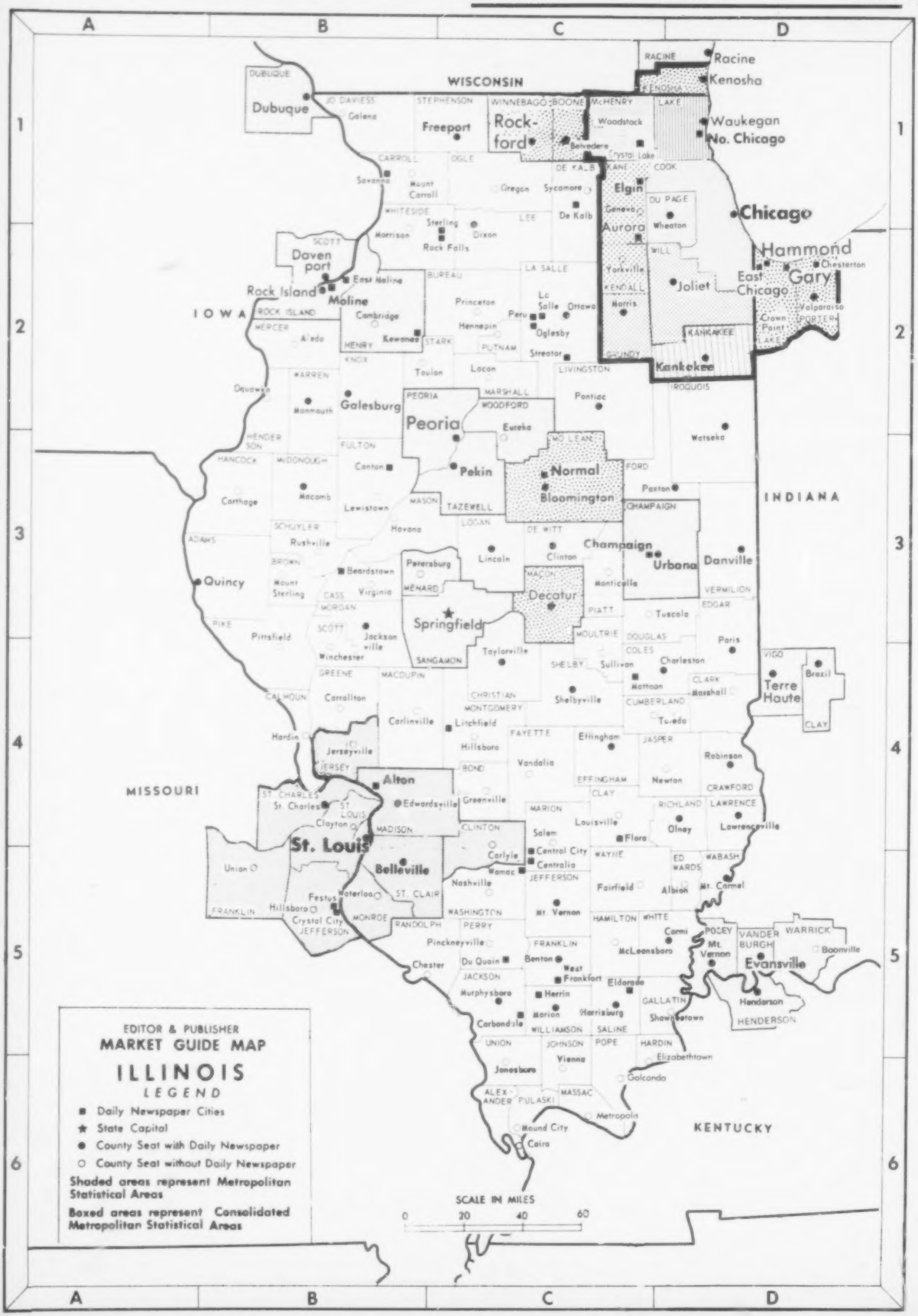
14 - NEWSPAPERS: LEDGER (e) 7,222; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Steve Raymond, Adv. Mgr., LEDGER, 53 W. Elm St., Canton, IL 61520; Tel. (309) 647-5100.
National Representative: None.

CARBONDALE-HERRIN-MURPHYSBORO

1 - LOCATION: Carbondale & Murphysboro in Jackson County, Herrin in Williamson County. E&P Map C-5. 370 mi. S of Chicago. Educational, Coal Mining, Fruit Growing & Recreational. Railroad Terminal.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf; CB&O; Missouri Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Gulf Transports.
Airlines-Britt; Air Illinois.

3 - POPULATION:
Corp. Cities 80 Cen. 46,988; E&P 87 Est. 49,752
  Carbondale 80 Cen. 26,414; E&P 87 Est. 25,788
  Herrin 80 Cen. 10,708; E&P 87 Est. 11,603
  Murphysboro 80 Cen. 9,866; E&P 87 Est. 12,361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WISCONSIN
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INDIANA
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Racine
KENOSHA
Kenosha
LAKE
Waukegan
No. Chicago
DUBUQUE
Dubuque
JO DAVIESS
Galena
STEPHENSON
Freeport
WINNEBAGO
BOONE
McHENRY
Rockford
Belvidere
Woodstock
Crystal Lake
CARROLL
Savanna
Mount Carroll
OGLE
Oregon
DE KALB
Sycamore
De Kalb
KANE
COOK
Elgin
Geneva
DU PAGE
Wheaton
Aurora
Chicago
WHITESIDE
Sterling
Morrison
Rock Falls
Dixon
LEE
SCOTT
Davenport
East Moline
Rock Island
Moline
ROCK ISLAND
Cambridge
HENRY
Kewanee
BUREAU
Princeton
LA SALLE
La Salle
Peru
Ottawa
Oglesby
Hennepin
Streator
WILL
Yorkville
KENDALL
Joliet
Morris
GRUNDY
KANKAKEE
Kankakee
Hammond
Chesterton
East Chicago
Gary
Valparaiso
Crown Point
PORTER
LAKE
MERCER
Aledo
STARK
Toulon
PUTNAM
MARSHALL
Lacon
LIVINGSTON
Pontiac
IROQUOIS
Watseka
WARREN
Monmouth
Oquawka
KNOX
Galesburg
PEORIA
Peoria
WOODFORD
Eureka
HENDERSON
FULTON
Canton
Pekin
McLEAN
Normal
Bloomington
FORD
Paxton
HANCOCK
Carthage
McDONOUGH
Macomb
Lewistown
MASON
Havana
TAZEWELL
LOGAN
Lincoln
DE WITT
Clinton
CHAMPAIGN
Champaign
Urbana
Danville
VERMILION
SCHUYLER
Rushville
ADAMS
BROWN
Mount Sterling
Quincy
CASS
Beardstown
Virginia
MENARD
Petersburg
MORGAN
Jacksonville
SCOTT
Winchester
Springfield
SANGAMON
MACON
Decatur
Monticello
PIATT
EDGAR
Tuscola
DOUGLAS
Paris
PIKE
Pittsfield
MOULTRIE
Sullivan
COLES
Charleston
Mattoon
Taylorville
CHRISTIAN
SHELBY
Shelbyville
CLARK
Marshall
CUMBERLAND
Toledo
VIGO
Terre Haute
Brazil
CLAY
GREENE
Carrollton
MACOUPIN
Carlinville
MONTGOMERY
Litchfield
Hillsboro
CALHOUN
Hardin
JERSEY
Jerseyville
FAYETTE
Vandalia
Effingham
EFFINGHAM
JASPER
Newton
Robinson
CRAWFORD
ST. CHARLES
St. Charles
ST. LOUIS
Clayton
Alton
Edwardsville
MADISON
BOND
Greenville
CLAY
Louisville
Flora
MARION
Salem
RICHLAND
Olney
LAWRENCE
Lawrenceville
St. Louis
Union
FRANKLIN
Hillsboro
Crystal City
JEFFERSON
Festus
Waterloo
MONROE
ST. CLAIR
Belleville
CLINTON
Carlyle
Central City
Centralia
Wamac
Nashville
WASHINGTON
JEFFERSON
Mt. Vernon
WAYNE
Fairfield
EDWARDS
Albion
WABASH
Mt. Carmel
RANDOLPH
PERRY
Pinckneyville
Chester
Du Quoin
FRANKLIN
Benton
West Frankfort
HAMILTON
McLeansboro
WHITE
Carmi
POSEY
Mt. Vernon
VANDERBURGH
Evansville
WARRICK
Boonville
Henderson
HENDERSON
JACKSON
Murphysboro
Carbondale
Herrin
Marion
WILLIAMSON
Eldorado
Harrisburg
SALINE
GALLATIN
Shawneetown
UNION
Jonesboro
JOHNSON
Vienna
POPE
Golconda
HARDIN
Elizabethtown
ALEXANDER
PULASKI
MASSAC
Metropolis
Mound City
Cairo
SCALE IN MILES
0
20
40
60

EDITOR & PUBLISHER
MARKET GUIDE MAP
ILLINOIS
LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

Boxed areas represent Consolidated Metropolitan Statistical Areas

NDM-ABC: (80) 235,736
Counties 80 Cen. 118,060; E&P 87 Est. 123,493
  Jackson 80 Cen. 61,522; E&P 87 Est. 62,847
  Williamson 80 Cen. 56,538; E&P 87 Est. 60,646

4 - HOUSEHOLDS:
Cities 80 Cen. 17,219; E&P 87 Est. 18,990
  Carbondale 80 Cen. 9,206; E&P 87 Est. 9,240
  Herrin 80 Cen. 4,135; E&P 87 Est. 4,793
  Murphysboro 80 Cen. 3,878; E&P 87 Est. 4,957
Counties 80 Cen. 44,383; E&P 87 Est. 48,471
  Jackson 80 Cen. 22,558; E&P 87 Est. 24,136
  Williamson 80 Cen. 21,825; E&P 87 Est. 24,335
NDM-ABC: (80) 87,641

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$89,176,494
Savings & Loan	5	$24,647,299

6 - PASSENGER AUTOS: Counties: Jackson 30,307; Williamson 31,409

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Gloves; Bus. Systems; Dresses; Mach.; Label Printers; Shoes; Radiators; Foundries; Men's Jackets; Creamery; Neon Signs; Awnings; Pre-Fab Homes & Bldg. Materials; Stencil Cutting; Machines & Shipping Room Supplies; Concrete Prods.; Wood Treatment; Shipping Crates; Automatic Washers; Tape Factory; Aluminum Protrusion; Electronic.
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-58; Summer 66-96; Fall 58-82; Winter 30-42. First killing frost, Oct. 19; last killing frost, Mar. 28.

11 - TAP WATER: Carbondale-Alkaline, soft; Herrin-soft; Murphysboro-hard.

12 - RETAILING: **Principal Shopping Center**-3 blocks o[illegible] streets.
Principal Shopping Days-Mon., Fri., Sat., Sun.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate(15)	2	Jo-Ann Fabrics, Payless Shoes
Murdale(30)	NA	Woolworth
Southgate(7)	NA	
University Mall(34)	4	JCPenney, Sears, Meis, Walgreens
K mart(2)	4	K mart, Kroger

Stores Open Evenings-Mon. in Carbondale & Herrin; Fri. in Murphysboro.

13 - RETAIL OUTLETS: **Department Stores**-Bleyer's; JCPenney; Sears; Zwick's; Herrin Supply; Sohn's; P.N. Hirsch; Meis.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-K mart; Wal-Mart 6.
Chain Drug Stores-Walgreens; Rexall 5; Revco 2; SuperRx.
Chain Supermarkets-Kroger 5; IGA 5; AG; Natl. Foods.

14 - NEWSPAPERS: SOUTHERN ILLINOISAN (m) 28,353; (S) 34,097; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Brenda A. Maurizo, Adv. Coord., SOUTHERN ILLINOISAN, 710 N. Illinois, Carbondale, IL 62901; Tel. (618) 529-5454.
National Representative: Branham/Newspaper Sales.

CARMI

1 - LOCATION: White County, E&P Map D-5. County Seat. 126 mi. E of St. Louis; 157 mi. S of Danville; On State Hwy. 1; U.S. Hwy. 14.

2 - TRANSPORTATION: **Railroads**-Conrail; Seaboard Systems.

3 - POPULATION:
Corp. City 80 Cen. 6,264; E&P 87 Est. 9,133
County 80 Cen. 17,864; E&P 87 Est. 18,924

4 - HOUSEHOLDS:
City 80 Cen. 2,626; E&P 87 Est. 3,813
County 80 Cen. 7,047; E&P 87 Est. 7,716

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$14,100,000
Commercial	3	$167,895,000

6 - PASSENGER AUTOS: County 9,875

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming; Oil; RC Bottlers; Cabinets; Welding; Draperies; Rubber Prods.; Feed Mills; Coal.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 75-95; Fall 48-85; Winter 15-45.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri.
Stores Open Evenings-Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Dollar General; Hart's.
Variety Stores-Harold's Dollar Store.
Discount Stores-K mart; Wal-Mart.
Chain Supermarkets-Big John.

14 - NEWSPAPERS: TIMES (e) 3,352; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Shirley Burns, Adv. Mgr., TIMES, 323-325 E. Main, Carmi, IL 62821; Tel. (618) 382-4176.
National Representative: None.

CENTRALIA-CENTRAL CITY-WAMAC

1 - LOCATION: Marion, Clinton and Washington Counties (In St. Louis, MO-IL MSA). E&P Map C-5. Industrial, oil and agricultural center. 252 mi. S of Chicago on U.S. Hwy. 51; 66 mi. E of St. Louis; 6 mi. S of U.S. Hwy. 50. 10 mi. W of I-57; 7 mi. N of I-64.

2 - TRANSPORTATION: **Railroads**-Illinois Central (pass. & freight); CB&Q (freight); Southern; Burlington-Northern.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. Cities 80 Cen. 18,168; E&P 87 Est. 18,212
  Centralia 80 Cen. 15,126; E&P 87 Est. 14,914
  Central City 80 Cen. 1,377; E&P 87 Est. 1,544
  Wamac 80 Cen. 1,665; E&P 87 Est. 1,754
CZ-ABC: (80) 21,625
RTZ-ABC: (80) 90,659
Counties 80 Cen. 91,612; E&P 87 Est. 96,005
  Marion 80 Cen. 43,523; E&P 87 Est. 45,804
  Clinton 80 Cen. 32,617; E&P 87 Est. 34,328
  Washington 80 Cen. 15,472; E&P 87 Est. 15,873
MSA 80 Cen. 2,375,814; E&P 87 Est. 2,418,567
City & RTZ-ABC: (80) 112,284

4 - HOUSEHOLDS:
Cities 80 Cen. 7,246; E&P 87 Est. 7,248
  Centralia 80 Cen. 5,974; E&P 87 Est. 5,996
  Central City 80 Cen. 624; E&P 87 Est. 551
  Wamac 80 Cen. 648; E&P 87 Est. 701
Counties 80 Cen. 32,811; E&P 87 Est. 35,511
  Marion 80 Cen. 16,437; E&P 87 Est. 17,828
  Clinton 80 Cen. 10,768; E&P 87 Est. 11,748
  Washington 80 Cen. 5,606; E&P 87 Est. 5,935
MSA 80 Cen. 844,814; E&P 87 Est. 885,307
CZ-ABC: (80) 8,466
RTZ-ABC: (80) 32,055
City & RTZ-ABC: (80) 40,521

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$292,000,000
Savings & Loan	2	$96,000,000

6 - PASSENGER AUTOS: Counties: Marion 25,596; Clinton 17,881; Washington 8,554

7 - ELECTRIC METERS: Residence 9,093

8 - GAS METERS: Residence 7,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $330)-R.R. 80; Apparel 300; Candy 375; Hospital 750; Fiberglass 960; Food 227; Plastic Containers 200; Fuses 350.
Principal Industrial Pay Days-13th & 28th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 68-87; Fall 49-66; Winter 27-43. First killing frost, Nov. 1; last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Broadway; 4 on Locust; 3 on Poplar; 3 in between.
Neighborhood Shopping Centers-Central City; Wamac; Lincoln & 2nd Sts.; W. Broadway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fairview Park Plaza(45)	1	JCPenney, Natl. Food, Woolworth
Centralia	1	Dollar General, Radio Shack, Golde's, Auto Works

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown-Fri.; Shopping centers-every night (ex. Sun.).

13 - RETAIL OUTLETS: **Department Stores**-Sears; Golde's; Dollar General; JCPenney; Woolford & Marsh.
Variety Stores-Woolworth.
Discount Stores-Dobbs; K mart; SuperRx.
Chain Supermarkets-Kroger; National; Altadonna's; IGA.
Other Chain Stores-Firestone; Western Auto; Singer; Stan-the-Tireman; Sherwin-Williams; Blankenship Auto Parts; Radio Shack; Fredman; Ace Hardware; Kirlin's; Payless Shoes; Kinney Shoes; Maurice's; The Fly; Linkon's Auto Parts; Fashion Bug.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) [illegible]7,279; (S) 18,350; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dan Nichols, Adv. Mgr. Class., SENTINEL, 232 E. Broadway, Centralia, IL 62801; Tel. (618) 532-5604.
National Representative: None.

CHAMPAIGN-URBANA

1 - LOCATION: Champaign County (In Champaign-Urbana-Rantoul MSA). E&P Map C-3. County Seat. University of Illinois. 126 mi. S of Chicago; 145 mi. N of St. Louis; 111 mi. W of Indianapolis.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Conrail; Norfolk & Southern; Amtrak.
Motor Freight Carriers-44.
Intercity Bus Lines-Greyhound; Crown Transit; Trailways; Illini Swallow; C-U Mass Transit District.
Airlines-Piedmont; Continental; ComAir; TWA.

3 - POPULATION:
Corp. Cities 80 Cen. 94,111; E&P 87 Est. 93,902
  Champaign 80 Cen. 58,133; E&P 87 Est. 59,918
  Urbana 80 Cen. 35,978; E&P 87 Est. 33,984
CZ-ABC: (80) 99,115
Bal. in NDM-ABC: (80) 151,426
County/MSA 80 Cen. 168,392; E&P 87 Est. 172,881
Total NDM-ABC: (80) 250,541
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 33,393; E&P 87 Est. 34,084
  Champaign 80 Cen. 21,238; E&P 87 Est. 22,444
  Urbana 80 Cen. 12,155; E&P 87 Est. 11,640
CZ-ABC: (80) 35,445
Bal. in NDM-ABC: (80) 53,170
County/MSA 80 Cen. 58,405; E&P 87 Est. 62,052
Total NDM-ABC: (80) 88,615

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	10	N.A.
Commercial	17	N.A.

6 - PASSENGER AUTOS: County 92,528

7 - ELECTRIC METERS: Residence 56,883

8 - GAS METERS: Residence 43,477

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 7,000; Constr. 1,700; Trade 19,600; Servs. 11,700; Federal Gov't 30,600; Agric. 2,850; Educ. 16,500. Total 89,950.
Principal Industrial Pay Days-1st of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 61-82; Fall 38-59; Winter 12-29. First killing frost, Oct. 18; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, softened; chlorinated and fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Market Place Mall(97)	NA	JCPenney, Bergners, Sears, Kohl's, Venture, Osco
Lincoln Sq.(25)	NA	Carson Pirie Scott
Sunnycrest(20)	NA	Walgreens, IGA, Jewel, K mart, Osco
Country Fair(36)	NA	Zayre, Jewel, Osco
K mart Plaza	NA	K mart

Principal Shopping Days-Mon. through Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Bergners; F.K. Robeson; Sears; JCPenney; Carson Pirie Scott.
Variety Stores-TG&Y; Huey's.
Discount Stores-Zayre; K mart; Target; Venture; Big Lots.
Chain Drug Stores-Walgreens 2; Osco 4; Cavett; Revco 4.
Chain Supermarkets-Jewel 3; IGA 4; Aldi; Eagles 3; Diana Foods 2; Value 2.
Other Chain Stores-Baskin-Robbins; Goodyear; Firestone; Goodrich; Carpetland; Clothworld.

14 - NEWSPAPERS: NEWS-GAZETTE (e-mon to fri) 45,360; (m-sat) 45,825; (S) 52,045; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gary M. Holben, Adv. Dir., NEWS-GAZETTE, 15 Main St., Champaign, IL 61820; Tel. (217) 351-5252.
National Representative: Branham/Newspaper Sales.

CHARLESTON

1 - LOCATION: Coles County, E&P Map C-4. County Seat. Light manufacturing; railway division; college; agricultural area; Eastern Illinois University; Lake Land Jr. College; 190 mi. from Chicago; 124 mi. from Indianapolis; 126 mi. from St. Louis. SE central part of state.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Conrail.
Motor Freight Carriers-4.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 19,355; E&P 87 Est. 19,987
CZ-ABC: (80) 19,355
Bal. in NDM-ABC: (80) 23,604
County 80 Cen. 52,992; E&P 87 Est. 53,918
Total NDM-ABC: (80) 42,959

4 - HOUSEHOLDS:
City 80 Cen. 5,978; E&P 87 Est. 6,428
County 80 Cen. 18,919; E&P 87 Est. 19,784
CZ-ABC: (80) 5,978
Bal. in NDM-ABC: (80) 8,881
Total NDM-ABC: (80) 14,859

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$153,354,867
Savings & Loan	4	$209,387,402

6 - PASSENGER AUTOS: County 27,295

7 - ELECTRIC METERS: Residence 3,876

8 - GAS METERS: Residence 3,377

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Truck & Trailer Mfg. 900; Constr. 162; Printing, Bus. Forms 278; Ceramic Prods. 119; Hdwe. 50.
Principal Pay Days-Fri., Sat.; R.R. 11th & 26th; bimonthly, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-77; Summer 72-93; Fall 39-60; Winter 35-48. First killing frost, Oct. 16; last killing frost, Apr. 26.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Square and 1 block each direction from its 4 corners; S. on Rte. 130; 400-500 block W. Lincoln.
Neighborhood Shopping Centers-4th to 7th Sts. on Lincoln St.; S. on State Rd. 130; W. on Rte. 16; Division to University Drive on Lincoln.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Charleston(5)	NA	Jewel
Lincoln Vlg.	NA	Dale Bayless, Champs, Ruthie's, Tokens
University(8)	NA	Tru-Value
Wilb Walker's(4)	NA	Ben Franklin, Family Phcy., Coast-to-Coast

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Spurgeon's.
Variety Stores-Well-Worth, Ben Franklin, Wal-Mart.
Chain Drug Stores-Walgreens; Osco.
Chain Supermarkets-IGA; Walker's; Jewel.
Other Chain Stores-Firestone; Montgomery Ward; Coast-to-Coast.

14 - NEWSPAPERS: COLES COUNTY TIMES-COURIER (m) 7,247; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Yamamoto, Adv. Dir., COLES COUNTY TIMES-COURIER, 307 Sixth St., Box 250, Charleston, IL 61920; Tel. (217) 345-7085.
National Representative: Landon Associates.

CHICAGO

1 - LOCATION: Cook County (PMSA). E&P Map D-1. Industrial, wholesale, retail, financial, telecommunications, health care, educational, research, transportation, and agricultural sales center.

2 - TRANSPORTATION: **Railroads**-Intercity Passenger: Amtrak; Commuter: Burlington Northern; Chicago & Northwestern; Chicago South Shore &

South Bend; Illinois Central Gulf; Milwaukee Road; Norfolk & Western.
Motor Freight Carriers-More than 750 local trucking companies.
Intercity Bus Lines-Greyhound; Trailways
Airlines-O'Hare Passenger Airlines: Air Cal; Air Canada; Air France; Alia-Royal Jordan; Alitalia; American; AmerTrans Air; Braniff; British Airways; Continental; Delta; Eastern; El-Al Israel; Emerald Air; Icelandair; Japan Airlines; JAT-Yugoslav; Jet America; KLM-Royal Dutch; Lufthansa; LOT Polish; McClain; Mexicana; Northwest Orient; Pan American; Philippines; Piedmont; Sabena; Scandinavian; Swiss Air; Trans World; United USAir. Cargo Airlines: Airborne Express; Zantop; Emery Air; Evergreen; Federal Express; Flying Tiger; Interstate; SMB; Summit; United Parcel; Tradewinds Air; Trans-Continental; Southern Air; Mountain Air; Jet East; Commuter; Britt Airways; Direct Air; Simmons; Alliance Air; Comair; Great Lakes. Midway Airport Passenger Airlines: America West; Continental; Mid-State; Midway; Northwest Orient; Southwest Air; United.
Three Waterway Projects-St. Lawrence Seaway; Port of Chicago in Lake Calumet; Calumet-Sag Channel. Additional port facilities operated by the State of Indiana at Burns Harbor, IN.

3 - POPULATION:
Corp. City 80 Cen. 3,005,072; E&P 87 Est. 2,852,598
County 80 Cen. 5,253,190; E&P 87 Est. 5,086,497
PMSA 80 Cen. 6,059,091; E&P 87 Est. 6,012,900
SUN-TIMES AND TRIBUNE:
CZ-ABC: (80) 3,059,948
Bal. in NDM-ABC: (80) 4,686,438
Total NDM-ABC: (80) 7,746,386
DAILY HERALD:
NDM-ABC: (80) 641,399
DAILY CALUMET:
NDM-ABC: (80) 129,460

4 - HOUSEHOLDS:
City 80 Cen. 1,093,409; E&P 87 Est. 1,188,255
County 80 Cen. 1,878,977; E&P 87 Est. 1,881,888
PMSA 80 Cen. 2,150,209; E&P 87 Est. 2,204,912
SUN-TIMES AND TRIBUNE:
CZ-ABC: (80) 1,115,918
Bal. in NDM-ABC: (80) 1,585,050
Total NDM-ABC: (80) 2,700,968
DAILY HERALD:
NDM-ABC: (80) 216,759
DAILY CALUMET:
NDM-ABC: (80) 46,137

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	267	$65,000,000,000
Commercial	395	$70,631,141,000

6 - PASSENGER AUTOS: City 1,137,228; County 1,670,857

7 - ELECTRIC METERS: Residence 2,676,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 548,700 ($437); Elect. Mach. 84,600 ($373); Non-Elect. Mach. 61,000 ($439); Trans. Equip. 20,800 ($594); Primary Metals 28,400 ($542); Fab. Metals 73,900 ($502); Professional & Scientific Instruments 19,600 ($393); Food 51,200 ($473); Printing & Pub. 71,900 ($458); Chem. 31,900 ($436); Paper 20,800 ($360); Rubber & Plastic 26,000 ($327); Whol. Trade 253,900; Ret. Trade 477,800; Mining & Constr. 114,600; Trans., Commun. & Public Util. 187,300; Fin., Ins., Real Estate 250,600; Servs. 758,500; Hotels & Lodging 316,000.

10 - CLIMATE: 1985 Av. Temp.-Jan. 14; Apr. 53; July 71; Oct. 53. 1986 Av. Precipitation-31.7 in.; Av. Snowfall 26.9 in.

11 - TAP WATER: Alkaline (Lake Michigan); fluoridated

12 - RETAILING: **Principal Shopping Centers**-The PMSA has 32 regional malls. The most important of these are Michigan Ave., Woodfield Mall in Schaumburg and the Oakbrook Center. The principal offices of Sears and Montgomery Wards are located here.
Principal Shopping Days-Loop and Outlying Stores-Mon., Thur., Sat., Sun. Supermarkets-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon. & Thur.

13 - RETAIL OUTLETS: Carson Pirie Scott & Co.-16: 3 in Chicago, 13 in suburbs; JCPenney-17: 2 in Chicago, 15 in suburbs; Mainstreet-11 in suburbs; Marshall Field's-14: 2 in Chicago, 12 in suburbs; Montgomery Ward & Co.-17: 2 in Chicago, 15 in suburbs; Sears-21 full line stores: 4 in Chicago, 17 in suburbs; Bloomingdale's opening on Michigan Ave., Summer 1988.
Discount & Variety Stores-K mart; Venture; Zayre; Service Merchandise; Woolworth; Highland Superstores; Fretter Superstores.
Chain Supermarkets-Cub; Butera; Dominick's; Eagle; Pic 'N Save; Treasure Island; Hillman's; Jewel.
Cooperative Food Stores-Centrella, Certified; Progressive.
Chain Drug Stores-DeKoven; Family Drug Center; F&M Distributors; Perry; Little Bucky; Rexall; Stineway; Sun Drugs; SupeRx; Les-On; Osco; Phar-Mor; Walgreens.

14 - NEWSPAPERS: CALUMET (m) 10,520; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William R. Stack, Adv. Dir., CALUMET, 18127 William St., Lansing, IL 60438; Tel. (312) 895-3700.
National Representative: U.S. Suburban Press
DEFENDER (m-mon to thur; m-sat) 30,793, sworn Oct. 2, 1985 (Latest available).
Local Contact for Advertising and Merchandising Data: Willie Wright, Adv. Dir., DEFENDER, 2400 S. Michigan, Chicago, IL 60616; Tel. (312) 225-2400.
National Representative: Amalgamated Publishers
HERALD (m) 73,323; (S) 71,701; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Paul Borgardt, Adv. Mgr., HERALD, 217 W. Campbell St.; PO Box 280, Arlington Heights, IL 60006; Tel. (312) 870-3600.
National Representative: U.S. Suburban Press
SOUTHTOWN ECONOMIST (e-mon to fri) 26,226; (S) 40,739; Mar. 31, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Donald Gunn, V.P. Mktg., SOUTHTOWN ECONOMIST, 5959 S. Harlem Ave., Chicago, IL 60638; Tel. (312) 586-8800.
National Representative: U.S. Suburban Press
SUN-TIMES (m-mon to fri) 612,600; (m-sat) 410,750; (S) 633,051; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Scott Ring, Sr. V.P. Adv., SUN-TIMES, 401 N. Wabash, Rm. 100, Chicago, IL 60611; Tel. (312) 321-3000.
National Representatives: Offices in New York, Detroit, Los Angeles, Atlanta, Miami Beach, San Francisco.
TRIBUNE (m-mon to fri) 758,464; (m-sat) 601,946; (S) 1,126,293; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Holzkamp, V.P., Adv./Mktg., TRIBUNE, 435 N. Michigan Ave., Chicago, IL 60611; Tel. (312) 222-3232.
National Representatives: Offices in New York, Detroit, Hollywood, Fl., Dallas, Los Angeles, San Francisco; Towmar (Mexico); Metropolitan Publishers Representatives.

CLINTON

1 - LOCATION: DeWitt County. E&P Map C-3. County Seat. Residential center. Springfield, 45 mi.; Decatur, 21 mi.; Bloomington, 22 mi.; Champaign, 39 mi. On U.S. Hwys. 51, 54; State Hwy. 10.

2 - TRANSPORTATION: **Railroads**-Illinois Central
Intercity Bus Lines-Trailways

3 - POPULATION:
Corp. City 80 Cen. 8,014; E&P 87 Est. 7,883
County 80 Cen. 18,108; E&P 87 Est. 17,593

4 - HOUSEHOLDS:
City 80 Cen. 3,193; E&P 87 Est. 3,240
County 80 Cen. 6,841; E&P 87 Est. 6,919

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$57,927,000
Savings & Loan	2	$50,000,000

6 - PASSENGER AUTOS: County 10,450

7 - ELECTRIC METERS: Residence 4,110

8 - GAS METERS: Residence 3,094

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-China Mfg. 100; Houseware Mfg. 375; Ill. Central R.R. 150; Business Forms 150; Nuclear Power Station 3,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-85; [illegible] 55-11[illegible] [illegible] 20-80; Winter 10-45. First [illegible] last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, treated, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hickory Point Mall(85)	15	Carson Pirie Scott, JCPenney, Bergner's
Eastland Ctr (54)	21	Sears, Bergner's, JCPenney

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; some Mon.

13 - RETAIL OUTLETS: **Department Stores**-Spurgeon's; Carson Pirie Scott; JCPenney; Bergner's; Sears.
Variety Stores-Ben Franklin; Gamble's; Wal-Mart.
Chain Supermarkets-Eisner; IGA.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 3,503, sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Terrie Baker, Sales Mgr., JOURNAL, 117 W. Main St.; PO Box 615, Clinton, IL 61727; Tel. (217) 935-3171.
National Representative: Landon Associates.

CRYSTAL LAKE

1 - LOCATION: McHenry County. (In Chicago PMSA). E&P Map C-1. 40 mi. NW of Chicago on U.S. Hwy. 14. Crystal Lake is the retailing and manufacturing center of McHenry County.

2 - TRANSPORTATION: Chicago and Northwestern Railroad commuter trains and Regional Transportation Authority bus line connects Crystal Lake with all of Chicago Metropolitan area. Small airport.

3 - POPULATION:
Corp. City 80 Cen. 18,590; E&P 87 Est. 20,777
County 80 Cen. 147,724; E&P 87 Est. 166,026
PMSA 80 Cen. 6,059,091; E&P 87 Est. 6,012,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,191; E&P 87 Est. 7,037
County 80 Cen. 49,015; E&P 87 Est. 57,158
PMSA 80 Cen. 2,150,209; E&P 87 Est. 2,204,912

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$109,645,012
Savings & Loan	4	$3,686,990,720

6 - PASSENGER AUTOS: County 107,093

7 - ELECTRIC METERS: Residence 7,560

8 - GAS METERS: Residence 9,472

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Retailing 1,228; Equip. Mfg. 2,240; Printing 468; Farm Equip. & Landscaping 461; Util. 583.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-88; Summer 48-103; Fall 18-88; Winter -25-65. First killing frost, Sept. 25; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-downtown and a major shopping center (50 stores) at southeast edge of city. Neighborhood shopping centers along Hwy. 14, 31, McHenry Ave. and Berkshire Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Woodfield Mall	25	Sears, Field, JCPenney
Spring Hill Mall	10	Field, Bergner's, Sears, JCPenney, Joseph Spiess

Principal Shopping Days-Fri., Sat. & Sun.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Joseph Spiess; JCPenney (catalog).
Discount Stores-K mart; Zayre.
Chain Drug Stores-Osco; Walgreens.
Other Chain Stores-Minnesota Fabrics; 84 Lumber; Edward Hines Lumber; Kinney Shoes; Stuart's; Athletic Shoe Factory; Genl. Nutrition; Payless Shoes; Just Jeans; Brooks; Dominick's; Ace Hardware.

14 - NEWSPAPERS: NORTHWEST HERALD (m) 29,460, sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Chris Golbeck, Adv. Mgr., NORTHWEST HERALD, 1 Herald Sq., PO Box 250, Crystal Lake, IL 60014; Tel. (815) 459-4040.
National Representative: U.S. Suburban Press.

DANVILLE

1 - LOCATION: Vermilion County. E&P Map D-3. County Seat. Agricultural and industrial center on Vermilion River and Lake Vermilion. 135 mi. S of Chicago; 140 mi. SE of Peoria; 210 mi. NE of St. Louis, MO; 85 mi. W of Indianapolis, IN.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Baltimore & Ohio; Chicago & Eastern; Conrail; CSX.
Motor Freight Carriers-44.
Intercity Bus Lines-Runaround; Illini Swallow; Greyhound.
Airlines-Britt Airline Commuter.

3 - POPULATION:
Corp. City 80 Cen. 38,985; E&P 87 Est. 35,026
CZ-ABC: (80) 59,931
RTZ-ABC: (80) 66,341
County 80 Cen. 95,222; E&P 87 Est. 87,718
City & RTZ-ABC: (80) 126,272
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,392; E&P 87 Est. 13,993
County 80 Cen. 35,371; E&P 87 Est. 33,487
CZ-ABC: (80) 22,886
RTZ-ABC: (80) 23,651
City & RTZ-ABC: (80) 46,537

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$496,485,232
Savings & Loans	4	$89,000,000

6 - PASSENGER AUTOS: County 53,228

7 - ELECTRIC METERS: Residential & Comm. 32,792

8 - GAS METERS: Residential & Comm. 22,456

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundry 2,000; Ballasts 522; Railroad Equip. 90; Lift Trucks 1,018; Meat Casings 866; Hardware 300; Candy Mfg. 168; Clothing 44; Aerosol Prods. 785; Vitamin Mfg. N.A.; Hair Accessories 31; Cereal Mfg. (515); Electronics (308); Grain Proc. (711) (Ann. Payroll $193,000,000, Employing 7,400).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Average Temp.-Winter 28-30; Summer 76-78. First killing frost, Oct. 16; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Vermilion St., 4 on Main St., 2 on North St.
Neighborhood Shopping Centers-2 blocks on Vermilion & Fairchild Sts., 2 blocks on Main St. at Bismark St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Holiday Sq.(11)	4	Zayre
K mart	3	K mart, Kar Kleen
Village Mall(68)	4	Target, Meis, JCPenney
Towne Center	19	Country Mkt., SupeRx

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Hills; Sears; Meis.
Discount Stores-K mart; Zayre; Target; K's Merchandise Mart.
Chain Drug Stores-Harding 3; Prescription Shop 3; Haag 2; SupeRx 2; Hook 3.
Chain Supermarkets-Jewel; Eagle 2; County Market; Lowell's Discount.
Other Chain Stores-Turk's (furn.); Rhodes-Burford (furn.); Pittsburgh Paints; Sherwin-Williams; Fannie May; True Value Hdwe. 3; Black's Hdwe.; Ace Hdwe.

14 - NEWSPAPERS: COMMERCIAL-NEWS (e) 25,151; (S) 27,233; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Carol Nichols, Adv. Dir., COMMERCIAL-NEWS, 17 W. North, Danville, IL 61832; Tel. (217) 446-1000.
National Representative: Gannett National Newspaper Sales.

DECATUR

1 - LOCATION: Macon County (MSA). E&P Map C-3. County Seat. 174 mi. SW of Chicago; 123 mi. NE of St. Louis; 155 mi. W of Indianapolis.

2 - TRANSPORTATION: **Railroads**-Norfolk and Southern; B&O; Pennsylvania; Illinois Central Gulf.
Motor Freight Carriers-41.
Intercity Bus Lines-Crown Transit; Continental Trailways.
Airlines-Continental Express; Transworld Express.

3 - POPULATION:
Corp. City 80 Cen. 94,081; E&P 87 Est. 89,210
CZ-ABC: (80) 107,393
RTZ-ABC: (80) 90,303
County/MSA 80 Cen. 131,375; E&P 87 Est. 125,004
City & RTZ-ABC: (80) 197,696
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,923; E&P 87 Est. 35,260
CZ-ABC: (80) 40,378
RTZ-ABC: (80) 32,337
County/MSA 80 Cen. 48,294; E&P 87 Est. 47,465
City & RTZ-ABC: (80) 72,715

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$600,000,000
Savings & Loan	4	$300,000,000

6 - PASSENGER AUTOS: County 78,901

7 - ELECTRIC METERS: Residence 40,063

8 - GAS METERS: Residence 35,169

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Graders, Tractors 5,045; Corn-Soy Bean Proc. 4,600; Air Conditioners-Carburators 1,800; Gas & Water Systems 1,000; Castings & Fittings 1,500; Window Glass 470; Tires 2,250. Av. Wkly. Wage-$280.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-93; Summer 43-94; Fall 1-81; Winter 1-73. First killing frost, Oct. 16; last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Water St., 8 on N. Main St.; 2 on E. Main, E. Prairie, E. William, E. North Sts. Hickory Point Mall, Decatur/Forsyth, IL-105 Stores anchored by JCPenney, Bergner's and Carson Pirie Scott, Kohls.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brettwood Vlg.(20)	2	Kroger
Colonial(9)	2	Family Drug
Decatur Plaza(8)	5	Century 21, Eagle
Fairview Plz.(25)	2	Kroger, Walgreens, Ben Franklin
French Quarter W. (10)	2	Inacomp Computer
K mart, Mt. Zion Plz.(18)	5	Radio Shack, Kroger, Walgreens
Northgate Mall(17)	2	Venture, Jewel, Osco
Pines(7)	1	Walgreens, Pines Variety
South Shores Ctr.(8)	1	Family Drug, True Value
Southtowne Plz.(8)	1	Eagle, Enloe Drugs
Spring Creek Plz. (14)	2	Eagle, Perkin's, Walgreens
Woodmound Plz.(17)	4	White Hen

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Dept.-Mon., Fri.; Food until 9 and Midnight.

13 - RETAIL OUTLETS: Department Stores-Bergner's; Carson Pirie Scott; JCPenney; Sears; Kohls.
Variety Stores-Woolworth, Ben Franklin.
Discount Stores-K mart 2; Venture; Dollar General 2; Farm & Fleet; Hills.
Chain Drug Stores-Walgreens 4; Family Drug 3; Enloe 3; Osco 3.
Chain Supermarkets-Jewel 3; Kroger 3; Eagle 3; Kennedy's 3; Cub Food.
Other Chain Stores-Carson's; Zale's; Black (hdwe.); Thom McAn; Newman's (women's); Firestone 2; Goodyear 2; Goodrich; Hooker Glass & Paint Co.; Sherwin-Williams; Pittsburgh Plate Glass; Fannie May; Barker's 2; Kinney; General Tire Co.; Radio Shack 3; Team Electronics; Cloth World; Payless Shoe Store 2; Musicland; Glidden Paint Center; True Value Hardware 2.

14 - NEWSPAPERS: HERALD & REVIEW (m) 44,036; (S) 55,306; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Fred W. Whobrey, Ret. Mgr., HERALD & REVIEW, 601 E. William St.; PO Box 311, Decatur, IL 62525; Tel. (217) 429-5151.
National Representative: Branham/Newspaper Sales.

DE KALB

1 - LOCATION: De Kalb County, E&P Map C-1. Agricultural, industrial, and education center.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Chicago Great Western; CMStP&P.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 33,099; E&P 87 Est. 30,999
CZ-ABC: (80) 42,375
RTZ-ABC: (80) 26,919
County 80 Cen. 74,624; E&P 87 Est. 72,762
City & RTZ-ABC: (80) 69,294

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,617; E&P 87 Est. 9,134
County 80 Cen. 22,429; E&P 87 Est. 24,392
CZ-ABC: (80) 13,134
RTZ-ABC: (80) 9,273
City & RTZ-ABC: (80) 22,407

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$316,812,000
Savings & Loan	2	$201,143,000

6 - PASSENGER AUTOS: County 40,862

7 - ELECTRIC METERS: Residence 15,300

8 - GAS METERS: Residence 9,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Hourly Wage)-Heavy Equip. 342 ($9.00); Fabricating 375 ($8.60) Agronomy Research 420 ($7.69); Univ. Teaching Faculty 1,652 ($617, 9 months); Univ. Staff 1,722 ($9.40).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-96; Summer 43-93; Fall -3-88; Winter -28-67. First killing frost, Oct. 11; last killing frost, Apr. 3.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-6 blocks on two streets. 4 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
De Kalb(2)	NA	Jewel Food
De Val(6)	NA	Ace Hdwe
De Kalb Discount (10)	NA	De Kalb Discount
Aldi(10)	NA	Aldi
Northland(10)	NA	
Junction(15)	NA	Illini Sporting Goods
Village Commons(4)	NA	VCB
Eagles(9)	NA	Perry Drugs, Eagle

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Wal-Mart; Henderson's; Sears (catalog); Reliable; Colson's.
Discount Stores-K mart.
Chain Drug Stores-Lehan 2; Perry Drugs.
Chain Supermarkets-Eagle 2; Jewel; Aldi; Pic'N Save.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 11,251; (S) 12,009; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Reino Riippi, Adv. Dir., CHRONICLE, Barber Greene Rd., De Kalb, IL 60115; Tel. (815) 756-4841.
National Representative: Landon Associates.

DIXON

1 - LOCATION: Lee County, E&P Map C-1. 98 mi. W of Chicago on U.S. Hwy. 38 and State Hwys. 2, 26, 52 and Interstate 5.

2 - TRANSPORTATION: Railroads-Chicago Northwestern (freight only).
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,659; E&P 87 Est. 13,552
CZ-ABC: (80) 15,710
RTZ-ABC: (80) 55,363
County 80 Cen. 36,328; E&P 87 Est. 33,679
City & RTZ-ABC: (80) 71,073

4 - HOUSEHOLDS:
City 80 Cen. 5,642; E&P 87 Est. 5,032
County 80 Cen. 12,649; E&P 87 Est. 12,151
CZ-ABC: (80) 5,657
RTZ-ABC: (80) 19,569
City & RTZ-ABC: (80) 25,226

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$160,000,000
Savings & Loan	2	$107,000,000

6 - PASSENGER AUTOS: County 20,317

7 - ELECTRIC METERS: Residence 6,594

8 - GAS METERS: Residence 4,968

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Cement Mfg. 200; Auto Parts 799; Printing 275; Valve Mfg. 150; Food Prods. 175; State Highway Dept. 575; Commercial Prods. 200; Electronics 750; Overhead Garage Doors 385; Public Util. 559; Misc. 300; Wholesalers & Distributors 200.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-68; Summer 72-90; Fall 58-70; Winter 10-44. First killing frost, Oct. 9; last killing frost, Apr. 12.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on First St.; 2 blocks on Galena Ave.
Neighborhood Shopping Centers-N. Galena Ave., Depot Ave.
Shopping Centers-Plaza North.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Mon. (limited).

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; Kline's; Pamida.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens.
Chain Supermarkets-Eagle; Red Fox; Jack & Jill; Murphy's Market.
Other Chain Stores-True Value; Ace Hdwe.; Coast-to-Coast; Sherwin-Williams.

14 - NEWSPAPERS: TELEGRAPH (e) 10,156; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jim Nelson, Adv. Dir., TELEGRAPH, 113-115 Peoria Ave., Dixon, IL 61021; Tel. (815) 284-2222.
National Representative: None.

DU QUOIN

1 - LOCATION: Perry County, E&P Map C-5. 80 mi. SE of St. Louis; 70 mi. N of Cairo, IL; 288 mi. S of Chicago. On State Hwys. 13, 14, 152, 154; U.S. Hwy. 51.

2 - TRANSPORTATION: Railroads-Illinois Central; Missouri Pacific; Pinckneyville.
Motor Freight Carriers-8.
Intercity Bus Lines-Gulf, Mobile & Ohio.
Airlines-Ozark; Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 6,594; E&P 87 Est. 6,707
County 80 Cen. 21,714; E&P 87 Est. 22,715

4 - HOUSEHOLDS:
City 80 Cen. 2,692; E&P 87 Est. 2,763
County 80 Cen. 8,137; E&P 87 Est. 8,849

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$66,000,000

6 - PASSENGER AUTOS: County 11,995

7 - ELECTRIC METERS: Residence 4,250

8 - GAS METERS: Residence Counties: Du Quoin 2,417; Pinckneyville 1,350

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coal Mining 950; Meat Pkg. 400; Apparel 325; Timber 200; Constr. 175; Metal Fab. 500; Dairy Prods. 60; Phono Records 210; Aluminum 410.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 82-108; Fall 50-80; Winter 30-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 4 on Division St.; 3 on Washington St.; Southtown Shpg. Ctr.; Pinckneyville; 4 on Sq.; 3 on Walnut; 2 on Main; 3 on Water.
Neighborhood Shopping Centers-Washington, Hickory St.; retail outlets on U.S. 51. Pinckneyville, E. Water & S. Main.
Principal Shopping Days-Fri., Sat., Wed.
Stores Open Evenings-Fri.
Stores Open Sundays-Food, Drug, Variety.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch.
Discount Stores-Value; H.L.'s Discount; Wal-Mart.
Variety Stores-Economy; Index Notion.
Chain Drug Stores-Bianco Rexall; Rexall; Revco; Health Mart.
Chain Supermarkets-Kroger 2; Gann & Bender; IGA 2; Food Park.
Other Chain Stores-Western Auto; Du Quoin Auto Supply; Linkon Auto Supply; New Era; Chester City Dairy; Sawyer Paint & Wallpaper.

14 - NEWSPAPERS: CALL (e) 4,860; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Glynn Duncan, Adv. Mgr., CALL, 9 N. Division St., Du Quoin, IL 62832; Tel. (618) 542-2133.
National Representative: Landon Associates.

EAST ALTON
See ALTON

EAST DUBUQUE
See DUBUQUE, IA

EAST MOLINE
See ROCK ISLAND

EDWARDSVILLE

1 - LOCATION: Madison County (In St. Louis, MO-IL MSA). E&P Map B-4. County Seat. 18 mi. NE of E. St. Louis. On U.S. Hwy. 55; State Hwys. 157, 159, 143.

2 - TRANSPORTATION: Railroads-Norfork Southern; C&NW (freight); Illinois Terminal.
Motor Freight Carriers-1.

3 - POPULATION:
Corp. City 80 Cen. 12,460; E&P 87 Est. 13,452
NDM-ABC: (80) 48,328
MSA 80 Cen. 2,375,814; E&P 87 Est. 2,418,567
County 80 Cen. 247,671; E&P 87 Est. 255,967

4 - HOUSEHOLDS:
City 80 Cen. 4,992; E&P 87 Est. 5,306
County 80 Cen. 93,675; E&P 87 Est. 95,205
MSA 80 Cen. 844,814; E&P 87 Est. 885,307
NDM-ABC: (80) 17,316

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$200,000,000
Savings & Loan	2	$120,000,000

6 - PASSENGER AUTOS: County 155,984

7 - ELECTRIC METERS: Residence 7,404

8 - GAS METERS: Residence 6,195

9 - PRINCIPAL INDUSTRIES: Southern Illinois University.

10 - CLIMATE: First killing frost, Oct. 14; last killing frost, Jan. 31.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-4 blocks on two streets; Montclaire, 500 block Troy Rd. (28 stores, 4 offices).
Stores/Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Gilk's, K mart.
Discount Stores-Dollar General; Wal-Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Ballweg; Schwartz's.
Chain Supermarkets-Kroger; National; IGA; Foodliner; Shop & Save.

14 - NEWSPAPERS: INTELLIGENCER (e) 6,984; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John B. Levesque, Pub., INTELLIGENCER, 117 N. Second St., Edwardsville, IL 62025; Tel. (618) 656-4700.
National Representative: Branham/Newspaper Sales.

EFFINGHAM

1 - LOCATION: Effingham County, E&P Map C-4. County Seat. 200 mi. S of Chicago, 100 mi. NE of St. Louis. On U.S. Routes 40 & 45; I-70 & I-57; State Hwys. 32, 33, 37.

2 - TRANSPORTATION: Railroads-Conrail; Illinois Central.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Continental Trailways; C&H Coach and Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,270; E&P 87 Est. 11,352
CZ-ABC: (80) 13,600
RTZ-ABC: (80) 54,027
County 80 Cen. 30,944; E&P 87 Est. 31,918
City & RTZ-ABC: (80) 67,627

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,325; E&P 87 Est. 4,449
County 80 Cen. 10,637; E&P 87 Est. 11,383
CZ-ABC: (80) 5,001
RTZ-ABC: (80) 18,868
City & RTZ-ABC: (80) 23,869

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$111,500,000
Commercial	3	$235,800,000

6 - PASSENGER AUTOS: County 18,236

7 - ELECTRIC METERS: Residence 5,663

8 - GAS METERS: Residence 4,302

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Air Conditioners 700; Commercial Printing 2,000; Housing Components 220; Furn. Components 300; Paint 200.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Village Sq.(40)	3	JCPenney, Spurgeons, Eisner, Coast-to-Coast
Westgate(8)	1	TG&Y, Sav-A-Lot
K mart Plz.(3)	2	K mart, Wal-Mart, Kroger, SupeRx

What good is high technology when 1 out of 5 workers can't read?

Everyday, American business invests in highly technical equipment designed for the demands of the 21st century. Yet millions of its workers are barely equipped to function in the 20th century . . . simply because they're illiterate.

Twenty-seven million American adults cannot read or write. That's one adult in five, and probably, a shocking number of your employees.

What does illiteracy cost you? Get out your calculator. Illiteracy accounts for over 50% of our unemployment. It robs us of billions in lost productivity, swells our welfare costs, and diminishes our tax revenues. Illiteracy diminishes your community, too. It saps it of its most basic resource . . . the potential of its own people.

What can your company do? It can join in local efforts to fight illiteracy. It can make itself a resource in your community, volunteering dollars and company facilities for better adult education and tutoring programs.

The first step is to call the Coalition for Literacy at **1-800-228-8813.** To make a contribution or to obtain our free brochure, write to the Coalition for Literacy, Business Division, P.O. Box 81826, Lincoln, NE 68501-1826. Do it today. No investment your company has ever made is more important.

Ad Council

A literate America is a good investment.

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Spurgeon's; Jansen's; JCPenney.
Variety Stores-K mart; Rural King; Dollar General; TG&Y; Wal-Mart.
Chain Drug Stores-Rexall; SupeRx.
Discount Stores-World of Clothing.
Chain Supermarkets-Kroger; IGA; AG 2; Eisner.

14 - NEWSPAPERS: NEWS (e) 13,405; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Carl Thoele, Adv. Mgr., NEWS, 201 N. Banker, Effingham, IL 62401; Tel. (217) 347-7151.
National Representative: American Newspaper Representatives.

ELDORADO

1 - LOCATION: Saline County. E&P Map C-5. 50 mi. WSW of Evansville, IN. 20 mi. from Ohio River at Shawneetown. On U.S. Hwy. 45; State Hwy. 142.

2 - TRANSPORTATION: Railroads-CCC&StL; L&N; Conrail.

3 - POPULATION:
Corp. City 80 Cen. 5,198; E&P 87 Est. 5,218
County 80 Cen. 27,360; E&P 87 Est. 30,474

4 - HOUSEHOLDS:
City 80 Cen. 2,176; E&P 87 Est. 2,185
County 80 Cen. 10,815; E&P 87 Est. 12,528

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$12,387,000
Savings & Loan	NA	$1,213,000

6 - PASSENGER AUTOS: County 15,153.

7 - ELECTRIC METERS: Residence 2,100.

8 - GAS METERS: Residence 2,230.

9 - PRINCIPAL INDUSTRIES: Coal Mining; Farming; Dairy Prods.; Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-80; Summer 55-100; Fall 40-95; Winter 18-48.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-Eldorado; P. N. Hirsch & Co.
Variety Stores-Muckley; Ben Franklin; Cousin Fred's.

14 - NEWSPAPERS: JOURNAL (e) 4,843; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Anita L. Peyton, Gen. Mgr., JOURNAL, 1200 Locust St., Eldorado, IL 62930; Tel. (618) 273-3379.
National Representative: None.

ELGIN

1 - LOCATION: Cook & Kane Counties. E&P Map C-1 (In Chicago PMSA and Aurora-Elgin PMSA). Industrial & residential ctr. 38 mi. NW of Chicago & 50 mi. SE of Rockford, on the Grant Hwy. (U.S. 20), State 19, 25, 31, 58, the Northwest Tollway.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Union Pacific; Chicago & North Western; Elgin, Joliet & Eastern (Outer Belt Line).
Motor Freight Carriers-19.
Intercity Bus Lines-United Motor Coach; Northland Greyhound; Regional Trans. Authority.

3 - POPULATION:
Corp. City 80 Cen. 63,981; E&P 87 Est. 70,645
CZ-ABC: (80) 85,753
RTZ-ABC: (80) 528,213
Chicago PMSA 80 Cen. 6,059,091; E&P 87 Est. 6,012,900
Aurora-Elgin PMSA 80 Cen. 315,607; E&P 87 Est. 342,667
Counties 80 Cen. 5,531,595; E&P 87 Est. 5,392,450
  Cook 80 Cen. 5,253,190; E&P 87 Est. 5,086,497
  Kane 80 Cen. 278,405; E&P 87 Est. 305,953
City & RTZ-ABC: (80) 613,966
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 23,463; E&P 87 Est. 27,112
Counties 80 Cen. 1,972,706; E&P 87 Est. 1,988,758
  Cook 80 Cen. 1,878,977; E&P 87 Est. 1,881,888
  Kane 80 Cen. 93,729; E&P 87 Est. 106,871
Chicago PMSA 80 Cen. 2,150,209; E&P 87 Est. 2,204,912
Aurora-Elgin PMSA 80 Cen. 105,771; E&P 87 Est. 119,178
CZ-ABC: (80) 31,239
RTZ-ABC: (80) 171,152
City & RTZ-ABC: (80) 202,391

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$282,760,120
Savings & Loan	3	$386,548,262

6 - PASSENGER AUTOS: Kane County 191,436; Cook County 1,570,857.

7 - ELECTRIC METERS: Residence 23,994.

8 - GAS METERS: Residence 15,264.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Precision Lighting 29,742; Electric Prods.; Belting; Tools; Automotive ($267).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-72; Summer 58-87; Fall 30-75; Winter 17-33. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-Fox River Plz., Rt. 31 & I-90, Venture, Marshalls, Service Merchandise, Builder's Sq.; 3 blocks on Chicago and Division Sts. and E. Highland Ave.; 6 on N. and S. Grove Aves.; 4 on Douglas Ave.; 2 on Brook St.; 2 on Dupage St.; 5 on N. and S. Spring Sts.; and 1 on W. Chicago St. and N. State St. (Downtown shopping).
Neighborhood Shopping Centers-South St. (Sunset Park); National St.; State St. and Walnut Ave.; Dundee; Liberty and Congdon; McLean Blvd. (north and south); Bluff City Blvd. and St. Charles St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Big Oak(10)	1	H&R Block
Fox River Plz	NA	Venture, Service Mdse
Meadowdale(52)	5	A&P, Eagle
Springhill(120)	5	Sears, Marshall Field, Bergners, JCPenney
Town & Country(12)	1	Eagle
Wing Park Manor (22)	1	Ben Franklin, Gromers

Principal Shopping Days-Mon., Thur., Fri., Sat. & Sun.
Stores Closed-Mon. morning.
Stores Open Evenings-Dept. Mon., Thur. & Fri. Food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Bergner's.
Discount Stores-K mart; Zayre; Venture; Marshalls.
Variety Stores-Ben Franklin 2.
Chain Drug Stores-Osco 4; SupeRx; Walgreens; Revco.
Chain Supermarkets-Eagle Foods 4; Gromer's; Jewel 3; K mart; 7-Eleven 5; Dominick's.
Other Chain Stores-Leather (furn.); Pittsburgh Plate Glass; Ace Hdwe.; National Cash Register; Fanny May; V&S Hdwe. 2; Wickes Lumber; Builder's Sq.

14 - NEWSPAPERS: COURIER-NEWS (e) 32,359; (S) 33,001; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dick Brunetto, Gen. Adv. Mgr., COURIER-NEWS, 300 Lake St., Elgin, IL 60120; Tel. (312) 888-7790.
National Representative: Sawyer-Ferguson-Walker.

FLORA

1 - LOCATION: Clay County. E&P Map C-4. 100 mi. E of St. Louis; 60 mi. W of Vincennes; 120 mi. SE of State Capital, Springfield; 100 mi. S of Decatur and Champaign. U.S. Hwys. 45, 50. 5 mi. from Little Wabash River.

2 - TRANSPORTATION: Railroads-B&O.

3 - POPULATION:
Corp. City 80 Cen. 5,379; E&P 87 Est. 5,868
County 80 Cen. 15,283; E&P 87 Est. 15,807

4 - HOUSEHOLDS:
City 80 Cen. 2,141; E&P 87 Est. 2,371
County 80 Cen. 5,800; E&P 87 Est. 6,256

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$35,000,000
Savings & Loan	1	$6,000,000

6 - PASSENGER AUTOS: County 8,097.

7 - ELECTRIC METERS: Residence 2,559.

8 - GAS METERS: Residence 1,953.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Oil 200; Garment Factory 100; Steel Fab. 80; Automotive Parts 300; Electronic Parts 100; Oil Field Servs. 100; Aluminum Cable 65.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Food-weekdays.
Stores Open Sundays-2 food & 5 dept.

13 - RETAIL OUTLETS: Department Stores-Country Squire; Gentleman Shoppe; Tot & Teen Shoppe; Rich's; Vaughn's; Uebinger's.
Variety Stores-Ben Franklin; Dollar General.
Chain Supermarkets-IGA Foodliner; Huck's; Big John's; Sav-A-Lot.
Other Chain Stores-Sears (catalog); Western Auto; Wal-Mart; Furn. Stores.

14 - NEWSPAPERS: CLAY COUNTY ADVOCATE-PRESS (e-mon to fri) 4,088; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Rose Gill, Co-Pub., CLAY COUNTY ADVOCATE-PRESS, 105 W. North Ave., Flora, IL 62839; Tel. (618) 662-2108.
National Representative: Landon Associates.

FREEPORT

1 - LOCATION: Stephenson County. E&P Map C-1. County Seat. Shipping center for county agricultural and dairying area. Leading dairy county in IL. Misc. mfg. wholesale center for area. Insurance center NW part of state. 115 mi. NW of Chicago on U.S. Hwy. 20; State Rtes. 75 and 26. 35 mi. from Mississippi River at Savanna, IL.

2 - TRANSPORTATION: Railroads-(freight)-Chicago Central Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Charter-Harold Sager Tours; Wiersema Charter Service; Scenic Stage Line; Van Galder.
Airlines-Charter.

3 - POPULATION:
Corp. City 80 Cen. 26,266; E&P 87 Est. 26,143
CZ-ABC: (80) 26,266
RTZ-ABC: (80) 61,982
County 80 Cen. 49,536; E&P 87 Est. 51,017
City & RTZ-ABC: (80) 88,248

4 - HOUSEHOLDS:
City 80 Cen. 10,642; E&P 87 Est. 10,984
County 80 Cen. 18,439; E&P 87 Est. 19,662
CZ-ABC: (80) 10,642
RTZ-ABC: (80) 21,884
City & RTZ-ABC: (80) 32,526

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$206,626,000
Commercial	3	$300,176,000

6 - PASSENGER AUTOS: County 30,643.

7 - ELECTRIC METERS: Residence 10,650.

8 - GAS METERS: 11,267.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. Total: 7,850. Electrical Mach. 4,675; Fab. Metal 375; Misc. Durable Goods 925; Nondurables 1,975; Food 250; Printing 150; Retail Total: 9,150. Ret. Trade 2,175; Fin./Ins./R.E. 2,375; Whol. 400; Mine & Constr. 600; Trans. 375; Commun. & Public Util. 225; Service & Misc. Industries 2,225; Gov't Total: 2,450. Local 2,175; State 125; Federal 150.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 61-81; Fall 41-59; Winter 13-30. First killing frost, Oct. 25; last killing frost, May 4.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Stephenson St., includes a 12 yr. old 2-block Shopping Plaza; 4 on Main St., and cross sts. between Main and Stephenson in a 5-block area.
Neighborhood Shopping Areas-Spring St. from Walnut Ave. to State St.; S. Galena Ave. from Spring St. to Float St.; S. West Ave., between Empire St. and Yellow Creek; Lincoln Mall Shopping Center West on U.S. 20; South St., between S. West Ave. and S. Walnut.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
TG&Y(4)	2	TG&Y, Coast-to-Coast
Freeport Lincoln Mall(15)	2	Sears, JCPenney, Eagle

Principal Shopping Days-Mon., Fri., Sat.
Stores Close-Mon. morning (Downtown).
Stores Open Evenings-Mon., Fri.; Shopping Center & Major Chain, Mon. through Fri.
Stores Open Sundays-Drugs, discounts, most foods, chain stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Spurgeon's.
Discount Stores-Jupiter; Farm and Fleet; K mart.
Variety Stores-TG&Y.
Chain Drug Stores-Osco; Revco; Rexall.
Chain Supermarkets-Eagle Foods 2; Super Valu; Jewel; Food Bonanza.
Other Chain Stores-Fannie May Candy; Brown Shoes; Endicott-Johnson; Leslie Shoes; Frank's Jewelry; Coast-to-Coast Hdwe.; True Value Hdwe.; Radio Shack; Hallmark; Fullerton Lumber; Payless Shoes; Picway Shoes; Patterson Lumber; Lillian's Women's Wear; Paneling Unlimited; Jo Ann Fabric; Kelly Tire; Fashion Bug.

14 - NEWSPAPERS: JOURNAL-STANDARD (e) 16,760; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gary Ashmore, Adv. Dir., JOURNAL-STANDARD, 27 S. State Ave., Freeport, IL 61032; Tel. (815) 232-1171.
National Representative: Landon Associates.

GALESBURG

1 - LOCATION: Knox County. E&P Map B-2. County Seat. Railroad, manufacturing and agricultural center. 163 railroad mi. from Chicago; 50 mi. from Peoria; 50 mi. from Quad Cities.

2 - TRANSPORTATION: Railroads-Burlington Northern; SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 35,305; E&P 87 Est. 31,681
CZ-ABC: (80) 36,233
RTZ-ABC: (80) 82,974
County 80 Cen. 61,607; E&P 87 Est. 55,942
City & RTZ-ABC: (80) 119,207
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 13,555; E&P 87 Est. 12,422
County 80 Cen. 22,837; E&P 87 Est. 21,336
CZ-ABC: (80) 13,874
RTZ-ABC: (80) 29,976
City & RTZ-ABC: (80) 43,850

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$428,000,000
Commercial	4	$266,000,000

6 - PASSENGER AUTOS: County 33,438.

7 - ELECTRIC METERS: Residence 13,874.

8 - GAS METERS: Residence 12,910.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Fab. 750 ($410); Rubber Hose 550 ($400); Home Appliances 2,100 ($425); Railroad yard, train, and shop men-1,000 ($420).
Principal Industrial Pay Days-Fri., 13th & 28th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-57; Summer 62-80; Fall 41-59; Winter 18-34. First killing frost, Oct. 15; last killing frost, Apr. 19.

11 - TAP WATER: Unlimited, from Mississippi River (aquifer).

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 3 on Seminary; 3 on Kellogg; Prairie; 3 on Cherry; Sandburg Mall U.S. 34 & 150.
Neighborhood Shopping Centers-N. Henderson St., Grand Ave., N. Seminary, Mommouth Blvd. and E. Main.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Henderson	1	Wal-Mart, Eagle, Jack's, Hyvee
Sandburg Mall(69)	2	Sears, JCPenney, Bergners, Osco
North Seminary	1	Giant
E. Main St.	NA	Giant, Eagle
W. Main St.	NA	Aldi Foods
Fremont	NA	Eagle

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Fri., Food-Mon. through Sat.
Stores Open Sundays-Discount, Drug & Supermarkets; Sandburg Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kline's; Sears; Bergner's.
Variety Stores-Kresge's; Jack's.
Discount Stores-K mart; Wal-Mart; Farm King.
Chain Drug Stores-Walgreens 2; Osco 2.
Chain Supermarkets-Giant 2; Aldi; Eagle 2; Hyvee; Hi-Lo 2; Ron's Super Value; Super Valu.
Other Chain Stores-Leath's (furn.); R. Kinney;

Sherwin-Williams; Zale's; Gallenkamp Shoes; Brooks Fashions; Waldenbooks; Super-America; Farm King; Radio Shack; Trevor; Tru Value Hdwe.; Stiles Ace Hdwe.

14 - NEWSPAPERS: REGISTER-MAIL (e) 19,135; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Russell Cunningham, Adv. Dir., REGISTER-MAIL, 140 S. Prairie St., Galesburg, IL 61401; Tel. (309) 343-7181.
National Representative: Landon Associates.

HARRISBURG

1 - LOCATION: Saline County. E&P Map C-5. 70 mi. WSW of Evansville, IN; 68 mi. NE of Cairo; 130 mi. SE of St. Louis; 300 mi. S of Chicago. On U.S. Hwy. 45; State Hwys. 13, 34.

2 - TRANSPORTATION: **Railroads**-Conrail, Illinois Central.
Motor Freight Lines-4.
Intercity Bus Lines-Southern Limited; Carbondale-Harrisburg.

3 - POPULATION:
Corp. City 80 Cen. 9,322; E&P 87 Est. 11,620
County 80 Cen. 27,360; E&P 87 Est. 20,474

4 - HOUSEHOLDS:
City 80 Cen. 3,848; E&P 87 Est. 4,724
County 80 Cen. 10,815; E&P 87 Est. 12,528

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$196,000,000

6 - PASSENGER AUTOS: County 15,153

7 - ELECTRIC METERS: Residence 5,479

8 - GAS METERS: Residence 3,950

9 - PRINCIPAL INDUSTRIES: Concrete Prods.; Coal; Metal Fab.
Principal Pay Days-Fri., 10th, 20th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-75; Summer 70-100; Fall 30-85; Winter 0-60. First killing frost, Oct. 22; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 3 blocks on Poplar St.; remaining sides of Public Square.
Neighborhood Shopping Centers-N. Main St. at R.R.; Granger & McKinley Ave.
Shopping Centers-Parker (16 Stores-Ben Franklin, IGA, Sears); Shawnee Sq. (10 Stores-K mart, Kroger).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-P.N. Hirsch.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Rexall; SupeRx.
Chain Supermarkets-Foodland; IGA; Eb's Whse.; Kroger; The Mad Pricer.

14 - NEWSPAPERS: REGISTER (e) 7,092; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Sonny Dotson, Gen. Adv. Mgr., REGISTER, 35 S. Vine; PO Box 248, Harrisburg, IL 62946; Tel. (618) 253-7146.
National Representative: None.

HERRIN
See CARBONDALE

JACKSONVILLE

1 - LOCATION: Morgan County. E&P Map B-3. Situated 36 mi. W of Springfield, IL; on U.S. Hwys. 36, 54 & 67; State Hwy. 104.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Burlington Northern; Illinois Central Gulf.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 20,284; E&P 87 Est. 19,492
CZ-ABC: (80) 23,666
RTZ-ABC: (80) 64,584
County 80 Cen. 37,502; E&P 87 Est. 36,312
City & RTZ-ABC: (80) 88,250

4 - HOUSEHOLDS:
City 80 Cen. 7,349; E&P 87 Est. 7,278
County 80 Cen. 17,160; E&P 87 Est. 13,621
CZ-ABC: (80) 8,746
RTZ-ABC: (80) 24,171
City & RTZ-ABC: (80) 32,917

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$1,173,417,000
Savings & Loan	3	$149,315,779

6 - PASSENGER AUTOS: County 21,086

7 - ELECTRIC METERS: 8,528

8 - GAS METERS: 7,202

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Book Bindery 750; Food Proc. 650; Plastics 1,350; Tapes 84; 3 State Institutions 1,788; Furn. 150; Chem. 120; Misc. 245.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-89; Summer 56-113; Fall 39-84; Winter 0-72. First killing frost, Oct. 15; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-12 blocks on Central Park Plaza, W. State, E. State, N. Main and S. Main Sts.
Shopping Centers-Lincoln Square, 24 Stores; JCPenney, Country Fair, Klines, Spurgeon's, Radio Shack, Fashion Bug, JoAnn Fabrics.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Gillespie's; Klines; S-Bar-H; Tess; Lukeman's.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart; Jack's; K mart.
Chain Drug Stores-Osco.
Chain Supermarkets-Country Fair; IGA; Bill's Star Mkt.; Aldi Foods; Eagle.
Other Chain Stores-Kinney; Sherwin-Williams; Singer; Crown Shoe Rack; Sears (catalog); Ace Hdwe.; South Jacksonville Foods.

14 - NEWSPAPERS: JOURNAL COURIER (m) 14,660; (S) 15,555; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Power, Pub., JOURNAL COURIER, 235 W. State St., Jacksonville, IL 62651; Tel. (217) 245-6121.
National Representative: Thomson Newspapers.

JOLIET

1 - LOCATION: Will County. (In Joliet PMSA). E&P Map D-2. County Seat. Industrial center.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Rock Island; EJ&E; Ill. Central Gulf; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Continental; Joliet Transit; Peoria-Rockford Lines.
Water Transportation-Illinois Waterway Barge; Union-Mechling Barge; Bull Towing; Central Barge; Ill. River Terminal; Ohio River; Mississippi Valley Barge.

3 - POPULATION:
Corp. City 80 Cen. 77,956; E&P 87 Est. 74,050
CZ-ABC: (80) 128,971
RTZ-ABC: (80) 246,407
PMSA 80 Cen. 355,042; E&P 87 Est. 366,119
County 80 Cen. 324,460; E&P 87 Est. 334,232
City & RTZ-ABC: (80) 375,378
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 27,272; E&P 87 Est. 27,661
County 80 Cen. 103,071; E&P 87 Est. 110,061
PMSA 80 Cen. 113,841; E&P 87 Est. 121,676
CZ-ABC: (80) 44,786
RTZ-ABC: (80) 75,590
City & RTZ-ABC: (80) 120,376

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	10	$453,000,000
Commercial	25	$635,000,000

6 - PASSENGER AUTOS: County 199,841

7 - ELECTRIC METERS: Residence County 84,832

8 - GAS METERS: Residence County 71,553

9 - PRINCIPAL INDUSTRIES: Food; Apparel; Pulp & Paper; Printing & Pub.; Petroleum Prods.; Fab. Metals; Elect. Mach.; Chem.; Wire; Roofing & Road Mach.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-61; Summer 66-77; Fall 31-61; Winter 22-26. First killing frost, Oct. 12; last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-20 blocks on Chicago, Jefferson, Ottawa, Cass, Van Buren Clinton & Scott Sts.; W. Jefferson & Caterpillar Dr.; Routes 30 & I-55.
Neighborhood Shopping Centers-Ruby St. & Plainfield & Raynor Ave.; Cass & Collins St.; N. Collins St.; S. Chicago St.; West Side; W. Jefferson & Reed St.; Jackson St.; Route 30 East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gordon(6)	3	Jewel Food, Osco
Hillcrest(25)	5	Walgreens, Service Mdse., Venture
North Ridge(12)	NA	Zayre, Cub Foods
Jackson Park(5)	NA	Certified Foods
Jefferson Plaza(7)	2	Tandy
Jefferson Sq.(68)	2	Wards, Walgreens, Zale's
Marycrest(25)	2	Fayva, Dominicks
Westgate(8)	3	Westgate Drug
West Side(11)	2	B&B Foods
Louis Joliet Mall(98)	7	Sears, JCPenney, Marshall Field, Bergner-Weise
Twin Oaks(15)	NA	Computerland
Shorewood Plz.(30)	NA	Coast-to-Coast

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Wiebolt's; Montgomery Ward; Kline Bros.; Sears; JCPenney; Service Merchandise; Marshall Field; Bergner-Weise.
Discount Stores-Venture; K mart 4.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens 3; Osco 4; Seltzer 4; J.D. Brown 2; Herath; Joliet Prescription 6; Revco.
Chain Supermarkets-Jewel 5; Eagle 4; Maichins 2; Dominicks; Aldi; E-Z Pickins; Certified; Cub Foods.
Other Chain Stores-Firestone; Goodrich; Lucky Auto Seat Covers; Thom McAn; Dr. Scholl; Kinney; Maling (shoes); Fannie May; Kay Campbell; Ging iss Bros. 2; Richmond Bros.; Uniroyal; Fabric House; Carpetland; Family Shoes; Allied Radio Shack; National Fabrics; Color Tile; Sav-Way Liquors; Foremost Liquors; Bottom Half; Zale's Jewelers; General Nutrition; Lerner Stores; Foxmoor Casuals; Paul Harris; Printers Ink; Spencers Gifts; Cambridge Inns; Regal Shoes.

14 - NEWSPAPERS: HERALD-NEWS (e) 47,413; (S) 49,461; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jack W. Azman, Adv. Dir., HERALD-NEWS, 300 Caterpillar Dr., Joliet, IL 60436; Tel. (815) 729-6161.
National Representative: Sawyer-Ferguson-Walker.

KANKAKEE

1 - LOCATION: Kankakee County (MSA). E&P Map D-2. Industrial Center. In rich farmland of Northern Illinois. 54.5 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Conrail.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 30,141; E&P 87 Est. 27,360
CZ-ABC: (80) 57,988
RTZ-ABC: (80) 103,244
County/MSA 80 Cen. 102,926; E&P 87 Est. 97,752
City & RTZ-ABC: (80) 161,232

4 - HOUSEHOLDS:
City 80 Cen. 10,959; E&P 87 Est. 10,289
County/MSA 80 Cen. 34,930; E&P 87 Est. 34,348
CZ-ABC: (80) 19,857
RTZ-ABC: (80) 35,451
City & RTZ-ABC: (80) 55,308

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$387,185,000
Savings & Loan	3	$884,004,305

6 - PASSENGER AUTOS: County 57,562

7 - ELECTRIC METERS: Residence 35,000

8 - GAS METERS: Residence 24,750

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Health Care 1,600; Home Appliances 600; Furn. 750; Outdoor Prods. 200; Paints 330; Plastic Floor Prods. 350; Media 500; Food Proc. 1,510; Water Heaters 250; Containers 320; Pharmaceuticals 750; Chem. 565; Industrial Batteries 425; Metal Fab. 720; Edible Oils 225; Waxes 140; Plastic Home Prods. 250; Steel Prods. 250; Structural Steel Equip. 180.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-52; Summer 55-87; Fall 33-62; Winter 0-35. First killing frost, Oct. 30; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on E. Court St.; 3 on Dearborn Ave.; 4 on Schuyler Ave.; 3 on East Ave.; 2 on Merchant St.; 2 on Oak St.
Neighborhood Shopping Centers-Meadowview (50 shops-Woolworth, JCPenney, Sears, Walgreens); West Marycrest (2 stores); Town Mall; Marycrest (2 stores-Howard Johnson, Ace Hdwe.); 3 blocks on W. Court St.; 1 on W. Station St.; 2 on Main St.; 1 on E. Maple St.; 10 in Bradley, Ill.; 1 in Bourbonnais, Ill.; 2 on E. Court St.; Stripmall, Corner Rte. 50 North and North St.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown Mon., Fri. Shopping Centers every night.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Carson Pirie Scott.
Discount Stores-K mart; Alco; K's Merchandise Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens 2; Osco 2; Econo.
Chain Supermarkets-Kroger 2; Thriftimart 3; Jewel 2; Eagle 2.
Other Chain Stores-Fannie May Candies; Father & Son; Maling; Singer Co.; Mae Paints; Fashion Bug; Payless Shoes.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 30,429; (S) 33,133; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Sue Outsen, Adv. Mgr., JOURNAL, 8 Dearborn Sq., Kankakee, IL 60901; Tel. (815) 937-3300.
National Representative: Landon Associates.

KEWANEE

1 - LOCATION: Henry County. (In Davenport-Rock Island-Moline, IA-IL MSA). E&P Map B-2. Industrial and agricultural center, large hog producing area, corn, dairy farms and soy bean center. 131 mi. SW of Chicago on U.S. route 34 and Illinois routes 78 and 81.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 14,508; E&P 87 Est. 12,528
CZ-ABC: (80) 14,508
RTZ-ABC: (80) 50,898
MSA 80 Cen. 383,958; E&P 87 Est. 364,292
County 80 Cen. 57,968; E&P 87 Est. 53,899
City & RTZ-ABC: (80) 65,406

4 - HOUSEHOLDS:
City 80 Cen. 5,637; E&P 87 Est. 5,058
County 80 Cen. 20,527; E&P 87 Est. 19,746
MSA 80 Cen. 138,256; E&P 87 Est. 135,436
CZ-ABC: (80) 5,637
RTZ-ABC: (80) 18,403
City & RTZ-ABC: (80) 24,040

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$116,959,000
Savings & Loan	2	$185,000,000

6 - PASSENGER AUTOS: County 31,874

7 - ELECTRIC METERS: Residence 6,208

8 - GAS METERS: Residence 5,596

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Boilers, Heat Exchangers 225; Farm Implements 125; Leather Goods 60; Steel Door Frames, Alum. Windows 100; Heavy Equip. Trailers 315; Semi-Trailers 400.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-92; Summer 45-97; Fall 25-89; Winter 15-66. First killing frost, Sept. 28; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main; 5 on Tremont; 4 on 1st, 2nd, and 3rd; Midland Plaza Shopping Ctr.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-K mart; JCPenney; Spurgeon's; Wal-Mart.
Variety Stores-Osco; SupeRx.
Chain Supermarkets-Kroger; Super Valu; Eagle.
Other Chain Stores-Goodyear; Farm King; Tractor Service Co. (TSC); Radio Shack; Super America.

14 - NEWSPAPERS: STAR-COURIER (e) 8,418; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Hunt, Adv. Mgr., STAR-COURIER, 105 E. Central Blvd., Kewanee, IL 61443; Tel. (309) 852-2181.
National Representative: Branham/Newspaper Sales.

LA SALLE-PERU-OGLESBY-SPRING VALLEY

1 - LOCATION: La Salle, Peru & Oglesby in La Salle County; Spring Valley in Bureau County. E&P Map C-2. 100 mi. SW of Chicago; 50 mi. NE of Peoria. 50 mi. W of Joliet. On IL deep waterway.

2 - TRANSPORTATION: **Railroads**-B-N; C&N; IC; La Salle & Bureau County; Chessie System.
Motor Freight Carriers-41
Intercity Bus Lines-Peoria-Rockford. Two interstate highways; regional airport; Illinois RiverPort facilities; vessels served, barges, general cargo, bulk carriers.

3 - POPULATION:
Corp. Cities 80 Cen. 31,034; E&P 87 Est. 27,678
LaSalle 80 Cen. 10,347; E&P 87 Est. 9,358
Peru 80 Cen. 10,886; E&P 87 Est. 9,820
Oglesby 80 Cen. 3,979; E&P 87 Est. 3,465
Spring Valley 80 Cen. 5,822; E&P 87 Est. 5,035
CZ-ABC: (80) 32,530
RTZ-ABC: (80) 46,580
Counties 80 Cen. 148,253; E&P 87 Est. 141,571
La Salle 80 Cen. 109,139; E&P 87 Est. 105,227
Bureau 80 Cen. 39,114; E&P 87 Est. 36,344
City & RTZ-ABC: (80) 79,110
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 11,920; E&P 87 Est. 10,678
LaSalle 80 Cen. 4,173; E&P 87 Est. 3,786
Peru 80 Cen. 4,113; E&P 87 Est. 3,679
Oglesby 80 Cen. 1,487; E&P 87 Est. 1,287
Spring Valley 80 Cen. 2,147; E&P 87 Est. 1,916
Counties 80 Cen. 54,257; E&P 87 Est. 53,676
La Salle 80 Cen. 40,005; E&P 87 Est. 39,898
Bureau 80 Cen. 14,252; E&P 87 Est. 13,778
CZ-ABC: (80) 12,412
RTZ-ABC: (80) 16,814
City & RTZ-ABC: (80) 29,226

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$315,911,376
Savings & Loan	6	$420,230,000

6 - PASSENGER AUTOS: Counties-La Salle 66,025; Bureau 22,862

7 - ELECTRIC METERS: Residence 11,331

8 - GAS METERS: Residence 11,687

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cement 400 ($300); Elect. 650 ($225); Steel Workers 1,000 ($225); Plastics 500 ($275); Transmissions 800 ($300).
Principal Industrial Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-96; Summer 43-102; Fall 12-90; Winter -5-59. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: La Salle-Alkaline, hard (untreated); Peru-Alkaline, soft; Oglesby-Alkaline, hard (iron removed); not fluoridated; Spring Valley-Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-La Salle, Peru, Oglesby and Spring Valley each have distinct and separate principal shpg. ctrs., with neighborhood shpg. ctrs. adjoining each city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rt. 51(LaSalle)	NA	Eagle Foods
Marquette (Peru)(6)	NA	Wagner Home Ctr., Denler's Mkt.
Park Plz.(Peru)(5)	NA	Eagle Foods
Peru Mall(85)	NA	Mont. Ward, JCPenney, Bergners

Principal Shopping Days-Mon., Thur., Sat., Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Bergner; Montgomery Ward.
Discount Stores-K mart, Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens; Osco; Revco.
Chain Supermarkets-Denler's; Baker's; Eagle; Gregorich's; Aldi; Food Bonanza; Convenient; Lou's.
Other Chain Stores-Kinney Shoe; Sears (catalog); Leslie's Shoe; Maurice's; Radio Shack; Zale's Jewelers; Foxmoor; Stuarts; Musicland; Spencers Gifts; Thom McAn; Brooks; B. Dalton Books; Foot Locker; Gallenkamp Shoe; General Nutrition; Disc Jockey; Gordon Jewelers; JoAnn Fabrics; Kay Jewelers; Nobil Shoes; So-Fro Fabrics; Byerly; Chess King; Chukkers; Claire's Boutique; Family Tree; Fashion Bug Plus; Marianne's; Lerner; Limited; Motherhood Maternity; Payless Shoes; Brown's Sporting Goods; Kay-Bee Toys; Kirlin's Hallmark; Mostly Wicker; Stay 'N' Touch; Things Remembered; Waldenbooks; Love Shop; Wooden Nail.

14 - NEWSPAPERS: NEWS-TRIBUNE (e) 19,762; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert F. Vickrey, V.P. Sales/Mktg., NEWS-TRIBUNE, 426 Second St., LaSalle, IL 61301; Tel. (815) 223-3200.
National Representative: None.

LAWRENCEVILLE

1 - LOCATION: Lawrence County, E&P Map D-4. County Seat. In SE Illinois on the Embarras River. 9 mi. W of Vincennes, IN. On State Hwy. 1, U.S. Hwy. 50.

2 - TRANSPORTATION: **Railroads**-St. Louis Div. of B&O; Cairo Div. of CCC&StL.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,652; E&P 87 Est. 9,934
County 80 Cen. 17,807; E&P 87 Est. 18,440

4 - HOUSEHOLDS:
City 80 Cen. 2,307; E&P 87 Est. 4,127
County 80 Cen. 6,754; E&P 87 Est. 7,274

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$50,000,000
Savings & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 9,723

7 - ELECTRIC METERS: Residence 3,033

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Electric Refrigerator Components; Petroleum By-Products; Ins.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, chemically softened; fluoridated.

12 - RETAILING: **Shopping Center**-J's Plaza (5 stores-IGA Mkt.).
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Western Auto; Dick Fessel; Store for Men; Yosowitz; Delzell's; Hazel's Fashion Shop; The Gallery Fashion Shop; Smith Sales; The Gallery.
Chain Drug Stores-Hedde's; Studley's Rexall; Hook's; Wal-Mart.
Discount Stores-Dollar General.
Chain Supermarkets-Neeley's Key Mkt.; Lawrenceville; Red & White; McKim IGA.

14 - NEWSPAPERS: RECORD (e-mon to fri) 4,560; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Don L. Shreve, Adv. Mgr., RECORD, 1209 State St.; PO Box 559, Lawrenceville, IL 62439; Tel. (618) 943-2331.
National Representative: None.

LINCOLN

1 - LOCATION: Logan County, E&P Map C-3. 30 mi. NE of Springfield; 165 mi. SW of Chicago. On I-55; State Hwys. 10 & 121.

2 - TRANSPORTATION: **Railroads**-G.M.&O.; Illinois Central.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,327; E&P 87 Est. 15,318
CZ-ABC: (80) 16,327
RTZ-ABC: (80) 15,475
County 80 Cen. 31,802; E&P 87 Est. 30,660
City & RTZ-ABC: (80) 31,802
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,041; E&P 87 Est. 5,855
County 80 Cen. 12,249; E&P 87 Est. 11,248
CZ-ABC: (80) 6,041
RTZ-ABC: (80) 5,249
City & RTZ-ABC: (80) 11,290

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$159,788,000
Savings & Loan	2	$1,967,326,000

6 - PASSENGER AUTOS: County 17,266

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Bottles 400 ($220); Cosmetics 632 ($161); Plate Glass 406 ($200); Elect. Controls 600 ($170); Store Fixt. 197 ($175).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-50; Summer 65-95; Fall 40-70; Winter 0-50. First killing frost, Oct. 16; last killing frost, Apr. 6.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-23 blocks on Broadway; Kickapoo; Pulaski; McLean, Chicago & Sangamon Sts.
Neighborhood Shopping Centers-Heritage Plz. (10 stores); Lincoln (9 stores); Keokuk; Kroger; SupeRx; Lincoln Plz.
Principal Shopping Days-Mon., Tues., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Ctrs. Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears (catalog); Spurgeon's; JCPenney.
Variety Stores-Woolworth.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-SupeRx; People's Drug.
Chain Supermarkets-Krogers; Alexander's; Eisner; Super Valu; Eagle; Aldi.
Other Chain Stores-Goodyear.

14 - NEWSPAPERS: COURIER (e) 6,647; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Brian Har[illegible], Gen. Adv. Mgr., COURIER, McLean & Pulaski Sts., Lincoln, IL 62656; Tel. (217) 732-21[illegible].
National Representative: None.

LITCHFIELD

1 - LOCATION: Montgomery County, E&P Map C-4. Misc. mfg., Agricultural and Coal mining ctr. South central part of State; 236 mi. from Chicago; 53 mi. N of St. Louis; 43 mi. S of Springfield, IL; Located at intersection of I-55 & IL Rt. 16.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Norfolk & Western.
Motor Freight Carriers-24 (3 Local Terminals).
Intercity Bus Lines-Continental Trailways; Deluxe Trailways; Eastern Greyhound.
Airlines-None. General Aviation Municipal Field.

3 - POPULATION:
Corp. City 80 Cen. 7,204; E&P 87 Est. 6,940
County 80 Cen. 31,686; E&P 87 Est. 32,457

4 - HOUSEHOLDS:
City 80 Cen. 2,792; E&P 87 Est. 2,752
County 80 Cen. 11,963; E&P 87 Est. 12,688

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$108,044,000
Savings & Loan	1	$12,351,000

6 - PASSENGER AUTOS: County 17,456

7 - ELECTRIC METERS: Residence 2,826; Comm. & Ind. 457

8 - GAS METERS: Residence 2,606; Comm. & Ind. 346

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foods 60 ($375); Garment Mfg. 60 ($200); Farm Equip. 75 ($275); Athletic Equip. 115 ($300); Metal Workers 55 ($245); Auto Parts 430 ($250); Plastics 270 ($250); Furn. Mfg. 20 ($250); Flower Growing 15 ($300); Pkg. 45 ($200).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 55-98; Fall 50-75; Winter 0-20. First killing frost, Oct. 10; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on State St., 42 stores; 6 blocks on Union Ave., 29 stores; 4 blocks on Ryder, 7 stores; 3 blocks on Edwards, 4 stores; 4 blocks on Monroe, 2 stores.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Litchfield Plaza(10)	1	Kroger, Wal-Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Grocery nightly.

13 - RETAIL OUTLETS: **Department Stores**-Dollar General.
Discount Stores-Wal-Mart; Fashion Lane.
Chain Drug Stores-Medicare Pharmacy; Medicine Shoppe; Health Mart.
Chain Supermarkets-Kroger; Capri IGA; National; Aldi Discount.
Other Chain Stores-S&L Auto Supply; Western Auto; Alexander Lumber; B.F. Goodrich; Goodyear; Payless Shoes; Kerlin's; Stevenson's; Federal Auto Parts; Jubelt Bakery; Radio Shack; Rural King Supply; True Value Hardware; Huck's Food Store.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 5,800; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Fred W. Jones, Adv. Mgr., NEWS-HERALD, 112 E. Ryder, Litchfield, IL 62056; Tel. (217) 324-2121.
National Representative: None.

MACOMB

1 - LOCATION: McDonough County, E&P Map B-3, County Seat. Residential. 60 mi. NE of Quincy, 75 mi. SW of Peoria; 200 mi. from Chicago. On U.S. Hwys. 67, 136.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-3

3 - POPULATION:
Corp. City 80 Cen. 19,632; E&P 87 Est. 18,177
CZ-ABC: (80) 19,863
RTZ-ABC: (80) 42,049
County 80 Cen. 37,236; E&P 87 Est. 34,442
City & RTZ-ABC: (80) 61,912

4 - HOUSEHOLDS:
City 80 Cen. 5,848; E&P 87 Est. 5,668
County 80 Cen. 12,429; E&P 87 Est. 12,152
CZ-ABC: (80) 5,942
RTZ-ABC: (80) 16,038
City & RTZ-ABC: (80) 21,980

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$140,339,046
Savings & Loan	3	$125,896,303

6 - PASSENGER AUTOS: County 16,777

7 - ELECTRIC METERS: Residence 7,066

8 - GAS METERS: Residence 5,392

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pottery 130; Elect. 253; Bearings 651; Univ. 1,700 (Enrollment 14,300); Hosp. 536.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Maclan Plz.; University Drive Mall (25 stores).

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's; Klines; Scripps-Reno; Ring's.
Discount Stores-Farm King; Wal-Mart; K mart; McCrory.
Chain Drug Stores-Osco.
Chain Supermarkets-Eagle; HyVee; Niemann Foods; Aldi; Buy For Less.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 8,995; (S) 9,015; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kevin Burcham, Adv. Dir., JOURNAL, 128 N. Lafayette, Macomb, IL 61455; Tel. (309) 833-2345.
National Representative: Landon Associates.

MARION

1 - LOCATION: Williamson County, E&P Map C-5. County Seat. 116 mi. SE of St. Louis; 60 mi. N of Cairo; 85 mi. W of Evansville.

2 - TRANSPORTATION: **Railroads**-C&EI; Illinois Central; CB&Q, 2 miles west.
Motor Freight Carriers-7
Intercity Bus Lines-Greyhound.
Airlines-Britt (Williamson County Airport); Ozark Midwest.

3 - POPULATION:
Corp. City 80 Cen. 14,031; E&P 87 Est. 15,164
County 80 Cen. 56,538; E&P 87 Est. 60,646

4 - HOUSEHOLDS:
City 80 Cen. 5,791; E&P 87 Est. 6,356
County 80 Cen. 21,825; E&P 87 Est. 24,335

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$209,000,000
Savings & Loan	2	$84,000,000

6 - PASSENGER AUTOS: County 31,409

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Coal Mining; Explosives-Actuated Devices; Explosive Res. Lab & Classified Components for Missile & Aircraft; Elect. Rewinding; Stencil Equip.; Marion VA Hosp.; City Hospital; Fed. Prison; REA Power Plant; Div. Office General Telephone Co.; Div. Office Illinois Public Service; Steel Fab. Bldg.; Oil Proc.; Soft Drink Bottling.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-90; Summer 53-104; Fall 20-102; Winter -8-70. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Cowntown**	**Principal Stores**
Lincoln Sq.	NA	Merle Norman,
Marion Plz.(22)	NA	Baskin-Robbins, Payless Shoes, Curtis Mathis
Marion Plz. West(14)	NA	Coast-to-Coast, Town N Country
Westmore Plz.	NA	Wal-Mart

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sherman; Wal-Mart.
Variety Stores-Ben Franklin; Dollar General.
Chain Drug Stores-Parks; Campbell (Rexall); Revco; Medicare-Glaser; Hooks.
Chain Supermarkets-Kroger; Food Towne; Smalls; Bays; Aldi; Mack's Super Foods.
Other Chain Stores-Kimmel (Auto Supply); Blankenship Auto Supply; Sears; Wolohan Lumber; Coast-to-Coast; Western Auto; Lowell's; Lowes Lumber Yard; Ace Hdwe.; Stevenson's; Donutland.

14 - NEWSPAPERS: REPUBLICAN (e) 5,359; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Stan Meyer, Gen. Mgr., REPUBLICAN, 111-115 Franklin Ave., Marion, IL 62959; Tel. (618) 993-2626.
National Representative: None.

MATTOON

1 - LOCATION: Coles County, on E&P Map C-4. Agric., oil, industrial, mfg. & R.R. ctr. At junction of Illinois Central & Conrail railroads. 171 mi. S of Chicago; 130 mi. E of St. Louis; 130 mi. W of Indianapolis; 43 mi. S of Champaign-Urbana.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Ill. Transit.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 19,055; E&P 87 Est. 19,681
CZ-ABC: (80) 19,293
RTZ-ABC: (80) 36,281
County 80 Cen. 52,992; E&P 87 Est. 53,918
City & RTZ-ABC: (80) 55,574
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,077; E&P 87 Est. 8,604
County 80 Cen. 18,919; E&P 87 Est. 19,784
CZ-ABC: (80) 7,775
RTZ-ABC: (80) 12,933
City & RTZ-ABC: (80) 20,708

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$130,712,000
Savings & Loan	3	$119,000,000

6 - PASSENGER AUTOS: County 27,295.

7 - ELECTRIC METERS: Residence 8,950.

8 - GAS METERS: Residence 7,975.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Brooms 100 (N.A.); Shoes 85 ($175); Road Mach. 1,000 ($225); Photo Flash Bulbs 1,000 ($200); Metal Flex. Hose 225 ($250); Water & Air Transfer 500 ($225); Springs 400 ($225); Storage Bins 125 ($180); Printing 1,100 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 65-100; Fall 35-65; Winter 5-55. First killing frost, Oct. 16; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on six streets. A shpg. ctr. is located on E. edge of city.
Nearby Shopping Centers-I-57 & Rte. 16; Cross County Mall (35 stores-Sears, K mart, Bergner's, Meis, JCPenney); Good Neighbor (8 stores-IGA).
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Daily except Sunday.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Meis; Bergners.
Discount Stores-Mattoon Warehouse Sales; Danner's; K mart; Wal-Mart.
Chain Drug Stores-Thrifty 9; Walgreens; Osco.
Chain Supermarkets-Eisner; Taylor's IGA 3; My Store; Wilb Walker.
Other Chain Stores-Sherwin-Williams; Gamble's; Coast-to-Coast; 1-Hour Martinizing; Ace Hdwe.; Neal Tire; General Nutrition; Hillman Jewelers; Kinney Shoes; Kirlin's; Royce Shoes; So Fro Fabrics; Stuart's; Waldenbooks; Mode O'Day; Radio Shack; Bresler's Ice Cream; Maurice's; Gehl's True Value; Dollar General; Factory Outlet.

14 - NEWSPAPERS: JOURNAL-GAZETTE (m) 12,398; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Yamamoto, Adv. Dir., JOURNAL-GAZETTE, 100 Broadway, Mattoon, IL 61938; Tel. (217) 235-5656.
National Representative: Landon Associates.

MOLINE
See ROCK ISLAND

MONMOUTH

1 - LOCATION: Warren County, E&P Map B-2. 195 mi. SW of Chicago; 72 mi. W of Peoria, IL. On State Hwy. 164; U.S. Hwy. 34 & 67.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Intercity Bus Lines-Crown Transit; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,706; E&P 87 Est. 9,594
County 80 Cen. 21,943; E&P 87 Est. 19,789
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,974; E&P 87 Est. 3,624
County 80 Cen. 7,887; E&P 87 Est. 7,367

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$140,000,000
Savings & Loan	2	$130,000,000

6 - PASSENGER AUTOS: County 11,464.

7 - ELECTRIC METERS: Residence 4,500.

8 - GAS METERS: Residence 4,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-College 157; Trucking 480; Misc. Mfg. 530.
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: First killing frost, Oct. 14; last killing frost, Apr. 27.

11 - TAP WATER: Alkaline; natural fluoridated.

12 - RETAILING: Principal Shopping Center-Main St. and Hwy. 34 East.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's.
Discount Stores-Jack's; Farm King; K mart.
Chain Supermarkets-Super Value; Red Fox; Easter's Giant; Eagle's.
Other Chain Stores-People's Do-IT; Bowman Shoes; Radio Shack; Super America (Food Convenience); Les-on Drugs; Casey's.

14 - NEWSPAPERS: REVIEW ATLAS (m) 4,138; Publisher's Statement May 26, 1987.
Local Contact for Advertising and Merchandising Data: John Hawkins, Gen. Mgr., REVIEW-ATLAS, 400 S. Main, Monmouth, IL 61462; Tel. (309) 734-3176.
National Representative: Landon Associates.

MORRIS

1 - LOCATION: Grundy County, (In Joliet PMSA) E&P Map C-2. County Seat.

2 - TRANSPORTATION: Railroads-CRI&P; E.L.& E.; Rock Island; Santa Fe; I.C.G.
Motor Freight Carriers-12.
Intercity Bus Lines-Rockford-Peoria.

3 - POPULATION:
Corp. City 80 Cen. 8,833; E&P 87 Est. 6,814
County 80 Cen. 30,582; E&P 87 Est. 31,887
PMSA 80 Cen. 355,042; E&P 87 Est. 366,119

4 - HOUSEHOLDS:
City 80 Cen. 3,475; E&P 87 Est. 2,804
County 80 Cen. 10,770; E&P 87 Est. 11,615
PMSA 80 Cen. 113,841; E&P 87 Est. 121,676

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$673,058,220
Commercial	7	$261,873,117

6 - PASSENGER AUTOS: County 19,104.

7 - ELECTRIC METERS: Residence 3,315.

8 - GAS METERS: Residence 2,935.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Power Station ($200); Nuclear Power Station 600 ($210); Aluminum 400 ($200); Petroleum 720 ($200).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-48; Summer 70-97; Fall 40-73; Winter 0-50. First killing frost, Oct. 10; last killing frost, May 5.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Libery St.; 3 on Washington St.; 1 on Jackson St.; 3 shopping centers at edge of community.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; Baum's; Marben's.
Variety Stores-Alco.
Chain Drug Stores-Independents 2; Rexall 2.
Chain Supermarkets-Nash Finch; Eagle.
Other Chain Stores-Bowman Shoes; Sears (catalog); Montgomery Ward; Goodyear; Tractor Supply Co.

14 - NEWSPAPERS: HERALD (e-mon to fri) 7,580; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Jon Ringer, Adv. Mgr., HERALD, 1804 Division St., Morris, IL 60450; Tel. (815) 942-3221.
National Representative: None.

MOUNT CARMEL

1 - LOCATION: Wabash County, E&P Map D-5. County Seat. Agriculture area, oil center. 145 mi. E of St. Louis; 250 mi. S of Chicago; 165 mi. SW of Indianapolis. On U.S. Hwys. 1, 15, 64.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,908; E&P 87 Est. 9,587
County 80 Cen. 13,713; E&P 87 Est. 14,456

4 - HOUSEHOLDS:
City 80 Cen. 3,405; E&P 87 Est. 3,799
County 80 Cen. 5,160; E&P 87 Est. 5,671

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$150,000,000
Savings & Loan	3	$50,000,000

6 - PASSENGER AUTOS: County 8,024.

7 - ELECTRIC METERS: Residence 3,720.

8 - GAS METERS: Residence 3,049.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Mfg. 1,000 ($300-400); Oil 300 ($350-450); Electronics 200 ($130-150); Mach. Mfg. 500 ($300-400); Clothing 200 ($250-300); Mining 200 ($500-550).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-81; Summer 55-97; Fall 22-84; Winter -2-64. First killing frost, Nov. 17; last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-8 blocks on Market St.
Neighborhood Shopping Centers-N. Market St.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Target.
Chain Drug Stores-Denton Rexall.
Chain Supermarkets-IGA; Red & White; Mt. Carmel Foods.

14 - NEWSPAPERS: REPUBLICAN-REGISTER (e-mon to fri) 4,627; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Sally Voight, Adv. Mgr., REPUBLICAN-REGISTER, 115-117 E. Fourth St., Box 550, Mt. Carmel, IL 62863; Tel. (618) 262-5144.
National Representatives: American Newspaper Representatives; Illinois Press Association.

MOUNT VERNON

1 - LOCATION: Jefferson County, E&P Map C-5. County Seat. Residential center. 72 mi. E of St. Louis, MO; On A.P. Hwy. and I-57, I-64, I-24.

2 - TRANSPORTATION: Railroads-CSX; Norfolk & Southern; Missouri Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.
Airline-Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 16,995; E&P 87 Est. 18,042
CZ-ABC: (80) 17,952
RTZ-ABC: (80) 38,437
County 80 Cen. 36,354; E&P 87 Est. 39,347
City & RTZ-ABC: (80) 56,389
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,016; E&P 87 Est. 7,679
County 80 Cen. 13,894; E&P 87 Est. 15,642
CZ-ABC: (80) 7,353
RTZ-ABC: (80) 14,540
City & RTZ-ABC: (80) 21,893

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$309,138,454
Savings & Loan	3	$1,792,541,544

6 - PASSENGER AUTOS: County 21,512.

7 - ELECTRIC METERS: Residence 19,306.

8 - GAS METERS: Residence 9,251.

9 - PRINCIPAL INDUSTRIES: Elect. Apparatus; Radiators; Tires; Locomotive; Magazine Printing; Coal.

10 - CLIMATE: Min. & Max. Temps.-39 & 56.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown Retailers (45 stores); Park Plaza (2 stores); Times Square Mall (32 stores).
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Mammoth; Goodyear; JCPenney; Sears (catalog).
Discount Stores-Dobbs; Under Cost; Special Crafts; Wal Mart; K mart; Three D Discount (Danner's).
Chain Variety Stores-Dollar General.
Chain Drug Stores-SupeRx; Byrd Watson 2.
Chain Supermarkets-IGA; Sharps; Small Southern 3; Hucks 4.

14 - NEWSPAPERS: REGISTER-NEWS (e) 11,311; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Sarah Sledge, Adv. Mgr., REGISTER-NEWS, 118 N. Ninth St., Mt. Vernon, IL 62864; Tel. (618) 242-0117.
National Representative: Thomson Newspapers.

MURPHYSBORO
See CARBONDALE

NORMAL
See BLOOMINGTON

NORTH CHICAGO
See WAUKEGAN

OGLESBY
See LA SALLE

OLNEY

1 - LOCATION: Richland County, E&P Map D-4. County Seat. 120 mi. NE of St. Louis; 33 mi. W of Vincennes, IN. U.S. Hwy. 50 (George Washington Hwy.), State Hwy. 130.

2 - TRANSPORTATION: Railroads-B & O (Baltimore to St. Louis); Illinois Central.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 9,026; E&P 87 Est. 9,775
County 80 Cen. 17,587; E&P 87 Est. 18,759

4 - HOUSEHOLDS:
City 80 Cen. 3,724; E&P 87 Est. 4,109
County 80 Cen. 6,721; E&P 87 Est. 7,423

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$51,000,000
Savings & Loan	1	$16,000,000

6 - PASSENGER AUTOS: County 10,018.

7 - ELECTRIC METERS: County 6,600.

8 - GAS METERS: County 4,650.

9 - PRINCIPAL INDUSTRIES: Oil Prods.; Oil Field Supplies; Auto Supplies; Jr. Wheel Goods; Chain Link Fence; Mfg. Bicycle Parts.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-72; Summer 75-101; Fall 68-90; Winter 10-52.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Six nights and until 6:00 pm on Sunday in new shopping center.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Sears
Chain Drug Stores-SupeRx
Discount Stores-Pool Bargain Ctr., Wal-Mart.
Chain Supermarkets-IGA; Red & White; Big John's.

14 - NEWSPAPERS: MAIL (e) 6,042; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Dave Stokes, Pub./Pres., MAIL, 206 Whittle Ave., Olney, IL 62450; Tel. (618) 393-2931.
National Representative: Landon Associates.

OTTAWA

1 - LOCATION: LaSalle County, E&P Map C-2. County Seat. Situated 82 mi. SW of Chicago at confluence of Fox and Illinois rivers. On the Lakes-to-Gulf Deep Waterway. On State Routes 23, 71, U.S. Hwys. 6, 80; River Shipping center for corn, oats, soybeans; 4 large river grain elevators.

2 - TRANSPORTATION: Railroads-Burlington (freight); Chessie Line.
Motor Freight Carriers-3.
Intercity Bus Lines-Peoria Rockford.

3 - POPULATION:
Corp. City 80 Cen. 18,166; E&P 87 Est. 17,117
CZ-ABC: (80) 27,168
Bal. in NDM-ABC: (80) 33,232
CZ & NDM-ABC: (80) 60,400
County 80 Cen. 109,139; E&P 87 Est. 105,227
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,008; E&P 87 Est. 6,605
County 80 Cen. 40,005; E&P 87 Est. 39,898
CZ-ABC: (80) 10,131
Bal. in NDM-ABC: (80) 11,296
CZ & NDM-ABC: (80) 21,427

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$210,242,000
Savings & Loan	2	$331,493,489

6 - PASSENGER AUTOS: County 66,025.

7 - ELECTRIC METERS: Residence 10,000.

8 - GAS METERS: Residence 7,100.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Silica Sand 150 ($1,175); Tools 72 ($411); Pressed Glass 43 ($325); Plastics 173 ($465); Chem. 445 ($764); Auto Parts 198 ($377); Safety Glass 744 ($470).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-90; Summer 42-93; Fall 5-89; Winter -7-48; First killing frost, Nov. 2; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, degree water hardness 17 gr.; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on LaSalle; 4 on Main; 4 on Madison; 2 on Jefferson; 3 on Clinton (72 stores).
Neighborhood Shopping Centers-State & Center St., 2; North LaSalle St. & Norris Dr.; North LaSalle St. & I-80 (7); Chestnut St. & Norris Dr. (3); W. Madison St. & Clay St. (2); South Towne Mall Rte 23 & Mckinley Rd. (14).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Naplate	2	Valesano's
South Ottawa	1	Handy Foods, South Towne Pharmacy
South Towne Mall	3	K mart, Spurgeon's, Eagles
Columbus St.	2	Kroger's, SupeRx, Floor Ceiling, Value City, Wal-Mart
Columbus St. & I-80	3	Wolohan, Farm N Fleet

Principal Shopping Days-Thur., Sat. & Mon.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Spurgeons.
Discount Stores-K mart; Value City; Wal-Mart.
Chain Drug Stores-Walgreens; SupeRx; Wal-Mart.
Chain Supermarkets-Kroger's; Eagle; Jack & Jill.
Other Chain Stores-Farm & Fleet; Tractor Supply; Leslie's Shoes; Sue Ann Shoppe; Sears (catalog); Wolohan; Schwinn Cyclery; Here's Hallmark; Kirlin's Hallmark; Maurices; Waterbed Room; Baskin-Robbins; Nobil Shoe; Junior Concept; Radio Shack; Goodrich; Firestone; Floor to Ceiling; Fashion Bug; Waldenbooks; Disc Jockey; Turk's Furn.

14 - NEWSPAPERS: TIMES (e) 12,956; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: S.M. White, Pres./Pub., TIMES, 110 W. Jefferson St., Ottawa, IL 61350; Tel. (815) 433-2000.
National Representative: Landon Associates.

PARIS

1 - LOCATION: Edgar County, E&P Map D-14. County Seat.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-1.
Intercity Bus Lines-Southern Limited; Western Motor Lines.

3 - POPULATION:
Corp. City 80 Cen. 9,885; E&P 87 Est. 11,373
County 80 Cen. 21,725; E&P 87 Est. 20,171

4 - HOUSEHOLDS:
City 80 Cen. 3,979; E&P 87 Est. 4,677
County 80 Cen. 8,332; E&P 87 Est. 8,038

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$73,800,000
Savings & Loan	2	$58,300,000

6 - PASSENGER AUTOS: County 11,861.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-99; Fall 30-70; Winter 0-55. First killing frost, Oct. 23; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Around town square and blocks on each side.
Neighborhood Shopping Centers-N. Main St.; Jefferson Ave.; E. Jasper Street.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Mon.
Stores Open Sundays-Some.

13 - RETAIL OUTLETS: Department Stores-Dollar General.
Discount Stores-K mart; Pools Bargain Center.
Variety Stores-Moeller Variety, Cricket Shop.
Chain Supermarkets-Kroger; Bridwell's; Paris, Ray's IGA.

14 - NEWSPAPERS: BEACON-NEWS (e) 6,776; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: E.H. Jenison, Gen. Adv. Mgr./Pub., BEACON-NEWS, 218 N. Main St., Paris, IL 61944; Tel. (217) 465-6424.
National Representative: Landon Associates.

PAXTON

1 - LOCATION: Ford County, E&P Map D-3. County Seat. Situated 100 mi. S of Chicago. On State Hwy 9; U.S. Hwy. 45; I-57.

2 - TRANSPORTATION: Railroads-Illinois Central main line, Chicago to New Orleans; Nickel Plate, Peoria to Sandusky, OH.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 4,258; E&P 87 Est. 4,149
County 80 Cen. 15,265; E&P 87 Est. 14,271

4 - HOUSEHOLDS:
City 80 Cen. 1,626; E&P 87 Est. 1,609
County 80 Cen. 5,739; E&P 87 Est. 5,549

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$47,851,000
Savings & Loan	2	$4,900,000

6 - PASSENGER AUTOS: County 9,377.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Broom Mfg. 150 ($175); TV-Radio Transformers 220 ($150); Telephone Jacks 100 ($225); Cooling Tower Mfg. 175 ($300); Electronic Components N.A.

10 - CLIMATE: Min. & Max. Temp.-10-99.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Laybourn's; Larson's; Fashion Fair; Georgia's; The Bridal Lane; The Special Lady; Andrews Lumber & Hdwe.; Youth Shop.
Chain Drug Stores-Sav-Mor; Hudson Family Drug Ctr.
Chain Supermarkets-IGA; Convenient Food Mart; Michael's Foods.
Other Chain Stores-Firestone; Western Auto; Tru Value Hdwe.; Ben Franklin.

14 - NEWSPAPERS: RECORD (e-mon to fri) 1,375; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Toni Swan, Adv. Mgr., RECORD, 218 N. Market, Paxton, IL 60957; Tel. (217) 379-4313.
National Representative: None.

PEKIN

1 - LOCATION: Tazewell County, (In Peoria MSA) E&P Map C-3. County Seat. Industrial and agricultural center.

2 - TRANSPORTATION: Railroads-C&IM; NYC; AT&SF; Illinois Central (freight); C&NW (freight).
Motor Freight Carriers-34.
Two large river terminals, one airport.
Intercity Bus Lines-Illini-Swallow; Peoria-Pekin.

3 - POPULATION:
Corp. City 80 Cen. 33,967; E&P 87 Est. 31,225
CZ ABC: (80) 33,967
RTZ-ABC: (80) 100,792
MSA 80 Cen. 365,864; E&P 87 Est. 332,741
County 80 Cen. 132,078; E&P 87 Est. 123,991
City & RTZ-ABC: (80) 134,759

4 - HOUSEHOLDS:
City 80 Cen. 12,928; E&P 87 Est. 12,459
County 80 Cen. 46,383; E&P 87 Est. 45,091
MSA 80 Cen. 130,767; E&P 87 Est. 122,510
CZ-ABC: (80) 12,928
RTZ-ABC: (80) 34,395
City & RTZ-ABC: (80) 47,323

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$151,149,000

6 - PASSENGER AUTOS: County 75,934.

7 - ELECTRIC METERS: 14,285.

8 - GAS METERS: 12,012.

9 - PRINCIPAL INDUSTRIES: Corn Prods.; Distilling; Elect.; Tractor; Paper Board and Containers; Tractor Parts; Machine Tooling; Food Proc.; Iron Foundry; Non-ferrous Metal Proc.; Automotive Parts; Chemicals.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-88; Summer 43-96; Fall 10-89; Winter-16-59. First killing frost, Oct. 17; last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-6 blocks on Court St.; 4 Sts. intersecting Court; 3 blocks on Margaret.
Neighborhood Shopping Centers-Derby St.; 1500 Block on N Eighth St., East Bluff and Sunset Hills.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pekin Mall(58)	3	P.M. Bergner, Zale's, Sears
Market Sq. Plz.	1	County Mkt., SupeRx

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Dept. stores-All; Food-24 hrs.

13 - RETAIL OUTLETS: Department Stores-N. Reuling; Bergner's; Sears.
Discount Store-K mart; Wal-Mart.
Chain Drug Stores-SupeRx 3; Walgreens.
Chain Supermarkets-Kroger; Korsmeyer's 2; County Market; Aldi; Eagle; Thompson's; Arnett's.
Other Chain Stores-Brown's; Zales; Gordon's; Radio Shack; So Fro; JoAnn Fabrics; Cohen's.

14 - NEWSPAPERS: TIMES (e) 16,143; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Lee Okey, Adv. Dir., TIMES, 20 S. 4th St.; PO Box 430, Pekin, IL 61555; Tel. (309) 346-1111.
National Representative: Landon Associates.

PEORIA

1 - LOCATION: Peoria County, (MSA) E&P Map C-3. County Seat. Major medical center; industrial center, agricultural area. On Illinois River-160 mi. SW of Chicago and 175 mi. NE of St. Louis. 660 feet above sea level.

2 - TRANSPORTATION: Railroads-Burlington Northern; C&NW; Illinois Central; Illinois Terminal; N&W; Conrail; P&PU; Peoria Terminal; Santa Fe; Chicago Northwestern; Central & Gulf; Norfolk Southern Corp.; Norfolk & Western; Pioneer.
Motor Freight Carriers-66.
Intercity Bus Lines-Crown Transit; Illinois Highway; Illini-Swallow; Jacksonville Bus Lines; Peoria-Rockford; Taylorville Transit; Peoria Charter, Inc.
Airlines-American Eagle; Continental Express; Midway Connection; Northwest; TWA; Trans World Express; United; Airborne; Emory World; Federal Express; Purolator Courier.
Barge Lines-Jubilee Materials; Peoria Barge Terminal; Peoria Harbor & Fleeting Service; C.F. Industries.

3 - POPULATION:
Corp. City 80 Cen. 124,160; E&P 87 Est. 106,209
CZ-ABC: (80) 231,642
RTZ-ABC: (80) 233,719
MSA 80 Cen. 365,864; E&P 87 Est. 332,741
County 80 Cen. 200,466; E&P 87 Est. 176,767
City & RTZ-ABC: (80) 465,361
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 46,459; E&P 87 Est. 41,363
County 80 Cen. 73,329; E&P 87 Est. 66,400
MSA 80 Cen. 130,737; E&P 87 Est. 122,510
CZ-ABC: (80) 84,398
RTZ-ABC: (80) 83,021
City & RTZ-ABC: (80) 167,419

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	22	$1,375,284,000
Savings & Loan	14	$1,118,157,000
Credit Unions	31	$454,500,000

6 - PASSENGER AUTOS: County 113,150.

7 - ELECTRIC METERS: Residence 80,697.

8 - GAS METERS: Residence 64,369.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Earth Moving Equip. Diesel Eng. 19,400 ($594); Primary Metals 2,625 ($593); Printing & Pub. 1,900 ($475); Total Mfg. 30,300 ($536).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-72; Summer 60-86; Fall 31-76; Winter 16-36. First killing frost, Oct. 12; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-University from Forrest Hill to War Memorial; Main from University to Sheridan; Prospect from Forrest Hill to War Memorial; Adams (4000 South); Sheridan from Loucks to McClure; Western (Between Bradley & Moss); Western (Between 7th & Martin); University & Glen; Sheridan & Glen; War Memorial (Between Knoxville & Central); Hamilton Rd. & Glen Ave.; Garden & Adams Area; Knoxville & McClure; Forrest Hill & Gale; Intersection of N. Adams & Hancock; MacArthur Hwy. & Jefferson.
Other Major Retail Areas-Peoria Heights Business District; Pekin Business District; East Peoria Business District; Morton Business District; The Square in Washington; Bartonville Business District; Creve Coeur Business District; Field Shopping Center; Metro Centre; Sterling Plaza; Tanglewood Plaza; Pekin Sunset Plaza; Sunnyland Plaza; Wisconsin Plaza; Oak Cliff Plaza (Knoxville & Lake); Windsor Square; Covington Square; University Square; Lake of the Woods Plaza; Valley Forge Shopping Center; Brandywine Village; Candletree; Evergreen Plaza; Cherrytree; Fondulac Plaza; Wardcliff Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northwoods(81)	3	JCPenney, Mont. Ward
Westlake(24)	3	
Pekin Mall(48)	7	JCPenney, Sears, Gold Exchange
Sheridan Vlg.(31)	2	Kresge's, P.A. Bergner
Madison Park(7)	2	Bergner's Dept. Store, Kroger's
Junction City(18)	3	Siegrist
Metro Center(34)	3	

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Suburban-every evening & Sunday; Downtown-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Bergner's 4; Sears 2; Montgomery Ward; JCPenney 2; Szold's 2; Famous Barr.
Discount Stores-K mart 5; Miracle Mart 4; Unclaimed Freight Stores; Venture; T.J. Maxx; Wal-Mart; Dollar General.
Variety Stores-Ben Franklin 2; Fogler 2; J & M; L's Sundries; Kresge.
Chain Drug Store-Bogard's 6; Green 2; Walgreens 3; SupeRx 7; W. R. Smith 2; Regal; Medicine Shoppe 2; Our-X 4.
Chain Supermarkets-Ben Schwartz (IGA) 5; Cardinal 5; Convenient Food Mart 18; Eagle 4; IGA 10; Kroger 11; Mr. K's 2; Randall's; Red Fox 19; Thompson Food Basket 8; Vogels; Aldi; Stop & Save; 7-Eleven 2; Lowells 3.
Women's Wear-Brom's Furs & Fashions; Cain's; Casual Corner; C. R. Cook; Country Casuals; Esther Kirk; Foxmoor Casuals; Glamour Isle; Hecht's 2; Kay Howard; Main Line; Pines; Stuart's; Paul Harris; Varsity Shop; Strawberry Patch;

Maurices Apparel; Worths; Allens Vogue; Susie's Casuals; D. Schaffer's; Brenda's 2; Catherine's Stout Shoppe; Carriage Lane LTD; Ginny-Lee's; Leah's Tall Fashions; The Little Red Hen; PLB'S Fashion Plus LTD; The Whale; Caren Charles; Fels; Jene's Ltd.; Pappagallo; Scruples; Ups N Downs; Heller For Her; 16 Plus; Seiferts; The Limited; Bride's Corner; Brooks.
Men's Wear-Bachrach's; Bell Clothing 2; Ducky's Formal Wear; Gingess Formal Wear; Johnson's; Just Jeans; Just Pants; National Shirt; Richman Bros.; 20th Century Tuxedo; Schradzki's; Seno Formal Wear; Fred Schubach; Big & Tall Men's Shop 2; Mona's Apparel For Big & Tall Men; Chess King; Colonel Day's Levi Shop; Beanies Ltd. 2; His Place; Kuppenheimer Direct; Suit Yourself; Beanies Too; Chiavini's.
Other Chain Stores-Sparr Store; Spiegel's; Baker's Shoes 2; Life Stride; Thom McAn; Toys R Us; Kay Bee; Children's Palace; Dr. Scholl's; Kinney 2; Fannie May 3; Zale's 2; Automotive: Firestone 2; Goodrich; Goodyear 2; General Tire; Bagels-N-More; Singer Co.; Payless Shoes; Weisser's Neu Optical; Pearle Vision; Helzbergs Jewelers; Burlington Coat Factory; Radio Shack 8; Computerland; Midas 3.

14 - NEWSPAPERS: JOURNAL STAR (all day) 98,318; (S) 113,943; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Lee Cheneler, Adv. Dir., JOURNAL STAR, 1 News Plaza, Peoria, IL 61643; Tel. (309) 686-3020.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PERU
See LA SALLE

PONTIAC

1 - LOCATION: Livingston County, E&P Map C-2, County Seat. N central part of state. Shipping ctr. for county agric. & dairy area. Misc. light mfg. Illinois State Penitentiary. 90 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,227; E&P 87 Est. 11,770
CZ-ABC: (80) 11,227
RTZ-ABC: (80) 32,249
County 80 Cen. 41,381; E&P 87 Est. 42,305
City & RTZ-ABC: (80) 43,476

4 - HOUSEHOLDS:
City 80 Cen. 3,610; E&P 87 Est. 3,921
County 80 Cen. 14,077; E&P 87 Est. 14,932
CZ-ABC: (80) 3,610
RTZ-ABC: (80) 11,222
City & RTZ-ABC: (80) 14,832

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$126,786,932
Savings & Loan	2	$1,248,532,911

6 - PASSENGER AUTOS: County 21,991

7 - ELECTRIC METERS: Residence 4,309

8 - GAS METERS: Residence 4,287

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gloves 98; Printing 650; Furn. 300; Steel Prods. 320; State Penitentiary 600; Quarries 100; Diesel Motor Co. 700; Custom Tool & Die 20.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-97; Summer 42-108; Fall 2-96; Winter 24-75. First killing frost, Oct. 31; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main, Madison, Washington & Mill (around Sq.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vermillion Plz (15)	2	Spurgeon's, K mart, Coast-to-Coast, Dollar General
Alco	2	Alco

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Food Chains-every night & Sun.; Others-Thur.-9 p.m.; Shpg. Ctrs.-Mon. through Sat. until 9 p.m., Sun. until 6.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's.
Discount Stores-Alco; K mart.
Chain Supermarkets-Neimann's; Eisners; Don's Red Fox.
Other Chain Stores-Convenient Foods; Coast-to-Coast; Tru Value Hardware; Ace; NAPA; Radio Shack; White Hen Pantry.

14 - NEWSPAPERS: LEADER (e) 8,363; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchadising Data: John Bireline, Adv. Dir., LEADER, 318 N. Main St., Pontiac, IL 61764; Tel. (815) 842-1153.
National Representative: Landon Associates.

QUINCY

1 - LOCATION: Adams County, E&P Map A-3, County Seat. Agricultural, manufacturing and dairy area. Educational center. Situated on Mississippi River, 125 mi. N of St. Louis; 220 mi. from Kansas City; 285 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; Norfolk & Western.
Motor Freight Carriers-24.
Airlines-Britt Airways; TW Express.

3 - POPULATION:
Corp. City 80 Cen. 42,352; E&P 87 Est. 38,870
CZ-ABC: (80) 53,396
RTZ-ABC: (80) 145,226
County 80 Cen. 71,622; E&P 87 Est. 67,265
City & RTZ-ABC: (80) 198,622

4 - HOUSEHOLDS:
City 80 Cen. 16,718; E&P 87 Est. 15,661
County 80 Cen. 26,423; E&P 87 Est. 25,546
CZ-ABC: (80) 20,269
RTZ-ABC: (80) 54,314
City & RTZ-ABC: (80) 74,583

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$494,481,000
Savings & Loan	3	$637,784,000

6 - PASSENGER AUTOS: County 39,078

7 - ELECTRIC METERS: 20,751

8 - GAS METERS: 17,582

9 - PRINCIPAL INDUSTRIES: Chemicals; Stoves; Limestone Prods.; Food Prods.; Brass Prods.; Castings; Wheels; Truck Bodies; Pumps; Stock Food; Gas Storage Tanks; Electronic Equip.; Patterns; Communications Equip.; Elevators; Paper Prods.; Retail Fixtures.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-62; Summer 48-104; Fall 38-66; Winter 22-27. First killing frost, Nov. 1; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Maine St.; 1 on 4th, 5th and 6th Sts.; Quincy Mall, 30th & Broadway (60 units).
Neighborhood Shopping Centers-17th and Broadway; 8th and State; 30th & Broadway; 14th & Harrison.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
17th & Broadway	1	Merkel Hdwe.
State & 8th	1	State St. Store
Quincy Mall(56)	3	Radio Shack, Sears, Kroger, Bergner's, JCPenney

Principal Shopping Days-Mon., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; State St. Store; Bergner's.
Variety Stores-Ben Franklin.
Discount Stores-Jack's; K mart; K's Merchandise Mart.
Chain Drug Stores-Walgreens; Osco Drug; Brown's 3; Revco.
Chain Supermarkets-Kroger; Niemann Foods 3; Randall; Eagle; Save-U-More; Aldi.
Other Chain Stores-Naturalizer; Hush Puppies; Athlete's Foot; Gordon Jewelry; GNC; Waldenbooks; York Steak House; Carl Shoe; Kinney Shoes; Goodyear; Sherwin-Williams; JoAnn Fabrics; Gallenkamp Shoes; Radio Shack; So-Fro Fabrics; Pay-Less Shoes; Ace Hardware; Kirlins; Barker Shoes; Black Hardware; Furrows Lumber; Rex TV & Appliances.

14 - NEWSPAPERS: HERALD-WHIG (e-mon to fri) 27,849; (m-sat) 26,007; (S) 31,843; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ron Wingerter, Natl. Adv. Mgr., HERALD-WHIG, 130-38 S. Fifth St., PO Box 909, Quincy, IL 62306; Tel. (217) 223-5100.
National Representative: Branham/Newspaper Sales.

ROBINSON

1 - LOCATION: Crawford County, E&P Map D-4, County Seat. Oil refining, shipping and manufacturing center. 240 mi. S of Chicago; 110 mi. W of Indianapolis; 150 mi. E of St. Louis, MO; 200 air mi. S of Chicago.

2 - TRANSPORTATION: **Railroads**-Conrail; Gulf Central.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Detroit Special.

3 - POPULATION:
Corp. City 80 Cen. 7,285; E&P 87 Est. 7,110
County 80 Cen. 20,813; E&P 87 Est. 21,527
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,031; E&P 87 Est. 3,006
County 80 Cen. 8,050; E&P 87 Est. 8,618

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$96,383,677
Commercial	5	$274,195,269

6 - PASSENGER AUTOS: County 12,034

7 - ELECTRIC METERS: Residence 8,688

8 - GAS METERS: Residence 6,073

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Production & Refining 1,208 ($326); Water Closet & Plumbing Fixture 550 ($258); Candy Mfg. 607 ($145); Automotive Gaskets 380 ($209); Electronics 504 (N.A.); Aluminum Doors & Windows 107 ($186).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-72; Summer 75-101; Fall 68-90; Winter 10-52. First killing frost, Nov. 6; last killing frost, Apr. 2.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks at Court House; 2 on E. Main; 5 on W. Main; 1 on W. Walnut.
Neighborhood Shopping Centers-W. Gate; Outer E. Main, Route 33.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Tr.(8)	NA	Gallo's Red & White
Barn Plaza	NA	
IGA	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Dollar General; Family Variety; Pool's; Wal-Mart.
Chain Drug Stores-Bertram's (Rexall); Hooks.
Chain Supermarkets-IGA Food Center; Gallo's Red & White.

14 - NEWSPAPERS: NEWS (e) 7,350; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Wally Dean, Adv. Dir., NEWS, 302 S. Cross St., Robinson, IL 62454; Tel. (618) 544-2101.
National Representative: None.

ROCK FALLS
See STERLING

ROCK ISLAND-MOLINE-EAST MOLINE

1 - LOCATION: Rock Island County (In Davenport-Rock Island-Moline, IA-IL MSA), E&P Map B-2, County Seat. In W IL on Mississippi River, 168 mi. SW of Chicago, on Hwys. 6 & 67; Illinois 5, 84, 92 & 150; I-80, 280, & 74.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Davenport; Rock Island & Northwestern; Iowa Railroad Co.; Milwaukee Road; Soo Line.
Motor Freight Carriers-60.
Intercity Bus Lines-Greyhound; Trailways; Scenic Line.
Airlines-United; TWA; Northwest; United Express; Britt Commuter; TW Express Commuter; Air Midwest Commuter.

3 - POPULATION:
Corp. Cities 80 Cen. 114,398; E&P 87 Est. 106,018
  Rock Island 80 Cen. 46,928; E&P 87 Est. 42,280
  Moline 80 Cen. 46,278; E&P 87 Est. 43,373
  East Moline 80 Cen. 20,907; E&P 87 Est. 20,365
CZ-ABC: (80) 155,153
RTZ-ABC: (80) 316,138
City & RTZ-ABC: (80) 471,291
County 80 Cen. 165,968; E&P 87 Est. 155,651
MSA 80 Cen. 383,958; E&P 87 Est. 364,292
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 43,222; E&P 87 Est. 41,524
  Rock Island 80 Cen. 17,472; E&P 87 Est. 16,424
  Moline 80 Cen. 18,034; E&P 87 Est. 17,337
  East Moline 80 Cen. 7,716; E&P 87 Est. 7,763
County 80 Cen. 61,052; E&P 87 Est. 59,128
MSA 80 Cen. 138,256; E&P 87 Est. 135,436
CZ-ABC: (80) 57,685
RTZ-ABC: (80) 111,119
City & RTZ-ABC: (80) 168,804

5 - BANKS	NUMBER	DEPOSITS
Savings	36	$1,966,804,000
Savings & Loan	9	$1,511,288,100

6 - PASSENGER AUTOS: County 100,093

7 - ELECTRIC METERS: Residence 116,017

8 - GAS METERS: Residence 112,856

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 31,600 (Farm Equip., Aluminum Mill); Non-Mfg. 86,750; Public Sector (Gov't) 27,425.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-93; Summer 46-92; Fall 14-95; Winter -13-42. An. rainfall 31 in.

11 - TAP WATER: From Mississippi River. Rock Island-Hard, slightly alkaline; fluoridated. Moline-Lime softened; fluoridated. East Moline-Partly softened, slightly alkaline; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown Rock Island-Great River Plaza, 2nd, 3rd, & 4th Aves. between 15th & 20th Sts.; Downtown Moline-Metro Center Plaza, 4th, 5th & 6th Aves. between 12th & 20th Sts.; East Moline-15th & 16th Aves. between 7th & 13th Sts.
Neighborhood Shopping Centers-Rock Island-11th St. between 18th Ave. & 42nd Ave. 30th St. between 14th & 18th Aves.; 14th Ave. between 38th & 44th Sts.; 18th Ave. between 17th & 45th Sts.; Rock Valley Plaza, Blackhawk Rd. between 30th & 45th St. Moline-City Line Plaza, 1st St. & 19th Ave.; Uptown-15th & 16th Sts. between 14th & 25th Aves.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rock Island		
30th St.	3	Handy True Value
Watchtower Plz.(6)	3	Bargain Ctr.
K mart	3	K mart
Rock Valley Plz.	3	Main Phcy., Back Nine
Moline		
Highland	2	Aldi, Peoples Drug
Uptown	2	Peoples Drug
Orchard Ctr.(6)	3	Eagles
Kings Plaza(8)	3	Sears, Walgreens
K mart	4	K mart
Green Valley	4	
Venture	3	Venture
S. Park Mall(115)	5	Petersen's, Mont. Ward, Younkers, JCPenney
Old Towne	2	Holst-Kakert, Walgreens
City Line Plaza(8)	4	Jewel, Osco
East Moline		
Kennedy Plaza(6)	4	Jewel, Osco
Ridgewood(8)	5	Strum Auto

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat., Sun.
Stores Open Evenings-Rock Island & Moline Dept.-Mon. (limited number on Fri.) East Moline Fri. Supermarkets-Sun. through Sat.
Stores Close-Mon. morning & Sat. evenings.
Stores Open Sundays-Discount, supermarkets, drug, shopping malls.

13 - RETAIL OUTLETS: **Department Stores**-Younkers 3; Petersen-Harned von Maur 3; JCPenney 2; Sears 2; Montgomery Ward 2; Federated.
Discount Stores-Venture 2; Target 2; K mart 4.
Variety Stores-Ben Franklin 2; Woolworth 2.
Chain Drug Stores-People's 14; Walgreens 12; Osco 5; Medicine Shop 3; Revco.
Chain Supermarkets-Eagle 11; Hy-Vee 5; Jewel Food 5; 7-Eleven 25; Aldi 4; Convenient Foods 11; County Market; Food-for-Less; Easter's.
Independent Buying Groups-Jack & Jill 3; Super Valu 2.
Other Chain Stores-Goodyear 4; Sherwin-Williams 2; Pittsburgh Paint 2; DeVoe Paint; Iowa Paint; Glidden Paint; Interstate Book Store 2; Fannie May 4; Firestone 4; Thom McAn 2; Bakers Shoes; Kinney 5; Lober's; Fashion 2; Richman Bros. 2; Singer Co. 2; Radio Shack 6; Best Buy 2; Tipton 2; Rex Stereo 2.

14 - NEWSPAPERS: ROCK ISLAND ARGUS (e)

16,065; (S) 18,691; Mar. 31, 1987 ABC.
MOLINE DISPATCH (e) 31,218; (S) 36,960; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Al Roels, Gen. Adv. Mgr., ROCK ISLAND ARGUS and MOLINE DISPATCH, 1720 Fifth Ave., Moline, IL 61265; Tel. (309) 764-4344.
National Representative: Branham/Newspaper Sales.

ROCKFORD

1 - LOCATION: Winnebago County. E&P Map C-1. (MSA). 90 mi. NW of Chicago; 17 mi. S of Wisconsin boundary. City bisected by Rock River.

2 - TRANSPORTATION: **Railroads**-Chicago, Milwaukee, St. Paul & Pacific; Illinois Central Gulf; Burlington Northern.
Motor Freight Carriers-39.
Intercity Bus Lines-Peoria-Rockford; Greyhound; Wisconsin Coach Lines; Boardroom Lines; Van Galder Bus Co.
Airlines-Northwest.

3 - POPULATION:
Corp. City 80 Cen. 139,712; E&P 87 Est. 137,936
NDM-ABC: (80) 496,465
County 80 Cen. 250,884; E&P 87 Est. 255,543
MSA 80 Cen. 279,514; E&P 87 Est. 285,947
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 52,169; E&P 87 Est. 53,732
County 80 Cen. 89,408; E&P 87 Est. 94,314
MSA 80 Cen. 99,122; E&P 87 Est. 104,954
NDM-ABC: (80) 176,681

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	27	$1,747,856,000
Savings & Loan	8	$1,267,465,339

6 - PASSENGER AUTOS: County 166,565

7 - ELECTRIC METERS: Residence 98,770

8 - GAS METERS: Residence 81,872

9 - PRINCIPAL INDUSTRIES: 700 manufacturing establishments, 13 employ over 1,000 each.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Sept. 20; last killing frost, May 8.

11 - TAP WATER: Very hard.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on W. State St. plus feeder streets 1 block each direction.
Neighborhood Shopping Centers-Broadway; 7th St.; S. Main St.; E. State St.; N. Main and Auburn Sts.; Alpine Rd.; 2nd St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alpine Vlg.(20)	6	Eagle Foods, Revco
Cherry Vale(100)	8	Marshall Field, H.C. Prange, Sears
Colonial Vlg.(32)	5	JCPenney, Bergner's
Edgebrook(30)	5	Pacemaker
Highcrest(13)	5	Graif's IGA
Machesney Pk.(88)	8	JCPenney, H.C. Prange, Kohl's
Park Plaza(24)	6	Union Hall Discount
North Towne(59)	5	Bergner's
Rockford Pl.(20)	2	Walgreens
Rockton Ave. Centre(14)	4	Logli Food
Southgate(12)	5	K mart, Southgate IGA
Belvidere Mall(6)	12	A&P
Market Place	NA	Venture, Logli
Forest Plz.	NA	Kohl's, Marshall's, Builder's Square
Mulford Vlg.	NA	T.J. Maxx, K's Mdse.

Principal Shopping Days-Mon., Wed., Fri., Sat., Sun.
Stores Open Evenings-Department Stores-Mon.-Fri., Food-Mon.-Sun.

13 - RETAIL OUTLETS: **Department Stores**-Marshall Field & Co.; JCPenney; H.C. Prange; Sears; Bergner's; Kohl's; Marshall's.
Discount Stores-K mart; Prange-Way; Union Hall; Venture; Builder's Square; Sutherlands; K's Merchandise.
Chain Drug Stores-Walgreens 3; Lenz 2; Rexall 3; Osco 5; Nihan & Martin 2; One-Stop 5; Tru Valu; Lantow's.
Chain Supermarkets-Eagle 5; Hilander 4; Magna; IGA 13; Logli 4; Pacemaker 4; Aldi Discount Foods 2.

14 - NEWSPAPERS: REGISTER STAR (m) 69,909; (S) 87,850; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Deb Pickens, Adv. Dir., REGISTER STAR, 99 E. State St., Rockford, IL 61105; Tel. (815) 987-1200.
National Representative: Gannett National Newspaper Sales.

ROCKTON
See BELOIT, WI

SHELBYVILLE

1 - LOCATION: Shelby County. E&P Map C-4. County Seat. 36 mi. from Decatur; 108 mi. from Chicago; 96 mi. from St. Louis. Routes 16 and 128.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 5,259; E&P 87 Est. 5,085
County 80 Cen. 23,923; E&P 87 Est. 23,186

4 - HOUSEHOLDS:
City 80 Cen. 2,044; E&P 87 Est. 1,961
County 80 Cen. 8,707; E&P 87 Est. 8,793

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$90,000,000

6 - PASSENGER AUTOS: County 12,831

7 - ELECTRIC METERS: Residence 2,205

8 - GAS METERS: Residence 1,507

9 - PRINCIPAL INDUSTRIES: Plastic Cups.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: **Principal Shopping Center**-Johnstowne Mall, Shelbyville, 4 stores; Con Dov Shopping Mall, Shelbyville, 5 stores.
Principal Shopping Days-Wed., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Dollar General.
Variety Stores-Highlands; Ben Franklin.
Chain Drug Stores-Hook's.
Chain Supermarkets-Eisner; IGA.

14 - NEWSPAPERS: UNION (e-mon to fri) 4,450; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: George Frazier, Pub., UNION, 100 W. Main, Shelbyville, IL 62565; Tel. (217) 774-2161.
National Representative: None.

SOUTH BELOIT
See BELOIT, WI

SPRING VALLEY
See LA SALLE

SPRINGFIELD

1 - LOCATION: Sangamon County (MSA). E&P Map C-3. State Capital, County Seat. Industrial, wholesale & agricultural center, 185 mi. SW of Chicago; 100 mi. NW of St. Louis; on U.S. Hwys. 36, 54; I-55; State Hwys. 4, 29, 125 & 104.

2 - TRANSPORTATION: **Railroads**-Illinois Central, Gulf-Mobile & Ohio; Norfolk & Western (Wabash); B&O; Amtrak.
Motor Freight Carriers-100 intrastate & interstate lines.
Intercity Bus Lines-Greyhound; Crown Transit; Gulf Transport.
Airlines-Britt; Charter service by Capitol Aviation; American Eagle; TWE; Midstate; Midway Connection.

3 - POPULATION:
Corp. City 80 Cen. 100,054; E&P 87 Est. 104,102
CZ-ABC: (80) 127,393
RTZ-ABC: (80) 341,906
MSA 80 Cen. 187,789; E&P 87 Est. 194,356
County 80 Cen. 176,089; E&P 87 Est. 182,887
City & RTZ-ABC: (80) 469,299
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 40,960; E&P 87 Est. 44,366
County 80 Cen. 68,022; E&P 87 Est. 73,332
MSA 80 Cen. 72,219; E&P 87 Est. 77,598
CZ-ABC: (80) 51,661
RTZ-ABC: (80) 124,217
City & RTZ-ABC: (80) 175,878

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$1,312,791,000
Savings & Loan	7	$473,913,000

6 - PASSENGER AUTOS: County 115,259

7 - ELECTRIC METERS: 55,000

8 - GAS METERS: 48,786

9 - PRINCIPAL INDUSTRIES: Farm Equip., Flour & Feed Mills; Boilers (Fab. Metal Prods.); Mattresses; Ins.; Health Care; Finance; Gov't; Tourism. Total Av. Employment 95,044.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-62; Summer 64-87; Fall 44-69; Winter 21-37. First killing frost, Oct. 10; last killing frost, Apr. 16.

11 - TAP WATER: Neutral, soft. Lake Springfield.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Capital City(23)	4	Zayre
Fairhill's(20)	2	Jewel-Osco
K mart Plaza	3	K mart
Sangamon(7)	4	Myers-Bergner
Town & Country(24)	3	Venture, National
White Oaks Mall(115)	5	Famous-Barr, Sears, Bergner's, Mont. Ward

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Shopping ctrs. & discount stores-nightly.
Stores Open Sundays-Supermarkets, shopping ctrs., discount stores.

13 - RETAIL OUTLETS: **Department Stores**-Herndon's; Bergner's; Sears; JCPenney; Famous-Barr; Montgomery Ward; Kohl's.
Discount Stores-K mart 2; Venture; Zayre's.
Chain Drug Stores-Walgreens 3; SupeRx/Thrifty 11; Osco 3.
Chain Supermarkets-Jewel 4; Shop 'N Save 3; National Food Stores 3; IGA 2; Red Fox 2; Eagle 3; Cub.
Other Chain Stores-Firestone; Goodyear; General Tire; Western Auto; Midas Mufflers & Transmission; Black & Co.; Coast-to-Coast; Ace; Thom McAn; Kenney's; Nobils; Lobers; Payless Shoes; Scholl's; Neumode; Fannie May; Kirlin's Candies; Sherwin-Williams; Kay's Jewelry; Singer; So Fro; Leath Furniture; Carpetland; Newman Shoes; Brooks Fashions; Bakers Shoes; Bressler's 33 Flavors; Bottom Half; Casual Corner; Claire's Boutique; Carousel Snack Bar; Circus World Toys; County Seat; Earring Tree; Florsheim Shoes; Foxmoor; Gordon's Jewelers; Gingess International; General Nutrition Centers; Helzberg's Diamond Shop; Hickory Farms; Just Pants; Jo Ann Fabrics; Kinney Shoes; Kay Campbell; The Limited; Malings Shoes; Butler Shoes; Musicland; Murray's Shoes; Motherhood Maternity; MCL Cafeteria; Jean Nicole; Natl. Shirt; Printers Ink; Park Lane Hosiery; Lerner Shop; Silverman's; Spencer Gifts; Service Optical; Swiss Pretzel; Stuart's; Susie Casual's; Tinderbox Int.; Wag's Restaurant; Waldenbooks; Zale's Jewelers; Cookie Factory; Ms. Limited; Orange Julius; Hot Dog On a Stick; Union Clothing; Kirlin's Sycamore Shop; S.G. Adams; Baskin Robbins 3.

14 - NEWSPAPERS: THE STATE JOURNAL-REGISTER (all day-mon to fri) 68,339; (S) 76,160; Mar. 27, 1987 ABC.
Local Contact for Advertising and Merchandising Data: J.E. Fitzgerald, Gen. Adv. Mgr., THE STATE JOURNAL-REGISTER, PO Box 219, Springfield, IL 62705; Tel. (217) 788-1353.
National Representative: Branham/Newspaper Sales.

STERLING-ROCK FALLS

1 - LOCATION: Whiteside County. E&P Map C-2. Industrial and agricultural center on Rock River, 50 mi. NE of Rock Island and 110 mi. W of Chicago. On Hwys. 5, 2, 30, 88.

2 - TRANSPORTATION: **Railroads**-C&NW.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 26,897; E&P 87 Est. 25,298
Sterling 80 Cen. 16,273; E&P 87 Est. 15,030
Rock Falls 80 Cen. 10,624; E&P 87 Est. 10,268
CZ-ABC: (80) 33,154
RTZ-ABC: (80) 50,071
County 80 Cen. 65,970; E&P 87 Est. 62,071
City & RTZ-ABC: (80) 83,225

4 - HOUSEHOLDS:
Cities 80 Cen. 9,895; E&P 87 Est. 9,572
Sterling 80 Cen. 6,128; E&P 87 Est. 5,848
Rock Falls 80 Cen. 3,767; E&P 87 Est. 3,724
County 80 Cen. 23,200; E&P 87 Est. 22,584
CZ-ABC: (80) 11,990
RTZ-ABC: (80) 17,280
City & RTZ-ABC: (80) 29,270

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$329,776,930
Savings & Loan	2	$141,762,640

6 - PASSENGER AUTOS: County 37,609

7 - ELECTRIC METERS: Residence 10,600

8 - GAS METERS: Residence 9,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel, Steel Prods. 2,500 ($300); Builder's Hdwe. 1,200 ($200); Bolts & Nuts 400 ($200); Barber Supplies 170; Foundries 100; Food Proc. 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-90; Summer 64-93; Fall 30-75; Winter 6-59. First killing frost, Oct. 12; last killing frost, May 1.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-18 blocks in Sterling; 5 in Rock Falls; Sterling Northland Shopping Center (39 stores-Bergner's, JCPenney, Woolworth).
Neighborhood Shopping Centers: Sterling-4 blocks on 4th St.; 2 on Locust St.; Rock Falls-5 blocks on 1st Ave. and vicinity.
Principal Shopping Days-Downtown-Mon., Fri.; Northland Mall Sat., Sun.
Stores Open Evenings-Downtown-Fri.; Northland Mall-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Harlan's; Kline's; Bergner's; JCPenney.
Discount Stores-K mart; Farm & Fleet; Osco; Wal-Mart.
Chain Drug Stores-Walgreens; Osco.
Variety Stores-Woolworth.
Chain Supermarkets-Kroger's; Eagle; Super Valu; Aldi.
Other Chain Stores-Leslie's (shoes); Goodyear; Coast-to-Coast (hdwe. and auto supplies); Ace Hdwe.; D & E (furn. & appliances); True Value.

14 - NEWSPAPERS: DAILY GAZETTE (e) 14,017; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Doug Hladky, Adv. Dir., DAILY GAZETTE, 312 Second Ave., Sterling, IL 61081; Tel. (815) 625-3600.
National Representative: Landon Associates.

STREATOR

1 - LOCATION: LaSalle County. E&P Map C-2. South end LaSalle County. Agric. area. Diversified mfg. 100 mi. SW of Chicago; 225 mi. NE of St. Louis on State Hwys. 18, 23; I-55, I-80.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Burlington; Amtrak; Conrail.
Motor Freight Carriers-19.

3 - POPULATION:
Corp. City 80 Cen. 14,795; E&P 87 Est. 13,258
CZ-ABC: (80) 19,473
RTZ-ABC: (80) 30,557
County 80 Cen. 109,139; E&P 87 Est. 105,227
City & RTZ-ABC: (80) 50,030
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 5,651; E&P 87 Est. 5,124
County 80 Cen. 40,005; E&P 87 Est. 39,898
CZ-ABC: (80) 7,300
RTZ-ABC: (80) 10,568
City & RTZ-ABC: (80) 17,868

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$164,000,000
Savings & Loan	5	$175,000,000

6 - PASSENGER AUTOS: County 66,025

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 6,974

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 2,300 ($340); Pollution Equip. 200 ($300); Farm Equip. 400 ($268).
Principal Industrial Pay Days-Thur. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-72; Summer 60-88; Fall 40-62; Winter 20-38. First killing frost, Oct. 13; last killing frost, Apr. 26.

Editor & Publisher

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Company ______________________________________

Nature of Business ________________ Department __________

Address ______________________ Ste./Apt. __________

City ______________ State ____________ Zip __________

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MG88

AFFIX
POSTAGE
HERE

Editor & Publisher
Circulation Department
11 West 19th Street
New York, N.Y. 10011

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St., 1 block N. & S. on Bloomington, Park, Monroe, Vermillion & Sterling Sts.; Westgate Plz.; Northtown; Northpoint.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northpoint Ctr.	NA	SupeRx, JCPenney, Spurgeons, Kroger
Westgate Plz.	NA	Klines, Streator Food

Stores Open Evenings-Most on Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeons; JCPenney.
Variety Stores-Klines.
Chain Supermarkets-Streator Food; Buehler; Meadow King; Thriftimart; Kroger; Novotneys Bi Rite; Red Fox.

14 - NEWSPAPERS: TIMES-PRESS (e) 9,435; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Greg Hoskins, Adv. Mgr., TIMES-PRESS, 115 Oak St., Streator, IL 61364; Tel. (815) 673-3771.
National Representative: Landon Associates.

TAYLORVILLE

1 - LOCATION: Christian County, E&P Map C-4. County Seat. 26 mi. SE of Springfield. On State Hwys. 29, 48, 104.

2 - TRANSPORTATION: Railroads-Norfolk and Western; C&IM.

3 - POPULATION:
Corp. City 80 Cen. 11,386; E&P 87 Est. 11,720
CZ-ABC: (80) 13,042
RTZ-ABC: (80) 27,030
County 80 Cen. 36,446; E&P 87 Est. 36,954
City & RTZ-ABC: (80) 40,072

4 - HOUSEHOLDS:
City 80 Cen. 4,483; E&P 87 Est. 4,768
County 80 Cen. 13,685; E&P 87 Est. 14,396
CZ-ABC: (80) 5,089
RTZ-ABC: (80) 9,854
City & RTZ-ABC: (80) 14,943

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$188,595,425
Savings & Loan	2	$99,000,000

6 - PASSENGER AUTOS: County 20,568

7 - ELECTRIC METERS: Residence 5,424

8 - GAS METERS: Residence 4,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Equip. 420; Grain & Seed Proc. 133; Mining Mach. 200; Coal Mining 1,000; Greeting Cards 225; Paper Mfg. 200; Dairy 60; Electricity 30; Telephone 50; Newspaper 60.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 65-100; Fall 35-85; Winter 0-50.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wal-Mart Plaza(5)	1	Wal-Mart, Kroger, SupeRx, Sycamore
Jewell(9)	1	Sherwin-Williams, True Value Hardware
Grand Plz.(12)	1	Pamida, County Mkt.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog).
Discount Stores-Pamida; Wal-Mart.
Chain Drug Stores-Walgreens; Revco; SupeRx; Medicine Shoppe.
Chain Supermarkets-Kroger; IGA; Harmons; County Mkt.; Eisners; Aldi.

14 - NEWSPAPERS: BREEZE-COURIER (e) 7,544; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Marylee Lasswell, Adv. Dir., BREEZE-COURIER, 212 S. Main St., PO Box 440, Taylorville, IL 62568; Tel. (217) 824-2233.
National Representative: Landon Associates.

URBANA
See CHAMPAIGN

WAMAC
See CENTRALIA

WATSEKA

1 - LOCATION: Iroquois County, E&P Map D-2. County Seat. 38 mi. SE of Kankakee; 50 mi. N of Danville. On Rte. 24, E and W and Rte. 1, N and S. also on Iroquois River.

2 - TRANSPORTATION: Railroads-TP&W; Missouri Pacific.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,543; E&P 87 Est. 5,567
County 80 Cen. 32,976; E&P 87 Est. 31,016

4 - HOUSEHOLDS:
City 80 Cen. 2,168; E&P 87 Est. 2,167
County 80 Cen. 12,060; E&P 87 Est. 11,768

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$36,000,000
[illegible]gs & Loan	2	$45,000,000

[illegible]SSENGER AUTOS: County 18,592

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Spice Packaging; Lockers-Tool Boxes; Electronic Auto Parts; Aluminum Doors; Electro-Mech. Devices; Metal Boxes; Agric. Hdwe.; Business Forms.

10 - CLIMATE: Av. Temp.-Winter 24; Summer 76.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-Value Village; K mart.
Principal Shopping Days-Sun., Wed., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Value Village; K mart.
Variety Stores-Ben Franklin; Ralston's.
Chain Supermarkets-Scotchman's; 6-12; Quality; E-Z Pickens.
Other Chain Stores-Sears (catalog); McCord's; Goodyear; True Value Hdwe.

14 - NEWSPAPERS: TIMES-REPUBLIC (e-mon to fri) 3,370; sworn Oct. 2, 1986.
Local Contact for Advertising and Merchandising Data: Bette Schmid, Adv. Dir., TIMES-REPUBLIC, 1492 E. Walnut St., Watseka, IL 60970; Tel. (815) 432-5227.
National Representative: Landon Associates.

WAUKEGAN-NORTH CHICAGO

1 - LOCATION: Lake County (In Lake County PMSA). E&P Map D-1; NE corner of Illinois; County Seat. Industrial, railroad and trucking center. U.S. Naval Training Center; Waukegan Port Authority operates lake & ocean-going freight facilities & docks. Waukegan Regional Airport.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; EJ&E (freight only.)
Motor Freight Carriers-12.
Intercity Bus Lines-Pace Suburban; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 106,427; E&P 87 Est. 112,250
Waukegan 80 Cen. 67,653; E&P 87 Est. 72,577
N. Chicago 80 Cen. 38,774; E&P 87 Est. 39,673
CZ-ABC: (80) 106,427
RTZ-ABC: (80) 195,551
PMSA/County 80 Cen. 440,372; E&P 87 Est. 484,326
City & RTZ-ABC: (80) 301,978
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 31,143; E&P 87 Est. 33,886
Waukegan 80 Cen. 24,134; E&P 87 Est. 26,532
N. Chicago 80 Cen. 6,999; E&P 87 Est. 7,354
PMSA/County 80 Cen. 139,715; E&P 87 Est. 159,994
CZ-ABC: (80) 31,133
RTZ-ABC: (80) 64,296
City & RTZ-ABC: (80) 95,429

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$653,888,437
Savings & Loan	5	$404,569,889

6 - PASSENGER AUTOS: County 300,612

7 - ELECTRIC METERS: Residence 147,996

8 - GAS METERS: County Residence 132,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pharmaceuticals/Hospital Supplies 13,450; Metal Prods. 4,740; Stone, Clay, Glass & Bldg. Materials 2,969; Motor Prods. 2,620; Boat Bldg. 853; Printing and Office Supp. 984; Paper Prods. 646; Rubber Prods. 580; Chem. 1,264; Elect. Prods. 2,350.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-55; Summer 60-81; Fall 42-62; Winter 18-34. First killing frost, Oct. 15; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Central Business District-5 blocks on Genesee St.; 2 blocks adjacent on Washington St.
Neighborhood Shopping Centers-3 blocks on Washington St.; 4 on 10th St.; 4 on Grand Ave.; 2 on Glen Flora Ave.; 2 on Greenwood Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Waukegan Plaza(28)	4	Dominick's, K mart, Walgreens, Woolworth, Polk Bros.
Lakehurst(129)	NA	Carson Pirie Scott & Co., JCPenney, Lane Bryant
Lewis Ave.(20)	3	Jewel, Osco, Auto Works
Grand Ave.(18)	4	Jewel, Osco, Baskin-Robbins, Zayre
Belvidere Mall(41)	4	Mont. Ward, Fannie May, Walgreens
Hawthorne Ctr.(140)	NA	Marshall Field, Lord & Taylor, Richman Bros., Brentano's, Sears

Stores Close-Fri. & Mon. mornings.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon. and Fri.
Stores Open Sundays-Shopping centers, discount & chain drug.

13 - RETAIL OUTLETS: Department Stores-Globe; Sears; Montgomery Ward; JCPenney; Polk Bros.; Carson Pirie Scott & Co.; Lord & Taylor; Marshall Field; Baskins; Richmond Bros.; Storeys Mens' Shop.
Variety Stores-Woolworth.
Discount Stores-Venture; Big 11; Zayre; K mart.
Chain Drug Stores-Osco 3; Walgreens 2.
Chain Supermarkets-IGA 3; Jewel Food 4; Eagles; Dominick's.
Other Chain Stores-Andes Candies; Schiff Shoes 2; Erwin's Jewelers; Fannie May; Goodrich; Kinney Shoes; Midwest Tire 2; Neumode Hosiery; Suburbia Hdwe.; U.S. Royal Tire; Ace Hdwe.; Huber Glass; Coloramic Tile; Singer Co.; Glidden Paint; Sherwin-Williams; Leath Furniture.

14 - NEWSPAPERS: NEWS-SUN (e-mon to fri) 37,667; (wknd) 40,350; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Paul Seveska, Mktg. Mgr., NEWS-SUN, 100 W. Madison St., Waukegan, IL 60085; Tel. (312) 336-7000.
National Representative: Sawyer-Ferguson-Walker.

WEST FRANKFORT

1 - LOCATION: Franklin County, E&P Map C-5. Industrial center. Situated 305 mi. S of Chicago; 100 mi. SE of St. Louis.

2 - TRANSPORTATION: Railroads-Served by C&E; Illinois Central; OB&Q.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 9,437; E&P 87 Est. 9,883
County 80 Cen. 43,201; E&P 87 Est. 44,679

4 - HOUSEHOLDS:
City 80 Cen. 3,852; E&P 87 Est. 4,128
County 80 Cen. 16,978; E&P 87 Est. 18,260

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$127,000,000

6 - PASSENGER AUTOS: County 24,025

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 2,318 ($200-$400); Pleasure Boat Mfg. 260 ($200); Other Mfg. 550 ($150-$220).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-78; Summer 65-94; Fall 37-84; Winter 28-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-W. Frankfort Plaza (8 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Discount Stores-K mart.
Variety Stores-Dollar General.
Chain Drug Stores-SupeRx.
Chain Supermarkets-Kroger; Excel; West Frankfort Food Ctr.
Other Chain Stores-Fashion Shop; Sears (catalog); Payless Shoes; Fashion Bug; Coast-to-Coast.

14 - NEWSPAPERS: AMERICAN (e) 4,255; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Greg Hoskins, Gen. Mgr., AMERICAN, 111-15 S. Emma St., West Frankfort, IL 62896; Tel. (618) 932-2146.
National Representative: None.

WHEATON

1 - LOCATION: Du Page County (In Chicago PMSA). E&P Map D-1. County Seat. 25 mi. W of Chicago. Educational center. On U.S. Hwy. 64; 2 mi. from Illinois Tollway (E & W).

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Motor Freight Carriers-3.
Intercity Bus Lines-West Town.
Airport-O'Hare Intl. Airport (Chicago); Du Page County Airport; Midway (Chicago).

3 - POPULATION:
Corp. City 80 Cen. 43,043; E&P 87 Est. 49,938
CZ-ABC: (80) 43,043
RTZ-ABC: (80) 146,467
PMSA 80 Cen. 6,059,091; E&P 87 Est. 6,012,900
County 80 Cen. 658,177; E&P 87 Est. 760,377
City & RTZ-ABC: (80) 189,510
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,379; E&P 87 Est. 17,335
County 80 Cen. 221,795; E&P 87 Est. 265,866
PMSA 80 Cen. 2,150,209; E&P 87 Est. 2,204,912
CZ-ABC: (80) 14,379
RTZ-ABC: (80) 47,630
City & RTZ-ABC: (80) 62,009

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$360,640,000
Savings & Loan	3	$210,414,402

6 - PASSENGER AUTOS: County 514,094

7 - ELECTRIC METERS: Residence 19,240

8 - GAS METERS: Residence 13,440

9 - PRINCIPAL INDUSTRIES: Ins.; Printing & Pub.; Engineering; Plastic Prods.; Windows; Chem.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-55; Summer 66-81; Fall 47-62; Winter 18-32. First killing frost, Oct. 11; last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-20 blocks on Wesley, Front, Willow, Hale, Wheaton, Hawthorne Sts.; Downtown Glen Ellyn; Glen Ellyn Market Plaza; Northland Shopping Center.
Nearby Shopping Center-Stratford Sq. (1 mi.); Oakbrook (10 mi.); Yorktown (8 mi.); Fox Valley (8 mi.); Marshall Field; Sears; Kresge's; Woodfield Mall.
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Colson's; Venture; Marshall Field; Carson Pirie Scott & Co.; Wiebolts; Main Street.
Discount Stores-K mart; Zayre.
Chain Drug Stores-Walgreens; Rexall; Osco.
Chain Supermarkets-Jewel 4; IGA; Walt's; Convenient Food Marts; Frank's 2; Open Pantry; White Hen 3; Dominick's 2; Eagle 3.
Other Chain Stores-Goodyear; Firestone; Sears (catalog surplus).

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 8,455; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Mike Chapin, Man. Ed., JOURNAL, 362 S. Schmale Rd., Carol Stream, IL 60188; Tel. (312) 462-5349.

National Representative: Sawyer-Ferguson-Walker.

WOOD RIVER
See ALTON

INDIANA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anderson-Madison County.
Bloomington-Monroe County.
Elkhart-Goshen-Elkhart County.
Evansville, IN-KY-Posey, Vanderburgh and Warrick Counties, IN; Henderson County, KY.
Fort Wayne-Allen, De Kalb and Whitley Counties.
Indianapolis-Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan and Shelby Counties.
Kokomo-Howard and Tipton Counties.
Lafayette-West Lafayette-Tippecanoe County.
Louisville, KY-IN-Bullitt, Jefferson, Oldham and Shelby Counties, KY; Clark, Floyd and Harrison Counties, IN.
Muncie-Delaware County.
South Bend-Mishawaka-St. Joseph County.
Terre Haute-Clay and Vigo Counties.

PRIMARY METROPOLITAN STATISTICAL AREA

Gary-Hammond-Lake and Porter Counties.
Cincinnati, OH-KY-IN-Clermont, Hamilton and Warren Counties, OH; Boone, Campbell and Kenton Counties, KY; Dearborn County, IN.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Chicago-Gary-Lake County, IL-IN-WI-Includes Aurora-Elgin, IL PMSA; Chicago IL PMSA; Gary-Hammond, IN PMSA; Joliet, IL PMSA; Kenosha, WI PMSA; and Lake County, IL PMSA.
Cincinnati-Hamilton, OH-KY-IN Includes Cincinnati, OH-KY-IN PMSA; Hamilton-Middletown, OH PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	456	419	424
5-14 Years	1,076	888	898
15-24 Years	918	1,048	1,060
25-44 Years	1,223	1,488	1,505
45-64 Years	1,031	1,061	1,071
65 and Over	492	585	592
TOTAL	5,196	5,489	5,550

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat. Hdwr.	994	1,141	2,107
General Mdse.	2,393	2,666	3,941
Food	3,665	5,176	6,783
Automobiles	4,168	4,346	8,250
Gasoline Stations	1,702	2,725	2,665
Apparel	737	1,059	1,503
Furniture	787	864	1,560
Eat-Drink Places	1,520	2,287	3,410
Drugs	640	981	1,426
TOTAL SALES	18,266	23,724	34,518

ANDERSON

1 - LOCATION: Madison County (MSA), E&P Map C-3, County Seat. Mfg. center, agricultural area, college town 35 mi. from Indianapolis.

2 - TRANSPORTATION: **Railroads**-Conrail (freight).
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Trailways; ABC.

3 - POPULATION:
Corp. City 80 Cen. 64,695; E&P 87 Est. 57,328
CZ-ABC: (80) 67,109
RTZ-ABC: (80) 79,508
County/MSA 80 Cen. 139,336; E&P 87 Est. 126,250
City & RTZ-ABC: (80) 146,617

4 - HOUSEHOLDS:
City 80 Cen. 24,609; E&P 87 Est. 22,892
County/MSA 80 Cen. 49,985 E&P 87 Est. 46,881
CZ-ABC: (80) 25,535
RTZ-ABC: (80) 27,036
City & RTZ-ABC: (80) 52,571

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$510,021,000
Savings & Loan	2	$455,791,000

6 - PASSENGER AUTOS: County 75,267

7 - ELECTRIC METERS: Residence 32,740

8 - GAS METERS: Residence 28,843

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive 15,000 ($568); Corrugated Containers 133 ($399); Meat Pkg. 410 ($389); Periodical Pub. 223 ($387).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 60-97; Fall 15-60; Winter 5-50. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Meridian St.
Neighborhood Shopping Centers-Meadowbrook, 38th & Main St., Cross St. & Broadway, E 10th St. & Lennox Sts., 29th & Main Sts., Edgewood Shops, 3639 Nichol Ave., Park Rd. & Nichol Ave., Broadway & Ames-K mart West & K mart North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mounds Mall(43)	2	JCPenney, Sears, Meis Bros., Hoyt Wright Co
Holiday Plz.(12)	2	Hills, Joan Fabric, Murphys Foods
Edgewood Plz.(12)	3	Odd Lots, Aldi, Hooks
Target(8)	5	Payless, Target
Southdale Plz.(12)	4	K mart, Marsh, Guarantee Auto

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mounds Mall, Holiday Plz., Target, Southdale Plz., all K mart Center and food stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Meis Bros.
Variety Stores-Woolworth.
Discount Stores-K mart 3; Thrift Dollar Store; Odd Lots; Target; Hills.
Chain Drug Stores-Hook 6; Peoples; Marsh 3.
Chain Supermarkets-Marsh Foodliner 3; Payless 4; Harvest Mkt. 3; Mathews 2.
Other Chain Stores-Zale's Jewelers; Shane Jewelers; Paul Harris; Bottom Half; Jean Nicole; Brooks Fashions; Kinney Shoes; Connie Shoes; Musicland; Earring Tree; Goodyear; H.H. Gregg Appliances; Rex Appliances; Furrows Bldg. Materials; Carter Lumber; Wickes.

14 - NEWSPAPERS: HERALD (m-tues to sat) 21,869; BULLETIN (e) 14,636; HERALD (S) 24,261; Mar. 31, 1987 ABC.
NOTE: The Herald (m) and the Bulletin (e) consolidated in April, 1987 to become the Herald-Bulletin (mS). Circulation figures do not reflect the change.
Local Contact for Advertising and Merchandising Data: Allen Utterback, Adv. Dir., HERALD, 1133 Jackson St., Anderson, IN 46015; Tel. (317) 643-5371.
National Representative: Branham/Newspaper Sales.

AUBURN

1 - LOCATION: De Kalb County (In Fort Wayne MSA), E&P Map C-2, County Seat. 23 mi. N by E of Fort Wayne on I-69; 20 mi. S of Indiana Toll Road.

2 - TRANSPORTATION: **Railroads**-B&O; Conrail; Penn Central; Norfolk Southern.

3 - POPULATION:
Corp. City 80 Cen. 8,122; E&P 87 Est. 8,516
NDM-ABC: (80) 34,385
MSA 80 Cen. 354,156; E&P 87 Est. 345,372
County 80 Cen. 33,606; E&P 87 Est. 32,767

4 - HOUSEHOLDS:
City 80 Cen. 3,025; E&P 87 Est. 3,242
County 80 Cen. 11,437; E&P 87 Est. 11,578
MSA 80 Cen. 124,905; E&P 87 Est. 125,573
NDM-ABC: (80) 11,713

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$144,000,000
Savings & Loan	2	$134,000,000

6 - PASSENGER AUTOS: County 20,051

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 3,041

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Auto Parts 1,020; Metal Parts 250; Printing 175; Rubber Prods. 350; Utilities 150; Glass 150; Electronics 200; Plastic Prods. 305; Welded Assm. 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 52-95; Fall 25-65; Winter 0-35. First killing frost, Oct. 10; last killing frost, May 5.

11 - TAP WATER: 19 grains hard.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Cedar, 3 on Main, 3 on 7th and 3 on 9th.
Nearby Shopping Center-Auburn Plaza (1 mile west); 2nd West Edge Mall (1 mile west).

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Blackwell's.
Variety Stores-Gower's.
Chain Supermarkets-IGA; Super Dollar; Kroger.
Other Chain Stores-Heck's; Radio Shack; Murphy's Mart; Sears; Auto Works; Hooks; Revco.

14 - NEWSPAPERS: STAR (e) 7,409; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Martin P. Alexander, Adv. Mgr., STAR, 118 W. Ninth St., Auburn, IN 46706; Tel. (219) 925-2611.
National Representative: None.

BEDFORD

1 - LOCATION: Lawrence County, E&P Map B-4, County Seat. Limestone center of the world; 73 mi. NW of Louisville; 72 mi. SW of Indianapolis. On U.S. Hwy. 50; State Hwys. 37, 51, 58, 450.

2 - TRANSPORTATION: **Railroads**-L&N; Chicago, Milwaukee, St. Paul & Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; (City Bus)-Transit Bus Authority of Stone City.

3 - POPULATION:
Corp. City 80 Cen. 14,410; E&P 87 Est. 14,067
CZ-ABC: (80) 20,569
Bal. in NDM-ABC: (80) 44,633
County 80 Cen. 42,472; E&P 87 Est. 43,557
Total NDM-ABC: (80) 65,202

4 - HOUSEHOLDS:
City 80 Cen. 5,874; E&P 87 Est. 5,965
County 80 Cen. 15,525; E&P 87 Est. 16,478
CZ-ABC: (80) 7,978
Bal. in NDM-ABC: (80) 15,684
Total NDM-ABC: (80) 23,622

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$330,611,545
Credit Union	1	$25,185,547
Savings & Loan	1	$43,891,921

6 - PASSENGER AUTOS: County 22,157

7 - ELECTRIC METERS: Residence 15,500

8 - GAS METERS: Residence 8,295

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry 1,273 ($700); Limestone 332 ($470); Textile 165 ($190); Naval Weapons Support Ctr. 4,000 ($475); Electronics 800 ($530); Trans. Equip. 516 ($450); Cement 155 ($525); Fabricated Metals & Mach. Mfg. 835 ($380).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-81; Summer 56-102; Fall 26-87; Winter 20-72. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Public Square; also 2 blocks on 15th and 16th Sts., I and J Sts.
Neighborhood Shopping Centers-Bedford Shpg. Plz. Hwy. 50 at 25th St.; Fifth St. Englewood, Oolitic; Stone City Plz., W. 16th St.; Danner's Shopping Ctr., W. 16th St.; Sycamore Sq., W. 16th St.; Lincoln Plz., Lincoln Ave.
Nearby Shopping Centers (No. of Stores)-Mitchell; Paoli; Bedford Plz. (7); Big Lots Shpg. Ctr. (3); Stone City Mall (35); Wal-Mart Ctr. (10).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Mon., Fri., Food-Nightly.
Stores Open Sunday-Food, Discount & Variety.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Wal-Mart; Big Lots; George's; K mart.
Variety Stores-Big Blue.
Chain Drug Stores-Hook 3; Taylor's; Crowder's 2; The Medicine Shoppe.
Chain Supermarkets-Jay C; Mill's 3; I.G.A. Foodliner; Kroger.
Other Chain Stores-Maurice's; Payless Shoe Store; The Fly; Diana Shop; Merle Norman; Jo-Ann Fabrics; Sears (catalog); Western Auto; Goodyear; Radio Shack; Waldenbooks; Regis Beauty Salons; The Sound Shop; Smith Jewelers; Autoworks; Union Optical.

14 - NEWSPAPERS: TIMES-MAIL (e) 14,734; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Frank Taggart, Adv. Dir., TIMES-MAIL, 813 16th St.; PO Box 849, Bedford, IN 47421; Tel. (812) 275-3355.
National Representative: Branham/Newspaper Sales.

BICKNELL

1 - LOCATION: Knox County, E&P Map B-4. 14 mi. NE of Vincennes; 100 mi. SW of Indianapolis; 60 mi. from Terre Haute; 70 mi. from Evansville.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.

3 - POPULATION:
Corp. City 80 Cen. 4,713; E&P 87 Est. 5,112
County 80 Cen. 41,838; E&P 87 Est. 43,492

4 - HOUSEHOLDS:
City 80 Cen. 1,880; E&P 87 Est. 2,109
County 80 Cen. 15,481; E&P 87 Est. 16,083

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 23,617

7 - ELECTRIC METERS: Residence 1,797

8 - GAS METERS: Residence 1,439

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coil 75; Alloys 125; Coal Mining 360.
Principal Pay Days-Sat., Wkly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-63; Summer 66-89; Fall 42-65; Winter 26-44. First killing frost, Oct. 21; last killing frost, Apr. 19.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St., 2 blocks on Second St.; 6 blocks on Hwy. 67.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Chain Stores**-Hooks Drugs; Mayfair; Bicknell Shoes; D&M Drug; Risley & Son Furn.; Stremming Jewelry; Pieper's Carpets; Sport Center; Family Pharmacy; Conrad's Variety; Mackey's.
Discount Stores-Bicknell.
Chain Supermarkets-IGA; Mike's Red & White.

14 - NEWSPAPERS: KNOX COUNTY NEWS (m) 2,061; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Larry Hiatt, Pub., KNOX COUNTY NEWS, 310 N. Main St., Bicknell, IN 47512; Tel. (812) 735-2222.
National Representative: None.

BLOOMFIELD

1 - LOCATION: Greene County, E&P Map B-4, County Seat. 44 mi. SE of Terre Haute; 25 mi. W of Bloomington and 80 mi. SW of Indianapolis.

2 - TRANSPORTATION: **Railroads**-Illinois Central.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 2,705; E&P 87 Est. 2,737
County 80 Cen. 30,416; E&P 87 Est. 31,684

4 - HOUSEHOLDS:
City 80 Cen. 1,148; E&P 87 Est. 1,194
County 80 Cen. 11,509; E&P 87 Est. 12,437

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$169,000,000
Savings & Loan	1	$55,000,000

6 - PASSENGER AUTOS: County 15,273

7 - ELECTRIC METERS: Residence & Commercial 1,422

8 - GAS METERS: 13,000

9 - PRINCIPAL INDUSTRIES: Car Jacks; Ceramics.
Principal Pay Days-Fri., Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-65; Summer 74-103; Fall 64-87; Winter 10-50. First killing frost, Oct. 13; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on town sq.
Neighborhood Shopping Centers-S. Washington St.; Hwy. 231 S.; S. Seminary & Mill Sts.; E. Main St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoons.
Stores Open Evenings-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears (catalog).
Variety Stores-Dollar General.
Chain Drug Stores-Hook's; Pielemeier; Family.
Chain Supermarkets-IGA Foodliner; White's Regal.
Other Chain Stores-Freelands Apparel; Bloomfield Paint; True Value Hdwe.; Ace Hdwe.; Russ Tire Serv.; Bloomfield Furn.; Bloomfield Liquors; Jerrells Jewelry; Auto Pro; Picnic Basket; Dairy Queen; Pizza Villa; Jeni's Boutique; The Sun Center; Pittman's Home Service Center.

14 - NEWSPAPERS: WORLD (e-mon to fri) 3,169; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: William C. Miles, Pub., WORLD, 29 W. Main St.; PO Box 311, Bloomfield, IN 47424; Tel. (812) 384-3501.
National Representative: None.

BLOOMINGTON

1 - LOCATION: Monroe County (MSA), E&P Map B-4, County Seat. Limestone shipping, misc. mfg., recreational and education center; S central part of state; 51 mi. from Indianapolis; 90 mi. from Louisville; 220 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Illinois Central (freight); CSX Seaboard Systems.
Motor Freight Carriers-6 terminals, 9 moving & storage.
Intercity Bus Lines-Greyhound.
Airlines-Britt Commuter.

3 - POPULATION:
Corp. City 80 Cen. 51,646; E&P 87 Est. 53,799
County/MSA 80 Cen. 98,387; E&P 87 Est. 103,589
Herald-Telephone:
CZ-ABC: (80) 73,811
Bal. in NDM-ABC: (80) 48,604
Total NDM-ABC: (80) 122,415
Sunday Herald-Times:
Total NDM-ABC: (80) 186,289
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,817; E&P 87 Est. 17,542
County/MSA 80 Cen. 33,829; E&P 87 Est. 36,546
Herald-Telephone:
CZ-ABC: (80) 25,498
Bal. in NDM-ABC: (80) 17,104
Total NDM-ABC: (80) 42,602
Sunday Herald-Times:
Total NDM-ABC: (80) 65,796

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$521,142,738
Savings & Loan	2	$126,174,610
Credit Union	2	$122,037,687

6 - PASSENGER AUTOS: County 47,066.

7 - ELECTRIC METERS: Residence County 36,571.

8 - GAS METERS: Residence (City Zone) 18,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elect., Mach., Medical, TV & Appliances 8,316 ($435); Stone Quarries & Mills 429 ($460); Educ. 6,869 ($424).
Principal Pay Days-1st, 15th, 30th; Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-66; Summer 63-85; Fall 46-65; Winter 21-38. First killing frost, Oct. 15; last killing frost, Apr. 22.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-70 blocks Central City including Downtown Square, Colstone Square, Dunnkirk Square and Seminary Square; College Mall; Eastland Plaza; Jackson Creek; K mart; Walnut Park; Whitehall Plaza; Whitehall Square.
Neighborhood Shopping Centers (No. of Stores)-Cascades (10); Century Village (15); Crosstown (20); Highland Village (8); Southgate (3); Tenth & Bypass (6); Williamsburg Village (22).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Mall(100)	3	L.S. Ayres, Lazarus, JCPenney, Sears, Target
Eastland Plz.(32)	3	Hooks, Jewel, Osco, Service Merchandise
Jackson Creek(14)	3	Hills, Kroger
K mart(6)	3	K mart, Lowell's Foods
Walnut Park(8)	4	Marsh, BTR Trading
Whitehall Plz.(21)	4	Jewel, Osco, K mart
Whitehall Sq.(6)	4	Marsh, Big Lots

Principal Shopping Days-Dept. Stores-Sat., Fri., Sun.; Food-Fri., Sat.
Stores Open Evenings-Dept., Disc.; Food, Drugs and Shopping Centers every evening except Sun.

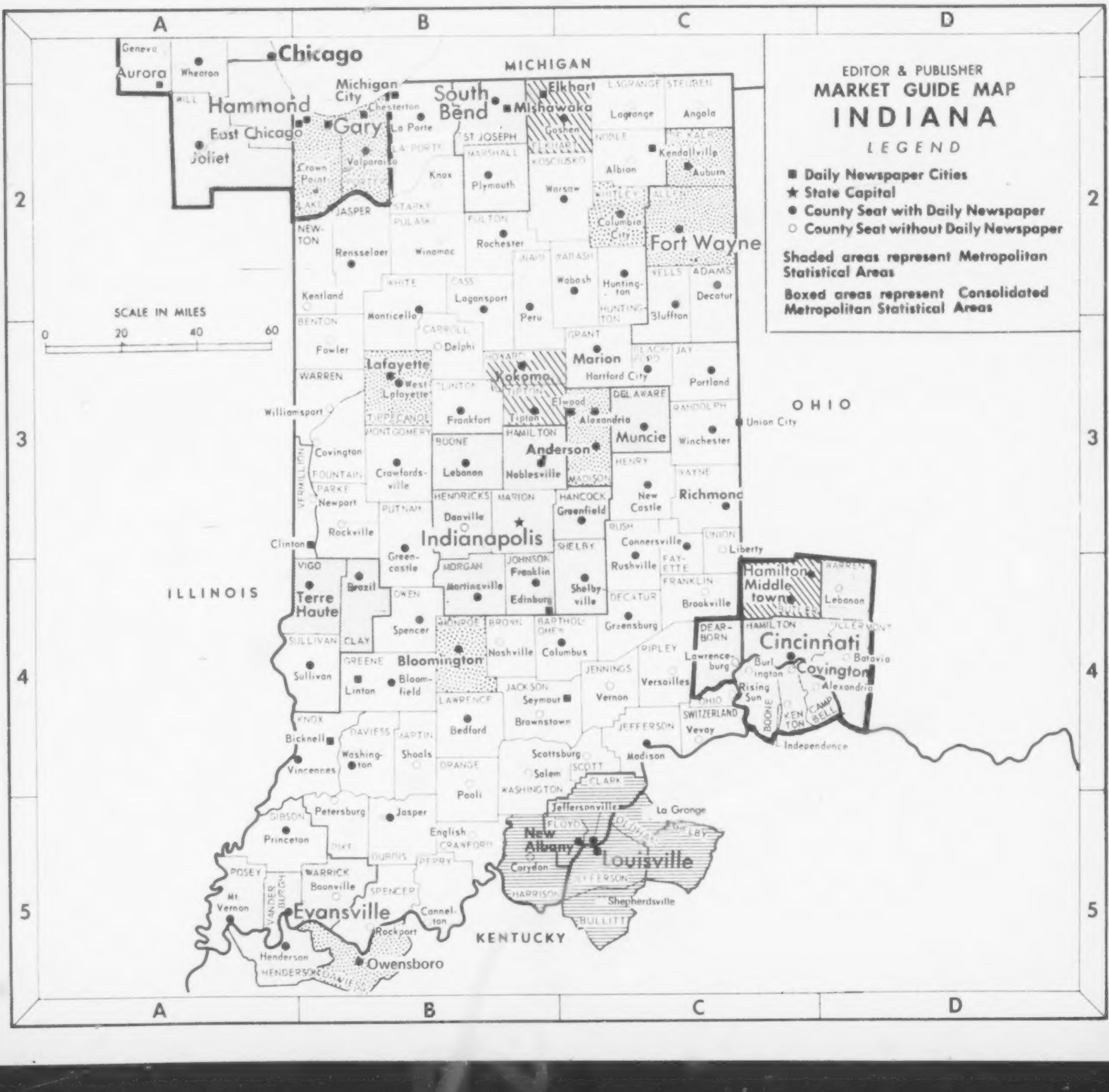
13 - RETAIL OUTLETS: **Department Stores**-Schmalz; JCPenney; Sears; Lazarus; L.S. Ayres.
Variety Stores-Ben Franklin.
Discount Stores-Target, K mart 2; Service Merchandise; Big Lots; Hills Dept. Store.
Chain Drug Stores-Hook's 3; People's 2; Osco 2.
Chain Supermarkets-Jewel 2; Kroger 2; Marsh Foodliner 2; Lowell's Discount; IGA 3; 7-Eleven 5; Village Pantry 5.
Other Chain Stores-Firestone; Auto Works; Guarantee Auto; Computerland; JoAnn Fabrics; SoFro Fabrics; Bottom Half; Brooks; Casual Corner; Claire's Boutique; Chess King; Clothes-Out Junction; The Fashion Shop; Foxmoor; Paul Harris; The Ltd.; Maurice's; Jean Nicole; Sportswear Mart; Sycamore Shop; Worths; Harry Levinson; Sieferts; Mark Henri; Deb Shop; Webster's Men's Wear; Bee Gee Shoes; Butler; Hanover; Kinney; Naturalizer; Open Country; Payless; Shoe Works; Finish Line; Marjax; Carpetland U.S.A.; Hoosier Photo; Circus World; Radio Shack; General Nutrition; B. Dalton Books; Waldenbooks; Printer's Ink; Disc Jockey Records; Musicland; Mothercare; Parklane Hosiery; Favor Ruhl; Gordon's; Rost; Shane; Zale's; Berman Leather; Kay Bee Toys.

14 - NEWSPAPERS: HERALD-TELEPHONE (e) 27,909; HERALD-TIMES (S) 43,258; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Marvin J. Lewis, Adv. Dir., HERALD-TELEPHONE, HERALD-TIMES, 1900 S. Walnut St.; PO Box 909, Bloomington, IN 47402; Tel. (812) 332-4401.
National Representative: Branham/Newspaper Sales.

BLUFFTON

1 - LOCATION: Wells County, E&P Map C-2, County Seat. In ENE part of state. 25 mi. from Fort Wayne; 100 mi. from Indianapolis.

2 - TRANSPORTATION: **Railroads**-Norfolk & Southern.
Intercity Bus Lines-Trailways, Indiana Railroad Line.
Motor Freight Carriers-3.


EDITOR & PUBLISHER
MARKET GUIDE MAP
INDIANA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
A
B
C
D
2
3
4
5
SCALE IN MILES
0
20
40
60
MICHIGAN
ILLINOIS
OHIO
KENTUCKY
Chicago
Aurora
Wheaton
Geneva
Joliet
Hammond
East Chicago
Gary
Michigan City
Chesterton
La Porte
Valparaiso
Crown Point
South Bend
Mishawaka
Elkhart
Goshen
Lagrange
Angola
Kendallville
Auburn
Knox
Plymouth
Warsaw
Albion
Columbia City
Fort Wayne
Rensselaer
Winamac
Rochester
Wabash
Huntington
Decatur
Bluffton
Kentland
Monticello
Logansport
Peru
Fowler
Delphi
Marion
Hartford City
Portland
Lafayette
West Lafayette
Kokomo
Williamsport
Frankfort
Tipton
Elwood
Alexandria
Muncie
Winchester
Union City
Covington
Crawfordsville
Lebanon
Noblesville
Anderson
New Castle
Richmond
Newport
Rockville
Danville
Indianapolis
Greenfield
Connersville
Liberty
Clinton
Greencastle
Martinsville
Franklin
Shelbyville
Rushville
Brookville
Terre Haute
Brazil
Spencer
Edinburg
Greensburg
Hamilton
Middletown
Lebanon
Cincinnati
Batavia
Covington
Alexandria
Bloomington
Nashville
Columbus
Versailles
Lawrenceburg
Rising Sun
Sullivan
Linton
Bloomfield
Seymour
Vernon
Bedford
Brownstown
Vevay
Independence
Bicknell
Vincennes
Washington
Shoals
Scottsburg
Salem
Madison
Paoli
Jasper
Petersburg
Princeton
English
La Grange
Jeffersonville
New Albany
Louisville
Corydon
Shepherdsville
Boonville
Mt Vernon
Evansville
Rockport
Cannelton
Henderson
Owensboro

3 - POPULATION:
Corp. City 80 Cen. 8,705; E&P 87 Est. 8,480
County 80 Cen. 25,401; E&P 87 Est. 24,357

4 - HOUSEHOLDS:
City 80 Cen. 3,350; E&P 87 Est. 3,393
County 80 Cen. 8,848; E&P 87 Est. 8,791

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$120,000,000

6 - PASSENGER AUTOS: County 14,771

7 - ELECTRIC METERS: Residence 3,720

8 - GAS METERS: Residence 2,890

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Small Electric Motors 1,000 ($300); Gray Iron Casting 100 ($300); Farm Mach. 110 ($250); Rubber 400 ($250); Food Proc. 300 ($250); Warehousing 400 ($250).
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-98; Fall 30-70; Winter 0-50. First killing frost, Oct. 8; last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 3 on Market St.; 2 on Johnson St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-G.C. Murphy; Progress.
Discount Stores-K mart.
Chain Drug Stores-Hook's.
Chain Supermarkets-Heyerley's; Gerber Bros.; Super Valu; Scott's.
Other Chain Stores-True Value Hdwe.; Ace Hdwe.

14 - NEWSPAPERS: NEWS-BANNER (e) 5,485; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: James G. Barbieri, Gen. Mgr., NEWS-BANNER, 125 N. Johnson St., Bluffton, IN 46714; Tel. (219) 824-0224.
National Representative: None.

BRAZIL

1 - LOCATION: Clay County. E&P Map B-4 (In Terre Haute MSA). County Seat. Western Central part of state. 16 mi. NE of Terre Haute; 55 mi. SE of Indianapolis.

2 - TRANSPORTATION: Motor Freight Carriers-10.
Airlines-Continental Express; TW Express; Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 7,852; E&P 87 Est. 8,980
MSA 80 Cen. 137,247; E&P 87 Est. 130,914
County 80 Cen. 24,862; E&P 87 Est. 25,689

4 - HOUSEHOLDS:
City 80 Cen. 3,097; E&P 87 Est. 3,635
County 80 Cen. 9,232; E&P 87 Est. 9,944
MSA 80 Cen. 49,510; E&P 87 Est. 48,885

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$47,000,000
Commercial	3	$195,288,266

6 - PASSENGER AUTOS: County 12,307

7 - ELECTRIC METERS: Residence 3,440 (Corp. limits)

8 - GAS METERS: Residence 3,715

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 350 ($625); Ret. & Clerical 1,250 ($235); Semi-Truck Trailer Mfg. 1,000 ($450); Horse Trailer Mfg. 75 ($300); Plastic Pipe Mfg. 60 ($300); Farming & Agric. 625 ($350).
Principal Pay Days-Fri.; 10th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 68-100; Fall 42-80; Winter 0-50. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium soft.

12 - RETAILING: Principal Shopping Centers-Downtown, 2 mi., along U.S. 40 (National Ave.), 2 blocks depth. Also Brazil Shpg. Plz. at E. edge of Brazil has 15 retail outlets, including restaurants, etc.
Principal Shopping Days-Thur.; Fri., Sat.
Stores Open Evenings-Dept.-Thur., Fri.; Food-Nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Pell's Bargain Mart.
Variety Stores-G.C. Murphy; Danners 3-D.
Chain Drug Stores-Rexall; Hooks; Peoples.
Chain Supermarkets-Kroger; Super-Valu; Lowell's Discount.
Other Chain Stores-Western Auto; Timberland Ace Hdwe.; MAB Paints; Sherwin-Williams; Guarantee Auto; Coast-to-Coast Hdwe.

14 - NEWSPAPERS: TIMES (e) 5,623; sworn Oct. 2, 1986.
Local Contact for Advertising and Merchandising Data: Joe Nixon, Vice Pres., TIMES, 100 Times Sq., Brazil, IN 47834; Tel. (812) 446-2216.
National Representative: Nixon Newspapers.

CHESTERTON

1 - LOCATION: Porter County. E&P Map B-2 (In Gary-Hammond PMSA). Northern part of state.

2 - TRANSPORTATION: Railroads-Amtrak; C&O.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 8,531; E&P 87 Est. 9,345
PMSA 80 Cen. 642,781; E&P 87 Est. 595,734
County 80 Cen. 119,816; E&P 87 Est. 127,098

4 - HOUSEHOLDS:
City 80 Cen. 3,002; E&P 87 Est. 3,358
County 80 Cen. 39,146; E&P 87 Est. 43,053
PMSA 80 Cen. 214,244; E&P 87 Est. 205,130

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$81,081,000
Savings & Loan	1	$85,000,000

6 - PASSENGER AUTOS: County 69,633

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Steel Fabrication.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard.

12 - RETAILING: Shopping District-Calumet Rd. & Broadway; Indian Oak Mall, IN 49 Bypass.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin; K mart.
Chain Drug Stores-Hook's.
Chain Supermarkets-Smedman's; Economart; Costas; Jewel-Osco.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 4,551; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Warren H. Canright, Pub., TRIBUNE, 143 S. Calumet Rd., Chesterton, IN 46304; Tel. (219) 926-1131.
National Representative: None.

CLINTON

1 - LOCATION: Vermillion County. E&P Map B-3. Agricultural, manufacturing, chemical and coal mining area. 160 mi. S of Chicago; 74 mi. W of Indianapolis.

2 - TRANSPORTATION: Railroads-L&N.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 5,267; E&P 87 Est. 4,741
County 80 Cen. 18,229; E&P 87 Est. 17,604

4 - HOUSEHOLDS:
City 80 Cen. 2,181; E&P 87 Est. 2,035
County 80 Cen. 6,924; E&P 87 Est. 6,923

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$354,416,000

6 - PASSENGER AUTOS: County 9,614

7 - ELECTRIC METERS: Residence 3,910; County 4,878

8 - GAS METERS: County Residence 3,018

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Clothing 215 (N.A.); Collieries 70 ($320); Phonograph Records 173 ($180); Aluminum Fabrication 72 ($235); Chem. 41 ($280); Plastics 75 (N.A.); Printing ($198).
Principal Pay Days-Fri., Sat.; 8th & 23rd.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-60; Summer 60-103; Fall 45-70; Winter 0-40. First killing frost, Oct. 15; last killing frost, May 8.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 5 on N. 9th St.; 6 on side sts. off Main.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Rosenblatt; G.C. Murphy.
Variety Stores-Horney's.
Discount Stores-Wal-Mart.
Chain Supermarkets-Bag 'N Save; IGA; Magnabosco's; Columbus Co-op.

14 - NEWSPAPERS: CLINTONIAN (e-mon to fri) 5,421; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: George L. Carey, Pub., CLINTONIAN, 422 S. Main, Clinton, IN 47842-0309; Tel. (317) 832-2443.
National Representative: None.

COLUMBIA CITY

1 - LOCATION: Whitley County. (In Fort Wayne MSA). E&P Map C-2. County Seat. Small mfg. center. 150 mi. from Chicago; 110 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 5,091; E&P 87 Est. 5,186
County 80 Cen. 26,215; E&P 87 Est. 26,599
MSA 80 Cen. 354,156; E&P 87 Est. 345,372

4 - HOUSEHOLDS:
City 80 Cen. 2,065; E&P 87 Est. 2,023
County 80 Cen. 9,065; E&P 87 Est. 9,495
MSA 80 Cen. 124,905; E&P 87 Est. 125,573

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$57,000,000

6 - PASSENGER AUTOS: County 15,357

7 - ELECTRIC METERS: Residence 3,457

8 - GAS METERS: Residence 2,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Working 541 ($275); Textile 275; Electronics 100.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-92; Summer 46-99; Fall 12-91; Winter -15-59. First killing frost, Oct. 27; last killing frost, May 27.

11 - TAP WATER: Very hard; fluoridated naturally.

12 - RETAILING: Principal Shopping Centers-Downtown, 3 blocks on Van Buren; 2 on Main St.; 1 on Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia Plz.(10)	NA	Sears, Aldi, True Value Hdwe., Dollar General
N. Main Plaza	NA	Scott's Discount Foods
Columbia Sq.	NA	Kroger, Peoples Drug, Schultz Bros.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Downtown Fri.; Shopping centers every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-Dollar General.
Variety Stores-Schultz Bros.; Dollar General.
Chain Drug Stores-Peoples; Thornburg's; Hooks.
Chain Supermarkets-Kroger; Scott's Discount Foods; Aldi.
Other Chain Stores-Gamble; Firestone; True Value; Sears (catalog); Guaranteed Auto; Coast-to-Coast; Ace Hdwe.

14 - NEWSPAPERS: POST & MAIL (e) 4,753; sworn Sept. 23, 1986.
Local Contact for Advertising and Merchandising Data: Raymond Porter, Adv. Dir., POST & MAIL, 116 N. Chauncey St., Columbia City, IN 46725; Tel. (219) 244-5153.
National Representative: None.

COLUMBUS

1 - LOCATION: Bartholomew County. E&P Map C-4. County Seat. Industrial, agricultural center, architectural showplace.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Columbus Municipal Transit System.

3 - POPULATION:
Corp. City 80 Cen. 30,292; E&P 87 Est. 30,745
CZ-ABC: (80) 37,012
RTZ-ABC: (80) 84,206
County 80 Cen. 65,088; E&P 87 Est. 63,815
City & RTZ-ABC: (80) 121,218

4 - HOUSEHOLDS:
City 80 Cen. 11,544; E&P 87 Est. 12,080
County 80 Cen. 22,804; E&P 87 Est. 23,210
CZ-ABC: (80) 13,867
RTZ-ABC: (80) 27,645
City & RTZ-ABC: (80) 41,512

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$397,387,378
Savings & Loan	3	$214,161,853

6 - PASSENGER AUTOS: County 38,352

7 - ELECTRIC METERS: Residence 17,366

8 - GAS METERS: Residence 9,723

9 - PRINCIPAL INDUSTRIES: Total employment 8,800. (Av. Wkly. Wage $300).
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-73; Summer 61-87; Fall 49-74; Winter 25-44. First killing frost, Oct. 13; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Washington St. including Courthouse Center Mall.
Neighborhood Shopping Centers-4 blocks on State St.; 4 blocks at 25th and Central Sts.; U.S. 31 and Road 46; U.S. 31 and Beam Road; SR 46 and I-65.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
25th Street	3	McCrory's, Auto Works
E. State St.	1	Hook's Drugs, Jay C Grocery
Eastbrook Plz.(21)	3	Hook's
Columbus(25)	3	JCPenney, Hills, P. Harris
Northern Village	3	Target, Auto Works
Holiday Ctr.(28)	5	Holiday Drugs
Courthouse Ctr.(34)	NA	Sears, Osco
West Hill(15)	2	3D Discount, Hook's, Jay C Grocery
Clover Center	4	Osco, Marsh

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Stores-Danner's; McCrory's.
Discount Stores-Target; 3D Discount; Hills.
Chain Drug Stores-Hook's 3; Taylor's; Osco 2.
Chain Supermarkets-Kroger-Savon; Jay C 3; Marsh 2; IGA 2.
Other Chain Stores-Goodyear; Guarantee Auto; Sherwin-Williams; Nationwide Auto; Radio Shack; Auto Works.

14 - NEWSPAPERS: REPUBLIC (e) 21,198; (S) 20,946; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David A. Shaff, Adv. Dir., REPUBLIC, 333 Second St., Columbus, IN 47201; Tel. (812) 372-7811.
National Representatives: Papert Companies; U.S. Suburban Press.

CONNERSVILLE

1 - LOCATION: Fayette County. E&P Map C-3. County Seat. Trade ctr. for 3 counties. Industrial city. 60 mi. equidistant from Cincinnati, Indianapolis & Dayton.

2 - TRANSPORTATION: Railroads-Chessie System; Norfolk Western (frt. only).
Motor Freight Carriers-11.

3 - POPULATION:
Corp. City 80 Cen. 17,023; E&P 87 Est. 16,122
County 80 Cen. 28,272; E&P 87 Est. 27,433

4 - HOUSEHOLDS:
City 80 Cen. 6,322; E&P 87 Est. 6,189
County 80 Cen. 9,960; E&P 87 Est. 9,987

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$151,338,000
Savings & Loan	2	$105,532,172

6 - PASSENGER AUTOS: County 14,067

7 - ELECTRIC METERS: Residence 6,500

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Fab. Metal 10,400; Av. Wkly. Wage-$345.
Principal Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Summer 70-76; Winter 20-41. First killing frost, Oct. 7; last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Central Ave., connecting sts.
Neighborhood Shopping Centers-Connersville Plz., 30th St.; K mart; 3-D; Grandview Ctr., 30th St.
Principal Shopping Days-Sat., Thur., Fri., Mon.
Stores Open Evenings-Grandview Ctr.; Connersville Plz., 2 Discount Stores & Chain Drug Stores; Val Corp. All downtown Fri. eve.

13 - RETAIL OUTLETS: Department Stores-JCPenney; 3D; K mart; Dollar General.
Chain Supermarkets-Cox; Mace; IGA; Marsh.

Other Chain Stores-Guarantee Auto; Sears (catalog); Val Corp.; Sycamore; Fashion Bug; Pic Way Shoes; Radio Shack; Bea's Hallmark; Maurice's.

14 - NEWSPAPERS: NEWS-EXAMINER (e) 8,584; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Inez L. Maple, Ret. Adv. Mgr., NEWS-EXAMINER, 406 Central Ave.; PO Box 287, Connersville, IN 47331; Tel. (317) 825-0585.
National Representative: Landon Associates.

CRAWFORDSVILLE

1 - LOCATION: Montgomery County, E&P Map B-3. County Seat. Industrial, printing, agriculture, college center. WC part of state. 170 mi. to Chicago; 45 mi. to Indianapolis.

2 - TRANSPORTATION: **Railroads**-Conrail; L&N.
Motor Freight Carriers-4.
Intercity Bus Lines-Illini-Swallow; American Stages.

3 - POPULATION:
Corp. City 80 Cen. 13,325; E&P 87 Est. 13,357
CZ-ABC: (80) 13,325
RTZ-ABC: (80) 45,358
County 80 Cen. 35,501; E&P 87 Est. 36,725
City & RTZ-ABC: (80) 58,683

4 - HOUSEHOLDS:
City 80 Cen. 5,200; E&P 87 Est. 5,398
County 80 Cen. 12,967; E&P 87 Est. 13,952
CZ-ABC: (80) 5,204
RTZ-ABC: (80) 15,950
City & RTZ-ABC: (80) 21,154

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$158,743,246
Savings & Loan	3	$120,754,948

6 - PASSENGER AUTOS: County 18,847

7 - ELECTRIC METERS: Residence 6,730

8 - GAS METERS: Residence 4,511

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel/Metal Mfg. 1,885 ($396); Printing/Paper Prods. 2,595 ($300); Plastics Mfg. 391 ($270); Warehouse/Shipping 208 ($330).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-65; Summer 68-100; Fall 28-70; Winter -2-50. First killing frost, Oct. 20; last killing frost, May 12.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Washington; 3 on Main; 3 on Market; 3 on Green.
Neigborhood Shopping Centers-S. Washington St., W. and E. on U.S. Hwy. 136; South Boulevard Plaza (Enclosed Mall with 27 stores); Shelly Square, east on SR47 (3 stores-offices); Countryside Plaza (5 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blvd. Mall(21)	2	JCPenney, Loeb's, Kroger, Carpetland, Radio Shack
Countryside Plz.(5)	2	3-D, Kroger, People's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most to 9; Sun. to 6.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Loeb's; Town & Country Home Center.
Variety Stores-Danner's.
Discount Stores-Pool's; 3-D; Target; Big Lots.
Chain Drug Stores-Rexall 2; Hook's 3; People's.
Chain Supermarkets-Kroger 2; Marsh; Shopwright; Crawford's 2.
Other Chain Stores-Goodyear; Sherwin-Williams; Paul Harris; Sears (catalog); Radio Shack.

14 - NEWSPAPERS: JOURNAL-REVIEW (e) 10,791; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Clyde E. Welsh, Adv. Dir., JOURNAL-REVIEW, 119 N. Green; PO Box 512, Crawfordsville, IN 47933; Tel. (317) 362-1200.
National Representative: Papert Companies.

DECATUR

1 - LOCATION: Adams County, E&P Map C-2. County Seat. Residential center. 22 mi. SSE of Fort Wayne; 6 mi. from the Ohio state line. U.S. Hwys. 27, 33 & 224.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Conrail.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 8,649; E&P 87 Est. 8,649
County 80 Cen. 29,619; E&P 87 Est. 30,598

4 - HOUSEHOLDS:
City 80 Cen. 3,163; E&P 87 Est. 3,095
County 80 Cen. 9,625; E&P 87 Est. 10,360

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$110,000,000
Commercial	2	$140,000,000

6 - PASSENGER AUTOS: County 15,805

7 - ELECTRIC METERS: Residence 4,920

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Industry-Motors; Soybean Proc.; Iron Casting; Novelties; Boats; Cement; Ornamental Iron; Modular Homes; Motor Homes; Packing Cases; Recreational Vehicles; Paint; Concrete Prods. & Vaults; Tools & Dies; Edible Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-93; Summer 42-100; Fall 15-100; Winter 22-70. First killing frost, Oct. 14; last killing frost, May 15.

11 - TAP WATER: Softened to 9 grains.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Decatur Plz.(11)	NA	Revco
Gerber Ctr.(4)	NA	Hook's Drugs
Village Green(4)	NA	Scotts Mkt.

Principal Shopping Days-Wed. & Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Niblick; Dollar General; Val's.
Discount Stores-K mart.
Chain Supermarkets-Gerber's 2; Scott's.
Chain Drug Stores-Revco; Hook's; Keltsch Phcy.
Other Chain Stores-TSC; Sherwin-Williams; Ream Steckback; Coast-to-Coast; Radio Shack.

14 - NEWSPAPERS: DEMOCRAT (e) 5,866; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Mark Miller, Adv. Mgr., DEMOCRAT, 141 S. Second St., Decatur, IN 46733; Tel. (219) 724-2121.
National Representative: None.

EAST CHICAGO
See HAMMOND

ELKHART

1 - LOCATION: Elkhart County (In Elkhart-Goshen MSA). E&P Map B-2. In North central part of state, 4 mi. S of Indiana-Michigan state line; 101 mi. E of Chicago. Mfg. center for diversified products such as recreational trans. vehicles, drug prod. & musical instruments. Agric., dairy & fruit area.

2 - TRANSPORTATION: **Railroads**-Conrail; Amtrak.
Motor Freight Carriers-16 terminals; 39 carriers.
Intercity Passenger Bus Lines-Greyhound; ABC; Northern Indiana Transit; Indiana Motor Bus.
Airlines-Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 41,305; E&P 87 Est. 44,343
CZ-ABC: (80) 78,973
RTZ-ABC: (80) 86,849
County/MSA 80 Cen. 137,330; E&P 87 Est. 148,665
City & RTZ-ABC: (80) 165,822
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,964; E&P 87 Est. 18,306
County/MSA 80 Cen. 48,148; E&P 87 Est. 54,122
CZ-ABC: (80) 28,363
RTZ-ABC: (80) 29,679
City & RTZ-ABC: (80) 58,042

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$1,817,856,275
Savings & Loan	2	$339,051,300

6 - PASSENGER AUTOS: County 84,327

7 - ELECTRIC METERS: Residence 34,769

8 - GAS METERS: Residence 27,297

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fab. Metals 4,898 ($246); Musical Instruments 1,624 ($263); Chem. & Allied Prods. (N.A.); Elect. Mach. 2,918 ($214); Non-Elect. Mach. 2,364 ($280); Trans. Equip. ($215); Furn. & Fixtures 1,727 ($161); Lumber & Wood Prods. 5,073 ($264); Rubber & Plastics 2,813 ($236); Apparel 889 ($134).

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 69-94; Fall 30-62; Winter 15-35. First killing frost, Oct. 10; last killing frost, May 23.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 blocks on Main St.
Neighborhood Shopping Centers-No. of Stores: Nappanee St. 12; Bypass 8; U.S. 33 & St. Rd. 19

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Concord Mall(80)	3	Meis of Illiana, Mont. Ward, JCPenney
Parkmor(28)	1	Coast-to-Coast
Pierre Moran(52)	2	Kroger, Sears, Target
Easy Shopping	1	Wilt
Scottsdale Mall(110)	NA	L.S. Ayres, Mont. Ward
Goshen	12	Kline's
Nappanee	19	Pletcher's
Middlebury	15	Harding's
Bristol	6	Harding's
Edwardsburg	8	Raab's
Bacon Hill(8)	2	Wilt Food Ctr.
K mart	3	K mart
University Pk. Mall(107)	14	Sears, JCPenney, J.L. Hudson

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Most shpg. ctrs. every evening until 9 p.m.; Sunday until 6 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Ziesel's, Meis; Sears; JCPenney; Montgomery Ward.
Discount Stores-K mart; Target; Big Wheel.
Variety Stores-Perry 2; McCrory.
Chain Drug Stores-Judd's 4; Hook's 3; Osco; Revco; Alick's 3.
Chain Supermarkets-W.W. Wilt's 5; Kroger 3; Martin's 4; Maurek's IGA 2.
Other Chain Stores-Goodrich; Firestone; Goodyear; Pic-Way; Friendly Ice Cream; GNC; Jo Ann Fabrics; Milady Shop; Orange Bowl; Spencer Gift; Parklane Hosiery; Bresler's Auto Works; Karmel Korn Shoppe; Hot Sam's Pretzels; Radio Shack; Thom McAn; Gallenkamp; Big "R"; Clothes Out Junction; Wig Fair; Singer Co.; So Fro; Waldenbooks; Baskin-Robbins; Fox Jewelers; Merle Norman Cosmetics; Kinney Shoes; Ganto's.

14 - NEWSPAPERS: TRUTH (e) 28,566; (S) 29,253; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Wm. L. Parrent, Adv. Dir. or Ron Schmanske, Mktg./Res. Mgr., TRUTH, 421 S. Second St., Elkhart, IN 46516; Tel. (219) 294-1661.
National Representative: Branham/Newspaper Sales.

ELWOOD

1 - LOCATION: Madison County, E&P Map C-3 (In Anderson MSA). 39 mi. NE of Indianapolis. On State Hwys. 13, 28, 37.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western.

3 - POPULATION:
Corp. City 80 Cen. 10,867; E&P 87 Est. 9,530
County/MSA 80 Cen. 139,336; E&P 87 Est. 126,250

4 - HOUSEHOLDS:
City 80 Cen. 3,968; E&P 87 Est. 3,643
County/MSA 80 Cen. 49,985; E&P 87 Est. 46,881

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$65,000,000
Savings & Loan	1	$27,000,000

6 - PASSENGER AUTOS: County 75,267

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Jet Engine Blades 750; Buffing Wheels and Custom Jewelry 220; Wire Harnesses 350; Metal Plating 300; Slitting 165; Plastic Painting 150.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	2	K mart, Carters, Hooks

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-7 days.

13 - RETAIL OUTLETS: **Discount Stores**-K mart.
Variety Stores-Dollar General.
Chain Drug Stores-Hook's 2.
Chain Supermarkets-Marsh Foodliner; Carters Super Mkt.; Harvest Mkt.
Other Chain Stores-Goodyear; Falvey's Men's Store; Wickes Lumber; Burger's Dairy; Guarantee Auto; Hardees; Jim Dandy; Fox TV & Appliances; Pizza Hut; Pizza King; Spurgeon's.

14 - NEWSPAPERS: CALL-LEADER (e) 4,296; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Robert L. Nash, Adv. Dir., CALL-LEADER, 317 S. Anderson St.; PO Box 85, Elwood, IN 46036; Tel. (317) 552-3355.
National Representative: None.

EVANSVILLE

1 - LOCATION: Vanderburgh County, (In Evansville, IN-KY MSA). E&P Map A-5. 176 mi. S of Indianapolis; 174 mi. E of St. Louis; 151 mi. NW of Nashville; 112 mi. SW of Louisville; at SW tip of Indiana on Ohio River. On U.S. Hwys. 41, 460, I-64; State Hwys. 57, 62, 65, 66. River freight terminal points on Ohio and Mississippi Rivers.

2 - TRANSPORTATION: **Railroads**-Illinois Central-Gulf; Norfolk Southern; Conrail; Seaboard.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Evansville & Ohio Valley Ry.; I-V Coach; Delta Coach; D&E Coach.
River Barge Lines-5.
Airlines-USAir; Eastern; Britt; ComAir; Piedmont; Midwest; Ozark; Republic; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 130,496; E&P 87 Est. 122,114
CZ-ABC: (80) 160,753
RTZ-ABC: (80) 341,125
MSA 80 Cen. 276,252; E&P 87 Est. 276,221
County 80 Cen. 167,515; E&P 87 Est. 158,887
City & RTZ-ABC: (80) 501,878

4 - HOUSEHOLDS:
City 80 Cen. 51,310; E&P 87 Est. 49,878
County 80 Cen. 64,030; E&P 87 Est. 62,860
MSA 80 Cen. 101,528; E&P 87 Est. 104,845
CZ-ABC: (80) 61,837
RTZ-ABC: (80) 120,200
City & RTZ-ABC: (80) 182,037

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$185,336,000
Commercial	7	$2,669,565,000

6 - PASSENGER AUTOS: County 96,072

7 - ELECTRIC METERS: 82,675

8 - GAS METERS: 56,456

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-(MSA) Furn. & Fixtures 1,300; Fab. Metal Prods. 2,000; Mach. 5,100; Misc. Durable Goods 2,800; Food Prods. 1,800; Textile & Apparel 600; Printing & Pub. 1,900; Rubber & Misc. Plastics 4,100; All Other Nondurable Goods 6,100; Mining 2,200; Constr. 8,500; Trans., Commun. & Util. 6,400; Whol. & Ret. Trade 31,300; Fin., Ins. & R.E. 5,000; Servs. 28,800; Gov't 12,000; Agric. 3,126; Primary Metals 4,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-86; Summer 42-97; Fall 15-88; Winter 1-77. First killing frost, Oct. 23; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers (No. of Stores)**-Eastland Mall (127); Washington Sq. (45); North Park (51).
Neighborhood Shopping Centers (No. of Stores)-Covert & Lodge (8); Fairlawn (7); Franklin Ctr. (14); K mart East (6); K mart West (4); Mt. Vernon Ave. (12); Parrett St. (17); Ross Ctr. (11); Target North (15); University (7); Village Courtyard (5); Weinbach Center (9); Southlane (4); Green River Plaza (16); West Side (8); West Gate (4); First Ave. (5).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastland Place(30)	6	Children's Palace
Lawndale(20)	6	Target, Allied Sports
North Brook(23)	6	Schnuck's
Plaza East(15)	5	Hills, Great Scot
Plaza West(8)	4	Hills, Great Scot
Town Center(18)	6	Kuesters, Allied Sports

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Shpg. Ctrs. Mon.-Sat. until 9 p.m.; Sunday until 6 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Snyder's; Stewart's; JCPenney; Lazarus.
Discount Stores-Target; Hills 2; K mart 3; Wal-Mart.
Chain Drug Stores-People's 8; SupeRx; Schnuck's 2; Osco 3; Hook's 5.
Chain Supermarkets-Jerry's 4; Wesselman's 9; Great Scot 4; Simpson's; Key 10; Spaldings 5; Schnucks 2; Royal 2.

Other Chain Stores-Shoes: Burt's, Baynham's, Riecken's, Kinney; Women's Apparel: Jean Nicole, Casual Corner; Men's Apparel: Bachrach's, Levinson's; Fabric: Jo Ann, Cloth World; Hardware: Kuester's, Heyden-Steber; Misc.: Kay Jewelers, Zale's Jewelers, Waldenbooks, Radio Shack, Red Spot, Dollar General, Children's Palace, Nutri-System; Tires: Firestone, Raben, United; Furniture: Ethan Allen, Finke's.

14 - NEWSPAPERS: COURIER (m) 63,219; PRESS (e) 38,556; COURIER (S) 116,339; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bob Savage, Display Adv. Mgr., COURIER & PRESS, 201 N.W. Second St., Evansville, IN 47702; Tel. (812) 424-7711.
National Representative: Sawyer-Ferguson-Walker.

FORT WAYNE

1 - LOCATION: Allen County (In Fort Wayne MSA). E&P Map C-2. County Seat. Industrial, agricultural, wholesale, distributing center. On U.S. Hwys. 24, 27, 33, 30, I-69; State Hwys. 1, 3, 14, 37, 327. 154 mi. to Chicago; 156 mi. to Detroit; 105 mi. to Toledo; 116 mi. to Indianapolis.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail; Norfolk & Western.
Motor Freight Carriers-73.
Air Freight-Burlington Northern.
Intercity Bus Lines-ABC; Greyhound.
Airlines-Delta; Piedmont; American; ComAir; Air Kentucky; Jet Stream; United Express; Northwest.

3 - POPULATION:
Corp. City 80 Cen. 172,028; E&P 87 Est. 161,221
NDM-ABC: (80) 264,702
Bal. in RTZ-ABC: (80) 496,897
County 80 Cen. 294,335; E&P 87 Est. 286,006
MSA 80 Cen. 354,156; E&P 87 Est. 345,372
Total NDM & Bal. in RTZ-ABC: (80) 761,599
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 65,961; E&P 87 Est. 64,538
County 80 Cen. 104,403; E&P 87 Est. 104,500
MSA 80 Cen. 124,905; E&P 87 Est. 125,573
NDM-ABC: (80) 95,316
Bal. in RTZ-ABC: (80): 168,892
Total NDM & Bal. in RTZ-ABC: (80) 264,208

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$7,050,143,000

6 - PASSENGER AUTOS: County 180,317

7 - ELECTRIC METERS: Residence City & Suburbs 101,512

8 - GAS METERS: Residence County 73,662

9 - PRINCIPAL INDUSTRIES: industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Constr. 6,045; Mfg. 35,702; Elect. Mach. 9,597; Trans. & Util. 9,885; Fin. 10,113; Ret. Trade 26,312; Whol. Trade 9,722; Service 29,209; Gov't 11,808.

10 - CLIMATE: Av. yearly Min. & Max. Temp.-20-85. Precipitation 34" annually. First killing frost, Oct. 17; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-12 blocks on Calhoun St.; 3 blocks on Main, Berry, Wayne, Washington & Jefferson Sts.
Neighborhood Shopping Centers-Washington Blvd. & Broadway; Calhoun & Pontiac Sts.; Wells & Fourth Sts.; Huestis Ave. & Broadway; Calhoun & Williams Sts.; State Blvd. & Crescent Ave.; Main & Osage Sts.; Calhoun St. & Rudisill Blvd.; Williams St. & Fairfield Ave.; Waynedale.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anthony Wayne Village(13)	3	Chronister
Broadway-Taylor	1	Rogers Mkts.
Canterbury(25)	4	Revco
Casselwood(5)	4	Lynn's
Clinton Corners(14)	NA	Summit Bank, The Sports Shop
Coliseum Place	3	IGA, Scott's
Covington Plz.(55)	4	Nobbson's
Del Mart Plaza(7)	6	White Swan, Hook's
Diplomat Plaza(18)	3	Scott's
Dupont Crossing	NA	Rogers, Keltch
East State	3	Hook's
Georgetown Sq.(70)	5	Rogers Mkts., Fayva
Glenbrook Sq.(157)	3	L.S. Ayres, Sears, JCPenney, Target, J.L. Hudson
Hazelwood Plaza	3	Nobbson Vlg.
Homewood	3	Leath Furn.
K mart North(14)	3	K mart, Radio Shack
K mart South	5	K mart, JoAnn Fabrics
K mart East	3	K mart
K mart West	2	K mart
Lincoln Plaza(15)	5	Kroger
Maplewood Plz.(30)	5	Lynn's, Radio Shack
New Haven Plaza	7	Lynn's
North Anthony([illegible]1)	3	Roger Mkts., True Value Hardware
Northcrest(24)	3	Kroger, Walgreens, Radio Shack
Northwood Plz.(23)	5	Kroger, Target, Revco
Oakbrook & Quimby Village(25)	2	Value City
Park West(20)	[illegible]	Scott's
Pinevalley Mall	9	Scott's, Chronister's
Riviera Plaza(14)	4	Rogers Mkts., Chronister's, Coast-to-Coast
Rogers S. Anthony	4	Rogers Mkts.
Rudisill(3)	2	Hook's
Scott's Plz.	NA	Scott's
Southgate Plz.(33)	3	Kroger, Radio Shack, Walgreens
Southtown Mall(100)	5	L.S. Ayres, JCPenney, Sears, Service Mdse.
Statewood Plz.(8)	3	Scott's
Time Corners(21)	4	Rogers Mkts., Keltsch
Uncommons(21)	3	Dollar General, Cash 'N Carry
Washington Sq.(15)	4	Rogers Mkts., Trustworthy
Wayne Plaza	NA	Hook's
West State Plaza(9)	2	Woolworth, Super Value
Westland Mall	NA	Will Jewelers
White Swan Plz.	8	White Swan Mkt.

Principal Shopping Days-Wed., Fri., Sat., Drug & Discount stores open Sun.

Stores Open Evenings-Dept., Food, Discount & Shopping Centers-every evening.

13 - RETAIL OUTLETS: **Department Stores**-L.S. Ayres 2; J.L. Hudson; Sears 2; JCPenney 2; Kohl's.
Variety Stores-Belmont 5; Woolworth; Barrett; Dollar General 2.

Chain Drug Stores-Hook's 14; Revco 5; Walgreens 6; Gerding; Keltsch 9; Vita-Fair; Chronister 5; Phar-mor; Drug Castle.

Discount Stores-Target 3; K mart 4; TSC; Tepe; Big R; Value City; Service Merchandise; T.J. Maxx; Big Lots.

Chain Supermarkets-Kroger 3; Rogers Mkts. 10; Lynn's 3; Scott's 12; Burger Dairy 3; Didier Bros.; Pio 2; 7-Eleven 2; White Swan 2.

Other Chain Stores-Shoes: Buster Brown, Florsheim, Shoeland, Connie Chandler, Baker's, Wild Pair, Joyce Selby, Hardy, 9 West, Naturalizer, G.H. Bass, Hush Puppies, Thom McAn, Kinney, Baker, Regal, Hill Bros., Hanover, Fisher, Gallenkamp, Father & Son, Sole Hole, Jarman, Red Wing, Red Cross, Stride Rite, Payless, Pic Way Shoe Mart, Hide Park, Shoe Locker; Clothing: Baskin, Redwood & Ross, Chess King, Richman Bros., County Seat, Boston Shirt Yard, Bachrach, Rodirick, St. John's, The Clothes Horse, Daniels, J. Riggins, The Gap, Benetton's; Jewelers: Kay, Rost, Zale's, Gordon, Armstrong, Pheonix, Fox, Shane; Auto Supplies: Goodrich, Goodyear, Firestone, NAPA, Nationwide; Women's Apparel: Casual Corner, Foxmoor, Neumode, Jean Nicole, Petit Sophisticates, The Limited, Plaza U., Susie's Casuals, L. Strauss, Paul Harris, Lerner's, Brook's, Hit or Miss, Gantos, Lady Madonna Maternity, Lane Bryant, Stuart's, Ups 'N Downs, Deb Shop, Maurices, Parklane Hosiery; Yard goods: Northwest Fabrics, Jo-Ann Fabrics, So Fro Fabrics, Singer; Other: Hallmark, Fannie May Candy, Hickory Farms, Spencer Gifts, Radio Shack, Tandy Leather Goods, Bresslers, Baskin Robbins, Coast-to-Coast Hdwe., True Value Hdwe., TSC Stores, Frank's Nursery, Cutlery World, Waldenbooks, World Bazaar, Circus World, Musicland, GNC, B. Dalton Booksellers, Kay Bee Toys, Readers World, The Children's Place, Children's Palace, Fretter, Highland; Bldg. Mats.: Furrows, Wickes, Wolohan, Canfield Lumber, Builder's Square, Sutherland, 84 Lumber; TG&Y.

14 - NEWSPAPERS. JOURNAL-GAZETTE (m) 60,248; NEWS-SENTINEL (e) 56,579; JOURNAL-GAZETTE (S) 133,922; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John P. Murray, Mktg. Serv. Dir., Fort Wayne Newspapers, Inc., Agent, 600 Main St., PO Box 100, Fort Wayne, IN, 46801; Tel. (219) 461-8271.
National Representative: Knight-Ridder Newspaper Sales.

FRANKFORT

1 - LOCATION: Clinton County, E&P Map B-3. County Seat. 45 mi. from Indianapolis; 240 mi. from St. Louis; 175 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Norfolk & Southern; Conrail; CSX Trans. (Seaboard).
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 15,168; E&P 87 Est. 14,732
County 80 Cen. 31,545; E&P 87 Est. 30,512

4 - HOUSEHOLDS:
City 80 Cen. 5,691; E&P 87 Est. 5,692
County 80 Cen. 11,325; E&P 87 Est. 11,347

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$223,000,000
Savings & Loan	2	$56,000,000

6 - PASSENGER AUTOS: County 16,391

7 - ELECTRIC METERS: Residence 5,300

8 - GAS METERS: Residence 6,100

9 - PRINCIPAL INDUSTRIES: Brass Fixtures; Resistors; Foods; Cigars; Candy; Batteries; Oil Seals; Grain Dryers; Plastic Products; Printers Ink; Electric Wire Harness; Aluminum & Steel Fabrication; Filters; Feeds; Snack Foods.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 50-100; Fall 30-75; Winter 0-60. First killing frost, Oct. 13; last killing frost, Apr. 27.

11 - TAP WATER: Alkaline.

12 - RETAILING: **Principal Shopping Centers**-4 sides of town square and 1 to 2 blocks on all streets leading off Square; Frankfort Plaza (11 stores); Clinton County Plaza (9 stores); East Wabash Commercial Strip (26 stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.; others daily.

13 - RETAIL OUTLETS: **Department Stores**-Thrasher's; JCPenney; Freedman's.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-Hook; Bon Merritt (Rexall); Peoples.
Chain Supermarkets-Marsh Foods; Shopwright Mkt.
Other Chain Stores-Goodyear; Sherwin-Williams; Western Auto; Coast-to-Coast; Sycamore; Payless Shoe Source; NuVision; Cato; Big Lots; Auto Works; Radio Shack.

14 - NEWSPAPERS: TIMES (e) 7,364; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: R.A. Sutton, Adv. Dir., TIMES, 251 Clinton St.; PO Box 9, Frankfort, IN 46041; Tel. (317) 659-4622.
National Representative. Nixon Newspapers.

FRANKLIN

1 - LOCATION: Johnson County (in Indianapolis MSA). E&P Map B-4. 20 mi. S of Indianapolis. Educ. & agric. center.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,563; E&P 87 Est. 12,634
NDM-ABC: (80) 42,382
RTZ-ABC: (80) 34,858
MSA 80 Cen. 1,166,929; E&P 87 Est. 1,186,168
County 80 Cen. 77,240; E&P 87 Est. 83,986
Total NDM & RTZ-ABC: (80) 77,240

4 - HOUSEHOLDS:
City 80 Cen. 3,808; E&P 87 Est. 4,212
NDM-ABC: (80) 14,277
RTZ-ABC: (80) 11,068
County 80 Cen. 25,345; E&P 87 Est. 28,569
MSA 80 Cen. 418,536; E&P 87 Est. 439,270
Total NDM & RTZ-ABC: (80) 25,345

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	NA
Savings & Loan	4	NA

6 - PASSENGER AUTOS: County 48,643

7 - ELECTRIC METERS: Residence 28,000

8 - GAS METERS: Residence 26,500

9 - PRINCIPAL INDUSTRIES: Auto Parts; Elect. Components; Ladies Garments; Tools & Dies; Laminated Panels; Gas Engines; Compressors.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-75; Summer 58-82; Fall 31-52; Winter 28-47. First killing frost, Oct. 12; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, med. hard.

12 - RETAILING: **Principal Shopping Centers**-25 blocks on 8 sts.; Greenwood Ctr. (140 units); Northwood Ctr. (23 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wilgro(14)	8	People's Drug
Greenwood Pk.(140)	9	Sears, Blocks, L.S. Ayres, JCPenney, Lazarus
Northwood(23)	NA	Ames, Kroger, Hook's Drug
County Line	NA	Target, Kroger, Mr. Wagg's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All Fri.; Shpg. ctrs. nightly ex. Sat.

13 - RETAIL OUTLETS: **Department Stores**-Lazarus; L.S. Ayres; Sears; Block's; JCPenney; Service Mdse.
Discount Stores-Franklin; Ames; Wal-Mart; Greenwood; K mart; Zayre; Value City; Target; Kohl's.
Chain Drug Stores-Hook's; People's.
Chain Supermarkets-Franklin; Kroger; Knott's; Brown's; Marsh; Greenwood; Preston Safeway; Cub Foods; Mr. D's.
Other Chain Stores-Guarantee Auto; Firestone; Radio Shack; Video Concepts; 84 Lumber; Furrow; Lowe's; Goodyear; Toys "R" Us.

14 - NEWSPAPERS: JOURNAL (e) 15,120; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mike Krute, Adv. Dir., JOURNAL, PO Box 699, Franklin, IN 46131; Tel. (317) 736-7101.
National Representative: Papert Companies.

GARY

1 - LOCATION: Lake County, E&P Map B-2 (In Gary-Hammond PMSA). Steel manufacturing center at extreme southern end of Lake Michigan. 31 mi. S of Chicago. U.S. Hwys. 6, 12, 20, 30; I-65, 80, 90 (Ind. Toll Road), 94; State Hwys. 51, 53, 55, 65 & 912 end in Gary.

2 - TRANSPORTATION: **Railroads**-Main lines of Conrail; Baltimore & Ohio; Grand Truck Western; Tri-State Coach Lines; The Indiana Harbor Belt Line; Elgin; Joliet and Eastern; Chicago, South Shore and South Bend.
Motor Freight Carriers-62.
Intercity Bus Lines-Greyhound; National Trailways; Gary Inter-City.
Airlines-Served by Chicago Airport.

3 - POPULATION:
Corp. City 80 Cen. 151,953; E&P 87 Est. 130,569
CZ-ABC: (80) 277,079
Bal. in NDM-ABC: (80) 173,340
County 80 Cen. 522,965; E&P 87 Est. 468,636
PMSA 80 Cen. 642,781; E&P 87 Est. 595,734
Total NDM-ABC: (80) 450,419
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 49,455; E&P 87 Est. 45,476
County 80 Cen. 175,098; E&P 87 Est. 162,077
PMSA 80 Cen. 214,244; E&P 87 Est. 205,130
CZ-ABC: (80) 90,229
Bal. in NDM-ABC: (80) 55,894
Total NDM-ABC: (80) 146,123

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	NA
Savings & Loan	18	NA

6 - PASSENGER AUTOS: County 256,923

7 - ELECTRIC METERS: Residence 64,600

8 - GAS METERS: Residence 56,845

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel and related industries 96,000 ($450); Cement Prods. 185 ($375); Men's & Women's Apparel 575 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 46-96; Fall 12-94; Winter -8-67. First killing frost, Oct. 18; last killing frost, Apr. 21.

11 - TAP WATER: Soft, filtered, fluoridated.

12 - RETAILING: **Principal Shopping Center**-U.S. 30 and Mississippi St.
Downtown-B'way, 4th to 9th Ave., Washington St.; 4th Ave. to 9th Ave., 5th Ave. West 14 blocks; 5th Ave., East 7; 6th Ave., 2 East and 2 West of B'way; 7th Ave., 2 East and 2 West of B'way; 8th Ave. 1 East and 2 West of B'way. Total blocks-38.
Neighborhood Shopping Centers: Midtown Bway; 9th Ave. to 26th Ave.; Tolleston; 11th Ave., Grant St. to Rutledge and 10th Ave. Roosevelt to Taft. Total-12 blocks. Ambridge: 2600 to 2800 blocks on West 5th Ave. Total-2 blocks. Brunswick: 4,400 to 5,700 blocks on West 15th Ave. Total-13 blocks. Glen Park; B'way, 35th Ave. to 55th Ave. Ridge Road, one East of B'way and nine West. Total blocks-30. Grant St.; 30th Ave. to 37 Ave. Total blocks-7. Miller-Aetna; 2 on Aetna St.; Melton Rd.; Benton to Howard Sts; Dunes Hwy.; Benton to Lake

Sts.; 5 on Lake St.; 2 on Shelby St.; 2 on Miller Ave. Total-46. Following township areas: Ross Center; Portage; Hobart; Griffith; Black Oak.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Tri-City Plz.(9)	NA	Jewel
Turkey Creek(2)	NA	Venture
Crossroads(15)	NA	Zayre
Village(34)	NA	JCPenney, Kresge, Goldblatts
12/20 Plz.(3)	NA	K mart, Basic, Zayre
Southlake(126)	NA	Sears, JCPenney, Carson Pirie, L.S. Ayres
Dunes Plz.(4)	NA	Zayre, K mart
Broadway(9)	NA	Wiseway
Liberty Sq.(12)	NA	Jacobsons
80th Place(10)	NA	Ivy Tree, Video King
Century Mall(40)	NA	Mont. Ward, Service Mdse., Burlington Coat Factory
Griffith Park(16)	NA	Venture, Service Mdse.
Portage Mall(40)	NA	Coast-to-Coast, McCrory's
County Seat(36)	NA	K mart
Marquette(59)	NA	JCPenney, Sears, C.P. Scott
Indian Oak(26)	NA	Hooks

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-In Valparaiso: Lowenstine's, Miller's.
Leading Variety Stores-Kresge; Harvey's Mart; McCrory's; Family Dollar.
Discount Stores-Zayre; Venture; K mart.
Chain Drug Stores-Walgreens 4; Walgreens Agency 19; Scott's 4; Hick's 3; Belles 3; Arthur's 2; Dunes 3; 11th Avenue 2; Hooks.
Chain Supermarkets-Jewel 3; Wiseway 4; Basics; Country Market; Save-A-Lot; Buy Low 7; Thriftimart 6; Tip Top; Save More 3; Wilco; Candiano's 2; Eagle; Strack & Van Til.
Other Chain Stores-Richman Bros; Danners; Aldies; Thom McAn; Dr. Scholl; Kinney; Sax Shoes; Firestone; Goodyear; General Tire; Goodrich Tire; Western Tire; Blue Star Auto; Fannie May; Dutch Mill Candies; Buschs Jewelry; Singer Co.; Wickes Furniture; Sherwin-Williams; Pittsburgh Paints; Neumode Hosiery; Builder's Square.

14 - NEWSPAPERS: POST-TRIBUNE (m) 74,185; (S) 88,578; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Cindy Dennison, Natl. Adv. Mgr., POST-TRIBUNE, 1065 Broadway, Gary, IN 46402; Tel. (219) 881-3187.
National Representative: Knight-Ridder Newspaper Sales.

GOSHEN

1 - LOCATION: Elkhart County, (In Elkhart-Goshen MSA). E&P Map C-2, County Seat. On U.S. Hwy. 33; State Hwy. 15. 9 mi. S of E-W Indiana toll road.

2 - TRANSPORTATION: **Railroads**-Conrail; B&O.
Motor Freight Carriers-30 Truck lines; 1 Terminal.
Intercity Bus Lines-Middlebury; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 19,665; E&P 87 Est. 21,358
CZ-ABC: (80) 19,665
RTZ-ABC: (80) 61,704
County/MSA 80 Cen. 137,330; E&P 87 Est. 148,665
City & RTZ-ABC: (80) 81,369

4 - HOUSEHOLDS:
City 80 Cen. 7,291; E&P 87 Est. 8,113
County/MSA 80 Cen. 48,148; E&P 87 Est. 54,122
CZ-ABC: (80) 7,291
RTZ-ABC: (80) 20,056
City & RTZ-ABC: (80) 27,347

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$1,116,364,242
Savings & Loan	1	$295,598,000

6 - PASSENGER AUTOS: County 84,827

7 - ELECTRIC METERS: Residence 7,700

8 - GAS METERS: Residence 6,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Plants 1,316 ($304); Electronics 1,350 ($344); Farm Equip. 220 ($290); Recreation Vehicles 1,200 ($320); Plastics 200 ($312); Wood Working 600 ($260); RV Suppliers 320 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 21-75; Summer 60-98; Fall 15-82; Winter 5-50. First killing frost, Oct. 10; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated. Filtered & rust removed.

12 - RETAILING: **Principal Shopping Centers**-21 blocks on 6 sts.
Downtown Shopping Centers-Chicago Pike Plaza, Peddler's Village, Linway Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Concord Mall(80)	NA	JCPenney, Meis, Mont. Ward
Pierre Moran Mall(51)	12	Sears, Target, Krogers, Zeisel's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Meis; Kline's; Spurgeon's; JCPenney; Sears; Fisher's Big Wheel.
Variety Stores-G.L. Perry; G.C. Murphy; Maley's; McCrory; Dollar General.
Chain Drug Stores-Judd's; Hook's; Osco; Perry.
Chain Supermarkets-Kroger; Family Fare.
Other Chain Stores-K mart; Guarantee Auto; Sherwin-Williams; Payless Shoes; Coast-to-Coast; True Value Hardware; Ace Hardware; TSC; Quality Farm & Fleet; HWI Do It Center.

14 - NEWSPAPERS: NEWS (e) 14,408; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: James A. Young, Adv. Mgr., NEWS, PO Box 569, Goshen, IN 46526; Tel. (219) 533-2151.
National Representative: Landon Associates.

GREENCASTLE

1 - LOCATION: Putnam County, E&P Map B-3, County Seat. 40 mi. W by S of Indianapolis. On State Hwy. 43 between U.S. Hwys. 36 & 40, and I-70.

2 - TRANSPORTATION: **Railroads**-Conrail; Louisville & Nashville.

3 - POPULATION:
Corp. City 80 Cen. 8,403; E&P 87 Est. 8,707
County 80 Cen. 29,163; E&P 87 Est. 31,013

4 - HOUSEHOLDS:
City 80 Cen. 2,682; E&P 87 Est. 2,798
County 80 Cen. 9,404; E&P 87 Est. 10,431

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$97,681,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 14,193

7 - ELECTRIC METERS: Residence 2,956

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Industry-Crushed Stone and Agric. Limestone; Computers; Capacitors; Foundry; Cement.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Prevo's; JCPenney; Troyer's; Schultz Bros.
Variety Stores-Murphy's; Pool's.
Chain Drug Stores-SupeRx; Hook; People's.
Chain Supermarkets-Kroger; Marsh.

14 - NEWSPAPERS: BANNER-GRAPHIC (e) 6,255; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Larry Gibbs, Pub., BANNER-GRAPHIC, 100 N. Jackson St., Greencastle, IN 46135; Tel. (317) 653-5151.
National Representative: Landon Associates.

GREENFIELD

1 - LOCATION: Hancock County (In Indianapolis MSA). E&P Map C-3. County Seat. Mostly residential.

2 - TRANSPORTATION: **Motor Freight Carriers**-4.

3 - POPULATION:
Corp. City 80 Cen. 11,299; E&P 87 Est. 11,749
CZ-ABC: (80) 11,304
RTZ-ABC: (80) 32,635
County 80 Cen. 43,939; E&P 87 Est. 46,347
MSA 80 Cen. 1,166,929; E&P 87 Est. 1,186,168
City & RTZ-ABC: (80) 43,939

4 - HOUSEHOLDS:
City 80 Cen. 3,954; E&P 87 Est. 4,262
CZ-ABC: (80) 3,954
RTZ-ABC: (80) 10,518
County 80 Cen. 14,472; E&P 87 Est. 15,778
MSA 80 Cen. 418,536; E&P 87 Est. 439,270
City & RTZ-ABC: (80) 14,472

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$200,000,000
Savings & Loan	1	$196,109,505

6 - PASSENGER AUTOS: County 26,728

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pharmaceuticals 900 ($325); Textiles 250 ($175); Mach. 170 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 60-98; Fall 40-65; Winter 0-45.

11 - TAP WATER: Hard; naturally fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 3 on State; 2 on East; 1 on North; Northgate, 10 blocks north downtown, 2 on N. State, 3 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Green Meadows(20)	NA	Kroger, Dollar General, Big Lots
Northgate(15)	NA	Seven Seas Imports, Marsh Mkt., Reasner Drugs
Weston Vlg.(12)	NA	Schulz Mkt., Hook's, K mart

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown Fri.; Shopping Centers, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Dollar.
Discount Stores-K mart; Big Lots.
Chain Drug Stores-Hook's; Reasner's.
Chain Supermarkets-Marsh; Ranch Mkt.; Kroger; Ernie's; Schulz.
Other Chain Stores-Coast-to-Coast Hardware; Radio Shack; Big-Blue; True Value Hardware.

14 - NEWSPAPERS: DAILY REPORTER (e) 6,741; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Michael G. Butt, Adv. Mgr., DAILY REPORTER, 212 E. Main; PO Box 279, Greenfield, IN 46140; Tel. (317) 462-5528.
National Representatives: Papert Companies; U.S. Suburban Press.

GREENSBURG

1 - LOCATION: Decatur County, E&P Map C-4, County Seat. 48 mi. from Indianapolis; 62 mi. from Cincinnati; 85 mi. from Louisville; on State Hwys. 46, 3; U.S. Hwys. 421, I-74.

2 - TRANSPORTATION: **Railroads**-CCC&StL; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Southeastern Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,254; E&P 87 Est. 8,938
CZ-ABC: (80) 9,254
RTZ-ABC: (80) 23,350
City & RTZ-ABC: (80) 32,604
County 80 Cen. 23,841; E&P 87 Est. 22,970

4 - HOUSEHOLDS:
City 80 Cen. 3,336; E&P 87 Est. 3,311
CZ-ABC: (80) 3,336
RTZ-ABC: (80) 7,733
City & RTZ-ABC: (80) 11,069
County 80 Cen. 8,069; E&P 87 Est. 8,095

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$178,568,000
Savings & Loan	2	$39,300,819

6 - PASSENGER AUTOS: County 11,861

7 - ELECTRIC METERS: Residence County 9,719

8 - GAS METERS: Residence County 2,638

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Bearings 891 ($246); Faucets 825 ($234); Auto Parts 175 ($200); Plastic Prods. 325 ($256); Automatic Hoists 100 ($224).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-78; Summer 68-103; Fall 45-90; Winter 10-58.

11 - TAP WATER: Softened; fluoridated.

12 - RETAILING: **Nearby Shopping Centers**-Greensburg Plaza, 10 blocks from downtown; Hook's Drug; North Bend Plaza, 8 blocks from downtown.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Minear's, Inc.; Lerman Bros.; Stewart's Dress Shop.
Variety Stores-Dollar General; County Supply; Pleak's Hdwe.; Family Dollar.
Discount Stores-McCrory's; K mart.
Chain Supermarkets-Marsh; Ranch 5; IGA.

14 - NEWSPAPERS: NEWS (e) 6,597; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: C.F. McClughan, Pub., NEWS, 135 S. Franklin St., Greensburg, IN 47240; Tel. (812) 663-3111.
National Representative: None.

HAMMOND-EAST CHICAGO

1 - LOCATION: Lake County (In Gary-Hammond PMSA). E&P Map B-2. Steel, oil refinery and college center. In extreme NW corner of Indiana; 20 mi. SE of Chicago; 145 mi. NW of Indianapolis. On U.S. Hwys. 41, 6, 12, 20; I-94, 80, 90, I-65; W end of Indiana toll road.

2 - TRANSPORTATION: **Railroads**-Chesapeake & Ohio (freight); Amtrak (freight); Indiana Harbor Belt Terminal (freight); Elgin, Joliet & Eastern (freight); Chicago, South Shore & South Bend.
Motor Freight Carriers-104.
Intercity Bus Lines-Greyhound; Trailways; Tri-State; Cardinal.
Lake Shipping-East Chicago harbors and docks handle over 20,000,000 tons of Great Lake Shipping annually, principally ore and coal shipments to steel mills, and oil tanker shipments to and from refineries. New World Port, Lake Calumet Harbor is 4 mi. NW of downtown Hammond.
Airlines-Gary Municipal Airport; 45 minutes drive to Chicago's O'Hare Intl. Airport; 30 minutes to Midway Airport, commercial and private.

3 - POPULATION:
Corp. Cities 80 Cen. 133,500; E&P 87 Est. 115,271
Hammond 80 Cen. 93,714; E&P 87 Est. 81,603
E. Chicago 80 Cen. 39,786; E&P 87 Est. 33,668
County 80 Cen. 522,965; E&P 87 Est. 468,636
PMSA 80 Cen. 642,781; E&P 87 Est. 595,734
CZ-ABC: (80) 302,266
Bal. in NDM-ABC: (80) 173,874
Total NDM-ABC: (80) 476,140

4 - HOUSEHOLDS:
Cities 80 Cen. 47,967; E&P 87 Est. 42,843
Hammond 80 Cen. 34,280; E&P 87 Est. 30,559
E. Chicago 80 Cen. 13,687; E&P 87 Est. 12,284
County 80 Cen. 175,098; E&P 87 Est. 162,077
PMSA 80 Cen. 214,244; E&P 87 Est. 205,130
CZ-ABC: (80) 107,557
Bal. in NDM-ABC: (80) 54,548
Total NDM-ABC: (80) 162,105

5 - BANKS	**NUMBER**	**EST. DEP.**
Hammond	4	$1,287,800,000
East Chicago	3	$236,800,000

6 - PASSENGER AUTOS: County 256,923

7 - ELECTRIC METERS: County Residence 191,078

8 - GAS METERS: County 165,940

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Mills 39,800 ($582); Fabricators, Foundries 2,600 ($583); Refineries 2,600 ($62[illegible]; Chemical 1,900 ($630); Constr. 9,300 ($65[illegible]

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 45-100; Fall 12-94; Winter -15-68. First killing frost, Oct. 20; last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, medium hard; fluoridated; source: Lake Michigan.

12 - RETAILING: **Principal Shopping Centers**-Downtown Hammond-8 blocks on Hohman Ave.; 3 blocks on State St.; 2 blocks on Sibley; Downtown Hammond; Hohman Ave.
Neighborhood Shopping Centers-Woodmar, 8 blocks on Indianapolis Boulevard; Calumet Avenue 10 blocks; Hessville, 5 blocks on Kennedy Avenue; River Oaks, River Oaks West; corner River Oaks Dr.; Highland Plaza, 5 blocks on Indianapolis.
Other City Zone Shopping Areas-East Chicago: 4 blocks on Michigan Ave., 5 on Main St., 6 on Indianapolis Blvd., 6 on Chicago Ave.; Whiting: Burham Griffith: 3 blocks on Broad St., 2 blocks on Main St., 5 blocks on 119th St., 4 blocks on Indianapolis Blvd.; Griffith: Corner of Clark Ave. & Ridge Rd.; Lansing: 6 blocks on Ridge Rd., 6 on Torrence; Munster: 2 blocks on Ridge Rd., 2 on Calumet; Highland: 6 blocks on 45th Ave., 4 blocks on Wicker Park Blvd.; 4 blocks on Highway Ave., 4 on Kennedy Ave.; Calumet City: 6 blocks on Burnham Ave., 4 on Wentworth Ave., 2 on Pulaski

Rd., 3 on River Oaks Drive; 2 blocks on Torrence Ave; Schererville: 2 blocks on U.S. 30; Merrillville: U.S. 30-Southlake Mall, Century Consumer Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Griffith Plaza	7	Venture, Service Mdse.
Crossroads Plaza	13	Zayre
River Oaks West	5	Venture, Marshall's, Mainstreet
River Oaks (Cal. City)	5	Sears, Carson Pirie Scott, Marshall Field, JCPenney
The Landings	6	Handy Andy, Zayre, Toys R Us, Cub Foods, Service Mdse.
Woodmar (Ham'd)	4	Carson Pirie Scott, Walgreens
Wentworth Woods (Cal. City)	3	Woolworth, Perry Drugs
Columbia (Ham'd)	2	Zayre
Highland Plz.	6	Marshall's, Ultra
Calumet (Munster)	4	Mont. Ward, SupeRx, Sterks
S. Lake Mall (Merrillville)	14	Sears, Carson's, Minas, JCPenney, L.S. Ayres
Century Consumer Mall(Merrillville)	13	Mont. Ward, Burlington Coat Factory, Service Mdse

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Sundays-Discount, drug, some food and dept. stores, major malls.
Stores Open Evenings-Downtown Hammond: Mon., Thur., Fri.; Woodmar: Mon. through Fri.; River Oaks: Mon. through Fri.; Zayre, K mart, Saxon: Mon. through Fri.; S. Lake: Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward; Carson Pirie Scott; Marshall's; Service Mdse.; Highland Dept. Store; Marshall Field & Co.; L.S. Ayres.
Discount Stores-K mart 5; Zayre 2; T.J. Maxx; Venture 3; Saxon 2; Toys R Us 2.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens 5; Osco 4; Ribordy's 11; Perry; Physician's 3; SupeRx; Family 2; Scot Lad.
Chain Supermarkets-Wiseway 3; Reliable 2; Strack & Van Til 4; Ultra; Aldi's 2; Jewel 4; Banners; Sterks 6; Key 4; Dominics 2; Cub.
Other Chain Stores-Apparel: Baskin, County Seat, Burlington Coat Factory, Evans Fur, Henry C. Lytton, Lane Bryant, Albert K., Off The Rax, Stuart's, Lerner's, Chas. A. Stevens, Red Robin; Shoes: The Limited, Famous Footwear, Thom McAn, Kinney's 3, O'Connor & Goldberg 2, Florsheim, Baker's, Chandler's, Rosalee, Kaplan Shoes, Hush Puppies, Cover Girl, Joseph Salon, Dr. Scholl, Favya; Furniture: L. Fish, Wickes; Automotive: Goodyear, Goodrich, Firestone, Midas Muffler, Car X, Rayco, Mr. Rusty; Music: Pacific Stereo, Radio Shack 8, Schaak Electric; Paint: Gliddens, Pittsburgh Plate Glass, Sherwin-Williams; Candy: Fanny May 3; Jewelry: Lebolt, C.D. Peacock, J.B. Robinson's; Others: Kroch & Brentano Books, Page Boy Maternity, Singer Co., Watland Camera, Color Tile, Ace Hardware 4, True Value Hardware 3, Frank's Nursery 3, Lee Wards 3, Handy Andy 3, Warehouse Club, Builder's Square.

14 - NEWSPAPERS: TIMES (e-mon to fri) 65,998; (m-sat) 63,896; (S) 74,211; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Douglas J. Stevenson, Co-op Adv. Mgr., or William Lostoski, Nat'l Adv. Mgr., TIMES, 417 Fayette St., Hammond, IN 46320; Tel. (219) 933-3200.
National Representative: Branham/Newspaper Sales.

HARTFORD CITY

1 - LOCATION: Blackford County. E&P Map C-3. County Seat. Agricultural and manufacturing center. NE part of state.

2 - TRANSPORTATION: **Railroads**-Conrail; N&W (freight).
Intercity Bus Lines-Trailways Bus.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 7,622; E&P 87 Est. 7,617
County 80 Cen. 15,570; E&P 87 Est. 14,461

4 - HOUSEHOLDS:
City 80 Cen. 2,887; E&P 87 Est. 2,966
County 80 Cen. 5,577; E&P 87 Est. 5,358

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$52,000,000
Savings & Loan	2	$16,000,000

6 - PASSENGER AUTOS: County 8,105

7 - ELECTRIC METERS: Residence-County 6,350

8 - GAS METERS: Residence 2,858

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 370; Glass 163; Thermo-Fax 758; Plastics 272; Rubber Prods. 276.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-92; Summer 50-101; Fall 12-91; Winter 4-68. First killing frost, Oct. 7; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Public Square and 1 block in each direction.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marsh(4)	1	Marsh, People's
N. Walnut St.(2)	1	Hook Drugs, TSC
TG&Y Center(1)	1	TG&Y

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Val Discount; Nancy's Shoppe; Leo's Men's Wear.
Chain Drug Stores-Hook's, People's.
Chain Supermarkets-Marsh; Joe's IGA 3.
Other Chain Stores-Goodyear; TSC; TG&Y Family Ctr.; Fashion Crossroads; Progressive Hallmark; Hoover-Needler Furn.; Henry's Shoes; PU's Sport Hut.

14 - NEWSPAPERS: NEWS-TIMES (e) 2,789; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Charles A. Rickett, Gen. Mgr., NEWS-TIMES, 123 S. Jefferson, Hartford City, IN 47348; Tel. (317) 348-0110.
National Representative: None.

HUNTINGTON

1 - LOCATION: Huntington County. E&P Map C-2. County Seat. 94 mi. NE of Indianapolis; 22 mi. SW of Fort Wayne. NE part of state. 160 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Norfolk & Southern.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,202; E&P 87 Est. 15,855
County 80 Cen. 35,596; E&P 87 Est. 34,211

4 - HOUSEHOLDS:
City 80 Cen. 5,910; E&P 87 Est. 5,981
County 80 Cen. 12,363; E&P 87 Est. 12,323

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$268,400,000

6 - PASSENGER AUTOS: County 19,445

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 5,128

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 1,447; Publishing 435; Heating & Air Cond. 350; Chem. 125; Fireplaces 558; Automotive 1,124. Av. hourly wage $7.99.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-65; Summer 47-101; Fall 32-100; Winter 10-60. First killing frost, Oct. 11; last killing frost, May 4.

11 - TAP WATER: Neutral, softened; fluoridated.

12 - RETAILING: **Principal Shopping Centers** (No. of Stores)-6 blocks on Jefferson St. (25); 3 on Warren St. 2 each on Cherry, Franklin, Market and Washington Sts. (18).
Neighborhood Shopping Centers (No. of Stores)-E. Market St. (32); N. Jefferson St. & S. Jefferson St. (14); N. Jefferson at McGahn (7).
Principal Shopping Days-Thur., Fri., Sat. & Sun.
Stores Open Evenings-Dept. & food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-K mart; Target.
Variety Stores-Spurgeon; Dollar General.
Chain Drug Stores-Hook's.
Chain Supermarkets-Owen's; Bechsteins; Family Foods.
Other Chain Stores-Burger Dairy; Sears; Guarantee Auto; Coast-to-Coast.

14 - NEWSPAPERS: HERALD-PRESS (e-mon to fri; S) 8,759; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Mark Saddler, Adv. Dir., HERALD-PRESS, 7 N. Jefferson St., Huntington, IN 46750; Tel. (219) 356-6700.
National Representative: None.

INDIANAPOLIS

1 - LOCATION: Marion County (In Indianapolis MSA). E&P Map B-3. State capital. County Seat. Indust., whol., retail, cultural, medical and educ. center. On White River in geographical ctr. of state. 184 mi. from Chicago; 112 mi. from Cincinnati.

2 - TRANSPORTATION: **Railroads**-Amtrak; Chessie Systems; Conrail; Family Line System; Illinois Central; Norfolk & Western; Union Pacific.
Intercity Bus Lines-ABC; Greyhound; Illini Swallow; Indianapolis Vincennes; Indiana Motor Bus; Trailways.
Airlines-American; American Trans Air; Britt; ComAir; Continental; Delta; Eastern; Midstate; Midway; Ozark; Pan Am; Presidential; Republic; TWA; USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 700,807; E&P 87 Est. 679,928
County 80 Cen. 765,233; E&P 87 Est. 744,877
MSA 80 Cen. 1,166,929; E&P 87 Est. 1,186,168
NDM-ABC: (80) 1,166,575
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 260,167; E&P 87 Est. 261,678
County 80 Cen. 285,092; E&P 87 Est. 287,105
MSA 80 Cen. 418,536; E&P 87 Est. 439,270
NDM-ABC: (80) 418,485

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$8,035,280,000
Savings & Loan	7	$1,923,518,000

6 - PASSENGER AUTOS: County 457,228

7 - ELECTRIC METERS: County 351,139

8 - GAS METERS: County 220,809

9 - PRINCIPAL INDUSTRIES: industry, No. of Earners (Av. Wkly. Wage)-Stone, Clay & Glass Prods. 2,900 ($416); Primary Metals 2,600 ($625); Fab. Metals 9,500 ($335); Non-elect. Mach. 12,700 ($394); Elect. Mach. 8,300 ($346); Trans. Equip. 26,700 ($675); Food Prods. 6,000 ($405); Paper & Allied Prods. 2,800 ($375); Printing & Pub. 10,400 ($414); Chem. 10,900 ($519); Rubber & Plastic Prods. 3,600 ($333); Other Trans., Commun. & Util. 35,300 (N.A.); Whol. trade 38,800 (N.A.); Ret. trade 110,000 (N.A.); Finance 43,500 (N.A.); Constr. 28,300 (N.A.); Service 132,400 (N.A.); Gov't 90,100 (N.A.).

10 - CLIMATE: Min. & Max. Temp. (30-yr. av.)-Spring 31-73; Summer 62-84; Fall 33-77; Winter 20-39. First killing frost, Oct. 23; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluoridated. Three separate systems with separate sources, separate purification plants. Hardness in one is 258 parts per million. In the second it is 311 parts. The third is 192 parts.

12 - RETAILING: **Principal Shopping Centers**-Downtown-4 blocks on Washington St.; 5 on Market St.; 5 on Ohio St.; 7 on Illinois St.; 7 on Meridian St.; 6 on Pennsylvania St.; 4 on Maryland St.; 3 on Georgia St.; 6 on Delaware St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
NORTH:		
Keystone Sq.(65)	15	Target
Castleton Sq.(118)	13	Lazarus, JCPenney, Sears, Kohl's
Keystone at the Crossing(54)	10	Brooks Bros., Gidding-Jenny
Glendale(103)	7	L.S. Ayres, Block's
East:		
Eastgate Consumer (60)	6	Burlington Mills, F.W. Woolworth, Front Row
Washington Sq.(132)	10	Lazarus, L.S. Ayres, Block's, JCPenney
South:		
Southern Plz.(35)	5	Kroger, Hook's, Woolworth
Greenwood Park Mall(145)	9	L.S. Ayres, Sears, Block's, Lazarus, JCPenney
West:		
Speedway(60)	6	Kohl's, Kroger
Lafayette Sq.(101)	6	Ayres, Sears, Block's, JCPenney, Lazarus

13 - RETAIL OUTLETS: Department Stores-L.S. Ayres 5; Block's 6; Lazarus 4; JCPenney 5; Sears 3.
Discount Stores-Target 10; K mart 8; Kohl's 5; Zayre 5; Dollar General 9.
Variety Stores-G.C. Murphy 3; Woolworth 2.
Chain Drug Stores-People's 42; Hook's 75; Osco 13; Value Plus 4; Toler 4.
Chain Supermarkets-Kroger 22; Marsh 28; Preston-Safeway 23; 7-Eleven 6; Cub 4; O'Malia 9; Dinner Bell 3; Friendly Foods 10; Super 7 5.
Convenience Food Stores-Convenient 6; Crystal Flash Combo 7; Lindner's 31, Village Pantry 64.
Other Chain Stores-Auto Suppliers: APO Auto Parts, Auto Works, Autopro, Central Motor Parts, Speedway, State Auto, Carquest, Firestone, Guarantee Auto, Hiway Parts, NAPA, Nationwise, Goodyear, Midas Muffler; Bakeries: Cookie Factory, Dunkin' Donuts, Roselyn, Tiffany, T.J. Cinnamon's; Candy: Fannie May, Russell Stover; Ice Cream: Baskin-Robbins, Bresler's, Dairy Queen, Farrell's, Lindner's; Jewelers: Goodman, Kay, Rost, Smith, Shane, Tammey, Zale's; Shoe Stores: Athletic Dept., Baker's, Marott, Florsheim, Hanover, Kinney, Naturalizer, Pay-Less, Red Cross, Shoe World, Thom McAn; Men's Apparel: Bachrachs, Brooks Brothers, Chess King, Arnold's, D. Dann's, Edrich Ltd., Harry Levinson, Redwood & Ross, Richman Bros., J. Riggings, Roderick St. John's, L. Strauss, Style Store for Big & Tall, The Gap, Walton Clothes; Women's Apparel: The Answer, Catherine's, Stout Shoppes, Foxmoor Casuals, Lane Bryant, Frederick's of Hollywood, Jean Lauder's, Lerner, Limited, Paul-Harris, Stuart, Sycamore Shops, B. J's Stout World, Brooks Fashions, Casual Corner, Hit or Miss, Jean Nicole, Sportime; Furn. Stores: Kittle's 3, Value City 3, Emrich 4, Richard Bennett 3, House of Lancaster, John Kirk, Frazier's, Rich, John J. Madden, Gerdt, L. Fish, Scandinavian; Hardware: Ace 17, Central 5, True Value 9, Furrow 5, Lowes 4.

14 - NEWSPAPERS: STAR (m) 227,225; NEWS (e) 119,720; STAR (S) 401,776; Mar. 28, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Alan Judkins, Adv. Dir., STAR & NEWS, 307 N. Pennsylvania St., PO Box 145, Indianapolis, IN 46206-0145; Tel. (317) 633-1132.
National Representatives: Million Market Newspapers/Times Mirror National Marketing; American Publishers' Representatives.

JASPER

1 - LOCATION: Dubois County. E&P Map B-5. County Seat. Industrial, agricultural, and retail center. In Southern part of state on Patoka River. 120 mi. S of Indianapolis; 57 mi. NE of Evansville; 79 mi. W of Louisville on U.S. Hwy. 231.

2 - TRANSPORTATION: **Railroads**-Southern (freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Eastern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,097; E&P 87 Est. 9,653
County 80 Cen. 34,238; E&P 87 Est. 37,183
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,249; E&P 87 Est. 3,577
County 80 Cen. 11,201; E&P 87 Est. 12,673

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$604,710,000
Savings & Loan	1	$1,940,794
Savings	1	$19,398,868

6 - PASSENGER AUTOS: County 19,627

7 - ELECTRIC METERS: Residence 5,028

8 - GAS METERS: Residence 3,640

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food, Bakery, Dairy stores 359; Printing & Pub. 165; Ret. trade 2,242; Furn., Lumber, Wood Prods. 3,836; Mach. (not electric) 77; Chem. 34; Mining 271; Constr. 964; Agric. 1,179; Rubber 225.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-99; Summer 42-105; Fall 4-99; Winter -4-70.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Areas**-Downtown, vicinity of courthouse square.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate Center (34)	NA	Big Lots, Hooks, Ashleys Outlet
Germantown Ctr. (16)	NA	Wal-Mart, Watsons, Revco

Principal Shopping Days-Seven days a week.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sieberts; Mr. Wardrobe; Watsons; Ashleys Outlet.
Discount Stores-Big Lots; K mart; Wal-Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Hook's; Revco.
Chain Supermarkets-IGA 2; Red & White.
Other Chain Stores-Sears; Sherwin-Williams; Cato's; Hallmark; Guarantee Auto; Gambles; Radio Shack; True Value Hdwe.; Rogers Jewelers; Auto Works; Shoe Show; Sycamore; Fashion Bug/Fashion Bug Plus; Central Tractor Farm & Family Center.

14 - NEWSPAPERS: HERALD (e) 12,380; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising

Data: Edwin Rumbach, Adv. Mgr., HERALD, 216 E. 4th St.; PO Box 31, Jasper, IN 47546, Tel. (812) 482-2424.
National Representative: Papert Companies.

JEFFERSONVILLE

1 - LOCATION: Clark County (In Louisville, KY-IN MSA). E&P Map C-5, County Seat. On Ohio River opp. Louisville, KY.

2 - TRANSPORTATION: **Railroads**-Conrail; B&O.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 21,220; E&P 87 Est. 20,597
County 80 Cen. 88,838; E&P 87 Est. 87,300
MSA 80 Cen. 956,844; E&P 87 Est. 927,794

4 - HOUSEHOLDS:
City 80 Cen. 7,972; E&P 87 Est. 7,909
County 80 Cen. 31,021; E&P 87 Est. 31,582
MSA 80 Cen. 340,989; E&P 87 Est. 340,924

5 - BANKS	**NUMBER**	**DEPOSITS**
Saving & Loan	2	$134,280,000
Commercial	3	$270,416,000

6 - PASSENGER AUTOS: County 50,164.

7 - ELECTRIC METERS: Residence County 26,000.

8 - GAS METERS: Residence County 17,487.

9 - PRINCIPAL INDUSTRIES: Chem., Textiles; Ordnance; Foundries; Wood Prods.; U.S. Census Bureau; Jeff Boat Works; Colgate.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Conner's(11)	3	General Store
Gateway Plz.(6)	3	Gateway
Grant Plz.(7)	3	Winn-Dixie
Greentree(42)	5	JCPenney, Sears
Youngstown(30)	4	Bacon's
K mart Plz.(9)	4	K mart
Value City(3)	4	Value City
Wyckshire(7)	5	Schmidt's
Eastgate(3)	3	K mart, Kroger

Stores Open Evenings-In Shopping Centers.
Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Bacon's; JCPenney; Sears; Ben Snyders.
Variety Stores-Woolworth; Thrift Dollar Store.
Discount Stores-K mart; Target; Value City; Zayres.
Chain Drug Stores-Taylors; Bills Discount; Walgreens; County Drugs; Clarksville Pharmacy; Freeman & Grimm; Revco; SupeRx.
Chain Supermarkets-Key Market; Kroger; Gateway; IGA; Winn-Dixie; Convenient; Bob's Quality Foods; Sav-A-Step; Valu Warehouse of Groceries.
Other Chain Stores-Goodyear; Russell Stovers; Allen Shoes; Chess King; Fashion Shop; Fleischers; Hardy Shoes; Kinney Shoes; Motherhood Maternity Shop; Park Lane Hosiery; Paul Harris; So-Fro Fabrics; Spencer Gifts; Singer Co.; Firestone; Sherwin-Williams; Cloth World; Kay Jewelers; Child World; Service Merchandise; Furrow; Lowes; Wolohan; 84 Lumber; G Auto; Levy's.

14 - NEWSPAPERS: NEWS (e) 17,224; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: Stephen M. Russell, Adv. Mgr., NEWS, 221 Spring St.; PO Box 867, Jeffersonville, IN 47130; Tel. (812) 283-6636.
National Representative: Landon Associates.

KENDALLVILLE

1 - LOCATION: Noble County, E&P Map C-2. Miscellaneous manufacturing and agricultural center. NE part of state. 150 mi. SE of Chicago; 150 NE of Indianapolis. On U.S. Hwy. 6; State Hwy. 3.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-8.
Airlines-United; Delta; Air Wisconsin; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 7,299; E&P 87 Est. 7,786
County 80 Cen. 35,443; E&P 87 Est. 37,718

4 - HOUSEHOLDS:
City 80 Cen. 2,727; E&P 87 Est. 2,660
County 80 Cen. 12,065; E&P 87 Est. 13,333

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$154,000,000
Savings & Loan	2	$154,000,000

6 - PASSENGER AUTOS: County 18,541.

7 - ELECTRIC METERS: Residence 2,772.

8 - GAS METERS: Residence 1,900.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 525 ($250); Water System 275 ($290); Metal Foundries 800 ($320); Furniture Spring 90 ($270); Machine Shops 280 ($240); Elect. Parts 650 ($180); Gen. Mfg. 550 ($300); Printing 170 ($300).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 52-95; Fall 28-62; Winter 0-28. First killing frost, Oct. 11; last killing frost, May 5.

11 - TAP WATER: Softened; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St.; 2 on Mitchell; 2 on William.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Foodtown(5)	1	Val Discount
Publix(10)	1	Dollar General, Roger's, Coast-to-Coast
Kendallville	NA	Ames

Principal Shopping Days-Mon. through Sun.
Stores Close-Jewelry stores Wed. afternoon.
Stores Open Evenings-All stores Fri. night, shopping centers 6 nights; chain supermarkets 7 nights.
Stores Open Sunday-Chain supermarkets; Shopping Centers: JCPenney; Ames; Val Discount; Belmonts; Dollar General.

13 - RETAIL OUTLETS: **Department Stores**-Fisher's; JCPenney; Dollar General; Ames; Val Discount; Belmonts.
Chain Drug Stores-Hook's; Fischer's Rexall; Chronister's.
Chain Supermarkets-Roger's; IGA 3; Super Valu 2.
Other Chain Stores-Hallmark; Servi-Star; HWI; Sears (catalog); Coast-to-Coast; Goodyear; Carquest; NAPA; Fashion Crossroads (Mode O' Day); Wisman's Appliance & TV; Firestone; B.F. Goodrich.

14 - NEWSPAPERS: NEWS-SUN (e) 6,542; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Ron Ensley, Adv. Mgr., NEWS-SUN, 112 N. Main St.; PO Box 39, Kendallville, IN 46755; Tel. (219) 347-0400.
National Representative: None.

KOKOMO

1 - LOCATION: Howard County (MSA). E&P Map B-3. County Seat. North central Indiana on Indiana Hwys. 31, 35, 22. 50 mi. N of Indianapolis; 150 mi. from Chicago and 157 mi. from Cincinnati. Automotive parts, steel and miscellaneous manufacturing center.

2 - TRANSPORTATION: **Railroads**-Amtrak (Cinn.-Chi. Div.); Norfolk & Western; Conrail.
Motor Freight Carriers-21.
Interstate Bus Lines-Trailways; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 47,808; E&P 87 Est. 44,421
CZ-ABC: (80) 53,769
RTZ-ABC: (80) 76,480
County 80 Cen. 86,896; E&P 87 Est. 83,002
MSA 80 Cen. 103,715; E&P 87 Est. 98,605
City & RTZ-ABC: (80) 130,249

4 - HOUSEHOLDS:
City 80 Cen. 18,240; E&P 87 Est. 17,808
County 80 Cen. 31,050; E&P 87 Est. 30,785
MSA 80 Cen. 37,043; E&P 87 Est. 36,526
CZ-ABC: (80) 20,344
RTZ-ABC: (80) 25,362
City & RTZ-ABC: (80) 45,706

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$283,335,878
Savings & Loan	4	$276,651,214

6 - PASSENGER AUTOS: County 50,533.

7 - ELECTRIC METERS: Residence 42,359.

8 - GAS METERS: Residence 27,771.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Stone, Clay, Glass 250; Primary Metals 5,313; Fab. Metals 587; Mach. (ex. Elect.) 434; Electric Mach. 11,000; Trans. Equip. 3,800; Av. Wkly. Wage-Mfg. $385.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 60-95; Fall 35-70; Winter 10-40. First killing frost, Oct. 10; last killing frost, May 10.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 3 on Walnut St.; 3 on Sycamore; 3 on Buckeye.
Neighborhood Shopping Centers-2 blocks on Main & Markland; 1 block at North & Webster. Terrace Plaza-15 shops, bank & restaurant; T-way Plaza-11 units; Olds Plaza-15 units; Northwest Plz.-9 units. Proposed: Westgate Shopping Center, southwest edge of city; Essex Square, east edge of city; Northgate, northeast edge of city; Westbrook Plaza, southwest of city.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Colonial(18)	NA	Hook's Drugs
Forest Park(18)	NA	Ben Franklin
Kokomo Mall(22)	NA	JCPenney
Maplecrest(27)	NA	Ben Franklin, Hill's, Kroger
Markland Mall(48)	NA	SupeRx, Block's, Sears, Target
Markland Plz.(16)	NA	Kroger, Radio Shack
Regency Plz.(11)	NA	

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Closed-Some on Wed.
Stores Open Evenings-Dept.-Fri.; Food Chains-every eve., Sun. to 6; Shopping Ctrs.-every eve.

13 - RETAIL OUTLETS: **Department Stores**-Carol Ann 2; Maher's; Golightly's; Sears; JCPenney; Target; Wm. H. Block Co.; Service Mdse.
Variety Stores-Ben Franklin 2; Schultz Bros.
Discount Stores-K mart 2; Hill's.
Chain Drug Stores-Hook's 6; Peoples 3; Rexall 2; Hutto 2; SupeRx 2.
Chain Supermarkets-Kroger 3; Marsh Food Liner 2; Standard (Nat'l); Mace's Pantry 8; Whitacres; County Market.
Other Chain Stores-Goodyear; Father & Son Shoes; Neumode Hosiery; House of Fabrics; Kay Campbell; Musicland; Goodman Jewelers; Three Sisters; Webster Clothes; A&G Millinery; Royce Shoes; Gallenkamp Shoes; Nobil Shoes; Major Mills; Singer Co.; Western Auto; Pittsburgh Plate Glass; Village Furniture; Wickes; Cashway Lumber; Fleenors Auto Supply; Coast-to-Coast Hdwe.; Ace Hdwe.; Greggs Inc.; 84 Lumber; Furrow; Carpetland U.S.A.; Sherwin-Williams; Fayva Shoes; Pic-Way; Fabrific; Radio Shack; Zale's Jewelers; Shane Jewelers; Fabric World; Playback; Fashion Barn.

14 - NEWSPAPERS: TRIBUNE (e) 27,561; (S) 28,676; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: D.W. Gentry, Adv. Dir., TRIBUNE, 300 N. Union, Kokomo, IN 46901; Tel. (317) 459-3121.
National Representative: Thomson Newspapers.

LAFAYETTE-WEST LAFAYETTE

1 - LOCATION: Tippecanoe County (In Lafayette MSA). E&P Map B-3. County Seat. 125 mi. SE of Chicago, 62 mi. NW of Indianapolis. On Wabash River. Home of Purdue University. Agricultural, industrial, educational, cultural and medical center.

2 - TRANSPORTATION: **Railroads**-Amtrak; Norfolk & Southern; Consolidated Rail Corp.; Seaboard Systems.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Trailways; Greater Lafayette Public Trans. Corp.
Airlines-Air Wisconsin; Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 64,258; E&P 87 Est. 65,980
Lafayette 80 Cen. 43,011; E&P 87 Est. 44,473
West Lafayette 80 Cen. 21,247; E&P 87 Est. 21,507
CZ-ABC: (80) 64,258
RTZ-ABC: (80) 187,232
County/MSA 80 Cen. 121,702; E&P 87 Est. 127,523
City & RTZ-ABC: (80) 251,490

4 - HOUSEHOLDS:
Cities 80 Cen. 24,328; E&P 87 Est. 26,021
Lafayette 80 Cen. 17,069; E&P 87 Est. 18,560
West Lafayette 80 Cen. 7,259; E&P 87 Est. 7,461
County/MSA 80 Cen. 40,681; E&P 87 Est. 44,157
CZ-ABC: (80) 24,328
RTZ-ABC: (80) 62,869
City & RTZ-ABC: (80) 87,197

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$1,199,112,820
Commercial	5	(incl. above)

6 - PASSENGER AUTOS: County 61,047.

7 - ELECTRIC METERS: Residence 41,223.

8 - GAS METERS: Residence 26,893.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educational Services 14,800; Whol. and Ret. Trade 12,600; Mfg. 11,600; Services 10,400; Fin., Ins., and R.E. 2,700; Fabricated Metals 700; Non-Elect. Mach. 1,500; Elect. Mach. 800; All other Durable Goods 4,100; Food and Kindred Prods. 1,600; Printing and Publishing 500; All other Non-Durable Goods 2,400; Constr. 1,700; Trans., Commun. and Util. 1,700; Gov't 2,300. Av. Wkly. Wage $339.
Principal Pay Days-1st & 15th; Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-72; Summer 62-84; Fall 44-66; Winter 18-35. First killing frost, Oct. 9; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-11 blocks on Main; 4 blocks on Main at 16th and South; 2 blocks at 16th and Kossuth; 6 blocks on Earl from Union to Main; 4 blocks on Elmwood; 4 blocks on Teal; 3 blocks on U.S. 52 in West Lafayette; 5 blocks at State and Northwestern in West Lafayette.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Three Sons(5)	2	G.T. Distributing
Jefferson Sq.(15)	3	Jewel Foods, Danner's, People's Drug, M.A.B. Paints
K mart(5)	4	K mart, Pay Less Supermkt., Service Mdse.
Lafayette Sq.(20)	3	Hills, Marsh Supermarket, Big Lots
Market Sq.(38)	3	L.S. Ayres, Jewel Foods, Osco, Fannie May, Casual Corner, Smith's Shoes
Purdue Service Center(16)	3	Nichol Thriftway Market, Osco
Tippecanoe Mall(65)	5	JCPenney, Firestone, William H. Block, Kohl's, Osco
The Vlg. at Sagamore Pkwy. (15)	3	Marsh Supermarket, K mart, So-Fro Fabrics, Osco, Jewel Foods
Target Plz.(15)	2	Target, Cloth World, Gussini Shoes, Hook World, El-Bee Shoes
Sagamore Park Centre(25)	3	Payless, Hook's, Curtis Mathes, Computerland
Brown St. Levee(15)	1	Hodson's Bay, Smitty's Supermkt.
Zayre(7)	3	Zayre
Lafayette Plz. South(14)	4	Payless, Hook's
Eastway Plaza	4	Videoland
K mart Plaza	3	K mart, Frank's Nursery and Crafts, Toys Plus

Principal Shopping Days-Thur. through Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Loeb's; Sears; JCPenney; L.S. Ayres; Block's.
Leading Variety Stores-Danner's.
Chain Drug Stores-Hook's 5; Arth 4; Haag; Marsh 2; Osco 3; Wells-Yeager-Best 2.
Chain Supermarkets-Jewel 3; Marsh Foodliner 2; PayLess 4.
Discount Stores-Zayre; K mart 2; Target; Hills; Service Mdse.; Kohl's; Big Lots.
Other Chain Stores-Clothing: Stuart's, Paul Harris, Brook's, Sycamore Shop, Hodson's Bay, Maurice's, Foxmoor, Casual Corner, The Gap, Richman Brothers, The Limited, Bottom Half, Just Pants, Mr. Penguin, Benetton, Worth's, Ups & Downs, Lerner's; Shoes: Fayva, Butler, Connie, El-Bee, Endicott Johnson, Nobil, Florsheim 3, Kinney, Red Wing, Thom McAn, Gussini, Englin's; Fabrics: So-Fro, Jo Ann, Cloth World; Books: Book World, Waldenbooks; Home and Hardware: Ace 2, Furrows, Wicke's Lumber, True Value, Carpetland, Color Tile, Farm and Fleet, HWI Superstore; Jewelry: Zale's, Shane Co.; Auto-related: Unit Parts, Car X, Midas, Firestone, Fleenors, Guarantee Auto, Scheid Tires; Electronics: Computerland, Radio Shack 3, H.H. Gregg, Curtis Mathes, Good Vibes, Hi-Fi Buys, General Micro, Entre Computer Center, CWY, ProAudio; Food: Bojangles, Shoney's, Dog-N-Suds, Mr. Steak, Noble Roman's Pizza 2, RAX 2, Steak 'n' Shake, White Castle, Wendy's 3, Baskin-Robbins 2, Dairy Queen 4, McDonald's 8, Burger King 3, Pizza King 2, Pizza Hut 3, Arby's 3, Village Pantry 14, Taco Bell 3, Bob Evans, Kentucky Fried Chicken 4, Long John Silver's 2, Garcia's Pizza, Domino's Pizza 4, Hardee's 2, Chi-Chi's, Toogie's Cookies, TCBY Yogurt, Karmelkorn Shoppe, Fannie May, I Can't Believe It's Yogurt.

14 - NEWSPAPERS: JOURNAL & COURIER (m) 35,662; (S) 38,551; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Diane Brewer, Gen. Adv. Mgr., JOURNAL &

COURIER, 217 N. Sixth St., Lafayette, IN 47901; Tel. (317) 423-5511
National Representative: Gannett National Newspaper Sales.

LA PORTE

1 - LOCATION: La Porte County, E&P Map B-2, County Seat. Industrial, agricultural center, vacation resort. In northern part of Indiana. 6 mi. from I-80, I-90; 8 mi. from I-94; 55 mi. SE of Chicago; 23 mi. W. of South Bend, IN; On U.S. Hwys. 35 & 6; State Hwys. 2, 4, 39.

2 - TRANSPORTATION: **Railroads**-Conrail; branches of Chessie Systems; Norfolk & Southern.

3 - POPULATION:
Corp. City 80 Cen. 21,796; E&P 87 Est. 20,807
CZ-ABC: (80) 23,472
RTZ-ABC: (80) 99,450
County 80 Cen. 108,632; E&P 87 Est. 103,629
City & RTZ-ABC: (80) 122,922

4 - HOUSEHOLDS:
City 80 Cen. 8,578; E&P 87 Est. 8,249
County 80 Cen. 37,405; E&P 87 Est. 36,974
CZ-ABC: (80) 9,152
RTZ-ABC: (80) 33,164
City & RTZ-ABC: (80) 42,316

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$280,401,773
Savings	1	$72,100,000
Savings & Loan	2	$118,798,141

6 - PASSENGER AUTOS: County 57,412

7 - ELECTRIC METERS: Residence 8,743

8 - GAS METERS: Residence 7,551

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sponge Rubber and Urethane Foam Prods. 350; Gray Iron and Semi-Steel Casting 270; Furniture 125; Food Slicing & Packaging Machines 200; Investment Castings 920; Home Appl. Service Parts 600; Industrial Ventilating 140; Automotive Radiator and Unit Heaters 156; Machine Shops 100; Corrugated Cartons 100; Bread & Chips 165; Ind. Containers 160; Caskets 100.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Lincoln Way plus side streets.
Neighborhood Shopping Center-One Stop Shop Center (8 units); Westside, 3 blocks on State Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Maple Lane Mall	2	K mart
Marquette Mall(60)	12	JCPenney, Sears
Dunes Plaza(35)	12	K mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; shopping centers, every night.

13 - RETAIL OUTLETS: **Department Stores**-Levine's; JCPenney.
Discount Stores-Wonderland; K mart.
Variety Stores-Danner's.
Chain Drug Stores-Hook's 3; Ribordy; Medicine Shoppe.
Chain Supermarkets-Kroger; Five Star; Al's 2; Aldi.
Other Chain Stores-Firestone; M.A.B.; Montgomery Ward Automotive Center (service); Radio Shack; Northwest Fabrics; Newman's; Pic Way Shoes; Quality Farm & Fleet; Guarantee Auto.

14 - NEWSPAPERS: HERALD-ARGUS (e) 13,527; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: T.P. Avery, Natl. Adv. Mgr., HERALD-ARGUS, 701 State St., La Porte, IN 46350; Tel. (219) 362-2161.
National Representative: Landon Associates.

LEBANON

1 - LOCATION: Boone County, E&P Map B-3, (In Indianapolis MSA). County Seat. 24 mi. NW of Indianapolis; 165 mi. SE of Chicago. At intersection of U.S. Hwys. 52, I-65 and State Hwys. 32 and 39. Light manufacturing center. Rich agriculture.

2 - TRANSPORTATION: **Motor Freight Carriers**-2.
Intercity Bus Lines-Greyhound, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,456; E&P 87 Est. 12,654
County 80 Cen. 36,446; E&P 87 Est. 40,512
MSA 80 Cen. 1,166,929; E&P 87 Est. 1,186,168

4 - HOUSEHOLDS:
City 80 Cen. 4,760; E&P 87 Est. 5,127
County 80 Cen. 13,493; E&P 87 Est. 14,626
MSA 80 Cen. 418,536; E&P 87 Est. 439,270

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$213,574,584
Savings & Loan	1	$61,159,464

6 - PASSENGER AUTOS: County 21,653

7 - ELECTRIC METERS: Residence 5,926

8 - GAS METERS: Residence 6,441

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Filters 213 ($240); Industrial Blowers 95 ($200); Business Forms 123 ($240); Plastics 295 ($160).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 70-98; Fall 40-76; Winter 15-62. First killing frost, Oct. 25; last killing frost, May 2.

11 - TAP WATER: Alkaline.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main, Lebanon, Washington & Meridian (around square); 2 blocks on Indianapolis Ave.; State Road 39 N. at city limits; 14 on W. South St. at city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lebanon Plz.(9)	2	K mart, Radio Shack, Sycamore Shop, Sargent Paint
Northfield(10)	2	Kroger, Hook's, Dollar General, Herschell's
Westgate Plz.(3)	2	Kentucky Fried Chicken, McDonalds.

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; K mart; Dollar General; Family Dollar; Big Lots.
Chain Supermarkets-Preston Safeway; IGA; Kroger.
Chain Drug Stores-Hook's.
Other Chain Stores-Ace Hdwe.; Brunt's (men's clothing); Adler's; Richard Bennett Furniture; Apple Shoe.

14 - NEWSPAPERS: REPORTER (e) 6,816; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: James R. Mossman, Gen. Mgr., REPORTER, 117 E. Washington St., Lebanon, IN 46052; Tel. (317) 482-4650.
National Representative: U.S. Suburban Press.

LINTON

1 - LOCATION: Greene County, E&P Map B-4. In western part of county; 43 mi. SE of Terre Haute; 90 mi. SW of Indianapolis.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Chicago, Milwaukee & St. Paul; branches of the CI&L ("Monon"); Conrail.
Motor Freight Carriers-2.
Intercity Bus Lines-Blue Bird & Wabash Valley.

3 - POPULATION:
Corp. City 80 Cen. 6,315; E&P 87 Est. 5,841
County 80 Cen. 30,416; E&P 87 Est. 31,684

4 - HOUSEHOLDS:
City 80 Cen. 2,585; E&P 87 Est. 2,503
County 80 Cen. 11,519; E&P 87 Est. 12,437

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$123,439,000

6 - PASSENGER AUTOS: County 15,273

7 - ELECTRIC METERS: Residence 2,730

8 - GAS METERS: Residence 2,445

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electrical 500; Textile 350; Mining 800; Machine Shops 120.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 70-102; Fall 20-85; Winter 5-55.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3-D Shopping Center, 7 units open every night; Westside Shopping Area, 8 units.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Hooks; Sears; Rhodenbeck's; Danners 3-D; General Dollar; JJ's Dress Shop; Faye's Closet; Lad-n-Lassie.
Variety Stores-G.C. Murphy; Thrift Dollar.
Chain Supermarkets-IGA 3; Shurway; Red & White.
Other Chain Stores-The Wooden Spool; Wicker-n-Whims; The Sampler Shoppe; The Lantern Shop; Linton Sporting Goods; Shirt Rack; Pages Hallmark Shop; Shepards Love Book; Guarantee Auto.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 6,700; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Ron Dietz, Pub., CITIZEN, 79 S. Main St.; PO Box 618, Linton, IN 47441; Tel. (812) 847-4487.
National Representative: None.

LOGANSPORT

1 - LOCATION: Cass County, E&P Map B-2, County Seat. Shipping, agricultural, livestock, dairy, meat processing, industrial railroad, and trucking center; Wholesale center for north central part of state. 117 mi. to Chicago, 70 mi. S of South Bend and 72 mi. N of Indianapolis.

2 - TRANSPORTATION: **Railroads**-Conrail; Norfolk & Western.
Motor Freight Carriers-7.
Intercity Passenger Bus-Indiana Motor Bus.
Airlines-Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 17,731; E&P 87 Est. 17,009
CZ-ABC: (80) 19,348
RTZ-ABC: (80) 54,898
County 80 Cen. 40,936; E&P 87 Est. 39,701
City & RTZ-ABC: (80) 74,246
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,036; E&P 87 Est. 6,969
County 80 Cen. 14,715; E&P 87 Est. 14,788
CZ-ABC: (80) 7,570
RTZ-ABC: (80) 19,042
City & RTZ-ABC: (80) 26,612

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$348,218,000
Savings & Loan	2	$142,107,000

6 - PASSENGER AUTOS: County 21,920

7 - ELECTRIC METERS: Residence 6,442

8 - GAS METERS: Residence 6,098

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elect. Controls Mfg. 625 ($250); Meat Proc. 1,300 ($335); Air & Hydraulic Operated Machine Tools 30 ($238); Mech. Springs 230 ($350); Rubber Prods.-Automotive 215 ($275); Aluminum Dye Cast, Heat Treating & Machine Shop 120 ($230); Electric Storage Batteries 260 ($260); Cement Mfg. 84 ($300); Switches & Relays Automotive Elect. Components 650 ($210); Custom Stamping Press & Slide 480 ($265); Friction Prods. Mfg. 185 ($270); Conrail, Norfolk & Western R.R. 180 ($375).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-95; Summer 47-104; Fall 11-84; Winter 18-25. First killing frost, Nov. 18; last killing frost, May 5.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Areas**-4 blocks on Broadway; 2 on Market St.; 1 on North St.; 7 on intersecting sts.
Neighborhood Shopping Areas-1 block at 13th and Broadway; 2 on North 3rd St.; 1 at Wilkinson and West Market; 1 at Burlington Ave. and Colfax.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Logansport Mall(38)	3	Radio Shack, Woolworth, Sears, JCPenney
Eastgate(11)	2	Hook's, K mart, Aldi
Cass Plaza(10)	3	Danner's 3-D, IGA, People's

Principal Shopping Days-Dept. Stores-Mon., Fri.; Food-Thur., Fri., Sat.
Stores Open Evenings-Downtown Shopping Area Fri.; All shopping centers.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears.
Discount Stores-K mart; Danner's 3-D.
Variety Stores-Woolworth; Total Discount.
Chain Drug Stores-Hook's 3; People's.
Chain Supermarkets-Marsh 2; Corral; IGA.
Other Chain Stores-Payless Shoes; Aldi; Man Alive Men's Wear; Musicland; Radio Shack; Fox's Jewelry; JoAnn Fabrics; Waldenbooks; Clothes-Out Junction; Regis Beauty Salon; Hang-Up; Waterbed Room; Ms. Today; Fashion Crossroads; Sycamore Shop; First Impressions.

14 - NEWSPAPERS: PHAROS-TRIBUNE (e-mon to fri) 15,205; (S) 15,760; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Donald Pollitt, Bus. Mgr., PHAROS-TRIBUNE, 517 E. Broadway, Logansport, IN 46947; Tel. (219) 722-5000.
National Representative: Landon Associates.

MADISON

1 - LOCATION: Jefferson County, E&P Map C-4, County Seat. Residential center. On Ohio River; 44 mi. NE of Louisville; 90 mi. SW of Cincinnati; 105 mi. SE of Indianapolis. Free bridge over Ohio River connects Indiana Hwy. 7; U.S. Hwys. 421, 56, 62, 71; Kentucky Hwys. 36, 42.

2 - TRANSPORTATION: **Charter Bus Lines**-White Star.
Motor Freight Carriers-3.
Freight Steamship Lines-Barges (2).

3 - POPULATION:
Corp. City 80 Cen. 12,472; E&P 87 Est. 11,722
County 80 Cen. 30,419; E&P 87 Est. 29,557

4 - HOUSEHOLDS:
City 80 Cen. 4,638; E&P 87 Est. 4,467
County 80 Cen. 10,288; E&P 87 Est. 10,305

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$170,345,622
Savings & Loan	2	$388,980,328

6 - PASSENGER AUTOS: County 14,372

7 - ELECTRIC METERS: Residence City 4,774; County 9,668

8 - GAS METERS: Residence 3,752

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Work Clothes 50; Shoes 360; Metal Heating Equip. 108; Hydraulic Lifts 246; Electric Motors Fractional 505; Heavy Road Mach. 160; Auto Parts 602; Silicones 326; Electric Generation 384; Diesel Turbo 207; Leather Fabrication 120; Aluminum 367; Chem. 320; Government Proving Ground 468; Plastics 100.

10 - CLIMATE: Av. Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clifty Plz.	11	Firestone, Dollar General, Save-A-Lot
Madison Plaza(10)	3	McCrory's, Sycamore, People's Drugs
Jefferson Court(6)	3	Kroger, Heck's
Village Square(16)	3	Sears, Hooks, Long John Silvers

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping Centers Mon. through Sat. until 9; Downtown Fri. until 8.

13 - RETAIL OUTLETS: **Department Stores**-Heck's; K mart.
Variety Stores-McCrory's; Dollar General.
Discount Stores-Big Lots; K mart; Heck's.
Chain Drug Stores-Hook's; Rite Aid; People's.
Chain Supermarkets-Kroger; Jay C Stores 2; Ranch; Save-A-Lot.
Other Chain Stores-Goodyear; Firestone; Paris Style; Sears (catalog); Big Blue; Singer; G/Auto; Payless Shoes; Furniture Liquidators; Sycamore; Ace Hardware; Mister Hardware; Wolohan Lumber; Adam's Shoes; Pfieffer Jewelry; Maurice's; American Rental.

14 - NEWSPAPERS: COURIER (e) 9,912; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Ron Wehner, COURIER, 310 Courier Sq., Madison, IN 47250; Tel. (812) 265-3641.
National Representative: Landon Associates.

MARION

1 - LOCATION: Grant County, E&P Map B-3, County Seat. Industrial and agricultural center. NE of Indianapolis, midway between Chicago, Columbus and Cincinnati (136 mi.), Detroit and St. Louis (250 mi.) and Indianapolis and Fort Wayne (65 mi.).

2 - TRANSPORTATION: **Railroads**-C&O; Norfolk & Western; Conrail; Chessie System; Norfolk & Southern; Amtrak.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 35,874; E&P 87 Est. 33,749
CZ-ABC: (80) 61,828
RTZ-ABC: (80) 67,898
County 80 Cen. 80,934; E&P 87 Est. 73,827
City & RTZ-ABC: (80) 129,726
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,010; E&P 87 Est. 12,805

County 80 Cen. 27,943; E&P 87 Est. 26,311
CZ-ABC: (80) 21,895
RTZ-ABC: (80) 23,156
City & RTZ-ABC: (80) 45,051

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$517,779,196
Savings & Loan	2	$230,618,318

6 - PASSENGER AUTOS: County 42,444

7 - ELECTRIC METERS: Residence 25,328

8 - GAS METERS: Residence 18,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-All Mfg. 11,745 (Av. Wkly. Wage-N.A.) Automotive 4,936; Radio & TV 2,300; Glass 600; Wire 650; Paper Prods. 645; Iron Foundry 130; Plastics 899; Misc. 1,615.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-61; Summer 58-86; Fall 17-72; Winter 6-65. First killing frost, Sept.; last killing frost, Apr.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-First through Seventh Sts.; Washington and Adams Sts.

Neighborhood Shopping Centers-K mart, K mart Center; Marion Plaza; Northgate; North Park Mall; Panorama; S. Marion Plaza; Gas City.

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Every evening ex. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Meis.

Discount Stores-K mart 2; Hill's.

Chain Drug Stores-Hook's 5; Peoples 3; Revco 2; Marsh 2.

Chain Supermarkets-Marsh 2; Owen's County Market; Lowell's No Frills; Ed's Country Market; Hank's 2.

Other Chain Stores-Firestone; Goodyear; Guarantee Tire; Big Lots; Autoworks; Computerland; The Computer Store; Schiff Shoes 2; Nettlecreek Furn.; Musicland; Van's Sporting; Furniture City USA; Pic Way Shoes; Fleenor Auto Sales; Hart's Shoes; Mary Carter Paint; Coast-to-Coast; Rex Appliance.

14 - NEWSPAPERS: CHRONICLE-TRIBUNE (m) 20,795; (S) 25,355; Mar. 29, 1987 ABC.

Local Contact for Advertising and Merchandising Data: F. Larry W. Antony, Adv. Dir., CHRONICLE-TRIBUNE, 610 S. Adams, Marion, IN 46952; Tel. (317) 664-5111.

National Representative: Gannett National Newspaper Sales.

MARTINSVILLE

1 - LOCATION: Morgan County. (In Indianapolis MSA). E&P Map B-4. County Seat. Situated 30 mi. SW of Indianapolis. State Hwys. 37, 39, 44, 67, 252.

2 - TRANSPORTATION: Railroads-Amtrak, Conrail.

Intercity Bus Lines-Greyhound; Vincennes.

3 - POPULATION:
Corp. City 80 Cen. 11,311; E&P 87 Est. 12,574
MSA 80 Cen. 1,166,929; E&P 87 Est. 1,186,168
County 80 Cen. 51,999; E&P 87 Est. 57,308

4 - HOUSEHOLDS:
City 80 Cen. 4,082; E&P 87 Est. 4,667
County 80 Cen. 17,160; E&P 87 Est. 19,594
MSA 80 Cen. 418,536; E&P 87 Est. 439,270

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$29,939,801
Savings & Loan	1	$15,580,231

6 - PASSENGER AUTOS: County 30,137

7 - ELECTRIC METERS: Residence 3,299

8 - GAS METERS: Residence 2,989

9 - PRINCIPAL INDUSTRIES: Wood Prods.; Fisheries and Fish Hatcheries; Automotive Electronics and Sound Equip.; Plastic Injection Molds; Aircraft Components; Formed Packaging; Tool Design.

10 - CLIMATE: Min.-22 Jan.; Max.-88 July.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Shopping Centers-Martinsville Plz. on 37 Bypass; Morton Sq.

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Schmalz's; K mart; 3-D.

Discount Stores-Dollar General; Danner's 3-D.

Chain Drug Stores-Hook's; Revco; Medicine Shoppe.

Chain Supermarkets-Kroger; Schwab's IGA; Marsh.

14 - NEWSPAPERS: REPORTER (e) 7,574; sworn Oct. 21, 1986.

Local Contact for Advertising and Merchandising Data: Wendell Holt, Adv. Dir., REPORTER, 60 S. Jefferson, Martinsville, IN 46151; Tel. (317) 342-3311.

National Representative: U.S. Suburban Press.

MICHIGAN CITY

1 - LOCATION: LaPorte County. E&P Map B-2. Agricultural and manufacturing center. 55 mi. from Chicago.

2 - TRANSPORTATION: Railroads-CI & LRR Co.; Amtrak; Monon (freight); Chesapeake and Ohio (Pere Marquette Dist); Chicago South Shore and South Bend; Conrail; Nickel Plate Road (freight); Norfolk & Western.

Motor Freight Carriers-4.

Intercity Bus Lines-Greyhound; Michigan City Municipal Coach Lines.

3 - POPULATION:
Corp. City 80 Cen. 36,850; E&P 87 Est. 34,468
CZ-ABC: (80) 41,977
RTZ-ABC: (80) 77,584
County 80 Cen. 108,632; E&P 87 Est. 103,269
City & RTZ-ABC: (80) 119,561

4 - HOUSEHOLDS:
City 80 Cen. 12,697; E&P 87 Est. 12,219
County 80 Cen. 37,405; E&P 87 Est. 36,974
CZ-ABC: (80) 14,467
RTZ-ABC: (80) 27,255
City & RTZ-ABC: (80) 41,722

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	1	$329,171,118
Savings & Loan	4	$163,752,620

6 - PASSENGER AUTOS: County 57,412

7 - ELECTRIC METERS: Residence 26,753

8 - GAS METERS: Residence 22,583

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Instrumentation & Compressors 2,070; Heating & Furn. 795; Auto Access. 550; Curled Hair & Furn. 675; Garment 600; Plumbing Prods. 400; Drugs, Pharm. 100; Fab. Welding 150; Pkg. Boxes 190.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 60-84; Fall 40-64; Winter 16-38. First killing frost, Oct. 10; last killing frost, May 4.

11 - TAP WATER: Hard (133 ppm.)

12 - RETAILING: Principal Shopping Center-Lighthouse Place, Factory Outlet Mall (32 stores).

Neighborhood Shopping Centers-Franklin Square Professional Services, and variety of local retailers and restaurants. 3 on E. Michigan St.; 2 on W. 10th St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park & Shop(7)	2	Hook's, Color Tile, King Richards
East Side(9)	1	Hook's, Ace Hdwe., K&M Foods
Marquette Mall(63)	3	Sears, JCPenney, Carson, Pirie & Scott
Dunes Plaza(35)	NA	K mart, Michaels Furn., JoAnn Fabrics
Karwick Plaza	2	Al's, Hook's
Evergreen Plz.(35)	3	Bernacchis, Hook's

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Mon., Sat.; Marquette Mall, Chain Food, Drugs and Discounts open Mon. through Sat. evenings, Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Carson, Pirie & Scott.

Variety Stores-Harvey's.

Discount Stores-Hwy. 212 Bargain Center; K mart; Big Lots; Aldi; Eagle; Valueland.

Chain Drug Stores-Hook's 4; Walgreens; Revco.

Chain Supermarkets-Al's Thrift-Market 4; Jewel Tea; Eagle.

Other Chain Stores-Singer Co.; Goodyear; Firestone; Rowley's; Baker Shoe; Ace Hardware; Kinney Shoe; Fox Jewelry; Lerner Shops; Fashion Bug; Fayva Shoes; So-Fro Frabrics; Floor to Ceiling; Fannie May Candies; Foxmoor; Chess King; Motherhood Maternity; Paul Harris; Casual Corner; General Nutrition; Kay Bee Toys; Maurice's; Kabelin.

14 - NEWSPAPERS: NEWS-DISPATCH (e-mon to fri) 16,167; (m-sat) 17,679; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Rob Reyher, Adv. Dir., NEWS-DISPATCH, 121 W. Michigan Blvd., Michigan City, IN 46360; Tel. (219) 874-7211.

National Representative: Landon Associates.

MISHAWAKA
See SOUTH BEND

MONTICELLO

1 - LOCATION: White County. E&P Map B-2. County Seat. 84 mi. NW of Indianapolis; 107 mi. SE of Chicago. On U.S. Hwys. 24 & 421; State Hwys. 39 & 119. 23 mi. NE of I-65.

2 - TRANSPORTATION: Railroads-L&N; Effner branch of Penna.

Intercity Bus Lines-Indiana Motor.

3 - POPULATION:
Corp. City 80 Cen. 5,162; E&P 87 Est. 5,203
County 80 Cen. 23,867; E&P 87 Est. 22,856

4 - HOUSEHOLDS:
City 80 Cen. 2,007; E&P 87 Est. 1,766
County 80 Cen. 8,798; E&P 87 Est. 8,719

5 - BANKS	**NUMBER**	**DEPOSITS**
Community	2	$90,000,000
Savings & Loan	1	$40,000,000

6 - PASSENGER AUTOS: County 12,666

7 - ELECTRIC METERS: Residence 2,996

8 - GAS METERS: Residence 2,468

9 - PRINCIPAL INDUSTRIES: Automotive Supplies; Textiles; Paper Prods.; Machinery; Welding; Cosmetics; Rotary Tools; Ball Bearings; Electrodes; Recreation & Tourism (Indiana's largest summer resort-Lakes Shafer and Freeman).

10 - CLIMATE: Annual Av. Min. & Max. Temp.-42-57. Last killing frost, Mar. 15.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Shopping Centers-Downtown, 5 blocks on Main, 3 blocks on Broadway, Northgate (Kroger, Hook's).

13 - RETAIL OUTLETS: Department Stores-Miller's; M-B; Schultz; Family Store.

Variety Stores-Ben Franklin.

Chain Drug Stores-Don's Rexall; Hook's; Hively's.

Chain Supermarkets-Briney's; Sixbey's; Kroger Super Store.

Other Chain Stores-Men's: Muller & Muller, King's; Women's: The Clothes Chest, Clothesline; Goody's Sports Centers.

14 - NEWSPAPERS: HERALD-JOURNAL (e) 5,307; sworn Sept. 30, 1986.

Local Contact for Advertising and Merchandising Data: Don L. Hurd, Adv. Dir., HERALD-JOURNAL, 114 S. Main St., Monticello, IN 47960; Tel. (219) 583-5121.

National Representatives: Papert Companies; U.S. Suburban Press.

MUNCIE

1 - LOCATION: Delaware County (MSA). E&P Map C-3. County Seat. Industrial and agricultural center. 55 mi. from Indianapolis; 210 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Norfolk & Western; C&O (freight); Conrail.

Motor Freight Carriers-44.

Intercity Bus Lines-ABC Coach; Trailways; Greyhound.

Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 77,216; E&P 87 Est. 70,721
CZ-ABC: (80) 80,012
Bal. in NDM-ABC (80) 139,183
County/MSA 80 Cen. 128,587; E&P 87 Est. 116,926
Total NDM-ABC: (80) 219,195

4 - HOUSEHOLDS:
City 80 Cen. 27,465; E&P 87 Est. 25,942
County/MSA 80 Cen. 44,670; E&P 87 Est. 41,620
CZ-ABC: (80) 28,268
Bal. in NDM-ABC (80) 48,748
Total NDM-ABC: (80) 77,016

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$670,161,020
Savings & Loan	2	$438,091,958

6 - PASSENGER AUTOS: County 64,323

7 - ELECTRIC METERS: Residence 45,106

8 - GAS METERS: Residence 32,964

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive-Batteries, Transmissions, etc. 4,099 ($573); Glass Prods. 871 ($567); Electrical 493 (N.A.); Precision Forgings 243 (N.A.); Wire & Cable 322 ($551).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-72; Summer 70-100; Fall 56-78; Winter 0-48. First killing frost, Oct. 5; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-14 blocks on Walnut St.; 7 blocks on Main St.; 5 blocks on Mulberry St.; Muncie Mall, N. Broadway and McGalliard.

Neighborhood Shopping Centers-Madison St., 28 blocks along S. Madison St.; Suburban Centre, 2500 block on Wheeling Ave.; 600 Court, 600 on Tillotson Ave., Bethel & Chadam Lane.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Muncie Mall(60)	3	Sears, L.S. Ayres, JCPenney, Ball Stores
Village(15)	2	Collegienne
Northwest Plz.(23)	2	Marsh, People's, Hills
Southway Plz.(21)	3	Marsh, Hook's
Northgate Ctr.(10)	3	H&H Rexall
S. Walnut St.	2	K mart, Eavey's
Tillotson	2	Marsh, Ross
Meadows(12)	1	Zayre, Ross
Broadway	3	K mart
Country Vlg.(10)	5	Leath's
Westside(17)	3	
Bethel & Chadam Lane(2)	4	Target, Marsh

Principal Shopping Days-Fri., Sat., Mon.

Stores Open Evenings-Dept.-Fri.; Food-Nightly, Downtown-Fri.

Stores Open Sundays-Food, Drug, Shpg. Ctrs.

13 - RETAIL OUTLETS: Department Stores-Ball Stores; JCPenney; Sears; Hoyt Wright Co.; Collegienne Shops; L.S. Ayres.

Variety Stores-McCrory; Scotts.

Chain Drug Stores-Osco 2; Owl; Haney; Spartan West; Marsh 4; People's 5; Deep Discount; Rite Aid.

Discount Stores-Hills; Zayre; K mart 2; Target; Cff Price World.

Chain Supermarkets-A.L. Ross 3; Wise 2; Eavey; Marsh 11.

Other Chain Stores-Kinney Shoes; Zale's Jewelers; Paul Harris; So Fro Fabrics; Berman's Leather Shop; Musicland; Brooks; Goodyear Tire & Rubber; MCL; Big Lots; Athlete's Foot; Reader's World; Bottom Half; Things Remembered; Guarantee Auto; Payless Shoes; Shoe Works; Rex Appliances; H.H. Gregg Appliance.

14 - NEWSPAPERS: STAR (m) 29,417; PRESS (e) 15,278; STAR (S) 34,832; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Michael F. Grimes, Adv. Dir., STAR and PRESS, PO Box 2408, Muncie, IN 47302; Tel. (317) 747-5700.

National Representative: Branham/Newspaper Sales.

NEW ALBANY

1 - LOCATION: Floyd County. E&P Map C-5 (In Louisville, KY-IN MSA). Indust. ctr. On N bank of Ohio River; 112 mi. S of Indianapolis; 7 mi. NW of Louisville, KY. On U.S. Hwys. 31W, 150, 460M, I-64, I-265; State Hwys. 62, 64, 111, 231.

2 - TRANSPORTATION: Railroads-B&O; L&N; K&IT; Southern; Illinois Central; C&O; Conrail.

Motor Freight Carriers-6.

Intercity Bus Lines-Home Transit; Greyhound; Salem Coach.

Airlines-American; Eastern; Piedmont; Ozark, TWA and Delta at Standiford Field, Louisville, KY.

3 - POPULATION:
Corp. City 80 Cen. 37,103; E&P 87 Est. 38,479
MSA 80 Cen. 956,844; E&P 87 Est. 927,794
County 80 Cen. 61,169; E&P 87 Est. 65,279

4 - HOUSEHOLDS:
City 80 Cen. 14,042; E&P 87 Est. 15,098
County 80 Cen. 21,459; E&P 87 Est. 23,779
MSA 80 Cen. 340,989; E&P 87 Est. 340,924

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$155,000,000
Savings & Loan	2	$138,225,000

6 - PASSENGER AUTOS: County 35,298

7 - ELECTRIC METERS: Residence 14,850

8 - GAS METERS: Residence 10,044

9 - PRINCIPAL INDUSTRIES: Industry-Agric. Lumbering; Shipping; Plywood; Veneer; Furn.; Clothing; Fertilizer; Mach.; Baskets; Stoves; Refrigerated Dough Prods.; 58 establishments, 3,700 employees. $30,184,000 wages annually.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-65; Summer 69-88; Fall 50-69; Winter 28-46.

11 - TAP WATER: Aklaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial Manor(7)	NA	Kroger
New Albany Plaza(18)	NA	Winn-Dixie, Kroger Target
Twin Daisy(8)	NA	Furn. Liquidators
University Mall	NA	
Highlander Point	NA	Otto Drugs, Jay-C Groc.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri; Shpg. ctr. every evening & Sun.

13 - RETAIL OUTLETS: Department Stores-Fair; JCPenney; Montgomery Ward.
Discount Stores-Shop & Save; C.P. Sales; Target; K mart; Value City.
Chain Drug Stores-T P Taylor; Walgreens; Mill Discount; Medicine Shoppe; Otto Drugs.
Chain Supermarkets-Krogers 3; Winn-Dixie 3; Gateway; Convenient 4; Save-A-Step; Key Market 3; Jay-C Grocery.
Other Chain Stores-Ace Hdwe.; Furniture Liquidators; Cloth World; Goodyear; Firestone; Evans Furn.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 10,478; LEDGER-TRIBUNE (S) 10,478; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Tony Arnold, Adv. Mgr., TRIBUNE, 303 W. 2nd St., New Albany, IN 47150; Tel. (812) 944-6481.
National Representative: Thomson Newspapers.

NEW CASTLE

1 - LOCATION: Henry County, E&P Map C-3, County Seat. 50 mi. E of Indianapolis; On I-70; State Hwys. 3, 38, 103, 234.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail.
Motor Freight Carriers-9.
Intercity Bus Lines-ABC.

3 - POPULATION:
Corp. City 80 Cen. 20,056; E&P 87 Est. 17,482
County 80 Cen. 53,336; E&P 87 Est. 47,759

4 - HOUSEHOLDS:
City 80 Cen. 7,251; E&P 87 Est. 6,852
County 80 Cen. 18,796; E&P 87 Est. 17,413

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$160,000,000
Savings & Loan	2	$239,000,000

6 - PASSENGER AUTOS: County 28,384

7 - ELECTRIC METERS: Residence 7,639

8 - GAS METERS: Residence 7,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Prods. 2,000 ($400); Folding Doors 500 ($300); Brake Linings 300 ($300).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 59-83; Fall 42-64; Winter 20-37. First killing frost, Oct. 8; last killing frost, May 5.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Broad St.; 2 on Main St.; 2 on 14th St., and about 4 other blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hill's Plaza	NA	Hill's Dept. Store
New Castle(10)	NA	Ames, Big & Small Lots, Hook's
Payne Vlg.(5)	NA	Ben Franklin, Hook's, Marsh
Trojan Plaza	NA	Kroger, Sav-On

Principal Shopping Days-Fri., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hill's.
Variety Stores-Ben Franklin.
Discount Stores-Val Discount; Dollar Stores; K mart; Ames.
Chain Drug Stores-Hook 3.
Chain Supermarkets-Marsh Foodliner; Kroger Sav-On.
Other Chain Stores-Clothes Out Junction; Goodyear; MAB Paint; Sherwin-Williams; Radio Shack; Auto Works.

14 - NEWSPAPERS: COURIER-TIMES (e) 13,461; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Wes Rowe, Pub., COURIER-TIMES, PO Box 369, New Castle, IN 47362; Tel. (317) 529-1111.
National Representative: Nixon Newspapers.

NOBLESVILLE

1 - LOCATION: Hamilton County, (In Indianapolis MSA). E&P Map B-3. County Seat. Agricultural Center 22 mi. N of Indianapolis. On State Hwys. 32, 37, 38.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-3.
Intercity Bus Lines-ABC.

3 - POPULATION:
Corp. City 80 Cen. 12,056; E&P 87 Est. 14,236
MSA 80 Cen. 1,166,929; E&P 87 Est. 1,186,168
County 80 Cen. 82,381; E&P 87 Est. 94,606

4 - HOUSEHOLDS:
City 80 Cen. 4,340; E&P 87 Est. 5,282
County 80 Cen. 27,314; E&P 87 Est. 32,664
MSA 80 Cen. 418,536; E&P 87 Est. 439,270

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$476,000,000
Savings & Loan	1	$200,000,000

6 - PASSENGER AUTOS: County 60,553

7 - ELECTRIC METERS: Residence 5,728

8 - GAS METERS: Residence 5,228

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Prods. 930 ($350); Plastics 100 ($260); Castings 160 ($350).
Principal Industrial Pay Days-Mon., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-100; Fall 40-75; Winter -10-50. First killing frost, Oct. 16; last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-Noblesville Square; Wal-Mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza	NA	Kenley's, Peoples Drug, Hook's Drug
Castleton	12	Lazarus, JCPenney, Sears
Wal-Mart Plz.	NA	Wal-Mart, Nu-Vision, Auto Works
Western Plaza(11)	NA	O'Malia Mkt., Sherwin Williams, Reasner Drugs
Noblesville Sq.	NA	Marsh Super Mkt., Peoples Drug, 3-D, Mitee Handy

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Food-every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-3-D.
Chain Drug Stores-Corner; Hooks; Reasner; Peoples.
Chain Supermarkets-O'Malia's; Marsh; Stop & Shop.
Other Chain Stores-Firestone; Goodyear; True Value; Smith's Jewelry; Guarantee Auto; Mister Clark's Appliances; Roselyn Bakery; Lindner's; Sherwin-Williams; Quality Farm; Wickes Lumber; Carter Lumber.

14 - NEWSPAPERS: LEDGER (e) 8,882; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Laurel Ranker, Adv. Mgr., LEDGER, 957 Logan St.; PO Box 378, Noblesville, IN 46060; Tel. (317) 773-1210.
National Representative: None.

PERU

1 - LOCATION: Miami County, E&P Map B-2, County Seat. Railroad, agricultural and industrial center. Division point with switching yards for 3 railroads. 74 mi. N of Indianapolis; 70 mi. S of South Bend; 146 mi. from Chicago. In ctr. of north half of Indiana on U.S. Hwy. 24 (E to Fort Wayne, W to Illinois), U.S. 31 (N to South Bend, S to Indianapolis). On State Hwy. 19. Important motor freight terminal.

2 - TRANSPORTATION: Railroads-Chesapeake and Ohio, Chicago to Cincinnati Division; Norfolk & Western.
Motor Freight Carriers-9.
Intercity Bus Lines-Indiana Motor; Southeastern Trailways.
Airlines-USAir; Air Wisconsin; Delta; United; Republic; Britt.

3 - POPULATION:
Corp. City 80 Cen. 13,764; E&P 87 Est. 12,181
County 80 Cen. 39,820; E&P 87 Est. 35,201

4 - HOUSEHOLDS:
City 80 Cen. 5,258; E&P 87 Est. 4,858
County 80 Cen. 13,685; E&P 87 Est. 12,534

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$173,431,044
Savings & Loan	3	$93,031,336

6 - PASSENGER AUTOS: County 20,587

7 - ELECTRIC METERS: Residence 8,346

8 - GAS METERS: Residence County 8,250

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Furn. Mfg. 450 ($160) Metals 175 ($200); Heating Equip. 149 ($180); Plastics 296 ($160); Fabricated Metal Prods. 225 ($200); Paper Prods. 175 ($140); Elect. Mach. & Equip. 804 ($240).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 50-90; Fall 45-75; Winter 10-45. First killing frost, Oct. 25; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Broadway; 2 on Wabash; 2 on Miami; 2 on Second; 2 on Third; 2 on Main; 2 on Fifth; 1 on Sixth.
Neighboring Shopping Centers-Main & Grant; Main & Benton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway(17)	NA	JCPenney, Hook's
Peru(3)	NA	Five Star, Walgreens
Sherwood Sq.(5)	NA	Hook's, K mart
Eastwood Sq.(4)	NA	Scott's Food Center

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoons (June, July, Aug.)

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-K mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Hook's 2; Walgreens.
Chain Supermarkets-Kroger; Maces; Five Star; Aldi's.
Other Chain Stores-Goodrich; Payless Shoes; Sycamore Shops; Radio Shack.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 8,852; (m-sat) 9,212; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Steve Leininger, Natl. Adv. Mgr., TRIBUNE, 26 W. Third St., Peru, IN 46970; Tel. (317) 473-6641.
National Representative: Nixon Newspapers.

PLYMOUTH

1 - LOCATION: Marshall County, E&P Map B-2, County Seat. Central northern Indiana at junction of U.S. Hwys. 30, 31; 90 mi. to Chicago; 65 mi. to Ft. Wayne; 24 mi. to South Bend; 116 mi. to Indianapolis. Diversified agricultural community with misc. small mfg.

2 - TRANSPORTATION: Railroads-(freight only)-Conrail; Norfolk & Western (br.).
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 7,693; E&P 87 Est. 8,330
County 80 Cen. 39,155; E&P 87 Est. 42,123

4 - HOUSEHOLDS:
City 80 Cen. 2,940; E&P 87 Est. 3,103
County 80 Cen. 13,640; E&P 87 Est. 15,225

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$171,808,257
Savings & Loan	2	$10,465,169

6 - PASSENGER AUTOS: County 21,697

7 - ELECTRIC METERS: Residence 3,421

8 - GAS METERS: Residence 2,725

9 - PRINCIPAL INDUSTRIES: Industry-Radiators; Dairy Products; Foundry; Door Mfg.; Pre-Fab Homes; Wax Paper; TV Towers; Boat Stabilizers; Tool Mfg.; Elect. Wiring; Elect. Converters; Canning; Plastics; Corrugated Boxes; Soft Drink Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 65-90; Fall 29-53; Winter 15-40. First killing frost, Oct. 8; last killing frost, May 6.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 1/2 blocks on Michigan; 3 on LaPorte; 1 on Water; 2 on Garro; 2 on Washington.
Shopping Areas-North on Business 31, 5 stores; East on Jefferson & Kingston, 25 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plymouth Plz.(2)		G.L. Perry
Plymouth Ctr.(7)	1	Murphy's Mart, Kroger

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Bosworth's; Treats; Murphy's Mart; Treat's for Her; Fashion Crossroads; Jo-Lyn; Jennifer's Labels for Less; Clothes Closet; G.L. Perry.
Variety Stores-Harvey's; G.L. Perry.
Chain Drug Stores-Peoples; Walgreens; Revco; Hook's.
Chain Supermarkets-G&G; Kroger; Dave's.
Other Chain Stores-Firestone; Sherwin-Williams; Goodyear; Arvensen's Hdwe.; Carl Sheets Elect.; Kline's Appliance; Radio Shack; Superior Appliances; Coast-to-Coast; Eckerd; Sears (catalog).

14 - NEWSPAPERS: PILOT-NEWS (e) 8,909; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Tony Van Buren, Natl. Adv. Mgr., PILOT-NEWS, 217-223 N. Center St.; PO Box 220, Plymouth, IN 46563; Tel. (219) 936-3101.
National Representative: Landon Associates.

PORTLAND

1 - LOCATION: Jay County, E&P Map C-3, County Seat. Residential & industrial center. 42 mi. N of Richmond; 50 mi. S of Fort Wayne; On U.S. Hwy. 27; State Hwys. 26 & 67.

2 - TRANSPORTATION: Railroads-Served by Lake Erie & Western branch of Norfolk & Southern.
Motor Freight Carriers-6.
Airlines-Charter Service at Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,074; E&P 87 Est. 6,036
County 80 Cen. 23,239; E&P 87 Est. 21,025

4 - HOUSEHOLDS:
City 80 Cen. 2,767; E&P 87 Est. 2,414
County 80 Cen. 8,359; E&P 87 Est. 7,846

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$14,687,000
Commercial	3	$134,118,000

6 - PASSENGER AUTOS: County 12,071

7 - ELECTRIC METERS: Residence 4,187

8 - GAS METERS: Residence 2,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Drop Forgings 465; Work Garments 500; Wire Assembly 400; Soybean Proc. 125; Brooms 100; Food 125; Feed Milling 100; Paint Auto Parts 100. Av. Wkly. Wage (Mfg.)-$206.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-67; Summer 63-82; Fall 40-55; Winter 24-39.

11 - TAP WATER: Alkaline, very hard; city has water softening plant.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Variety Stores-G.C. Murphy.
Discount Stores-3-D.
Chain Drug Stores-Hook's; Peoples.
Chain Supermarkets-Marsh; Ludwig; Gene's.
Other Chain Stores-Western Auto Associate; Sears (catalog); Holthouse Furn.; Goodyear; Rodefeld's Auto; True Value Hardware; Carquest.

14 - NEWSPAPERS: COMMERCIAL-REVIEW (e) 5,987; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Jerry Lewis, Ret. Adv. Mgr., COMMERCIAL-REVIEW, 309 W. Main St., Portland, IN 47371; Tel. (219) 726-8141.
National Representative: None.

PRINCETON

1 - LOCATION: Gibson County, E&P Map A-5, County Seat. 28 mi. N of Evansville; 116 mi. W of Louisville, KY; 156 mi. SW of Indianapolis; 160 mi. E of St. Louis. On U.S. Hwy. 41; State Hwy. 64.

2 - TRANSPORTATION: Railroads-L&N and Southern.
Motor Freight Carriers-8.
Intercity Bus Lines-Central Greyhound; Southeastern Trailways; Suburban Lines; Wabash Valley.
Airlines-Eastern; USAir; Piedmont; Britt (Evansville airport).

3 - POPULATION:
Corp. City 80 Cen. 8,976; E&P 87 Est. 9,708
County 80 Cen. 33,156; E&P 87 Est. 35,621

4 - HOUSEHOLDS:
City 80 Cen. 3,597; E&P 87 Est. 4,073
County 80 Cen. 12,800; E&P 87 Est. 13,564

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$176,564,692
Savings & Loan	6	$32,877,271

6 - PASSENGER AUTOS: County 17,650

7 - ELECTRIC METERS: Residence 4,157

8 - GAS METERS: Residence 3,473

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Electronics 834; Electric Clocks 404; Tools & Die 147; Rubber Prods. 145; Oil Refinery N.A.; Fundraising Items 186.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 80-95; Fall 60-80; Winter 20-60.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Shopping Center-3-D Plaza (13 stores).
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Discounts, Grocery & Drug Mon.-Sat.; Downtown Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Dollar General; Schultz's; Tulip Tree; Frank's; Eve's; The Clothes Horse.
Variety Stores-B&B; 3-D.
Chain Drug Stores-Rexall 3; Hooks.
Chain Supermarkets-Key Mkt.; Buehlers; IGA; Super Valu.
Other Chain Stores-Goodyear; Sherwin-Williams; Firestone.

14 - NEWSPAPERS: CLARION (m-mon to fri) 6,800; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Mark Van Patten, Pub., CLARION, Broadway & N. Gibson Sts.; Box 321, Princeton, IN 47670; Tel. (812) 385-2525.
National Representative: None.

RENSSELAER

1 - LOCATION: Jasper County. E&P Map B-2. County Seat. In Northwestern Indiana, 72 mi. SE of Chicago. On U.S. Hwy. 231 and Indiana 114; 3 mi. E of I-65.

2 - TRANSPORTATION: Railroads-L&N; Amtrak.
Bus Lines-Greyhound; Yellow Freight.

3 - POPULATION:
Corp. City 80 Cen. 4,944; E&P 87 Est. 4,579
County 80 Cen. 26,138; E&P 87 Est. 26,772

4 - HOUSEHOLDS:
City 80 Cen. 1,893; E&P 87 Est. 1,822
County 80 Cen. 8,288; E&P 87 Est. 8,804

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$122,420,634
Savings & Loan	1	$315,000,000

6 - PASSENGER AUTOS: County 13,049

7 - ELECTRIC METERS: Residence 2,061

8 - GAS METERS: Residence 1,827

9 - PRINCIPAL INDUSTRIES: Crushed Stone; Grain Elevators; Cement; Spring & Coil Mfg.; Trailers for Road Equip.; Plastic Table Tops; Casework; Bakery; Plastic Pipe; Battery Chargers.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, softened to 4 grains of hardness.

12 - RETAILING: Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Harvey's.
Variety Stores-Schultz Bros.
Chain Drug Stores-Hook's; Walgreens; Fagan.
Chain Supermarkets-Wilco; Wallmann's.

14 - NEWSPAPERS: REPUBLICAN (e) 3,062; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Scott R. Skinner, Pub., REPUBLICAN, 117 N. Van Rensselaer St., Rensselaer, IN 47978; Tel. (219) 866-5111.
National Representative: None.

RICHMOND

1 - LOCATION: Wayne County. E&P Map C-3. County Seat. Mfg. center; Agricultural area. 3 mi. W of Ohio state line; 250 mi. SE of Chicago; 69 mi. E of Indianapolis; 40 mi. W of Dayton; 63 mi. NW of Cincinnati; on U.S. Hwys. I-70, 40, 27 & 35; State Hwys. 21, 38, 121, 227, & 627.

2 - TRANSPORTATION: Railroads-Conrail; Chesapeake & Ohio; Norfolk & Southern; Amtrak.
Motor Freight Carriers-29, with 9 terminals.
Intercity Bus Lines-ABC Coach; Continental Trailways; Greyhound.
Airlines-TWA; United; Delta; USAir; Piedmont; Wright; American; Eastern; ComAir; Republic; Simmons; Pan American; Midstate; Ozark; Britt; Midway; Florida Express; Trans Midwest; Tennessee (Dayton, Ohio Airport; Indianapolis International Airport; Greater Cincinnati Airport). (Local Richmond Municipal Airport.)

3 - POPULATION:
Corp. City 80 Cen. 41,349; E&P 87 Est. 37,739
CZ-ABC: (80) 49,520
RTZ-ABC: (80) 121,890
County 80 Cen. 76,058; E&P 87 Est. 69,641
City & RTZ-ABC: (80) 171,410
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,682; E&P 87 Est. 14,953
County 80 Cen. 27,430; E&P 87 Est. 26,024
CZ-ABC: (80) 18,403
RTZ-ABC: (80) 42,500
City & RTZ-ABC: (80) 60,903

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$414,366,164
Savings & Loan	3	$174,371,880

6 - PASSENGER AUTOS: County 39,601

7 - ELECTRIC METERS: Residence 17,485

8 - GAS METERS: Residence 12,067

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. ex. Elect. 2,992 ($272); Trans. Equip. 1,301 ($256); Elect. Mach. 687 ($168); Fab. Metal Parts 951 ($287).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-92; Summer 48-98; Fall 33-94; Winter 0-72.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center-4 block promenade on Main St.
Neighborhood Shopping Centers-16th & E Main; NW 5th & Main; 3400 E Main; U.S. 40 E Garwood Rd.; SW 18th and National Rd. W; Salisbury Rd. & U.S. 40 W; 2400 National Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
West Side(6)	2	Long's, Berman Drugs
East End	1	Peoples Drugs
Ravinia-Plaza	2	Tim Hogans
Gateway(25)	3	Sears, Big Lots, Target
Richmond Sq.(36)	3	JCPenney
Kings Plaza(8)	4	Nationwide, JoAnns, Revco, County Mkt.
Kroger Plaza	3	Kroger Sav-On, Fashion Bug

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown-Mon., Fri.; Sprmkts. nightly; Shopping Centers nightly except Sun.

13 - RETAIL OUTLETS: Department Stores-Knollenberg's; JCPenney; Sears; Elder-Beerman.
Discount Stores-Target; K mart 2.
Variety Stores-Woolworth; L.M. Veach.
Chain Drug Stores-Hook's 4; Peoples; Thrift; Phillips; Revco.
Chain Supermarkets-Thornburgs Super Value; Kroger Sav-On; Village Pantry (Marsh) 3; Cox's IGA 4; Long's; Lawson Milk; County Market; Eavey's.
Other Chain Stores-Thom McAn; Gallenkamp Shoe; Goodrich; MAB Paints; Sherwin-Williams; Pay-Less Shoes; Hanover Shoes; Radio Shack; Zale's Jewelers; Stuart's; Spencer Gifts; JoAnn Fabrics; Roger Jewelers; Brooks Fashions; TSC; 84 Lumber; Big Blue.

14 - NEWSPAPERS: PALLADIUM-ITEM (e) 21,050; (S) 25,218; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Stan Howard, Adv. Dir., PALLADIUM-ITEM, 1175 North A St., Richmond, IN 47374; Tel. (317) 962-1575.
National Representative: Gannett National Newspaper Sales.

ROCHESTER

1 - LOCATION: Fulton County. E&P Map B-2. County Seat. Lake resort town. Small manufacturing plants. Rich agricultural center. 120 mi. from Chicago; 95 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Norfolk and Southern (freight).
Intercity Bus Lines-Indiana Motor.

3 - POPULATION:
Corp. City 80 Cen. 5,050; E&P 87 Est. 5,106
County 80 Cen. 19,335; E&P 87 Est. 18,625

4 - HOUSEHOLDS:
City 80 Cen. 2,075; E&P 87 Est. 1,974
County 80 Cen. 7,203; E&P 87 Est. 7,235

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$112,362,288
Savings & Loan	1	$64,474,115

6 - PASSENGER AUTOS: County 10,339

7 - ELECTRIC METERS: Residence 3,364

8 - GAS METERS: Residence 1,789

9 - PRINCIPAL INDUSTRIES: Food; Metal Prods.; Dairy Prods.; Men's Clothing; Bus. Forms; Auto Parts.
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: First killing frost, Oct. 9; last killing frost, May 1.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 9 on 9th St.; 1 on 8th St.; Rochester Plaza Shpg. Ctr. (south edge).
Stores Close-Some Thurs., Sundays.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; Dollar General.
Discount Stores-3-D.
Variety Stores-Schultz.
Chain Drug Stores-Hook's 2; Walgreens.
Chain Supermarkets-Kroger; IGA; Wilt's.
Other Chain Stores-Coast-to-Coast; Firestone.

14 - NEWSPAPERS: SENTINEL (e) 4,714; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Arthur L. Hoffman, Adv. Mgr., SENTINEL, 118 E. 8th St., Rochester, IN 46975; Tel. (219) 223-2111.
National Representative: None.

RUSHVILLE

1 - LOCATION: Rush County. E&P Map C-4. County Seat. Manufacturing center. 40 mi. from Indianapolis; 72 mi. from Cincinnati; on U.S. Hwy. 52; State Hwys. 3, 44.

2 - TRANSPORTATION: Railroads-B&O; Norfolk & Western; (all freight lines).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,113; E&P 87 Est. 5,128
CZ-ABC: (80) 6,113
RTZ-ABC: (80) 13,491
County 80 Cen. 19,604; E&P 87 Est. 18,552
City & RTZ-ABC: (80) 19,604

4 - HOUSEHOLDS:
City 80 Cen. 2,232; E&P 87 Est. 1,930
County 80 Cen. 6,641; E&P 87 Est. 6,506
CZ-ABC: (80) 2,232
RTZ-ABC: (80) 4,409
City & RTZ-ABC: (80) 6,641

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$75,000,000
Savings & Loan	1	$26,000,000

6 - PASSENGER AUTOS: County 9,363

7 - ELECTRIC METERS: Residence 6,464

8 - GAS METERS: Residence 2,450

9 - PRINCIPAL INDUSTRIES: Furniture; Air Conditioning; School Supplies; Compressors; Machine Shops.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-100; Fall 50-80; Winter 10-50.

11 - TAP WATER: Neutral (pH 6.5); 10 grains hard; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on two streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northwood(5)	NA	Marsh Foods, Hook's, Dollar General
Rushville(5)	NA	Kroger, Revco

Principal Shopping Days-Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept. Stores-Fri.; Food-Daily & Sunday.

13 - RETAIL OUTLETS: Department Stores-Minear's.
Variety Stores-Dollar General; Big Lots.
Chain Drug Stores-Hook's; Revco; Rushville Phcy.
Chain Supermarkets-Kroger; Marsh.

14 - NEWSPAPERS: REPUBLICAN (e-mon to fri) 3,983; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: S.D. Stokes, Pub., REPUBLICAN, 219 N. Perkins St.; PO Box 189, Rushville, IN 46173; Tel. (317) 932-2222.
National Representative: None.

SEYMOUR

1 - LOCATION: Jackson County. E&P Map C-4. Situated 60 mi. S of Indianapolis; 50 mi. N of Louisville; 80 mi. W of Cincinnati. Crossing of U.S. Hwys. 50, 31, I-65.

2 - TRANSPORTATION: Railroads-Conrail; B&O main line (freight); Milwaukee Road (freight).
Interstate Bus Lines-Greyhound.
Motor Freight Carriers-23.

3 - POPULATION:
Corp. City 80 Cen. 15,050; E&P 87 Est. 15,625
CZ-ABC: (80) 15,050
RTZ-ABC: (80) 24,550
County 80 Cen. 36,523; E&P 87 Est. 37,877
City & RTZ-ABC: (80) 39,600

4 - HOUSEHOLDS:
City 80 Cen. 5,665; E&P 87 Est. 6,017
County 80 Cen. 12,995; E&P 87 Est. 13,963
CZ-ABC: (80) 5,665
RTZ-ABC: (80) 8,251
City & RTZ-ABC: (80) 13,916

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$174,548,000
Savings & Loan	2	$516,900,000

6 - PASSENGER AUTOS: County 19,745

7 - ELECTRIC METERS: Residence 5,703

8 - GAS METERS: Residence 4,866

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Heavy Mach. 950 ($350); Light Mfg. 1,500 ($320); Paper & Pkg. 280 ($300); Woodworking 120 ($280); Textiles 650 ($180).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Min. & Max. Temp.-Spring 20-70; Summer 60-90; Fall 30-70; Winter 0-50. First killing frost, Oct. 15; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks N. & S. on Chestnut St.; 6 E. & W. on St. Louis Ave., Tipton St., 2nd & 3rd St., several smaller shopping centers adjoining city's main section of business.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
E. Tipton(3)	3	Taylor Drug, Big Lots
Jackson Park(24)	2	JCPenney
West Towne Plz.(9)	1	IGA, Revco
Westwind(3)	3	
Village Ctr.(12)	NA	Wal-Mart, Revco

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.; Center open nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-K mart; Big Lots; Wal-Mart.
Variety Stores-Murphy.
Chain Drug Stores-Hook's 2; Taylor; Revco 2.
Chain Supermarkets-Jay-C 2; IGA; Noltings Super Value 3; Beefking 2; Convenient Food Mart 2.
Other Chain Stores-Goodyear; Paris Style; Montgomery Ward; Farm Bureau Co-op; Auto Pro; Sears (catalog); Guarantee Auto; Big Blue Store; Radio Shack; Coast-to-Coast Hdwe.; MAB Paint; Bass Pro Shop; Sycamore.

14 - NEWSPAPERS: TRIBUNE (e) 9,510; Mar. 31, 1987 ABC.
Local Contact for Advertising Data: George Main, Adv. Dir., TRIBUNE, 1215 E. Tipton, Seymour, IN 47274; Tel. (812) 522-4871.
National Representative: Papert Companies.

SHELBYVILLE

1 - LOCATION: Shelby County (In Indianapolis MSA). E&P Map C-4. County Seat. 27 mi. SE of Indianapolis; U.S. Hwys. 421, I-74, I-65; State Hwys. 9, 44, 52, 244, 252.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,989; E&P 87 Est. 14,120
CZ-ABC: (80) 15,003
RTZ-ABC: (80) 25,534
MSA 80 Cen. 1,166,929; E&P 87 Est. 1,186,168
County 80 Cen. 39,887; E&P 87 Est. 38,912
City & RTZ-ABC: (80) 40,537

4 - HOUSEHOLDS:
City 80 Cen. 5,639; E&P 87 Est. 5,428
County 80 Cen. 13,823; E&P 87 Est. 14,033
MSA 80 Cen. 418,536; E&P 87 Est. 439,270
CZ-ABC: (80) 5,639
RTZ-ABC: (80) 8,407
City & RTZ-ABC: (80) 14,046

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$274,681,677
Savings & Loan	2	$49,565,028

6 - PASSENGER AUTOS: County 22,063

7 - ELECTRIC METERS: Residence 18,872

8 - GAS METERS: Residence 5,702

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fiber Glass 650; Paper-Plastics 580; Furn. 275; Industrial Heating and Wire Coating 800; Radio-TV Parts 200; Auto-Aircraft Seals 300; Alum. Doors-Windows 175; Business Forms 100; Camper Parts 150; Auto Transmissions 150. Av. Wkly. Wage $317.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belair(23)	3	JCPenney, Wal-Mart
Target(16)	3	Kroger, Hook's, Coast-to-Coast

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Shopping centers nightly.
Stores Open Sundays-Most supermarkets, shopping centers, and downtown.
Stores Close-Some Wed. afternoon.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Target; K mart; Wal-Mart.
Chain Drug Stores-People's; Hook's 2; Rite Aid.
Chain Supermarkets-Kroger; Thriftimart; Allied Grocers; Ranch; Thomas; IGA.
Other Chain Stores-Paul Harris; Big Blue; Jo Ann; Radio Shack; Goodyear; Nationwise Auto; Sycamore; Coast-to-Coast; Guarantee Auto; Gallenkamp Shoes; Cato.

14 - NEWSPAPERS: NEWS (e) 11,198, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bob Knopp, Gen. Adv. Mgr., NEWS, 123 E. Washington St., Shelbyville, IN 46176; Tel. (317) 398-6631.
National Representatives: Landon Associates; U.S. Suburban Press.

SOUTH BEND-MISHAWAKA

1 - LOCATION: St. Joseph County (In South Bend-Mishawaka MSA). E&P Map B-2. Indust., whol., retail and educational center NW part of state. 4 mi. S of Michigan state line; 96 mi. E of Chicago; 135 mi. N of Indianapolis on Northern Indiana Toll Rd.

2 - TRANSPORTATION: Railroads-Passenger-Amtrak; Chicago South Shore/South Bend Elect. Rd. Freight-Conrail; Grand Trunk Western; Norfolk & Western.
Motor Freight Carriers-45.
Intercity Bus Lines-Indian Trails; Greyhound; Indiana Motor Bus; United Limo; Trailways; ABC.
Intracity Bus Line-Transpo (South Bend Public Transportation Corp.).
Airlines-Britt Airways; Piedmont; Northwest; United Express; ComAir; American Eagle.

3 - POPULATION:
Corp. Cities 80 Cen. 149,951; E&P 87 Est. 143,709
South Bend 80 Cen. 109,727; E&P 87 Est. 102,703
Mishawaka 80 Cen. 40,224; E&P 87 Est. 41,006
CZ-ABC: (80) 222,598
RTZ-ABC: (80) 387,957
County/MSA 80 Cen. 241,617; E&P 87 Est. 234,545
City & RTZ-ABC: (80) 610,555

4 - HOUSEHOLDS:
Cities 80 Cen. 64,378; E&P 87 Est. 58,313
South Bend 80 Cen. 48,082; E&P 87 Est. 41,048
Mishawaka 80 Cen. 16,296; E&P 87 Est. 17,265
County/MSA 80 Cen. 86,204; E&P 87 Est. 86,510
CZ-ABC: (80) 81,440
RTZ-ABC: (80) 133,974
City & RTZ-ABC: (80) 215,414

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 136,791

7 - ELECTRIC METERS: Residence 79,000

8 - GAS METERS: Residence 36,500

9 - PRINCIPAL INDUSTRIES: (St. Joseph County)-Industry, No. of Wage Earners: Total Mfg. 25,500; Trans. Equip. 7,800; Non-Elect. Mach. 3,800; Elect. Mach. 1,700; Primary Metals 900; Nondurable Goods 8,300; Non-mfg. 79,900.

10 - CLIMATE: Av. Temp.-Summer 71, Winter 31. Normal an. precipitation 36 inches. Normal an. snowfall, 72 inches.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-South Bend: 4 blocks on Michigan St.; 5 on Main; 5 on Lafayette Blvd.; 2 on LaSalle and 2 on Colfax Ave.; 2 on Washington; 2 on Jefferson; 2 on Wayne, Western and Monroe Sts.; 2 on Lincoln Way. Mishawaka: 7 blocks on Main; 4 blocks on Lincoln Way; 2 blocks on Mishawaka Ave.; 12 blocks on McKinley.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Vlg.(27)	NA	Walgreens
Scottsdale(100)	NA	L.S. Ayres, Target, Mont. Ward
University Park(107)	NA	L.S. Ayres, Sears, JCPenney, J.L. Hudson
Buyer's Mkt. Pl.(35)	NA	County Mkt.

Neighborhood Shopping Centers-100 Ctr., Lincolnway W. at Ctr. St., Mishawaka; Greenwoods, Ironwood Dr. & Rte. 23; Broadmoor, Ireland Rd. and Miami St.; Town and Country, E. McKinley & Hickory Rd., Mishawaka; McKinley Sq., Logan and McKinley, South Bend; Hartman Plz., Lincolnway W. at Sheridan; Georgetown, Emmons Rd. off Cleveland; Belleville, Western Ave. at Lombardy; Southland Plz., Ireland & Ironwood Rds.; LaSalle Sq., Bendix Dr. & Ardmore; College Sq., Logan & McKinley, Mishawaka; Univ. Ctr., Grape at Rte. 23, Mishawaka; Univ. Commons, Rte. 23 & Cleveland, South Bend; Belleville, Western Ave. betw. Lombardy & Summit Drives; Broadmoor & Ireland, E. on Ireland Rd. from U.S. Hwy. 31 S. to Scottsdale Mall; Phoenix Plz., N.E. side of Western Ave. & Lombardy Dr.; 100 Center Complex, Lincoln Way E. near downtown Mishawaka; Indian Ridge Shpg. Ctr., Grape at Douglas, Mishawaka.
Store Hours-South Bend, Downtown daily 10-6, Thurs. 10-9, closed Sun.; Mishawaka, open Fri. eves.; Some Tues. eves.; Self-Service Dept. Stores in Shpg. Ctrs. open to 10 p.m.; Some open 24 hours daily & varying hrs. Sun.; Super Mkts., South Bend and Mishawaka open to 9 p.m. Mon. through Sat. and to 4 p.m. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; L.S. Ayres 2; Montgomery Ward; J.L. Hudson.
Discount Stores-Brite Way; K mart 4; Target 3; T.J. Maxx; Big Lots; Wholesale Club; Service Merchandise; Tepe's.
Variety Stores-Ben Franklin 2; Perry's Variety Store 3.
Chain Drug Stores-Hook's 7; Osco 7; Don's 3; Vita Fair; Darnell's; Merricks; Medicine Shoppe; Walgreens 5.
Chain Supermarkets-Kroger 7; Wilts; Martin's 8; Park N' Shop 4; Cira's 2.
Other Chain Stores-Clothing: Richman Bros.; Gilbert's; Redwood & Ross; Women's Apparel: Lerner's; Lane Bryant; Gantos; Just Jeans; Brooks Fashions; Marianne Shops; Claire's Boutique; Foxmoor Casuals; Motherhood Maternity Shops; Parklane Hosiery; Paul Harris; The Vlg. Scene; 5 7 & 9 Shop; Shoes: Mary Jane; Maling; Baldwin; Gallenkamp's; Hardy's; Del's; Florsheim; Kinney; Morse; Regal; J. Riggings; Stride Rite; Thom McAn; Foot Locker; Father & Sons; Naturalizer; Jewelry: Fox's; Gordon's; Rost; Shifrin Willens; J.B. Robinson; Zale's; Candies: Fannie Mae; Bakeries: Weber; Nickles; Kreamo; Tire Stores: Goodrich; Goodyear; Firestone.

14 - NEWSPAPERS: TRIBUNE (e) 92,132; (S) 123,560; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Albert E. Petersohn, Gen. Adv. Mgr., TRIBUNE, 225 W. Colfax, South Bend, IN 46626; Tel. (219) 233-6161.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SPENCER

1 - LOCATION: Owen County. E&P Map B-4. County Seat. 25 mi. from Greencastle; 55 mi. SW of Indianapolis; 17 mi. from Bloomington. On U.S. Hwy. 231; State Hwys. 46, 67.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-9.
Airlines-Britt at Bloomington; American; Eastern; TWA; United; Delta at Indianapolis.

3 - POPULATION:
Corp. City 80 Cen. 2,732; E&P 87 Est. 2,537
County 80 Cen. 15,840; E&P 87 Est. 17,819

4 - HOUSEHOLDS:
City 80 Cen. 1,122; E&P 87 Est. 939
County 80 Cen. 5,631; E&P 87 Est. 6,602

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	1	$72,105,000
Savings & Loan	1	$18,237,000

6 - PASSENGER AUTOS: County 7,912

7 - ELECTRIC METERS: Residence 1,575

8 - GAS METERS: Residence 814

9 - PRINCIPAL INDUSTRIES: Agricultural & Highway Stone; Printing; Metal Signs; Tarpaulins; Canvas Products; Tents; Boat Covers; Camping Equip.; Chem. Toilets; Surgical Supplies; TV Cable Converter Service; Furn.; Kitchen Cabinets.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-86; Summer 50-107; Fall 27-93; Winter 4-60. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-2 block radius of Hillside and Vandalia Avenues. Wal-Mart, Hooks, Pell in that area.
Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Food nightly, Sun.

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart.
Chain Drug Stores-Spartan; Hook's.
Chain Supermarkets-IGA; Shur-Fine; Super-Valu.
Other Chain Stores-Pell's; Winders; Hanlon Bros. Hdwe.; Kentucky Fried Chicken; McDonald's; Dairy Queen; Chicago's Pizza.

14 - NEWSPAPERS: WORLD (e-mon to fri) 3,602; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: John T. Gillaspy, Pub., WORLD, 114 E. Franklin, Spencer, IN 47460; Tel. (812) 829-2255.
National Representative: None.

SULLIVAN

1 - LOCATION: Sullivan County. E&P Map B-4. County Seat. 27 mi. S of Terre Haute; 32 mi. from Vincennes. On U.S. Hwy. 41; State Hwys. 54 & 154.

2 - TRANSPORTATION: Railroads-L&N; Ill. Central.
Motor Freight Carriers-6.
Intercity Bus Lines-Wabash Valley; Arrow; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 4,774; E&P 87 Est. 4,711
County 80 Cen. 21,107; E&P 87 Est. 21,421

4 - HOUSEHOLDS:
City 80 Cen. 1,985; E&P 87 Est. 2,059
County 80 Cen. 7,948; E&P 87 Est. 8,372

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$38,500,000
Savings & Loan	1	$5,000,000

6 - PASSENGER AUTOS: County 10,152

7 - ELECTRIC METERS: Residence 2,298

8 - GAS METERS: Residence 1,389

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Rubber 290; Coal Mining 300; Elect. Power Generation 250.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: Shopping Center for County.
Stores Closed: Thur. afternoons, open Fri. to 8 p.m.
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Tindall's.
Variety Stores-Bonham.
Chain Drug Stores-Rexall; Hooks; Wal-Mart.
Chain Supermarkets-Red & White; Shurway; Sav-a-Lot; Great Scot.

14 - NEWSPAPERS: TIMES (e-mon to fri) 4,850; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: B.J. White, Ret. Adv. Mgr., TIMES, 115 W. Jackson Ave., PO Box 130, Sullivan, IN 47882; Tel. (812) 268-6356.
National Representative: None.

TERRE HAUTE

1 - LOCATION: Vigo County (MSA). E&P Map B-4. County Seat. Industrial center. Shipping center for nine-county industrial, mining and agricultural area. Wholesale center for W Central Indiana and E Illinois. College center. 10 mi. E of Illinois State line; 180 mi. S of Chicago; 168 mi. E of St. Louis; 111 mi. N of Ohio River; 70 mi. SW of Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; L&N; CM&StP (freight); Seaboard Soo Line.
Motor Freight Carriers-36.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Britt (Continental Express); Allegheny Commuter (USAir); Trans World Express.

3 - POPULATION:
Corp. City 80 Cen. 61,125; E&P 87 Est. 54,988
CZ-ABC: (80) 69,315
RTZ-ABC: (80) 174,071
County 80 Cen. 112,385; E&P 87 Est. 105,225
MSA 80 Cen. 137,247; E&P 87 Est. 130,914
City & RTZ-ABC: (80) 243,386
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 22,984; E&P 87 Est. 21,404
CZ-ABC: (80) 26,059
RTZ-ABC: (80) 65,136
County 80 Cen. 40,278; E&P 87 Est. 38,941
MSA 80 Cen. 49,510; E&P 87 Est. 48,885
City & RTZ-ABC: (80) 90,195

5 - BANKS	**NUMBER**	**DEPOSITS**
Saving	2	$101,320,000
Savings & Loan	5	$169,200,000
Commercial	3	$473,750,000

6 - PASSENGER AUTOS: County 54,934

7 - ELECTRIC METERS: Residence 35,831

8 - GAS METERS: Residence 30,002

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 1,982 ($201); Mining 140 ($210); Beverages 428 ($201); Chem. and Allied Prods. and Plastics 1,625 ($260); Metals 1,250 ($320); Truck and Trans. 6,869 ($245); Paper Prods. and Printing 2,030 ($205).

10 - CLIMATE: Min. & Max. Temp.-Spring 18-50; Summer 50-95; Fall 30-60; Winter 0-50. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, 240 to 325 ppm, fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Wabash Ave.; 2 on 7th St.; 2 on 6th St.; 1 on 5th.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
12 Points	2	Super Valu, Hook's
Meadows(30)	2	Woolworth, Kroger, Osco, Meis
Southland(14)	3	No Frills, Hook's
North Plz.	3	Hills, No Frills, Kroger, Meis
K mart Plz.(10)	2	K mart, No Frills
Honey Creek Sq.(90)	4	Sears, Roots, G.C. Murphy, Meis, JCPenney
S. 3rd St.	4	K mart
Riverside Plz.(16)	4	Hills, Paul Harris
Towne S. Plz.	5	Service Mdse., Kroger, Cloth World, Radio Shack

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Roots; Meis Bros.; Sears; JCPenney.
Variety Stores-Woolworth; G.C. Murphy.
Chain Drug Stores-Hook's 5; Osco 2; Peoples 3.
Discount Stores-K mart 2; Hills 2; Service Merchandise.
Chain Supermarkets-Kroger 4; No Frills 4; Super Valu 2; Great Scot 2.
Other Chain Stores-Fannie May (candy); Firestone; Naturalizer Shoes; Brooks; Bottom Half; Nobil's Shoes; JoAnn Fabrics; General Tire; Sherwin-Williams Paint; Pittsburg P&G; M.A.B. Inc. (paint); Bachrach's; Qualicraft Shoes; Hallmark Cards; Radio Shack; Cloth World; H.H. Gregg; Starr Jewelry.

14 - NEWSPAPERS: TRIBUNE-STAR (m) 36,323; (S) 41,846, Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Paul Meisner, Natl. Adv. Mgr., TRIBUNE-STAR, 721 Wabash Ave., Terre Haute, IN 47807; Tel. (812) 231-4275.
National Representatives: Landon Associates; Branham/Newspaper Sales.

TIPTON

1 - LOCATION: Tipton County (In Kokomo MSA). County Seat. E&P Map B-3.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western.
Motor Freight Carriers-1.
Intercity Bus Lines-Indiana R.R., Hines Coach.

3 - POPULATION:
Corp. City 80 Cen. 5,004; E&P 87 Est. 4,284
County 80 Cen. 16,819; E&P 87 Est. 15,603
MSA 80 Cen. 103,715; E&P 87 Est. 98,605

4 - HOUSEHOLDS:
City 80 Cen. 1,934; E&P 87 Est. 1,701
County 80 Cen. 5,993; E&P 87 Est. 5,741
MSA 80 Cen. 37,043; E&P 87 Est. 36,526

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$74,986,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 9,684.

7 - ELECTRIC METERS: Residence 3,295.

8 - GAS METERS: Residence 1,848.

9 - PRINCIPAL INDUSTRIES: Steel Parts Mfg.; Food Canning; Poultry & Livestock Equip.; Seed Corn; Fire Engines.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 13; last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Jefferson St.; 2 S. on Main; 2 N. on Main.
Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept. Stores, Fri.; Food, Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Val-U Center; Ben Franklin.
Chain Drug Stores-Marsh; Hook's.
Chain Supermarkets-Marsh Foodliners; Carter's; Wisher's.
Other Chain Stores-Adler's Style Shop.

14 - NEWSPAPERS: TRIBUNE (e) 3,182; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Susan Phifer, Ret. Adv. Mgr., TRIBUNE, 110 W. Madison St.; PO Box 248, Tipton, IN 46072; Tel. (317) 675-2115.
National Representative: None.

VALPARAISO

1 - LOCATION: Porter County. E&P Map B-2 (In Gary-Hammond PMSA). County Seat. Agricultural, dairy and manufacturing center; college city. NW part of state; 55 mi. from Chicago; 145 mi. from Indianapolis.

2 - TRANSPORTATION: **Railroads**-Conrail; CN; Norfolk and Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 22,247; E&P 87 Est. 22,659
PMSA 80 Cen. 642,781; E&P 87 Est. 595,734
County 80 Cen. 119,816; E&P 87 Est. 127,098
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,486; E&P 87 Est. 7,816
County 80 Cen. 39,146; E&P 87 Est. 43,053
PMSA 80 Cen. 214,244; E&P 87 Est. 205,130

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$400,000,000
Savings & Loan	2	$600,000,000

6 - PASSENGER AUTOS: County 69,633.

7 - ELECTRIC METERS: Residence 10,764; County 43,731.

8 - GAS METERS: Residence 8,743; County 38,215.

9 - PRINCIPAL INDUSTRIES: Ball Roller Bearings; Permanent Magnets; Elect. Specialties; Novelty Aprons; Food Proc. Mach.; Extruded Aluminum Prods.; Bearing Screws; Fiberglass Tanks; Can Mfg.; Resin Mfg.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-87; Summer 36-104; Fall 16-90; Winter -20-67. First killing frost, Oct. 25; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Lincolnway; 3 on Franklin St.; 3 on Washington St.; 2 on Lafayette; 2 on Michigan; 4 on Indiana; 2 on Jefferson; 83-store mall 15 mi. NE; 122-store mall 15 mi. W.
Neighborhood Shopping Centers-7 blocks on Lincolnway near Roosevelt; 8 on Calumet; Bush to Glendale; 31-store plaza 2 mi. N.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Lowenstine's; Fetla's; Miller's Mart.
Variety Stores-Harvey's; Danner's 3-D; K mart.
Chain Drug Stores-Sievers (Rexall); Gil's; Hook 3; Medicine Shoppe; Walgreens 4.
Chain Supermarkets-Certified 3; Spartan; Eagle; Scot Lad; Town & Country.
Other Chain Stores-Firestone; Sherwin-Williams; Goodyear; Falvey's; Paramount Shoes; Owens Auto Supplies; Valpo Paint & Wallpaper (Smith-Alsop); TSC; Fayva; Paul Harris; Minn Fabrics; Ace Hdwe. 2; Sycamore; Guarantee Auto; The Village Scene; Radio Shack.

14 — NEWSPAPERS: VIDETTE-MESSENGER (e) 13,953; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Gary McCormick, Adv. Dir., VIDETTE-MESSENGER, 1111 Glendale Blvd.; PO Box 551, Valparaiso, IN 46384-2350; Tel. (219) 462-5151.
National Representatives: Thomson Newspapers; Landon Associates.

VINCENNES

1 - LOCATION: Knox County. E&P Map B-4. County Seat. Agricultural and industrial center. 115 mi. SW of Indianapolis; 120 mi. NW of Louisville; 211 mi. W of Cincinnati; 150 mi. E of St. Louis; 62 mi. S of Terre Haute; 52 mi. N of Evansville. On U.S. Hwys. 41, 50 & 150; IN Hwys. 61 & 67.

2 - TRANSPORTATION: **Railroads**-B&O; L&N.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Indianapolis-Vincennes; Vincennes Transit (charter only).

3 - POPULATION:
Corp City 80 Cen. 20,857; E&P 87 Est. 21,836
CZ-ABC: (80) 24,617
RTZ-ABC: (80) 50,806
County 80 Cen. 41,838; E&P 87 Est. 43,492
City & RTZ-ABC: (80) 75,423

4 - HOUSEHOLDS:
City 80 Cen. 7,768; E&P 87 Est. 8,005
County 80 Cen. 15,481; E&P 87 Est. 2,109
CZ-ABC: (80) 9,053
RTZ-ABC: (80) 19,098
City & RTZ-ABC: (80) 28,151

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$214,142,000
Savings & Loan	2	$133,750,000

6 - PASSENGER AUTOS: County 23,617.

7 - ELECTRIC METERS: Residence 12,814.

8 - GAS METERS: County 9,615.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prods. 100 ($218); Glass Fab. 275 ($210); Auto Seat Assembly 220 ($240); Steel Fab. 150 ($265); Magnet Wire 249 ($240).

10 - CLIMATE: Av. Temp. Winter 34, Summer 79; Rainfall 42 in. annual.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Danner's Plz.	NA	Danner's
K mart Plz.	NA	K mart, Kroger's
Vincennes Plz.(16)	NA	JCPenney, Walgreens, Wal-Mart

Principal Shopping Days-Sun., Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Hills.
Chain Drug Stores-Walgreens.
Variety Stores-Trace.
Discount Stores-3D; K mart; Wal-Mart; Big Blue.
Chain Supermarkets-Kroger; IGA; Harold's; Buehler's; Lowell's; Sav-A-Lot; Key Market.

14 - NEWSPAPERS: SUN-COMMERCIAL (e-mon to fri) 14,613; (S) 15,961; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Veronica A. Kopp, Adv. Mgr., SUN-COMMERCIAL, 702 Main St.; PO Box 396, Vincennes, IN 47591; Tel. (812) 886-9955.
National Representative: Landon Associates.

WABASH

1 - LOCATION: Wabash County. E&P Map C-2. County Seat. Industrial, agricultural & residential center. On Wabash River. 45 mi. WSW of Ft. Wayne. On U.S. Hwy. 24; State Hwys. 15 & 13.

2 - TRANSPORTATION: **Railroads**-Norfolk & Southern; Conrail.

3 - POPULATION:
Corp. City 80 Cen. 12,985; E&P 87 Est. 11,943
County 80 Cen. 36,640; E&P 87 Est. 35,001

4 - HOUSEHOLDS:
City 80 Cen. 4,799; E&P 87 Est. 4,533
County 80 Cen. 12,586; E&P 87 Est. 12,423

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$400,000,000
Savings & Loan	2	$52,000,000

6 - PASSENGER AUTOS: County 18,769.

7 - ELECTRIC METERS: County 14,427.

8 - GAS METERS: County 7,785.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber 550 ($400); Electronics 2,000 ($220); Rock Wool 750 ($220); Paperboard Containers 750 ($210); Metals 400 ($220); T-Shirts 200 ($250); Water Meters 600 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-95; Fall 15-75; Winter 5-60. First killing frost, Sept. 15; last killing frost, Apr. 30.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-2 blocks each on Wabash, Canal, Miami and Market Sts.; Wabash Vlg. Shopping Mart on U.S. Hwy. 24; Central Shoppers Mall on Hwy. 15.
Principal Shopping Days-Dept. stores-Thur., Fri., Sat.; Food stores-Thur., Fri., Sat.
Stores Open Evenings-Food, Hardware, Drug, Variety and Dept.-every evening.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Hirsch; Robin Hood; Spurgeon.
Discount Stores-K mart; Dollar General.
Variety Stores-Danner's.
Chain Drug Stores-Hook's.
Chain Supermarkets-Kroger; Marsh.
Other Chain Stores-Resneck's; Ream-Steckbeck (paint); Tractor Supply Co.; Firestone; Goodyear; Farm Bureau.

14 — NEWSPAPERS: PLAIN DEALER (e) 7,346; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Don J. Manaher, Adv. Dir., PLAIN DEALER, 123 W. Canal St.; PO Box 377, Wabash, IN 46992; Tel. (219) 563-2131.
National Representative: Nixon Newspapers.

WARSAW

1 - LOCATION: Kosciusko County. E&P Map C-2. County Seat. Agriculture, manufacturing, and center of Northern Indiana lake resort area. 42 mi. W of Fort Wayne; 40 mi. S of South Bend. On National Yellowstone Hwy. U.S. Hwy. 30; State Hwys. 15, 25.

2 - TRANSPORTATION: **Railroads**-Conrail; Amtrak.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Indiana Motor.
Airport-Charter Flights; Warsaw Municipal.

3 - POPULATION:
Corp. City 80 Cen. 10,647; E&P 87 Est. 11,153
County 80 Cen. 59,555; E&P 87 Est. 63,381
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,934; E&P 87 Est. 3,269
County 80 Cen. 20,863; E&P 87 Est. 23,037

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$465,424,694
Savings & Loan	3	$375,678,000

6 - PASSENGER AUTOS: County 35,103.

7 - ELECTRIC METERS: Residence 4,232 (City); 28,345 (County).

8 - GAS METERS: Residence 3,500 (City); 12,603 (County).

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. (incl. food & kindred prods.) 8,400 ($360); Furn. & Fixtures; Printing & Pub.; Chem. & Allied Prods.; Rubber & Plastics Prods.; Stone, Clay & Glass Prods.; Primary Metal (Iron, Steel and Gray Iron Foundries); Fabricated Metal Prods.; Mach.; Trans. Equip.; Orthopedic Instruments & Related Prods.; Trans. & Other Public Util. 800 ($300); Retail Trade 1,200 ($280); Fin., Ins. & R.E. 362 ($350); Services 1,000 ($285).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-74; Summer 59-98; Fall 28-78; Winter 15-52. First killing frost, Oct. 13; last killing frost, May 5.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-30 blocks on Center, Indiana, Market, Buffalo, Lake and E. Winona Ave.
Neighborhood Shopping Centers-E. Center; E. Market; S. Buffalo; E. Winona Ave.; W. Winona Ave.; N. Lake St.; Road 30 East & West.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Danners Plz.	2	Big Lots
Lakes Village(20)	2	K mart, Hook's
Lakeview(18)	1	Curtis Mathes, W&W Shoes
Lowery(7)	1	Marsh Foodliner, Harvey's
Marketplace(22)	1	Big Wheel, Uhlman's, JCPenney

13 - RETAIL OUTLETS: **Variety Stores**-Schultz; Harvey's; W.R. Thomas.
Discount Stores-Big T; Big Lots; K mart; Big Wheel.
Chain Drug Stores-Hook's; Thornburg; Brennan's Rexall.
Chain Supermarkets-Kroger; Marsh; Burger; Owen's.
Other Chain Stores-Guarantee Auto; Glover's; Sears; Montgomery Ward; Ream-Steckbeck; Ace; Goodyear; Quality Farm & Fleet Center; Kline's; Radio Shack; W&W Shoes; TSC Industries; JCPenney; Fashion Bug/Fashion Bug Plus; Auto Works; Maurice's; Payless; Dollar General; Uhlman's; Tepe's.

14 - NEWSPAPERS: TIMES-UNION (e) 12,946; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Dean Tucker, Adv. Mgr., TIMES-UNION, Times Bldg.; PO Box 1448, Warsaw, IN 46580; Tel. (219) 267-3111.
National Representative: None.

WASHINGTON

1 - LOCATION: Daviess County. E&P Map B-4. County Seat. Agricultural center halfway (170 mi.) between Cincinnati & St. Louis; 90 mi. NW of Louisville, KY; 100 mi. S of Indianapolis; 250 mi. S of Chicago; 57 mi. NE of Evansville. On U.S. Hwys. 50, 150; State Hwys. 57, 257.

2 - TRANSPORTATION: **Railroads**-Big Four Freight, Conrail (N & S); Chessie System (E & W).
Motor Freight Carriers-3.
Intercity Bus Lines-Blue Bird; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,325; E&P 87 Est. 11,820
CZ-ABC: (80) 11,325
RTZ-ABC: (80) 39,937
County 80 Cen. 27,836; E&P 87 Est. 29,853
City & RTZ-ABC: (80) 51,262
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,552; E&P 87 Est. 4,939
County 80 Cen. 9,878; E&P 87 Est. 10,936
CZ-ABC: (80) 4,552
RTZ-ABC: (80) 13,831
City & RTZ-ABC: (80) 18,383

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$211,140,605
Savings & Loan	2	$57,629,000

6 - PASSENGER AUTOS: County 13,103.

7 - ELECTRIC METERS: Residence 6,013.

8 - GAS METERS: Residence 3,903.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ball Bearings 119 ($320); Food Proc. 459 ($210); B&O R.R. 150 ($400); Mining 730 ($500).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-50; Summer 46-96; Fall 45-80; Winter 0-42. First killing frost, Oct. 23; last killing frost, Apr. 17.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St., 4 on Vantrees; 4 on S. St.; East 50 Shopping ctr.; K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East 50(4)	NA	Jay-C, Williams Rexall
3-D Plaza(14)	1	Big Lot, Cato

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Drugs, Grocery, Discount.

13 - RETAIL OUTLETS: **Department Stores**-Sears.
Variety Stores-Yeager Hardware; Big Lot; Dollar General; Greenwood's; Main Street Pharmacy.
Discount Stores-K mart; Big Lot.
Chain Drug Stores-Williams Rexall 2; Hook's.
Chain Supermarkets-IGA; Jay C; Red & White 4; Buehler's Buy Low.
Other Chain Stores-Larkin's; Paris Style; MAB Paints; Sherwin-Williams; Big Blue Stores; Home Outfitters.

14 - NEWSPAPERS: TIMES-HERALD (e) 10,394; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Don Brown, Adv. Dir., TIMES-HERALD, 102 E. Vantrees St., Washington, IN 47501, Tel. (812) 254-0480.
National Representative: Papert Companies.

WEST LAFAYETTE
See LAFAYETTE

WINCHESTER, IN-UNION CITY, OH

1 — LOCATION: Randolph County, IN and Darke County, OH, E&P Map C-3. 32 mi. E of Muncie; 52 mi. from Dayton. On State Hwys. 227, 32, 28; OH Hwys. 71 and 47; IN and U.S. Hwy. 27.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. Cities 80 Cen. 11,283; E&P 87 Est. 10,909
Winchester, IN 80 Cen. 5,659; E&P 87 Est. 5,215
Union City, OH 80 Cen. 1,716; E&P 87 Est. 2,589
Union City, IN 80 Cen. 3,008; E&P 87 Est. 3,105
Counties 80 Cen. 85,093; E&P 87 Est. 79,178
Randolph, IN 80 Cen. 29,997; E&P 87 Est. 26,925
Darke, OH 80 Cen. 55,096; E&P 87 Est. 52,253

4 - HOUSEHOLDS:
Cities 80 Cen. 4,357; E&P 87 Est. 4,364
Winchester, IN 80 Cen. 2,213; E&P 87 Est. 2,100
Union City, OH 80 Cen. 654; E&P 87 Est. 1,032
Union City, IN 80 Cen. 1,490; E&P 87 Est. 1,232
Counties 80 Cen. 29,573; E&P 87 Est. 28,458
Randolph, IN 80 Cen. 10,709; E&P 87 Est. 9,951
Darke, OH 80 Cen. 18,864; E&P 87 Est. 18,507

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$231,000,000
Savings & Loan	2	$15,000,000

6 - PASSENGER AUTOS: Counties: Randolph, IN 15,335; Darke, OH 24,211.

7 - ELECTRIC METERS: Residence 8,838.

8 - GAS METERS: Residence 4,816.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Body Co. 650; Furn. 200; Leather 200; Small Motors 553; Metal Supplies 1,200; Glass 2,128.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-62; Summer 67-84; Fall 53-60; Winter 12-55.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat.
Stores Open Evenings-Fri., many daily.

13 - RETAIL OUTLETS: **Department Stores**-P.N. Hirsch.
Discount Stores-Val Discount; Danner's 3-D.
Variety Stores-Ben Franklin; True Value Hardware.
Chain Drug Stores-Hook's 2; People's.
Chain Supermarkets-Marsh; Wright's IGA; Troutwine's.

14 - NEWSPAPERS: NEWS-GAZETTE (e) 5,187; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Linda DeHaven, Adv. Mgr., NEWS-GAZETTE, 224 W. Franklin St., Winchester IN 47394, Tel. (317) 584-4501.
National Representative: None.

IOWA SURVEYS

METROPOLITAN STATISTICAL AREAS

Cedar Rapids-Linn County.
Davenport-Rock Island-Moline, IA-IL-Scott County, IA; Henry and Rock Island Counties, IL.
Des Moines-Dallas, Polk and Warren Counties.
Dubuque-Dubuque County.
Iowa City-Johnson County.
Omaha, NE-IA-Douglas, Sarpy and Washington Counties, NE; Pottawattamie County, IA.
Sioux City, IA-NE-Woodbury County, IA; Dakota County, NE.
Waterloo-Cedar Falls-Black Hawk and Bremer Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	233	222	222
5-14 Years	574	443	445
15-24 Years	478	549	551
25-44 Years	612	752	755
45-64 Years	579	560	562
65 and Over	349	387	388
TOTAL	2,825	2,913	2,923

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat. Hdwr.	800	784	1,440
General Mdse.	1,164	1,362	2,004
Food	1,969	2,937	3,831
Automobiles	2,231	2,336	4,412
Gasoline Stations	954	1,378	1,341
Apparel	408	606	857
Furniture	450	463	832
Eat-Drink Places	806	1,109	1,647
Drugs	275	388	561
TOTAL SALES	9,833	12,646	18,346

AMES

1 - LOCATION: Story County, E&P Map C-2. On Hwy. 30 (E&W); Hwy. 69 (N&S); I-35 (N&S).

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern.
Intercity Bus Lines-Greyhound; Jefferson Transportation.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 45,775; E&P 87 Est. 43,548
County 80 Cen. 72,326; E&P 87 Est. 70,330
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 14,015; E&P 87 Est. 13,615
County 80 Cen. 23,665; E&P 87 Est. 23,709

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$305,495,097
Savings & Loan	3	$224,567,537

6 - PASSENGER AUTOS: County 39,264.

7 - ELECTRIC METERS: Residence 14,324.

8 - GAS METERS: Residence 14,081.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educ. 7,500; Iowa DOT HQ 500; Sports Clothing 120; Grain Equip. 10; Trans. Center/Abrasives Mfg. 550; Equipment Mfg. 400; Chem. 165.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-56; Summer 66-87; Fall 40-58; Winter 12-30. First killing frost, Oct. 5; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 2 on 5th St.; 3 on Kellogg.
Shopping Centers-K mart Plaza, 4 blocks on Lincoln Way 4 mi. W.; Save U More Center, South Duff, 1 1/2 mi. S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames Aura(14)	NA	HyVee, K mart
Lincoln Plz (9)		Target, Radio Shack
North Grand(60)	2	Younker's, JCPenney, Sears, Wal-Mart
Campustown	3	
West Ames	4	K mart, HyVee, Drugtown

Principal Shopping Days-Sat., Sun., Thur.
Stores Open Evenings-Dept.-Mon. through Fri.; Food-every evening; Campustown-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Younker's; Sears; Target; K mart; Wal-Mart.
Chain Supermarkets-Fareway; Randall's; HyVee; Save U More.
Other Chain Stores-Goodyear; Firestone; Woolworth; Fastco Drug; A.J. August; Musicland; Baskin-Robbins; Maurice's; Earl May; Big Bear; Drug Town; Radio Shack.

14 - NEWSPAPERS: TRIBUNE (e) 10,622; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Denny Wailer, Adv. Mgr., TRIBUNE, PO Box 380, Ames, IA 50010, Tel. (515) 232-2160.
National Representatives: Iowa Newspaper Association; Papert Companies.

ATLANTIC

1 - LOCATION: Cass County, E&P Map B-3. County Seat. Agricultural area of 40 mi. radius. SW part of state; 50 mi. to Omaha; 82 mi. to Des Moines; 418 mi. to Chicago.

2 - TRANSPORTATION: **Railroads**-Iowa Interstate.
Motor Freight Carriers-10.
Intercity Bus Lines-[illegible] and Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,[illegible]89; E&P 87 Est. 7,809
County 80 Cen. 16,932; E&P 87 Est. 15,888

4 - HOUSEHOLDS:
City 80 Cen. 3,141; E&P 87 Est. 3,214
County 80 Cen. 6,524; E&P 87 Est. 6,315

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$43,850,000
Commercial	2	$144,973,000

6 - PASSENGER AUTOS: County 11,319.

7 - ELECTRIC METERS: Residence 3,161.

8 - GAS METERS: Residence 2,859.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Feed Mfg. 240 ($287); Steel Bldg. 146 ($263); Street & Road Constr. 185 ($253); Engine Bearings 420 ($341).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-97; Summer 42-92; Fall -10-85; Winter -10-73. First killing frost, Nov. 11; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, med. soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Chestnut St.; 4 blocks on Walnut.
Neighborhood Shopping Centers-East and West Seventh Sts.; Highway 6; Atlantic Plaza (14 units).
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.; grocery & discount stores nightly.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; Spurgeon's.
Variety Stores-Ben Franklin; Bonnesen's.
Discount Stores-Orscheln's; Cappel; Pamida; Alco; K mart.
Chain Supermarkets-Hy-Vee; Gene's Super Valu.
Other Chain Stores-Earl May Seed & Nursery; Brown's Shoe Fit; Bair's Firestone; McAfee Tire; Singer Co.; Seifert's; Tober's; Sears (catalog); Western Auto; Atlantic Cashway Lumber; JCPenney (catalog).

14 - NEWSPAPERS: NEWS-TELEGRAPH (e-mon to fri) 7,331; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Ted Simpson, Adv. Mgr., NEWS-TELEGRAPH, 410 Walnut St., Atlantic, IA 50022, Tel. (712) 243-2624.
National Representative: Iowa Newspaper Association.

BETTENDORF
See DAVENPORT

BOONE

1 - LOCATION: Boone County, E&P Map B-2, County Seat. 42 mi. N of Des Moines. On U.S. Hwy. 30.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,602; E&P 87 Est. 12,000
County 80 Cen. 26,184; E&P 87 Est. 24,832
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 5,005; E&P 87 Est. 4,897
County 80 Cen. 9,731; E&P 87 Est. 9,568

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$99,750,000
Commercial	2	$119,539,000

6 - PASSENGER AUTOS: County 16,836.

7 - ELECTRIC METERS: Residence 7,547.

8 - GAS METERS: Residence 5,640.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 600 ($400); Wire & Iron 150 ($210); Misc. 225 ($165).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: First killing frost, Oct. 4; last killing frost, May 6.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Centers**-21 blocks on Story, 11th St., 10th, 9th, 8th, 7th and 6th Sts.; also 9 blocks on Arden, Keeler, Allen and Runyan (30 blocks total).
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's.
Variety Stores-Ben Franklin.
Discount Stores-Pamida; Alco.
Chain Drug Stores-Snyder.
Chain Supermarkets-Fareway; Hy-Vee; Randalls.
Other Chain Stores-Big Bear; Sherwin-Williams.

14 - NEWSPAPERS: NEWS-REPUBLICAN (eS) 4,740; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Cindi [illegible], Adv. Mgr., NEWS-REPUBLICAN, 812 Keeler St., PO Box 100, Boone, IA 50036; Tel. (515) 432-1234.
National Representative: Iowa Newspaper Association.

BURLINGTON

1 - LOCATION: Des Moines County, E&P Map D-3. County Seat. Agricultural, dairy area, mfg. & wholesale ctr., 206 mi. W of Chicago; 227 mi. N of St. Louis; 290 mi. E of Omaha; 165 mi. SE of Des Moines. On U.S. Hwys. 34, 61.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; Rock Island.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental; Trailways.
Airlines-Britt.
Water-Mississippi River Barge Lines.

3 - POPULATION:
Corp. City 80 Cen. 29,529; E&P 87 Est. 26,346
CZ-ABC: (80) 32,900
RTZ-ABC: (80) 113,126
County 80 Cen. 46,203; E&P 87 Est. 42,433
City & RTZ-ABC: (80) 146,026

4 - HOUSEHOLDS:
City 80 Cen. 11,325; E&P 87 Est. 10,481
County 80 Cen. 17,350; E&P 87 Est. 16,552
CZ-ABC: (80) 12,734
RTZ-ABC: (80) 40,722
City & RTZ-ABC: (80) 53,456

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$280,500,000
Commercial	4	$228,746,000

6 - PASSENGER AUTOS: County 30,894.

7 - ELECTRIC METERS: Residence 11,045.

8 - GAS METERS: Residence 11,088.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ordnance 1,469; Elect. 2,000; Food Prods. 350; Heavy Mach. 1,570; Furn. 520; Ret. Trade 3,430; Whol. Trade 860.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-61; Summer 63-84; Fall 43-64; Winter 17-35. First killing frost, Oct. 18; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline; moderately hard av. 10 grains; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Jefferson St.; 5 on Main St.; 2 on 3rd & 4th Sts.; Hwys. 34 & 61.
Neighborhood Shopping Areas-Osborn & Oak Sts., 2 blocks; Maple at 8th & 9th Sts., 2 blocks; Roosevelt Rd., 5 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairway(33)	3	Mont. Ward
K mart Plaza(8)	3	K mart
Westland Mall(61)	6	JCPenney, Younker's

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Dept.-Mon.-Fri.; Food-Every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; J.S. Schramm; Jack's; Younkers.
Discount Stores-Jack's; K mart; Wal-Mart.
Chain Drug Stores-Osco; Sutter; Peoples Drug Fair; Walgreens.
Chain Supermarkets-Eagle; Hy-Vee 2; Naifeh's; Warehouse Mkt.; Aldi Food.
Other Chain Stores-Karmelcorn; Kinney's; Holmes Shoes; Brown Shoe; Endicott-Johnson; Firestone; Goodyear; Singer Ctr.; Kay Jewelers; County Seat; The Closet; Coast-to-Coast; Payless; Fanny Farmer; Kirlins; Radio Shack; Chumleys Rest.; So-Fro Fabrics; The Land of Oz; General Nutrition; KB Fruit & Nuts; Hickory Farms; Fishbowl Pet Center; Maurices; Samuels; Music Den; Disc Jockey; The Limited; Seifert's; Spencer's; Stars & Stripes Video; Kardons; B. Dalton; Stuarts.

14 - NEWSPAPERS: HAWK EYE (e-mon to fri) 18,521; (S) 20,166; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Nelson H. Showalter, Adv. Dir., HAWK EYE, 800 S. Main, Burlington, IA 52601; Tel. (319) 754-8461.
National Representatives: Iowa Newspaper Association; Papert Companies.

CARROLL

1 - LOCATION: Carroll County, E&P Map B-2, County Seat. 100 mi. NW of Des Moines; 100 mi. SW of Sioux City; 100 mi. NE of Omaha. On U.S. Hwys. 30, 71.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,705; E&P 87 Est. 9,514
County 80 Cen. 22,951; E&P 87 Est. 22,449

4 - HOUSEHOLDS:
City 80 Cen. 3,398; E&P 87 Est. 3,386
County 80 Cen. 7,869; E&P 87 Est. 7,986

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$109,835,440
Savings & Loan	2	$118,500,000

6 - PASSENGER AUTOS: County 14,041

7 - ELECTRIC METERS: Residence 3,800

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Elect. Control Mfg. 437; Ham Canning Facility 54; Window Mfg. 158; Soft Drinks 50; Refrigeration 63; Farm Equip. N.A.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-75; Summer 55-103; Fall 38-85; Winter 20-70. First killing frost, Oct. 10; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on 2 sts., 2 suburban areas; Westgate Mall-Downtown.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Discount, Variety, Food-every evening to 9; Others-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Variety Stores-Sernett's.
Discount Stores-Pamida; K mart.
Chain Supermarkets-Hy-Vee; Fareway; Food 4 Less.
Other Chain Stores-Coast-to-Coast; Star Walgreens Drug; S&S Store; Earl May Garden Center; Tractor Supply Co.; Bauer Built Tire Center; Sears (catalog); Tradehome Shoe; Brass Buckle; Stevenson's; Maurice's.

14 - NEWSPAPERS: TIMES-HERALD (e-mon to fri) 6,784; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: James B. Wilson, Pub., TIMES-HERALD, 508 N. Court, Carroll, IA 51401; Tel. (712) 792-3573.
National Representative: Iowa Newspaper Association.

CEDAR FALLS

See **WATERLOO**

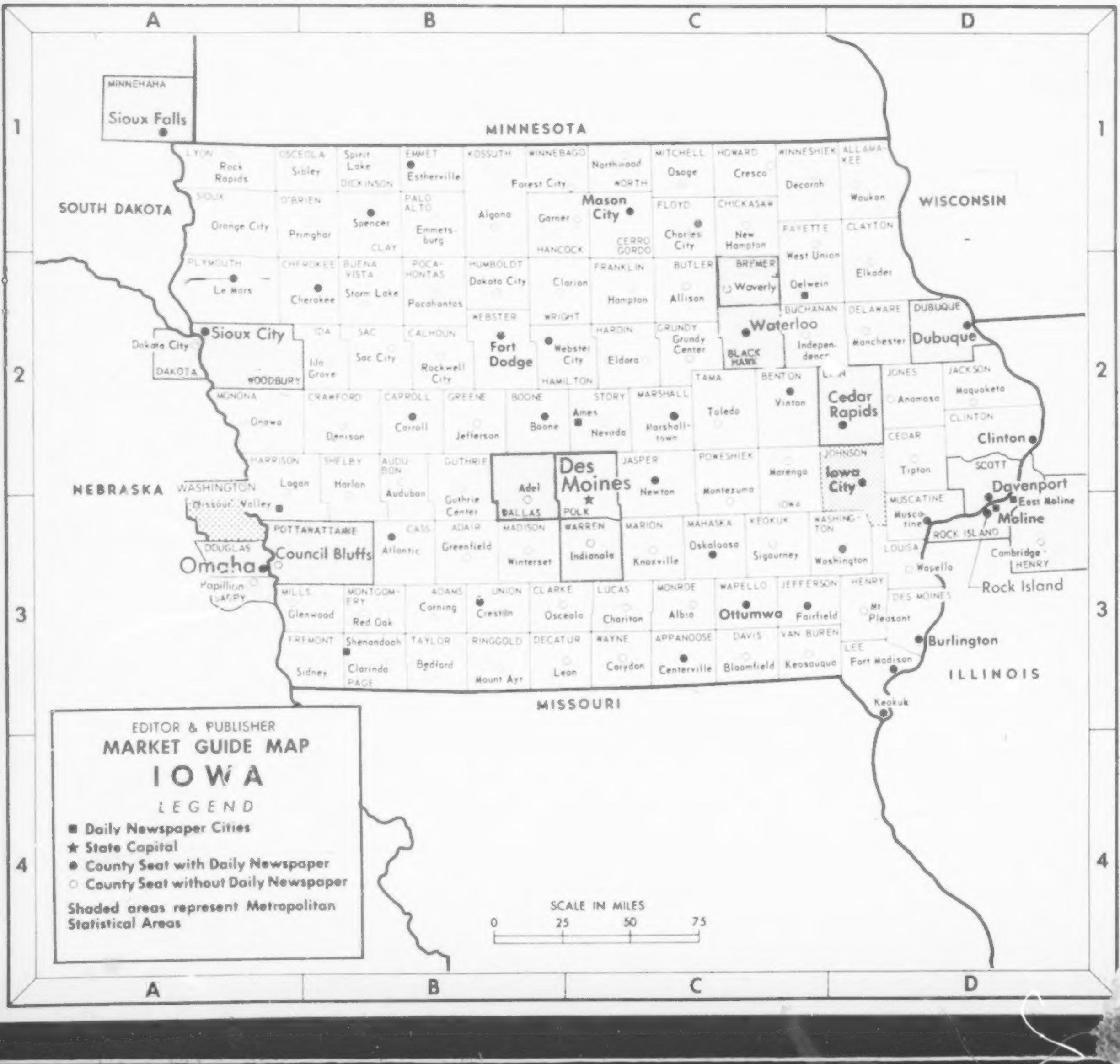
CEDAR RAPIDS-MARION

1 - LOCATION: Linn County. (In Cedar Rapids MSA). E&P Map D-2, County Seat. Industrial, wholesale center. Chicago 219 mi. SE; St. Louis 319 mi. S; Kansas City 296 mi. SW; Omaha 269 mi. SW; Minneapolis & St. Paul 266 mi. N on U.S. Hwys. I-380, 30, 151, 218; State Hwys. 13, 149, 150, 94.

2 - TRANSPORTATION: Railroads-Cedar Rapids & Iowa City; CMStP&P; Chicago & Northwestern; Waterloo R.R. Co.; Illinois Central Gulf.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Jefferson Trans.; Iowa Coaches; Trailways; Kincaid; Scenic Hawkeye Stages.
Airlines-United; TWA; Iowa Airways; Continental; Britt; America West; United Express; Northwest Orient.

3 - POPULATION:
Corp. Cities 80 Cen. 129,717; E&P 87 Est. 125,054
Cedar Rapids 80 Cen. 110,243; E&P 87 Est. 104,897
Marion 80 Cen. 19,474; E&P 87 Est. 20,157
CZ-ABC: (80) 148,039
RTZ-ABC: (80) 240,005
County/MSA 80 Cen. 169,775; E&P 87 Est. 164,721
City & RTZ-ABC: (80) 388,044

Demographic Information available from Newspaper. See paragraph 14.


A
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MINNEHAHA
Sioux Falls
MINNESOTA
SOUTH DAKOTA
WISCONSIN
NEBRASKA
ILLINOIS
MISSOURI
LYON
Rock Rapids
OSCEOLA
Sibley
Spirit Lake
DICKINSON
EMMET
Estherville
KOSSUTH
WINNEBAGO
Forest City
Northwood
WORTH
MITCHELL
Osage
HOWARD
Cresco
WINNESHIEK
Decorah
ALLAMAKEE
Waukon
SIOUX
Orange City
O'BRIEN
Primghar
Spencer
CLAY
PALO ALTO
Emmetsburg
Algona
Garner
HANCOCK
Mason City
CERRO GORDO
FLOYD
Charles City
CHICKASAW
New Hampton
FAYETTE
West Union
CLAYTON
Elkader
PLYMOUTH
Le Mars
CHEROKEE
Cherokee
BUENA VISTA
Storm Lake
POCAHONTAS
Pocahontas
HUMBOLDT
Dakota City
Clarion
WRIGHT
FRANKLIN
Hampton
BUTLER
Allison
BREMER
Waverly
Oelwein
BUCHANAN
DELAWARE
DUBUQUE
Dubuque
WEBSTER
Fort Dodge
Webster City
HAMILTON
HARDIN
Eldora
GRUNDY
Grundy Center
BLACK HAWK
Waterloo
Independence
Manchester
Dakota City
Sioux City
DAKOTA
WOODBURY
IDA
Ida Grove
SAC
Sac City
CALHOUN
Rockwell City
LINN
Cedar Rapids
JONES
Anamosa
JACKSON
Maquoketa
MONONA
Onawa
CRAWFORD
Denison
CARROLL
Carroll
GREENE
Jefferson
BOONE
Boone
STORY
Ames
Nevada
MARSHALL
Marshalltown
TAMA
Toledo
BENTON
Vinton
CEDAR
CLINTON
Clinton
HARRISON
Logan
SHELBY
Harlan
AUDUBON
Audubon
GUTHRIE
Guthrie Center
Adel
DALLAS
Des Moines
POLK
JASPER
Newton
POWESHIEK
Montezuma
IOWA
Marengo
JOHNSON
Iowa City
Tipton
SCOTT
Davenport
East Moline
Moline
MUSCATINE
Muscatine
ROCK ISLAND
WASHINGTON
Missouri Valley
POTTAWATTAMIE
Council Bluffs
DOUGLAS
Omaha
Papillion
SARPY
CASS
Atlantic
ADAIR
Greenfield
MADISON
Winterset
WARREN
Indianola
MARION
Knoxville
MAHASKA
Oskaloosa
KEOKUK
Sigourney
WASHINGTON
Washington
LOUISA
Wapello
Cambridge
HENRY
Rock Island
MILLS
Glenwood
MONTGOMERY
Red Oak
ADAMS
Corning
UNION
Creston
CLARKE
Osceola
LUCAS
Chariton
MONROE
Albia
WAPELLO
Ottumwa
JEFFERSON
Fairfield
HENRY
Mt. Pleasant
DES MOINES
Burlington
FREMONT
Sidney
Shenandoah
Clarinda
PAGE
TAYLOR
Bedford
RINGGOLD
Mount Ayr
DECATUR
Leon
WAYNE
Corydon
APPANOOSE
Centerville
DAVIS
Bloomfield
VAN BUREN
Keosauqua
LEE
Fort Madison
Keokuk
EDITOR & PUBLISHER
MARKET GUIDE MAP
IOWA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75

4 - HOUSEHOLDS:
Cities 80 Cen. 48,525; E&P 87 Est. 48,034
Cedar Rapids 80 Cen. 41,662; E&P 87 Est. 40,716
Marion 80 Cen. 6,863; E&P 87 Est. 7,318
CZ-ABC: (80) 55,417
RTZ-ABC: (80) 85,069
County/MSA 80 Cen. 61,770; E&P 87 Est. 61,700
City & RTZ-ABC: (80) 140,486

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$667,090,400
Commercial	9	$803,276,657

6 - PASSENGER AUTOS: County 116,859

7 - ELECTRIC METERS: Residence 48,769

8 - GAS METERS: Residence 44,636

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 14,800 (N.A.); Fab. Metal 500 (N.A.); Mach. 13,500 (N.A.); Trans. 4,100 (N.A.); Non-Durable 7,500 (N.A.); Food 5,400 (N.A.); Mfg. 22,300 ($527).

10 - CLIMATE: Min. & Max. Temp.-Spring -6-88; Summer 40-94; Fall 2-87; Winter -20-43. First killing frost, Oct. 14; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Downtown Shopping District-5 blks. on 1st, 2nd, 3rd and 4th Ave., East; 4 blks. on 1st, 2nd, 3rd, 4th and 5th Sts., East.
Shopping Centers (No. of Stores)-First Ave. East at 36th St and 44th St.; Cedar Hills (6); Johnson Ave. at Jacolyn Dr. N.W. (5); Park Towne Square (10) 42nd St. and Center Pt. Rd.
Neighborhood Shopping Areas-2 blocks at 15th St. & 1st Ave. E.; 2 at 32nd St. & 1st Ave. E.; 2 on 16th Ave. S.W.; 2 on 3rd Ave. S.W. from 1st to 3rd St.; 2 on 3rd Ave. S.W. from 8th to 10th St.; 4 on 3rd St. S.E. from 10th to 14th Aves.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country (40)	2	True Value Hdwe.
Kenwood	2	Kenwood House
Lindale Mall(108)	3	Sears, Younkers, Petersen's
Jack's Plaza(10)	2	Jack's, Revco
Collin's Rd. Sq.	2	Best Buy
16th Ave.(20)	1	
Vernon(9)	2	Village Market
Target(4)	3	Target Discount
Cedar Hills(11)	3	Me Too Mkt.
K mart/Cedar Mall	3	K mart
Westdale(125)	4	JCPenney, Younkers, Mont. Ward, Petersen's
Park Town Sq.	2	Revco

Stores Open Evenings-Downtown, Mon. & Thur. Shopping centers & supermarkets every evening.

13 - RETAIL OUTLETS: Department Stores-Younker's; Armstrong's; Sears; Montgomery Ward; JCPenney; Smulekoff's; Kiecks; Petersen & Harned Von Maur.
Discount Stores-K mart; Target; Jack's.
Chain Drug Stores-Drugtown 4; Paramount 6; Osco 3; Revco 6.
Chain Supermarkets-Me Too 5; Super Valu 3; HyVee 7; Econo Foods 2.
Other Chain Stores-Auto Supplies: Goodrich, Goodyear, Firestone, Coast-to-Coast; Shoes: Barker's, Baker's, Kinney; Women's Apparel: Seifert's, Brook's, Braun's Fashions, Casual Corner, The Closet, Foxmoor Casuals, Jean Nicole, The Limited, Maurices, Paul Harris; Paint: Allied Glass, Sherwin-Williams, Iowa Paint, Pittsburgh Plate Glass; Misc.: Earl May, Northwest Fabrics, So Fro Fabrics.

14 - NEWSPAPERS: GAZETTE (m) 70,945; (S) 81,273; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Steve Murphy, Natl. Sales Mgr., GAZETTE, 500 3rd Ave. S.E., Cedar Rapids, IA 52401; Tel. (319) 398-8211.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

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CENTERVILLE

1 - LOCATION: Appanoose County, E&P Map C-3, County Seat. Agricultural, industrial, residential; 90 mi. S and E of Des Moines; 100 mi. W of Burlington. State Hwys. 2, 5.

2 - TRANSPORTATION: Railroads-ACCR; N&S.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 6,558; E&P 87 Est. 5,949
County 80 Cen. 15,511; E&P 87 Est. 13,701

4 - HOUSEHOLDS:
City 80 Cen. 2,708; E&P 87 Est. 2,501
County 80 Cen. 6,011; E&P 87 Est. 5,550

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$115,647,328

6 - PASSENGER AUTOS: County 9,129

7 - ELECTRIC METERS: Residence 3,384

8 - GAS METERS: Residence 2,441

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Utility 175 ($295); Plastic Food Pkg. 400 ($225); Radiators 136 ($240); Auto Parts Dist. 225 ($225); Commercial Plastic Mfg. 100 ($240).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 65-88; Fall 36-60; Winter 22-43.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Moulton	15	Woods Bros.
Moravia	13	Turner & Son
Mystic	6	Clark & Son
Corydon	25	Rexall, HyVee
Unionville, MO	25	Ace Hdwe., HyVee

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-True Value; Spurgeons; JCPenney; Bostwicks; Fashion Crossroads.
Variety Stores-Ben Franklin.
Discount Stores-Places; Pamida; Dollar General.
Chain Drug Stores-Owl Rexall, Med-Cap, Easter's Phcy.
Chain Supermarkets-HyVee; Super Valu; Fareway; Aldi.
Other Chain Stores-Coast-to-Coast; Western Auto; Brown Shoe-Fit; Sears (catalog); Orchelyn Farm & Home; Merle Norman.

14 - NEWSPAPERS: AD EXPRESS/IOWEGIAN (m-mon to fri) 3,636; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: John C. Arnold, Pub., AD EXPRESS/IOWEGIAN, 105 N. Main St., Centerville, IA 52544; Tel. (515) 856-6336.
National Representative: Iowa Newspaper Association.

CHARLES CITY

1 - LOCATION: Floyd County, E&P Map C-1, County Seat. Wholesale center. NE part of state; 313 mi. from Chicago; 135 mi. from Des Moines; 130 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Illinois Central, Milwaukee; Iowa Terminal RR.
Motor Freight Carriers-8.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 8,778; E&P 87 Est. 8,211
County 80 Cen. 19,597; E&P 87 Est. 18,076
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,401; E&P 87 Est. 3,245
County 80 Cen. 7,084; E&P 87 Est. 6,793

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	N.A.
Commercial	3	$146,450,000

6 - PASSENGER AUTOS: County 12,305

7 - ELECTRIC METERS: Residence 3,559

8 - GAS METERS: Residence 3,139

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm Mach. 750 ($310); Animal Health Prods. 402 ($285); Poultry Proc. 500 ($285); Educ. 500 ($275).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-57; Summer 60-82; Fall 39-60; Winter 11-28. First killing frost, Oct. 2; last killing frost, Apr. 26.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 2 on Clark; 2 on Kelly; 2 on Blunt, 1 on 2nd St.; 1 on Gilbert St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cendar Mall(31)		HyVee
Easter's SuperValu		Super Mkt.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur.; Food-6 nights.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's.
Discount Stores-Pamida; K mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Kruse; Easter's; Medicap Family Pharmacy.
Chain Supermarkets-Easter's SuperValu; Fareway; HyVee.
Other Chain Stores-Sears (order store); Brown's Shoe Fit Co.; Stevenson's/Trade Home; Coach House; Roberts Villa; E&N Tire Service; Dorfman Auto Supply; Sieg Co.; McGregor Furn.

14 - NEWSPAPERS: PRESS (e-mon to fri) 3,575; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: Bo Ellison, Adv. Mgr., PRESS, PO Box 397, Charles City, IA 50616; Tel. (515) 228-3211.
National Representatives: American Newspaper Representatives; Iowa Newspaper Association.

CHEROKEE

1 - LOCATION: Cherokee County, E&P Map B-2, County Seat.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-7.
Intercity Bus Lines-Iowa Coaches.

3 - POPULATION:
Corp. City 80 Cen. 7,004; E&P 87 Est. 5,897
County 80 Cen. 16,238; E&P 87 Est. 14,842

4 - HOUSEHOLDS:
City 80 Cen. 2,689; E&P 87 Est. 2,303
County 80 Cen. 5,999; E&P 87 Est. 5,645

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$99,643,000
Savings & Loan	2	$106,415,813
Credit Union	1	$3,800,000

6 - PASSENGER AUTOS: County 9,975

7 - ELECTRIC METERS: Residence 2,687

8 - GAS METERS: Residence 2,610

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm Imp. 280 ($247); Meat Packing 800 ($404).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-68; Summer 55-79; Fall 26-79; Winter 0-38. First killing frost, Oct. 8; last killing frost, May 20.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main and Second St.; North Star Plaza (8 stores-grocery, variety, discount); Southside Shopping Ctr. (30 stores-hardware, discount).
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Thur.; Food and discount-nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hawley Allison; Bomgaar's; Sears; Montgomery Ward.
Discount Stores-Gibson's; Alco; K mart; Drugtown.
Chain Drug Stores-McWilliams; Drug Town.
Chain Supermarkets-Fareway; HyVee.
Other Chain Stores-Brown Shoe; Earl May; Casey's General Store; Kum & Go; The Clothes Peddler; Thermo Gas Co.; Payless.

14 - NEWSPAPERS: TIMES (m) 3,370; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Troy Valentine, Adv. Mgr., TIMES, 435 Summit, Cherokee, IA 51012; Tel. (712) 225-5111.
National Representative: Iowa Newspaper Association.

CLINTON

1 - LOCATION: Clinton County, E&P Map D-2, County Seat. Manufacturing & agricultural ctr. Extreme E point in IA; 138 mi. W of Chicago; 300 mi. S of Minneapolis; 300 mi. N of St. Louis.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo; C&NW; CRI&P; Mississippi River Municipal Barge Terminal.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Clinton Municipal Transit Authority.
Airlines-Great Lakes.

3 - POPULATION:
Corp. City 80 Cen. 32,828; E&P 87 Est. 29,206
CZ-ABC: (80) 32,828
RTZ-ABC: (80) 92,815
County 80 Cen. 57,122; E&P 87 Est. 52,137
City & RTZ-ABC: (80) 125,643

4 - HOUSEHOLDS:
City 80 Cen. 12,261; E&P 87 Est. 11,331
County 80 Cen. 20,345; E&P 87 Est. 19,231
CZ-ABC: (80) 12,261
RTZ-ABC: (80) 32,370
City & RTZ-ABC: (80) 44,631

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$126,417,491
Commercial	4	$227,261,000

6 - PASSENGER AUTOS: County 36,913

7 - ELECTRIC METERS: Residence 12,566

8 - GAS METERS: Residence 10,371

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Corn Proc. 400 ($320); Clysar Mfg. 350 ($360); R.R. & Car Repair 400 ($320); Ladies Garments 179 ($220); Paper Cartons & Labels 861 ($275); Chem. Prods. 495 ($330); Coupon Clearing 600 ($224); Wire Prods. 285 ($220); Plastic Pipe 323 ($300); Automotive Parts 191 ($220); Sheet Metal 112 ($250); Plastic Forming 111 ($260).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-82; Summer 55-92; Fall 21-84; Winter 8-38. First killing frost, Oct. 19; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on S. 2nd St.; 2 on S. 3rd St.; 3 on 5th Ave. S.; 3 on 6th Ave. S.; 2 on 4th Ave. S.
Neighborhood Shopping Centers-8 blocks on Main Ave.; 4 on S. 4th St.; 2 on Camanche Ave.; 100 Block N. & S. on 2nd St.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept., chain & variety, Mon. & Fri.; food, nightly.

13 - RETAIL OUTLETS: Department Stores-Kline's; JCPenney; Sears.
Discount Stores-Paul's Discount; Target; K mart.
Variety Stores-Woolworth; Main Ave.
Chain Drug Stores-Bond-Walgreens; Osco.
Chain Supermarkets-Eagle 3; Jewel; Kopp's 3; Aldi, Food Bonanza.
Other Chain Stores-Firestone; Diamond Paint; Sherwin-Williams; Cobb Optical Co.; Kinney Shoe; Brown's Shoe-Fit; Fullerton Lumber; Eclipse Lumber; Radio Shack; Farm & Fleet.

14 - NEWSPAPERS: HERALD (e) 20,115; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: D.H. Cunningham, Adv. Dir., HERALD, 221 6th Ave. S., Clinton, IA 52732; Tel. (319) 242-7101.
National Representative: Papert Companies.

COUNCIL BLUFFS

1 - LOCATION: Pottawattamie County, (In Omaha, NE-IA MSA). E&P Map A-3, County Seat. Railroad center. Miscellaneous light manufacturing, greyhound race track, food processing. Western edge of Iowa overlooking Missouri River.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago & Northwestern; Union Pacific; Chicago Central & Pacific; Colorado & Eastern; Iowa Interstate Railroad Co.
Motor Freight Carriers-75.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-United; Northwest Orient; Eastern; TWA; AAA Commuter; Continental; American; America West; GP Express; Iowa Airways; Delta; Midway.

3 - POPULATION:
Corp. City 80 Cen. 56,449; E&P 87 Est. 56,675
CZ-ABC: (80) 56,449
RTZ-ABC: (80) 72,305
County 80 Cen. 86,500; E&P 87 Est. 88,668
MSA 80 Cen. 585,907; E&P 87 Est. 620,766
City & RTZ-ABC: (80) 128,754
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,872; E&P 87 Est. 21,706
County 80 Cen. 30,781; E&P 87 Est. 32,685
MSA 80 Cen. 208,746; E&P 87 Est. 228,785
CZ-ABC: (80) 20,872
RTZ-ABC: (80) 24,891
City & RTZ-ABC: (80) 45,763

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$425,526,897
Savings & Loan	2	$223,634,829

6 - PASSENGER AUTOS: County 69,462

7 - ELECTRIC METERS: Residence 21,054

8 - GAS METERS: Residence 21,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trans., Commun. & Public Util. 2,000; Mfg. 2,900; Fin., Ins., R.E. 1,100; Whol. Trade 1,300; Ret. Trade 6,000; Gov't 4,700; Constr. 900; Service 6,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-72; Summer 68-100; Fall 31-72; Winter 20-38. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, moderately soft.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Broadway between 1st & 8th Sts.
Neighborhood Shopping Centers-5 blocks on Broadway near 20th & 25th Sts.; Broadway, 28th to 35th St., 16th Ave. bet. 7th & 8th Sts., Bluffs Plaza-4 stores; Sundel Plaza-14 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bluff Plz.(4)	1	Bluff's, Super Foods
Bluffs Northway(6)	2	Richman-Gordman, Hy-Vee, Drug Town
Madison Mall(4)	2	Drugtown, Hy-Vee
Midlands Mall(57)		Brandeis, Sears
Sherwood Plz.(10)	3	K mart, Payless Shoes
Sundel Plaza (14)	1	Curtis Mathes
Twin City Shpg. Ctr.(10)	3	
Ogden Place(10)		Sherwin-Williams, Nutri System
Mall of the Bluffs(100)	2	Target, Penney's

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Dept. Mon. and Thur.; Mall of the Bluffs and Midlands Mall every evening.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Richman-Gordman; Sears; Brandeis; Philips.
Discount Stores-K mart; Target.
Chain Drug Stores-Walgreens 3; Osco; Drug Town 2.
Chain Supermarkets-Super Valu 2; Hy-Vee 2.
Other Chain Stores-Firestone; Goodrich; Goodyear; Tractor Supply; Payless Shoes; Kinney; So-Fro Fabrics; Zale's Jewelry; Norman's Shoe Store; Sutherlands; World Radio; Northwest Fabrics; Earl May Garden Center; Peoples True Value; West Lake Ace Hardware.

14 - NEWSPAPERS: NONPAREIL (e-mon to fri) 17,581; (m-sat) 17,344; (S) 19,556; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Tom Kean, Adv. Mgr., NONPAREIL, 117 Pearl St., Council Bluffs, IA 51501; Tel. (712) 328-1811.
National Representatives: Thomson Newspapers; Iowa Newspaper Association.

CRESTON

1 - LOCATION: Union County, E&P Map B-3. County Seat. Farm area in S central Iowa, livestock. 75 mi. SW of Des Moines, 100 mi. E of Omaha. On U.S. Hwy. 34; State Hwy. 25.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Amtrak Passenger Service.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 8,429; E&P 87 Est. 7,562
County 80 Cen. 13,858; E&P 87 Est. 12,749

4 - HOUSEHOLDS:
City 80 Cen. 3,403; E&P 87 Est. 3,138
County 80 Cen. 5,314; E&P 87 Est. 5,071

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$100,000,000
Savings & Loan	2	$120,000,000

6 - PASSENGER AUTOS: County 8,536

7 - ELECTRIC METERS: Residence 4,222

8 - GAS METERS: Residence 2,945

9 - PRINCIPAL INDUSTRIES: R.R. Shop & Operating Personnel; Light Mach.; Feed Mixing; Concrete Block; Elect. Generation; Precision Magnesium and Aluminum Casting (Valves & Fittings, Aero-Space Parts); Anhydrous Ammonia Mfg.; Plastics Molding and Plastic Piping; Coffee Making Appliances.
Principal Industrial Pay Days-Fri., Sat., 17th and last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-101; Summer 47-101; Fall 15-84; Winter 10-55. First killing frost, Oct. 10; last killing frost, May 2.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on Maple, Montgomery, Pine, Adams, Elm and Union Sts.
Neighborhood Shopping Centers-Hwy. 34 & Summer; Hwy. 25 & Townline; Hwy. 25 and Summer and Sheldon.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.; Shopping Centers every evening exc. Sun.

13 - RETAIL OUTLETS: **Department Stores**-Spurgeon Merc.; Sernett's.
Variety Stores-Ben Franklin; K mart.
Discount Stores-Farm Home & Supply.
Chain Supermarkets-HyVee; Fareway; Super Valu.
Other Chain Stores-Goodyear; Sears (catalog).

14 - NEWSPAPERS: NEWS-ADVERTISER (e-mon to fri) 6,001; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: M.J. Drummey, Adv. Mgr., NEWS-ADVERTISER, 503 W. Adams St., Creston, IA 50801; Tel. (515) 782-2141.
National Representative: Iowa Newspaper Association.

DAVENPORT-BETTENDORF

1 - LOCATION: Scott County, (In Davenport-Rock Island-Moline, IA-IL MSA) E&P Map D-3. County Seat. Small mfg. On W bank of Mississippi River, 183 mi. W by S of Chicago. On U.S. Hwys. 6, 61, 67; State Hwys. 122, 22 and 74; I-80.

2 - TRANSPORTATION: **Railroads**-(MSA) Davenport; Rock Island; Northwestern; Burlington Northern; Soo Lines; Iowa Interstate.
Motor Freight Carriers-38.
Intercity Bus Lines-Continental Trailways; Greyhound; River Trails Transit; Scenic Stage; Bettendorf Mass. Transit; Davenport City Lines.
Airlines-American Eagle; Britt; United; United Express; Air Midwest; TWA; Northwest Orient.

3 - POPULATION:
Corp. Cities 80 Cen. 130,645; E&P 87 Est. 123,995
Davenport 80 Cen. 103,264; E&P 87 Est. 96,967
Bettendorf 80 Cen. 27,381; E&P 87 Est. 27,028
CZ-ABC: (80) 286,405
Iowa CZ-ABC: (80) 131,252
Ill. CZ-ABC: (80) 155,153
RTZ-ABC: (80) 393,441
County 80 Cen. 160,022; E&P 87 Est. 154,742
MSA 80 Cen. 383,958; E&P 87 Est. 364,292
City & RTZ-ABC: (80) 679,846
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 47,357; E&P 87 Est. 46,496
Davenport 80 Cen. 38,024; E&P 87 Est. 37,131
Bettendorf 80 Cen. 9,333; E&P 87 Est. 9,365
County 80 Cen. 56,677; E&P 87 Est. 56,562
MSA 80 Cen. 138,256; E&P 87 Est. 135,436
CZ-ABC: (80) 105,268
Iowa CZ-ABC: (80) 47,583
Ill. CZ-ABC: (80) 57,685
RTZ-ABC: (80) 139,130
City & RTZ-ABC: (80) 244,398

5 - BANKS	NUMBER	DEPOSITS
Savings	36	$2,154,893,000
Savings & Loan	8	$2,555,582,000

6 - PASSENGER AUTOS: County 111,386

7 - ELECTRIC METERS: Residence 111,085

8 - GAS METERS: Residence 161,860

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-(MSA) Total Mfg. Employment 31,445 (Farm & Constr. Equip., Alum. Milling); Non-Mfg. 84,635; Public Sector 27,150. Av. Wkly. Wage $329.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-93; Summer 40-92; Fall 13-42; Winter 7-63. An. rainfall 33.7 in.

11 - TAP WATER: From Mississippi River. Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Davenport-4 blocks on 2nd St., 4 on 3rd St., 3 on Brady-Main Harrison; N. Brady between 30th St. & Kimberly Rd. Northpark, between Harrison and Brady on West Kimberly; Northgate Eastern & Kimberly. Spring Vlg. on E. Kimberly & Spring Sts. Bettendorf-State St., from 14th to 19th Sts.; Duck Creek Plz.; Outlet Center, N. Brady St.
Neighborhood Shopping Centers-Davenport-6 blocks on North Harrison St., 8 near Locust & Division Sts. in N.W. Davenport, Midtown Plz., Paul Revere Sq., Kimberly & Jersey Ridgs., Brady & Locust Vlg. 27 units; Venture shopping area on N 18th in Bettendorf, Westfair, 9 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N.W. Davenport	3	
W. Locust	5	
Midtown Plz.(15)	2	Walgreens
Northgate	4	Interstate Book Store, Strum
Spring Village	4	Eagles, Walgreens
Northpark(90)	3	JCPenney, Younker's, Mont. Ward
Cumberland Sq.(40)	4	Jewel, Osco
East Locust	3	Eagles
Venture	3	Jewel, Osco, Venture
Bettendorf Plz.(6)	2	K mart
Old Town Mall(26)	3	Peoples, Playback, Sherwin-Williams
Duck Creek Plaza(38)	5	Younker's, Petersen, Harned Von Maur
Westfair	4	

Principal Shopping Days-Dept. Stores-Mon., Fri. and Sat.; Food, Thur., Fri., Sat. & Sun.
Stores Open Evenings-Dept.-Mon. & Fri. Supermkts.-Every evening, Mon. through Sun.
Stores Close-Mon. morning and Sat. evenings.
Stores Open Sundays-Discount, Supermkts., Drug, Shopping Malls.

13 - RETAIL OUTLETS: **Department Stores**-Younker's 3; Petersen Harned Von Maur 3; JCPenney 2; Sears 2; Montgomery Ward 2.
Discount Stores-Venture 2; Target 2; K mart 4; Best Buy; Tipton; Rex.
Variety Stores-Ben Franklin; Kresge; Woolworth 2.
Chain Drug Stores-Peoples 8; Osco; Main at Locust Phcy.; Medicine Shoppe; Stewart; Walgreens 6.
Chain Supermarkets-Eagle 5; Hy Vee 2; Jewel 3; 7-Eleven 14; Convenient; Food for Less; Easter Foods; Casey's.
Independent Buying Groups-Royal Blue; Jack & Jill 5; Super Valu 2; Certified.
Other Chain Stores-Fannie May 4; Firestone 2; Thom McAn; Goodyear; Bakers; Kinney 2; Fashion; Singer Co. 2; Seiferts; Paul Harris 2; Waldenbooks 2; Coach House Gifts; So-Fro Fabrics 2; Glidden; Interstate Bookstore; Richman Bros.; Wallpaper to Go; Arden's; Radio Shack 4.

14 - NEWSPAPERS: QUAD-CITY TIMES (all day) 58,278; (S) 83,121; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Carl Davis, Display/Adv. Mgr., QUAD-CITY TIMES, 124 E. 2nd St., Davenport, IA 52801; Tel. (319) 383-2200.
National Representative: Branham/Newspaper Sales.

DES MOINES

1 - LOCATION: Polk County. (In Des Moines MSA) E&P Map C-2. Capital and County Seat. Insurance, publishing, commercial, farm and industrial center. 358 mi. from Chicago; 206 mi. from Kansas City; 240 mi. from Minneapolis.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern; Norfolk & Western; Burlington Northern; Des Moines Union; Iowa; Amtrak; Norfolk Southern; Sante Fe; Union Pacific.
Motor Freight Carriers-70.
Intercity Bus Lines-Trailways; Greyhound; Jefferson.
Airlines-United; TWA; American; America West; Continental; Northwest; Midway.

3 - POPULATION:
Corp. City 80 Cen. 191,003; E&P 87 Est. 187,351
CZ-ABC: (80) 291,323
RTZ-ABC: (80) 901,252
MSA 80 Cen. 367,561; E&P 87 Est. 381,819
County 80 Cen. 303,170; E&P 87 Est. 313,154
City & RTZ-ABC: (80) 1,192,575
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 75,249; E&P 87 Est. 76,707
County 80 Cen. 114,817; E&P 87 Est. 123,059
MSA 80 Cen. 137,018; E&P 87 Est. 147,559
CZ-ABC: (80) 110,855
RTZ-ABC: (80) 329,982
City & RTZ-ABC: (80) 440,837

5 - BANKS	NUMBER	DEPOSITS
Commercial	18	$3,128,600,000
Savings & Loan	8	$2,597,100,000

6 - PASSENGER AUTOS: County 235,431

7 - ELECTRIC METERS: 87,568

8 - GAS METERS: 74,643

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 16,400 ($460); Trans. 7,300 (N.A.); Food 4,000 ($389); Printing 6,100 ($538).

10 - CLIMATE: Min. & Max. Temp.-Spring 26-94; Summer 40-94; Fall 0-76; Winter -10-66. First killing frost, Oct. 16; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4th to 9th on Walnut and Locust.
Neighborhood Shopping Centers-Apple Valley Shopping Ctr. (73rd & University), Beaverdale (Beaver & Urbandale), Cedar Ridge Shopping Ctr. (7517 Douglas), Franklin Plaza (49th & Franklin Ave.), Harding Hills Shopping Ctr. (3303 Harding Rd.), Highland Park Mall (100 E. Euclid), Indian Hills Shopping Ctr. (100 St. & University), Kaleidoscope at the Hub (555 Walnut), Locust Mall (7th & Locust), Merle Hay Mall (Merle Hay & Douglas), Park Fair (2nd & Euclid), Roosevelt (42nd & Chamberlain), Sherwood Forest (73rd & Hickman), Southridge Mall (S.E. 14th & Army Post Rd.), UpTown (42nd & University), Valley West Mall (I-235 & 35th St. WDM), Value Mall (4100 Merle Hay Rd.); Village Sq. Shopping Ctr. (5800 Merle Hay Rd.), The Wakonda Shopping Ctr. (4200 Fleur Dr.), Windsor Heights (66th & University), Valley Junction (Downtown WDM), Hay Market Mall (4247 Merle Hay Rd.), Eastgate (1550 E. Euclid), Clocktower Square (2900 University, WDM), Governor Square (2700 University, WDM), Jacobson Plaza (2250 Ave. FM Hubbell), Normandy Plaza (Railroad Ave. & Grand Ave., WDM); Old Orchard Plaza (1800 86th St.), Park Fair (2nd & Euclid), Steton Plaza (200 Army Post Rd.), Cross-Roads Shopping Ctr. (1821 22nd St. WDM).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(24)	NA	Younker's
Merle Hay Mall(129)	NA	Mont. Ward, Sears, Younker's
Park Fair(15)	NA	Sun Park Fair Phcy.
Southridge(127)	NA	Mont. Ward, Sears, Younker's
Valley West(119)	NA	Younker's

Principal Shopping Days-Dept. Stores-Fri., Sat., Sun.; Food Stores-Thur., Fri., Sat.
Stores Open Evenings-Neighborhood Fri.; Shopping Centers Mon.-Fri.; Food every night until 10 or later and most of Sun.

13 - RETAIL OUTLETS: **Department Stores**-Younker's 5; Sears 2; JCPenney 2; Montgomery Ward 2; Petersen Harned Von Maur; Richman Gordman 3; Marshall's.
Discount Stores-K mart 4; Service Mdse.; Target 3; Half Price 2.
Variety Stores-Place's.
Chain Drug Stores-Walgreens 6; Drug Mart 8; Medicap Pharmacy 12; Drug Town 4; Union Prescription Center 2; Sun Drug 2; Dot Drug 3.
Chain Supermarkets-HyVee 12; Super Valu 6; Dahl's 10; Sav-U-More; Food 4 Less 2; Superamerica 2; Aldi's 3.
Other Chain Stores-Kwik Shop 15; Quik Trip 27; Git-N-Go 7; 7-Eleven 11; Casey's 5; Helzberg 3; Plumbs 3; Ginsbergs; Joseph's 2; Zale's 3; Radio Shack 8; Waldenbooks 3; B. Dalton Booksellers 2; Bakers 3; Fanfare 2; Florsheim 2; Kinney 3; Payless Shoes 3; Naturalizers 4; Roosevelt Bootery 3; K-G Mens 3; County Seat 3; The Gap 3; Brooks 3; Casual Corner 3; The Limited 3; Maurice's 3; Paul Harris 3; Seiferts 4; Firestone 5; Goodyear 3; Sherwin-Williams 3; Famous Footwear 2; Burlington Coat Factory; T.J. Maxx 2; Peck & Peck 2; Susie's Casuals 3; Benetton 3; Brauns 4; Mark Henri 3; Jean Nicole 2; Hit or Miss 3; Lerner Shops 4; Foxmoor Casuals 3; World Radio 4; Menards 2; Payless Cashway 3; True Value 3; Best Buy 2.

14 - NEWSPAPERS: REGISTER (m) 216,677; (S) 364,405; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Henry C. Phillips, Adv. Dir., REGISTER, 715 Locust St., PO Box 957, Des Moines, IA 50304; Tel. (515) 284-8070.
National Representative: Gannett National Newspaper Sales.

DUBUQUE, IA-EAST DUBUQUE, IL

1 - LOCATION: Dubuque County in Iowa, Jo Daviess County in Illinois. (In Dubuque MSA) E&P Map D-2. Rail and transportation center. On U.S. Hwy. 20, 52, 61, 67 and 151; State Hwy. 3. Manufacturing and secondary wholesale center. 159 air mi. from Chicago; 162 mi. from Des Moines; 209 mi. from Minneapolis-St. Paul.

2 - TRANSPORTATION: Railroads-Burlington Northern; Illinois Central Gulf; Milwaukee; Chicago Central & Pacific.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Iowa Coaches.
Airlines-Iowa Airways; United Express; Eastern; Midway.

3 - POPULATION:
Corp. Cities 80 Cen. 64,515; E&P 87 Est. 60,847
Dubuque, IA 80 Cen. 62,321; E&P 87 Est. 58,674
E. Dubuque, IL 80 Cen. 2,194; E&P 87 Est. 2,173
CZ-ABC: (80) 64,568
RTZ-ABC: (80) 148,505
Counties 80 Cen. 117,265; E&P 87 Est. 112,860
Dubuque, IA 80 Cen. 93,745; E&P 87 Est. 89,839
Jo Daviess, IL 80 Cen. 23,520; E&P 87 Est. 23,021
MSA 80 Cen. 93,745; E&P 87 Est. 89,839
City & RTZ-ABC: (80) 213,073

4 - HOUSEHOLDS:
Cities 80 Cen. 21,862; E&P 87 Est. 21,336
Dubuque, IA 80 Cen. 21,107; E&P 87 Est. 20,626
E. Dubuque, IL 80 Cen. 755; E&P 87 Est. 710
CZ-ABC: (80) 21,862
RTZ-ABC: (80) 48,364
Counties 80 Cen. 38,349; E&P 87 Est. 38,199
Dubuque, IA 80 Cen. 30,021; E&P 87 Est. 29,789
Jo Daviess, IL 80 Cen. 8,328; E&P 87 Est. 8,410
MSA 80 Cen. 30,021; E&P 87 Est. 29,789
City & RTZ-ABC: (80) 70,226

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$632,406,000
Savings & Loan	1	$128,555,000
Credit Union	3	$139,204,449

6 - PASSENGER AUTOS: Counties: Dubuque, IA 58,656; Jo Daviess, IL 13,195.

7 - ELECTRIC METERS: Residence 22,571.

8 - GAS METERS: Residence 19,368.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Durable Goods 7,100; Fab. Metal 900; Non-Durable Goods 3,900. Av. Industrial Wage Per Hour $12.64.
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-58; Summer 61-81; Fall 42-60; Winter 14-30. First killing frost, Oct. 28; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline (pH 8.8); soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Kennedy Mall; Town Clock Plaza; Asbury Square; Inn Plaza; Century Plaza; Warren Plaza.
Neighborhood Shopping Areas-University (Alpine to Delhi); Central Ave. (4th to 25th); University (Loras to Asbury); Rhomburg Ave. (Kniest to Windsor); First St. (Locust to Main); Dodge St. (Bluff to Alpine); Intersection (Carter & Asbury); Intersection (Hill & West 5th); S. Locust (Dodge to Railroad); Hwy. 52 North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza 20(25)	3	K mart, Aldi
Kennedy(75)	5	Armstrong's, Younker's, Woolworth, JCPenney
Warren	5	Target, Hy Vee, Arby's

Principal Shopping Days-Dept.-Mon., Fri., Sat.; Food-Fri., Sat.
Stores Open Evenings-Central Ave. Stores Mon. through Fri.; Food nightly. Most stores open Sun. noon to 5.

13 - RETAIL OUTLETS: Department Stores-Armstrong's; JCPenney; Sears; Younker's; Theisen.
Discount Stores-K mart; Zayre; Target; Factory Outlet Market.
Variety Stores-Woolworth.
Chain Drug Stores-Hartig-Rexall 4; Walgreens; Revco; Union Prescription.
Chain Supermarkets-Eagle Food 3; Oky-Doky 8; Hy Vee; Econo Foods; Aldi.
Other Chain Stores-Leath Furniture; Goodyear; Rex Stereos; Firestone; Sherwin-Williams; Shoes: Kinney; Payless; Hot Line; Fan Fare; Women's Apparel: Lerner Shops; Seiferts; Maurice's; Fashion Gal; Fashion Crossroads; Brooks; Deb's; Fashion Bug; Lane Bryant; Men's Apparel: Gildner's; A.J. August; Misc.: Singer Co.; Zale's Jewelry; Musicland; So-Fro Fabrics; Northwest Fabric.

14 - NEWSPAPERS: TELEGRAPH-HERALD (e-mon to fri) 34,313; (S) 38,696; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Tom Yunt, Adv. Dir., TELEGRAPH-HERALD, 8th & Bluff, Dubuque, IA 52001; Tel. (319) 588-5723.
National Representatives: Papert Companies; Iowa Newspaper Association.

ESTHERVILLE

1 - LOCATION: Emmet County. E&P Map B-1. On W fork of Des Moines River. 186 mi. NW of Des Moines; 125 mi. NE of Sioux City; 170 mi. SW of Minneapolis. On State Hwys. 4, 9.

2 - TRANSPORTATION: Railroads-Northwestern.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 7,518; E&P 87 Est. 6,796
County 80 Cen. 13,336; E&P 87 Est. 11,702

4 - HOUSEHOLDS:
City 80 Cen. 2,854; E&P 87 Est. 2,586
County 80 Cen. 4,844; E&P 87 Est. 4,306

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$130,000,000
Savings & Loan	2	$50,000,000

6 - PASSENGER AUTOS: County 7,991.

7 - ELECTRIC METERS: Residence 2,473.

8 - GAS METERS: Residence 2,700.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Egg Proc. 170; Produce 110; Livestock Feeds 125.
Principal Pay Days-Tues., Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-84; Summer 35-94; Fall 12-90; Winter 20-55. First killing frost, Oct. 29.

11 - TAP WATER: Alkaline; soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on 4 Sts.
Neighborhood Shopping Centers-E. Central Ave. Plaza-7 stores.
Principal Shopping Days-Tues., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Damon's; Anthony's; Spurgeon's.
Variety Stores-Alco; Pamida.
Chain Drug Stores-Hoye Super Rexall 3; Snyder.
Chain Supermarkets-HyVee; Fareway; Inc. Harold's Red Owl.
Other Chain Stores-Firestone; Coast-to-Coast; Sears (catalog).

14 - NEWSPAPERS: NEWS (m-mon to fri) 2,173; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: Richard Myers, Adv. Dir., NEWS, 10 N. 7th St., Estherville, IA 51334; Tel. (712) 362-2622.
National Representatives: American Newspaper Representatives; Iowa Newspaper Association.

EVANSDALE
See WATERLOO

FAIRFIELD

1 - LOCATION: Jefferson County. E&P Map D-3. Educational and manufacturing center. County Seat. 120 mi. SE of Des Moines; 260 mi. E of Omaha; 285 mi. W of Chicago. On U.S. Hwy. 34; State Hwy. 1.

2 - TRANSPORTATION: Railroads-Burlington.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,428; E&P 87 Est. 9,523
County 80 Cen. 16,316; E&P 87 Est. 16,548

4 - HOUSEHOLDS:
City 80 Cen. 3,311; E&P 87 Est. 3,435
County 80 Cen. 5,716; E&P 87 Est. 6,024

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$58,941,000
Savings & Loan	1	$32,423,000

6 - PASSENGER AUTOS: County 11,703.

7 - ELECTRIC METERS: Residence 3,371.

8 - GAS METERS: Residence 2,894.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundry 772; Automotive 310; Heavy Equip. 45; Textiles 200; Plastics 220; Mfg. 150. (Av. Wkly. Wage industrial $329; Av. Wkly. Wage all other employment $247).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 55-100; Fall 10-75; Winter -20-50. First killing frost, Oct. 7; last killing frost, Apr. 27.

11 - TAP WATER: Alkaline; hard; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Central Square.
Neighborhood Shopping Center-5 blocks on Hwy. 34 W.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Variety Stores-Ben Franklin.
Discount Stores-Pamida; Wal-Mart.
Chain Supermarkets-HyVee; AGI; Easter's; Jack and Jill.
Other Chain Stores-Brown Shoe; Western Auto; Gamble's; Coast-to-Coast; TSC; Martha Brown; Seiferts; Orscheln; Farm & Home Supply.

14 - NEWSPAPERS: LEDGER (e) 5,430; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Byron F. Kimble, Pub., LEDGER, 112 E. Broadway, Fairfield, IA 52556; Tel. (515) 472-4129.
National Representative: Iowa Newspaper Association.

FORT DODGE

1 - LOCATION: Webster County. E&P Map B-2. County Seat. Farming, electronics. 385 mi. to Chicago.

2 - TRANSPORTATION: Railroads-Illinois Central (freight); Chicago Northwestern (freight).
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Sioux.
Airlines-Republic; Great Lakes.

3 - POPULATION:
Corp. City 80 Cen. 29,423; E&P 87 Est. 26,197
CZ-ABC: (80) 29,423
RTZ-ABC: (80) 99,083
County 80 Cen. 45,953; E&P 87 Est. 41,289
City & RTZ-ABC: (80) 128,506

4 - HOUSEHOLDS:
City 80 Cen. 11,120; E&P 87 Est. 10,168
County 80 Cen. 16,886; E&P 87 Est. 15,691
CZ-ABC: (80) 11,120
RTZ-ABC: (80) 36,277
City & RTZ-ABC: (80) 47,397

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$341,397,398
Savings & Loan	3	$138,472,329

6 - PASSENGER AUTOS: County 27,637.

7 - ELECTRIC METERS: Residence 13,237.

8 - GAS METERS: Residence 12,100.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Mach. 212; Gypsum 691; Animal Vaccines 319.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-85; Summer 40-100; Fall 10-80; Winter 20-45. First killing frost, Oct. 3; last killing frost, May 4.

11 - TAP WATER: Alkaline; hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Central Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(70)	NA	Sears, JCPenney, Younker's
Wood Plaza(10)	NA	Target
K mart(1)	NA	K mart

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat., Sun.; Food-Thur., Fri., Sat.
Stores Closed-Downtown-Mon. a.m.
Stores Open Evenings-Downtown-Mon., Thur.; Shpg. Ctr. 5 nights; Food every night.

13 - RETAIL OUTLETS: Department Stores-Younker's; Sears; JCPenney.
Variety Stores-Woolworth.
Discount Stores-K mart; Target; Pay Less Cashway; Wal-Mart.
Chain Drug Stores-Walgreens; Drug Town.
Chain Supermarkets-Fareway; Randalls; HyVee.
Other Chain Stores-Shoes: Kinney, Payless, Thom McAn; Auto: Firestone, Goodyear; Jewelry: Zale's, Gordon; Fabrics: So-Fro, Northwest; Hardware: True Value, OK Plywood; Misc.: Earl May Seed, Coast-to-Coast, Foxmoor, Lerners, Country Cobbler, Hickory Farms, Seifert's, Maurice's, The Closet, Radio Shack, Musicland, Brooks Fashions, Chess King, Coach House, County Seat, Spencer Gifts, Stevensons, Aladdin's Castle, General Nutrition Center, Sherwin-Williams, Nutrition World.

14 - NEWSPAPERS: MESSENGER (m) 20,146; (S) 20,548; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Carolyn Lunn, Adv. Dir., MESSENGER, 713 Central Ave.; PO Box 659, Fort Dodge, IA 50501; Tel. (515) 573-2141.
National Representatives: Papert Companies; Iowa Newspaper Association.

FORT MADISON

1 - LOCATION: Lee County. E&P Map D-3. County Seat. 20 mi. SW of Burlington on Mississippi River; in SE part of the state. On U.S. Hwy. 61; State Hwy. 103.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington-Northern.
Motor Freight Carriers-21.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,520; E&P 87 Est. 12,058
CZ-ABC: (80) 13,520
RTZ-ABC: (80) 19,066
County 80 Cen. 43,106; E&P 87 Est. 39,959
City & RTZ-ABC: (80) 32,586

4 - HOUSEHOLDS:
City 80 Cen. 5,043; E&P 87 Est. 4,623
CZ-ABC: (80) 5,043
RTZ-ABC: (80) 6,524
County 80 Cen. 15,618; E&P 87 Est. 15,021
City & RTZ-ABC: (80) 11,567

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$107,381,000
Savings & Loan	2	$295,367,000

6 - PASSENGER AUTOS: County 26,883.

7 - ELECTRIC METERS: Residence 5,654.

8 - GAS METERS: Residence 4,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sterile Canned Meat Products 709; Anhydrous Ammonia, Carbon Dioxide, Nitric Acid, Ammonium Nitrate 292; Paper Corrugating Medium 145; Decorating and Protective Finish Paints 315; Van Trailers 247; Wheels, Hand Trucks, Automotive Safety Equip. 149; Pens, Pencils, Marking Instruments 1,403; Ammonium Molybdate Products, Molybdic Oxide, Sulfuric Acid, Tungsten 124; Waxpaper Prods. 63; Aluminum Cans 81.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-92; Summer 52-99; Fall 28-93; Winter 1-59.

11 - TAP WATER: Alkaline; hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fort Plz (20)	NA	HyVee

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; Jack's.
Variety Stores-Woolworth.
Chain Drug Stores-Your Drug; Rashid Rexall; Lampe Drug.
Chain Supermarkets-Greenwald's; Easter Foods; Aldi's; HyVee.
Other Chain Stores-Sears (catalog); Eitman's; Kessler's; Lou Marise; Colony Shoppe; Glasgow Ltd.; Hesse's.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 7,218; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Hemstreet, Pub., DEMOCRAT, 1226 Ave. H, Ft. Madison, IA 52627; Tel. (319) 372-6421.
National Representatives: Iowa Newspaper Association; Landon Associates.

IOWA CITY

1 - LOCATION: Johnson County (MSA). E&P Map D-2. County Seat. Agricultural and educational center. SE center of state; 55 mi. W of Davenport on U.S. Hwys. 6, 218; State Hwy. 1; I-80.

2 - TRANSPORTATION: Railroads-(freight only) Crandic; Iowa Interstate.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways; Kincaid; Jefferson Lines.
Airlines-Ozark; United; America West; Iowa Airways; Air Midwest; Mesaba; Air Wisconsin; Republic; Britt; Midstates (Cedar Rapids Airport 20 mi.).

3 - POPULATION:
Corp. City 80 Cen. 50,508; E&P 87 Est. 51,817
CZ-ABC: (80) 59,264
RTZ-ABC: (80) 39,206
County/MSA 80 Cen. 81,717; E&P 87 Est. 87,049
City & RTZ-ABC: (80) 98,470

4 - HOUSEHOLDS:
City 80 Cen. 18,594; E&P 87 Est. 18,474
County/MSA 80 Cen. 30,220; E&P 87 Est. 31,524
CZ-ABC: (80) 22,537
RTZ-ABC: (80) 13,483
City & RTZ-ABC: (80) 36,020

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$770,885,845
Savings & Loan	2	$296,764,097
Credit Union	4	$48,552,684

6 - PASSENGER AUTOS: County 49,942

7 - ELECTRIC METERS: Residence 24,883

8 - GAS METERS: Residence 19,546

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educ. & Health Servs. 17,000; Vet. Hosp. 978; Printing 270; Contracting 542; Drug Prods. Mfg. 426; Toothbrush Mfg. 560; Feeds 255; Foam Rubber 170; Electronic Equip. 125.
Principal Industrial Pay Days-1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-50; Summer 50-100; Fall 5-50; Winter 20-25. First killing frost, Oct. 10; last killing frost, Apr. 28.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Clinton, Dubuque, Washington College, Iowa & Linn Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Old Capitol(60)		Younker's, Osco, JCPenney
Sycamore Mall(50)	3	Walgreens, Sears, Petersen's
Lantern Park Plaza(15)	5	HyVee Foods, People's Drug
Towncrest	4	People's Drug
Wardway Plaza(6)	3	Eagle's Mkt., Jack's Discount
K mart	3	K mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All Shopping Centers; Food, every eve. and Sun.
Stores open Sundays-All drug; food; Sycamore Mall; Old Capitol Center; K mart.

13 - RETAIL OUTLETS: **Department Stores**-Younker's; JCPenney; Sears; Petersen's.
Discount Stores-K mart; Jack's; Paul's.
Variety Stores-Ben Franklin.
Chain Drug Stores-Osco; People's 3; Pearson's 2; Walgreens; Drug Town 2.
Chain Supermarkets-Randall's Super Valu 2; HyVee 4; Eagle 3; Econo Foods.
Other Chain Stores-Firestone; Goodyear; Quik Trip; Paul Harris; Seiferts; Brooks; Braun's; Wardrobe; Kinney Shoes; A.J. August; Musicland; Maurice's; Dean's; Radio Shack; Kirlin's; Radio World; Susie Casuals; Record Bar.

14 - NEWSPAPERS: PRESS-CITIZEN (e) 15,768; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Allen B. Weber, Adv. Dir., PRESS-CITIZEN, 319 E. Washington St., Iowa City, IA 52240; Tel. (319) 337-3181.
National Representatives: Iowa Newspaper Association; Gannett National Newspaper Sales.

KEOKUK

1 - LOCATION: Lee County, E&P Map D-3. County Seat. Diversified mfg. ctr. surrounded by rich farming area. Extreme SE corner of Iowa. 171 mi. N of St. Louis; 180 mi. SE of Des Moines; 240 mi. SW of Chicago. On W bank of Mississippi; on U.S. Hwys. 61 & 218; Hwy. 136 across MS to IL.

2 - TRANSPORTATION: **Railroads**-Chicago, Burlington & Quincy; Santa Fe; Burlington Northern.
Motor Freight Carriers-20.
Intercity Bus Lines-Continental Trailways.
Airlines-Non-commercial facilities.

3 - POPULATION:
Corp. City 80 Cen. 13,536; E&P 87 Est. 12,432
CZ-ABC: (80) 13,536
RTZ-ABC: (80) 47,178
County 80 Cen. 43,106; E&P 87 Est. 39,959
City & RTZ-ABC: (80) 60,714

4 - HOUSEHOLDS:
City 80 Cen. 5,224; E&P 87 Est. 5,064
County 80 Cen. 15,618; E&P 87 Est. 15,021
CZ-ABC: (80) 5,224
RTZ-ABC: (80) 17,036
City & RTZ-ABC: (80) 22,260

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$164,853,761
Savings & Loan	2	$311,531,693

6 - PASSENGER AUTOS: County 26,883

7 - ELECTRIC METERS: Residence 10,021

8 - GAS METERS: Residence 5,104

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Castings 562; Iron Alloys 450; Corn Prods. 600; Rubber Prods. 1300; Industrial Cast Parts 150; Fiber Boxes 200; Food 200.
Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-71; Summer 63-84; Fall 36-54; Winter 19-33. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-14 blocks on Main; Keosippi Mall (32 stores, including Spurgeon's, Woolworth and JCPenney); Discount Shopping Ctr. 3 blocks, 20th & Main to 23rd & Main includes K mart, Jack's, County Market.
Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri., Food nightly; Mall, discounts & grocers half-day Sun.; shopping ctrs. nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's.
Discount Stores-Big Bear; Jack's; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Osco; J&S Walgreens; Baker's Rexall.
Chain Supermarkets-HyVee; County Market; Jack & Jill; Aldi Foods.
Other Chain Stores-Sears (catalog); Maurices; Payless Shoes; Endicott & Johnson; Radio Shack; Parts Place; NAPA Auto Parts; McLaughlin True Value; Sherwin-Williams; Chanen's; Goodyear; Stevenson's; Kirlin's Candies.

14 - NEWSPAPERS: GATE CITY (e-mon to fri) 6,284; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Phil Summers, Adv. Dir., GATE CITY, 1016 Main St., Keokuk, IA 52632; Tel. (319) 524-8300.
National Representative: Iowa Newspaper Association.

LE MARS

1 - LOCATION: Plymouth County, E&P Map A-2. County Seat. Agricultural area; in NW Iowa; 25 mi. NE of Sioux City; 250 mi. SW of Minneapolis; 500 mi. W of Chicago. On U.S. Hwy. 75; State Hwys. 60 & 3.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern; Illinois Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Jack Rabbit Lines; Iowa Coaches.
Airlines-Local airport, charter service available.

3 - POPULATION:
Corp. City 80 Cen. 8,276; E&P 87 Est. 8,084
County 80 Cen. 24,743; E&P 87 Est. 25,076

4 - HOUSEHOLDS:
City 80 Cen. 2,961; E&P 87 Est. 2,993
County 80 Cen. 8,425; E&P 87 Est. 8,883

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	1	$39,185,000
Savings	1	$62,643,000
Savings & Loan	3	$385,525,000

6 - PASSENGER AUTOS: County 16,578

7 - ELECTRIC METERS: Residence 3,142

8 - GAS METERS: Residence 2,638

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ice Cream 300 ($300); Overalls 112 ($210); Packing Plant 120 ($330); Food Proc. 250 ($300).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-95; Summer 34-106; Fall 5-95; Winter 6-65. First killing frost, Oct. 10; last killing frost, Apr. 28.

11 - TAP WATER: Neutral; medium hardness.

12 - RETAILING: **Principal Shopping Center**-14 blks. on 4 sts.
Neighborhood Shopping Centers-3 on Hwy. 75 S.; 2 on Hwy. 75 N.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Thur.; Supermarkets: Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's.
Variety Stores-Ben Franklin.
Chain Supermarkets-HyVee; Fareway; Jack & Jill.
Other Chain Stores-Bomgaars (farm supplies); Fashion Crossroads; Great Plains Supply; Sears; Pamida; Alco.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 5,206; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Jim Hodgson, Adv. Mgr., SENTINEL, 41 First Ave. N.E., Le Mars, IA 51031; Tel. (712) 546-7031.
National Representatives: Iowa Newspaper Association; Papert Companies.

MARION
See CEDAR RAPIDS

MARSHALLTOWN

1 - LOCATION: Marshall County, E&P Map C-2. County Seat. Residential, agricultural and industrial center. 60 mi. SW of Waterloo; 50 mi. to Des Moines; 300 mi. to Chicago; 200 mi. to Omaha; 250 mi. to Minneapolis & Kansas City. On U.S. Hwys. 30 & 330; IA 14.

2 - TRANSPORTATION: **Railroads**-C&NW.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.
Airport-State/Municipal.

3 - POPULATION:
Corp. City 80 Cen. 26,938; E&P 87 Est. 26,176
CZ-ABC: (80) 26,938
RTZ-ABC: (80) 64,025
County 80 Cen. 41,652; E&P 87 Est. 40,495
City & RTZ-ABC: (80) 90,963

4 - HOUSEHOLDS:
City 80 Cen. 10,244; E&P 87 Est. 10,266
County 80 Cen. 15,410; E&P 87 Est. 15,580
CZ-ABC: (80) 10,244
RTZ-ABC: (80) 23,307
City & RTZ-ABC: (80) 33,551

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & State	3	$340,757,208
Savings & Loan	3	$183,953,378

6 - PASSENGER AUTOS: County 26,723

7 - ELECTRIC METERS: Residence 12,237

8 - GAS METERS: Residence 10,404

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Heating Equip. 723; Oil & Gas Controls 2,679; Meatpacking 355; Foundry 80; Die-Casting 213.
Principal Industrial Pay Days-1st & [illegible]th; Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-97; Summer 34-97; Fall 8-97; Winter 20-65. First killing frost, Oct. 9; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-11 blocks on Main St. & intersecting streets, open Mon. evenings; some on Sun. & Thur.
Shopping Centers-N. 13th St.; S. 3rd Ave. and Olive St.; Center & Olive Sts.; Center & Southridge.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Marshalltown(53)	NA	JCPenney, Walgreens, Younker's, Sears, Wal-Mart
Meadow Ln.(6)	NA	K mart, HyVee

Principal Shopping Days-Mon., Thur., Sat. & Sun.
Stores Open Evenings-Mon., Thur., Sun. afternoon; supermarkets open each evening.

13 - RETAIL OUTLETS: **Department Stores**-Younker's; Fantle's; Spurgeon's; JCPenney.
Variety Stores-Ben Franklin.
Chain Drug Stores-Osco; Drug Town; Gregor's; Walgreens; Medicine Store.
Discount Stores-K mart; Wal-Mart.
Chain Supermarkets-Fareway; Cliftons; Econo-Foods; HyVee.
Other Chain Stores-Kinney Shoes; Sears; Firestone; Newton's (jewelry); Seiferts; Matt Furn.; Nichols & Green; Musicland; Stuart's; Baskin-Robbins; Gallenkamp Shoes; Coach House; Waldenbooks; General Nutrition Center; Kay Bee Toys; Maurice's; McGregor Furn.; Flowerama; Hal's; Karmel Korn; Radio Shack; Stevensons; Tobers; Zale's; As You Like It; Gildner's; So-Fro Fabrics; Athlete's Foot; Donutland; Long John Silver; Fanny Farmer; PayLess Shoes; Pearle Vision Center; Jewelry Hut; Sports-A-Foot; Waterbed Boutique; Braun's Women's Fashions.

14 - NEWSPAPERS: TIMES-REPUBLICAN (e) 13,100; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Denis Crotty, Adv. Dir., TIMES-REPUBLICAN, 135 W. Main St., Marshalltown, IA 50158; Tel. (515) 753-6611.
National Representatives: Papert Companies; Iowa Newspaper Association.

MASON CITY

1 - LOCATION: Cerro Gordo County, E&P Map C-1. County Seat. Wholesale and shipping center for rich agricultural area. 350 mi. from Chicago; 120 mi. from Des Moines; 130 mi. from Minneapolis.

2 - TRANSPORTATION: **Railroads**-Chicago, Milwaukee, St. Paul & Pacific; Chicago Northwestern; Iowa Terminal R.R.
Motor Freight Carriers-31.
Intercity Bus Lines-Scenic Hawkeye Stages; Jefferson Trans.; Public Transit Co.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 30,144; E&P 87 Est. 29,091
CZ-ABC: (80) 38,349
RTZ-ABC: (80) 90,989
County 80 Cen. 48,458; E&P 87 Est. 46,963
City & RTZ-ABC: (80) 129,338

4 - HOUSEHOLDS:
City 80 Cen. 11,884; E&P 87 Est. 11,233
County 80 Cen. 18,694; E&P 87 Est. 18,718
CZ-ABC: (80) 15,064
RTZ-ABC: (80) 33,455
City & RTZ-ABC: (80) 48,519

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$147,285,545
Savings & Loan	2	$115,088,220

6 - PASSENGER AUTOS: County 32,648

7 - ELECTRIC METERS: Residence 12,405

8 - GAS METERS: Residence 11,368

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total: 22,170; Mfg. 3,410; Non-Mfg. 18,760.
Principal Pay Days-Fri.; 3rd, 4th, 5th, 15th through 19th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-99; Summer 40-102; Fall 13-98; Winter 20-64.

11 - TAP WATER: Very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-14 blocks on Federal Ave.; 4 each on 6 side streets.
Neighborhood Shopping Centers-1300 to 1500 N. Federal; 1400-1700 S. Federal; Southbridge Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plaza	NA	K mart
Sears Mason City(17)	NA	Sears, Target
Willowbrook(24)	NA	Spurgeon's, HyVee
Regency(20)	NA	Drug Town, HyVee

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-All Mon., some Thur.; shopping centers every night.
Stores Open Sundays-Supermarkets, Sears, K mart, Target, Wal-Mart, Shopko, JCPenney, Younkers.

13 - RETAIL OUTLETS: **Department Stores**-Stevenson's; Damon's; Younker's; JCPenney; Sears.
Discount Stores-K mart; Target; Wal-Mart; Shopko.
Chain Drug Stores-Drug Town; Walgreens; Revco.
Chain Supermarkets-Fareway; HyVee; County Market; Cashwise.
Other Chain Stores-Shoes: Tradehome, Merit, Payless, Walkers; Auto: Goodyear, J&L, Aroc; Paint: Iowa Paint, Morris, Diamond, Pittsburgh; Clothing: Gildner's; Misc.: McGregor, Fanny Farmer Candy, Earl May, TSC.

14 - NEWSPAPERS: GLOBE-GAZETTE (m) 20,289; (S) 20,658; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Howard Query, Adv. Dir., GLOBE-GAZETTE, 300 N. Washington, Mason City, IA 50401; Tel. (515) 423-4270.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

MOUNT PLEASANT

1 - LOCATION: Henry County, E&P Map D-3. County Seat. Industrial, Whse., Distribution, Agric., Tourism & Shopping Ctr. Situated 28 mi. NW of Burlington. Junction of U.S. 34 & 218.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Amtrak.
Motor Freight Carriers-85.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,322; E&P 87 Est. 7,392
County 80 Cen. 18,890; E&P 87 Est. 19,462

4 - HOUSEHOLDS:
City 80 Cen. 2,611; E&P 87 Est. 2,741
County 80 Cen. 6,707; E&P 87 Est. 7,173

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$100,000,000
Savings & Loan	1	$200,000,000

6 - PASSENGER AUTOS: County 11,830

7 - ELECTRIC METERS: Residence 3,211

8 - GAS METERS: Residence 3,141

9 - PRINCIPAL INDUSTRIES: Engineering & Mfg.; Bus Bodies; Electronics-Metal & Prefabrication; Direct Mail Advertising; Envelope Mfg.; Rubber Hose; Fireplace Inserts; Plastic Moldings; Envelopes; Hybrid Seeds; Commun. Radios; Award Ribbons.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon. & Fri.

13 - RETAIL OUTLETS: **Department Stores** Spurgeons.
Discount Stores-Wal-Mart; Pamida.
Chain Drug Stores-Drug Town; Medicap.
Chain Supermarkets-HyVee; Super-Valu; Beaver's; Jack & Jill.

14 - NEWSPAPERS: NEWS (e) 4,069; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Larry Marlow, Mktg. Dir., NEWS, 215 W. Monroe St., Mount Pleasant, IA 52641; Tel. (319) 385-3131.
National Representatives: Landon Associates; Iowa Newspaper Association.

MUSCATINE

1 - LOCATION: Muscatine County, E&P Map D-3. On the Mississippi in Iowa, near most interior Iowa points. On U.S. Hwy. 61; State Hwys. 22 & 38.

2 - TRANSPORTATION: **Railroads**-CMStP&P; Illinois Central Gulf; Milwaukee Road.
Motor Freight Carriers-6.
Intercity Bus Lines-Hawkeye Express; Trailways.
Barge Lines-Barge transportation on the Mississippi hauls coal, petroleum products, grain, iron, steel and miscellaneous lines.

3 - POPULATION:
Corp. City 80 Cen. 23,467; E&P 87 Est. 24,424
CZ-ABC: (80) 23,467
RTZ-ABC: (80) 53,834
County 80 Cen. 40,436; E&P 87 Est. 42,657
City & RTZ-ABC: (80) 77,301
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,517; E&P 87 Est. 9,047
County 80 Cen. 14,214; E&P 87 Est. 15,571
CZ-ABC: (80) 8,517
RTZ-ABC: (80) 18,867
City & RTZ-ABC: (80) 27,384

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$299,299,000
Savings & Loan	2	$64,000,000

6 - PASSENGER AUTOS: County 26,899

7 - ELECTRIC METERS: Residence 8,933

8 - GAS METERS: Residence 9,612

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-54 diversified industries including: Chem. & allied industries 2,500 ($325); Food Proc. 1,000 ($215); Fab. Metal Prods. 1,000 ($325); Heavy Constr.; Util. 200 ($300); Consulting Engin. 300 ($500); Mach. 250 ($240); Button Mfg. 140 ($525); Mining, Sand & Gravel 250 ($200); Grain & Feed Proc. 1,000 ($450).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Av. Temp.-Spring 61; Summer 74; Fall 54; Winter 26. First killing frost, Oct.; last killing frost, late Apr.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Second St.; 5 on Third St.; 11 on Sts. connecting Second & Third Sts.
Neighborhood Shopping Centers-Muscatine Mall; Wal-Mart on Park Ave. (Walgreens, HyVee Foods); 5 blocks on Mulberry Ave.; 3 on Hershey Ave.; 6 on Grandview Ave.; 2 on Park Ave.; 4 mini malls.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon. through Fri. Food every night.
Stores Open Sundays-Some food, drug & hdwe.; Muscatine Mall evenings to 9 & Sun. until 5 p.m.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Wal-Mart; Petersen's; Spurgeons.
Discount Stores-Pamida.
Chain Supermarkets-Sun-Mart 3; HyVee; Aldi.
Chain Drug Stores-Stiles; Walgreens.
Other Chain Stores-Sieg (auto supplies); Sherwin-Williams; Goodrich; Firestone; Western Auto; Sears (catalog); Montgomery Ward.

14 - NEWSPAPERS: JOURNAL (e) 10,892; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Tom Kelly, Adv. Sales Mgr., JOURNAL, 301 E. 3rd St.; PO Box 809, Muscatine, IA 52761; Tel. (319) 263-2331.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

NEWTON

1 - LOCATION: Jasper County, E&P Map C-2. County Seat. Residential center, 35 mi. NE of Des Moines; 320 mi. W of Chicago. On I-80.

2 - TRANSPORTATION: **Railroads**-CRI&P.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 15,292; E&P 87 Est. 14,437
County 80 Cen. 36,425; E&P 87 Est. 35,109

4 - HOUSEHOLDS:
City 80 Cen. 6,143; E&P 87 Est. 5,933
County 80 Cen. 13,564; E&P 87 Est. 13,512

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$100,000,000
Savings & Loan	2	$60,000,000

6 - PASSENGER AUTOS: County 23,421

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 4,526

9 - PRINCIPAL INDUSTRIES: Washing Machines, Dryers; Heavy Mach.; Advertising; Novelties; Cheese.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 75-100; Fall 32-75; Winter -20-40. First killing frost, Oct. 15; last killing frost, Apr. 1.

11 - TAP WATER: Softened.

12 - RETAILING: **Principal Shopping Center**-Downtown Newton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Newton Plz.(5)	NA	
Newton Ctr.(28)	2	Younker's; Peoples Drug; Spurgeon's

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Dept.-Mon.; Food-Mon. through Sat.; Drug-nightly.
Stores Open Sundays-Grocery, discount & department.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's; Younker's; K mart; Big Bear; Farm & Home Store; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Powers Rexall; Nollen 3; Drugtown; Peoples.
Chain Supermarkets-HyVee; Fareway.
Other Chain Stores-Goodyear; Earl May Seed; Firestone; Radio Shack.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,533; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Dave Stanley, Adv. Mgr., NEWS, PO Box 967, Newton, IA 50208; Tel. (515) 792-3121.
National Representative: Iowa Newspaper Association.

OELWEIN

1 - LOCATION: Fayette County, E&P Map C-2. Retail and industrial center (19 industries). NE part of state; 250 mi. to Chicago; 200 mi. to Minneapolis; 350 mi. to Omaha; 400 mi. to Kansas City.

2 - TRANSPORTATION: **Railroads**-Chicago Northwestern (division point).
Motor Freight Carriers-16.
Intercity Bus Lines-Scenic Hawkeye Stages; Jefferson Blue Lines.

3 - POPULATION:
Corp. City 80 Cen. 7,564; E&P 87 Est. 6,819
CZ-ABC: (80) 7,564
RTZ-ABC: (80) 50,739
County 80 Cen. 25,488; E&P 87 Est. 23,499
City & RTZ-ABC: (80) 58,303

4 - HOUSEHOLDS:
City 80 Cen. 2,890; E&P 87 Est. 2,690
CZ-ABC: (80) 2,890
RTZ-ABC: (80) 17,574
County 80 Cen. 9,093; E&P 87 Est. 8,707
City & RTZ-ABC: (80) 20,464

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$157,429,182

6 - PASSENGER AUTOS: County 14,560

7 - ELECTRIC METERS: Residence 3,570

8 - GAS METERS: Residence 3,083

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 84 ($500); Air Cleaners 101 ($500).
Principal Industrial Pay Days-Air Cleaners Thur.; Railroad 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 65-109; Fall 45-83; Winter 36-59. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Frederick; 2 on Charles; 3 on 1st St.; 2 on 1st Ave. E.
Neighborhood Shopping Centers-1 block at Frederick & 10th S. & N.; E. Charles at 8th Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairbank	7	Cranston Hardware
Maynard	8	Maynard Co-Op
Arlington	18	Arlington Co-Op
Fayette	17	Dahlke IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's; Connor's; Pamida; K mart; Meyer Lincoln.
Farm Stores-Big Bear; Farm Fleet.
Variety Stores-Ben Franklin.
Chain Supermarkets-Fareway; IGA; Super Valu.
Other Chain Stores-True Value.

14 - NEWSPAPERS: REGISTER (e) 6,108; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Brian Batterson, Adv. Mgr., REGISTER, 25 1st St. S.E., Oelwein, IA 50662; Tel. (319) 283-2144.
National Representatives: Iowa Newspaper Association; Thomson Newspapers.

OSKALOOSA

1 - LOCATION: Mahaska County, E&P Map C-3. County Seat. Residential ctr. 60 mi. SE of Des Moines. On U.S. Hwys. 163, 63; Iowa Hwys. 92, 137; 30 mi. S of I-80.

2 - TRANSPORTATION: **Railroads**-Branch line of Chicago & Northwestern.
Motor Freight Carriers-11.
Intercity Bus Lines-Burlington Trailways; Kinkaid.

3 - POPULATION:
Corp. City 80 Cen. 10,629; E&P 87 Est. 11,233
County 80 Cen. 22,507; E&P 87 Est. 23,523

4 - HOUSEHOLDS:
City 80 Cen. 4,294; E&P 87 Est. 4,601
County 80 Cen. 8,447; E&P 87 Est. 9,217

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$171,825,932
Savings & Loan	2	$63,076,143

6 - PASSENGER AUTOS: County 13,829

7 - ELECTRIC METERS: Residence County 10,500; City 5,132

8 - GAS METERS: Residence County 10,000; City 4,365

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners-900.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 61-83; Fall 41-63; Winter 13-32.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown District; Atpic Mall, 18 blocks E of downtown district-14; Penn Central Regional Mall, downtown-24.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Alsop's; JCPenney; Spurgeon's; Sernett's.
Discount Stores-Pamida; K mart.
Chain Drug Stores-People's 2.
Chain Supermarkets-HyVee; Easters Super Valu; Fareway; Econo Foods; Aldi's.
Chain Food Stores-McDonalds; Wendys; Taco John; Pizza Hut; Happy Joe's Pizza; Kentucky Fried Chicken; Bonanza; Happy Chef; Country Kitchen; Dominos Pizza; Dairy Queen; Breadeaux Pisa; Hardees; Baskin Robbins.
Other Chain Stores-Firestone; Goodyear; Western Auto; Coast-to-Coast; Brown Shoe Fit; Big Bear; Siefert's; Earl May; Orschlien; Radio Shack; Sherwin-Williams; McGregor Furn.; World of Fabrics; Sears (catalog); Stevenson's; The Closet; Merle Norman; Regis; Tradehome Shoes; Casey's General; Ma & Pa Stores; Medicap Pharmacy; Hammer Medical Supply; Brass Buckle; Holub's Greenhouse & Garden Center; Hawkeye Lumber; C.J.'s Hallmark.

14 - NEWSPAPERS: HERALD (e) 5,618; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Larry Lewis, Adv. Dir., HERALD, 123 N. Market, Oskaloosa, IA 52577; Tel. (515) 672-2581.
National Representatives: Iowa Newspaper Association; Papert Companies.

OTTUMWA

1 - LOCATION: Wapello County, E&P Map C-3. SE Iowa. Industrial and agricultural center. 75 mi. W of Mississippi River, 42 mi. N of Missouri state line.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Soo Line.
Motor Freight Carriers-10.
Intercity Bus Lines-Continental Trailways; Kincade.
Airlines-Great Lakes.

3 - POPULATION:
Corp. City 80 Cen. 27,381; E&P 87 Est. 25,155
CZ-ABC: (80) 27,381
RTZ-ABC: (80) 95,627
County 80 Cen. 40,241; E&P 87 Est. 37,294
City & RTZ-ABC: (80) 123,008

4 - HOUSEHOLDS:
City 80 Cen. 10,914; E&P 87 Est. 10,176
County 80 Cen. 15,436; E&P 87 Est. 14,639
CZ-ABC: (80) 10,914
RTZ-ABC: (80) 35,229
City & RTZ-ABC: (80) 46,143

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	N.A.
Commercial	3	$281,997,000

6 - PASSENGER AUTOS: County 24,030

7 - ELECTRIC METERS: Residence (City) 10,447

8 - GAS METERS: Residence (City) 10,323

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Meats 350; Farm Mach. 1,300; Gen. Constr. 120; Auto Parts 500; Bathroom Fixt. 100; Grain & Livestock Feed Proc. 240.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-62; Summer 63-86; Fall 42-65; Winter 17-35. First killing frost, Oct. 12; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-Downtown shopping center, 26 blocks in area of Main and Second; Church St., 8 blocks.
Neighborhood Shopping Areas-Jefferson & Pennsylvania; Southgate Shopping Center (Hwy. 34); Richmond-Albia Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ottumwa Mall(34)	NA	JCPenney; Ben Franklin; Maurice's; Seifert's
Ottuma Plz.(10)	NA	Easter Foods; K mart
Northgate	4	Target; HyVee

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Department-Mon., Thur., Fri.; Food, supermarkets & discount-every night.
Stores Open Sundays-Supermarkets, drug & discount.

13 - RETAIL OUTLETS: **Department Stores**-Sears (catalog & auto appl.); JCPenney; Big Bear.
Chain Drug Stores-Revco; McWilliams.
Discount Stores-Target; Pamida; K mart.
Variety Stores-Ben Franklin.
Chain Supermarkets-Aldi's; Cal's Jack & Jill; HyVee 2; Easters; Fareway; Warehouse Market.
Other Chain Stores-Goodyear; Kay Bee Toys; Sherwin-Williams; McGregor Furn.; Seifert's (women's apparel); Brown's Shoe Fit; Tractor Supply Co.; Radio Shack; Firestone; Maurice's; Payless Shoes.

14 - NEWSPAPERS: COURIER (e) 15,452; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Tony Marroni, Adv. Mgr., COURIER, 213 E. Second St., Ottumwa, IA 52501; Tel. (515) 684-4611.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

SHENANDOAH

1 - LOCATION: Page County, E&P Map B-3. Agricultural center, 65 mi. SE of Omaha, 95 mi. N of St. Joseph, MO, 145 mi. SW of Des Moines. On State Hwys. 2, 48; U.S. Hwy. 59.

2 - TRANSPORTATION: **Railroads**-On branch of Burlington Northern and Omaha-St. Louis line of Norfolk & Western.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,274; E&P 87 Est. 5,945
County 80 Cen. 19,063; E&P 87 Est. 17,220

4 - HOUSEHOLDS:
City 80 Cen. 2,616; E&P 87 Est. 2,497
County 80 Cen. 7,317; E&P 87 Est. 6,793

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	2	$74,339,000
Savings & Loan	1	$19,172,804

6 - PASSENGER AUTOS: County 11,284

7 - ELECTRIC METERS: Residence 2,698

8 - GAS METERS: Residence 2,560

9 - PRINCIPAL INDUSTRIES: Industry-Seeds; Nurseries; Hybrid Corn; Farm Equip.; Agric. Chem.; Aluminum & Steel Gates; Eaton Corp. (Trans. Div.) 700.

10 - CLIMATE: Min. & Max. Temps.-An. 25-105.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Orchard Corners, Hwy. 59 (8 stores).
Stores Open Evenings-Thur.
Stores Open Sunday-Discount, Grocery; Woolworth; Alco; JCPenney; Spurgeon; Pamida.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Gamble's; Spurgeon's.
Discount Stores-Farm Supply; Pamida.
Variety Stores-Woolworth; Alco.
Chain Supermarkets-Super Valu; HyVee.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 3,252; sworn Sept. 23, 1986.
Local Contact for Advertising and Merchandising Data: Nick Partsch, Pub.; David A. Curtis, Adv. Mgr., SENTINEL, 118 S. Elm, Shenandoah, IA 51601; Tel. (712) 246-1100.
National Representatives: Papert Companies; Iowa Newspaper Association.

SIOUX CITY

1 - LOCATION: Woodbury County, (In Sioux City IA-NE MSA). E&P Map A-2. Trading center of 20 county agricultural areas. 494 mi. from Chicago; 96 mi. from Omaha; 188 mi. from Des Moines; 282 mi. from Minneapolis.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern; Burlington Northern; Chicago Central Pacific; Dakota & Iowa.
Motor Freight Carriers-1,293.
Intercity Bus Lines-Arrow; Greyhound.
Airlines-TWA; Eastern Air Midwest; United; America West; Northwest Airlink.
River Barge Lines-3 Sioux City/New Orleans; Huffman Towing Co.; Blaske Marine Co.

3 - POPULATION:
Corp. City 80 Cen. 82,003; E&P 87 Est. 75,299
CZ-ABC: (80) 97,190
RTZ-ABC: (80) 241,450
County 80 Cen. 100,884; E&P 87 Est. 93,331
MSA 80 Cen. 117,457; E&P 87 Est. 110,594
City & RTZ-ABC: (80) 338,640
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 30,098; E&P 87 Est. 28,596
County 80 Cen. 36,632; E&P 87 Est. 35,114
MSA 80 Cen. 42,348; E&P 87 Est. 41,278
CZ-ABC: (80) 35,459
RTZ-ABC: (80) 84,726
City & RTZ-ABC: (80) 120,185

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	N.A.
Commercial	12	N.A.

6 - PASSENGER AUTOS: County 64,640

7 - ELECTRIC METERS: 40,405 (Sioux City, S. Sioux City)

8 - GAS METERS: 34,758 (Sioux City, S. Sioux City)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Meat Packing 4,600 (N.A.); Food Proc. 1,100 (N.A.); Durable Goods 2,000 (N.A.); Other Mfg. 2,000 (N.A.).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-105; Summer 44-111; Fall 5-108; Winter 35-89. First killing frost, Oct. 27; last killing frost, Apr. 27.

11 - TAP WATER: Fluoridation, disinfection, removal of iron manganese.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on 4th and 5th Sts.; 6 on 6th St.; and 6 on West 7th St.; Southern Hills Mall; Marketplace; Mayfair.
Neighborhood Shopping Areas-S. St. Aubin and Morningside Ave.; 27th and Pierce Sts.; 20th and Pierce Sts.; Riverside Blvd. and Military Road; Floyd Blvd. & 41 St.; Indian Hills Shpg. Ctr.; Transit Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southern Hills(135)	5	Target, Sears, Younker's
Marketplace(25)	5	Shopko, Boulevard Foodstore, Scheels
K mart Plaza(1)	5	K mart
Downtown	NA	JCPenney, Younker's, Bomgaars
Peters Park(25)	4	
Transit Plz.(11)	3	Half-Price

Principal Shopping Days-Department: Fri., Sat., Sun., Mon.; Food: Fri., Sat.
Stores Open Evenings-Food Mon. through Sat.; Downtown Mon.; Shopping Centers Mon. through Sat.; Furniture Mon.

13 - RETAIL OUTLETS: **Department Stores**-Younker's; Sears; JCPenney.
Discount Stores-Shopko; K mart; Half-Price; Target.
Chain Drug Stores-Walgreens 2.
Chain Supermarkets-Sunshine Food 4; Fareway 2; IGA 4; HyVee 2; Food 4 Less.
Other Chain Stores-Barker's Shoe; Firestone; Kinney Shoes; Walker's (shoes); Zale's Jewelers; Radio Shack; Northwest Fabrics; National Payless Shoes; So-Fro Fabrics; Braun's Fashions; GNC; Nobil Shoes; Athlete's Foot; Pay 'n Pak; Payless Cashways; Earl May; Musicland; B. Dalton Bookseliers; Footlocker; GiGi's; Closet; Chess King; Waldenbooks; Thom McAn; World Radio; Scheels; Stevenson's.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 52,003; (m-sat; hols) 51,364; (S) 48,060, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Arvid Huisman, Adv. Mgr., JOURNAL, 6th & Pavonia, Sioux City, IA 51102; Tel. (712) 279-5032.
National Representative: Branham/Newspaper Sales.

SPENCER

1 - LOCATION: Clay County, E&P Map B-1. County Seat. Distributing point of NW Iowa; S edge of Iowa's Great Lakes; 180 mi. NW of Des Moines; 180 mi. SW of Minneapolis. Little Sioux & Ocheyedan Rivers merge within city limits.

2 - TRANSPORTATION: **Railroads**-Milwaukee Road.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,726; E&P 87 Est. 11,018
County 80 Cen. 19,576; E&P 87 Est. 18,135

4 - HOUSEHOLDS:
City 80 Cen. 4,550; E&P 87 Est. 4,299
County 80 Cen. 7,377; E&P 87 Est. 7,098

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$230,681,000
Commercial	3	$152,512,120

6 - PASSENGER AUTOS: County 12,235

7 - ELECTRIC METERS: Residence 3,540

8 - GAS METERS: Residence 3,425

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Hydrostatic Engines 325 ($250); Metal Fab. 275 (N.A.); Metal Assembly 125 ($154); Wood Fab. 150 (N.A.); Apparel 135 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-42; Summer 40-85; Fall 30-60; Winter 20-52. First killing frost, Oct. 3; last killing frost, May 9.

11 - TAP WATER: Softness-16 PPM.

12 - RETAILING: **Shopping Center**-7 blocks on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gateway North(18)	NA	Younker's
Southpark Mall(40)	NA	JCPenney

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All stores Mon.; Shopping Center, Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Younker's; Sernett's.
Discount Stores-K mart; Shopko.
Chain Drug Stores-White.
Chain Supermarkets-HyVee; Super Valu; Fareway.
Other Chain Stores-Sears; Kinney Shoes; Brown's Shoe Fit; Sieferts.

14 - NEWSPAPERS: DAILY REPORTER (m-tues to sat) 3,515; sworn Sept. 26, 1986.
Local Contact for Advertising and Merchandising Data: James Geving, Pub., DAILY REPORTER, 416 1st Ave. W; PO Box 5068, Spencer, IA 51301; Tel. (712) 262-6610.
National Representative: Iowa Newspaper Association.

VINTON

1 - LOCATION: Benton County, E&P Map C-2. County Seat. Agricultural center; 32 mi. NW of Cedar Rapids; 34 mi. SE of Waterloo. On U.S. Hwy. 218.

2 - TRANSPORTATION: **Railroads**-CRI&P.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 5,040; E&P 87 Est. 4,728
County 80 Cen. 23,649; E&P 87 Est. 22,757

4 - HOUSEHOLDS:
City 80 Cen. 1,991; E&P 87 Est. 1,963
County 80 Cen. 8,561; E&P 87 Est. 8,484

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$64,854,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 14,407

7 - ELECTRIC METERS: Residence 2,011

8 - GAS METERS: Residence 1,673

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 60 ($180).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Stores open Thur. evenings.
Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: **Variety Stores**-Theissen.
Chain Supermarkets-Fareway; Family Food.
Other Chain Stores-Western Auto; Goodyear; True Value; Hamlet High Fashion.

14 - NEWSPAPERS: CEDAR VALLEY TIMES (e-mon to fri) 3,059; sworn Sept. 12, 1986.
Local Contact for Advertising and Merchandising Data: Merlin Alpers, Adv. Mgr., CEDAR VALLEY TIMES, 108 E. 5th, Vinton, IA 52349; Tel. (319) 472-2311.
National Representatives: American Newspaper Representatives; Iowa Newspaper Association.

WASHINGTON

1 - LOCATION: Washington County, E&P Map D-3. County Seat. In SE part of state, 248 rail mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Soo Lines.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 6,584; E&P 87 Est. 6,904
County 80 Cen. 20,141; E&P 87 Est. 20,680
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 2,618; E&P 87 Est. 2,825
County 80 Cen. 7,213; E&P 87 Est. 7,684

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$93,000,000
Savings & Loan	2	$35,500,000

6 - PASSENGER AUTOS: County 12,479

7 - ELECTRIC METERS: Residence 3,295

8 - GAS METERS: Residence 2,751

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Valves Foundry & Machine Shop 271 ($200); Calendars 400 ($180); Seedcorn, Agronomy Research 38 ($240) (more than 150 detasselers in season); Industrial Valves 100.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-98; Summer 53-100; Fall 0-95; Winter 12-61. First killing frost, Sept. 20; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very hard, naturally fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Square and 8 blocks surrounding, Strip Hwy. 92 E.
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Dept.-Thur.; Food-7 days; Discount-daily.

13 - RETAIL OUTLETS: **Department Stores**-Spurgeons; JCPenney.
Discount Stores-Oershlein Distributing; Pamida.
Chain Supermarkets-Fareway; HyVee; Jack & Jill.

14 - NEWSPAPERS: EVENING JOURNAL (e) 5,208; sworn Sept. 27, 1986.
Local Contact for Advertising and Merchandising Data: Darwin Sherman, Pub., JOURNAL, 111 N. Marion Ave., Washington, IA 52353; Tel. (319) 653-2191.
National Representative: Iowa Newspaper Association.

WATERLOO-CEDAR FALLS-EVANSDALE

1 - LOCATION: Black Hawk County (In Waterloo-Cedar Falls MSA). E&P Map C-2. Agriculture, manufacturing and dairy center. NE part of state. 300 mi. to Chicago; U.S. Hwys. 63, 218, 20; State Hwys. 57 & 58.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Chicago & North Western; Waterloo.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Jefferson; Iowa Coach; Waterloo & Cedar Falls.
Airlines-Ozark; American Central; Midstate; Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 117,105; E&P 87 Est. 110,962
  Waterloo 80 Cen. 75,985; E&P 87 Est. 68,742
  Cedar Falls 80 Cen. 36,322; E&P 87 Est. 37,400
  Evansdale 80 Cen. 4,798; E&P 87 Est. 4,820
CZ-ABC: (80) 118,946
RTZ-ABC: (80) 231,874
County 80 Cen. 137,961; E&P 87 Est. 135,932
MSA 80 Cen. 162,781; E&P 87 Est. 150,426
City & RTZ-ABC: (80) 350,820
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 41,683; E&P 87 Est. 40,237
  Waterloo 80 Cen. 28,349; E&P 87 Est. 26,469
  Cedar Falls 80 Cen. 11,712; E&P 87 Est. 12,107
  Evansdale 80 Cen. 1,622; E&P 87 Est. 1,661
County 80 Cen. 48,194; E&P 87 Est. 49,568
MSA 80 Cen. 56,659; E&P 87 Est. 54,056
CZ-ABC: (80) 42,235
RTZ-ABC: (80) 81,483
City & RTZ-ABC: (80) 123,718

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$420,131,684
Savings & Loan	4	$493,843,529

6 - PASSENGER AUTOS: County 83,443

7 - ELECTRIC METERS: Residence 32,603

8 - GAS METERS: Residence 28,565

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Equip. 13,300; Ordnance 325.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 60-100; Fall 36-63; Winter 23-34. First killing frost, Oct. 4; last killing frost, May 5.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Crossroads, SE edge of Waterloo; College Square Shopping Center, Cedar Falls.
Neighborhood Shopping Centers-W. 9th and Mitchell; La Porte Rd. and Mitchell; Kimball and Ridgeway; Logan Ave. and Donald.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crossroads Center(80)	NA	Sears, JCPenney, Donaldson's
College Sq.(64)	2	Younker's
Kimball(8)	NA	Ben Franklin, S&S Meats
Logan Plz.(7)	NA	Revco, Eagle Food
Villa(12)	NA	Ben Franklin

Principal Shopping Days-Department: Mon., Thur., Fri., Sat.; Shopping Centers: daily; Food: Thur., Fri., Sat.
Stores Open Sundays-Shopping centers, drug, discount and food.
Stores Open Evenings-Food chains-every night; Shopping centers-nightly ex. Sat. & Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Donaldson's; Younker's; Petersen Harned Von Maur.
Discount Stores-K mart 2; Target; Wal-Mart.
Variety Stores-Woolworth 2; Ben Franklin 4.
Chain Drug Store-Osco 3; May 2; Walgreens 2.
Chain Supermarkets-Super-Valu 6; HyVee 5; Jack & Jill; Food for Less; County Market.
Other Chain Stores-Endicott Johnson Shoes; Kinney Shoes 2.

14 - NEWSPAPERS: COURIER (e-mon to fri) 47,807; (S) 52,703; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David E. Tansey, Adv. Dir., COURIER, 501 Commercial St., Waterloo, IA 50704; Tel. (319) 291-1400.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

WEBSTER CITY

1 - LOCATION: Hamilton County, E&P Map B-2. County Seat. Agricultural & residential center. 70 mi. NW of Des Moines; 20 mi. E of Ft. Dodge. On U.S. Hwy. 20; State Hwy. 17; 9 mi. to U.S. Hwy. 69; 12 mi. to I-35.

2 - TRANSPORTATION: **Motor Freight Carriers**-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,572; E&P 87 Est. 8,149
CZ-ABC: (80) 8,572
RTZ-ABC: (80) 22,529
County 80 Cen. 17,862; E&P 87 Est. 16,269
City & RTZ-ABC: (80) 31,101

4 - HOUSEHOLDS:
City 80 Cen. 3,243; E&P 87 Est. 3,119
County 80 Cen. 6,623; E&P 87 Est. 6,219
CZ-ABC: (80) 3,243
RTZ-ABC: (80) 8,433
City & RTZ-ABC: (80) 11,676

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$151,136,786
Savings & Loan	2	$82,000,000

6 - PASSENGER AUTOS: County 11,324.

7 - ELECTRIC METERS: Residence 3,410.

8 - GAS METERS: Residence 3,165.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Washer Mfg. 900 ($320); Metal Castings 100 ($175); Packing Plant 125 ($200); Printing ($180).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 70-95; Fall 40-78; Winter 20-45. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on 2nd St.; 4 blocks along side streets.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Thur.; Food-nightly; Discount-nightly except Sun.
Stores Open Sundays-Discount and Food.

13 - RETAIL OUTLETS: **Department Stores**-Osweilers; Lubbers; Home Appliance.
Variety Stores-Ben Franklin.
Discount Stores-K mart.
Chain Drug Stores-Williams; Snyder; Dixon Pharmacy.
Chain Supermarkets-Fareway; HyVee Foods; Steve's Super Value.
Other Chain Stores-Hunter Oil & Gas; Derby Oil & Gas; Spurgeon's (ready-to-wear); Goodyear; Coast-to-Coast; OK Hardware; Casey's; McDonald's; Hardees.

14 - NEWSPAPERS: FREEMAN-JOURNAL (e) 4,001; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Michael A. Grandstaff, Pub., FREEMAN-JOURNAL, 720 Second St., Webster City, IA 50595; Tel. (515) 832-4350.
National Representatives: Papert Companies; Iowa Newspaper Association.

Late news about
NEWSPAPER MARKETS
appears weekly in
Editor & Publisher
11 West 19th Street
New York, N.Y. 10011

KANSAS SURVEYS

METROPOLITAN STATISTICAL AREAS

Kansas City, MO-KS-Cass, Clay, Jackson, Lafayette, Platte, Ray Counties, MO; Johnson, Leavenworth, Miami, Wyandotte Coutnies, KS.
Lawrence-Douglas County.
Topeka-Shawnee County.
Wichita-Butler, Harvey and Sedgwick Counties.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1988
Under 5 Years	175	181	193
5-14 Years	441	344	366
15-24 Years	406	451	480
25-44 Years	502	624	664
45-64 Years	460	457	486
65 and Over	265	310	329
TOTAL	2,249	2,367	2,518

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat., hdwr.	517	624	1,167
General Mdse.	901	1,280	1,923
Food	1,522	2,335	3,104
Automotive	1,333	2,186	4,209
Gasoline Stations	667	1,089	1,099
Apparel	369	533	769
Furniture	365	446	919
Eat-Drink Places	596	931	1,411
Drugs	192	286	423
TOTAL SALES	7,696	10,842	16,111

ABILENE

1 - LOCATION: Dickinson County, E&P Map C-2. County Seat. Milling, screen printing, agriculture and tourist center. 160 mi. W of Kansas City, MO.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,572; E&P 87 Est. 5,997
County 80 Cen. 20,175; E&P 87 Est. 18,839

4 - HOUSEHOLDS:
City 80 Cen. 2,654; E&P 87 Est. 2,480
County 80 Cen. 7,716; E&P 87 Est. 7,464

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$96,563,000

6 - PASSENGER AUTOS: County 11,783.

7 - ELECTRIC METERS: Residence 2,800.

8 - GAS METERS: Residence 2,800.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Milling 100; Machine Shop 200; Tourism.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 75-105; Fall 40-70; Winter 0-40. First killing frost, Oct. 13; last killing frost, May 10.

11 - TAP WATER: Alkaline, medium hard, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on 4 sts.
Neighborhood Shopping Centers-N. Buckeye; S. Cedar; S. First St. & W. Third; S. Buckeye.
Principal Shopping Days-Thur., Fri., Sat.
Stores Opan Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Hamburg's; Add-A-Touch of Furn.; Pinkham's; Shockey and Landes Furn. & Hdwe.; Kansas Home Furnishings; Steinhauser's; Banke's.
Variety Stores-Ben Franklin.
Discount Stores-Alco.
Chain Supermarkets-Zey's; IGA; Boogaarts.
Other Chain Stores-Sears; True-Value; Gambles.

14 — NEWSPAPERS: REFLECTOR-CHRONICLE (e) 4,838; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Janelle Gantenbein, Adv. Mgr., REFLECTOR-CHRONICLE, 303 Broadway; PO Box 8, Abilene, KS 67410; Tel. (913) 263-1000.
National Representative: Kansas Press Service.

ARKANSAS CITY

1 - LOCATION: Cowley County, E&P Map C-3. S central part of state on Arkansas River. 285 mi. SW of Kansas City. U.S. Hwys. 166, 77, I-35.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-16.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,201; E&P 87 Est. 13,677
County 80 Cen. 36,824; E&P 87 Est. 38,593

4 - HOUSEHOLDS:
City 80 Cen. 5,346; E&P 87 Est. 5,731
County 80 Cen. 13,897; E&P 87 Est. 15,030

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$104,000,000
Savings & Loan	2	$86,000,000

6 - PASSENGER AUTOS: County 20,495.

7 - ELECTRIC METERS: City 5,942.

8 - GAS METERS: Residence 6,085.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Refining 345 ($300); Flour Milling 220 ($200); R.R. 300 ($250); Jet Engine Overhaul 750 ($250); Mobile Homes Mfg. 152 ($200).
Principal Industrial Pay Days-Fri., 1st, 15th.

10 - CLIMATE: Av. Annual Temp. 58; Jan. 33; July 80; Av. an. precipitation 33 in., snow 9 in.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Summit St., 2 on 6 cross streets.
Neighborhood Shopping Centers-The Plaza, 2 mi. N. on Summit St.; TG&Y Family Ctr.
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Newman Dry Goods; JCPenney; Sears; C.R. Anthony's; Litwin's.
Variety Stores-Woolworth; TG&Y.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-Graves; Petersons; Taylor's.
Chain Supermarkets-Safeway; Dillon; Food Fair; Boogaarts.
Other Chain Stores-Oklahoma Tire; Mode O'Day; Cato.

14 - NEWSPAPERS: TRAVELER (e) 6,377; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Linda Neal, Adv. Mgr., TRAVELER, 200 E. Fifth Ave., Arkansas City, KS 67005; Tel. (316) 442-4200.
National Representative: Papert Companies.

ATCHISON

1 - LOCATION: Atchison County, E&P Map D-1. County Seat. 22 mi. SW of St. Joseph, MO; 50 mi. NW of Kansas City, MO. On U.S. Hwys. 59, 73; State Hwys. 4, 7, 9, 45.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Missouri/Union Pacific; Burlington-Northern.
Motor Freight Carriers-13.
Freight Steamship Lines-2.

3 - POPULATION:
Corp. City 80 Cen. 11,407; E&P 87 Est. 12,555
County 80 Cen. 18,397; E&P 87 Est. 20,064

4 - HOUSEHOLDS:
City 80 Cen. 3,901; E&P 87 Est. 4,474
County 80 Cen. 6,225; E&P 87 Est. 7,170

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$117,085,000
Savings & Loan	2	$125,404,245

6 - PASSENGER AUTOS: County 9,498.

7 - ELECTRIC METERS: Residence 4,700.

8 - GAS METERS: Residence 4,608.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry and Machine Shop 997 ($360); Milling 160 ($320); Alcohol 349 ($335).

10 - CLIMATE: Min. & Max. Temp.-Spring 26-99; Summer 46-102; Fall 9-103; Winter 9-77. First killing frost, Oct. 18; last killing frost, May 11.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Commercial and Main Sts. (3 1/2 blocks, Mall area); W. Main St.; E. Atchison, MO; 10th & Sky Way; TG&Y Family Center.
Shopping Center-Atchison Mall (43 stores-Sears; Litwin's Dept.; Coast-to-Coast; Domann Drug).
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears.
Variety Stores-Wal-Mart.
Discount Stores-Pamida.
Chain Supermarkets-Safeway; Arensberg Foods 2; Price Chopper.
Other Chain Stores-Litwin's; Firestone; Goodrich.

14 - NEWSPAPERS: GLOBE (e-mon to fri) 5,543; (S) 5,883; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Terry Horne, Pub., GLOBE, 1015 Main St., Atchison, KS 66002; Tel. (913) 367-0583.
National Representative: Thomson Newspapers.

AUGUSTA

1 - LOCATION: Butler County, E&P Map C-3 (In Wichita MSA). Residential center; 20 mi. E of Wichita, KS; 200 mi. SW of Kansas City. On U.S. Hwys. 54 & 77; State Hwy. 96. On fork of Whitewater and Walnut Rivers.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; Santa Fe.
Intercity Bus Lines-Continental, Greyhound; KMO.

3 - POPULATION:
Corp. City 80 Cen. 6,968; E&P 87 Est. 6,948
County 80 Cen. 44,782; E&P 87 Est. 49,998
MSA 80 Cen. 441,844; E&P 87 Est. 489,218

4 - HOUSEHOLDS:
City 80 Cen. 2,603; E&P 87 Est. 2,624
County 80 Cen. 16,087; E&P 87 Est. 18,504
MSA 80 Cen. 164,778; E&P 87 Est. 189,213

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$77,000,000

6 - PASSENGER AUTOS: County 29,506.

7 - ELECTRIC METERS: Residence 3,455.

8 - GAS METERS: Residence 2,813.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 300; Aircraft Inst. 95; Plastics Mfg. 32; Petroleum Prods. 35.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 68-91; Fall 42-60; Winter 26-42. First killing frost, Oct. 26; last killing frost, Apr. 7.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Shopping Center**-Augusta Plaza (12 stores, IGA).
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-All on Thur.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Calverts.
Chain Drug Stores-Healthmart.
Chain Supermarkets-IGA; Dillon's.
Other Chain Stores-Mode O'Day; Jack's Mens Wear; The Style Shop; Wal-Mart.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 3,265; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Carter J. Zerbe, Adv. Mgr., GAZETTE, 204 E. 5th St., Augusta, KS 67010; Tel. (316) 775-2218.
National Representative: None.

BELOIT

1 - LOCATION: Mitchell County, E&P Map B-1. County Seat. On Solomon River, in North Central Kansas. On U.S. Hwy. 24; State Hwys. 9, 14.

2 - TRANSPORTATION: **Railroads**-Union Pacific and Missouri Pacific branches.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 4,367; E&P 87 Est. 4,109
County 80 Cen. 8,117; E&P 87 Est. 8,452

4 - HOUSEHOLDS:
City 80 Cen. 1,691; E&P 87 Est. 1,612
County 80 Cen. 3,148; E&P 87 Est. 3,379

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$60,085,000
Savings & Loan	3	$211,500,000

6 - PASSENGER AUTOS: County 4,586.

7 - ELECTRIC METERS: Residence 1,961.

8 - GAS METERS: Residence 1,775.

9 - PRINCIPAL INDUSTRIES: Agric., Livestock Feed Mills & Yards; Concrete Prods.; Farm Implement Mfg.; Photography Development.

10 - CLIMATE: Min. & Max. Temp.-Summer 50-110; Winter-10-75.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Mill Street Emporium.
Variety Stores-Beloit 5 & 10, McCrory's.
Chain Drug Stores-S&S; Rexall.
Chain Supermarkets-Boogaarts; Beloit IGA; Torr's Hy-Clas.
Other Chain Stores-Western Auto; Sears (catalog); Zachary Ace Hardware; Ackerman's True Value; Coast-to-Coast.

14 - NEWSPAPERS: CALL (e-mon to fri) 2,852; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Linda Clark, Adv. Mgr., CALL, 122 E. Court St., Beloit, KS 67420; Tel. (913) 738-5728.
National Representative: Landon Associates.

CHANUTE

1 - LOCATION: Neosho County, E&P Map D-3, 117 mi. SW of Kansas City; 106 mi. E of Wichita, 120 mi. N of Tulsa. On U.S. Hwy. 169; State Hwy. 39.

2 - TRANSPORTATION: **Railroads**-AT&SF; MKT (freight only).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,506; E&P 87 Est. 10,788
CZ-ABC: (80) 10,506
RTZ-ABC: (80) 14,554
County 80 Cen. 18,967; E&P 87 Est. 19,289
City & RTZ-ABC: (80) 25,060

4 - HOUSEHOLDS:
City 80 Cen. 4,183; E&P 87 Est. 4,451
CZ-ABC: (80) 4,183
RTZ-ABC: (80) 5,420
County 80 Cen. 7,241; E&P 87 Est. 7,658
City & RTZ-ABC: (80) 9,603

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$126,300,000
Savings & Loan	1	$52,400,000

6 - PASSENGER AUTOS: County 10,272.

7 - ELECTRIC METERS: Residence 6,200.

8 - GAS METERS: Residence 4,800.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Cement Plant 150; Heavy Equip. Mfg. 375; Garment Mfg. 230; Satellite Comm. 250; Oil Servs. 650.
Principal Industrial Pay Days-Every other week.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 65-103; Fall 30-90; Winter 0-63. First killing frost, Oct. 20; last killing frost, Apr. 2.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Main; 2 on Lincoln; 2 on Grant; 2 on Highland.
Neighborhood Shopping Centers-14th and Santa Fe; and on West Cherry.
Principal Shopping Days-Tues., Thur., Fri.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Litwins.
Discount Stores-Wal-Mart; Revco Drug.
Chain Supermarkets-Self-Service Town & Country; Rooster's Thriftway; Plaza IGA.
Other Chain Stores-Sears (catalog); Sherwin-Williams; Coast-to-Coast.

14 - NEWSPAPERS: TRIBUNE (e) 5,280; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mike Harris, Pub., TRIBUNE, 15 N. Evergreen, Chanute, KS 66720; Tel. (316) 431-4100.
National Representative: Papert Companies.

CLAY CENTER

1 - LOCATION: Clay County, E&P Map C-2, County Seat. NE part of state. 160 mi. from Kansas City; 130 mi. from Wichita.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.

3 - POPULATION:
Corp. City 80 Cen. 4,948; E&P 87 Est. 4,519
County 80 Cen. 9,802; E&P 87 Est. 8,943

4 - HOUSEHOLDS:
City 80 Cen. 2,111; E&P 87 Est. 1,946
County 80 Cen. 3,830; E&P 87 Est. 3,636

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$103,065,228
Savings & Loan	1	$354,835,782

6 - PASSENGER AUTOS: County 5,486.

7 - ELECTRIC METERS: Residence 2,124.

8 - GAS METERS: Residence 2,175.

9 - PRINCIPAL INDUSTRIES: Farming; Farm Equip.; Feed Mfg.; House Bldg. (Av. Wkly. Wage): Skilled-$452; Semi-skilled-$406; Unskilled-$351. Total Employment: 5,080.
Principal Pay Days-1st, 15th, Sat.

10 - CLIMATE: First killing frost, Oct. 15; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, very hard, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-30 blocks on 4th, 5th, 6th, Grant, Lincoln, Court, Dexter.
Neighborhood Shopping Centers-West Crawford, Clay Ctr. Plz.
Stores Open Evenings-Thur.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Browne's, JCPenney, Mayo's.
Variety Stores-Banner; Gibson's; McCrory's.
Chain Supermarkets-Thriftway; Boogaart's; Clay Ctr. IGA.
Other Chain Stores-Plainsman Supply.

14 - NEWSPAPERS: DISPATCH (e) 3,683; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Ginger Jensen, Adv. Dir., DISPATCH, 805 5th St., Clay Center, KS 67432; Tel. (913) 632-2127.
National Representative: Landon Associates.

COFFEYVILLE

1 - LOCATION: Montgomery County, E&P Map D-3. Mfg. ctr. 3 mi. N of OK Line; 60 mi. W of MO Line; 135 mi. from Wichita; 75 mi. from Tulsa; 171 mi. from Kansas City. On Hwys. 166, 169.

2 - TRANSPORTATION: **Railroads**-MK&T; MP; AT&SF.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental; Greyhound; M.K. & O. Trailways; Kansas Trails.

3 - POPULATION:
Corp. City 80 Cen. 15,185; E&P 87 Est. 14,055
CZ-ABC: (80) 17,252
RTZ-ABC: (80) 30,743
County 80 Cen. 42,281; E&P 87 Est. 41,275
City & RTZ-ABC: (80) 47,995
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,981; E&P 87 Est. 5,663
County 80 Cen. 16,388; E&P 87 Est. 16,505
CZ-ABC: (80) 6,738
RTZ-ABC: (80) 11,618
City & RTZ-ABC: (80) 18,356

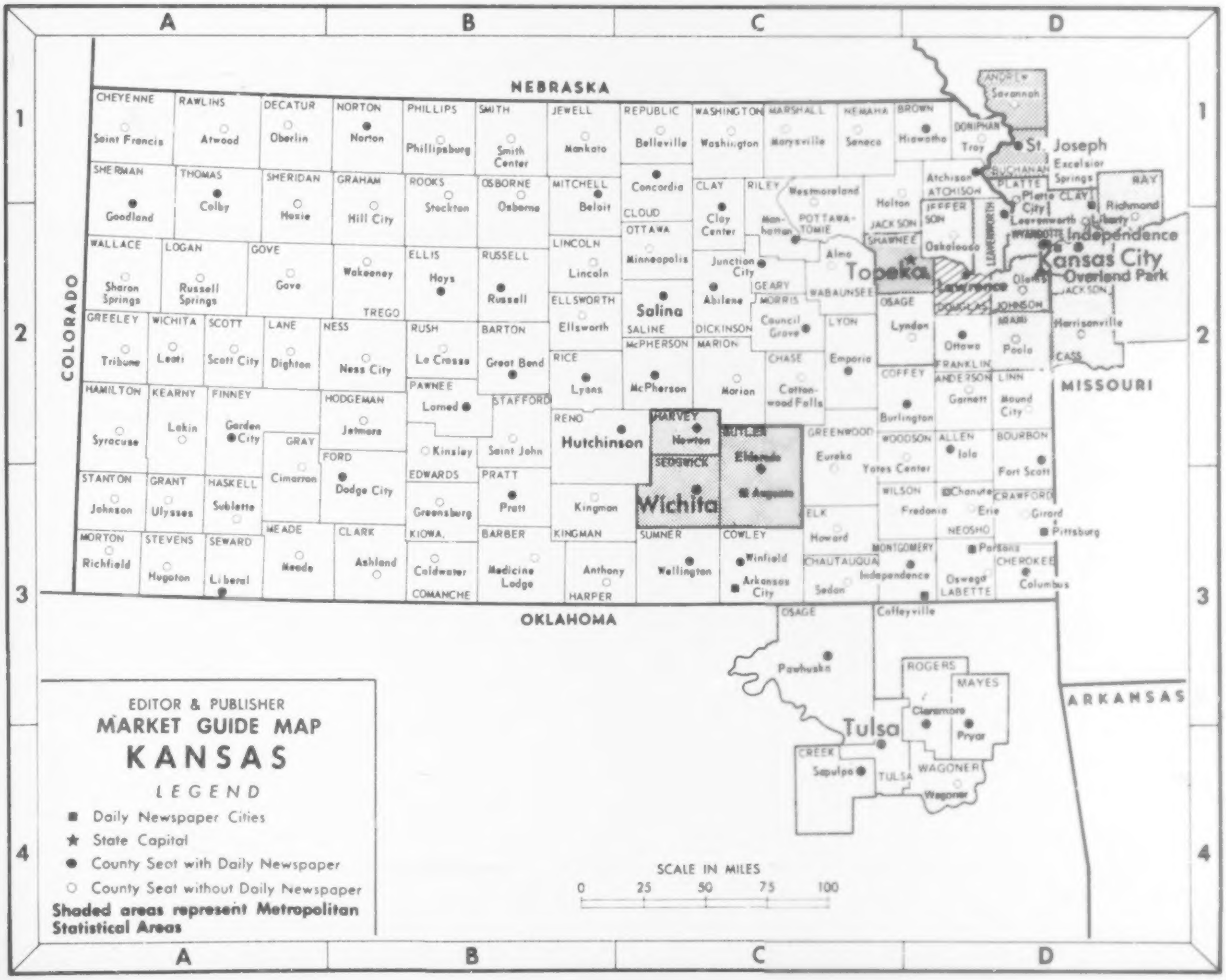
5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$186,284,572
Savings & Loan	1	$138,027,801

6 - PASSENGER AUTOS: County 22,763.

7 - ELECTRIC METERS: Residence 8,376.

8 - GAS METERS: Residence 6,463.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Power Transmissions 600; Pattern Shops



& Foundries 655; Refinery 425; Oil Field Equip. 971; Recreational Vehicles & Furnishings 51; Printing & Pub. 53; Machine Shops 110; Riding Mowers 90; Printed Assembly 250; Flour Mills 69.

10 - CLIMATE: First killing frost, Nov. 1; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, semi-hard.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on 8th St.; 3 on 9th St.; 2 on Maple; 5 on Walnut (105 units).
Neighborhood Shopping Centers-7 on 11th St. Mall; 16 on East 8th Shop Area; 6 on Centerville.
Principal Shopping Days-Sat., Thur., Fri., Mon.
Stores Open Evenings-Thur.
Stores Open Sundays-Grocery, Variety and Discount.

13 - RETAIL OUTLETS: **Department Stores**-H.W. Read's; JCPenney; Westco.
Discount Stores-Wal-Mart; TG&Y; Gibson.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-Nu Way; Safeway; Elmore's IGA.
Other Chain Stores-Otasco; Litwin's; Singer Co.; Bailly Farm; Sears; Coast-to-Coast; Bynum's.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 6,804; (S) 8,020; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kathy Mullins, Adv. Dir., JOURNAL, PO Box 849, Coffeyville, KS 67337; Tel. (316) 251-3300.
National Representative: Gannett National Newspaper Sales.

COLBY

1 - LOCATION: Thomas County. County Seat. Manufacturing, agricultural, medical and military reserve center for nine NW counties. Colby Community College. NW corner of state. 230 mi. E of Denver, 110 mi. W of Hays. On U.S. Hwys. 24, I-70; State Hwy. 25.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Kyle.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,544; E&P 87 Est. 6,267.
County 80 Cen. 8,451; E&P 87 Est. 8,767.

4 - HOUSEHOLDS:
City 80 Cen. 2,034; E&P 87 Est. 2,294.
County 80 Cen. 3,072; E&P 87 Est. 3,281.

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 5,130.

7 - ELECTRIC METERS: Residence 2,085.

8 - GAS METERS: Residence 2,237.

9 - PRINCIPAL INDUSTRIES: Farm Mach.; Grain Elevator (distribution); Oil Field Supplies.
Principal Pay Days-Fri., Mon.

10 - CLIMATE: Average annual temperature-51; Jan.-28; July-77.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main; Colby Plaza (3 stores) and South Range (to I-70, 3/4 mi. of stores).

13 - RETAIL OUTLETS: **Department Stores**-Conrad's; Caldwells.
Discount Stores-TG&Y.
Chain Drug Stores-Rexall; Health Mart.
Chain Supermarkets-IGA; AG; Boogaart's.
Other Chain Stores-Goodyear; Coast-to-Coast; Firestone; Gamble's; Western Auto; Loves; Butterfields; Stop 'N Shop; Radio Shack; Sears; Big A; Napa; Car Quest.

14 - NEWSPAPERS: FREE PRESS (m-tues to sat) 3,150; sworn Sept. 27, 1986.
Local Contact for Advertising and Merchandising Data: Donna Benett, Adv. Mgr., FREE PRESS, 155 W. 5th, Colby, KS 67701; Tel. (913) 462-3963.
National Representative: None.

COLUMBUS

1 - LOCATION: Cherokee County. E&P Map D-3. County Seat. SE section of state. 25 mi. from Pittsburg. On U.S. Hwy. 69; State Hwys. 7, 96.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; MKT.
Motor Freight Carriers-1.

3 - POPULATION:
Corp. City 80 Cen. 3,426; E&P 87 Est. 3,501.
County 80 Cen. 22,304; E&P 87 Est. 21,793.

4 - HOUSEHOLDS:
City 80 Cen. 1,435; E&P 87 Est. 1,529.
County 80 Cen. 8,550; E&P 87 Est. 8,687.

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$92,506,383
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 11,542.

7 - ELECTRIC METERS: Residence 1,450.

8 - GAS METERS: Residence & Comm. 1,550.

9 - PRINCIPAL INDUSTRIES: Bldg. Constr.; Recreation Vehicles; Chem.; Auto Parts Mfg.; Form Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-80; Summer 50-117; Fall 12-102; Winter 3-60. First killing frost, Oct. 24; last killing frost, Apr. 9.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-Central sq. & adjoining streets.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Variety Stores**-Adam's; Dollar General; Evans Health Mart; Fiedlers by Daugherty; True Value; Ace Hdwe.
Chain Supermarkets-Town & Country; IGA.
Other Chain Stores-Sears (catalog); Itco; Westco Furniture.

14 - NEWSPAPERS: ADVOCATE (e-mon to fri) 2,763; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Jay Lucy, Adv. Mgr., ADVOCATE, 215 S. Kansas, Columbus, KS 667725; Tel. (316) 429-2773.
National Representative: Kansas Press Service.

CONCORDIA

1 - LOCATION: Cloud County. E&P Map C-1. County Seat. Agricultural, wholesale & retail health center. 210 mi. W of Kansas City on U.S. Hwy. 81; State Hwys. 9, 28.

2 - TRANSPORTATION: **Railroads**-AT&SF; Union Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,847; E&P 87 Est. 6,537.
County 80 Cen. 12,494; E&P 87 Est. 11,321.
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,624; E&P 87 Est. 2,492.
County 80 Cen. 4,758; E&P 87 Est. 4,497.

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$80,000,000
Savings & Loan	3	$224,000,000

6 - PASSENGER AUTOS: County 6,820.

7 - ELECTRIC METERS: Residence 3,409.

8 - GAS METERS: Residence 3,900.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 192; Feed N.A.; Concrete Prods. 9; Brick 60; Metal 200; Hospital 200; Playground Equip. 27.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-74; Summer 62-92; Fall 30-81; Winter 17-42.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alco Plaza	NA	Alco, Boogaart's
Concordia Plz (4)	NA	TG&Y, Meller's

Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dreiling's; Bon Marche.
Variety Stores-Alco; TG&Y.
Chain Drug Stores-Rexall; Walgreens.
Chain Supermarkets-Boogaart's 2; Affiliated Foods.
Other Chain Stores- True Value; Fashion Crossroads; Goodyear; Loves Country Store; E-Z Shop; Ace Hardware; Sears; Browns Shoes; Radio Shack; Sherwin-Williams; Hardee's.

14 - NEWSPAPERS: BLADE-EMPIRE (e-mon to fri) 3,287; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Brad Lowell, Pres., BLADE-EMPIRE, 510 Washington St., Concordia, KS 66901; Tel. (913) 243-2424.
National Representative: Kansas Press Association.

COUNCIL GROVE

1 - LOCATION: Morris County. E&P Map C-2. County Seat. 30 mi. NW of Emporia on U.S. Hwy. 56; State Hwys. 13, 57.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.

3 - POPULATION:
Corp. City 80 Cen. 2,381; E&P 87 Est. 2,226.
County 80 Cen. 6,419; E&P 87 Est. 7,171.

4 - HOUSEHOLDS:
City 80 Cen. 1,008; E&P 87 Est. 845.
County 80 Cen. 2,560; E&P 87 Est. 2,988.

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$24,080,875

6 - PASSENGER AUTOS: County 3,626.

7 - ELECTRIC METERS: Residence 840.

8 - GAS METERS: Residence 796.

9 - PRINCIPAL INDUSTRIES: R.R.; Milling; Dairying; Sporting Goods; Concrete Prods.; Plastic Items; Sheetmetal Prods.

10 - CLIMATE: Average Annual Temp.-52; Jan.-28; July-97.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Blims.
Variety Stores-Duckwall's.
Chain Supermarkets-IGA; Thriftway; Super Saver.
Other Chain Stores-Western Auto; True Value; Rexall; Montgomery Ward; Sears (catalog).

14 - NEWSPAPERS: REPUBLICAN (e-mon to fri) 2,729; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Craig A. McNeal or Don A. McNeal, Co-Publishers, REPUBLICAN, 208 W. Main St., Council Grove, KS 66846; Tel. (316) 429-2773.
National Representative: None.

DODGE CITY

1 - LOCATION: Ford County. E&P B-3. County Seat. Wholesale, educational center. 350 railroad mi. W of Kansas City, MO and same E of Denver, CO.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Continental; Bickel; Green Diamond.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 18,001; E&P 87 Est. 21,029.
CZ-ABC: (80) 18,885.
RTZ-ABC: (80) 81,145.
County 80 Cen. 24,315; E&P 87 Est. 27,749.
City & RTZ-ABC: (80) 100,030.

4 - HOUSEHOLDS:
City 80 Cen. 6,590; E&P 87 Est. 7,878.
County 80 Cen. 8,776; E&P 87 Est. 10,413.
CZ-ABC: (80) 6,917.
RTZ-ABC: (80) 28,704.
City & RTZ-ABC: (80) 35,621.

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$165,401,232
Savings & Loan	4	$457,345,282
Fed. Credit Union	1	$16,000,000

6 - PASSENGER AUTOS: County 15,158.

7 - ELECTRIC METERS: Residence 6,282.

8 - GAS METERS: Residence 6,194.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 600 ($180); Mach. 250 ($250); Power 200 ($300); Cattle Feeding & Sales 115 ($180); Meat Packing 800 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-66; Summer 64-88; Fall 44-69; Winter 20-44. First killing frost, Oct. 25; last killing frost, Apr. 15.

11 - TAP WATER: Hard; not fluoridated; chlorinated.

12 - RETAILING: **Principal Shopping Center**-Wyatt Earp Blvd. W from Central 5 blocks; 2nd Ave. from river bridge 6 blocks N; Gunsmoke St. from Central Ave. to 3rd St. Important business district S of river bridge to city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northridge(4)	1	Long's Dept.
Village Sq (42)	1	McCrory's, JCPenney, Kline's
Comanche Plz	1	Revco, Otasco, IGA, Hardees
High Plains	1	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Kline's; JCPenney; Anthonys.
Discount Stores- Gibson's; Alco; McCrory's; Revco; Wal-Mart.
Variety Stores-McCrory's.
Chain Drug Stores-Prescription Center.
Chain Supermarkets-Dillons 2; Safeway; Pay Day; IGA 2.
Other Chain Stores-Sears; Firestone; Goodyear.

14 - NEWSPAPERS: GLOBE (e) 8,634; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jack Honnold, Adv. Mgr., GLOBE, 705 Second, Box 820, Dodge City, KS 67801; Tel. (316) 225-4151.
National Representative: None.

EL DORADO

1 - LOCATION: Butler County. E&P Map C-3 (In Wichita MSA). County Seat. Agric., oil, small mfg. 166 mi. from Kansas City, 21 mi. from Wichita on Tpke. On U.S. Hwys. 54, 77; State Hwys. 13, 196; Kansas Tpke.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Missouri Pacific.
Motor Freight Carriers-15; interstate carriers 15.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 10,510; E&P 87 Est. 11,613.
MSA 80 Cen. 441,844; E&P 87 Est. 489,218.
County 80 Cen. 44,782; E&P 87 Est. 49,998.

4 - HOUSEHOLDS:
City 80 Cen. 4,261; E&P 87 Est. 4,891.
County 80 Cen. 16,087; E&P 87 Est. 18,504.
MSA 80 Cen. 164,778; E&P 87 Est. 189,213.

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$160,670,693
Savings & Loan	3	$749,212,061

6 - PASSENGER AUTOS: County 29,506.

7 - ELECTRIC METERS: Residence 8,942.

8 - GAS METERS: Residence 4,761.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Refinery 956 ($275); Kansas Aluminum 100 ($200); Union Tankcar 69 ($225).
Principal Pay Days-1st, 10th, 15th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-109; Fall 30-70; Winter 7-50. First killing frost, Oct. 8; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, moderately soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-16 blocks on 6 streets.
Neighborhood Shopping Centers-600 N. Main; 2300-2600 W. Central.
Principal Shopping Days-Wed., Thur., Sat.
Stores Open Evenings-Dept.-Thur.; Food-nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Litwins; Farm n' Home.
Discount Stores-TG&Y; Wal-Mart.
Variety Stores-Family Center.
Chain Drug Stores-Graves; Revco.
Chain Supermarkets-Thriftway; Safeway; Dillon's; Boogaart's.
Other Chain Stores-Sears (catalog); Western Auto.

14 - NEWSPAPERS: TIMES (e) 5,468; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Bill Walton, Adv. Dir., TIMES, 114 N. Vine, El Dorado, KS 67042; Tel. (316) 321-1120.
National Representative: None.

EMPORIA

1 - LOCATION: Lyon County. E&P Map C-2. County Seat. On Cottonwood and Neosho Rivers. 50 mi. SW of Topeka; 100 mi. SW of Kansas City.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 25,287; E&P 87 Est. 26,376.
CZ-ABC: (80) 25,287.
Bal. in NDM-ABC: (80) 34,529.
County 80 Cen. 35,108; E&P 87 Est. 36,729.
Total NDM-ABC: (80) 59,816.
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,524; E&P 87 Est. 10,225.
County 80 Cen. 13,009; E&P 87 Est. 14,095.
CZ-ABC: (80) 9,524.
Bal. in NDM-ABC: (80) 13,236.
Total NDM-ABC: (80) 22,760.

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$221,677,166
Savings & Loan	3	$2,370,545,998

6 - PASSENGER AUTOS: County 18,276

7 - ELECTRIC METERS: Residence & Bus. 11,807

8 - GAS METERS: Residence & Bus. 9,334

9 - PRINCIPAL INDUSTRIES: Mfg., Food Proc., Hospitals, Banking, Meat Packing, Educ., Trans., Agric.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 65-100; Fall 40-85; Winter 0-40. First killing frost, Oct. 18; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-30 blocks on Sixth Ave. and Hwy. 50, 13 on Commercial St.; 2 on Merchant St., 7 on Twelfth Ave.; 2 on Fifth Ave.; 2 on 7th Ave.
Shopping Centers-Flint Hills Mall, 23 stores; Emporia West Plaza, 14 stores.
Principal Shopping Day-Fri.
Stores Open Evenings-Wed.; Flint Hills-nightly & Sun.

13 - RETAIL OUTLETS: **Department Stores**-Newman's, JCPenney.
Variety Stores-Wal-Mart, K mart, McCrory's, Alco, Bluestem Farm & Ranch.
Drug Stores-Berg & Frost, Graves, Prescription Center, Hill's Apothecary, Revco, Wal-Mart, Dillon's.
Chain Supermarkets-Reeble's 2, Safeway, Dillon's 2, Price Chopper.

14 - NEWSPAPERS: GAZETTE (e) 10,913, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: R. Bruce Knaak, Natl. Adv. Mgr., GAZETTE, 517 Merchant St., Emporia, KS 66801; Tel. (316) 342-4803.
National Representative: Landon Associates.

FORT SCOTT

1 - LOCATION: Bourbon County, E&P Map D-3. County Seat. Agricultural center & small manufacturing center; SE part of state, 96 mi. S. of Kansas City, MO. On U.S. Hwys. 69, 54; State Hwys. 7, 39.

2 - TRANSPORTATION: **Railroads**-Burlington Northern, Missouri-Kansas-Texas.
Motor Freight Carriers-9.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,893; E&P 87 Est. 8,668
CZ-ABC: (80) 8,893
RTZ-ABC: (80) 15,247
City & RTZ-ABC: (80) 24,140
County 80 Cen. 15,969; E&P 87 Est. 16,654

4 - HOUSEHOLDS:
City 80 Cen. 3,794; E&P 87 Est. 3,652
CZ-ABC: (80) 3,794
RTZ-ABC: (80) 5,770
County 80 Cen. 6,388; E&P 87 Est. 6,884
City & RTZ-ABC: (80) 9,564

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$134,066,779
Savings & Loan	2	$50,000,000

6 - PASSENGER AUTOS: County 8,617

7 - ELECTRIC METERS: Residence 3,774

8 - GAS METERS: Residence 3,832

9 - PRINCIPAL INDUSTRIES: Work Clothes; Cement; Marble and Granite; Aluminum Windows & Doors; Business Forms; Calendars; Aluminum Extrusions; Insurance Companies; Midwestern Distribution; Rubber Prods.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-87; Summer 55-110; Fall 31-83; Winter -3-72. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on five sts.
Shopping Center-Wal-Mart (Discount), Price Chopper.
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.
Stores Open Sundays-Groceries, Drugs & Discount.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Litwin's.
Discount Stores-Wal-Mart.
Chain Supermarkets-Quik Trip; 7-Eleven; Price Chopper; Consumers; Whitesides 2; Hall's Food Markets 2.
Other Chain Stores-Sherwin-Williams, Otasco, Ace Hdwe., True Value Hdwe., Pro Hdwe., Big Sugar Lumber, Baxter Tire & Automotive.

14 - NEWSPAPERS: TRIBUNE (e) 5,498, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ann Emerson, Prom. Dir., TRIBUNE, 6 E. Wall St., Fort Scott, KS 66801; Tel. (316) 223-1460.
National Representative: Papert Companies.

GARDEN CITY

1 - LOCATION: Finney County, E&P Map A-2. 324 mi. SE of Denver, CO; 400 mi. SW of Kansas City on U.S. Hwys. 50, 156, 83.

2 - TRANSPORTATION: **Railroads**-Santa Fe, Amtrak, Garden City Western.
Motor Freight Carriers-1.
Intercity Bus Lines-Continental.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 18,256; E&P 87 Est. 24,134
CZ-ABC: (80) 18,256
RTZ-ABC: (80) 40,587
County 80 Cen. 23,825; E&P 87 Est. 32,090
City & RTZ-ABC: (80) 58,843
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,305; E&P 87 Est. 8,407
County 80 Cen. 8,104; E&P 87 Est. 11,435
CZ-ABC: (80) 6,305
RTZ-ABC: (80) 14,122
City & RTZ-ABC: (80) 20,427

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$249,853,379
Savings	NA	(incl. above)

6 - PASSENGER AUTOS: County 17,176

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 9,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 675; Beef Packing 370; Irrigation 210; Agricultural Mach. 150; Cattle Feeding 200; Plastic Pipe 70.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-107; Fall 20-70; Winter 0-45.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon., Thur., Sat.
Stores Open Evenings-Most on Thur.

13 - RETAIL OUTLETS: **Department Stores**-Anthony, JCPenney, Sears.
Discount Stores-Gibson's.
Variety Stores-Alco, Woolworth, K mart, Wal-Mart.
Chain Drug Stores-Prescription Center, Revco.
Chain Supermarkets-Dillon's 2, Wall's IGA, Dart 12, Dart-In 3, Kwik Shop 2, Loves 2, 7-Eleven 2, Garden City IGA.
Other Chain Stores-Mode O'Day, Dairy Queen, Coast-to-Coast, Otasco, Firestone, Baillys Big R.

14 - NEWSPAPERS: TELEGRAM (e) 11,381, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kent O'Toole, Adv. Dir., TELEGRAM, 310 N. Seventh, Garden City, KS 67846; Tel. (316) 275-7105.
National Representatives: Landon Associates, Kansas Press Service.

GOODLAND

1 - LOCATION: Sherman County, E&P Map A-2. County Seat. Residential Center, 200 mi. E. of Denver; State Hwy. 27, I-70.

2 - TRANSPORTATION: **Railroad**-Kyle.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound, Continental.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 5,708; E&P 87 Est. 4,990
County 80 Cen. 7,759; E&P 87 Est. 7,041

4 - HOUSEHOLDS:
City 80 Cen. 2,157; E&P 87 Est. 1,883
County 80 Cen. 2,861; E&P 87 Est. 2,679

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$72,544,000
Savings & Loan	1	$22,000,000

6 - PASSENGER AUTOS: County 4,296

7 - ELECTRIC METERS: Residence 3,000

8 - GAS METERS: Residence 2,230

9 - PRINCIPAL INDUSTRIES: Building Materials, Laundry, Concrete, Rubber Welding, Pump Mfg., 3 Feed Mills, Constr., 4 Livestock Feedlots, Sunflower Processing.

10 - CLIMATE: NA

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Days**-Wed., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Schneider's, Goodland Clothing, Elliott's, Collage, Gamble's, Atens, Mr. Jims.
Discount Stores-Alco, Gibson's, TG&Y, McCrory's.
Chain Supermarkets-Safeway, Boogaart's, IGA.
Other Chain Stores-Mode O'Day, Twila's Fabric Shop, Sears, Fitz Gibbons Hdwe., Jacobs Appliance, Malper Drug, Plainsman Supply, Fixsen's TV-Appliance, Price Right Meat Mkt., Caldwell's, J&L Drug.

14 - NEWSPAPERS: NEWS (e-mon to fri, S) 3,045, sworn Sept. 26, 1986.
Local Contact for Advertising and Merchandising Data: Rich Paulsen, Gen. Mgr., NEWS, 1205 Main, Goodland, KS 67735; Tel. (913) 899-2338.
National Representative: Kansas Press Association.

GREAT BEND

1 - LOCATION: Barton County, E&P Map B-2. County Seat. Industrial, oil and wheat center, 120 mi. NW of Wichita. On U.S. Hwys. 56, 281, 156; State Hwy. 96.

2 - TRANSPORTATION: **Railroads**-Atchison, Topeka, Santa Fe.
Motor Freight Carriers-13.
Intercity Bus Lines-Tri-State.
Airlines-Eastern, Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 16,608; E&P 87 Est. 18,166
CZ-ABC: (80) 16,608
RTZ-ABC: (80) 38,556
County 80 Cen. 31,343; E&P 87 Est. 34,142
City & RTZ-ABC: (80) 55,164

4 - HOUSEHOLDS:
City 80 Cen. 6,379; E&P 87 Est. 7,193
County 80 Cen. 11,797; E&P 87 Est. 13,404
CZ-ABC: (80) 6,379
RTZ-ABC: (80) 14,781
City & RTZ-ABC: (80) 21,160

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$216,293,897
Savings & Loan	3	$327,917,302

6 - PASSENGER AUTOS: County 20,569

7 - ELECTRIC METERS: Residence City 8,157

8 - GAS METERS: Residence 8,907

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Production 2,580 ($300); Great Bend Mfg. 74 ($260); Fuller Brush 500 ($250).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: First killing frost, Oct. 15; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-30 blocks on Main, Lakin, Kansas, Broadway, Forest, Williams and Tenth.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Great Bend(8)	2	IGA
Westgate(10)	4	Water's True Value
Zarah Mall(10)	NA	Brass Buckle
Village Mall(8)	4	
Mini Mall(7)	NA	West Ltd.

Neighborhood Shopping Centers-Washington, Crescent Park, West Tenth, Westgate (West Broadway), Village Mall Plaza.
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Reisbigs, Sears.
Discount Stores-Gibson, Wells Furniture Whse., McCrory's, K mart, Wal-Mart.
Chain Drug Stores-Revco.
Chain Supermarkets-Dillon's 2, Boogaart's, Great Bend IGA, Food-For-Less.
Other Chain Stores-McCoy's Shoes, Otasco, Goodyear Tire Center, Brown's Shoes, Gibson Hallmark Gifts, Dollar General, Mode O'Day, True Value Hdwe., B.F. Goodrich.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 11,130; (S) 11,397; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bob Marsh, Adv. Mgr., TRIBUNE, 2012 Forest St., PO Box 228, Great Bend, KS 67530; Tel. (316) 792-1211.
National Representative: Landon Associates.

HAYS

1 - LOCATION: Ellis County, E&P Map B-2. County Seat. Shipping, shopping, wholesale center for NW Kansas. Hospital center. On U.S. Hwys. 40, 183; I-70.

2 - TRANSPORTATION: **Motor Freight Carriers**-5.
Intercity Bus Lines-Greyhound, Trailways.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 16,301; E&P 87 Est. 19,113
CZ-ABC: (80) 16,301
Bal. in NDM-ABC: (80) 50,740
Total NDM-ABC: (80) 67,041
County 80 Cen. 26,098; E&P 87 Est. 29,983

4 - HOUSEHOLDS:
City 80 Cen. 6,225; E&P 87 Est. 7,575
CZ-ABC: (80) 6,225
County 80 Cen. 9,200; E&P 87 Est. 11,126
Bal. in NDM-ABC: (80) 18,961
Total NDM-ABC: (80) 25,186

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$195,463,237
Savings & Loan	4	$611,326,512

6 - PASSENGER AUTOS: County 16,365

7 - ELECTRIC METERS: Residence 12,824

8 - GAS METERS: Residence 8,442

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trade, Constr., Gov't, Mining, 6,000; University payroll over $18,000,000.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-76; Summer 61-89; Fall 29-57; Winter 20-48. First killing frost, Oct. 15, last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-18 blocks on Main and adjoining streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Centennial(13)	NA	Boogaart's Groc.
Country Club Plz.	NA	The Kiddie Shop
Hillcrest	NA	Dillon's
The Mall(32)	NA	Klines Dept., K mart, JCPenney, Midwest Drug
Alco Plaza(2)	NA	Alco Discount, Food Bonanza

Principal Shopping Days-Thur.
Stores Open Evenings-Downtown-Thur.; Shopping Centers-every evening.

13 - RETAIL OUTLETS: **Department Stores**-Wiesner's, Klines, JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's, Alco, K mart, Wal-Mart.
Chain Supermarkets-Dillon's, Mammel's, Boogaart's, Food Bonanza, Mini Mkts.
Other Chain Stores-Sears (catalog), Firestone, Brown Shoe Fit Co., Western Auto, Oklahoma Tire, K.G. Men's Wear, Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,023; (S) 14,740; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Michael H. Haas, Adv. Mgr., NEWS, PO Box 857, Hays, KS 67601; Tel. (913) 628-1081.
National Representative: None.

NAIL
DOWN
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MARKETS
IN KANSAS
4th* in non-metro income
*S&MM, July, 1986
COFFEY COUNTY
Today
324 Hudson, Burlington, Ks. 66839
316-364-5325
[Weekly (4) Combo Rate]

HIAWATHA

1 - LOCATION: Brown County, E&P Map D-1, County Seat. Residential center. 100 mi. from Kansas City, 45 mi. from St. Joseph, MO. Hwys. 36, 73, 159.

2 - TRANSPORTATION: Railroads-Union Pacific.

Motor Freight Carriers-6.

Bus Lines-Greyhound.

3 - POPULATION:

Corp. City 80 Cen. 3,702; E&P 87 Est. 3,595
County 80 Cen. 11,955; E&P 87 Est. 10,656

4 - HOUSEHOLDS:

City 80 Cen. 1,517; E&P 87 Est. 1,453
County 80 Cen. 4,612; E&P 87 Est. 4,210

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$55,000,000
Savings & Loan	1	$11,000,000

6 - PASSENGER AUTOS: County 6,508

7 - ELECTRIC METERS: Residence 1,901

8 - GAS METERS: Residence 1,555

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Mfg. 360 ($190); Hand Tools 137 ($180); Egg Prods. 35 ($180); Tool and Die 21 ($180).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 50-100; Fall 40-75; Winter 1-60. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Between 1st and 10th St. on Oregon St. (47 stores) and 16 blocks on 1st St. (18 stores). Wal-Mart one mile west on Oregon St.

Principal Shopping Days-Wed., Sat., Sun.

Stores Open Evenings-Discount until 9 pm; Grocery until 9 pm.

13 - RETAIL OUTLETS: Department Stores-Family Fashions.

Discount Stores-Wal-Mart.

Chain Supermarkets-Lindys Thriftway; Casey's Gen. Store; Dave's IGA; H&H Super Market.

Other Chain Stores-Coast-to-Coast; Sonic; Sears (catalog); Hiawatha Farm and Home; Dairy Queen; Adventureland Video; Radio Shack; Hallmark Cards.

14 - NEWSPAPERS: DAILY WORLD (e-mon to fri) 3,285; sworn Oct. 1, 1986.

Local Contact for Advertising and Merchandising Data: Barry Stokes, Ed./Pub., DAILY WORLD, 607 Utah St., PO Box 160, Hiawatha, KS 66434; Tel. (913) 742-2111.

National Representative: Kansas Press Service.

HUTCHINSON

1 - LOCATION: Reno County, E&P Map C-2. 240 mi. SW of Kansas City, MO. Wholesale center.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Amtrak; Santa Fe.

Motor Freight Carriers-28.

Intercity Bus Lines-Continental Trailways; Hutchinson Shuttle Service.

Airlines-Air Midwest.

3 - POPULATION:

Corp. City 80 Cen. 40,244; E&P 87 Est. 41,463
County 80 Cen. 64,983; E&P 87 Est. 66,400
CZ-ABC: (80) 48,528
RTZ-ABC: (80) 142,609
City & RTZ-ABC: (80) 191,137

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

City 80 Cen. 15,514; E&P 87 Est. 16,828
County 80 Cen. 24,448; E&P 87 Est. 25,975
CZ-ABC: (80) 18,604
RTZ-ABC: (80) 53,892
City & RTZ-ABC: (80) 72,496

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$403,662,594
Savings & Loan	2	$358,786,641

6 - PASSENGER AUTOS: County 38,535

7 - ELECTRIC METERS: Residence 28,198

8 - GAS METERS: Residence 19,975

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 6,808 ($378); Mining 224 ($409); Contract Constr. 971 ($315); Trans., Electric, Gas, etc. 1,144 ($520).

Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-63; Summer 66-88; Fall 44-61; Winter 26-41. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on both sides of Main St.; 2 blocks on First St. and Sherman St.

Neighborhood Shopping Centers-13th & Main Sts.; 27th & Main Sts., 5th & Adams St.; South Hutchinson; 4th & Pershing; 30th & Plum.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hutchinson Mall	2	Dillards, JCPenney, Wal-Mart, Newmans, Service Mdse.
Alco Plz.(3)	NA	Alco
Larkland(11)	NA	Interstate Elect.
Northgate(12)	NA	Dillon's
Sears Plz.(4)	NA	Sears

Principal Shopping Days-Dept. Mon., Thur. Food Wed., Fri., Sat.; Food open nightly & Sun.

13 - RETAIL OUTLETS: Department Stores-Peques; Anthony's; Meschke (men's); Long's; Sears; JCPenney; Biles & Long (men's).

Discount Stores-Gibson's; Alco 2; Osco; K mart.

Variety Stores-Ben Franklin 2.

Chain Drug Stores-Coberly; Fraese; Self-Service; Medicine Shoppe; Dillon.

Chain Supermarkets-Dillon's 4; Safeway; Risley's IGA; Warehouse Mkt.

Other Chain Stores-Firestone; Goodrich; Otasco; Western Auto; Zale's Jewelers; Sweetbriar; Seifert's; Maurice's Fashions (women's).

14 - NEWSPAPERS: NEWS (all day) 41,939; (S) 45,561; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Frederick G. Hipp, Adv. Dir., NEWS, 300 W. Second St., Hutchinson, KS 67501; Tel. (316) 662-3311.

National Representative: Branham/Newspaper Sales.

INDEPENDENCE

1 - LOCATION: Montgomery County, E&P Map D-3, County Seat. Agricultural, manufacturing, oil and gas area; SE part of state. 150 mi. from Kansas City; 86 mi. from Wichita; 103 mi. from Tulsa.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.

Motor Freight Lines-11.

Intercity Bus Lines-Greyhound; Continental.

Airlines-Air Midwest.

3 - POPULATION:

Corp. City 80 Cen. 10,598; E&P 87 Est. 10,705
CZ-ABC: (80) 10,598
RTZ-ABC: (80) 30,522
County 80 Cen. 42,281; E&P 87 Est. 41,275
City & RTZ-ABC: (80) 41,120

4 - HOUSEHOLDS:

City 80 Cen. 4,323; E&P 87 Est. 4,590
County 80 Cen. 16,388; E&P 87 Est. 16,605
CZ-ABC: (80) 4,323
RTZ-ABC: (80) 11,868
City & RTZ-ABC: (80) 16,191

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$115,326,000
Savings & Loan	1	$86,154,359

6 - PASSENGER AUTOS: County 22,763

7 - ELECTRIC METERS: Residence 4,407

8 - GAS METERS: Residence 4,127

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Prods. and Movement 745; Cement Mfg. 330; Beverage Truck Body Mfg. 195; Electric Motor Mfg. 385; Farm Machinery Mfg. 52; Automotive Electrical Replacement Part Mfg. 940; Gas Light Mfg. 72; Oil Well Pumps 40.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-68; Summer 66-87; Fall 47-73; Winter 24-47. First killing frost, Nov. 3; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Penn. Ave.; 6 on Main St.; 4 on 8th St.; 2 on Myrtle; 3 on 6th St.; Gibson, 2 blocks, 5 stores plus medical ctr. K mart 20 blocks west on Hwy. 160.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-C R Calvert; JCPenney; Litwin's; Westco Home Ctr.

Discount Stores-Gibson's; K mart; Alco.

Chain Drug Stores-Defever-Osborn Rexall.

Chain Supermarkets-Safeway; Nu-Ways.

Other Chain Stores-Firestone; Okla. Tire.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 7,207; (S) 8,023; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Michael L. Kadel, Adv. Mgr., REPORTER, 320 N 6th St.; PO Box 869, Independence, KS 67301; Tel. (316) 331-3550.

National Representative: Papert Companies.

IOLA

1 - LOCATION: Allen County, E&P Map D-2, County Seat. Shipping and distribution center for farming area. 105 mi. S of Kansas City, MO and 115 mi. E of Wichita; at intersection of U.S. Hwys. 169 and 54.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.

Motor Freight Carriers-6.

Intercity Bus Line-Jefferson.

3 - POPULATION:

Corp. City 80 Cen. 6,938; E&P 87 Est. 7,151
County 80 Cen. 15,654; E&P 87 Est. 15,939

4 - HOUSEHOLDS:

City 80 Cen. 2,716; E&P 87 Est. 2,764
County 80 Cen. 5,997; E&P 87 Est. 6,330

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$75,122,000
Savings & Loan	2	$100,694,000

6 - PASSENGER AUTOS: County 8,338

7 - ELECTRIC METERS: Residence 3,548

8 - GAS METERS: Residence 2,934

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Clothing 285; Rubber 238; Mfg. 420; Printing & Pub. 90; Boat Mfg. 130.

Principal Pay Days-Fri., 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 60-110; Fall 40-75; Winter -10-65. First killing frost, Nov. 1; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Public Square & 2 Shopping Centers north edge of city.

Principal Shopping Days-Wed., Thur., Fri., Sat.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Sears; Litwin's; McGinty-Whitworth; Dollar General; Saturday's; Town & Country Western.

Variety Stores-TG&Y; Agri Farm & Home.

Chain Drug Stores-Iola Pharmacy; Knorp.

Chain Supermarkets-Farm Fresh; IGA; Greave's Market.

Other Chain Stores-Western Auto; Otasco; Comstock Lumber & Home Center; Coast-to-Coast.

14 - NEWSPAPERS: REGISTER (e) 4,774; sworn Sept. 30, 1986.

Local Contact for Advertising and Merchandising Data: Jack Hastings, Adv. Mgr., REGISTER, 302 S Washington, Iola, KS 66749; Tel. (316) 365-2111.

National Representatives: Kansas Press Service.

JUNCTION CITY

1 - LOCATION: Geary County, E&P Map C-2, County Seat. N central part of state; 100 air mi. from Kansas City and Wichita. Mfg., farming, shipping, wholesale distributing ctr., adjacent to Fort Riley. On U.S. Hwys. 40 & 77; State Hwys. 18 & 57, I-70.

2 - TRANSPORTATION: Railroads-Union Pacific.

Motor Freight Carriers-14.

Intercity Bus Lines-Overland & Southwest Greyhound; Continental Motor Trails.

Airlines-Braniff; Eastern.

3 - POPULATION:

Corp. City 80 Cen. 19,305; E&P 87 Est. 19,368
CZ-ABC: (80) 20,494
RTZ-ABC: (80) 36,470
County 80 Cen. 29,852; E&P 87 Est. 28,573
City & RTZ-ABC: (80) 56,964

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

City 80 Cen. 7,328; E&P 87 Est. 7,519
County 80 Cen. 10,075; E&P 87 Est. 9,874
CZ-ABC: (80) 7,775
RTZ-ABC: (80) 8,876
City & RTZ-ABC: (80) 16,651

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$168,222,397
Savings & Loan	1	$65,255,302

6 - PASSENGER AUTOS: County 20,701

7 - ELECTRIC METERS: Residence 10,630

8 - GAS METERS: Residence 9,530

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fort Riley 22,616 ($280); Mfg. 300 ($240); Mobile Homes, Camper Mfg. 500 ($230); Auto Electronic Mfg. 300 ($235); Railcar N.A. ($240); F.W. Woolworth Distrib. Ctr. 200 ($250).

Principal Pay Days-Fri.; Military: 1st & 15th; Gov't: 1st and 15th; Industrial: Wkly.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-85; Summer 60-100; Fall 20-90; Winter 15-60. First killing frost, Oct. 15; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on N. Washington; 2 on 8th; 2 on 9th; 5 on 6th; 2 on 7th; 4 on Grant Ave.

Neighborhood Shopping Centers-North Washington, 1200 block to 1700 block; Grant Ave.; W. 6th, 300 block to 1000 block; South Washington, 700 to 1000 block.

Principal Shopping Days-Sat., Thur.

Stores Open Evenings-Thur., Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Longs; Montgomery Ward.

Discount Stores-Gibsons; Ft. Riley (3 Post Exchanges); Commissary; Wal-Mart; Alco.

Variety Stores-Woolworth.

Chain Supermarkets-Dillon's; Falley's; Food for Less.

Other Chain Stores-Firestone; Sears (mail order); Goodyear; Payless Shoes; Sherwin-Williams; Western Auto.

14 - NEWSPAPERS: UNION (e-mon to fri) 7,963; (S) 8,703; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Mike Hellinger, Adv. Mgr., UNION, 814 N. Washington St., Junction City, KS 66441; Tel. (913) 762-5000.

National Representatives: Landon Associates; Kansas Press Service.

KANSAS CITY

1 - LOCATION: Wyandotte County (In Kansas City, MO-KS MSA), E&P Map D-2, County Seat. In NE corner of state. Varied industry. 508 mi. from Chicago; 492 mi. from Indianapolis. On U.S. Hwys. 24, 40, 50, 56, 69, 73, 169; I-70; State Hwys. 5, 35, 29, 435, 10, 32, 58, 132.

2 - TRANSPORTATION: Railroads-AT&SF; CB&Q; CGW; CM&StP; KC Southern; MKT; MP; CRI&P; Frisco; UP; Wabash; GM&P; K.C. Terminal; Norfolk & Western.

Motor Freight Carriers-204 Common Carriers.

Intercity Bus Lines-Greyhound; Trailways; ATA.

Airlines-TWA; Delta; United; Continental; Ozark; Central; Midwest; Northwest Orient.

3 - POPULATION:

Corp. City 80 Cen. 161,148; E&P 87 Est. 151,932
County 80 Cen. 172,335; E&P 87 Est. 162,873
MSA 80 Cen. 1,433,372; E&P 87 Est. 1,484,554

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

City 80 Cen. 59,655; E&P 87 Est. 58,491
County 80 Cen. 63,392; E&P 87 Est. 62,286
MSA 80 Cen. 536,800; E&P 87 Est. 566,418

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	20	$1,790,679,499
Savings & Loan	5	$4,245,977,000

6 - PASSENGER AUTOS: County 92,558

7 - ELECTRIC METERS: Residence 63,700

8 - GAS METERS: Residence 49,632

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food Proc. 3,400; Glass, Clay, Stone 4,200; Equipment Mfg. 15,750; Chem. 5,400; Steel Fab. 1,650.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-64; Summer 68-87; Fall 48-67; Winter 10-40. First killing frost, Oct. 2; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Indian Springs 95 stores.

Neighborhood Shopping Centers-6 blocks at 17th to 22nd on Quindaro Blvd.; 4 on 5th to 8th on Kansas Ave.; 3 on 6th on Central Ave.; 3 on 9th to 11th on Central Ave.; 6 on 14th to 19th on Central Ave.; 10 on 25th to 34th on Strong Ave.; 3 on 8th to 10th on Southwest Blvd.; 1 on S. 34th from Gibbs to Junction Roads; 3 on Brown Ave. from 27th to 30th; 3 on 18th from Armstrong to Nebraska; 2 on Leavenworth Road from 50th to 52nd. Sunset Plaza, 6000 Leavenworth Rd. 22 shops. Wyandotte Plaza, 78th & State 55 stores; Tower Plaza, 38th & State 18 stores; Indian Springs, 4800 State Ave. 60 shops.

Principal Shopping Days-Fri., Sat., Mon.

Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Dillard's; Montgomery Ward; JCPenney; Sears.

Discount Stores-Venture; K mart; McCrory's.

Variety Stores-Ben Franklin; Wal-Mart.

Chain Drug Stores-De Goler's 2; ECO Discount 2; Treasury; Osco; Revco 3; Dot.

Chain Supermarkets-Milgram's 6; Thriftway 5; Ball's 5; Lipari's 2; Safeway 4; Foodbarn 2; United Super 3; Sav Mart 2; C. Balls 2; Price Chopper 2; Aldi's.
Other Chain Stores-Auto: Western Auto, Dollar General, Firestone; Furniture: Falconers, ABC, Economy; Paints: Rickeys, Cook, Great Western, Sherwin-Williams; Shoes: Baker's, McNichols, Robinson, Steve's, Kinney, Butlers, Payless Shoe Source; Jewelry: Kreigles, Helzberg, Winklers; Others: Gateway Sporting Goods, Singer Co.

14 - NEWSPAPERS: KANSAN (e-mon to fri, S) 14,616; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: George Statham, Adv. Dir., KANSAN, 901 N. Eighth St., Kansas City, KS 66101; Tel. (913) 371-4300.
National Representative: Landon Associates.

LARNED

1 - LOCATION: Pawnee County, E&P Map B-2. County Seat. On State Hwy. K-19; U.S. Hwys. 56 & 156.

2 - TRANSPORTATION: **Railroads**-AT&SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Trans-State.
Airlines-Air Midwest (at Great Bend, 20 mi.).

3 - POPULATION:
Corp. City 80 Cen. 4,811; E&P 87 Est. 4,979
County 80 Cen. 8,065; E&P 87 Est. 8,528

4 - HOUSEHOLDS:
City 80 Cen. 2,005; E&P 87 Est. 2,096
County 80 Cen. 3,066; E&P 87 Est. 3,369

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$107,000,000
Savings & Loan	1	$12,000,000

6 - PASSENGER AUTOS: County 4,739.

7 - ELECTRIC METERS: Residence 1,986.

8 - GAS METERS: Residence 1,775.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Prods. 104 ($250); Combine Canvasses & Parts; Farming, Ranching, Feedlots, Oil, Natural Gas; Farm Equip. 20 ($275); State Hospital 700 (Av. monthly wage $1,000-$2,000); Doctors & Psychiatrists ($2,000-$5,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 62-89; Fall 42-69; Winter 20-44.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Broadway, 2 on Main.
Principal Shopping Days-Tues., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-A.A. Doerr; Montgomery Ward.
Discount Stores-Alco.
Chain Supermarkets-Dillon's, Mammel, Uncle Bill's AG, D's, Jack & Jill.

14 - NEWSPAPERS: TILLER & TOILER (e-mon to fri) 2,549; sworn Oct. 6, 1986.
Local Contact for Advertising and Merchandising Data: Nancy Adams, Adv. Mgr., TILLER & TOILER, 115 W. 5th, Larned, KS 67550; Tel. (316) 285-3111.
National Representative: None.

LAWRENCE

1 - LOCATION: Douglas County (MSA), E&P Map D-2. County Seat. Agriculture, insurance, educational, residential, distribution and manufacturing center. On Kansas River, 28 mi. E of Topeka, 37 mi. W of Kansas City. U.S. Hwys. 40, 24, 59 and State Hwys. 10, 32 and Kansas Tpke., I-70.

2 - TRANSPORTATION: **Railroads**-AT & SF, Union Pacific; Amtrak.
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound, Continental Trailways; KG.

3 - POPULATION:
Corp. City 80 Cen. 52,738; E&P 87 Est. 57,195
CZ-ABC: (80) 52,738
RTZ-ABC: (80) 43,097
County/MSA 80 Cen. 67,640; E&P 87 Est. 73,693
City & RTZ-ABC: (80) 95,835

4 - HOUSEHOLDS:
City 80 Cen. 18,773; E&P 87 Est. 21,300
County/MSA 80 Cen. 23,817; E&P 87 Est. 27,026
CZ-ABC: (80) 18,773
RTZ-ABC: (80) 14,497
City & RTZ-ABC: (80) 33,270

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$296,978,000
Savings & Loan	4	$267,709,000

6 - PASSENGER AUTOS: County 38,606.

7 - ELECTRIC METERS: Residence 24,253.

8 - GAS METERS: Residence 19,322.

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners-Corrugated Box Plant and Paper Mill 265; Food Prods. 17; Univ. of KS 6,700; Fertilizers 260; Chem. 205; Dehydrating 85; Organ Factory 30; Greeting Cards Ribbon 1,048; Distributing 370; Electronics 450; Printing 440; Plastics 500; Movie Film 25; Pharmacy-Research 60; Haskell Indian Junior College 175; Brakes/Gaskets 225; Electricity 204; Paper Prods. 230; Petroleum Wire Cable 114; Pet Food 160.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-95; Summer 40-110; Fall 16-95; Winter 10-69. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Massachusetts St.; 5 blocks on 2 parallel streets.
Neighborhood Shopping Centers-19th & Massachusetts; 9th & Iowa Sts.; 23rd & Louisiana; 25th & Iowa; 23rd & Iowa; Sixth & Kasold; 23rd & Ousdahl.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dillon Plz.(10)	1	Dillon's
Hillcrest(30)	3	JL's
The Malls(21)	3	Westlake Hardware
Westridge(10)	4	JL's
SW Plaza(15)	4	Food Barn
Holiday Plz.(30)	5	Keif's Discount Records & Stereo Supply
Southern Hills(12)	4	Right Price

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Downtown Thur.; Supermarkets, Gibsons, Wal-Mart, SupeRx, K mart, JCPenney, McDuff's.

13 - RETAIL OUTLETS: **Department Stores**-Weaver's, JCPenney, Sears (catalog).
Discount Stores-Gibsons, K mart, Wal-Mart.
Variety Stores-Woolworth, Ben Franklin.
Chain Drug Stores-Raney's 3, Gibson Pharmacy, SupeRx, Medicine Shoppe, Wal-Mart Pharmacy, K mart Pharmacy, Dillon Pharmacy.
Chain Supermarkets-JL's, Kroger, Food Barn, Dillon's 3, Food-4-Less, Aldi, Checker's.
Other Chain Stores-Singer Co., Goodrich, Litwin's (gen. mdse.), Sherwin-Williams, McCrory, Otasco, Coast-to-Coast, Wickes, McCalls Shoes, Radio Shack 2, Mr. Guy Men's Wear, House of Fabrics, So-Fro Fabrics, Whelan Lumber Co., Briman's Jewelers, Gregg Tires (Goodyear), Ed Marlings, Town Crier, Village Set Ladies, Zercher Photo, Co-op Farm Store, Seifert's, Diamond International, Maupintour Travel, Pier 1 Imports, Ace Hardware, 84 Lumber, Kopp's Interiors, Scot's Ladies Wear, Mode O Day, Maurice's Ladies Wear, Carousel, Computerland, Western Auto, Westlakes Hardware, McDuff's.

14 - NEWSPAPERS: JOURNAL-WORLD (e) 18,905; (S) 19,332; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dolph C. Simons, Jr., Pub., JOURNAL-WORLD, 609 New Hampshire, Lawrence, KS 66044; Tel. (913) 843-1000.
National Representative: Landon Associates.

LEAVENWORTH

1 - LOCATION: Leavenworth County, (In Kansas City PMSA), E&P Map D-2. County Seat. 34 mi. NW of Kansas City. Extreme E part of state, on Missouri River. On U.S. Hwy. 73; State Hwys. 5, 7, 92.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific, Santa Fe.
Motor Freight Carriers-[illegible]

3 - POPULATION:
Corp. City 80 Cen. 33,656; E&P 87 Est. 37,372
CZ-ABC: (80) 33,656
RTZ-ABC: (80) 38,310
County 80 Cen. 54,809; E&P 87 Est. 60,163
PMSA 80 Cen. 1,433,372; E&P 87 Est. 1,484,554
City & RTZ-ABC: (80) 71,966

4 - HOUSEHOLDS:
City 80 Cen. 10,480; E&P 87 Est. 12,293
County 80 Cen. 17,030; E&P 87 Est. 19,618
PMSA 80 Cen. 184,920; E&P 87 Est. 566,418
CZ-ABC: (80) 10,480
RTZ-ABC: (80) 12,384
City & RTZ-ABC: (80) 22,864

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$250,043,000
Savings & Loan	2	$159,600,000

6 - PASSENGER AUTOS: County 32,[illegible].

7 - ELECTRIC METERS: Residence 15,703.

8 - GAS METERS: Residence 11,667.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Batteries 170 ($420); Steel Fab. 76 ($375); Greeting Cards 900 ($400); Fed. Prison 420 ($440); State Prison 545 (N.A.); Ft. Leavenworth Civ. Emp. 2,384 (N.A.); Ft. Leavenworth Army Pers. 3,930 (N.A.); Veterans Adm. 1,100 ($440).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 3-91; Summer 49-98; Fall 32-89; Winter 4-67. First killing frost, Nov.; last killing frost, Apr.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown: 30 blocks on 3 parallel sts.; Leavenworth Plaza-1 block long enclosed mall; Westside Village, 1 block long.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Leavenworth Plz.	NA	JCPenney, Sears

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Sundays-Leavenworth Plz., Food, Some Drug & Discount.
Stores Open Evenings-Leavenworth Plz., Food, All Drug & Discount.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Bohm's, Bakers.
Variety Stores-Woolworth, Duckwall.
Discount Stores-Wal-Mart, K mart.
Chain Drug Stores-Russell's Pharmacies.
Chain Supermarkets-Waymire's IGA 2, 7-Eleven 2, E-Z Shop, Food-4-Less, Ball's, Aldi.
Other Chain Stores- Firestone, Goodrich, Gallenkamp Shoes, Goodyear, Sears (catalog), Radio Shack 2, Payless Shoes, Whelan's Home Center.

14 - NEWSPAPERS: TIMES (e-mon to fri) 8,882; (S) 9,614; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: J.H. Johnston, III, Gen. Mgr., TIMES, 416-22 Seneca, PO Box 144, Leavenworth, KS 66048; Tel. (913) 682-0305.
National Representative: Thomson Newspapers.

LIBERAL

1 - LOCATION: Seward County, E&P Map A-3. County Seat. 200 mi. SW of Wichita, 170 mi. N of Amarillo, TX, 200 mi. NW of Oklahoma City, OK. On U.S. Hwys. 54, 83, 270.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Continental, Mid-Continent Coaches.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 14,911; E&P 87 Est. 16,178
County 80 Cen. 17,071; E&P 87 Est. 18,557
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,407; E&P 87 Est. 5,964
County 80 Cen. 6,125; E&P 87 Est. 6,843

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$302,835,268
Savings & Loan	2	$196,040,000

6 - PASSENGER AUTOS: County 11,690.

7 - ELECTRIC METERS: Residence 7,704.

8 - GAS METERS: Residence 6,848.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Whol. Grocers 152; Beef Packing 1,450; Oil & Gas 1,300; Tradewind Industry 385.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, medium hard, not fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Alco Plaza, 15th & Kansas; Elk Center, 11th & Kansas Ave.; Western Center; Southgate Mall; Liberal Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(26)	NA	Gibson's, IGA, K mart
Plaza(13)	NA	Alco, Boogaart's
New Liberal Plaza(10)	NA	Wal-Mart, Revco, JCPenney

Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony, JCPenney, Wood's.
Discount Stores-Gibson's, Duckwall, Alco, K mart, Wal-Mart.
Chain Drug Stores-Gibson's, H&R, Revco, Wal-Mart.
Chain Supermarkets-Ideal, Safeway Super Store, Jack & Jill; Boogaarts; Food Bonanza.
Other Chain Stores-Sweetbriar's; Mode O'Day; Casual Shop; Anna Trahern; Kelley's; Western Shop; Kiddie Korner; Brown's Shoe; Olliver's Shoes; Payless Shoes; Sears; Otasco; Firestone; Uniroyal; Goodyear; Maurice's; Brass Buckle; Hallmark.

14 - NEWSPAPERS: SOUTHWEST DAILY TIMES (e-mon to fri, S) 9,061; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: James S. Head, Pub., SOUTHWEST TIMES, 16 S. Kansas Ave., Liberal, KS 67901; Tel. (316) 624-2451.
National Representative: Papert Companies.

LYONS

1 - LOCATION: Rice County, E&P Map B-2. County Seat. 30 mi. E of Great Bend, 32 mi. NW of Hutchinson on U.S. Hwy. 56; State Hwys. 14, 96.

2 - TRANSPORTATION: **Railroads**-AT&SF; MP.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 4,152; E&P 87 Est. 3,746
County 80 Cen. 11,900; E&P 87 Est. 10,846

4 - HOUSEHOLDS:
City 80 Cen. 1,679; E&P 87 Est. 1,573
County 80 Cen. 4,525; E&P 87 Est. 4,306

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$44,000,000
Savings & Loan	1	$50,000,000

6 - PASSENGER AUTOS: County 6,825.

7 - ELECTRIC METERS: Residence 1,995.

8 - GAS METERS: Residence 1,700.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil, Salt 300 ($300); Airplane Parts 40 ($400); Concrete 10 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-100; Fall 25-88; Winter 10-70. First killing frost, Oct. 15; last killing frost, Apr. 25.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Days**-Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Duckwall.
Chain Supermarkets-Jack & Jill, IGA, Boogaarts.
Other Chain Stores-Gamble's; Otasco; Coast-to-Coast; Ace Hardware.

14 - NEWSPAPERS: NEWS (e) 3,078; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Paul E. Jones, Pub., NEWS, 210 W. Commercial, PO Box 560, Lyons, KS 67554; Tel. (316) 257-2368.
National Representative: Kansas Press Service.

MANHATTAN

1 - LOCATION: Riley County (County Seat), Pottawatomie County, E&P Map C-2. Home of Kansas State Univ. Permanent military reservation. 125 mi. W of Kansas City. On U.S. Hwy. 24; State Hwys. 177, 18, 113. 5 mi. from Tuttle Creek Dam and Reservoir; 6 mi. from I-70.

2 - TRANSPORTATION: **Railroads**-Union Pacific.
Motor Feight Carriers-12.
Intercity Bus Lines-Greyhound, Continental.
Airlines-Capitol Air Service; Midwest Air.

3 - POPULATION:
Corp. City 80 Cen. 32,644; E&P 87 Est. 31,521
CZ-ABC: (80) 41,568
RTZ-ABC: (80) 37,834
Counties 80 Cen. 78,287; E&P 87 Est. 76,961
  Riley 80 Cen. 63,505; E&P 87 Est. [illegible]1,251
  Pottawatomie 80 Cen. 14,782; E&P 87 Est. 15,710
City & RTZ-ABC: (80) 79,402
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,821; E&P 87 Est. 12,252
Counties 80 Cen. 24,670; E&P 87 Est. 24,707
  Riley 80 Cen. 19,269; E&P 87 Est. 18,718
  Pottawatomie 80 Cen. 5,401; E&P 87 Est. 5,989
CZ-ABC: (80) 14,660
RTZ-ABC: (80) 10,401
City & RTZ-ABC: (80) 25,061

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$335,000,000
Savings & Loan	4	$310,000,000

6 - PASSENGER AUTOS: Riley County 24,819; Pottawatomie County 9,665

7 - ELECTRIC METERS: Residence 16,219

8 - GAS METERS: Residence 10,961

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 700; Mfg. 1,050; Trans. 325; Whol. & Ret. 14,100; Trade 4,350; Fin., Ins. & R.E. 1,025; Servs. 2,925; Gov't (incl. schools) 7,750; All Other 1,300

10 - CLIMATE: Min. & Max. Temp.-Spring 30-77; Summer 63-92; Fall 32-82; Winter 18-47. First killing frost, Oct. 12; last killing frost, Apr. 24

11 - TAP WATER: Neutral, soft

12 - RETAILING: **Principal Shopping Center**-3 blocks on Poyntz Ave.; 3 blocks on 4th St. between Pierre and Humboldt Streets.
Neighborhood Shopping Centers-Moro St. (Aggieville), N. Manhattan (Aggieville); Anderson Ave. (West Loop); Tuttle Creek Blvd. (Blue Hills); Wal-Mart (Tuttle Creek Blvd.); K mart (East Poyntz); Village Plz. (Anderson Ave.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aggieville	NA	Ballards, Woody's
Blue Hills	3	Blue Hills Mkt.
Village Plz.	5	Alco, Safeway, Revco
West Loop	5	Dillon's, Water's
Wal-Mart	1	Wal-Mart, Dillon's, K mart, Food 4 Less

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings Thur.
Stores Open Sundays-Chain Grocery, Drug, Dept. K mart, Wal-Mart, Alco, Revco, Sears, JCPenney

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Browne's
Discount Stores-Alco; K mart; Wal-Mart.
Chain Drug Stores-Barry's; Revco.
Chain Supermarkets-Safeway 2; Dillon 2; Dutch Maid 2; Food 4 Less.
Other Chain Stores-Coast-to-Coast; Firestone; Brown Shoe Fit; Burke's Shoes; McCall's Shoes; Seiferts; Waters Hardware

14 - NEWSPAPERS: MERCURY (e-mon to fri) 12,611; (S) 13,532; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: James Findley, Natl. Adv. Mgr., MERCURY, 318 N. 5th, Manhattan, KS 66502; Tel. (913) 776-8805.
National Representative: Landon Associates.

McPHERSON

1 - LOCATION: McPherson County, E&P Map C-2. County Seat. 51 mi. NW of Wichita. U.S. Hwys. 56 and 81 intersect here; State Hwy. 61, I-35.

2 - TRANSPORTATION: **Railroads**-Cotton Belt; AT&SF; Missouri Pacific; UP (freight only).
Motor Freight Carriers-6
Intercity Bus Lines-Continental

3 - POPULATION:
Corp. City 80 Cen. 11,753; E&P 87 Est. 12,263
County 80 Cen. 26,855; E&P 87 Est. 28,131

4 - HOUSEHOLDS:
City 80 Cen. 4,491; E&P 87 Est. 4,859
County 80 Cen. 9,807; E&P 87 Est. 10,699

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$200,000,000
Savings & Loan	3	$375,000,000

6 - PASSENGER AUTOS: County 16,189

7 - ELECTRIC METERS: Residence 4,656

8 - GAS METERS: Residence 4,798

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Milling 57; Oil Refining 1,300; Salt Bed Oil Storage 30; Mobil Homes 185; Fiberglas Insulation 400; Welding 110; Plastics 2,050; Concrete Prods. 25; Misc. Mfg. 285; Sterling Drug 600.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-99; Summer 57-111; Fall 24-106; Winter 2-69. First killing frost, Oct. 16; last killing frost, Apr. 22

11 - TAP WATER: Neutral, hard

12 - RETAILING: **Principal Shopping Centers**-11 blocks on Main and 12th just off Main.
Neighborhood Shopping Center-5 blocks North Main; 3 blocks on South Main; Plaza Shpg. Ctr.; Wal-Mart Shpg. Ctr. (22 blocks off Main); Dillions Shpg. Ctr. (1300 N. Main, 5 stores.)
Principal Shopping Days-Sat., Sun.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-Dillon's; Wal-Mart.
Chain Supermarkets-J.S. Dillon; Buy for Less.
Other Chain Stores-Firestone; Radio Shack; Sherwin-Williams; Penney's; Becker Tire; Payless Shoes; Brown's Shoes; Popingo.

14 - NEWSPAPERS: SENTINEL (e) 6,020; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: F. Harvey Nelson, Adv. Dir., SENTINEL, 301 S. Main St., McPherson, KS 67460; Tel. (316) 241-2422.
National Representative: None.

NEWTON

1 — LOCATION: Harvey County, E&P Map C-2 (In Wichita MSA). County Seat for part of country agricultural area. Santa Fe division point. Mennonite religious college & publication headquarters. Just E & S of center of state, 27 mi. N of Wichita, 200 mi. SW of Kansas City. U.S. Hwys. 50, 81, I-35; State Hwys. 15 & 196.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Missouri Pacific.
Motor Freight Carriers-8
Intercity Bus Lines-Continental Trailways.
Airlines-Municipal airport-charter service.

3 - POPULATION:
Corp. City 80 Cen. 16,332; E&P 87 Est. 16,680
County 80 Cen. 30,531; E&P 87 Est. 31,022
MSA 80 Cen. 441,844; E&P 87 Est. 489,218

4 - HOUSEHOLDS:
City 80 Cen. 6,233; E&P 87 Est. 6,620
County 80 Cen. 10,947; E&P 87 Est. 11,936
MSA 80 Cen. 164,778; E&P 87 Est. 189,213

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$125,394,000
Savings & Loan	2	$363,198,272

6 - PASSENGER AUTOS: County 18,973

7 - ELECTRIC METERS: Residence 7,644

8 - GAS METERS: Residence 6,722

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 705 ($200); Milling 100 ($150); Mobile Homes 1,050 ($175); Aircraft 150 ($200); Agricultural Implements 3,150 ($175).
Prinipal Industrial Pay Days-R.R., 1st & 15th; Mfg., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-60; Summer 55-110; Fall 10-70; Winter 15-60. First killing frost, Nov. 1; last killing frost, Apr. 1

11 - TAP WATER: Neutral, hard, not fluoridated

12 - RETAILING: **Principal Shopping Center**-9 blocks on Main St., 1 block each way off Main, third to Broadway (5 blocks).
Neighborhood Shopping Centers-S. 12th & Washington Rd.; 1100 block N. Main; Business Route Hwy. 81 & Anderson Ave.; S. 2nd to N. 5th & Meridian Ave. (Hwy. 50).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dillon Plaza	1	Dillon's
Alco Plaza	2	Boogaarts, Alco
Meridian	1	Gibson's, K mart

Principal Shopping Days-Thur., Sat., 1st & 15th.
Stores Open Evenings-Dept. Thur.; Food nightly. Shpg. ctrs. and food stores open Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Cunningham's.
Variety Stores Woolworth; Davis Paint; Dillon's.
Discount Stores-Alco (Duckwall's); Gibson's; K mart.
Chain Drug Stores-Carter; Walgreens.
Chain Supermarkets-Dillon's 2; Safeway; IGA 2.
Other Chain Stores-Goodrich; Firestone; Sears (catalog); Sherwin-Williams; Bailly's.

14 - NEWSPAPERS: KANSAN (e) 8,090; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Dennis Garrison, Adv. Mgr., KANSAN, Box 268, Newton, KS 67114; Tel. (316) 283-1500.
National Representative: Kansas Press Service.

NORTON

1 - LOCATION: Norton County, E&P Map B-1. County Seat. 300 mi. E of Denver, 300 mi. W of Kansas City. On U.S. Hwys. 36, 283, 383.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Kyle.
Motor Freight Carriers-3
Intercity Passenger Bus Lines-Interstate.

3 - POPULATION:
Corp. City 80 Cen. 3,400; E&P 87 Est. 3,077
County 80 Cen. 6,689; E&P 87 Est. 6,279
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,412; E&P 87 Est. 1,238
County 80 Cen. 2,589; E&P 87 Est. 2,488

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$48,000,000
Savings & Loan	2	$24,000,000

6 - PASSENGER AUTOS: County 3,858

7 - ELECTRIC METERS: Residence 1,814

8 - GAS METERS: Residence 1,821

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Field Supply N.A.; Water Well Pipe N.A. ($125); Printing N.A.; Contracting 100 ($150); Truck Trans. 75 ($225); Hospital 300 ($200); Hwy. Shops 80 ($200); Aluminum Fabricating 40 ($200); Farm Mach. Mfg. ($200).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-64; Summer 64-98; Fall 34-56; Winter 30-50. First killing frost, Oct. 13; last killing frost, Apr. 30

11-TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on State; 6 on Main; 4 on Washington; 3 on Kansas; 3 on N. First; 4 on N. Second; 1 on W. Lincoln; 1 on S. First; 2 on S. Second; 1 on N. Norton.
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Browne; Lu Jon's; Hall's.
Variety Stores-A.L. Duckwall.
Chain Drug Stores-Rexall; Stapleton.
Chain Supermarkets-Kelling; Bestyet; Shop & Save; Sure Fine.
Other Chain Stores-Auto Parts; Sidles Auto Supply; Wheeler's Farm Supply; Famida Discount; Coast-to-Coast; Napa; Radio Shack.

14 - NEWSPAPERS: TELEGRAM (e) 3,296; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Richard D. Boyd, Pub., TELEGRAM, 215 S. Kansas St., Norton, KS 67654; Tel. (913) 877-3361.
National Representative: Landon Associates.

OLATHE

1 - LOCATION: Johnson County, E&P Map D-2 (In Kansas City, MO-KS MSA). County Seat. Industry, military, agriculture. 20 mi. SW of Kansas City, MO; 35 mi. S of Leavenworth; 55 mi. SE of Topeka. U.S. Hwys. 50, 56, 169, 69; State Hwys. 7, 58, 150; I-35.

2 - TRANSPORTATION: **Railroads**-AT&SF; St. Louis & San Francisco.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 37,258; E&P 87 Est. 54,098
CZ-ABC: (80) 37,258
Bal. in NDM-ABC: (80) 16,275
MSA 80 Cen. 1,433,372; E&P 87 Est. 1,484,554
County 80 Cen. 270,269; E&P 87 Est. 328,715
Total NDM-ABC: (80) 53,533

4 - HOUSEHOLDS:
City 80 Cen. 12,021; E&P 87 Est. 18,573
County 80 Cen. 96,927; E&P 87 Est. 122,230
MSA 80 Cen. 529,800; E&P 87 Est. 566,418
CZ-ABC: (80) 12,021
Bal. in NDM-ABC: (80) 5,397
Total NDM-ABC: (80) 17,418

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	6	$55,000,000
Commercial	4	$200,000,000

6 - PASSENGER AUTOS: County 235,722

7 - ELECTRIC METERS: Residence 13,100

8 - GAS METERS: Residence 12,795

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Boots 58; Batteries 460; Wood Prods. 75; Farm Mach. 100; Aircraft Radio 1,250; Misc. Light Industry 500; Petroleum 200; School District 1,450; Johnson County Gov't 1,000; FAA 550; Hospital 400; Chemical 160. Av. Wkly. Wage-$300.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 60-100; Fall 30-90; Winter 0-65. First killing frost, Oct. 19; last killing frost, Apr. 15

11 - TAP WATER: 10-17 grains, hardness, fluoridated

12 - RETAILING: **Principal Shopping Centers**-4 blocks around Square; 5 off Square.
Neighborhood Shopping Centers-4 blocks on S. Kansas Ave.; 1 on U.S. 56; 1 on U.S. 56 and K-7; 1 on Old KC Road; 15 blocks on Santa Fe; Dennis West Shops; Doubletree; Rolling Ridge; Crossroads; Townsquare 1; 4 blocks on 151st St.; 3 blocks on K-7.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Supermarkets every night and Sun.; Others-Fri.

13 - RETAIL OUTLETS: **Variety Stores**-Wal-Mart.
Discount Stores-Gibson's; K mart.
Chain Drug Stores-Osco; Revco.
Chain Supermarkets-Thriftway; Dillon's; Food Barn; Savemart; Food For Less; Aldi's.
Other Chain Stores-Western Auto; Firestone; Sears; Montgomery Ward; Goodyear; Sutherland's; Radio Shack.

14 - NEWSPAPERS: NEWS (m-tues to sat) 9,976; (S) 11,386; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mike Hurd, Pub., NEWS, 514 S. Kansas; PO Box 130, Olathe, KS 66061; Tel. (913) 764-2211.
National Representative: None.

OTTAWA

1 - LOCATION: Franklin County, E&P Map [illegible]-2. County Seat. College ctr. (Ottawa Univ.) 60 mi. SW of Kansas City. On U.S. Hwys. 50S, 59; State Hwy. 68; I-35.

2 - TRANSPORTATION: **Railroads**-Sante Fe; Missouri Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines-Continental; Greyhound.
Airlines-Ottawa Flying (30 min. to Kansas City Intl.).

3 - POPULATION:
Corp. City 80 Cen. 11,016; E&P 87 Est. 10,976
County 80 Cen. 21,813; E&P 87 Est. 22,574
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,259; E&P 87 Est. 4,372
County 80 Cen. 8,051; E&P 87 Est. 8,692

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$102,250,000
Savings & Loan	2	$2,025,817,163

6 - PASSENGER AUTOS: County 12,993

7 - ELECTRIC METERS: Residence 5,235

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Steel Prods.; Nursery Stock; Clothes; Plastic Frames for Work Glasses; Hwy. Signs; Mobile Homes; Sign Erection Cranes; Dog Food; Plastic Prods.; Electronics; Misc. Mfg.; Agric.; Avionics; Yard Tractors.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-64; Summer 70-100; Fall 40-65; Winter 15-45. First killing frost, Oct. 27; last killing frost, May 10

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on Main St.
Neighborhood Shopping Centers 4 blocks on S. Main St.; 3 blocks on N. Main St.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Wed.

13 - RETAIL OUTLETS: **Department Stores**-Litwin's; Sears; Montgomery Ward; JCPenney; Town & Country.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart; Alco.
Chain Drug Stores-Alegre's Health Mart.
Chain Supermarkets-Safeway; Pence IGA 2; Waymire's; Aldi.
Other Chain Stores-Firestone; Oklahoma Tire & Supply; Davis Paint; Brown's Shoe Fit.

14 - NEWSPAPERS: HERALD (e) 5,825; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Jim Hornbeck, Adv. Dir., HERALD, 104 S. Cedar St., Ottawa, KS 66067; Tel. (913) 242-4700.
National Representative: Kansas Press Service.

PARSONS

1 - LOCATION: Labette County, E&P Map D-3. In SE Kansas. 137 mi. from Kansas City, 143 mi. from Wichita, 125 mi. from Tulsa.

2 - TRANSPORTATION: **Railroads**-Missouri-Kansas-Texas; Frisco.
Motor Freight Carriers-12.
Intercity Passenger Bus Lines-Viking.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 12,898; E&P 87 Est. 13,349
CZ-ABC: (80) 12,898
RTZ-ABC: (80) 29,526

County 80 Cen. 25,682; E&P 87 Est. 26,193
City & RTZ-ABC: (80) 42,424

4 - HOUSEHOLDS:
City 80 Cen. 4,995; E&P 87 Est. 5,348
County 80 Cen. 9,702; E&P 87 Est. 10,312
CZ-ABC: (80) 4,995
RTZ-ABC: (80) 11,087
City & RTZ-ABC: (80) 16,082

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$114,716,000
Savings & Loan	2	$207,469,000

6 - PASSENGER AUTOS: County 13,623

7 - ELECTRIC METERS: Residence 9,369 (RTZ)

8 - GAS METERS: Residence 9,281 (RTZ)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ammunition Plant 1,250 ($336); State Hospital & Training Ctr. 606 ($251); R.R. 480 ($450).
Principal Pay Days-R.R. and State, 1st.

10 - CLIMATE: First killing frost, Oct. 26; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline

12 - RETAILING: Principal Shopping Center-5 blocks of Parsons Plz.; Wal-Mart Ctr.; Belmont Sq.
Principal Shopping Days-Wed., Thur., Sat.
Stores Open Evenings-Thur.; Shopping Ctrs. every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Litwins.
Discount Stores-Wal-Mart; Alco.
Chain Drug Stores-Revco; Wal-Mart.
Chain Supermarkets-Rooster's Thriftway; Safeway; Consumers Discount; Greaves NuWay AG.
Other Chain Stores-Sears (catalog); Sherwin-Williams; Westco.

14 - NEWSPAPERS: SUN (e-mon to fri) 7,771; (m-sat) 7,877; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ann Kennett, Adv. Dir., SUN, 220 S. 18th, Parsons, KS 67357; Tel. (316) 421-2000.
National Representative: Landon Associates.

PITTSBURG

1 - LOCATION: Crawford County. E&P Map D-3. 127 mi. S of Kansas City. On U.S. Hwys. 69, 160. State Hwys. 57, 126.

2 - TRANSPORTATION: Railroads-K.C. Southern; SF; Missouri Pacific; Burlington-Northern.
Motor Freight Carriers-6.
Bus Lines-Continental Trailways.
Airlines-Commercial-25 miles.

3 - POPULATION:
Corp. City 80 Cen. 18,770; E&P 87 Est. 19,002
County 80 Cen. 37,916; E&P 87 Est. 39,507

4 - HOUSEHOLDS:
City 80 Cen. 7,737; E&P 87 Est. 8,092
County 80 Cen. 15,212; E&P 87 Est. 16,486

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$192,000,000
Savings & Loan	2	$243,000,000
Credit Union	1	$22,400,000

6 - PASSENGER AUTOS: County 20,232

7 - ELECTRIC METERS: Residence 13,566

8 - GAS METERS: Residence 9,512

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Pub. & Printing 408; Durable Goods 1,173; Nondurable Goods 439; Ret. Sales 420; Public Adm. 228; Educ. 650; Health Servs. 400.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-95; Summer 50-102; Fall 18-90; Winter 3-70. Av. Annual Temp-59. Av. Annual Rainfall-42 in.; First killing frost, Oct. 10; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Broadway; 1 block each on 4th, 5th, 6th, 7th; 5 on Locust; 5 on Pine; Pittsburg Mall-25 stores; Wal-Mart Discount Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall(25)	2	JCPenney, Newman's, Brass Buckle

Principal Shopping Days-Downtown Thur.; Shopping Centers every night except Sun.
Stores Open Sunday-Supermarkets, Drug, Discounts, Mall.

13 - RETAIL OUTLETS: Department Stores-Ramsay's; JCPenney; Sears (catalog); Newman's.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart.
Chain Drug Stores-Green Cross; Crowell 2; Scottie; Vista; Dillon's; Wal-Mart.
Chain Supermarkets-Consumer's; Dillons; IGA; Aldi's; Ramey's.
Other Chain Stores-Sherwin-Williams; True Value Home Ctr.; Norman Cosmetics; Baskin-Robbins; Lumberjack; Carpet & More; Quiktrip; Otasco; Sutherland Lumber; Bailly's of Kansas; Convenient Foods; 7-Eleven; Bob's Shoes; Ace Hdwe.; Radio Shack; Save-Mart; Popingo Video; Fashion Crossroads; Dairy Queen; Hardee's; McDonald's; Taco Bell; Long John Silver's; Western Sizzlin; Domino's; Bonanza; Pizza Hut; Kentucky Fried Chicken; Sonic; Wendy's; Mr. Quick.

14 - NEWSPAPERS: SUN (mS) 11,944; June 30, 1986 VAC.
Local Contact for Advertising and Merchandising Data: James P. Ward, Adv. Mgr., SUN, 701 N. Locust, Pittsburg, KS 66762; Tel. (316) 231-2600.
National Representative: Papert Companies.

PRATT

1 - LOCATION: Pratt County. E&P Map B-3. County Seat. 80 mi. W of Wichita; 300 mi. SW of Kansas City. On U.S. Hwys. 281, 54.

2 - TRANSPORTATION: Railroads-Main line Rock Island (Sante Fe Spur).
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,885; E&P 87 Est. 8,014
County 80 Cen. 10,275; E&P 87 Est. 11,398

4 - HOUSEHOLDS:
City 80 Cen. 2,824; E&P 87 Est. 3,303
County 80 Cen. 4,078; E&P 87 Est. 4,647

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$80,654,000
Savings & Loan	1	$11,278,263

6 - PASSENGER AUTOS: County 6,494

7 - ELECTRIC METERS: Residence 2,665

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Petroleum Prods. & Equip. 85; Rock Island Div. Point 65; Farm Equip. Mfg. 98; Dairying 50; Mining Gypsum 55; Oil Feed Tanks 40; 35,000 Animal Capacity Feed Lot 45; Furn. N.A.; Area Hospital 66; State Headquarters, Forestry, Fish & Game 75.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-S[illegible] Summer 54-108; Fall 36-92; Winter [illegible] killing frost, Nov. 1-10; last killing frost, Mar. 20-30.

11 - TAP WATER: Alkaline

12 - RETAILING: Principal Shopping Center-11 blocks on 3 streets.
Neighborhood Shopping Centers-N. Main; E. First and W. First.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East End	1	Gibson's
West End	1	Drive Inn

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Jett's; JCPenney; Litwins.
Discount Stores-Gibson's; Alco.
Chain Supermarkets-Dillon's; Safeway; Discount Food Ctr.; Drive Inn.
Other Chain Stores-Gamble's; Western Auto; Woolwines Auto Supply; Goodrich; Sears (catalog).

14 - NEWSPAPERS: TRIBUNE (e) 3,520; sworn Sept. 26, 1986.
Local Contact for Advertising and Merchandising Data: Charles G. Barnes, Pub., TRIBUNE, 319 S. Ninnescah; PO Box 909, Pratt, KS 67124; Tel. (316) 672-5511.
National Representative: Landon Associates.

RUSSELL

1 - LOCATION: Russell County. E&P Map B-2. County Seat. 75 mi. from Salina; on U.S. Hwys. 40, 281; I-70.

2 - TRANSPORTATION: Railroads-UP.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,427; E&P 87 Est. 5,528
County 80 Cen. 8,868; E&P 87 Est. 8,582

4 - HOUSEHOLDS:
City 80 Cen. 2,228; E&P 87 Est. 2,229
County 80 Cen. 3,612; E&P 87 Est. 3,588

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$100,000,000
Savings & Loan	2	$38,000,000

6 - PASSENGER AUTOS: County 5,761

7 - ELECTRIC METERS: Residence 2,919

8 - GAS METERS: Residence 2,435

9 - PRINCIPAL INDUSTRIES: Oil Prods.; Pipeline Constr.; Wheat; Cattle; Wire Mfg.; Mobile Home Mfg.; Venetian Blind Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 65-115; Fall 50-85; Winter 10-55.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-L. Banker Mercantile; JCPenney; Kiltzke's; Anthony's.
Variety Stores-TG&Y.
Chain Supermarkets-IGA 2; Boogaart's.
Other Chain Stores-Coast-to-Coast.

14 - NEWSPAPERS: NEWS (e) 3,238; sworn Oct. 7, 1986.
Local Contact for Advertising and Merchandising Data: Allan D. Evans, Adv. Dir., NEWS, 802 Maple St., Russell, KS 67665; Tel. (913) 483-2116.
National Representative: Landon Associates.

SALINA

1 - LOCATION: Saline County. E&P Map C-2. County Seat. Agricultural, wholesale, residential & educational center. 112 mi. W of Topeka; 91 mi. NW of Wichita. On U.S. Hwys. 81 & 40; Interstate Hwys. 70 & 135.

2 - TRANSPORTATION: Railroads-Union Pacific; Missouri Pacific; Santa Fe.
Motor Freight Carriers-15.
Intercity Bus Lines-Trailways, Greyhound.
Airlines-Air Midwest; Capital.

3 - POPULATION:
Corp. City 80 Cen. 41,843; E&P 87 Est. 45,461
CZ-ABC: (80) 41,843
RTZ-ABC: (80) 112,767
County 80 Cen. 48,905; E&P 87 Est. 52,916
City & RTZ-ABC: (80) 154,610

4 - HOUSEHOLDS:
City 80 Cen. 16,216; E&P 87 Est. 18,313
County 80 Cen. 18,613; E&P 87 Est. 20,977
CZ-ABC: (80) 16,216
RTZ-ABC: (80) 43,755
City & RTZ-ABC: (80) 59,971

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$329,803,000
Savings & Loan	4	$222,461,000

6 - PASSENGER AUTOS: County 31,411

7 - ELECTRIC METERS: Residence 20,107

8 - GAS METERS: Residence 17,174

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electricity 213; Sheet Metal 150; Constr. 200; Mills 243; Feed 134; Dairy Prods. 131; Aircraft 300; Fluorescent Lamps 800; Food Proc. 2,100; Battery Mfg. 500; Agricultural Equip. 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-72; Summer 65-91; Fall 45-71; Winter 23-46.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elmore Ctr.(4)	NA	Ashtons, Elmore's
Kraft Manor(20)	NA	Electronics, Popingo Video, Headley's, Fashion Shop
Mid-State Mall(29)	NA	Wal-Mart, Walgreens, Maurice's, Zale's, Musicland
Sears Ctr.(7)	NA	Sears
Southview(2)	NA	Food Barn, Alco
Sunset Plz.(17)	NA	Rexall, Dillon's, Otasco, Long's
Southgate(3)	NA	Rexall, Dillon's
Park West	NA	K mart

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Thur.-Downtown; Kraft Manor, Mon.-Sat.-Mid-State Mall, Sunset Plz.

13 - RETAIL OUTLETS: Department Stores-Kline's; Sears; JCPenney; Long's.
Discount Stores-Gibson's; Alco; K mart; Wal-Mart.
Chain Drug Stores-Walgreens.
Chain Supermarkets-Dillon's 3; Food-4-Less 2; Ashton's 2; Food Barn; Skaggs; Alpha Beta.
Other Chain Stores-Firestone; Zale's; Goodyear; Western Auto; Otasco; Tractor Supply; Payless Cashways.

14 - NEWSPAPERS: JOURNAL (m) 29,305; (S) 32,570; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mike Alfers, Adv. Mkt. Dir., JOURNAL, 333 4th St., PO Box 779, Salina, KS 67401; Tel. (913) 823-6363.
National Representative: Branham/Newspaper Sales.

TOPEKA

1 - LOCATION: Shawnee County (In Topeka MSA). E&P Map D-2. State Capital. County Seat. U.S. Hwys. junction 24, 40, 75. On State Hwys. 4, 10; on Kansas Tpke. (I-70). 70 mi. W of Kansas City; 175 mi. NE of Wichita.

2 - TRANSPORTATION: Railroads-Santa Fe; Union Pacific; Missouri Pacific; Rock Island.
Motor Freight Carriers-26.
Intercity Bus Lines-Continental; Greyhound.
Airlines-Capitol; United; Eastern; Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 115,266; E&P 87 Est. 119,749
CZ-ABC: (80) 154,916
RTZ-ABC: (80) 395,620
County/MSA 80 Cen. 154,916; E&P 87 Est. 162,000
City & RTZ-ABC: (80) 550,536
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 46,256; E&P 87 Est. 49,667
County/MSA 80 Cen. 58,832; E&P 87 Est. 63,902
CZ-ABC: (80) 58,832
RTZ-ABC: (80) 141,014
City & RTZ-ABC: (80) 199,846

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$976,709,000
Savings & Loan	4	$2,452,600,000

6 - PASSENGER AUTOS: County 100,368

7 - ELECTRIC METERS: 55,861

8 - GAS METERS: Residence 49,334

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't 20,800; Servs. 18,800; Mfg. 9,200; Fin. 5,900; Contract Constr. 3,600; Whol. & Ret. 18,700; Mining 100; Trans & Pub. Util. 6,800.
Principal Industrial Pay Days-1st, 15th, 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-97; Summer 43-98; Fall 20-90; Winter 9-68. First killing frost, Oct. 20; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on 3 sts.
Neighborhood Shopping Centers-20 neighborhood centers spread throughout city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barrington Vlg.(10)	7	Swenson's
Brookwood(27)	6	Dillons
Campus North(14)	5	
Eastboro(18)	3	Falleys
Fairlawn Plz.	6	Benson's, Venture, Ben Franklin, Dibbles
Gage Ctr.(48)	4	
Gage Vlg.(30)	4	Rosie's Show Off
Highland Crest(40)	4	K mart, IGA
Highland Vlg.(25)	6	Alco, IGA
Hillsdale(20)	6	Midwestern Music
Holliday Sq.(29)	4	IGA, Pelletier's
Huntoon & Wannamaker	5	K-mart
Indian Hills	5	Food Barn, Westlake Hdwe.
Market Pl.(8)	5	IGA
North Plz.(4)	5	Suttons, Alco
N. Topeka Bus. District	5	Safeway
Northland(11)	8	Falleys, Timberland Energy
Seabrook(4)	4	Falleys
South City Plz.(12)	2	Western Auto
Southwest Ctr.	5	S.W. Bowl, Sherwin-Williams
University Vlg.(6)	4	
Villa West	8	IGA, Clara's
Washburn View(13)	3	Roachs, Harry's
Westboro	3	Bilües, Porterfields
White Lakes(63)	3	Sears, Woolworth, Walgreens, JCPenney

Principal Shopping Days-Mon.-Fri., Sat.
Stores Open Evenings-Department Stores-Mon. & Thur.; Supermarkets-Every evening.

Stores Open Sundays-Grocery. Supermarkets. Discount Houses. Dept. Stores.

13 - RETAIL OUTLETS: Department Stores-J Benson; Pelletier's; Sears; Montgomery Ward; JCPenney; P.N. Hirsch; Dillard's; Richman-Gordman.
Discount Stores-Osco; K mart 3; Alco 2; Venture.
Variety Stores-Woolworth 2.
Chain Drug Stores-Walgreens 5; Blaylock 4; Jacquith 2; Medical Arts 2; Super D; Northside Family RX; Revco.
Chain Supermarkets-IGA 11; Falley's 4; Safeway 2; Dillon's 4; Tilton's 2; Thriftway 3; Super Saver 2; Food For Less 4; EZ Shops 6; Kwik Shops 13; 7-Eleven 3; Town & Country 4.
Other Chain Stores-American Handicrafts; Athletes Foot; B. Dalton; Bumper to Bumper; Caldwells; Carpet Center; Casual Aire, Inc.; Cloth World; Color Tile; Cook Paint; Extension One; Firestone; First Serve; Flowerama; Foot Locker; Glidden Paint; Goodyear; Hancock Fabrics; Harding Glass; Jenkins Music; Kaybee Toys; Kinney Shoes; Lee Optical; Leeds; Lerner Shop; Litwins; Maaco Auto Painting; Merle Norman; Payless Lumber; Payless Shoes; Pay 'N Pak; Pittsburgh Paint; Pier I Imports; Pro Am Partstop; Radio Shack; Robinsons Shoes; Sherwin-Williams; So-Fro Fabrics; Russell Stover; Susie's Casuals; Sutherland Lumber; Tandy Leather; Team Electronics; Topps & Trowsers; Wolfe's Jewelry; Zale's Jewelry; The Gap; Foxmoor; Fashion Conspiracy; Extension I; World Radio.

14 - NEWSPAPERS: CAPITAL-JOURNAL (m) 67,243; (S) 77,496; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William Osborne, III, Adv. Dir., CAPITAL-JOURNAL, Sixth & Jefferson Sts., Topeka, KS 66607; Tel. (913) 295-1111.
National Representative: Branham/Newspaper Sales.

WELLINGTON

1 - LOCATION: Sumner County. E&P Map C-3. County Seat. S central Kansas near Oklahoma; 33 mi. S of Wichita. On U.S. Hwys. 81, 160; Kansas Tpke.

2 - TRANSPORTATION: Railroads-Oklahoma; Kansas; Texas; Sante Fe.
Motor Freight Carriers-13.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,212; E&P 87 Est. 8,318
County 80 Cen. 24,928; E&P 87 Est. 26,101

4 - HOUSEHOLDS:
City 80 Cen. 3,332; E&P 87 Est. 3,437
County 80 Cen. 9,413; E&P 87 Est. 10,191

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$103,000,000
Savings & Loan	1	$35,000,000

6 - PASSENGER AUTOS: County 14,814.

7 - ELECTRIC METERS: Residence 4,700.

8 - GAS METERS: Residence 3,500.

9 - PRINCIPAL INDUSTRIES: Railroad; Aircraft Parts; Mobile Homes; Grain Elevators; Mills; Sheet Metal and Machine Shops.

10 - CLIMATE: Av. Temp.-Spring 60; Summer 81; Fall 57; Winter 21. Annual Precip.-32 in.

11 - TAP WATER: Slightly acid; fluoridated; Hardness 162 ppm.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Discount Stores-Wal-Mart.
Chain Supermarkets-Dillon's; IGA.
Other Chain Stores-Oklahoma Tire & Supply; B.F. Goodrich; Revco; Pizza Hut; Big Cheese Pizza.

14 - NEWSPAPERS: NEWS (e-mon. to fri.) 4,986; sworn Sept. 15, 1986.
Local Contact for Advertising and Merchandising Data: Bill Newland, Adv. Mgr., NEWS, 113 W. Harvey; PO Box 368; Wellington, KS 67152; Tel. (316) 326-3326.
National Representative: Landon Associates.

WICHITA

1 - LOCATION: Sedgwick County. E&P Map C-3 (MSA). County Seat. 161 mi. SE of the geographical center of the continental U.S.; 190 mi. SW of Kansas City, MO. On I-35, 135, 235; Kansas Tpke.; U.S. Hwys. 54, 81; State Hwys. 15, 42, 96, 254.

2 - TRANSPORTATION: Railroads-(Freight service only) Atcheson, Topeka and Santa Fe; Burlington-Northern; Kansas, Texas and Oklahoma.
Motor Freight Carriers-63 regular, 68 special commodity servs.
Intercity Bus Lines-Trailways/Greyhound.
Airlines-TWA; American; America West; Continental; Air Midwest; United; Altus; Eastern; Northwest.

3 - POPULATION:
Corp. City 80 Cen. 282,135; E&P 87 Est. 300,520
County 80 Cen. 366,531; E&P 87 Est. 407,298
MSA 80 Cen. 441,844; E&P 87 Est. 489,218
NDM-ABC: (80) 574,381
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 110,306; E&P 87 Est. 123,532
County 80 Cen. 137,744; E&P 87 Est. 158,773
MSA 80 Cen. 164,778; E&P 87 Est. 189,213
NDM-ABC: (80) 215,886

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	16	$2,764,646,000
Savings & Loan	13	N.A.

6 - PASSENGER AUTOS: County 244,443.

7 - ELECTRIC METERS: Residence 167,326.

8 - GAS METERS: Residence 119,916.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Labor Force 233,751; Constr. 9,400; Aircraft 33,030; All Mfg. 58,600 ($439).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 68-91; Fall 42-60; Winter 26-42. First killing frost, Oct. 26; last killing frost, Apr. 7.

11 - TAP WATER: Soft.

12 - RETAILING: Downtown Shopping Area-8 blocks on Douglas Ave.; 1 N and 1 S on Water St., Topeka Ave.; Emporia Ave. and St. Francis Ave.; 2 N and 2 S on Main St.; Market St. and Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amidon Plz.(5)	4	Safeway
Blvd. Plz.(16)	2	IGA
Brittany Ctr.(32)	6	Safeway, Revco
Carriage Park(19)	4	Boeing, J.P. Weigand
Cedar Cove Plz.(12)	6	ABC Baby Furn.
Central Hgts.(19)	6	Toys Plus, Hancock Fabrics
Cherry Creek(26)	6	Priced Rite Foods
Clifton Sq.(19)	3	Butler's Pantry
Crossroads(21)	6	Alco, Food 4 Less, Revco
Eastgate(27)	5	Dillon, T.J. Maxx, Osco Drugs
Indian Hills(12)	3	Cummings Pharmacy
Ken-Mar(20)	4	Woolworth, IGA
Lincoln Hgts.(10)	3	Gessler Drugs
Maple Ridge(16)	5	Vernon's School of Cosmetology
Marina Lakes(28)	NA	Dot Drugs, Furr's, Food-4-Less
Mini Mall(12)	3	Jerry Leonard, Sound Whse.
Morris Town(10)	4	Carl Bell's
Normandie(28)	4	Gessler's Drugs, Safeway
Northwest Ctr.(43)	8	Skaggs Alpha Beta
Oxford Sq.(17)	6	Tempo Fashions, Spangles
Parklane(53)	4	Cloth World, Rent-A-Center
Pawnee Plaza(21)	2	Wal-Mart, Furr's
Plaza del Sol(17)	4	Chi Chi's, Computerland
Plaza West(20)	3	IGA, Whitlock
Prairie Vlg.(18)	5	Dillon
Seneca Square(27)	4	Skagg's, Alpha Beta, Dot Drug
Sweetbriar(36)	4	Osco, Alco
Tallgrass Ctr.(14)	7	Skaggs Alpha Beta
The Market Place (12)	4	Safeway, Revco
Towne East Square(124)	5	Dillard's, Sears, JCPenney
Towne West Square(118)	3	Dillard's, Mont. Ward, JCPenney
Twin Lakes(57)	4	Sears, Winston
Village Fashion Centre(5)	NA	Bravo's, Lens Crafters
Village Market Place(6)	2	Food-4-Less
Westlink(28)	6	Dillons, Gessler Drugs
Westway(18)	4	Food Barn, Alco
Wichita Mall(40)	3	Osco, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Shopping Ctrs. every evening to 9; Dillard's (downtown)-Mon., Thur. to 8.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward 2; Sears 2; JCPenney 2; Dillard's 3.
Discount Stores-Alco 4; K mart 4; TG&Y Family Ctrs. 5; Target 2; T.J. Maxx; Winston's; Wal-Mart.
Variety Stores-Woolworth 2.
Chain Drug Stores-Hart 2; Osco 5; Gessler's 4; Cummings 5; Revco 7; Dot Discount 2.
Chain Supermarkets-Dillons 15; Safeway 4; Food Barn 7; Associated Grocers 16; IGA 7; Bestyet 2; Skaggs Alpha Beta 4; Aldi 2.
Convenience Stores-Quick Trip 41; Town & Country 24; Kwik Shops 12; Johnson's 5; 7-Eleven 6.
Other Chain Stores-Baker's Shoes 2; Bernina Sewing Ctrs.; Casual Corner 2; Cloth World 3; Cricket Alley 4; Gallery Shoes 3; Garnett Auto Supply 7; Gordon's Jewelers 2; Hanover Shoes 2; Heaven Cent 2; Helzberg's 2; Jo-Ann Fabrics 2; Kinney Shoes 3; Lerner 2; National Video 7; Otasco 5; Payless Shoe Source 9; Royal Optical 3; Russell Stover 2; Radio Shack 10; Silo 2; Whitlock Auto Supply 3; Service Mdse. 2; World Bazaar 2; Zales 3; Woman's World 2.

14 - NEWSPAPERS: EAGLE-BEACON (m) 128,865; (S) 193,502; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Vince Coultis, Natl. Adv. Mgr., EAGLE-BEACON, PO Box 820, Wichita, KS 67201; Tel. (316) 268-6241; Telecopier (316) 268-6234.
National Representative: Knight-Ridder Newspaper Sales.

WINFIELD

1 - LOCATION: Cowley County. E&P Map C-3. County Seat. Educ., medical ctr. 50 mi. SE of Wichita; 150 mi. N of Oklahoma City. On U.S. Hwys. 77 & 160; State Hwy. 15.

2 - TRANSPORTATION: Railroads-AT&SF; Frisco.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,736; E&P 87 Est. 12,085
CZ-ABC: (80) 11,877
RTZ-ABC: (80) 24,206
County 80 Cen. 36,824; E&P 87 Est. 38,593
City & RTZ-ABC: (80) 36,083

4 - HOUSEHOLDS:
City 80 Cen. 4,172; E&P 87 Est. 4,690
County 80 Cen. 13,897; E&P 87 Est. 15,030
CZ-ABC: (80) 4,172
RTZ-ABC: (80) 8,592
City & RTZ-ABC: (80) 12,764

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$84,347,000
Savings & Loan	3	$85,000,000

6 - PASSENGER AUTOS: County 20,495.

7 - ELECTRIC METERS: Residence 5,708.

8 - GAS METERS: Residence 4,521.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 500 ($400); Food Proc. 250 ($270); Metal Prods. 450 ($350); Aircraft 600 ($300); Medical 200 ($275); Plastics 550 ($275).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Lake water, fairly soft.

12 - RETAILING: Principal Shopping Center-7 blocks on 2 sts.
Shopping Centers-Wal-Mart; Winfield Plz.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thur.; Shopping Centers 7 days.

13 - RETAIL OUTLETS: Department Stores-Kerr Calvert; JCPenney; Litwin's; C.R. Anthony; Montgomery Ward.
Discount Stores-TG&Y; Wal-Mart.
Chain Drug Stores-Rexall; Graves.
Chain Supermarkets-Dillons; Boogaarts; Wheeler's IGA.
Other Chain Stores-Oklahoma Tire; Western Auto.

14 - NEWSPAPERS: COURIER (e) 5,976; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Lloyd Craig, Adv. Mgr., COURIER, 201 E. 9th St., Winfield, KS 67156; Tel. (316) 221-1050.
National Representative: Landon Associates.

KENTUCKY SURVEYS

METROPOLITAN STATISTICAL AREAS

Clarksville-Hopkinsville, TN-KY-Montgomery County, TN; Christian County, KY.
Evansville, IN-KY-Posey, Vanderburgh and Warrick Counties, IN; Henderson County, KY.
Huntington-Ashland, WV-KY-OH-Cabell and Wayne Counties, WV; Boyd, Carter and Greenup Counties, KY; Lawrence County, OH.
Lexington-Fayette-Bourbon, Clark, Fayette, Jessamine, Scott and Woodford Counties.
Louisville, KY-IN-Bullit, Jefferson, Oldham and Shelby Counties, KY; Clark, Floyd and Harrison Counties, IN.
Owensboro-Daviess County.

PRIMARY METROPOLITAN STATISTICAL AREA

Cincinnati, OH-KY-IN-Clermont, Hamilton and Warren Counties, OH; Boone, Campbell and Kenton Counties, KY; Dearborn County, IN.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Cincinnati-Hamilton OH-KY-IN CMSA: includes Cincinnati, OH-KY-IN PMSA; Hamilton-Middletown, OH PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	271	283	294
5-14 Years	651	591	614
15-24 Years	585	701	730
25-44 Years	732	991	1,030
45-64 Years	645	686	713
65 and Over	336	410	426
TOTAL	3,220	3,662	3,807

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat. Hdwr.	656	729	1,331
General Mdse.	1,192	1,743	2,545
Food	2,490	3,521	4,556
Automobiles	2,292	2,434	4,560
Gasoline Stations	1,021	1,553	1,500
Apparel	438	619	867
Furniture	456	494	880
Eat-Drink Places	772	1,222	1,800
Drugs	354	534	766
TOTAL SALES	10,492	14,572	20,953

ASHLAND

1 - LOCATION: Boyd County. E&P Map F-1 (In Huntington-Ashland, WV-KY-OH MSA). On Ohio River at mouth of Big Sandy River. On U.S. Hwys. I-64, 60, 23, 52; State Hwys. 168, 5.

2 - TRANSPORTATION: Railroads-Chessie System; Norfolk & Western; Barge Lines.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Tri-State Airport, 10 mi. from Ashland; USAir; Piedmont; Tri-State Aviation.

3 - POPULATION:
Corp. City 80 Cen. 27,064; E&P 87 Est. 24,066
CZ-ABC: (80) 55,213
RTZ-ABC: (80) 148,343
MSA 80 Cen. 336,410; E&P 87 Est. 325,844
County 80 Cen. 55,513; E&P 87 Est. 51,366
City & RTZ-ABC: (80) 203,556

4 - HOUSEHOLDS:
City 80 Cen. 10,620; E&P 87 Est. 9,820
County 80 Cen. 19,960; E&P 87 Est. 19,126
MSA 80 Cen. 119,007; E&P 87 Est. 119,360
CZ-ABC: (80) 20,270
RTZ-ABC: (80) 48,527
City & RTZ-ABC: (80) 68,797

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$329,220,588
Savings & Loan	4	$124,846,576

6 - PASSENGER AUTOS: County 26,861.

7 - ELECTRIC METERS: Residence 18,934.

8 - GAS METERS: Residence 9,450.

9 - PRINCIPAL INDUSTRIES: Steel Sheets; Mine Equip.; Chems.; Brick; Air Prods.; Activated

Carbo Nickel Prods.; Leather; Garments; Oil Refining; Railroading; R.R. Car Repair; Coke Mfg.; Show Case and Store Fixt.
Principal Industrial Pay Days-Fri.; 1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-75; Summer 82-104; Fall 46-92; Winter 0-43. First killing frost, Oct. 31; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Winchester Ave. bet. 12th & 18th Sts.; Greenup Ave. bet. 13th & 19th Sts.; Carter Ave. bet. 15th & 17th Sts.; 13th St. bet. Winchester & Central; 15th bet. Greenup & Central; 16th St. bet. Front & Central; 17th St. bet. Front & Central; 35th and Winchester; Russell Road.
Neighborhood Shopping Centers-Winchester Ave., 25th to 30th Sts.; 29th St., Greenup to Carter; 29th St., Holt to Moore 4 blocks; 13th St., Lexington to Oakview 3 blocks; 17th St. at Blackburn Ave.; 13th St. and Oakview Rd.; South 29th St.; 2 on 29th St. & Blackburn; 2 on 13th St. Winchester to Central.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenup Mall(16)	4	Murphy Mart, K mart, Heck's
Ashland Plz.(10)	4	Hill's
Midtown Mall(12)	NA	
Oakview	NA	Thrift Drug

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown Mon., Thur. Food every night.

13 - RETAIL OUTLETS: **Department Stores**-C.H. Parsons; Sears; JCPenney; Star Store; K mart.
Variety Stores-McCrory's; Murphy Mart.
Discount Stores-Heck's; Hill's; Hart's.
Chain Drug Stores-Revco 2; Thrift 2; SupeRx; Begley; Rite Aid 2.
Chain Supermarkets-Kroger 2; Co-ops; Gateway 2; Key Mkts.; Foodland 6; Cardinal 4; Piggly Wiggly 2.
Other Chain Stores-Walker's; Goodrich; Firestone; Pic-Way Shoes.

14 - NEWSPAPERS: INDEPENDENT (e) 23,346; (S) 25,685; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: H. Kelly Voiers, Ret. Adv. Mgr., INDEPENDENT, 224 17th St., Ashland, KY 41101; Tel. (606) 329-1717.
National Representative: Branham/Newspaper Sales.

BOWLING GREEN

1 - LOCATION: Warren County, E&P Map C-3, County Seat. Agricultural section. University town; tourist center; 60 mi. N of Nashville; 115 mi. S of Louisville; 40 mi. S of Mammoth Cave Natl. Park. On U.S. Hwys. 31W, 68 & 231. State Hwys. 67, 71, 80, 234; I-65 and Green River Pkwy.

2 - TRANSPORTATION: **Railroads**-Louisville & Nashville; freight & piggyback service.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 40,450; E&P 87 Est. 45,448
CZ-ABC: (80) 40,450
RTZ-ABC: (80) 154,754
County 80 Cen. 71,828; E&P 87 Est. 84,805
City & RTZ-ABC: (80) 195,204

4 - HOUSEHOLDS:
City 80 Cen. 14,313; E&P 87 Est. 16,551
County 80 Cen. 24,833; E&P 87 Est. 30,581
CZ-ABC: (80) 14,313
RTZ-ABC: (80) 54,355
City & RTZ-ABC: (80) 68,668

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$422,456,762
Savings & Loan	2	$216,536,295

6 - PASSENGER AUTOS: County 37,626.

7 - ELECTRIC METERS: Residence 15,693.

8 - GAS METERS: Residence 14,832.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garments 883; Auto Parts 1,125; Laundry Equip. 307; Controls 600; Auto Assembly 1,426; Bakery 285; Portable Heaters 350; Heavy Equip. Parts 155; Lead Wheel Weights 65; Directors Chairs 120; Bonded Rubber 142; Polyethylene Bags 75; Twist Tobacco 99; Automatic Welding Wire 166; Corrugated Shipping Containers 100; Tobacco Redrying 97; Portable Air Compressors 45; Plastic Bottles 100; Mattresses 50.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 58-89; Fall 28-71; Winter 25-57. First killing frost, Oct. 26; last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Parts of State, College and Main Sts. & Public Sq.; 31 W. Bypass, Nashville, Russellville & Scottsville-Louisville Rds.; Fairview Ave., Broadway.
Neighborhood Shopping Centers-Broadway; Bypass-31 W. Alternate; Russellville Rd.; Scottsville Rd., 31 W. South, 31 W. North, Fairview Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Plaza(19)	NA	Super Key, K mart, Radio Shack
Western Gtwy.(15)	NA	Rose's, Houchen's, Taylor Drug
Bowling Green Center(11)	NA	Kroger, Big Lots
Kings Plaza(15)	NA	Revco, Winn-Dixie, Hancocks
Northgate Ctr.	NA	Gibson's, Super Key
Greenwood	NA	JCPenney, Osco, Caster-Knott, Snyders, Wal-Mart
Brite Center	NA	Winn-Dixie
Scottsville Sq.	NA	Kroger, SupeRx

Principal Shopping Days-Mon., Fri. through Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Caster-Knott; Rose's; K mart; Snyder's; Wal-Mart.
Discount Stores-Gibson; Dollar General; Sportswear Mart; Family Dollar.
Chain Drug Stores-SupeRx 2; Taylor's 2; Carpenter-Dent-Sublett 3; Osco; Revco.
Chain Supermarkets-Kroger's; Houchins 6; Key Markets; Minit Mkts. 2; Jr. Foods; Winn-Dixie 2; Big Star 2.
Other Chain Stores-Firestone; Singer Co.; Dollar Bros. (shoes); Sherwin-Williams; Pittsburgh Paint; S&H Green Stamps; Goodyear; Zale's Jewelers; Radio Shack; Western Auto; Adams Shoes; Payless; Golden Farley; Behr's; Connie Shoes; B. Dalton Bookseller; Naturalizer; Hallmark; Merle Norman; Casual Corner; Dairy Queen; Chick-fil-A; General Nutrition Center; Ormand; Musicland; Gallenkamp Shoes; Clifford's Jewelry Brook; Command Performance; Kinney Shoes; Earring Tree; Waldenbooks; World Bazaar; Embrys; Clifford's Keepsake; Kay Bee Toys; Benjamin Moore Paint; Glidden Paint; Baskin Robbins; Piecegoods; Riherd's; Kay's Jewelry; C&H Rausch; Chop Sticks; Bresslers; Zondervan's; Lovemotes; Auto Shack; Computerland; Jo Ann Fabrics; Smokestop; Winners; Nutri-System; Regis Hair Salon; Petland; Royal Optical; Thom McAn; Video Squares; Record Bar; Audio Center; El Bee Shoes; Clothes Works; Claire's Boutique; The Pierced Ear; Long John Silvers; Wendys; Peanut Shack; Pic' A Pair; The Junction; Goody's; Auto Shack; Chief Auto.

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 21,303; (S) 25,086; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Julie Myers, Natl. Adv. Mgr., DAILY NEWS, 813 College St., Bowling Green, KY 42101; Tel. (502) 781-1700.
National Representative: Branham/Newspaper Sales.

CORBIN

1 - LOCATION: Whitley & Knox Counties, E&P Map E-3. Junction of Whitley-Knox, Laurel Counties. Lexington, KY, 87 mi. N; Knoxville, TN, 100 mi. S. On U.S. Hwys. 25, 25-E, 25-W. State Hwys. 6, 90, 26, 312, I-75.

2 - TRANSPORTATION: **Railroads**-Louisville & Nashville.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Tennessee Air.

3 - POPULATION:
Corp. City 80 Cen. 8,075; E&P 87 Est. 8,779
Counties 80 Cen. 63,635; E&P 87 Est. 68,053
Whitley 80 Cen. 33,396; E&P 87 Est. 38,424
Knox 80 Cen. 30,239; E&P 87 Est. 29,629

4 - HOUSEHOLDS:
City 80 Cen. 3,211; E&P 87 Est. 3,660
Counties 80 Cen. 21,283; E&P 87 Est. 23,649
Whitley 80 Cen. 11,338; E&P 87 Est. 13,583
Knox 80 Cen. 9,945; E&P 87 Est. 10,066

5 - BANKS	**NUMBER**	**EST. DEP**
Commercial	3	$179,373,672

6 - PASSENGER AUTOS: Counties: Knox 9,500; Whitley 15,137.

7 - ELECTRIC METERS: Residence 3,192.

8 - GAS METERS: Residence 5,009.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad (shops, yards, offices) 1,121 ($300); Coal Cleaning Plant 67 ($354); Bricks 60 ($198); Elect. Prods. 325 ($189); Woven Wire Prods. 279 ($210); Greeting Cards 1,157 ($201); Cash Registers N.A. ($223).
Principal Industrial Pay Days-Sat., 14th & 29th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-90; Fall 30-70; Winter 20-60. First killing frost, Oct. 3; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.; 2 on Center St.; and a 4 block area in South Corbin and Trademart Shopping Center.
Neighborhood Shopping Centers-In East, North and West Corbin.
Principal Shopping Days-Sat., Mon., Fri., and Railroad pay days, twice monthly.
Stores Open Sundays-Drug; Grocers; Department; Discount Stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belk-Simpson; Daniel's; Heavy Equipment: Whayne Supply.
Variety Stores-Dollar Stores; Southern Dollar Stores.
Discount Stores-K mart; Lowe's; Rose's; Hecks.
Chain Drug Stores-Walgreens 2; Rexall.
Chain Supermarkets-IGA 2; Convenient Super 2; Piggly Wiggly; Kroger's; Winn-Dixie; Food Fair.

14 - NEWSPAPERS: TIMES-TRIBUNE (e-mon to fri; S) 8,028; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Charles F. DeVane, Pub., TIMES-TRIBUNE, Kentucky & Monroe Sts., Corbin, KY 40701; Tel. (606) 528-2464.
National Representative: Thomson Newspapers.

COVINGTON

1 - LOCATION: Kenton County, E&P Map D-1 (In Cincinnati, OH-KY-IN PMSA). N Kentucky across Ohio River from Cincinnati, OH. U.S. Hwys. 25, 27, 42, 127, I-75, I-71. Manufacturing & agricultural center.

2 - TRANSPORTATION: **Railroads**-Chesapeake & Ohio; Louisville & Nashville; Southern.
Bus Lines-Greyhound; Trailways; Transit Authority of Northern Kentucky.
Airlines-American; Delta; Eastern; North Central; Piedmont; TWA; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 49,013; E&P 87 Est. 44,800
County 80 Cen. 137,058; E&P 87 Est. 134,271
PMSA 80 Cen. 1,401,403; E&P 87 Est. 1,379,842
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 18,505; E&P 87 Est. 17,973
County 80 Cen. 48,062; E&P 87 Est. 48,833
PMSA 80 Cen. 498,649; E&P 87 Est. 506,825

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	40	N.A.
Savings & Loan	35	N.A.

6 - PASSENGER AUTOS: County 72,476.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Kenton County: Covington 15 blocks; Erlanger & Elsemere 6 blocks; Ludlow 4 blocks. Campbell County: Newport 10 blocks; Bellevue & Dayton 6 blocks; Fort Thomas 6 blocks; Boone County: Burlington 4 blocks; Florence 6 blocks; Hebron 3 blocks; Walton 4 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crestview Mall	NA	McAlpins
Edgewood(8)	9	K mart, SupeRx
Expressway(11)	7	Kroger
Florence Mall	12	JCPenney, Sears, Pogues, SupeRx
Latonia(10)	4	Value City, Walgreens
Newport(42)	1	JCPenney, Kroger, Walgreens
Newport Mall(9)	1	Thriftway Mkt., Becker Drugs
Zayre	5	Zayre, Walgreens, McHales

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-All in shpg. ctrs., Mon. through Sat. Downtown Covington, Newport, Erlanger, Fort Thomas, Bellevue & Dayton open Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; McAlpins, Covington & Newport; Lazarus; L.S. Ayres; Sears.
Discount Stores-Van Leunens; K mart; Zayre; Value City; Gold Circle.
Variety Stores-Kresge; Woolworth; Ben Franklin.
Chain Drug Stores-SupeRx; Walgreens; Becker Sav-All.
Chain Supermarkets-Kroger 8; Thriftway 3; IGA 7; Stop-N-Go 9; Remke's 3; King Kwik 8; U-Tote-M Foods 7.
Other Chain Stores-Goodrich; Goodyear; Firestone; Western Auto; Thom McAn; Hill Bros., Schiff Shoes; Martin's; Spiegel (catalog); Nobil Shoes; Sherwin-Williams; Harolde's; Gallenkamp Shoes.

14 - NEWSPAPERS: KENTUCKY POST (e) 45,916; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: George McIlveen, Adv. Dir., KENTUCKY POST, 421 Madison Ave., Covington, KY 41011; Tel. (606) 292-2600.
National Representative: Gannett National Newspaper Sales.

DANVILLE

1 - LOCATION: Boyle County, E&P Map D-2, County Seat. 36 mi. SSW of Lexington.

2 - TRANSPORTATION: **Railroads**-Southern; L&N.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,942; E&P 87 Est. 14,444
CZ-ABC: (80) 12,942
RTZ-ABC: (80) 66,718
County 80 Cen. 25,066; E&P 87 Est. 28,082
City & RTZ-ABC: (80) 79,660

4 - HOUSEHOLDS:
City 80 Cen. 4,750; E&P 87 Est. 5,461
County 80 Cen. 8,816; E&P 87 Est. 10,356
CZ-ABC: (80) 4,750
RTZ-ABC: (80) 23,441
City & RTZ-ABC: (80) 28,191

The midwest
test market
you'll keep on testing!
Represented by Branham
The Topeka Capital-Journal
Serving Northeast Kansas
Morning & Sunday
913-295-1247

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$165,369,000
Savings & Loan	2	$70,209,607

6 - PASSENGER AUTOS: County 13,373

7 - ELECTRIC METERS: Residence 8,984

8 - GAS METERS: Residence County 7,200

9 - PRINCIPAL INDUSTRIES: industry, No. of Wage Earners (Av. Wkly. Wage of all mfg. employees $391) Textile 596; Glass 681; Shoe 215; Furn. 72; Distribution 1,006; Appliance 873; Auto 1,064; Conveyor 355; Plastic 36.
Principal Industrial Pay Days-Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-69; Summer 60-97; Fall 47-65; Winter 30-48. First killing frost, Oct. 10; last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Downtown Shopping Center**-4 blocks on Main; 1 on N. 4th; 1 on S. 4th; 1 on N 3rd; 1 on S. 3rd.
Neighborhood Shopping Centers-1 block on S. 4th (4 Units); 1 block on Stanford Ave. (5 Units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenleaf	2	IGA, Greenleaf Furniture
Danville Manor	2	Rose's, Winn-Dixie, Watson's, Begley's
Danville Sq	2	Wal-Mart, Radio Shack
Ridgefield	3	Kroger, K mart, Taylor Drug

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown Fri.; Danville Manor, Danville Sq. & Ridgefield every weekday night and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Hub-Frankels; Louisville; Rose's; Wal-Mart; K mart; Watson's.
Chain Supermarkets-Kroger; Pic Pac; IGA; Winn-Dixie; Foodtown.
Other Chain Stores-Goodyear; Sherwin-Williams; Devoe Paint; Pic 'N Pay Shoes; Behr's; Cato; Adams Shoes; Lowe's; Sears (catalog); JCPenney (catalog).

14 - NEWSPAPERS: ADVOCATE-MESSENGER (e-mon to fri) 12,102; KENTUCKY-ADVOCATE (S) 12,759; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Michael G. Elliott, Adv. Mgr., ADVOCATE-MESSENGER, 326 W. Walnut, Danville, KY 40422. Tel. (606) 236-2551.
National Representative: Papert Companies.

ELIZABETHTOWN

1 - LOCATION: Hardin County, E&P Map C-2. County Seat. Military (Fort Knox), indust., agric. and tourist area — in central Kentucky at crossroads, I-65 (N&S), and Bluegrass and Western Pkwy. (Hwy. 62-E & W).

2 - TRANSPORTATION: **Railroads**-Illinois Central; Louisville & Nashville.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-All major lines at Louisville (40 mi.).

3 - POPULATION:
Corp. City 80 Cen. 15,380; E&P 87 Est. 18,516
NDM-ABC: (80) 98,737
County 80 Cen. 88,917; E&P 87 Est. 97,917

4 - HOUSEHOLDS:
City 80 Cen. 5,788; E&P 87 Est. 7,172
County 80 Cen. 24,610; E&P 87 Est. 28,552
NDM-ABC: (80) 28,098

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$100,000,000
Commercial	7	$200,000,000

6 - PASSENGER AUTOS: County 40,279

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: 4,588 (City)

9 - PRINCIPAL INDUSTRIES: Rubber Belts; Elect. Cable; Magnets; Sealants; Ice Cream; Clothing; Business Forms; Printers Ink; Car Brakes.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-75; Summer 55-100; Fall 20-75; Winter 0-70. First killing frost, Nov. 7; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Nearby Shopping Centers**-(No. of Stores)-Helmwood Plz. (23); Elizabethtown Plz. (22); North Mulberry (6); Redmar Plz. (20); Radcliff Plz. (15); Towne Mall (53); Governors Manor (16).
Principal Shopping Days-Thur., Fri., Sat.
Best Food Days-Mon., Thur.
Stores Open Evenings/Sundays-Discount and most Supermarkets open until 9 p.m. (Major discounters & Supermkts. open until 6 p.m. Sun.). Major Shpg. Ctrs. until 9 every evening. Some Supermkts. 24 hrs.

13 - RETAIL OUTLETS: **Department Stores**-The People's Store 2; Sears; JCPenney; Snyder's; Dawahares.
Discount Stores-Rose; K mart; Heck's; Wal-Mart; Big Lots.
Variety Stores-TG&Y; Murphy's Mart; Sears Surplus Store; Family Dollar; Dollar General.
Chain Drug Stores-Taylor; SupeRx; Begley's; Walgreens.
Chain Supermarkets-IGA; Kroger 2; Winn-Dixie 2; Houchein's 4; Convenient 2; Kwik Shop 4; Piggly Wiggly; Junior Food Stores 6; Minit Mart 3.
Other Chain Stores-Firestone; Goodrich; Goodyear; Western Auto; Ethan Allen Gallery; Montgomery Ward; True Value Hardware; Coast-to-Coast Hardware.

14 - NEWSPAPERS: NEWS-ENTERPRISE (e-mon to fri) 15,219; (S) 16,034; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Tom Shreve, Adv. Mgr., NEWS-ENTERPRISE, 408 W. Dixie, Elizabethtown, KY 42701; Tel. (502) 769-2312.
National Representative: Landon Associates.

FRANKFORT

1 - LOCATION: Franklin County, E&P Map D-2. State capital. On the N and S sides of the Kentucky River, a tributary of the Ohio River, fully navigable. Floodwall protects most of city. On U.S. Hwys. 60, 421, 127 & I-64.

2 - TRANSPORTATION: **Railroads**-L&N; F&C.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Piedmont; Delta: all at Bluegrass Field, Lexington (17 miles from Frankfort).

3 - POPULATION:
Corp. City 80 Cen. 25,973; E&P 87 Est. 28,054
County 80 Cen. 41,830; E&P 87 Est. 45,994
Demographic Information Available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 10,392; E&P 87 Est. 11,652
County 80 Cen. 15,681; E&P 87 Est. 17,919

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$483,000,000
Savings & Loan	2	$127,000,000

6 - PASSENGER AUTOS: County 23,559

7 - ELECTRIC METERS: Residence 12,740

8 - GAS METERS: Residence 9,461

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Distilling 700 ($210); State Gov't 10,200 ($224); Underwear 900 ($200); Auto Mach., Gauges, Brakes, Appliances, Wheels (Auto) 850 ($304).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-80; Summer 65-95; Fall 47-80; Winter 20-42.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Franklin Sq.(15)	3	Kroger, JCPenney, Taylor Drug
Century Plaza(9)	3	Wal-Mart, Behr's
Eastwood(18)	3	Sears, Gateway, Begley Drug
Frankfort Plaza(8)	1	Radio Shack, Yagel Hdwe.
Winn-Dixie(6)	3	
K mart Plz.(3)	3	Winn-Dixie, K mart, Rite Aid
Brighton Park Mall(15)	4	Taylor Drug, Kroger, Ace Hdwe.
Ridgeview(1)	3	Heck's
Mare Manor (2)	3	Winn-Dixie, Revco

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney.
Variety Stores-Wal-Mart.
Discount Stores-K mart; Heck's.
Chain Drug Stores-Walgreens; Rexall; Taylor 2; Begley; Rite Aid; Revco.
Chain Supermarkets-Kroger 2; Winn-Dixie 2; Gateway; Jordans; Pic Pac.
Other Chain Stores-Singer; Goodyear; Sherwin-Williams; LeRoy's; Adams Shoes; Midas; Firestone; Lowes; Family Dollar; Dollar General; Behr's; Sportsweat Mart; Fashion Big; Big "O" Tires.

14 - NEWSPAPERS: STATE JOURNAL (e-mon to fri; S) 10,092; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: C.A. McClain, Adv. Dir., STATE JOURNAL, 321 W. Main St., Frankfort, KY 40601; Tel. (502) 227-4556.
National Representative: Branham/Newspaper Sales.

FULTON, KY-SOUTH FULTON, TN

1 - LOCATION: Fulton County (KY) and Obion County (TN), E&P Map A-3. 45 mi. SE of Paducah; 125 mi. N of Memphis, TN On U.S. Hwys. 51, 45; State Hwys. 94, 307 and Purchase Pkwy.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Gulf Amtrak.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 5,872; E&P 87 Est. 6,266
Fulton, KY 80 Cen. 3,137; E&P 87 Est. 2,814
S. Fulton, TN 80 Cen. 2,735; E&P 87 Est. 3,452
Counties 80 Cen. 41,752; E&P 87 Est. 42,112
Fulton, KY 80 Cen. 8,971; E&P 87 Est. 7,991
Obion, TN 80 Cen. 32,781; E&P 87 Est. 34,121

4 - HOUSEHOLDS:
Cities 80 Cen. 2,401; E&P 87 Est. 2,611
Fulton, KY 80 Cen. 1,308; E&P 87 Est. 1,223
S. Fulton, TN 80 Cen. 1,093; E&P 87 Est. 1,388
Counties 80 Cen. 15,463; E&P 87 Est. 16,205
Fulton, KY 80 Cen. 3,384; E&P 87 Est. 3,157
Obion, TN 80 Cen. 12,079; E&P 87 Est. 13,048

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$98,000,000
Savings & Loan	1	$29,000,000

6 - PASSENGER AUTOS: Counties: Fulton, KY 3,820; Obion, TN 23,347

7 - ELECTRIC METERS: Residence Fulton, KY 1,794; S. Fulton, TN 1,229

8 - GAS METERS: Residence Fulton, KY 1,081; S. Fulton, TN 945

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garments 837; Dairy 150; Seed Pkg. 350; R.R. 250; Printing 110; Misc. 175.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, very soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carr Plaza(3)	3	Big John, Wal-Mart, SupeRx
S. Fulton(11)	1	Otasco
Southern Vlg.(8)	1	Southside Drugs

13 - RETAIL OUTLETS: **Department Stores**-Leader Store; Kasnow; K. Homra.
Discount Stores-Wal-Mart; Dollar General Store.
Chain Drug Stores-City; Southside; Evan's Rexall; SupeRx.
Chain Supermarkets-Big John; Pic Pac.
Other Chain Stores-Noffel's; Family Shoes; Goodyear; Roper Television; Wood Television; Irene's Women's Apparel; Huddleston's Electrical & Hdwe.; Fulton Hdwe.; Wade Television; Otasco.

14 - NEWSPAPERS: LEADER (e-mon to fri) 3,025; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: William Mitchell, Pub., LEADER, State Line & Washington Sts., Fulton, KY 42041; Tel. (502) 472-1121.
National Representative: Landon Associates.

GLASGOW

1 - LOCATION: Barren County, E&P Map C-3. County Seat. Agricultural & manufacturing area S central portion of state. 90 mi. S of Louisville on U.S. Hwy. 31-E, 68; State Hwys. 35, 63, 80, 90 & 249; 9 mi. via direct connection East of I-65. Glasgow Airport is 2 mi. from city limits.

2 - TRANSPORTATION: **Railroads**-L&N.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,958; E&P 87 Est. 12,805
NDM-ABC: (80) 34,009
County 80 Cen. 34,009; E&P 87 Est. 35,339
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,864; E&P 87 Est. 4,723
NDM-ABC: (80) 12,267
County 80 Cen. 12,267; E&P 87 Est. 13,250

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$170,612,000
Savings	5	$155,612,000
Savings & Loan	3	$63,828,550

6 - PASSENGER AUTOS: County 16,145

7 - ELECTRIC METERS: Residence 4,632

8 - GAS METERS: Residence 3,661

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Automotive 1,450; Axle 335; Bldg. Materials 70; Electronics 620; Feed, Meal, Fertilizers 62; Food Proc. 218; Printing 400; Textiles 575; Woodworking 65.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 58-100; Fall 35-95; Winter -10-43. First killing frost, mid Oct.; last killing frost, late Mar.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Happy Valley(65)	2	Houchen's
Park Ave.(12)	1	S&H Stamps, Houchen's
Central	3	K mart, Houchen's, Watsons
Grinstead's(7)	2	Begley Drug, Cato
Glasgow Sq.(6)	2	Wal-Mart
South Gate	1	Houchens

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri., downtown; nightly at shpg. ctrs.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Lerman Bros.; Bernards; Ira Watson Stores.
Variety Stores-Newberry's; Dollar General; Family Dollar.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Ely's Walgreens 4; Begley's; Geo. J. Ellis Riteway Drugs; Glasgow Prescription; Towne & Country.
Chain Supermarkets-Houchen's 4; IGA; Jr. Foods; Mint Mart.

14 - NEWSPAPERS: TIMES (e-mon to fri) 9,829; (S) 9,828; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Harold Spear, Adv. Dir., TIMES, 100 Commerce Dr., Glasgow, KY 42141; Tel. (502) 678-5171.
National Representative: Papert Companies.

HARLAN

1 - LOCATION: Harlan County, E&P Map E-3. County Seat. In extreme SE part of the state at the headwaters of the Cumberland River. On State Hwys. 72, 38; U.S. Hwys. 119, 421.

2 - TRANSPORTATION: **Railroads**-CSX.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 3,024; E&P 87 Est. 2,942
CZ-ABC: (80) 4,234
RTZ-ABC: (80) 37,655
County 80 Cen. 41,889; E&P 87 Est. 41,100
City & RTZ-ABC: (80) 41,889

4 - HOUSEHOLDS:
City 80 Cen. 1,191; E&P 87 Est. 1,222
CZ-ABC: (80) 1,607
RTZ-ABC: (80) 12,242
County 80 Cen. 13,849; E&P 87 Est. 14,075
City & RTZ-ABC: (80) 13,849

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$95,000,000

6 - PASSENGER AUTOS: County 15,207

7 - ELECTRIC METERS: Residence 1,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 4,000 ($400); Lumber 1,650 ($150); Railroad 400 ($250).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-95; Fall 45-75; Winter 0-65. First killing frost, Oct. 18; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 1 on Second; 3 on Central; 2 on First; 1 on Cumberland Ave.
Shopping Centers-3 mi. S. of town on U.S. 421; Shopping Center 4 miles S. on U.S. 421. Kroger, K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mack's Family Center(7)	2	Mack's, Ben Franklin
Village Ctr.	3	Radio Shack, K mart,

		Kroger, Belk's, Magic Mart
Woodland Plz.(15)	1	A&P, Sears, TG&Y

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Powers & Horton; Collins; Belk's; Alex; Sears; Pope & Cawood; Kregar's; K mart.
Discount Stores-Dixie; Dollar General; Mack's Family Center; Southern Dollar; Save-Rite; Super Dollar.
Variety Stores-TG&Y; Newberry; Majic Mart.
Chain Drug Stores-Lee (Rexall); Creech (Walgreens); SupeRx.
Chain Supermarkets-A&P; Mack's; Cas Walker's; Kroger.
Other Chain Stores-Modern Electric; Fuller's; Harlan Farmers Supply; Star Furniture; McComb Supply Co.; Lee Furniture; Cato's.

14 - NEWSPAPERS: ENTERPRISE (e) 7,353; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Elaine Nelson, Adv. Dir., ENTERPRISE, PO Drawer E, Harlan, KY 40831; Tel. (606) 573-4510.
National Representative: Landon Associates.

HENDERSON

1 - LOCATION: Henderson County (In Evansville IN-KY MSA). E&P Map B-2. County Seat. 300 mi. from Chicago; 140 mi. from Louisville; 160 mi. from St. Louis.

2 - TRANSPORTATION: **Railroads**-L&N and IC.
Intercity Bus Lines-Greyhound; Evansville and Ohio Valley.
Airlines-Eastern; American; Piedmont; USAir; Evansville. Loc. Airport for pvt. planes.

3 - POPULATION:
Corp. City 80 Cen. 24,834; E&P 87 Est. 26,134
CZ-ABC: (80) 24,834
RTZ-ABC: (80) 34,904
MSA 80 Cen. 276,252; E&P 87 Est. 276,221
County 80 Cen. 40,849; E&P 87 Est. 43,474
City & RTZ-ABC: (80) 59,738

4 - HOUSEHOLDS:
City 80 Cen. 9,453; E&P 87 Est. 10,378
County 80 Cen. 14,688; E&P 87 Est. 16,227
MSA 80 Cen. 101,528; E&P 87 Est. 104,845
CZ-ABC: (80) 9,453
RTZ-ABC: (80) 10,879
City & RTZ-ABC: (80) 20,332

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$210,000,000
Savings & Loan	3	$290,000,000

6 - PASSENGER AUTOS: County 20,942

7 - ELECTRIC METERS: Residence 9,950

8 - GAS METERS: Residence 7,643

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furn. Mfg. 317; Needles 30; Plastics 900; Aluminum Rendering 1,276 ($185); Axle Assembly 312 ($165) Steel Prods. (wheel rims) 970 ($165); Av. wkly. wage for all mfg.-$428.
Principal Industrial Pay Days-Fri.

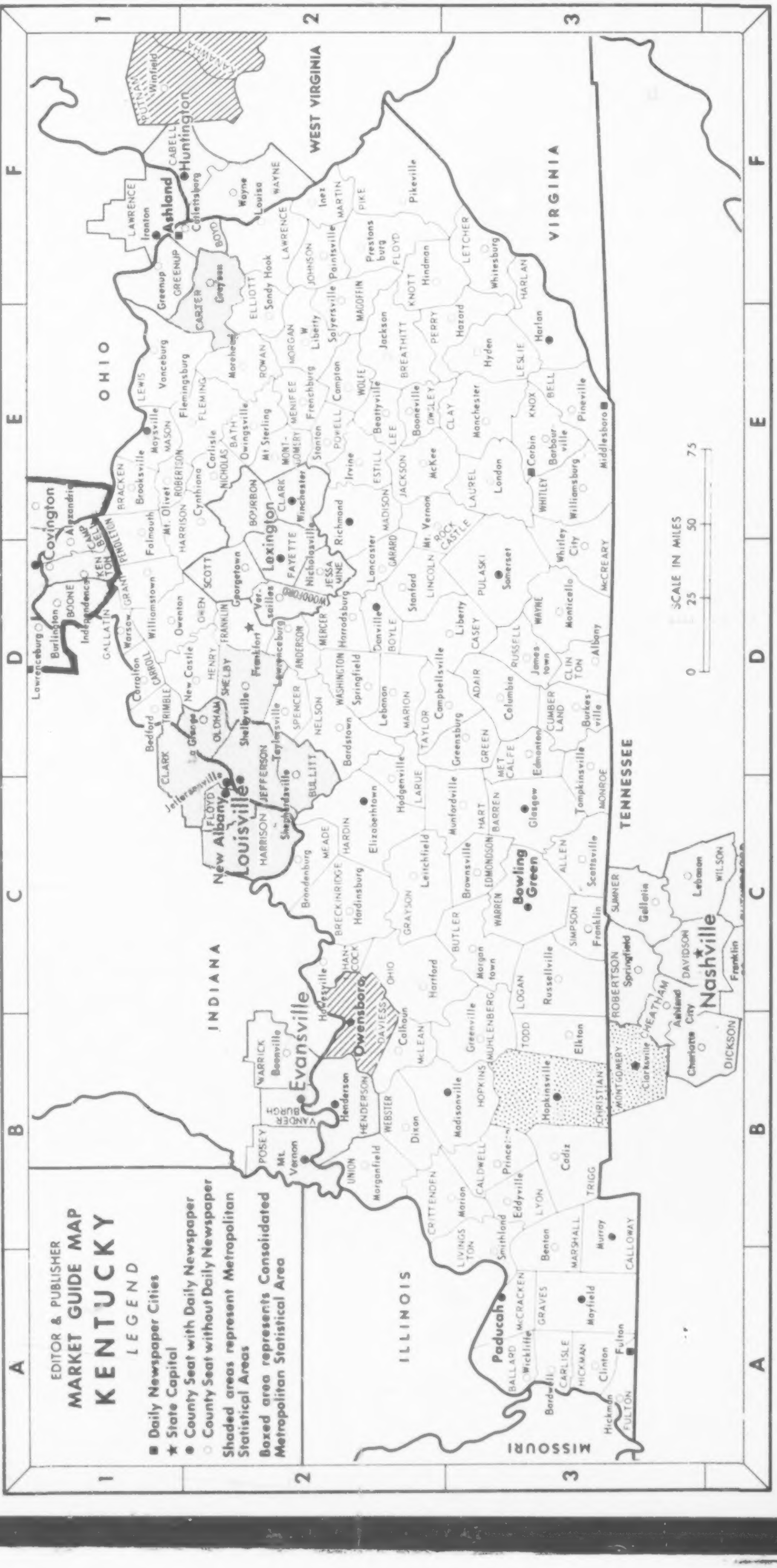
10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 70-95; Fall 40-70; Winter 18-70. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 block sq. bounded by Water, Green, Washington and Third; Eastgate Shpg. Ctr., Old Orchard Shpg. Ctr.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Mon., Fri.; Food, Supermarkets-Daily.
Variety Stores-Ben Franklin.
Discount Stores-Big G; K mart; Wal-Mart; Big Lots; Hick's Dollar.
Chain Drug Stores-People's; Revco; Begley.
Chain Supermarkets-Sureway 3; Keith's Key Market.
Other Chain Stores-Goodyear; Audubon Tire Ctr.; Ewing Tire Ctr.; Mac's Apparel; Big G (home improvement); Young's Family Ctr. (clothing).

13 — RETAIL OUTLETS:
Variety Stores-Ben Franklin.
Discount Stores-Big G; K mart; Wal-Mart; Big Lots; Hick's Dollar.
Chain Drug Stores-People's; Revco; Begley.
Chain Supermarkets-Sureway 3; Keith's Key Market.
Other Chain Stores-Goodyear; Audubon Tire Ctr.; Ewing Tire Ctr.; Mac's Apparel; Big G (home improvement); Young's Family Ctr. (clothing).

14 - NEWSPAPERS: THE GLEANER (m-tues to sat) 10,640; (S) 13,415; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Leslie Hall, Mktg. Mgr., THE GLEANER, 455 Klutey Park Plaza, Henderson, KY 42420; Tel. (502) 827-2000.
National Representative: Branham/Newspaper Sales.



EDITOR & PUBLISHER
MARKET GUIDE MAP
KENTUCKY
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
25
50
75
A
B
C
D
E
F
1
2
3
OHIO
INDIANA
ILLINOIS
MISSOURI
TENNESSEE
VIRGINIA
WEST VIRGINIA
Louisville
New Albany
Jeffersonville
Lexington
Frankfort
Covington
Ashland
Huntington
Evansville
Owensboro
Henderson
Paducah
Bowling Green
Nashville
Clarksville
Hopkinsville
Harlan
Middlesboro
Corbin
Somerset
Richmond
Winchester
Danville
Elizabethtown
Glasgow
Madisonville
Mayfield
Murray
Fulton
Hickman
Pikeville

HOPKINSVILLE

1 - LOCATION: Christian County. E&P Map B-3 (In Clarksville-Hopkinsville, TN-KY MSA). Located within a 300 mi. radius of Indianapolis, Evansville, Knoxville, Louisville, Nashville, and St. Louis. At junction of Pennyrile Pkwy. & U.S. Hwys 68, 41, 41A; State Hwys. 80, 91, 107, 109.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Louisville & Nashville.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Bowling Green-Hopkinsville.

3 - POPULATION:
Corp. City 80 Cen. 27,318; E&P 87 Est. 26,807
CZ-ABC: (80) 27,318
RTZ-ABC: (80) 73,722
County 80 Cen. 66,878; E&P 87 Est. 61,792
MSA 80 Cen. 150,220; E&P 87 Est. 151,149
City & RTZ-ABC: (80) 101,040
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,955; E&P 87 Est. 9,688
County 80 Cen. 19,646; E&P 87 Est. 18,533
MSA 80 Cen. 46,844; E&P 87 Est. 48,764
CZ-ABC: (80) 9,955
RTZ-ABC: (80) 22,047
City & RTZ-ABC: (80) 32,002

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$348,700,447
Savings & Loan	2	$181,716,455

6 - PASSENGER AUTOS: County 23,200.

7 - ELECTRIC METERS: Residence 23,115.

8 - GAS METERS: Residence 9,667.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lighting 400; Clothing 800; Milling 65; Springs 150; Wire 400; Plastic 128; Rivets 107; Bowling Balls 223; Furn.-Hardware 150; Synthetic Graphite 30; Non-Woven Textiles 78; Metal Extrusion 25; Auto Fascias 100; Paper Prods. 50; Hydraulics 20.

10 - CLIMATE: Av. Temp.-Winter 32-40; Summer 74-79.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon., Fri., Sat.
Nearby Shopping Areas-Skyline, N. Main, Indian Hills and Fort Campbell Blvd., Park Plaza, Pennyrile Mall; Brick Yard Plaza.
Stores Open Evenings-Mon. through Sat. 9-9; Sun. 1-6.

13 - RETAIL OUTLETS: **Department Stores**-Harvey's; JCPenney; Cayce Yost; Dollar Store.
Discount Stores-Wal-Mart; K mart.
Variety Stores-Woolworth; Kress; Dollar Store 3.
Chain Drug Stores-Walgreens; Thrif-T 2; Rite Aid; Wood's Rexall; Revco 2; Medicine Shoppe; Begley; Sav-More.
Chain Supermarkets-Kroger; IGA 3; Houchen's; Drury Bros.; Minit-Mkts. 7; Sav-A-Lot; Martins Cee Bee; Winn-Dixie; Giles.
Other Chain Stores-Auto: Firestone. Furniture: Herb Hays, Keach, Edna's, Boulevard, Furniture Outlet, Bin Beliles. Women's Wear: Maurice's, Klein's, Arnolds, Carothers, Stuart's, Buck's, Brooks, That's All, Social Butterfly, Three's, Cato's, Lot's to Love, Bonnister's, Occasions, Ky Miss. Men's Wear: Wade's, Boyd's, Marshall's 2, Golden-Farley, Suit City. Shoes: Burnett, Nobil, Butler's, Pic-Way. Other: Sears (catalog), Singer, Jo Ann Fabrics, Paper Mill, Radio Shack, Sherwin-Williams, Waldenbooks.

14 - NEWSPAPERS: KENTUCKY NEW ERA (e) 15,810, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mark Lee, Gen. Adv. Mgr., KENTUCKY NEW ERA, 1618 E. 9th St., Hopkinsville, KY 42240; Tel. (502) 886-4444.
National Representative: Branham/Newspaper Sales.

LEXINGTON

1 - LOCATION: Fayette County. E&P Map D-2. (In Lexington-Fayette MSA). County Seat. Second largest city in KY. Shipping and wholesale center for central and E Kentucky. Livestock and general farming; horse breeding and sales; loose leaf tobacco; education; medical; tourist; small manufacturing; army depot. 84 mi. S of Cincinnati; 80 mi. E of Louisville; 140 mi. W of Huntington; 194 mi. N of Knoxville. On U.S. Hwys. 25, 27, 60, 68 & 421; State Hwys. 922 & 956; I-64 & 75; Blue Grass Pkwy.

2 - TRANSPORTATION: **Railroads**-Seaboard System; Southern Railway; TTI Systems.
Motor Freight Carriers-48.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Delta; Piedmont; USAir; ComAir; United; American Eagle; Eastern Metro; TWA; Continental.

3 - POPULATION:
Corp. City/County 80 Cen. 204,165; E&P 87 Est. 215,110
CZ-ABC: (80) 204,165
RTZ-ABC: (80) 318,961
MSA 80 Cen. 318,136; E&P 87 Est. 336,258
City & RTZ-ABC: (80) 523,126
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/County 80 Cen. 75,440; E&P 87 Est. 81,623
CZ-ABC: (80) 75,440
RTZ-ABC: (80) 109,345
MSA 80 Cen. 113,924; E&P 87 Est. 124,016
City & RTZ-ABC: (80) 184,785

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$2,111,430,000
Savings & Loan	4	$581,850,000

6 - PASSENGER AUTOS: County 117,161.

7 - ELECTRIC METERS: Residence 81,087.

8 - GAS METERS: Residence 57,669.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Services and Mining 40,000; Mfg. 28,000; Constr. 9,900; Commun., Util. 4,100; Agric. 6,400; Gov't 35,000.
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-79; Summer 48-95; Fall 26-83; Winter 6-62. First killing frost, Oct. 14; last killing frost, May 4.

11 - TAP WATER: Alkaline, medium; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Main St.; 5 on Short St.; 3 on Limestone St.; 3 on Upper St.; 2 on Broadway; 2 on Mill St.; 1 on Walnut St.; 1 on Esplanade.
Neighborhood Shopping Centers-3 blocks at Idle Hour; 3 blocks at Gardenside; 5 blocks on Euclid, High St. & Tates Creek Pike; 1 block on Harrodsburg Pike Lafayette Centers; 5 blocks on Winchester Pike; 1 block on S. Limestone; 2 blocks on N. Broadway; 2 blocks on Harrodsburg Pike at old city limits; 3 blocks on Zandale; 1 block on Versailles Pike; 8 blocks on Southland Dr.; 3 blocks on Northern Belt-Line; 3 blocks on Leestown Pike; 5 blocks on Eastland, New Circle Rd. & Winchester Pike; 3 blocks on Gardenside Dr.; 4 blocks on Second & Deweese Sts.; 2 blocks on Georgetown St.; 1 block on Hi Acres; 3 blocks in Northland Shopping Center; 2 blocks on E. Third St. at Race & on Waller Ave.; Crossroads, 2 blocks on Nicholasville Rd.; N. Park on New Circle Rd.; S. Park on Nicholasville and New Circle Rds.; 3 blocks on Woodhill Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N. Broadway	2	Begley, Winn-Dixie
Landsdowne(30)	3	Pic Pac, Begley
Southland(125)	3	Welgo, Foodtown, Begley
Chevy Chase(40)	1	Kroger
Meadowthorpe(40)	2	Winn-Dixie
Idle Hour	3	Winn-Dixie
Eastland(62)	2	Woolworth, Kroger, Winn-Dixie, Begley
Lakeview Plz. (15)	3	K mart, Kroger
Zandale(21)	4	
Gainesway Mall(8)	4	Foodtown, Taylor Drugs
Gardenside(32)	4	Kroger
Imperial(12)	3	Begley Drug
Hi-Acres(7)	4	Gateway
Turfland(44)	3	Mont. Ward, McAlpin, JCPenney
Romany Rd. (12)	2	Randall's
Lexington(53)	2	McAlpin, Randall's
Fayette(78)	4	Lazarus, Sears, L.S. Ayres
Crossroads Plaza(19)	4	Randall's
N. Park(26)	3	Hills, Kroger
S. Park(25)	4	Hills, Kroger, Begley
Woodhill(30)	4	Foodtown, Service Mdse., Steinmart
Park Hills(20)	6	Foodtown, Begley
Chinoe Vlg. (15)	4	Winn-Dixie
Stonewall Ctr. (16)	5	Foodtown, Rite Aid
Regency Ctr. (15)	3	Childrens Palace, Kroger

Principal Shopping Days-Dept. Stores: Mon. & Sat.; Food: Wed., Fri. & Sat.
Stores Open Evenings-Downtown: Mon. & Fri.; Eastland: Mon., Thur. & Fri.; Southland: Fri.; Chevy Chase: Fri.; Meadowthorpe: every night; Zandale: Fri.; Turfland, Fayette and Lexington Civic Center: every night ex. Sun.

13 - RETAIL OUTLETS: **Department Stores**-Wolf Wile's; L.S. Ayres; Montgomery Ward; Sears; Welgo 3; Lazarus; McAlpin 2; JCPenney; Hill's 2.
Discount Stores-K mart 4; Gold Circle; Service Merchandise 2; Hill's 2.
Variety Stores-Woolworth 2; Ben Franklin; TG&Y.
Chain Drug Stores-Walgreens 4; SupeRx 2; Begley 10; Rite Aid 4; Taylor Drugs 4.
Chain Supermarkets-Kroger 9; Winn-Dixie 5; Mini-Marts 6; Buy-Low 2; Convenient 26; Randall's 6; Gateway; Foodtown 5; PDQ 2; Bestway; Pic Pac 2.
Other Chain Stores-Thom McAn; Baker Shoes; Western Auto; B.F. Goodrich; Singer Co. 2; Shackleton's (musical supplies); Porter Paint Service; Sherwin-Williams; Firestone; Lerner's; Midas; Richman Bros. (clothing); S&T Stores; Florsheim Shoes; Piece Goods Shop, Inc. 3.

14 - NEWSPAPERS: HERALD-LEADER (m) 116,720; (S) 144,022; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Fred Hull, Adv. Dir., HERALD-LEADER, Main & Midland, Lexington, KY 40507; Tel. (606) 231-3100.
National Representative: Knight-Ridder Newspaper Sales.

LOUISVILLE

1 - LOCATION: Jefferson County. (In Louisville KY-IN MSA). E&P Map C-2 and D-2. Industrial and wholesale ctr. Fort Knox (Army) Training Ctr. and Ohio River. 113 mi. SW of Cincinnati; 114 mi. S of Indianapolis; 180 mi. N of Nashville; 264 mi. E of St. Louis. On U.S. Hwys. 31, 31-E, 31-W, 42, 62, 69, 150, 460, I-64, I-65 (Kentucky Tpke.), I-71, I-264.

2 - TRANSPORTATION: **Railroads**-Seaboard System; Southern; B&O; C&O; Illinois Central; Conrail.
Freight Carriers-Ohio River Freight (Tonnage 150,390,666); Port of Louisville (Tonnage 6,978,224).
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Eastern; TWA; Piedmont; Delta; United; USAir; Florida Express; Ozark; Allegheny Commuter; ComAir; Britt.

3 - POPULATION:
Corp. City 80 Cen. 298,840; E&P 87 Est. 263,769
CZ-ABC: (80) 781,065
RTZ-ABC: (80) 587,284
County 80 Cen. 684,793; E&P 87 Est. 640,578
MSA 80 Cen. 956,844; E&P 87 Est. 927,794
City & RTZ-ABC: (80) 1,368,349
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 117,178; E&P 87 Est. 108,750
County 80 Cen. 250,478; E&P 87 Est. 241,970
MSA 80 Cen. 340,989; E&P 87 Est. 340,924
CZ-ABC: (80) 285,758
RTZ-ABC: (80) 190,986
City & RTZ-ABC: (80) 476,744

5 - BANKS	NUMBER	DEPOSITS
Banks	8	$6,769,825,115
Savings & Loan	4	$2,516,258,939

6 - PASSENGER AUTOS: County 361,869.

7 - ELECTRIC METERS: 305,972.

8 - GAS METERS: 234,752.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Prods. 9,400; Fab. Metal Prods. 8,600; Mach. Elect. & Non-Elect. 21,200; Tobacco Prods. 5,600; Chem. Prods. 7,400; Constr. 19,400; Trans., Commun. & Util. 24,700; Trans. Equip. 7,800; Whol. & Ret. Trade 103,000; Printing & Pub. 7,500; Lumber & Wood Prods. 3,900.
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-66; Summer 65-87; Fall 46-68; Winter 27-45. First killing frost, Nov. 7; last killing frost, Apr. 1.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Broadway, Chestnut, Muhammed Ali, Liberty, Jefferson, Market, Main; Shelbyville Rd. betw. Chenoweth Lane & Hurstbourne Lane; Dixie Hwy. betw. Waterson Expwy. & Page's Lane.
Neighborhood Shopping Areas-Beechmont; Bonnycastle; Churchill Downs; Crescent Hill; Dixie Hwy.; Fairgrounds; Highlands; St. Matthews; Shelby St.; Shively; Southside; Taylor Blvd.; Buechel; Valley Station; Southern Pkwy.; Berry Blvd.; Westport Road; West Broadway; Hikes Lane; Bon Air; Lyndon; Brownsboro Rd.; Eastern Pkwy.; Poplar Level Rd.; Preston; Bardstown Rd.; Taylorsville Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Algonquin Manor	NA	Winn-Dixie, McCrory
Auburndale(9)	NA	Kroger, SupeRx
Bacon's Shively(14)	8	Bacon's, Winn-Dixie
Bashford Manor(70)	7	Bacon's, Target, Warehouse of Groceries, Snyder's
Bittersweet(17)	NA	Winn-Dixie, U.S. Dollar
Bluegrass Manor(5)	8	Designer Depot, Lowes
Bon Air Manor(21)	NA	Melton Mkt., Drug Emporium
Breckinridge(21)	NA	Winn-Dixie
Brownsboro Rd. (39)	NA	Winn-Dixie
Camelot(21)	NA	Winn-Dixie
Chenoweth Plz. (17)	NA	
Charleston	NA	Goodyear
Cliftboro(4)	NA	Kroger, SupeRx
Crestwood Station	NA	Winn-Dixie, Begley's, Wal-Mart
Dahlem(13)	NA	
Dixie Manor(51)	8	Stewart's, Snyder's, Winn-Dixie, Walgreens, Service Mdse.
DuPont Vlg. (80)	NA	Levy Lumber
Eastland(16)	NA	Pic-Pac
Galleria(60)	NA	Bacon's, Byck's, SupeRx
Gardiner Lane(19)	5	Kroger, Cloth World, Woolworth, Pic Pac, Taylor Drugs
Gateway Plaza(15)	NA	Gateway/Key Mkt.
Glengarry(8)	NA	Gateway/Key Mkt., Dollar General
Grantline Plz. (17)	NA	K mart, Winn-Dixie
Green Tree Mall(75)	5	JCPenney, Sears, Snyder's
Hikes Point Plz. (15)	7	Woolworth, T.J. Maxx
Holiday Manor(40)	7	Kroger, SupeRx
Hurstbourne(36)	NA	Valu, Walgreens
Indian Trail(42)	8	Winn-Dixie, Kroger, Snyder's, Zayre
Iroquois Manor(42)	6	Kresge, Walgreens, Warehouse of Groceries, Winn-Dixie
J-Town Center(35)	14	Gateway/Key Mkt., Winn-Dixie, Target
Jeffersontown Vlg. (18)	NA	Kroger, K mart
Jefferson Mall(99)	12	JCPenney, Sears, Lazarus, Snyder's, Walgreens
K mart Plaza(16)	5	K mart, Buy Low
Knob View(11)	NA	Kroger
LaGrange Sq. (10)	NA	Gateway/Key Mkt.
Louisville's First(7)	NA	Kroger, Walgreens
Lynnview(29)	NA	Gateway/Key Mkt.
The Mall(72)	8	Dawahares, JCPenney, Bacon's
Maryville(21)	NA	Dollar General
McMahan Ctr. (16)	NA	Gateway/Key Mkt., Radio Shack
McMahan Plz. (39)	NA	Kroger
Medical Plaza(15)	NA	
Mid-City Mall(26)	3	Zayre, Winn-Dixie
Middletown Plz. (18)	NA	Gateway/Key Mkt., Dollar General
New Albany Plz. (18)	NA	Winn-Dixie, Taylor Drugs
Okolona(12)	NA	IGA
Outerloop(12)	NA	
Outlets Ltd.	NA	Linens 'N Things, Handmacher, Famous Footwear
Oxmoor Ctr. (126)	8	Snyder's, Sears, Lazarus
Plainview Ctr. (45)	NA	Kroger, Taylor Drugs
Poplar Level(29)	NA	
Poplar Plaza(9)	NA	Buy Low Foods
Preston Center(7)	NA	Dollar General
Preston Park	NA	Target
Prospect Point(21)	NA	Winn-Dixie
Raceland Mall(34)	9	
Rockford Plaza(10)	NA	Gateway/Key Mkt.
Rolling Hills(21)	NA	Kroger, Hancock Fabric
St. Denis(5)	NA	Winn-Dixie
St. Matthews Triangle(13)	NA	Woolworth
Shaker Heights	NA	Gateway/Key Mkt.
Shawnee(5)	NA	Winn-Dixie, Taylor's
Shelbyville Rd. (25)	7	Evans Furniture, Gateway/Key Mkt.
Silver Hts. (20)	NA	Gateway/Key Mkt., Walgreens
Southland Terr. (31)	8	JCPenney, Kroger, Walgreens, Woolworth
Southwick	NA	
Stonefield Sq. (22)	NA	Winn-Dixie
Tradewinds(7)	NA	Kroger
Tradewinds W. (17)	NA	Kroger
Tymberwood	NA	SupeRx, T.J. Maxx

		Kroger
Value City(4)	3	Walgreens, Winn-Dixie
Watts(8)	NA	
Westchester(8)	NA	Winn-Dixie
Westland Mall(45)	10	Target
Valley Station(23)	NA	Winn-Dixie, Sears
Village Sq.(8)	NA	Kroger
Village West(22)	NA	Gateway/Key Mkt.
Westport(45)	NA	K mart
Youngtown Ctr.(28)	2	Bacon's, Austin's, Woolworth

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Mon.-Sat.; Downtown Mon.

13 - RETAIL OUTLETS: Department Stores-Outlets Ltd. Mall 35; Snyder's 7; Bacon's 6; JCPenney 4; Sears 4; Lazarus 2.
Discount Stores-Target 5; K mart 12; Value City 2; Zayre 3; Wal-Mart 2.
Variety Stores-Woolworth 4; Kresge; McCrory; Ben Franklin 2; Dollar General 14; Thrift 6.
Catalog Showroom Stores-Service Merchandise 2.
Chain Drug Stores-Taylor 32; Walgreens 20; SupeRx 16; Otto 13; Wish's 2; Harding; Cox's 3; Jones Apothecary 8; Louisville Apothecary 3; Oak 2; Zegart 2; Mill Discount 4; Drug Emporium 2.
Chain Supermarkets-Kroger 29; Melton's Food Marts 8; Winn-Dixie 24; Pic Pac 10; Convenient 91.
Voluntary Chain Supermarkets-Gateway/Key Mkt. 24; Majik 24; Valu Supermarkets 3; Buy Low Foods 3.
Other Chain Stores-Men's Apparel and Furnishings: Loevenhart's; Richman Bros. 2; Schupp & Snyder; Fashion Post 2; Levy Bros.; Martin's; Rodes 2; Strauss 3. Shoes: Hardy 2; Payless 8; Fayva Family Shoes 6; Boston Shoe Co. 2; Knotts 3; Lady Slipper 3; Pix Sample 3; Wenneker's 2; Florsheim 3; Thom McAn 2; Kinney 4. Women's Apparel: Fashion Bug 3; Casual Corner 3; Behr Stores 2; Women's World 2; Foxmoor 2; Modern Ms. 2; Brooks 4; Embry's 3; Tempo Fashions 2; Lerner 4; Lane Bryant 2; Joy Shop; Fashion Shop 7; Hytken's; Byck's 4; She; Donlevys; Designer Depot 3; T.J. Maxx; Sportswear Mart 2. Paint: Sherwin-Williams 7; Devoe 8; DeHart 3; Porter 13; Jefferson Wallpaper. Auto Supplies: Firestone 11; Goodyear 9; B.F. Goodrich 11; Michel Tires 5; Dean's Tires 4; Midas Muffler 7; Big O Tires 14; Gil Mueller 4; Fleenor's 4; Toohey's 5. Home Furnishing: Hubbuch in Kentucky; Bensinger's 2; Carriage House; Crossroads 3; Evans 4; Furn. Liquidators 3; Furn. Showrooms; Heleringer's; Kinnaird & Francke 3; Rhodes-Burford 2; Smith 5. Candy: Russell Stover 2; Rebecca Ruth. Other: Spiegel (catalog) 2; Radio Shack 22; Circuit City 3. Toys: Toys 'R' Us 3; Children's Palace 2; Thornbury's 4; Kay Bee 2. Home Improvement: Levy's 4; Wickes; Lowe's 3; H&S Hardware 3; Furrows 4.

14 - NEWSPAPERS: COURIER-JOURNAL (all day) 248,281; (S) 325,764; Mar. 31, 1987 ABC.
NOTE: Effective Feb. 15, 1987 the publishing plan changed from (m, e, S) to (all day, S).
Local Contact for Advertising and Merchandising Data: James D. Marchal, Adv. Dir., COURIER-JOURNAL, 525 W. Broadway, Louisville, KY 40202; Tel. (502) 582-4088.
National Representative: Gannett National Newspaper Sales.

MADISONVILLE

1 - LOCATION: Hopkins County, E&P Map B-2. County Seat. Audubon-Pennyrile area of Western KY. Six mi. from crossroads of Western KY Tpke. & Pennyrile Pkwy. On U.S. Hwys. 41, 41-A, 62; State Hwy. 85; 50 mi. S of Evansville; 100 mi. N of Nashville; 150 mi. SW of Louisville.

2 - TRANSPORTATION: Railroads-P&L; Seaboard/L & N.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Kentucky.

3 - POPULATION:
Corp. City 80 Cen. 16,979; E&P 87 Est. 17,126
CZ-ABC: (80) 16,979
RTZ-ABC: (80) 33,898
County 80 Cen. 46,174; E&P 87 Est. 47,861
City & RTZ-ABC: (80) 50,877
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,498; E&P 87 Est. 6,725
County 80 Cen. 16,552; E&P 87 Est. 17,755
CZ-ABC: (80) 6,498
RTZ-ABC: (80) 11,881
City RTZ-ABC: (80) 18,379

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$312,531,209
Savings & Loan	2	$85,241,263

6 - PASSENGER AUTOS: County 21,806.

7 - ELECTRIC METERS: Residence 7,060.

8 - GAS METERS: Residence County 10,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Clothing 375; Commercial Clothes Dryers 150; Coal Mining 3,741; Medical Center 1,410; Agric. 1,150; Aircraft Engines 800; Canning; Air Conditioning 1,100; Paper Filters 80.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-77; Summer 61-102; Fall 40-64; Winter 0-53. First killing frost, Nov. 5; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Madison Square(26)	1	Winn-Dixie, Revco, K mart, Watsons
Madisonville(5)	2	SupeRx, Wal-Mart
Brairwood(11)	NA	Kroger, SupeRx
Parkway(43)	1	Roses, JCPenney, Harvey's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Shopping Center-every night.
Stores Open Sundays-Supermarkets, drug, shopping centers.

13 - RETAIL OUTLETS: Department Stores-Harvey's; Baker & Hickman; JCPenney; Young's; Watson's; T.B.A. Service Store.
Chain Drug Stores-Robard's Walgreens; SupeRx; Revco.
Discount Stores-Wal-Mart; Revco; K mart; Roses.
Chain Supermarkets-Kroger; Foodtown; Sureway 2; IGA 2; Pantry 19; Winn-Dixie.
Other Chain Stores-Goodyear; Singer Co.; Baynhams (shoes); Dollar General; W.H. Arnold; The Vogue; Pic-Way Shoes; Papermill; Sears (catalog); Kuesters; Furniture: Jordan's, McGary Bros., Legate.

14 - NEWSPAPERS: MESSENGER (e) 11,334; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David A. Clevenger, Adv. Dir., MESSENGER, 221 S. Main; PO Box 529, Madisonville, KY 42431; Tel. (502) 821-6833.
National Representative: Landon Associates.

MAYFIELD

1 - LOCATION: Graves County, E&P Map A-3. 30 mi. S of Atomic Energy Plant. County Seat. Center of Purchase area of W Kentucky. 25 mi. W of Lake Tabacco; Dairy and Beef cattle center. About 200 mi. from St. Louis, Louisville, Nashville and Memphis.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-5.
Passenger Bus Lines-Greyhound; Brooks.

3 - POPULATION:
Corp. City 80 Cen. 10,705; E&P 87 Est. 9,928
County 80 Cen. 34,049; E&P 87 Est. 32,968

4 - HOUSEHOLDS:
City 80 Cen. 4,425; E&P 87 Est. 4,212
County 80 Cen. 12,775; E&P 87 Est. 12,767

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$108,443,265
Savings & Loan	2	$121,730,098

6 - PASSENGER AUTOS: County 16,290.

7 - ELECTRIC METERS: Residence 4,839.

8 - GAS METERS: Residence 5,352.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Clothing 700; Rubber 1,100; Clay Mining 57; Ceramics 400; Compressors 300; Other Industry 600.
Principal Industrial Pay Days-Clothing Manufacturers-Wed.; Others-Fri.

10 - CLIMATE: First killing frost, Oct. 22; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks around court house sq. and 4 W. on Broadway; 1 S. on 8th St.; At South End 4 S. on Paris Hwy.; Mayfield Plaza; South Mayfield; East Shpg. Ctr., E. Broadway.
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Anderson & Son; Vincent's; Wal-Mart; Gibson; K mart; General Dollar; Wholesale Store.
Discount Stores-Gibson; Young Blood.
Chain Drug Stores-Wilson Rexall; SupeRx.
Chain Supermarkets-Smith's 2; Watson's; Rogers; Burgess; Piggly Wiggly 2; Smith's No Frills.
Other Chain Stores-Michelson's; P&H General Tire Service; Howard D. Happy; Singer Co.; Family Shoe; Sears (catalog); Lindsey's; Goodyear; Mayfield Tire Center; Myers Lumber Co.; Dunn Furn.; Creative Interiors; Wendy's; Captain D's; McDonalds; Hardees; Kentucky Fried Chicken.

14 - NEWSPAPERS: MESSENGER (e) 7,335; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Eric Hoffman, Adv. Dir., MESSENGER, 201 North 8th, Mayfield, KY 42066; Tel. (502) 247-5223.
National Representative: Papert Companies.

MAYSVILLE

1 - LOCATION: Mason County, E&P Map E-1. On the Ohio River, 60 mi. SE of Cincinnati, OH. On State Hwys. 8, 10, 11; U.S. Hwys. 68, 62, 52; 60 mi. NW of Lexington.

2 - TRANSPORTATION: Railroads-T.T.I.; Chesapeake & Ohio; Amtrak.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 7,983; E&P 87 Est. 6,998
County 80 Cen. 17,760; E&P 87 Est. 17,372
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,120; E&P 87 Est. 2,828
County 80 Cen. 6,360; E&P 87 Est. 6,416

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$170,000,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 8,337.

7 - ELECTRIC METERS: Residence County 6,150.

8 - GAS METERS: Residence 3,451.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 289 (N.A.); Pulleys, Power Trans. 1,100 ($350); Bicycle, Auto Parts 290 ($[illegible]75); Milk Condenser, Canning (N.A.); Limestone Mining 200 ($325); Power Plants 600 ($400); Hospital 230 ($350); Garment 275 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway Plaza	3	K mart, Revco, Super Valu
Bluegrass Center(12)	2	Kroger, Sears, Murphy Mart
Forest Ave.	1	Clyde's Super Valu, Begley's
Maysville Downtown(100)		JCPenney, G.C. Murphy, Sundry Store

Principal Shopping Days-Sat., Mon., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Klines; JCPenney.
Variety Stores-Dollar General.
Discount Stores-Heck's; K mart; Murphy Mart.
Chain Drug Stores-Begley's; Sundry; Revco.
Chain Supermarkets-Kroger; Clyde's Super Valu 5; IGA.

14 - NEWSPAPERS: LEDGER-INDEPENDENT (m) 8,033; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Patty Moore, Natl. Adv. Mgr., LEDGER-INDEPENDENT, 41-43 W. Second St.; PO Box 518, Maysville, KY 41056; Tel. (606) 564-9091.
National Representative: Landon Associates.

MIDDLESBORO

1 - LOCATION: Bell County, E&P Map E-3. SE part of county at junction of 3 states-KY, VA and TN. Center for light mfg., coal, lumber, tobacco and cattle. Rich agric. section. 230 mi. from Cincinnati; 110 mi. from Bristol, TN-VA; 45 air mi. from Knoxville. Gateway to America's largest federal historical park, 20,000 acre Cumberland Gap Historical National Park.

2 - TRANSPORTATION: Railroads-Southern (freight); Seaboard.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,251; E&P 87 Est. 12,235
CZ-ABC: (80) 12,251
RTZ-ABC: (80) 73,800
County 80 Cen. 34,330; E&P 87 Est. 35,097
City & RTZ-ABC: (80) 86,051

4 - HOUSEHOLDS:
City 80 Cen. 4,452; E&P 87 Est. 4,631
County 80 Cen. 11,407; E&P 87 Est. 12,072
CZ-ABC: (80) 4,452
RTZ-ABC: (80) 24,487
City & RTZ-ABC: (80) 28,939

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$380,000,000
Savings & Loan	3	$222,000,000

6 - PASSENGER AUTOS: County 11,415.

7 - ELECTRIC METERS: Residence 6,252.

8 - GAS METERS: Residence 2,634.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tanning 150 ($225); Mining 1,500 ($450); Garments 200; Food 200 ($225); Elastic 150 ($175); Plastic 100; Tourist 200; Metal Fab. 125 ($300); Bottling 130 ($325).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 65-96; Fall 30-70; Winter -5-60. First killing frost, Oct. 18; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-25 E- mile section N. of downtown and 4 block section of Cumberland Ave., downtown.
Neighborhood Shopping Centers-Cumberland Sq.; Vlg. Sq.; Manor; Middlesboro Mall.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Rose's; Wal-Mart; Belk's; K mart; John's Store.
Variety Stores-Dollar General; Hallmark.
Chain Drug Stores-Lee's (Rexall); SupeRx; Kroger; K mart.
Chain Supermarkets-Kroger; A&P; Battles; Piggly Wiggly; Schneider's Food Basket.
Other Chain Stores-Heily & Myers (furn.); Pic 'N Pay Shoes; Cato's; Radio Shack; Ball Bros. (furn.); Clifford's (jewelers); Shoe Show; C & H Rauch (jewelry); Fashion Bug (clothes); Goody's (clothes); Caylor Music; Fotol; Curtis-Mathes; B&H Shoes; Toys-R-Us; Kinneys Shoes; Bally's Videos.

14 - NEWSPAPERS: DAILY NEWS (e) 8,809; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Earl Burchfield, Pub., DAILY NEWS, 120 N. 11th St.; PO Box 579, Middlesboro, KY 40965; Tel. (606) 248-1010.
National Representative: Landon Associates.

MURRAY

1 - LOCATION: Calloway County, E&P Map B-3. In W part of state, 42 mi. from Paducah. On State Hwys. 94, 121; U.S. Hwy. 641, 35 mi. from I-24, 20 mi. from Purchase Pkwy. (toll road). Southern gateway to land between the Lakes Federal recreation area.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Intercity Bus Lines-Brooks Bus Lines; Greyhound.

Motor Freight Carriers-Paschall Overnight.

3 - POPULATION:
Corp. City 80 Cen. 14,248; E&P 88 Est. 14,541
County 80 Cen. 30,031; E&P 87 Est. 31,004
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,873; E&P 87 Est. 4,930
County 80 Cen. 10,766; E&P 87 Est. 11,488

5 - BANKS	NUMBER	DEPOSITS
Banks	2	$276,255,713
Savings & Loan	3	$734,766,100

6 - PASSENGER AUTOS: County 13,577.

7 - ELECTRIC METERS: Residence 5,610; County 8,481.

8 - GAS METERS: Propane 2,425; Natural Gas 3,193.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Toys 800 ($215); Women's Designer Clothes 250 ($160); Textiles; Popcorn Proc.; Tobacco; Adhesives; Oil Filters; Educ. Center; Original Stock and Stockingnettes; Specialty Work Gloves 200 ($165); Engines 750 (N.A.); Food Prods. 120 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 75-100; Fall 45-70; Winter 25-50.

11 - TAP WATER: Alkaline, very soft, abundant.

12 - RETAILING: Principal Shopping Areas-7 block area in downtown business district (around court square); 9 blocks along S. 12th St. (U.S.

641); 10 block area extending from intersection of N. 12th St. (U.S. 641) and Chestnut St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belair(13)	NA	Storey's Food Giant, Sears
Central(8)	NA	Wal-Mart, Kroger
Dixieland(20)	NA	Buckingham-Ray
Northside(6)	NA	Adams IGA, Murray Home & Auto
Southside(8)	NA	Auto Shack, Adams IGA

Principal Shopping Days-Mon., Thur., Fri.
Stores Open-Fri. evenings and Sun. Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-Brights; Behrs; JCPenney.
Discount Stores-K mart; Wal-Mart; Uncle Jeffs.
Variety Stores-Murray Home & Auto Supply; Bold Liquidators.
Chain Drug Stores-Revco; Begley's; Payless.
Chain Supermarkets-Kroger; Big John; Jim Adams; IGA.
Other Supermarkets-Storey's Food Giant; Parker's Market; Owens Food Market; D&T Warehouse; Sav-A-Lot.
Other Chain Stores-Goodyear; Payless Shoe Source; Lindsey Jewelry; Michelson's Jewelry; Bookmark; Cherry's; Singer Sewing Center; Big B Cleaners; Coast-to-Coast; Radio Shack; Auto Shack; Dennison-Hunt Sporting Goods.

14 - NEWSPAPERS: LEDGER & TIMES (e) 7,476; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Walter L. Apperson, Pub., LEDGER & TIMES, 1001 Whitnell Ave.; PO Box 1040, Murray, KY 42071; Tel. (502) 753-1916.
National Representative: Landon Associates.

OWENSBORO

1 - LOCATION: Daviess County. E&P Map B-2. (In Owensboro MSA). County Seat. 4 Colleges. Farming, manufacturing, and industrial center in W Central part of state. 90 (air) mi. SW of Louisville; 28 mi. E of Evansville, IN. On U.S. Hwys. 60, 231, 431; State Hwys. 54, 56, 81; Audubon & Green River Pkwys.

2 - TRANSPORTATION: Railroads-L&N.
Motor Freight Carriers-37.
Intercity Bus Lines-Greyhound; Beck Bus (charter); United Coach; Audubon Trails Coach Lines; IV Coaches (charter).
Airlines-Allegheny Commuter; Northwest Airlink.
Water-American Barge Line; Federal Barge Line; Union Barge Line; Walker Towing Co.; Ohio Barge Line; Mississippi Valley Barge Lines; Owensboro Riverport Authority; Mid-America Terminals of Kentucky; Owensboro River Rail Terminal.

3 - POPULATION:
Corp. City 80 Cen. 54,450; E&P 87 Est. 56,590
CZ-ABC: (80) 55,411
RTZ-ABC: (80) 189,817
County/MSA 80 Cen. 85,949; E&P 87 Est. 89,671
City & RTZ-ABC: (80) 245,228

4 - HOUSEHOLDS:
City 80 Cen. 20,118; E&P 87 Est. 21,771
County/MSA 80 Cen. 30,208; E&P 87 Est. 32,698
CZ-ABC: (80) 20,557
RTZ-ABC: (80) 65,879
City & RTZ-ABC: (80) 86,436

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$1,837,628,565
Commercial	3	$669,387,840

6 - PASSENGER AUTOS: County 45,306.

7 - ELECTRIC METERS: Residence 20,817.

8 - GAS METERS: (City total) 23,667.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Health Serv. 1,632; MPD Tubes and Components 800; Chewing & Smoking Tobacco and Snuff 757; Meat Packing 500; Elect. Motors and Generators 402; Office Chairs/Furn. 313; Battery Separators, Latex Cellulosic Fibers 300; Coal 286; Fin. Servs. 250; Food Proc. 200; Natural Gas 761; Telephone Serv. 315; Distilleries 300; Services 1,025.
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 65-88; Fall 46-69; Winter 27-44. First killing frost, Oct. 26; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Downtown Shopping-3 blocks on Main St.; 2 on Frederica St.; 1 on Allen St.; 1 on St. Ann St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Audubon Plaza(6)	2	Kroger, Peoples Drug, K mart
Commerce Plaza(4)	2	Kroger, SupeRx
Gabe's(9)	1	Foodland, Peoples Drug
Lincoln Mall(11)	2	Winn-Dixie
Shawnee Park(7)	3	Foodland, Taylor Drug, Dollar General
Sherwood Plaza(2)	3	Wetzel's Mkt., Rex, Big Lots
S. Frederica(10)	2	Foodland
Towne Sq. Mall(60)	3	Sears, JCPenney, Bacon's, Andersons
Towne Sq. North	NA	Service Merchandise, Wal-Mart
Village West(10)	2	Wetzel's Mkt., Kuesters, Dollar General
Villa Point(3)	3	Foodland, Hook's
Wesleyan Park(40)	2	Kroger, SupeRx, K mart, Lazarus
Williamsburg Sq.(12)	2	Baptist Book Store
Wyndall's(9)	2	Wyndall's Mkt., Dollar General

Neighborhood Shopping Centers-2 blocks on Frederica St. at 10th; 2 on E 4th bet. Hathaway & Leitchfield Rd.; 1 at 8th & Leitchfield Rd.; 2 blocks on Parrish Ave. at Crabtree; 1 block on Crabtree at 9th; Mid-City Plaza, 18th & Sweeney (5 stores); 1 block on Daviess at 18th.
Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers open 6 nights a week and Sun. afternoons.

13 - RETAIL OUTLETS: Department Stores-Anderson's; Sears; JCPenney; Bacon's; Lazarus.
Variety Stores-Dollar General.
Discount Stores-Wal-Mart; K mart; Service Merchandise.
Chain Drug Stores-Peoples 2; Hook's 2; Taylor's; SupeRx 2; Osco.
Chain Supermarkets-Winn-Dixie; Kroger 3; Foodland; Wetzel's 3; Convenient 5; Stop'n Go 6; Sav-a-lot; Pantry 10.
Other Chain Stores-Behr (women's); Baynham's (shoes); Pic-Way (shoes); Kuester's (hardware); Zale's; Hancock Fabrics; Singer Co.; Radio Shack; Goodyear; Lowe's; Central Tractor; Jaccard's Jewelry; Gordon's Jewelry; Earring Tree; World Bazaar; Levinson's (men's wear); General Nutrition Center; Sherwin-Williams; Regis Beauty Salon; Waldenbooks; Thom McAn; Kinney Shoes; Brooks; Jean Nicole; Foxmoor; S&T Store; Spencer Gifts; Athletic Attic; Barkers; Baskin Robbins; Connie Shoes; Excursions; Foto-1; Gordon's; Grandy's; Mastercuts; Mothercare; M.S. Ltd.; Maxine's Boutique; Pearle Vision; Rogers; Ruby Tuesdays; Thornbury Toys; Alrenco; Fashion Bug Plus; Horner-Rausch; The Shoe Carnival; Sycamore Shop.

14 - NEWSPAPERS: MESSENGER-INQUIRER (m) 32,276; (S) 34,258; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Elaine Massa, Adv. Mgr., MESSENGER-INQUIRER, 1401 Frederica St., Owensboro, KY 42301; Tel. (502) 926-0123.
National Representative: Papert Companies.

PADUCAH

1 - LOCATION: McCracken County. E&P Map A-3. On Ohio River at the mouth of the Tennessee River; 48 mi. E by N from the Mississippi, 185 mi. from Memphis, 175 mi. S of St. Louis. On U.S. Hwys. 45, 60, 62, 68; I-24; State Hwys. 284, 358.

2 - TRANSPORTATION: Railroads-Gulf; CB&Q; Paducah and Illinois; L&N.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Brooks; Southern Trailways.
Airlines-Allegheny Commuter; American Eagle; Ozark; Republic.

3 - POPULATION:
Corp. City 80 Cen. 29,315; E&P 87 Est. 27,597
CZ-ABC: (80) 48,700
RTZ-ABC: (80) 194,411
County 80 Cen. 61,310; E&P 87 Est. 59,317
City & RTZ-ABC: (80) 243,111

4 - HOUSEHOLDS:
City 80 Cen. 12,050; E&P 87 Est. 11,790
County 80 Cen. 23,459; E&P 87 Est. 23,505
CZ-ABC: (80) 19,135
RTZ-ABC: (80) 71,457
City & RTZ-ABC: (80) 90,592

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$480,000,000
Savings & Loan	2	$185,000,000

6 - PASSENGER AUTOS: County 34,371.

7 - ELECTRIC METERS: Residence 17,195.

8 - GAS METERS: Residence 18,158.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Uranium Separation 1,400; Shoes 487; Dresses 120; Barges 566; TVA 545; Textile Mach. 120; Milk Prods. 113; Soft Drink Bottling 152; Aluminum and Zinc Castings 150; Wire Mfg. 149; Plastic Prods. 153.

10 - CLIMATE: First killing frost, Oct. 24; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-30 blocks on 6 sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cardinal Point(8)	NA	Rexall
Hannan Plaza(3)	NA	Kroger, SupeRx
Paducah Mall(28)	NA	K mart, Excell, Radio Shack
Paducah Square(5)	NA	Wal-Mart
Kentucky Oaks Mall(60)	6	Sears, Meis, JCPenney, Snyder's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Meis; Snyder.
Variety Stores-Woolworth.
Chain Drug Stores-SupeRx; Pay Less 8; Rite Aid.
Discount Centers-K mart; Wal-Mart; Service Merchandise; Dollar General.
Chain Supermarkets-Kroger; Food Giant 3; Bigg's; Myrick's; Big Star; Big John's; Super Value.
Other Chain Stores-Goodyear; Pittsburgh Paint Glass; Sherwin-Williams; Singer Co.; Lowe Bros.; S&H Green Stamps; Pic-Way; Firestone.

14 - NEWSPAPERS: PADUCAH SUN (e-mon to fri) 31,537; (S) 35,154; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Talmadge Martin, Adv. Mgr., PADUCAH SUN, 408 Kentucky Ave., Paducah, KY 42001; Tel. (502) 443-1771.
National Representative: Branham/Newspaper Sales.

RICHMOND

1 - LOCATION: Madison County. E&P Map E-2. County Seat. Agricultural, residential and educational center. Home of Eastern Kentucky University.

2 - TRANSPORTATION: Railroads-L & N (freight).
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 21,705; E&P 87 Est. 22,706
County 80 Cen. 53,352; E&P 87 Est. 56,950

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,359; E&P 87 Est. 7,068
County 80 Cen. 16,809; E&P 87 Est. 18,713

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$238,302,997
Savings & Loan	1	$81,570,362

6 - PASSENGER AUTOS: County 22,808.

7 - ELECTRIC METERS: Residence 19,100.

8 - GAS METERS: Residence 6,650.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry Equip. 113 ($275); Batteries 180 ($340); Tool & Stamping 136 ($220); Paint Coating 184 ($320); Army Depot 518 ($378); Miniature Lamps 365 ($325); Drugs & Dry Cleaning 130 ($285).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 72-90; Fall 44-68; Winter 0-35.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main, First, Second and Third Sts.
Neighborhood Shopping Centers-Big Hill Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University(20)	1	Begley, Winn-Dixie, Rose's
Shopper's Village(15)	1	Wal-Mart, IGA, Pic-N-Pay
Waco	10	A&B Market
Kirksville	10	Click's Groc.
Berea	12	Purkeys, IGA, Heck's, TG&Y
Richmond Plaza(6)	2	Super Valu, Begley, K mart, S&T Hdwe.
College Park	2	Convenient, Singer

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Rose's.
Discount Stores-Furniture City; Heck's; K mart; Wal-Mart; TG&Y.
Chain Drug Stores-Begley 2; SupeRx; Medicine Shoppe.
Chain Supermarkets-Kroger; Super Valu; IGA; Gateway; Winn-Dixie.
Other Chain Stores-Firestone; Goodyear; Sears (catalog); Leroy's; Montgomery Ward; C&H Rauch; Radio Shack; Napa; Pic'N Pay; Convenient; Minit Mart; Singer.

14 - NEWSPAPERS: REGISTER (e) 8,491; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Maynard Almjeld, Adv. Dir., REGISTER, 380 Big Hill Ave., Richmond, KY 40475; Tel. (606) 623-1669.
National Representative: Thomson Newspapers.

SOMERSET

1 - LOCATION: Pulaski County. E&P Map D-3. Agricultural, resort, manufacturing area. S central portion of state; On Lake Cumberland. 75 mi. S of Lexington; On U.S. Hwy. 27, Cumberland Parkway (to road), Kentucky Hwy. 80. 26 mi. to I-75.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 10,649; E&P 87 Est. 11,565
CZ-ABC: (80) 10,649
RTZ-ABC: (80) 35,154
County 80 Cen. 45,803; E&P 87 Est. 50,739
City & RTZ-ABC: (80) 45,803

4 - HOUSEHOLDS:
City 80 Cen. 3,943; E&P 87 Est. 3,996
County 80 Cen. 16,126; E&P 87 Est. 18,574
CZ-ABC: (80) 3,943
RTZ-ABC: (80) 12,183
City & RTZ-ABC: (80) 16,126

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$282,309,851
Savings & Loan	2	$267,714,982

6 - PASSENGER AUTOS: County 23,117.

7 - ELECTRIC METERS: County Residence 26,311.

8 - GAS METERS: Residence 2,753.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Plant 230 ($340); Clothing 1,150 ($240); Auto Parts 100 ($240); Plumbing Fixt. 235 ($325); Furn. 251 ($250); Coal 80 ($350); Groceries 75 ($200); Houseboats 100 ($250); Charcoal 168 ($260); Dairy Prods. 96 ($265); Air Conditioners 800 ($340).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: An. Min. & Max. Temp.-28 - 88.

11 - TAP WATER: Soft, lake water.

12 - RETAILING: Principal Shopping Centers-Downtown Somerset Food Fair, True Value Hardware, Midway Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Square(4)	NA	K mart, Kroger, SupeRx
Somerset Mall(50)	NA	JCPenney, Belk
Somerset Plz.(12)	NA	Wal-Mart, Watson's
Tradewind(27)	NA	Rose's, Winn-Dixie

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Tradewind Shopping Ctr., Somerset Mall, Somerset Plaza, Cumberland Square every night.

13 - RETAIL OUTLETS: Department Stores-Rose's; Watson's; JCPenney; Belk-Simpson.
Discount Stores-Paul's Discount; Wal-Mart; Midway Discount; K mart.
Variety Stores-Rose's; Dollar General.
Chain Drug Stores-SupeRx; Begley 3; Revco.
Chain Supermarkets-Kroger; Winn-Dixie; Food Fair 4; Convenient Mart 4; Mac's Village Pantry 4; IGA; Minit Mart.
Other Chain Stores-Goodyear; Sears; Montgomery Ward; S&T Hardware; Kentucky Food Stores; Singer Co.; Sherwin-Williams; Pic 'N Pay Shoes; Nationwise; Lowe's; Big Lot's.

14 - NEWSPAPERS: COMMONWEALTH-JOURNAL (e-mon to fri) 7,179; (S) 6,958; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kathy Renfro, Sales Mgr., COMMONWEALTH-JOURNAL, 110 E. Mt. Vernon St., Somerset, KY 42501; Tel. (606) 678-8191.
National Representative: Landon Associates.

WINCHESTER

1 - LOCATION: Clark County. (In Lexington-Fayette MSA). E&P Map E-2, County Seat. Agricultural center. 8 mi. N of Kentucky River; On U.S. Hwy. 60; I-64, I-75.

2 - TRANSPORTATION: **Railroads**-C&O, L&N.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,216; E&P 87 Est. 16,114
County 80 Cen. 28,322; E&P 87 Est. 29,552
MSA 80 Cen. 318,136; E&P 87 Est. 336,258

4 - HOUSEHOLDS:
City 80 Cen. 5,704; E&P 87 Est. 6,260
County 80 Cen. 9,893; E&P 87 Est. 10,695
MSA 80 Cen. 113,924; E&P 87 Est. 124,016

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$153,704,001
Savings & Loan	2	$39,142,409

6 - PASSENGER AUTOS: County 14,518

7 - ELECTRIC METERS: Residence 9,200

8 - GAS METERS: Residence 5,900

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-Constr. 388; Mfg. 4,144; Ins., R.E. 306; Textiles 500; Fertilizers 100; Trans., Commun. & Public Util. 1,127; Whol., Ret. Trade 2,114; Servs. 1,963; Gov't 1,753; Tobacco 1,500
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: First killing frost, Oct. 11; last killing frost, Apr. 6.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 blocks on four streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boonesboro Plz.(2)	NA	IGA, Day Drugs
Meadowbrook(1)	NA	U-Save
Winchester Plaza(16)	NA	Winn-Dixie, Rose's, Watson's, Begley's
Shopper's Village(12)	3	Wal-Mart, Foodtown, Pic & Pay Shoes
Town & Country	3	K mart, Kroger

13 - RETAIL OUTLETS: **Department Stores**-Vic Bloomfield & Son; Belk-Simpson; Watson's.
Variety Stores-Newberry; Dollar General; Rose's; Wal-Mart; K mart.
Chain Drug Stores-Begley; SuperRx; Revco.
Chain Supermarkets-Kroger; IGA; Pic-Pac; U-Save; Winn-Dixie; Gaunce Maxi Mart; Foodtown; Convenient Food Mart; Jr. Food Mkt.; Super America.
Other Chain Stores-Firestone; Goodyear; Pic & Pay Shoes; Leroy's Jewelers; C&H Rauch; Video Lib.

14 - NEWSPAPERS: SUN (e) 7,073; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Cathy Shipp, Adv. Dir., SUN, PO Box 747, Winchester, KY 40391; Tel. (606) 744-3123.
National Representative: Landon Associates.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr.	663	1,147	2,062
General Mdse.	1,669	2,314	3,338
Food	3,079	4,919	6,279
Automobiles	2,707	3,706	6,849
Gasoline Stations	858	1,538	1,466
Apparel	675	1,128	1,560
Furniture	553	895	1,575
Eat-Drink Places	997	1,797	2,612
Drugs	405	730	1,034
TOTAL SALES	12,417	19,986	28,407

LOUISIANA SURVEYS

METROPOLITAN STATISTICAL AREAS

Alexandria-Rapides Parish.
Baton Rouge-Ascension, East Baton Rouge, Livingston and West Baton Rouge Parishes.
Houma-Thibodaux-Lafourche and Terrebonne Parishes.
Lafayette-Lafayette and St. Martin Parishes.
Lake Charles-Calcasieu Parish.
Monroe-Ouachita Parish.
New Orleans-Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist and St. Tammany Parishes.
Shreveport-Bossier and Caddo Parishes.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	349	361	399
5-14 Years	809	770	795
15-24 Years	677	646	934
25-44 Years	827	1,131	1,249
45-64 Years	677	755	833
65 and Over	305	409	452
TOTAL	3,644	4,722	4,662

Based on U.S. Census

ABBEVILLE

1 - LOCATION: Vermilion Parish. E&P Map B-4. Parish Seat. Oil & gaswells. Rice mills, sugar & syrup factories. Trapping, agriculture & livestock. On Vermilion River, 65 mi. SW of Baton Rouge; 20 mi. S of Lafayette.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-SAIA; Southern Pacific.

3 - POPULATION:
Corp. City 80 Cen. 12,391; E&P 87 Est. 14,627
CZ-ABC: (80) 12,391
RTZ-ABC: (80) 36,067
Parish 80 Cen. 48,458; E&P 87 Est. 56,456
City & RTZ-ABC: (80) 48,458

4 - HOUSEHOLDS:
City 80 Cen. 4,415; E&P 87 Est. 5,236
Parish 80 Cen. 16,170; E&P 87 Est. 19,484
CZ-ABC: (80) 4,415
RTZ-ABC: (80) 11,755
City & RTZ-ABC: (80) 16,170

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	5	N.A.
Commercial	7	$259,564,000

6 - PASSENGER AUTOS: Parish 22,279

7 - ELECTRIC METERS: 4,814

8 - GAS METERS: 4,705

9 - PRINCIPAL INDUSTRIES: Industry-Rice Mills; Farming; Oil Producers; Textile Plant; Fishing Port.
Principal Industrial Pay Days-1st & 15th Monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-70; Summer 80-90; Fall 60-70; Winter 30-70. First killing frost, Jan., last killing frost, Mar.

11 - TAP WATER: Soft (City).

12 - RETAILING: **Principal Shopping Centers**-Abbeville By-Pass & Lyman St.; Veterans Memorial Dr.; By-Pass Hwy. 14; Main St.; Charity Street.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Abbeville(2)	NA	Winn-Dixie, Family Dollar, K&B Drugs
Lafitte(6)	NA	Eckerd, Allied, Super Foods, Curtis Mathis, Sears
Lastarmco(4)	NA	Winn Dixie, Movie Mart
Oaklawn	NA	Wal-Mart, K&B
Tiffany Plaza	NA	Delchamps, Otasco, Anthony's, Beall-Ladymon
Westgate(4)	NA	National, Burger Chef

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shopping Ctrs.

13 - RETAIL OUTLETS: **Department Stores**-Allied; Beall-Ladymon; Anthonys; Dollar General; Wal-Mart; Otasco.
Discount Stores-Family Dollar.
Chain Drug Stores-Eckerd; K&B; Thrift-T-Way; Cashway; Revco.
Chain Supermarkets-Winn-Dixie; National; IGA; AG; Delchamps.
Other Chain Stores-Green Light; Sears; 7-Eleven; Stop & Shop; Vermilion Auto Parts.

14 - NEWSPAPERS: MERIDIONAL (e-tues to fri) 4,022; (S) 4,693. Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mike Hebert, Adv. Mgr., MERIDIONAL, PO Box 400, Abbeville, LA 70510; Tel. (318) 893-4223.
National Representative: None.

ALEXANDRIA-PINEVILLE

1 - LOCATION: Rapides Parish. (In Alexandria MSA). E&P Map B-3. Parish Seat. Agricultural and retail trade center. On the Red River, 200 mi. NW of New Orleans, 125 mi. SE of Shreveport. U.S. Hwys. 71, 165, 167; State Hwys. 1, 28.

2 - TRANSPORTATION: **Railroads**-L&A; Kansas City Southern; Missouri Pacific; Texas & Pacific; Southern Pacific.
Motor Freight Carriers-14.
Intercity Bus Lines-Continental Trailways; Harlan.
Airlines-Royale; American Eagle; Republic Express.

3 - POPULATION:
Corp. Cities 80 Cen. 63,599; E&P 87 Est. 68,646
Alexandria 80 Cen. 51,565; E&P 87 Est. 53,901
Pineville 80 Cen. 12,034; E&P 87 Est. 14,745
CZ-ABC: (80) 68,702
RTZ-ABC: (80) 232,708
Parish/MSA 80 Cen. 135,282; E&P 87 Est. 142,149
City & RTZ-ABC: (80) 301,410

4 - HOUSEHOLDS:
Cities 80 Cen. 29,559; E&P 87 Est. 25,088
Alexandria 80 Cen. 18,291; E&P 87 Est. 19,594
Pineville 80 Cen. 4,376; E&P 87 Est. 5,494
Parish/MSA 80 Cen. 44,759; E&P 87 Est. 48,511
CZ-ABC: (80) 24,452
RTZ-ABC: (80) 73,961
City & RTZ-ABC: (80) 98,413

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$754,339,000
Savings & Loan	4	$435,684,839

6 - PASSENGER AUTOS: Parish 61,257

7 - ELECTRIC METERS: Residence & Bus. 39,562

8 - GAS METERS: Residence & Bus. 27,573

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-Bakery Prods. 450; Bottlers 175; Concrete Prods. 190; Lumber and Creosote Prods. 1,150; Furn. and Fixt. 300; Meat and Poultry Prods. 600; Steel and Metal Prods. 900; Wood Prods.-Millwork 300; Gov't Agencies 3,500; Detergents 200; Liner Board 500; Printing, Pub. and Allied 300.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-94; Summer 57-98; Fall 30-93; Winter 11-92. First killing frost, Dec. 1; last killing frost, Mar. 1.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-25 blocks on Main, Third and Fourth St.; Garden District Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alexandria(60)	NA	JCPenney, Sears, Wellan's, Dillards, Mervyn's
MacArthur Vlg.(29)	NA	TG&Y, Eckerd, Kroger
Southgate Mall(3)	NA	Wal-Mart, Winn-Dixie, Montgomery Ward
Southside(11)	NA	Food Mart
Westgate(17)	NA	A&P, K mart
Edgewood Plaza	NA	Piggly Wiggly, Ben Franklin, Pearson Drug
Pineville Plaza	NA	Kroger, Wackers, Eckerd
Ingrams	NA	Nichols, Ingram Supermkt.
Kings Country	NA	Wal-Mart, Delchamp's, K&B

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Every night.

13 - RETAIL OUTLETS: **Department Stores**-Wellan's; Weiss & Goldring; Sears; JCPenney; Green's; Montgomery Ward; Gus Kaplan; Beall's; Dillard's; D.H. Holmes.
Discount Stores-Howard Bros.; Wal-Mart; K mart; H.J. Wilson; Target; Mervyn's.
Variety Stores-C.G. Murray; TG&Y; Ben Franklin.
Chain Drug Stores-Red Cross; Pearson's 8; K&B 2; Eckerd 3.
Chain Supermarkets-A&P 3; Kroger 2; F&F 2; The Food Mart 3; Food Service 6; Salley's 3; Winn-Dixie 2; Piggly Wiggly; Delchamp's 2.
Other Chain Stores-Auto: Firestone; Goodyear; Goodrich; Sewing: Singer Co.; Shoes: Edison Brothers; Hardy; Kinney; Gallenkamp; Jewelers: Gem; Gordon; Sweeney; Women's Apparel: Lerner's; Music: Radio Shack; Newsom; Musicland; Building Materials: Lowe's; Nutrition: General Nutrition Centers.

14 - NEWSPAPERS: TOWN TALK (m) 39,065; (S) 40,457. Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: W. Richard Chapman, Nat'l Adv. Mgr., TOWN TALK, PO Box 7558, Alexandria, LA 71306; Tel. (318) 487-6397.
National Representative: Branham Newspaper Sales.

BASTROP

1 - LOCATION: Morehouse Parish. E&P Map B-1. Parish Seat. Pulp and paper center; sales area for agricultural products of Parish. 150 mi. N and W of Baton Rouge; 120 mi. E of Shreveport; 125 mi. W of Jackson, MS; 183 mi. S and E of Little Rock, AR. On U.S. Hwy. 165; State Hwys. 2 & 139.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Arkansas; Louisiana and Missouri.
Motor Freight Carriers-Red Ball; Steve Thompson; Great Western; Vernen Sawyer.
Airlines-Delta; Republic; Royal (Airport, 23 mi. at edge of Monroe, LA).

3 - POPULATION:
Corp. City 80 Cen. 15,527; E&P 87 Est. 17,232
CZ-ABC: (80) 15,527
RTZ-ABC: (80) 38,587
Parish 80 Cen. 34,803; E&P 87 Est. 36,972
City & RTZ-ABC: (80) 54,114

4 - HOUSEHOLDS:
City 80 Cen. 5,454; E&P 87 Est. 6,212
Parish 80 Cen. 11,611; E&P 87 Est. 12,807
CZ-ABC: (80) 5,454
RTZ-ABC: (80) 12,858
City & RTZ-ABC: (80) 18,322

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$125,000,000
Savings & Loan	1	$38,000,000

6 - PASSENGER AUTOS: Parish 17,987

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Paper Making & Converting 1,200 ($293); Chem.; Trailer Mfg.; Wood Prods.; Paper Container Mfg.; Men's Pants 350 ($148).
Principal Industrial Pay Days-Thur.; 1st & 15th.

10 - CLIMATE: Av. Min. & Max. Temp.-Winter 21-75; Summer 68-98.

11 - TAP WATER: Natural, soft.

12 - RETAILING: **Principal Shopping District**-3 blocks each on Madison, Jefferson, Washington, Cypress, Pine, Vine, Franklin; 2 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Magnolia(13)	NA	Big Star
Washington Sq.(10)	NA	Safeway, K&B, Otasco

Neighborhood Shopping Centers-7 blocks W. of Center on W. Madison; 8 N. of center on N. Washington; 10 E. of center on E. Madison; 18 N & E. at Cherry, Ridge & McCreight; 18 S. on S. Washington; 25 W. on Hwy. 165.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Seligman's.
Discount Stores-Howard Bros.; Fred's; Wal-Mart; K&B.
Chain Supermarkets-Big Star; Dixie Dandy; Safeway.
Other Chain Stores-Western Auto; Otasco; Bastrop Tire (Goodrich); Goodyear.

14 - NEWSPAPERS: ENTERPRISE (m-tues to sat) 5,258. Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Larry Nash, Adv. Mgr., ENTERPRISE, 119 E. Hickory, PO Box 311, Bastrop, LA 71220; Tel. (318) 281-4421.
National Representative: None.

BATON ROUGE

1 - LOCATION: East Baton Rouge Parish (MSA). E&P Map C-3. State Capital and Parish Seat. Deep water port, 4th largest in the U.S., 240 mi. inland from the Gulf of Mexico; lying along 11 mi. of the first high land along the Mississippi River. On the eastern bank, 80 land mi. NW of New Orleans; 237 mi. SE of Shreveport. Heavy concentration of oil refining (2nd largest oil refinery in the U.S.) and chemical processing industries. Principal state offices and bureaus. Retail and wholesale marketing center. On U.S. Hwys. 190, 61, 65, 71, I-10, I-12.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Kansas City Southern; Missouri Pacific; Texas and Pacific.
Motor Freight Carriers-43.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Delta; Continental; Republic; American; Royale; Flight-Line.

3 - POPULATION:
Corp. City 80 Cen. 345,632; E&P 87 Est. 361,912
NDM-ABC: (80) 366,191
RTZ-ABC: (80) 317,840
Parish 80 Cen. 366,164; E&P 87 Est. 397,913
MSA 80 Cen. 493,973; E&P 87 Est. 563,117
NDM & RTZ-ABC: (80) 684,031

4 - HOUSEHOLDS:
City 80 Cen. 78,595; E&P 87 Est. 126,707
NDM-ABC: (80) 124,346
RTZ-ABC: (80) 97,437
Parish 80 Cen. 124,337; E&P 87 Est. 137,817
MSA 80 Cen. 164,040; E&P 87 Est. 191,130
NDM & RTZ-ABC: (80) 221,783

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	$8,556,050,000
Savings & Loan	9	N.A.

6 - PASSENGER AUTOS: Parish 221,819

7 - ELECTRIC METERS: Residence 174,138

8 - GAS METERS: Residence 84,010

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. & Petroleum 10,300 ($693); Mfg. 18,700 ($523); Constr. 20,200; Trans., Commun., Util. 10,500; Trade 51,900; Gov't 55,700.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-76; Summer 71-91; Fall 59-79; Winter 45-63. First killing frost, Nov. 15; last killing frost, Mar. 1.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Downtown Shopping Center-5 blocks on Third, 6 on Main, 4 on N. Blvd.; Main Suburban: Florida Blvd.
Neighborhood Shopping Area-Choctaw & Plank Rds.; Highland Rd. & Chimes St.; Weller Ave. and Scenic Hwy.; Main and N. 16th Sts.; Plank Rd. from 2,500 to 4,000; Government St. from 2,500 to 3,200; Florida Ave. at Cora Dr.; Florida Ave. at N. Foster Dr.; 7,100 to 7,500 Florida St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cortana Mall	NA	Sears, Dillard
Bon Marche Mall(103)	5	D.H. Holmes, Mont. Ward
Forest-McCall	3	A&P, Rexall
Hammond-Aire(65)		Marshalls, Steinmart
Delmont Vlg.(19)	NA	D.H. Holmes, JCPenney
Broadmoor(20)	5	National, McCrory
University(15)	3	A&P
Choctaw(13)	3	A&P, McCrory
Twin Cedars	3	Winn-Dixie, McCrory
Laurel Lea(18)	6	Laurel Lea Mkt.
Tynes	5	B.R. Furn.
Acadian Plaza	3	Rexall, National
Foster	4	National
Mid-City	4	7-Eleven
Goodwood	4	Sleep Shop
Greenway	8	McCrory
Plank Road Mall(4)	6	Morgan & Lindsey, A&P
Rebel	4	
Southdowns(15)	5	Duby Furn.
Central(16)	NA	McCrory
Claitors	NA	McCrory
Cloverleaf(19)	NA	Howard Bros.
Coles Plaza	NA	Coles Florist
Colonial	NA	Natl. Food
Esplanade	NA	Todd Garland
Drusilla(7)	NA	Drusilla Seafood
Florida Plaza(10)	NA	Red Wing Shoes
Broadwood	NA	New Generation
Highland South	NA	McCrory
Interstate	NA	McCrory, Winn-Dixie
Jefferson Plaza	NA	A&P
Merrydale	NA	A&P
Monterrey Vlg.(9)	NA	A&P
Northpark	NA	Eckerd
Ogden Park	NA	
Perkins Road	NA	Natl. Food
Prescott	NA	McCrory
Rebel(4)	NA	
Quick and Handy	NA	Stop & Go
Scenic	NA	Natl. Food
Seneca(10)	NA	Phil-A-Sak
Sherwood Forest(11)	NA	Delchamps
Sherwood Plz.	NA	K&B
Sherwood South(11)	NA	A&P, Eckerd, TG&Y
Stanford Ave.	NA	Lil General
Village Green(6)	NA	Winn-Dixie
Village Sq.(83)	NA	K&B, A&P, Service Mdse.
Westmoreland(15)	NA	A&P, D.H. Holmes, K&B

13 - RETAIL OUTLETS: Department Stores-Holmes 3; Goudchaux 2; Sears; Montgomery Ward; JCPenney; Dillards; Mervyn's.
Discount Stores-Service Mdse.; K mart 6; Wal-Mart.
Variety Stores-Woolworth; McCrory; Dollar General; Family Dollar.
Chain Drug Stores-Rexall 9; K&B 12; Eckerd 13; Griffon's 3; Kare 5; Medicine Shoppe 2.
Chain Supermarkets-A&P 18; Winn-Dixie 15; National Food 4; Delchamps 5; 7-Eleven 56; Community 2; Cracker Barrel 15; Phil-A-Sak 14; Stop & Go 10; Albertsons 3; Acadiene; Schwegmanns; Assoc. Grocers 50; Blue Ribbon 8.
Other Chain Stores-Shoes: Thom McAn, Baker; Women's Apparel: Lerner; Jewelry: Gordon's, Ryders, Zale's.

14 - NEWSPAPERS: ADVOCATE (m) 83,676; STATE TIMES (e) 33,188; ADVOCATE (S) 140,895; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mike Nola, Natl. Adv. Mgr., STATE TIMES and ADVOCATE, 525 Lafayette St., Baton Rouge, LA 70821; Tel. (504) 383-1111.
National Representative: Branham/Newspaper Sales.

BOGALUSA

1 - LOCATION: Washington Parish, E&P Map D-3. 71 mi. NE of New Orleans. On State Hwys. 10, 21, 60 & 1075; 30 mi. to Lake Pontchartrain Causeway to New Orleans.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-4.
Waterway-Pearl River Canal to Gulf of Mexico.

3 - POPULATION:
Corp. City 80 Cen. 16,976; E&P 87 Est. 17,403
Parish 80 Cen. 44,207; E&P 87 Est. 48,589

4 - HOUSEHOLDS:
City 80 Cen. 6,331; E&P 87 Est. 6,660
Parish 80 Cen. 15,399; E&P 87 Est. 17,496

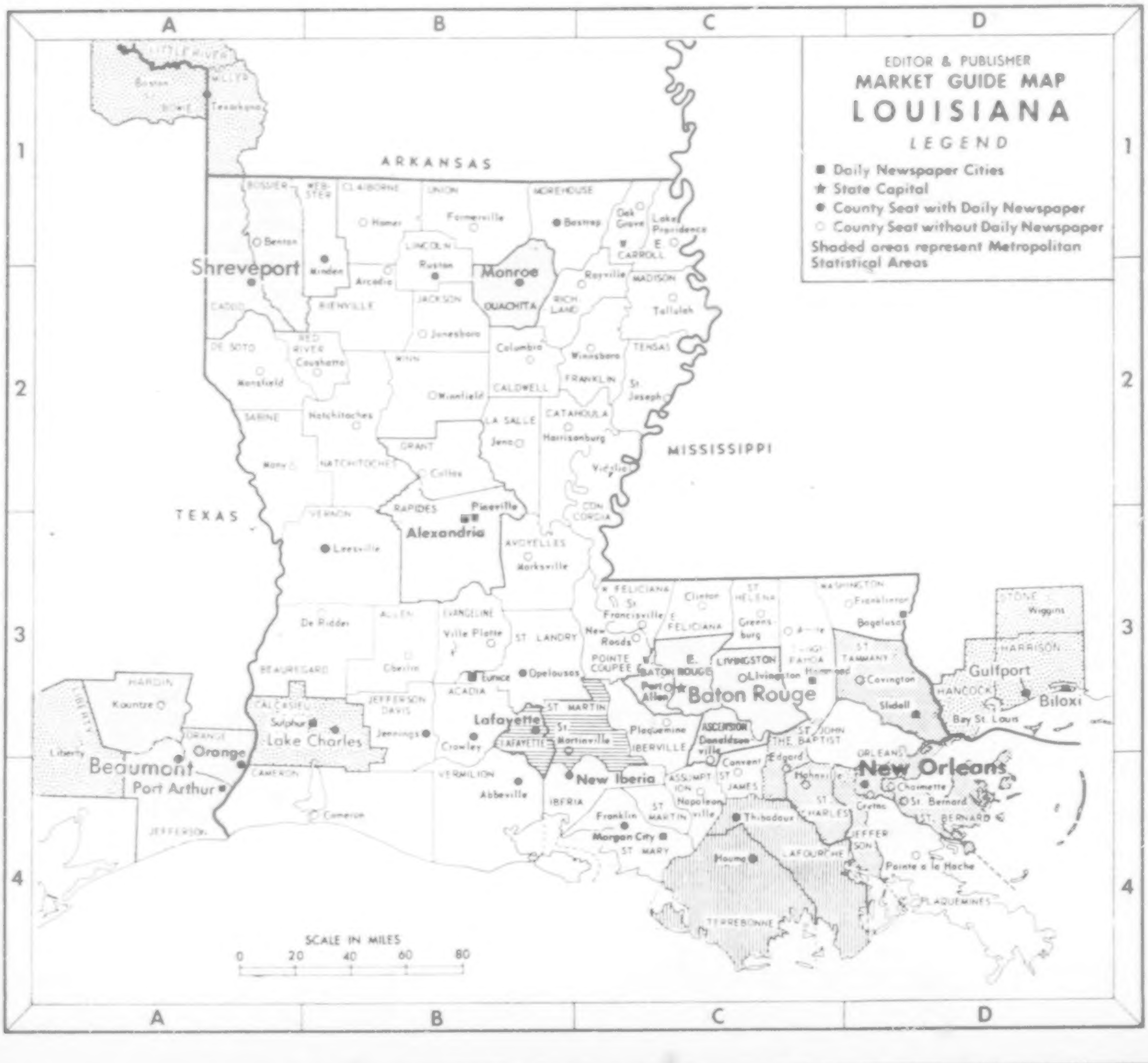
5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$306,000,000

6 - PASSENGER AUTOS: Parish 20,801

7 - ELECTRIC METERS: Residence 8,426

8 - GAS METERS: Residence 8,518

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Papermaking, Box & Bag Mfg. 1,000 ($345); Lumbering 600 ($220); Agric. (Dairying, Grains, Soybeans, Tomatoes, Melons); Iron & Steel Foundry; Whol. Nursery; Freshwater Catfish Raising; Elect. Assembly Plant; Garment Factory; Pump-Valve Mfg.
Principal Industrial Pay Days-1st & 15th.



10 - CLIMATE: Min. & Max. Temp.-Spring 45-89; Summer 61-100; Fall 45-90; Winter 31-73.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pine Tree Plz.(12)	1	Winn-Dixie, Sears, Eckerd, Radio Shack
Pleasant Hill	2	Bogalusa Home Super, White Auto
Northgate(12)	1	Piggly Wiggly, TG&Y, Bill's Dollar Store
Shopyard Square(9)	1	A&P, Katz & Besthoff, Payless Shoes
Eastgate	20	Winn-Dixie, McCrory's, Goodyear
Riverside	22	National Mkt., Sears, TG&Y

13 - RETAIL OUTLETS: **Department Stores**-Berenson's; Goldman's; JCPenney; Case Shoes; Diana Shop; Cato's.
Discount Stores-Ashley's; Fred's; Dollar General.
Variety Stores-TG&Y; Bill's Dollar; Wal-Mart.
Chain Drug Stores-Walgreens; Rexall 2; Eckerd; Starns; Katz & Besthoff.
Chain Supermarkets-A&P; National Tea; Winn-Dixie; Piggly Wiggly; Bogalusa Home Super 3; Delchamps.
Other Chain Stores-Sears (catalog); Western Auto; Goodyear; ~~Goodrich;~~ Montgomery Ward; Dixie Auto-Lec; Townsend Music; Radio Shack.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 7,511; June 30, 1986 VAC.
Local Contact for Advertising and Merchandising Data: J.J. Kenton, Adv. Dir., NEWS, 525 Ave. V, PO Box 820, Bogalusa, LA 70427; Tel. (504) 732-2565.
National Representative: None.

CROWLEY

1 - LOCATION: Acadia Parish, E&P Map B-3. Midway between New Orleans and Houston, TX. Baton Rouge 98 mi., Alexandria 80 mi. N. Of U.S. Hwy. 90, Old Spanish Trail; State Hwy. 26.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Texas International; La Gros Airport.

3 - POPULATION:
Corp. City 80 Cen. 16,036; E&P 87 Est. 16,869
CZ-ABC: (80) 16,036
RTZ-ABC: (80) 104,499
Parish 80 Cen. 56,427; E&P 87 Est. 61,462
City & RTZ-ABC: (80) 120,535

4 - HOUSEHOLDS:
City 80 Cen. 5,411; E&P 87 Est. 5,821
Parish 80 Cen. 18,117; E&P 87 Est. 20,431
CZ-ABC: (80) 5,411
RTZ-ABC: (80) 33,744
City & RTZ-ABC: (80) 39,155

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$145,702,000
Commercial	3	$53,000,000

6 - PASSENGER AUTOS: Parish 29,226.

7 - ELECTRIC METERS: Residence 5,750.

8 - GAS METERS: Residence 4,857.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Food Proc. 869; Ret. 1,669; Personal Servs. 981; Gov't 881; Trans. & Util. 550; Oil Prods. & Refining 515; Agric. 3,050; Garment Mfg. 420.

10 - CLIMATE: Min. & Max. Temp.-10 year average, year-round Min. 57; Max. 85.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
A&P(6)	NA	A&P, Ben Franklin
Gateway	NA	
Northpark(9)	NA	Winn-Dixie
Wager's(4)	NA	Wager's Phcy., Sears

Principal Shopping Days-Mon., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Nichols, Beall, West Bros., Mervine Kahn, Sears (catalog).
Variety Stores-Ben Franklin.
Discount Stores-Howard's, Wal-Mart, Murphy Mart.
Chain Drug Stores-Eckerd 2.
Chain Supermarkets-National Food, A&P, Winn-Dixie, Shop Rite 2.
Other Chain Stores-Goodyear, Western Auto.

14 - NEWSPAPERS: POST-SIGNAL (e-tues to fri) 5,349; (S) 5,952; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Milo A. Nickel, Pub., POST-SIGNAL, 602 N. Parkerson Ave., Crowley, LA 70526; Tel. (318) 783-3450.
National Representative: None.

EUNICE

1 - LOCATION: St. Landry Parish, E&P Map B-3. In South central part of state.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-Several.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,489; E&P 87 Est. 13,000
CZ-ABC: (80) 12,479
RTZ-ABC: (80) 29,334
County 80 Cen. 84,128; E&P 87 Est. 88,009
City & RTZ-ABC: (80) 41,813

4 - HOUSEHOLDS:
City 80 Cen. 4,254; E&P 87 Est. N.A.
County 80 Cen. 26,823; E&P 87 Est. 29,401
CZ-ABC: (80) 4,254
RTZ-ABC: (80) 9,372
City & RTZ-ABC: (80) 13,626

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$270,000,000

6 - PASSENGER AUTOS: County 36,591.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Gas, Farming.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Av. Annual Temp.-80.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza Acadienne(9)	NA	Delchamps, Howard Bros.
Westgate	NA	Winn-Dixie

13 - RETAIL OUTLETS: **Department Stores**-Beall, Ladymon.
Discount Stores-Dollar General, Wal-Mart, Howard Bros.
Variety Stores-K mart, TG&Y.
Chain Drug Stores-Eckerd.
Chain Supermarkets-A&P, Winn-Dixie, Delchamps.

14 - NEWSPAPERS: NEWS (m-tues to fri) 2,791; (S) 3,116; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gary Miller, Adv. Dir., NEWS, 251 N. Second St., PO Box 989, Eunice, LA 70535; Tel. (318) 457-3061.
National Representative: Papert Companies.

FRANKLIN

1 - LOCATION: St. Mary Parish, E&P Map C-4. County Seat. S part of state.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Missouri Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,584; E&P 87 Est. 9,948
Parish 80 Cen. 64,395; E&P 87 Est. 66,511

4 - HOUSEHOLDS:
City 80 Cen. 3,062; E&P 87 Est. 3,267
Parish 80 Cen. 20,096; E&P 87 Est. 21,544

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$260,000,000
Savings & Loan	2	$330,000,000

6 - PASSENGER AUTOS: Parish 26,630.

7 - ELECTRIC METERS: Residence 3,290.

8 - GAS METERS: Residence 3,762.

9 - PRINCIPAL INDUSTRIES: Sugar M'fg., Carbon Black M'fg., Steel Fab., Salt Mining, Gas & Oil Proc., Elect. Power Plant, Water Trans.

10 - CLIMATE: Av. Min.-Max.-Summer 60-100; Winter 25-70. Av. Rainfall 66 in. an.

11 - TAP WATER: N.A.

12 - RETAILING: **Shopping Center**-Blakesley, Main St., St. Brown, Castille.
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Louis Wormser's, Marx Silverman, A. Friedman, Allied, Hill-Behan, Sears (catalog), Acme, Montgomery Ward, Murphy Mart.
Variety Stores-Wal-Mart.
Chain Drug Stores-Eckerd; Cashway.
Chain Supermarkets-A&P; National; Gus's Big Star; IGA; Ledet's.
Other Chain Stores-White Bros.; Western Auto; Auto-Lec.

14 - NEWSPAPERS: BANNER TRIBUNE (e-mon to fri) 3,225; sworn Jan. 22, 1987.
Local Contact for Advertising and Merchandising Data: Allan Von Werder, Pub., BANNER-TRIBUNE, 111 Wilson St., PO Box 566, Franklin, LA 70538; Tel. (318) 828-3707.
National Representative: None.

HAMMOND

1 - LOCATION: Tangipahoa Parish, E&P Map C-3. Dairy, poultry, strawberry, candy, plywood center; home of Southeastern Louisiana University; SE portion of state, 55 mi. N of New Orleans, 40 mi. E of Baton Rouge. On U.S. Hwys. 51 and 190, I-12 and I-55.

2 - TRANSPORTATION: **Railroads**-Illinois Central.
Motor Freight Carriers-6.
Intercity Bus Lines-Southern Greyhound, Elderidge's.

3 - POPULATION:
Corp. City 80 Cen. 15,043; E&P 87 Est. 21,215
NDM-ABC: (80) 83,156
Parish 80 Cen. 80,698; E&P 87 Est. 97,224

4 - HOUSEHOLDS:
City 80 Cen. 4,507; E&P 87 Est. 6,559
Parish 80 Cen. 25,963; E&P 87 Est. 32,168
NDM-ABC: (80) 26,674

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$490,323,254
Savings & Loan	4	$92,106,792

6 - PASSENGER AUTOS: Parish 40,366.

7 - ELECTRIC METERS: Residence 4,587.

8 - GAS METERS: Residence 3,537.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 2,394; Ret. & Whol. Trade 5,318; Gov't 2,440; Agricultural 2,969; Constr. 651; Trans. 440; Mining 74; Fin., Ins. & Real Estate 475; Servs. & Misc. 952.

10 - CLIMATE: Ozone Belt-Av. low temp. 51; Av. high 82; First killing frost Nov. 21; last killing frost Mar. 6.

11 - TAP WATER: Alkaline, very soft, 99.8 pure, not fluoridated.

12 - RETAILING: **Neighborhood Shopping Center**-1100 W. Thomas to 1900 W. Thomas St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ponchatoula(15)	6	TG&Y
Channel(20)	1	Sunflower
Hammond Sq. Mall(73)	1	Sears, D.H. Holmes, JCPenney
Town & Country Plaza(31)	NA	Winn-Dixie, TG&Y, Beall's
West Gate(3)	1	Natl. Food, Fred's
Seville Plaza	NA	Wal-Mart, Albertson's
Westside	NA	K mart, K&B Drugs, Delchamps

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All major dept. stores.
Principal Industrial Pay Days-1st & 15th.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Rosenblum's; Sears; Anthony's; D.H. Holmes.
Discount Stores-Direct Factory; K mart; Wal-Mart.
Variety Stores-Murphy's; TG&Y.
Chain Drug Stores-Rexall; Walgreens; Eckerd; K&B.
Chain Supermarkets-A&P; Winn-Dixie; National Food; Handi-Pak 2; Sunflower; Delchamps; Albertsons; Schwegmann.
Other Chain Stores-Auto Accessories; Goodrich; Goodyear; Firestone; General Tire; Bill's Dollar Stores (Walker Variety); Wickes Lumber; Montgomery Ward; United Dollar; Smart & Thrifty; Otasco; Radio Shack; Zale's Jewelry; Sherwin-Williams; Lowe's.

14 - NEWSPAPERS: STAR (e-mon to fri) 13,685; (S) 14,084; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Chris Bond, Adv. Dir., STAR, 725 Hwy. 51 Bypass, PO Box 1149, Hammond, LA 70401; Tel. (504) 345-2333.
National Representative: Papert Companies.

HOUMA

1 - LOCATION: Terrebonne Parish, (In Houma-Thibodaux MSA), E&P Map C-4. Parish Seat. Southern part of state. Manufacturing, agriculture (sugar cane, soy beans), oil and gas exploration, seafood. 54 mi. SW of New Orleans. On U.S. Hwy. 90; State Hwy. 90.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 32,602; E&P 87 Est. 95,174
Parish 80 Cen. 94,393; E&P 87 Est. 104,595
NDM-ABC: (80) 94,393
MSA 80 Cen. 176,876; E&P 87 Est. 198,614
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,013; E&P 87 Est. 30,998
Parish 80 Cen. 29,285; E&P 87 Est. 33,707
NDM-ABC: (80) 29,285
MSA 80 Cen. 54,676; E&P 87 Est. 63,544

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$800,606,108
Savings & Loan	4	$169,092,976

6 - PASSENGER AUTOS: Parish 43,310.

7 - ELECTRIC METERS: Residence 35,088.

8 - GAS METERS: Residence 21,432.

9 - PRINCIPAL INDUSTRIES: Sugar Mfg., Gas & Oil Proc., Agric., Seafood. Average employment 34,500. Av. Wkly. Wage-$295.

10 - CLIMATE: Av. Temp. 69; Av. Rainfall 5.16 in.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Downtown, 8 blocks on E. Main, 6 blocks off Main.
Neighborhood Shopping Centers-Grand Caillou Road, 6; Tunnel Blvd., 5; Corner Bond and Barrow Sts.; West Main St., 4; West Park Ave., 5.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sundberry(4)	NA	Natl. Foods, Dollar General
Colonial Acres(17)	NA	Hancock
Lynn Park(9)	NA	Winn-Dixie, West Bros., Bealls, K&B, McCrory
Tunnel Blvd.(5)	NA	Winn Dixie
Grand Ciallou	NA	A&P, Family Dollar
Southland(45)	3	Sears, Woolworth, Holmes, JCPenney, Zale's, L. Krower
Concord Plaza	1	Winn-Dixie, Bealls, K&B
Southland Plaza	3	Delchamps, Revco
Caillou Plaza	4	Delchamps, Revco

Principal Shopping Days-Mon., Wed., Sat.
Stores Open Evenings-Southland Mall, Lynn Park, Concord Plaza.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Sears, Holmes, Goodyear, Beall's.
Discount Stores-Dollar General, Wilson's, Handy City, Hill Behan, K mart, Zayre, Family Dollar, West Lumber, McCrory.
Variety Stores-Woolworth, Leonard Krower.
Chain Drug Stores-K&B 3, Eckerd 2, Kare Pharmacy 2, Revco 3.
Chain Supermarkets-A&P 2, Winn-Dixie 4, National 2, IGA, Big Star 6, La Food Store 2.
Other Chain Stores-Gordon's Jewelry, Singer Co., Kinney Shoes, Butler Shoes, Thom McAn, Radio Shack, Hausmann's Jewelers, Kay Jewelers, Zale's, Service Merchandise.

14 - NEWSPAPERS: COURIER AND TERREBONNE PRESS (e-mon to fri) 20,560; (S) 22,914; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gerald P. Lancon, Adv. Dir., COURIER AND TERREBONNE PRESS, PO Box 2717, Houma, LA 70361; Tel. (504) 879-1557.
National Representative: Papert Companies.

JENNINGS

1 - LOCATION: Jefferson Davis Parish, E&P Map B-3. Parish Seat. Agriculture, wholesale and oil center. SW portion of state. 200 mi. W of New Orleans, 120 mi. SW of Baton Rouge, 30 mi. E of Lake Charles, 180 mi. E of Houston. On U.S. Hwy. 90; State Hwys. 99, 108, I-10.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.

Motor Freight Carriers-3
Intercity Bus Lines-Teche Greyhound, Trailways
Airlines-TTA (Lake Charles Terminal)

3 - POPULATION:
Corp. City 80 Cen. 12,401; E&P 87 Est. 12,994
CZ-ABC: (80) 12,401
RTZ-ABC: (80) 49,893
Parish 80 Cen. 32,168; E&P 87 Est. 34,332
City & RTZ-ABC: (80) 62,294

4 - HOUSEHOLDS:
City 80 Cen. 4,148; E&P 87 Est. 4,412
Parish 80 Cen. 10,392; E&P 87 Est. 11,475
CZ-ABC: (80) 4,148
RTZ-ABC: (80) 16,170
City & RTZ-ABC: (80) 20,318

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$97,006,934
Savings & Loan	1	$30,133,192

6 - PASSENGER AUTOS: Parish 13,456

7 - ELECTRIC METERS: Residence 5,000

8 - GAS METERS: Residence 3,840

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shipyard & River Trans. 300; Rice Driers (Seasonal) 30; Oil Field Service 453; Pipe Wrapping 40; Refinery 73; Bottling 80; Clothing 250.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-85; Summer 71-92; Fall 48-89; Winter 44-67. First killing frost, Dec. 1; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft, flouridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St., 5 on N. Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Piggly Wiggly(4)	NA	Piggly Wiggly, Sears
Zigler(5)	NA	TG&Y
Jennings(5)	NA	Weill Dept., TG&Y, Winn-Dixie, Eckerd
Jennings Vlg (4)	NA	A&P, K&B, Shoe Towne

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-West Bros., Weill's, Silverman's, Nichols, Gervais Smart Shop.
Variety Stores-TG&Y, Wal-Mart, Allied, Dollar General.
Chain Drug Stores-Phenix Rexall, Eckerd, K&B, Thrifty Way.
Chain Supermarkets-A&P, Piggly Wiggly, Daleys, Winn-Dixie, IGA, Fontenot's.
Other Chain Stores-Swifts Shoe, Sears (catalog).

14 - NEWSPAPERS: NEWS 5,685; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bill Oberst, Pub., NEWS, 238 Market St., Jennings, LA 70546; Tel. (318) 824-3011.
National Representativa: None.

LAFAYETTE

1 - LOCATION: Lafayette Parish. (In Lafayette MSA) E&P Map B-3. Wholesale agricultural, oil, medical and educational center. On U.S. Hwys. 90, 167, I-49, I-10, State Hwys. 92, 93, 94, 96, 98, 182; 160 mi. W of New Orleans.

2 - TRANSPORTATION: **Railroads**-So. Pacific, Amtrak
Motor Freight Carriers-8
Intercity Bus Lines-Greyhound, Lafayette Trailways
Airlines-Royale, Continental, Metro, American Eagle

3 - POPULATION:
Corp. City 80 Cen. 80,584; E&P 87 Est. 87,407
CZ-ABC: (80) 109,465
RTZ-ABC: (80) 140,663
Parish 80 Cen. 150,017; E&P 87 Est. 183,409
MSA 80 Cen. 190,231; E&P 87 Est. 232,195
City & RTZ-ABC: (80) 250,128

4 - HOUSEHOLDS:
City 80 Cen. 28,479; E&P 87 Est. 31,140
Parish 80 Cen. 50,497; E&P 87 Est. 63,264
MSA 80 Cen. 62,503; E&P 87 Est. 78,678
CZ-ABC: (80) 37,439
RTZ-ABC: (80) 45,331
City & RTZ-ABC: (80) 82,770

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$545,793,590
Commercial	9	$1,568,872,000

6 - PASSENGER AUTOS: Parish 90,017

7 - ELECTRIC METERS: Residence (City) 29,201

8 - GAS METERS: Residence (City) 26,699

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Oil 5,350; Cordage 250; Corrugated Boxes 250; Heat Treating 50; Bakery Prods. 448; Meat Packing 182.
Principal Pay Days-Fri., Sat., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-83; Summer 72-93; Fall 54-83; Winter 44-65. First killing frost, Nov. 14; last killing frost, Mar. 3.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-Oil Center, Johnston St., Acadiana Mall, Northgate Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Acadian Vlg (7)	NA	Winn-Dixie, Old America Store, Eckerd
Acadiana Mall(83)	NA	Sears, Goudchaux, D.H. Holmes
Four Corners	NA	National Foods
Fiesta Vlg (11)	NA	Bed & Bath
Univ. Sq.	NA	Beall's, Piggly Wiggly, Radio Shack
Grande Marche(14)	NA	Wal-Mart, Piggly Wiggly
La Promenade(26)	NA	
Northgate(34)	NA	JCPenney, TG&Y, Mont. Ward
Oil Center(20)	NA	The Fair, Bealls, Piggly Wiggly, A&P
South College(15)	NA	Landry's Young Fashions
Winn Wood(12)	NA	Hancock, Conn's
Woodland Village(9)	NA	Elle's, Rattan Arts
Boulevard(20)	NA	Kroger
Ambassador Row	NA	Delchamps, Toys R Us, Marshalls

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Abdalla's, Heymann's, Montgomery Ward, JCPenney, Sears, The Fair, Beall's, Ester Wolf, Goudchaux, Selber Bros., D.H. Holmes.
Variety Stores-Woolworth, Murphy's, Michael's, TG&Y, Old America Store, Katz & Bestoff.
Discount Stores-Wal-Mart, Kroger's Family Center, K mart, Howard's, Target.
Chain Drug Stores-Eckerd 6, Begneaud's 2, Medical Arts 2, Teche 3, Katz & Besthoff 5, Albertson, Wal-Mart 2, Thrifty Way 3.
Chain Supermarkets-A&P, National 2, National Brand 15, Winn-Dixie 2, Heymanns, IGA 14, Kroger 2, Adrian's 2, Serve-O-Save 7, Stop & Shop 8, Albertson's, Southco (7-Eleven stores), Delchamps 3, The Superstore, Piggly Wiggly 3.

14 - NEWSPAPERS: ADVERTISER (m) 30,034; (S) 37,926; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Meche, Adv. Mgr., ADVERTISER, PO Box 3268, Lafayette, LA 70502; Tel. (318) 235-8511.
National Representatives: Thomson Newspapers, Papert Companies.

LAKE CHARLES

1 - LOCATION: Parish seat of Calcasieu Parish (MSA). E&P Map B-3. 245 mi. W of New Orleans. On Calcasieu River and Ship Channel which flows into Gulf of Mexico, 150 mi. E of Houston. On U.S. Hwys. 90, 171, 165, State Hwys. 14, 27, I-10, 210.

2 - TRANSPORTATION: **Railroads**-Southern Pacific, Union Pacific Systems, Kansas City Southern
Motor Freight Carriers-13
Intercity Bus Lines-Greyhound, Trailways
Freight Steamship Lines-81 Call at Port
Airlines-Royale, Metro Transit Aviation of Lake Charles

3 - POPULATION:
Corp. City 80 Cen. 75,051; E&P 87 Est. 75,828
CZ-ABC: (80) 116,650
RTZ-ABC: (80) 176,410
Parish: MSA 80 Cen. 167,048; E&P 87 Est. 181,651
City & RTZ-ABC: (80) 293,060

4 - HOUSEHOLDS:
City 80 Cen. 26,463; E&P 87 Est. 27,008
Parish: MSA 80 Cen. 56,339; E&P 87 Est. 62,833
CZ-ABC: (80) 40,331
RTZ-ABC: (80) 57,199
City & RTZ-ABC: (80) 97,530

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$642,369,543
Commercial	6	$1,125,863,000

6 - PASSENGER AUTOS: Parish 93,427

7 - ELECTRIC METERS: Residence 54,060

8 - GAS METERS: Residence 33,920

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Non-Farm Employees 57,900; Mining 2,100; Constr. 3,300; Mfg. 9,000; Trade 14,400; Fin. & Ins. 2,700; Services 10,900; Gov't 11,200.
Principal Pay Day-Fri.

10 - CLIMATE: Mean Annual Av. Temp. of last 10 years, 68.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown Mall, Ryan St.; Prien Lake Mall, Southgate, Ryan St.; 14 Park Plaza, Hwy. 14.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central City	NA	
Downtown Mall(68)	NA	Sears
East Town(6)	NA	
G.T. Northgate	NA	
Gulfway(5)	NA	Kroger
K mart Plz	NA	K mart, Beall's
Mid City	NA	Pak-A-Sak Mkt.
Oak Park(6)	NA	Market Basket
Park Plz (9)	NA	
Prien Lake(46)	NA	JCPenney, Mont. Ward
Second Ave	NA	
Southgate(21)	NA	The Fair
Ryan St. Hwy. 14(13)	NA	Kroger, Sel-Mart

Principal Shopping Days-Tues., Thur., Sat.
Stores Open Evenings-Thur. until 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Sears, The Fair 2, JCPenney, Beall-Ladymon, Inc., White House, Montgomery Ward.
Discount Stores-Sel-Mart, Men's Discount Shop, Shoe Town, K mart, Wal-Mart.
Variety Stores-Perry's 2, Woolworth, Cost Plus, McCrory's 2.
Chain Drug Stores-Walgreens 2, Eckerd 3, K&B, Revco.
Chain Supermarkets-Safeway, Market Basket 4, Kroger 3, Theriot's 11, Abe's 3, Delchamp's 3, Winn-Dixie 2.
Other Chain Stores-Gordon's Jewelers, Thom McAn, Gem Jewelry, Western Auto, S&H Green Stamps, Shoe Town, Newstadt's, Jean's, United Jewelers, Firestone, Uniroyal, Goodyear, White's Auto, A-V Wilson.

14 - NEWSPAPERS: AMERICAN PRESS (m) 39,392; (S) 44,719; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jack Delaney, Adv. Dir., AMERICAN PRESS, 327 Broad St., PO Box 2893, Lake Charles, LA 70602; Tel. (318) 439-2781.
National Representative: None.

LEESVILLE

1 - LOCATION: Vernon Parish. E&P Map A-3. County Seat. Leesville is called the "Gateway to the Toldeo Bend Reservoir" (a lake between the LA and TX borders with many fishing camps and marinas).

2 - TRANSPORTATION: **Railroads**-KCS

3 - POPULATION:
Corp. City 80 Cen. 9,054; E&P 87 Est. 13,217
County 80 Cen. 53,475; E&P 87 Est. 61,599

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 87 Est. 4,864
County 80 Cen. 14,000; E&P 87 Est. 18,718

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loans	2	N.A.

6 - PASSENGER AUTOS: County 27,970

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Timber, Dairy, Cattle, Poultry, Egg Farming. Total No. of Wage Earners 20,000.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 72-98; Fall 50-80; Winter 25-60. First killing frost, Dec.; last killing frost, Mar.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-Berry Town, Leesville Sq. and Lee Hills Shpg. Ctr.
Neighborhood Shopping Centers-Nichols, Wal-Mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Plz (20)	15	Wal-Mart
K mart	15	K mart

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Weekends.

13 - RETAIL OUTLETS: **Department Stores**-Beall-Ladymon.
Discount Stores-Wal-Mart, Nichols.
Variety Stores-Family Dollar.
Chain Supermarkets-Piggly Wiggly, James Red & White, Stanley's Super D, Price Lo.
Other Chain Stores-Lowe's.

14 - NEWSPAPERS: LEESVILLE DAILY LEADER (m-tues to fri, S) 8,135, sworn Sept. 28, 1986.
Local Contact for Advertising and Merchandising Data: Ronnie Cupstid, Adv. Dir., LEADER, 206 E. Texas St., Leesville, LA 71446; Tel. (318) 239-3444.
National Representative: Papert Companies.

MINDEN

1 - LOCATION: Webster Parish. E&P Map B-1. County Seat. 30 mi. E of Shreveport.

2 - TRANSPORTATION: **Railroads**-LA & AR
Motor Freight Carriers-6
Intercity Bus Lines-Greyhound

3 - POPULATION:
Corp. City 80 Cen. 15,074; E&P 87 Est. 16,223
Parish 80 Cen. 43,631; E&P 87 Est. 48,275

4 - HOUSEHOLDS:
City 80 Cen. 5,523; E&P 87 Est. 5,771
Parish 80 Cen. 15,692; E&P 87 Est. 17,985

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$267,000,000
Bldg.	2	$25,000,000

6 - PASSENGER AUTOS: Parish 22,541

7 - ELECTRIC METERS: Residence Est. 15,830

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Oil Wells, Army Ammunition Plant, Tidecraft, FMC, Sidewinder, Rubber, Paper, Logging Equip., Fishing Tackle, Portable Comm. Bldgs.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-6 blocks downtown on Main and Broadway, 30 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Homer Road(22)	1	Shuler Dixie Dandy, Piggly Wiggly
Park City(12)	1	Safeway, Beall's, Otasco, Eckerd
West Plz (3)	2	
East Union(12)	1	Piggly Wiggly

13 - RETAIL OUTLETS: **Department Stores**-Beall's, TG&Y, Sears, Otasco, West.
Discount Stores-Wal-Mart, Dollar General, Cato.
Chain Drug Stores-Eckerd, City Rexall, K&B.
Chain Supermarkets-Dixie Dandy, Piggly Wiggly, Safeway.
Other Chain Stores-Goodyear, Hers Unique, Pay Less Shoes, Shoe Town, Western Auto, Kenwin Ladies, Radio Shack, Toledo Tackle, Sherwin-Williams.

14 - NEWSPAPERS: PRESS-HERALD (e-tues to fri, S) 4,658, sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Bill Specht, Asst. Pub., PRESS-HERALD, 203 Gleason St., Minden, LA 71055; Tel. (318) 377-1866.
National Representative: Papert Companies.

MONROE

1 - LOCATION: Ouachita Parish. (In Monroe MSA) E&P Map B-2. Parish Seat. Northeast LA on Ouachita River, 74 mi. W of Vicksburg, MS; 100 mi. E of Shreveport. On U.S. Hwys. 80, 165, I-20, State Hwy. 15.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf, A&LM, Missouri Pacific, Union Pacific
Motor Freight Carriers-18
Intercity Bus Lines-Trailways, Greyhound
Airlines-Delta, Republic Express, Atlantic Southeast

3 - POPULATION:
Corp. City 80 Cen. 57,597; E&P 87 Est. 56,033
CZ-ABC: (80) 78,604
RTZ-ABC: (80) 264,226
Parish: MSA 80 Cen. 139,241; E&P 87 Est. 146,520
City & RTZ-ABC: (80) 342,830

4 - HOUSEHOLDS:
City 80 Cen. 19,539; E&P 87 Est. 19,313
Parish: MSA 80 Cen. 47,322; E&P 87 Est. 50,901
CZ-ABC: (80) 27,716
RTZ-ABC: (80) 87,196
City & RTZ-ABC: (80) 114,912

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,322,000,000
Savings & Loan	4	$432,000,000

6 - PASSENGER AUTOS: Parish 68,165

7 - ELECTRIC METERS: Monroe and W. Monroe 28,671

8 - GAS METERS: Monroe and W. Monroe 28,382

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 7,900; Servs. 7,900; Whsl. 4,125; Constr. 3,775; Ret. 8,900; Fin., Ins. & R.E. 3,500; Trans., Commun. & Util. 2,550; Mining 425; Gov't 9,875.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-78; Summer 74-95; Fall 50-83; Winter 28-50. First killing frost, Nov. 2; last killing frost, Feb. 5.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Downtown Shopping Center**-5 blocks on DeSiard.
Neighborhood Shopping Centers-No. of Blocks: DeSiard Rd., 5; Forsythe Ave., Monroe, 4; Trenton, W. Monroe, 2; Jackson St., 3; Louisville Ave., 24; McGuire, W. Monroe, 2; Westgate, W. Monroe, 1; Plum St., 1; Cypress St., W. Monroe, 10; McMillian Mall, 3; North; 18th St., 6; Oliver Rd., 3; N. 7th St., W. Monroe, 4; Thomas Rd., 2.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(18)		Safeway, K&B, Fair
Northgate(12)	NA	Ackel Jewelers
Murray Pl. 18th St.(8)	NA	Quick Print, Goldring Jewelers
Sunshine Heights (7)	NA	K mart, Eckerd, Radio Shack
18th St.(4)	NA	A&P, Eckerd
Twin City Mall(33)	NA	Mont. Ward, Field's, Radio Shack
Louisville(7)	NA	County Mkt., Service Mdse.
Mid-City Plz.(4)	NA	Sears, Beall's
Lakeshore Plz.(8)	NA	A&P, Revco, Radio Shack
Pecanland Mall	NA	Dillard's, JCPenney, Mervyn's
Southside Plum St.(2)	NA	Safeway, West's
Southgate(3)	NA	Family Dollar
Highland(2)	NA	Otasco
Glenwood Mall(25)	NA	K&B, A&P, Beall-Ladymon

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores** Montgomery Ward; Sears; JCPenney; The Fair; Selber's; Wellan's; Dillard's; McRae's; Mervyn's; Beall-Ladymon.
Discount Stores-Howard Bros. 4; Dollar General; K mart; Geneva's 2; Wal-Mart; Service Mdse.
Chain Drug Stores-K&B 3; Howard Bros.; Rexall 2; D&E 3; Eckerd 3; Revco.
Chain Supermarkets-A&P; Safeway 6; Piggly Wiggly 2; Brookshire's 3; County Mkt.; Big Star 3; Budget Saver.
Other Chain Stores-Butler's Shoe; Firestone 2; Goodyear 3; Sherwin-Williams 2; Gordon's Jewelry; Peacock Jewelry; Zale's Jewelry; Rhealee Millinery; Binswanger Glass; Singer; Color Tile; Otasco 3; Pittsburgh Plate Glass; Hiller's; Baker's Shoes; Cloth World; Wickes; Lowe's; Goldring Jewelers; The Pipe Shop; Ormond; Casual Corner; G.G. Wilson; Record Bar; Pier 1; General Nutrition Ctr.; Footlocker; Chess King; B. Dalton Bookseller; The Ltd.; Miller's Outpost; Kay-Bee Toys; Radio Shack 2; Waldenbooks; Hallmark; Helen's Artscrafts.

14 - NEWSPAPERS: NEWS-STAR-WORLD (m) 37,190; (S) 48,068, Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jimmy Skeen, Adv. Dir., NEWS-STAR-WORLD, 411 N. 4th St., PO Box 1502, Monroe, LA 71201. Tel. (318) 362-0214.
National Representative: Gannett National Newspaper Sales.

MORGAN CITY

1 - LOCATION: St. Mary Parish. E&P Map C-4. 90 mi. W of New Orleans; 70 mi. S of Baton Rouge. On U.S. 90.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Greyhound.
Airlines-Perry's Flying Service; Hammond Air.

3 - POPULATION:
Corp. City 80 Cen. 16,114; E&P 87 Est. 15,399
Parish 80 Cen. 64,395; E&P 87 Est. 66,511

4 - HOUSEHOLDS:
City 80 Cen. 5,353; E&P 87 Est. 5,264
Parish 80 Cen. 20,096; E&P 87 Est. 21,544

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$426,000,000
Savings & Loan	3	$515,000,000

6 - PASSENGER AUTOS: Parish 26,630.

7 - ELECTRIC METERS: Residence 5,396.

8 - GAS METERS: Residence 5,176.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Plants-Chem. 6; Food 17; Publishing & Printing 4; Lumber Prods. 4; Furn.; Metal Working 2; Mach. 12; Trans. Equip. 13; Offshore Oil Drilling; Stone, Clay, Glass; Shipyards 3; Fab. Yards 6. Av. Wkly. Wage $400 (all industries compete with offshore oil and base pay is constant).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-100; Fall 38-73; Winter 26-65.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Guarisco-Evans (14)		Sears, Family Dollar
Colonial Plz.(8)		TG&Y, Anthony's
Business Prof.(5)	NA	
Eastgate(8)	1	Winn-Dixie, Beall's
Inglewood Mall	1	

Other Shopping Centers-Cannata's Shopping Ctr., Bay on Vista Pl.; Norman Shopping Vlg., Patterson; St. Mary Plz. Shpg. Ctr., Bayou Vista; National Shopping Center, Morgan City.
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Wal-Mart; TG&Y 2; C.R. Anthony.
Chain Supermarkets-National; Winn-Dixie; Delchamps.
Chain Drug Stores-Eckerd; K&B 2.
Other Chain Stores-JCPenney (catalog); Sears (catalog); Singer Co.; Merle Norman Cosmetics; Philip-Morris Furn.; Radio Shack; Goodrich; Goodyear; Payless; Cato; Firestone; Sherwin-Williams.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 6,227, sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Doyle Shirley, Ed./Pub., REVIEW, PO Box 948; 1014 Front St.; PO Box 948, Morgan City, LA 70381. Tel. (504) 384-8370.
National Representative: None.

NEW IBERIA

1 - LOCATION: Iberia Parish (Gov't Seat). E&P Map B-4. Manufacturing commercial and cultural center in SW part of state. 150 mi. from New Orleans; 110 mi. from Baton Rouge. On U.S. Hwy. 90; State Hwy. 182.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Missouri Pacific; Amtrak.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; LaPorte.
Airlines-Continental; Royal; Metro.

3 - POPULATION:
Corp. City 80 Cen. 32,766; E&P 87 Est. 37,572
CZ-ABC: (80) 32,766
RTZ-ABC: (80) 64,065
Parish 80 Cen. 63,752; E&P 87 Est. 72,233
City & RTZ-ABC: (80) 96,831

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,685; E&P 87 Est. 12,555
CZ-ABC: (80) 10,685
RTZ-ABC: (80) 19,053
Parish 80 Cen. 19,915; E&P 87 Est. 23,380
City & RTZ-ABC: (80) 29,738

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$374,885,757
Savings & Loan	5	$1,361,281,880

6 - PASSENGER AUTOS: Parish 35,079.

7 - ELECTRIC METERS: City Residence 11,600; Parish 18,000.

8 - GAS METERS: City Residence 11,873; Parish 16,128.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum 2,100 ($320); Food 1,465 ($210); Supply House (Oil) 721 ($215); Sugar Mills 800 ($160); Salt Mines 500 ($275); Pepper Sauce Plants 425; Port of New Iberia 3,500 ($275); Airport & Industrial Park 800 ($250). Total laborers 32,350.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-91; Summer 71-93; Fall 38-77; Winter 39-69. First killing frost, Nov. 29; last killing frost, Apr. 3.

11 - TAP WATER: Slightly alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center** 8 blocks on Main St., 1 block on Julia St., 2 blocks on Iberia St.; 6 blocks on S. Lewis St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jeanerette	10	Wormser, Weill's Ben Franklin, Robie Star, Winn-Dixie
Shoptown	1	National, Hancock's, Western Auto, Broussard's
Torrido(31)	1	Beall's, Mont. Ward, Radio Shack, Sears, Sherwin-Williams
Iberia Mall(16)	1	A&P, Eckerd
K mart	2	K mart
Kroger	1	Kroger
West Park	1	Howards, Eckerd, Winn-Dixie
Town & Country	1	A&P, Katz & Bestoff
Iberia Plz.(19)	2	Wal-Mart, Delchamps

Principal Shopping Days-Fri., Sat., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Abdalla's; Monsieur's; Gulotta's; Oubre Furniture; Home Furniture; Anthony's; Broussard's; West Beall's; Wormser.
Discount Stores-Howard Bros.; Wicke's; West; K mart; Wal-Mart; Kroger; Otasco.
Variety Stores-Murphy's; TG&Y.
Chain Drug Stores-Rexall; Eckerd 4; Kare's; Kroger Phcy.; Medicine Shoppes; K&B.
Chain Supermarkets-I.G. Stores (Co-Op) 10; National Brands 3; A&P; National Stores; Winn-Dixie 3; Kroger; Family Store; IGA; Delchamps.

14 - NEWSPAPERS: DAILY IBERIAN (e) 15,019; (S) 15,974, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mark Plaisance, Adv. Mgr., DAILY IBERIAN, 926 E. Main St., New Iberia, LA 70561. Tel. (318) 365-6773.
National Representative: Papert Companies.

NEW ORLEANS

1 - LOCATION: Orleans Parish (In New Orleans MSA). E&P Map D-4. Parish Seat. Seaport. Wholesale, educational and medical center. 110 mi. up from mouth of Mississippi; 70 mi. to Gulf of Mexico via Mississippi River-Gulf Outlet channel, lying between river and Lake Pontchartrain; 957 mi. from Chicago; Atlanta 523 mi.; Dallas 506 mi.; On U.S. Hwys. 61, 51, 91, 11, 90; State Hwys. 1, 2, 30, 31, 33; I-10.

2 - TRANSPORTATION: **Railroads**-Amtrak; Illinois Central Gulf; Kansas City Southern; Louisiana Southern; Southern; Seaboard System; Missouri, Kansas, Texas Railroad; Santa Fe; Southern Pacific; Union Pacific.
Motor Freight Carriers-95.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Air New Orleans; American; Aviateca; Midway; Continental; Delta; Eastern; LACSA; TranStar; Ozark; New York Air; Northwest; Piedmont; Southern; Royale; Sahsa-Honduras; Southwest; TACA Intl.; TWA; United; USAir.
Steamship Lines-107 regularly scheduled lines. Approx. 15 common carrier barge lines; numerous others on charter.

3 - POPULATION:
Corp. City/Parish 80 Cen. 557,927; E&P 87 Est. 527,634
NDM-ABC: (80) 1,282,717
MSA 80 Cen. 1,256,353; E&P 87 Est. 1,324,514

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/Parish 80 Cen. 206,435; E&P 87 Est. 201,976
MSA 80 Cen. 439,079; E&P 87 Est. 476,262
NDM-ABC: (80) 446,948

5 - BANKS	NUMBER	EST. DEP.
Commercial	52	$8,900,000,000
Savings & Loan	51	$5,692,136,000

6 - PASSENGER AUTOS: Parish 216,273.

7 - ELECTRIC METERS: Residence 195,591.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood Prods. 500 (N.A.); Durable Goods 23,000 ($393); Stone, Clay & Glass Prods. 2,000 ($435); Fab. Metal 3,100 ($462); Mach. 3,000 (N.A.); Trans. Equip. 13,400 (N.A.); Ship & Boat Bldg. 8,000 ($381); Other Durable Goods 1,800 (N.A.); Nondurable Goods 22,900 ($465); Food Prods. 6,500 ($309); Apparel & Textile Prods. 1,700 ($173); Paper Prods. 1,000 ($445); Printing & Pub. 3,700 ($365); Chemical Prods. 4,500 ($708); Petroleum Prods. 4,600 (N.A.); Other Nondurable Goods 500 (N.A.); Non-Mfg. 488,800 (N.A.).

10 - CLIMATE: Average Temp. Spring 69; Summer 82; Fall 70; Winter 57.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-12 blocks adjacent to Canal Street.
Neighborhood Shopping Centers-Atlantic Thrift; Aurora Mall; Canal Center; Carolyn Park; Claiborne & Washington; Colonial; Continental Plaza; Crescent Airline; Lake Terrace; Lake Vista; Lakeshore; Metairie; Mid-City; Oak Street; Oakside; Parkchester; K mart; Trading Post; Village Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Airline Park	8	Woolworth, Winn-Dixie
Airline Village	4	Lionel Playworld
Bogue Falaya Plaza(40)	NA	West, Beall's, National/Canal Villere
Belle Promenade	13	D.H. Holmes, JCPenney
Carrollton	1	JCPenney, Gus Mayer
Clearview	8	Sears, Maison Blanche
Donna Villa	7	TG&Y, Winn-Dixie
The Esplanade	15	Holmes, Mervyn's, Macy's
Elmwood	10	K mart, Levitz, A&P, Home Depot, Marshall's, Solo Stores
East Lake	8	Solo, Marshall's
Gentilly-Elysian Fields	3	A&P, Maison Blanche, Gaylord's, True Value, Zayre's
Gentilly Woods Mall	4	Zayre's, Walgreens, National/Canal Villere
M.A. Green	10	TG&Y, Western Auto
Harrison Ave.	5	Winn-Dixie, K&B
Kenilworth Mall	6	A&P, K&B
Kenner Plz.	12	Zayre's
Lakeside	7	Holmes, JCPenney
North Side Plz.	45	Beall's, Eckerd, Winn-Dixie
North Shore	25	D.H. Holmes, Sears, Mervyn's, JCPenney
Oakwood	2	Sears, Holmes, Mervyn's
One Canal Place	NA	Gucci, Brooks Bros., Kreeger's, Saks 5th Ave.
Plaza Lake Forest	8	Maison Blanche, Holmes, Sears, Leonard Krower, Mervyn's
Plaza La Place	26	K mart, K&B, Delchamps
Plaza "190"	45	Roses, K&B
Ponchartrain Plz.	30	K mart
Riverlands Ctr.	26	K mart, TG&Y, Eckerd, Beall's, Winn-Dixie
St. Charles Plz.	20	K mart, K&B, Delchamps
St. Tammany Sq.	40	K mart, K&B, Delchamps
South Clairborne	1	Kent's, TG&Y
Uptown Sq.	5	D.H. Holmes
Village Aurora	4	Walgreens
Westside	2	Maison Blanche, Marshall's

Principal Shopping Days-Thur., Mon., Fri., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Maison Blanche; D.H. Holmes; Sears; Krauss; JCPenney; Labiches; Gus Mayer; Bealls; Howards; J.A. West; Kreegers; Brooks Bros.; Saks 5th Ave.; Rubenstein Bros.; Porter-Stevens; Mervyn's; Macy's.
Variety Stores-McCrory's; Murphy's 5; Woolworth 9; TG&Y 15; Kresge; Wal-Mart.
Discount Stores-K mart; Zayre's; Kent's; Leonard Krower; Service Merchandise; Wal-Mart.
Chain Drug Stores-Katz & Betshoff 38; Walgreens Louisiana 18; Rexall 2; Fasullo 4; Eckerd 26.
Chain Supermarkets-Breux Mart 4; Winn-Dixie 35; A&P 15; Schwegmann 11; National/Canal-Villere 19; 7-Eleven 31; Tenneco 7; Lil General 11; Time-Saver 82; Delchamps 9.

Other Chain Stores-Goodrich; Firestone; Goodyear; Mangels; Singer Co.; Pittsburgh Plate Glass; Home Depot; Houseworks; Solo; Marshall's; J. Brannam; Western Auto; Thom McAn; Sherwin-Williams; National Shirts; Lerner's; S&H Green Stamps; Top Value Stamps; One-Hour Martinizing; Gordon's; Zale's; Kinney; Chess King; The Limited; Baker's; Butler's; T.J. Maxx.

14 - NEWSPAPERS: TIMES-PICAYUNE (all day-mon to fri) 276,248; (m-sat) 258,727; THE TIMES-

PICAYUNE (S) 348,577; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Lester S. Key, Mgr. Gen. Adv., TIMES-PICAYUNE, 3800 Howard Ave., New Orleans, LA 70140; Tel. (504) 826-3300.
National Representative: Newhouse Newspapers Metro Suburbia.

OPELOUSAS

1 - LOCATION: St. Landry Parish. E&P Map B-3. Parish Seat. Shipping, wholesale and small manufacturing ctr. South-central part of state; 135 mi. from New Orleans; 59 mi. W of Baton Rouge; 75 mi. from Lake Charles. On U.S. Hwy 190; State Hwys. 5, 7, 22, 40, 45, 219; I-49.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Southern Pacific; Texas & Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental Trailways; Greyhound; Opelousas.
Airlines-Charter Service; Texas International.

3 - POPULATION:
Corp. City 80 Cen. 18,903; E&P 87 Est. 19,893
Parish 80 Cen. 84,128; E&P 87 Est. 90,320
NDM-ABC: (80) 113,843

4 - HOUSEHOLDS:
City 80 Cen. 6,438; E&P 87 Est. 6,708
Parish 80 Cen. 26,823; E&P 87 Est. 29,831
NDM-ABC: (80) 36,580

5 - BANKS	**NUMBER**	**DEPOSITS**
City	3	$182,900
Parish	9	$258,800

6 - PASSENGER AUTOS: Parish 36,591

7 - ELECTRIC METERS: Residence 6,800

8 - GAS METERS: Residence 6,987

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 800 ($200); Lumber & Wood Prods. 300 ($200); Drug Mfg. 200 ($200); Chem. (Fertilizer) 100 ($200); Natural Gas Refinery 125 ($240); Pipe Fittings & Valves 300 ($240); Oil 800 ($300).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 53-101; Fall 34-90; Winter 22-80. First killing frost, Jan. 2; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 5 on Landry St.; 3 on Court St.; 2 on Market St.; 2 on Bellevue; 2 on Union; Hwy 167 & Heather; Hwy 167 & Creswell.
Neighborhood Shopping Centers-3 blocks W. Landry; 2 S. Union; 2 Washington Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Indian Hill(7)	NA	Dixieland IGA
St. Landry	NA	Wal-Mart, K&B, Delchamps
Vista Vlg.(20)	NA	Winn-Dixie, McCrory's, Anthony's

Principal Shopping Days-Department Stores Fri., Sat.; Food: Sat., Mon., Wed.

13 - RETAIL OUTLETS: **Department Stores**-Sears (catalog); Anthony's; Allied; W.F. Beall-Ladymon.
Variety Stores-Vee's; McCrory's.
Discount Stores Dollar General; Wal-Mart.
Chain Drug Stores-Rexall; Ethical Pharmacies; Thrift-Way 2; Eckerd 3; Thrif-t-way; K&B.
Chain Supermarkets-A&P; Winn-Dixie; Delchamps; Piggly Wiggly.
Other Chain Stores-Mangel's (women's); Dimmick Auto Supply; Pope Auto Supply; Otasco.

14 - NEWSPAPERS: WORLD (e-mon to fri) 15,064; (S) 16,396; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Aaron Parsons, Pub., WORLD, Hwy. 167 South; PO Box 1179, Opelousas, LA 70570; Tel. (318) 942-4971.
National Representative: Papert Companies.

PINEVILLE
See ALEXANDRIA

RUSTON

1 - LOCATION: Lincoln Parish. E&P Map B-2. 72 mi. E of Shreveport; 32 mi. W of Monroe; 97 mi. N of Alexandria; 175 mi. S of Little Rock, AR. At intersection of Interstate 20; U.S. Hwys. 80, 167.

2 - TRANSPORTATION: **Railroads**-Illinois Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways; Salter Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 20,585; E&P 87 Est. 24,111
Parish 80 Cen. 39,763; E&P 87 Est. 47,358
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 6,557; E&P 87 Est. 7,809
Parish 80 Cen. 12,280; E&P 87 Est. 15,068

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	12	$115,477,663
Commercial	5	$335,000,000

6 - PASSENGER AUTOS: Parish 19,065

7 - ELECTRIC METERS: Residence 6,717

8 - GAS METERS: Residence 6,238

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Saw Mill & Related 155; Wood Proc. 320; Constr. 1,200; Petroleum Prods. 240; Gas & Oil 200; Glass 300; Soft Drink 60; Trans. 140; Agric. Prods. 54; Whol. Trade 250; Ret. Trade 2,300; Colleges 2,000; Ins. 300.

10 - CLIMATE: First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Very soft.

12 - RETAILING: **Principal Shopping Centers**-2 blocks along W. Calif. Ave.; Vlg. Plz. Shopping Ctr. (15 stores); North Park Mall; I-20 Shopping Ctr.; Ruston Shopping Ctr. (11 stores).
Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Village Plz. Ctr. (Mon.-Fri.); North Park Mall & Safeway (Mon.-Sat.); Drive in Groceries; Safeway; A&P (Mon.-Sun.); Wal-Mart; K mart; Lewis; Beall's.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Lewis; Beall's.
Discount Stores-Wal-Mart; K mart; Dollar General.
Chain Drug Stores-Rexall; K&B; Eckerd.
Chain Supermarkets-Piggly Wiggly; A&P; Safeway 2; Jiffy Mart; Handee Mart; 7-Eleven; County Market; E-Z Mart.
Other Chain Stores-Rose Oil; Sears (catalog); Goodyear; Goodrich; Otasco; Ollinger Co.; Wickes Lumber; Sherwin-Williams; Radio Shack; Cato's.

14 - NEWSPAPERS: LEADER (e-mon to fri; S) 7,243; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Rick Hohlt, Adv. Mgr., LEADER, 208 W. Park Ave.; PO Box 520, Ruston, LA 71270; Tel. (318) 255-4353.
National Representative: None.

SHREVEPORT

1 - LOCATION: Caddo Parish (In Shreveport MSA). E&P Map A-2. Parish Seat. Distributing, manufacturing and trading center. Headquarters for natural gas industry. Military air center. On Red River, 220 mi. NE of Houston; 190 mi. E of Dallas; 360 mi. SW of Memphis; 325 mi. NW of New Orleans.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Southern Pacific; Mid-South; Kansas City Southern.
Airlines-American; Delta; Northwest; Royale.
Motor Freight Carriers-15.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 207,615; E&P 87 Est. 223,362
CZ-ABC: (80) 305,397
RTZ-ABC: (80) 571,341
MSA 80 Cen. 333,015; E&P 87 Est. 371,131
Parish 80 Cen. 252,294; E&P 87 Est. 275,696
City & RTZ-ABC: (80) 876,738

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 74,649; E&P 87 Est. 83,679
Parish 80 Cen. 90,69*; E&P 87 Est. 102,744
MSA 80 Cen. 117,391; E&P 87 Est. 135,373
CZ-ABC: (80) 107,920
RTZ-ABC: (80) 196,700
City & RTZ-ABC: (80) 304,620

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$485,000,000
Commercial	12	$6,225,000,000

6 - PASSENGER AUTOS: Parish 146,721

7 - ELECTRIC METERS: Residence 128,000

8 - GAS METERS: Residence 115,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric.; Oil; Gas; Lumber; Ret. Trade; Mfg.; Food Prods. 2,000 ($300); Apparel 900 ($250); Lumber 2,500 ($275); Printing 1,100 ($300); Chem. & Petrol. 1,600 ($325); Metal Prods., Mach. 27,000 ($350); Other 4,500 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 73-94; Fall 55-81; Winter 38-56.

11 - TAP WATER: Slightly alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Texas St.; 4 on Milam; 1 each on McNeil, Marshall & Edwards; 3 on Market.
Neighborhood Shopping Centers-(Shreveport & Bossier)-Centenary, 5 on E. Kings Hwy.; Bossier City's main dist., 8 on Barksdale Blvd.; Broadmoor at Youree & Ockley Dr. West End Dist., 6 on Texas Ave.; Sunset Village, 2 at Mansfield Rd. & Sunnybrook; Lakeshore at Lakeshore Dr. & Jewella Rd., Greenwood Rd.; Heart O'Bossier at Barksdale Blvd. & Benton Rd.; Southfield, 1 sq. block at Youree Dr. & Southfield Rd.; Uptown, 5,800 on Line Ave., Portico Shopping Ctr. Hwy. 18 Best Kouvis; Mall St. Vincent; Madison Park, 3,800 Gilbert; Fairway, 2700 Benton Rd., Bossier City; Greenwood Plaza, Greenwood Rd. & Westwood Dr.; Westwood, Jewella & Greenwood Rd.; Freestate Unit 1, North Market Plaza, 3 on North Mkt. St., 2 on Old Minden Rd. & Highway 80, Bossier City; Shreve City Regional Center, Shreveport-Barksdale Highway; Southside Village, Mansfield Rd. & Jewella; South Park Mall, Jewella Rd. & Mackley Ln.; Mid Town Plaza, Kings Hwy. & Mansfield Rd.; K mart Plaza, Mansfield & Flournoy-Lucas Rds. in Shreveport; Eastgate Ctr., Hwy. 1 & 70th St.; Mall St. Vincent, Kings Hwy. & St. Vincent; Pierremont Mall, Line Ave. at Southfield; Quail Creek, Shreveport-Barksdale Hwy.; TG&Y, Airline Dr. & Hwy. 80 in Bossier City, 1 mi. distant Heart O'Bossier Center; Pierre Bossier Mall, Airline 8 Hwy. 80; Outlets Mall, I-20 at Industrial loop.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears 3; JCPenney 2; Rubenstein's 2; Hearne; Selber's 2; Beall's 6; Wellan's; Dillard 3; Montgomery Ward.
Variety Stores-Woolworth; McCrory; TG&Y 2.
Discount Stores-United Jewelers 2; Service Mdse.; K mart 3; Wal-Mart 3.
Chain Drug Stores-Lewis; Walgreens 2; Barksdale; Chuck Snyder's 3; Rexall; Plaza; Tri-State Medic 14; Mitchell's; Eckerd 10; Albertsons-Southco 2; K&B 7; Drug World 2; Drug Emporium; Revco.
Chain Supermarkets-Kroger 8; Brookshire 11; Piggly Wiggly 2; 7-Eleven 50; Albertson's-Southco 2; County Market; Price-Lo 2.
Other Chain Stores-Goldrings; Male Shop; Jordan & Booth; Rosenblath's; The Ranch; Casual Corner; Western Auto 2; Firestone; Goodrich; Goodyear; Otasco; Florsheim; Singer; Necchi; Zale's Jewelers; DuPont Paint; Sherwin-Williams; Pittsburgh Plate Glass; Russell Stover Candies; Jarman Shoes; The Glidden Co.; S&H Green Stamps; Kinney Shoes; Naturalizer Shoes.

14 - NEWSPAPERS: TIMES (m) 75,506; JOURNAL (e) 21,985; TIMES (S) 109,897; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Benoit Lynn, Gen. Adv. Mgr., JOURNAL and TIMES, 222 Lake St., Shreveport, LA 71130-0222; Tel. (318) 459-3364.
National Representative: Gannett National Newspaper Sales.

SLIDELL

1 - LOCATION: St. Tammany Parish. (In New Orleans MSA). E&P Map D-3. Agricultural area (strawberries & cotton). 22 mi SE of Covington. On U.S. Hwys. 11, 190 and Interstates 10, 12, 59; State Hwy. 433.

2 - TRANSPORTATION: **Railroads**-SOU, GM&O.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,718; E&P 87 Est. 37,724
Parish 80 Cen. 110,554; E&P 87 Est. 155,986
MSA 80 Cen. 1,256,353; E&P 87 Est. 1,324,514

4 - HOUSEHOLDS:
City 80 Cen. 8,295; E&P 87 Est. 11,144
Parish 80 Cen. 35,576; E&P 87 Est. 52,254
MSA 80 Cen. 439,079; E&P 87 Est. 476,262

5 - BANKS: N.A.

6 - PASSENGER AUTOS: Parish 85,311

7 - ELECTRIC METERS: City 4,100

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-83; Summer 72-94; Fall 53-81; Winter 42-64. First killing frost, Nov. 15; last killing frost, Mar. 2.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northside Plz.(22)	NA	Winn-Dixie, TG&Y, Beall's
Plaza 190(17)	NA	A&P, Rose's, K&B
Brown's Vlg. Sq.	NA	County Market, Eckerd, Howard Brandiscounts
Country Club Plz.	NA	Delchamps, Revco
Lauren Plz.	NA	Delchamps, TG&Y, Eckerd
Tammany Mall (26)	NA	A&P, Mont. Ward, Allied
Sunflower(4)	NA	Sunflower, K mart
Midtown(15)	NA	Wal-Mart, Shoetown

13 - RETAIL OUTLETS: **Department Stores**-Sears; Montgomery Ward; Allied.
Discount Stores-K mart; Wal-Mart; Howard Brandiscount; TG&Y; Walgreens.
Chain Supermarkets-A&P; Sunflower Mkt.; Winn-Dixie; National; Delchamps; County Mkt.; IGA.
Other Chain Stores-Radio Shack; Shoetown.

14 - NEWSPAPERS: SENTRY-NEWS (m-tues to sat) 6,691; (S) 6,691; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Charles LaFerrara, Adv. Mgr., SENTRY-NEWS, 3648 Pontchartrain Dr., Hwy. 11 South; PO Box 910, Slidell, LA 70459; Tel. (504) 643-4918.
National Representative: U.S. Suburban Press.
TIMES (e-tues to fri) 3,690; (S) 3,690; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Griffin Gomez, Adv. Dir., TIMES, 1441 Short Cut Rd., PO Box 490, Slidell, LA 70459; Tel. (504) 643-5224.
National Representative: Papert Companies.

SULPHUR

1 - LOCATION: Calcasieu Parish. (In Lake Charles MSA). E&P Map B-3.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 19,709; E&P 87 Est. N.A.
Parish/MSA 80 Cen. 167,048; E&P 87 Est. 181,651

4 - HOUSEHOLDS:
City 80 [illegible] N.A.; E&P 87 Est. N.A.
Parish [illegible] Cen. 56,339; E&P 87 Est. 62,833

5 - [illegible]	**NUMBER**	**DEPOSITS**
Co[illegible]	NA	N.A.
Savi[illegible]	NA	N.A.

6 - PASS[illegible] [illegible]3,427

7 - ELECT[illegible]

8 - GAS ME[illegible]

9 - PRINCIPAL IN[illegible]S: Industry, No. of Wage Earners-Petro Chem[illegible] 10,000 ($450); Boeing 2,000 (N.A.).

10 - CLIMATE: Min. & Max. Temp. N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kenwood(8)	NA	K&B, TG&Y
Maplewood Plz.	NA	Delchamps
Parish Vlg.(8)	NA	Winn-Dixie
Town & Country(3)	NA	Market Basket
Westpoint(18)	NA	G.C. Murphy

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Discount Stores**-Wal-Mart.
Chain Drug Stores-Revco; Eckerd; K&B.
Chain Supermarkets-Delchamps; Winn-Dixie; Brookshire Bros.; Kroger; Market Basket.

14 - NEWSPAPERS: SOUTHWEST DAILY NEWS (m-tues to fri; S) 16,000; sworn May 17, 1987.
Local Contact for Advertising and Merchandising Data: Othelia Hayes, Adv. Dir., SOUTHWEST DAILY NEWS, PO Box 1999, Sulphur, LA 70664; Tel. (318) 527-7075.
National Representative: None.

THIBODAUX

1 - LOCATION: Lafourche Parish, (In Houma-Thibodaux MSA). E&P Map C-4. Parish Seat. Agriculture, commercial fishing and oil and gas production center; light industry. SE portion of state. 68 mi. SE of Baton Rouge; 58 mi. SW of New Orleans.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Texas and Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Teche-Greyhound Lines.

3 - POPULATION:
Corp. City 80 Cen. 15,810; E&P 87 Est. 17,815
NDM-ABC: (80) 50,065
Parish 80 Cen. 82,483; E&P 87 Est. 94,019
MSA 80 Cen. 176,876; E&P 87 Est. 198,614

4 - HOUSEHOLDS:
City 80 Cen. 5,119; E&P 87 Est. 5,830
NDM-ABC: (80) 15,491
Parish 80 Cen. 25,391; E&P 87 Est. 29,837
MSA 80 Cen. 54,676; E&P 87 Est. 63,544

5 - **BANKS**	**NUMBER**	**DEPOSITS**
Commercial	6	$698,258,634
Savings & Loan	4	$216,640,381

6 - PASSENGER AUTOS: Parish 40,102

7 - ELECTRIC METERS: Residence 5,800

8 - GAS METERS: Residence 4,832

9 - PRINCIPAL INDUSTRIES: Industry-Steel Fab.; Agric. Mach.; Univ. Educ.; Candy; Fertilizer; Oil, Gas And Related Industries; Commercial Fishing; Sugar Cane; Shipbuilding.

10 - CLIMATE: Annual mean temp. 68. Highest av. temp. June-96, lowest av. temp. Dec.-27.

11 - TAP WATER: Alkaline; hard.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on West 3rd St.; 3 blocks on Green and St. Philip Sts. (35 Stores).
Neighborhood Shopping Centers-Food Town 4; Johnson 5; Nicholls 7; Peltier 11; Rienzi 12; Lafourche Plaza 2.
Nearby Shopping Centers-Southland Mall-Holmes; Kirschmann's; Sears; Woolworth; JCPenney; Katz & Besthoff; Winn-Dixie; Eckerd.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Jake's; Sears (catalog); JCPenney (catalog).
Discount Stores-K mart; Wal-Mart.
Variety Stores-National Dollar.
Chain Drug Stores-D&M 2; Lafourche; Eckerd; Katz & Besthoff; Southland Walgreens 2.
Chain Supermarkets-Pouses; L&N Food Stores; Winn-Dixie 2; IGA; Delchamps; Super Foods.
Other Chain Stores-Goodyear; Western Auto; Firestone; B.F. Goodrich; A to Z Rental; Lowes Lumber; Radio Shack; West Lumber; Auto Shack.

14 - NEWSPAPERS: COMET (e-mon to fri) 12,085; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Lisa Ferrell, Adv. Dir., COMET, 705 W. 5th St.; PO Box 5238, Thibodaux, LA 70302; Tel. (504) 447-4055.
National Representative: None.

MAINE SURVEYS

METROPOLITAN STATISTICAL AREAS

Bangor-Bangor, Brewer and Old Town cities; Eddington, Glenburn, Hampden, Hermon, Holden, Kenduskeag, Orono, Orrington and Veazie towns; Penobscot Indian Island Indian Reservation in Penobscot County; Winterport town in Waldo County.
Lewiston-Auburn-Auburn and Lewiston cities; Greene, Lisbon, Mechanic Falls, Poland and Sabattus towns in Androscoggin County.
Portland-Portland, South Portland and Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Gray, North Yarmouth, Raymond, Scarborough, Standish, Windham and Yarmouth towns in Cumberland County; Buxton, Hollis and Old Orchard Beach towns in York County.
Portsmouth-Dover-Rochester, NH-ME-Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns in Rockingham County, NH; Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns in Strafford County, NH; Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns in York County, ME.

POPULATION ESTIMATES

(Thousands)

Age Group	**1970**	**1980**	**1988**
Under 5 Years	85	79	85
5-14 Years	201	178	191
15-24 Years	170	206	221
25-44 Years	219	303	325
45-64 Years	205	219	235
65 and Over	114	141	151
TOTAL	994	1,126	1,208

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1988 Est.**
Bldg. Mat. Hdwr	248	304	601
General Mdse	393	462	730
Food	872	1,275	1,788
Automobiles	724	914	1,858
Gasoline Stations	244	387	405
Apparel	132	210	318
Furniture	116	133	257
Eat-Drink Places	261	411	656
Drugs	103	161	250
TOTAL SALES	3,616	5,332	8,302

AUBURN
See LEWISTON

AUGUSTA

1 - LOCATION: Kennebec County. E&P Map B-4. Capital of the state; County Seat. On Kennebec River. 62 mi. from Portland; 74 mi. from Bangor and 170 mi. from Boston. Shopping and manufacturing center in agricultural area on Hwys. 11, 17, 104, 105, 200, 201, 202; Maine Tpke.; I-95.

2 - TRANSPORTATION: **Railroads**-Maine Central.
Motor Freight Carriers-10.
Intercity Bus Lines-New England Transit.
Airlines-Bar Harbor; Eastern Express.

3 - POPULATION:
Corp. City 80 Cen. 21,819; E&P 87 Est. 20,502
CZ-ABC: (80) 24,321
RTZ-ABC: (80) 224,174
County 80 Cen. 109,889; E&P 87 Est. 115,405
City & RTZ-ABC: (80) 248,495

4 - HOUSEHOLDS:
City 80 Cen. 8,405; E&P 87 Est. 7,418
County 80 Cen. 38,579; E&P 87 Est. 42,015
CZ-ABC: (80) 9,378
RTZ-ABC: (80) 76,983
City & RTZ-ABC: (80) 86,361

5 - **BANKS**	**NUMBER**	**DEPOSITS**
Savings	3	$122,576,000
Commercial	5	$211,576,000

6 - PASSENGER AUTOS: County 59,855

7 - ELECTRIC METERS: Residence 53,528

8 - GAS METERS: Residence 27,000

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners (Av. Wkly. Wage N.A.)-Cotton 1,202; Paper Products 635; Publishers & Printers 225; Food Proc. 608; State Employees 8,014; Veterans Administration 1,080; City Employees 900; Teachers 1,107; Boots & Shoes 1,038; Elect. 267; Iron Fab. 245; Telephone 156; IRS 175.

10 - CLIMATE: Av. Temp.-Spring 42; Summer 65; Fall 45; Winter 23. First killing frost, Oct. 16; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Water St., 1,800 ft. both sides.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Augusta Plz.(15)	NA	K mart
Capitol(13)	NA	Service Mdse., Shaw's
Turnpike Mall(12)	NA	Sears, Zayre's, Shop 'N Save

Neighborhood Shopping Centers-Cony St., State St., Western Ave., Bangor St.
Principal Shopping Days-Wed., Thur., Fri.
Principal Shopping Night-Thur., Shpg. Ctrs. open every evening.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Chernowsky's; Frank X. Pomerleau; Farrell's.
Variety Stores-McLellan's.
Discount Stores-Zayre; K mart; Service Merchandise.
Chain Drug Stores-LaVerdiere's 2; CVS; Brooks Super Drug; Welby's.
Chain Supermarkets-Shop 'N Save 3; Mister Market; Barden's 2; Shaw's; Bernards; Maine Pride.
Other Chain Stores-Firestone; Goodrich; Bass Shoe; Beaconway Fabrics; Day's Jewelry; Sherwin-Williams; Lamey-Wellehan's; Augusta Supply Co.; Hit or Miss; Grossman's VIP.

14 - NEWSPAPERS: KENNEBEC JOURNAL (m) 18,798; Mar. 28, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Russell F. Webster, Adv. Dir., KENNEBEC JOURNAL, 274 Western Ave., Augusta, ME 04330; Tel. (207) 623-3811.
National Representative: Landon Associates.

BANGOR

1 - LOCATION: Penobscot County (MSA). E&P Map C-4. On Penobscot River, 60 mi. NE of Augusta; connected with city of Brewer by 3 bridges; 130 mi. NE of Portland. On U.S. Hwys. 1A-2; I-95; State Hwys. 9, 15, 100, 178, 222.

2 - TRANSPORTATION: **Railroads**-Maine Central; Bangor & Aroostook.
Motor Freight Carriers-28.
Intercity Bus Lines-Cyr; Citibus; New England Transit.
Airlines-Delta; Eastern Express; United; Valley.

3 - POPULATION:
Corp. City 80 Cen. 31,643; E&P 87 Est. 31,522
CZ-ABC: (80) 72,009
RTZ-ABC: (80) 357,132
County 80 Cen. 137,015; E&P 87 Est. 144,697
MSA 80 Cen. 83,919; E&P 87 Est. 87,669
City & RTZ-ABC: (80) 429,141
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,772; E&P 87 Est. 11,446
County 80 Cen. 45,974; E&P 87 Est. 50,637
MSA 80 Cen. 28,362; E&P 87 Est. 30,636
CZ-ABC: (80) 24,343
RTZ-ABC: (80) 122,272
City & RTZ-ABC: (80) 146,615

5 - **BANKS**	**NUMBER**	**DEPOSITS**
Savings	3	$369,255,000
Commercial	6	$383,364,000

6 - PASSENGER AUTOS: County 71,125

7 - ELECTRIC METERS: Residence 23,999

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Leather/Leather Prods. 987; Paper & Allied Prods. 1,424; Mach./Elect. & Non-elect. 831; Food Proc. 360; Printing & Publishing 473; Textiles 333; Other Misc. Mfg. 716; Total Mfg. 5,124; Gov't 10,620; Servs. 10,418; Ret. & Whol. 11,598; Trans. & Public Util. 2,779; Fin. & Ins. 1,659; Contracting & Constr. 1,729; Total Non-mfg. 38,803; Total Non-Farm Labor Force 42,680. (Greater Bangor Area)

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 50-100; Fall 30-70; Winter -20-44. First killing frost, Sept. 8; last killing frost, May 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main; 3 on Hammond; 6 on State; 4 on Harlow St.; 2 on Exchange; Central; Broad; Bangor Mall; Bangor Shopping Center; Westgate Mall; Airport Mall Shopping Plaza; K mart; Shaw's Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bangor Mall(80)	5	Sears, Porteous, JCPenney, Doug's
Broadway(13)	3	Zayre, T.J. Maxx, Doug's Shop 'N Save
Westgate Mall(9)	2	Mars, Westgate IGA
Airport Mall(28)	3	Rich's
Maine Sq. Plz.(10)	5	Bass Shoe, Goldsmith's
Shaw's Plz.	5	Shaw's
K mart	5	K mart
Outer Broadway	4	Trustworthy Hdwe., Varney's
North Brewer(3)	3	Marden's, IGA, LaVerdiere's
Brewer Mall(18)	4	Doug's, Bob's Hdwe.
Twin City Plz.(17)	4	Wellby's
Stillwater Ave. Plz.	6	
University Mall(6)	10	Ames, Doug's
Ellsworth(11)	23	Zayre
Ellsworth Mill Mall	9	Body Shop, Brown's
Maine Coast Mall(21)	23	Ames, IGA
Belfast(3)	35	JCPenney, IGA

Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Principal Stores, Sun. & major holidays.
Stores Open Evenings-Shpg. Ctrs. evenings until 9.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Porteous; JCPenney.
Chain Drug Stores-Brooks; Miller; Ohmart & Hinkley 2; La Verdiere's 4; Wellby 4; CVS 2.
Discount Stores-K mart; Rich's; Zayre; Mars.
Outlets-Bass Shoe 2; Brand Name Fashion; Dexter Shoe; Hathaway Shirt; Emple Knitting; Quoddy Shoes; Ship 'n Shore; Eastland Shoes.
Chain Supermarkets-IGA Foodliner 2; Shop 'N Save (Doug's) 7; Shaw's; Yankee Grocer 2.
Other Chain Stores-Thom McAn; Fayva; Standard Shoe; Kinney; Baker Shoe; Anderson-Little; Benoits; Ward Bros.; The Gap; Hit or Miss; Spencer Gifts; Radio Shack; Zale's Jewelry; G.M. Pollack & Son; Days; Gordon Jewelers; So-Fro Fabrics; T.J. Maxx; Marianne's; Baskin Robbins; Brooks Fashion; B. Dalton; Designs by Levi; Fields Hosiery; Foxmoor Casuals; Mothercare; The Weather-Vane; Chess King; Hickory Farms; GNC; Colortile; Nutri-System; Service Mdse.; Sherwin-Williams; Trustworthy 2; Steego Auto Parts; CAP Auto; Goodyear.

14 - NEWSPAPERS: NEWS (m-mon to fri) 77,795; (wknd) 93,674; Mar. 31, 1987 ABC.
Local Contact for Advertising and Marketing Data: Kenneth L. MacMannis, Mktg. Dir., NEWS, 491 Main St., Bangor, ME 04401; Tel. (800) 432-7964.
National Representative: Sawyer-Ferguson-Walker.

BIDDEFORD-SACO

1 - LOCATION: York County. E&P Map B-5. Residential ctr. on Saco River, 6 mi. from its mouth; 15 mi. SW of Portland. On U.S. Hwy. 1 and Maine Tpke.

2 - TRANSPORTATION: **Railroads**-B & M.
Motor Freight Carriers-13.
Intercity Bus Lines-Biddeford & Saco; Brunswick Trans.; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 32,559; E&P 87 Est. 34,067
Biddeford 80 Cen. 19,638; E&P 87 Est. 20,294
Saco 80 Cen. 12,921; E&P 87 Est. 13,773
CZ-ABC: (80) 32,559
RTZ-ABC: (80) 15,530
County 80 Cen. 139,666; E&P 87 Est. 156,059
City & RTZ-ABC: (80) 48,089

4 - HOUSEHOLDS:
Cities 80 Cen. 13,140; E&P 87 Est. 10,544
Biddeford 80 Cen. 7,950; E&P 87 Est. 6,298
Saco 80 Cen. 5,190; E&P 87 Est. 4,246
County 80 Cen. 66,833; E&P 87 Est. 57,613
CZ-ABC: (80) 11,633
RTZ-ABC: (80) 5,796
City & RTZ-ABC: (80) 17,429

5 - **BANKS**	**NUMBER**	**EST. DEP.**
Savings	4	$1,000,000,000
Commercial	4	(incl. above)

6 - PASSENGER AUTOS: County 86,697

7 - ELECTRIC METERS: Residence: Biddeford and Saco 17,759

To subscribe to E&P use the bind-in card in Section II.

E&P

8 - GAS METERS: Bottled gas used.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total Manufacturing 5,388; Av. Wkly. Wage-$352.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Average Temp.-Spring 42; Summer 65; Fall 48; Winter 22. First killing frost, Oct. 6; last killing frost, May 8.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Shop 'n' Save(11)	1	Shop 'n' Save
Saco Valley(17)	1	Zayre, Shaw
5 Points(11)	2	Rich's
Maine Mall(130)	15	Jordan M., Sears, Filenes

Principal Shopping Days-Downtown-Sat.; Shopping Ctrs.-6 nights.

13 - RETAIL OUTLETS: Department Stores-R.H. Reny; Youlands.
Variety Stores-Bookland 2.
Chain Drug Stores-Laverdiere 2; Brooks 2; Wellby 2.
Discount Stores-Zayre; Rich's; Stuarts.
Chain Supermarkets-Shop 'N Save 2; Shaw's.
Other Chain Stores-Dexter; Goodyear; Sherwin-Williams; Diamond Natl.; The Men's Shop; Radio Shack; Bass Shoe; Fayva; Devoe Paint.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e) 14,827; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Donald Lauzier, Adv. Mgr., JOURNAL-TRIBUNE, Alfred Rd., Biddeford, ME 04005; Tel. (207) 282-1535.
National Representative: Landon Associates.

BRUNSWICK

1 - LOCATION: Cumberland County, E&P Map B-5. 27 mi. E of Portland; Harbor, Port of entry. 12 mi. from mouth of Kennebec River. On U.S. Hwys. 1; I-95.

2 - TRANSPORTATION: Railroads-Maine Central (freight).
Intercity Bus Lines-Coastal Trans.
Motor Freight Carriers-12.
Airlines-Delta; Continental; United; Presidential; USAir; Valley; Bar Harbor.

3 - POPULATION:
Corp. City 80 Cen. 17,366; E&P 87 Est. 18,707
CZ-ABC: (80) 35,352
RTZ-ABC: (80) 20,671
County 80 Cen. 215,789; E&P 87 Est. 240,841
City & RTZ-ABC: (80) 56,023

4 - HOUSEHOLDS:
City 80 Cen. 5,843; E&P 87 Est. 5,594
County 80 Cen. 78,704; E&P 87 Est. 91,172
CZ-ABC: (80) 12,137
RTZ-ABC: (80) 7,395
City & RTZ-ABC: (80) 19,532

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$105,060,840
Savings & Loan	2	$79,700,000
Savings	6	$180,000,000
Credit Unions	6	$23,000,000

6 - PASSENGER AUTOS: County 126,306.

7 - ELECTRIC METERS: Residence 6,850.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Shipbuilding; Sportswear; Papermaking; Children's Clothing; Artist's Brushes; Wiring Devices.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Spring 42; Summer 68; Fall 47; Winter 23. First killing frost, Oct. 18; last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Cook's Corner, 17 stores (Sears, Stuart's); Bath Rd.-Zayre; Topsham Fair Mall (Bradlees, Shop 'N Save).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat. 9 a.m. to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Senter's; Sears; Grand City; Bradlees; Zayre; Ames; Stuart's.
Chain Drug Stores-General Sales; Combined Sales; Welby Super Drug; CVS; Drapeau's; LaVerdiere's.
Variety Stores-Grand City; Newberry.
Discount Stores-Ames; Stuarts.
Chain Supermarkets-Shaws; Shop 'N Save 2.
Other Chain Stores-G.M. Pollack & Sons; Singer Co.; Sherwin-Williams; Western Auto; Goodyear; VIP Auto Center; Lamey-Wellahan; So-Fro Fabrics; Radio Shack; Fayva; Bookland; Poore Simons; Perkin's Hallmark; Fashion Bug; Grossman's.

14 - NEWSPAPERS: TIMES RECORD (e-mon to fri) 13,945; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Marie Almy, Adv. Mgr., TIMES RECORD, Industry Rd., Brunswick, ME 04011; Tel. (207) 729-3311.
National Representative: Landon Associates.

LEWISTON-AUBURN

1 - LOCATION: Androscoggin County, (MSA). E&P Map B-5. County Seat. Industrial, wholesale and agricultural center. SW inland ME; 135 mi. from Boston, MA; 350 mi. from New York City, NY.

2 - TRANSPORTATION: Railroads-Maine Central.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Hudson.
Airlines-Bar Harbor.

3 - POPULATION:
Corp. Cities 80 Cen. 63,609; E&P 87 Est. 62,426
Lewiston 80 Cen. 40,481; E&P 87 Est. 39,430
Auburn 80 Cen. 23,128; E&P 87 Est. 22,996
CZ-ABC: (80) 63,609
RTZ-ABC: (80) 199,529
County 80 Cen. 99,657; E&P 87 Est. 102,040
MSA 80 Cen. 84,690; E&P 87 Est. 85,592
City & RTZ-ABC: (80) 263,138
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 23,451; E&P 87 Est. 23,347
Lewiston 80 Cen. 14,960; E&P 87 Est. 14,750
Auburn 80 Cen. 8,491; E&P 87 Est. 8,597
County 80 Cen. 35,233; E&P 87 Est. 37,447
MSA 80 Cen. 30,325; E&P 87 Est. 31,197
CZ-ABC: (80) 23,451
RTZ-ABC: (80) 69,281
City & RTZ-ABC: (80) 92,732

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$165,514,614
Commercial	4	$73,099,000

6 - PASSENGER AUTOS: County 49,519.

7 - ELECTRIC METERS: Residence 40,082.

8 - GAS METERS: Residence 4,288.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shoe Mfg. 3,000; Textiles 1,600; Electronics 1,500; Graphic Arts 1,000; Bakery Prods. 1,200; Paper Boxes 250; Carbonated Beverages 200; Metal Stamping 750; Plastics 1,500; Printing 1,500; Milk Proc. 150; Hospitals 2,000; Insurance 1,000; Plastic & Plastic Molding 2,000; Metal Fabrication 2,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-70; Summer 50-90; Fall 27-75; Winter -6-50. First killing frost, Oct. 8; last killing frost, May 2.

11 - TAP WATER: Slightly acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers.
Lewiston-Approx. 2 mi. on Lisbon St.; 2 mi. on Main St.; Lewiston Mall; Promenade Mall; Northwood Park; Bonneau's; Mini Mall; Mean St.
Auburn-Main, N Main; Court; Turner; Center St. Plaza; Auburndale Ctr.; K mart Ctr.; Auburn Mall.
Principal Shopping Days-Dept.-Mon., Fri., Sat. Food-Wed., Fri., Sat.
Stores Open Evenings-Dept.-Mon. through Sat.; Food-Thur., Fri.; some Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Bradlees; JCPenney; Porteous, Mitchell & Braun; Ward Bros.; Zayre's; K mart.
Variety Stores-Kresge; Mac's; Laverdieres 2.
Discount Stores-K mart; Bradlees; Zayre; Marden's; Service Mdse.
Chain Drug Stores-CVS 2; Clark's 2; Lovell; Welby.
Chain Supermarkets-Shop-N-Save 3; Shaw's 2.
Other Chain Stores-Dodge (men's clothing); Lamey-Wellehan (shoes) 2; Evergreen; Footloose; Fayva; Dexter; Thom McAn; Fanny Farmer; Owen Moore 2; Deering Ice Cream; Friendly Ice Cream; Baskin-Robbins; So-Fro Fabrics 2; Bookland 2; Waldenbooks; Radio Shack; Hit or Miss; Athletic Attic; Brooks Fashion (women's clothing); Carlyle Jewelry; Chess King (men's clothing); Earring Tree; Fields Hosiery; Foxmoor (women's clothing); The Gap (m/w clothing); General Nutrition; Hickory Farms; Kay-Bee Toys; Kinney Shoes; Lowrey Piano/Organ; Marianne (women's clothing); Merle Norman Cosmetics; Mothercare (maternity); Musicland; Ormond (women's clothing); Pearl Vision; G.M. Pollack (jewelry); Spencer Gifts; Weathervane (women's clothing); Zale's Jewelry; Carriage House 3; Benoits (m/w clothing); Brass Rail (men's clothing); Anderson-Little (m/w); DeOrsey's (home entertainment); Poore Simon's (m/w clothing); Deb (women's clothing); Wild Tops; Upstage; Strumboli's; The Dog House; JoAnn's Nut House; Gifts from the Heart (jewelry).

14 - NEWSPAPERS: SUN (m) 35,826; JOURNAL (e) 12,002; SUN-JOURNAL (S) 42,334; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gerald P. Michaud, Mktg. Dir., SUN-JOURNAL, 104 Park St., Lewiston, ME 04240; Tel. (207) 784-5411.
National Representative: Landon Associates.

PORTLAND

1 - LOCATION: Cumberland County, E&P Map B-5 (MSA). County Seat. 108 mi. E of Boston, MA. On U.S. Hwy. 1; Interstate Hwys. 9, 26, 100 and 302.

2 - TRANSPORTATION: Railroads-Boston & Maine; Maine Central; Grand Trunk; Portland Terminal Co.
Motor Freight Carriers-(Interstate) 20.
Freight Steamship Lines-7.
Intercity Bus Lines-Vermont Transit.
Airlines-Delta; United; USAir; Continental; Eastern Express; Federal Express.

3 - POPULATION:
Corp. City 80 Cen. 61,572; E&P 87 Est. 64,925
CZ-ABC: (80) 113,951
RTZ-ABC: (80) 270,372
County 80 Cen. 215,789; E&P 87 Est. 240,841
MSA 80 Cen. 193,831; E&P 87 Est. 215,793
City & RTZ-ABC: (80) 384,323
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 25,419; E&P 87 Est. 26,203
County 80 Cen. 78,704; E&P 87 Est. 91,172
MSA 80 Cen. 71,266; E&P 87 Est. 83,900
CZ-ABC: (80) 44,222
RTZ-ABC: (80) 94,166
City & RTZ-ABC: (80) 138,388

5 - BANKS	NUMBER	EST. DEP.
Savings	9	$1,173,278,000
Savings & Loan	1	$223,941,000
Credit Union	NA	$421,899,000
Commercial	6	$1,182,484,000

6 - PASSENGER AUTOS: County 126,306.

7 - ELECTRIC METERS: Residence 67,823.

8 - GAS METERS: Residence 6,813.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Metals & Mach. 4,800; Food Prods. 2,500; Paper 2,600; Leather Prods. 1,400; Lumber & Wood Prods. 800.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-74; Summer 52-90; Fall 33-68; Winter 8-42.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-Between Longfellow and Monument Squares; Maine Mall.
Neighborhood Shopping Areas-Woodford's Corner; Allen's Corner; Rosemont; Pond Cove; Westbrook.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lunt's Plz.(5)	NA	Shop 'N Save
Maine Mall(120)	5	Sears, JCPenney, Jordan Marsh, Filenes, Porteous
North Gate(11)	2	Shaw's Mkt.
Northport(6)	2	
Pine Tree(19)	4	Zayre, Shaw's, Child World
West Gate(9)	3	Shaw's Mkt.
Mill Creek	4	Shaw's Mkt., Mars
Falmouth	8	Shaw's Mkt., Riches, K mart
Westbrook(6)	4	Bradlee's, Shop 'N Save

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept.-Mon. & Thur.; Supermarkets-nightly.

13 - RETAIL OUTLETS: Department Stores-Benoit's; Sears; Owen Moore; Porteous Mitchell & Braun; Jordan Marsh; Ward Bros.; JCPenney; Filene's.
Variety Stores-Woolworth; Newberrys.
Discount Stores-Zayre; Bradlee's; Romanow's; K mart; Child World; Marshalls; Toys 'R Us; T.J. Maxx; Service Mdse.; Rich's; Mars.
Chain Drug Stores-Welby's 3; LaVerdiere's 5; Lovell's; CVS.
Chain Supermarkets-Shop 'N Save 7; Shaw's 7; IGA 2.
Other Chain Stores-Firestone; Thom McAn; Anderson-Little; Day's; Goodyear; Singer; Radio Shack; Lerner's; Baker Shoes; Stowell's Jewelry; Foxmoor Casuals; Hanover Shoes; Spencer Gifts; Kinney Shoe; Castro Convertible; Casual Corner; Zale's Jewelry; The Gap; A.S. Beck Shoes; Stride Rite; Lamey Wellehan Shoes.

14 - NEWSPAPERS: PRESS HERALD (m) 59,008; EXPRESS (e) 26,163; TELEGRAM (S) 134,216; Mar. 28, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Nisbet, Adv. Dir., PRESS HERALD, EXPRESS and TELEGRAM, 390 Congress St.; PO Box 1460, Portland, ME 04104; Tel. (207) 775-5811.
National Representative: Landon Associates.

SACO
See BIDDEFORD

WATERVILLE

1 - LOCATION: Kennebec County, E&P Map B-4. Shipping and wholesale center. Situated on U.S. Hwy. 201 and State Hwys. 11, 137; I-95. 18 mi. N of Augusta; 56 mi. E of Bangor.

2 - TRANSPORTATION: Railroads-Maine Central (freight).
Motor Freight Carriers-3.
Intercity Bus Lines-New England Transit.
Airlines-Eastern Express.

3 - POPULATION:
Corp. City 80 Cen. 17,779; E&P 87 Est. 17,665
CZ-ABC: (80) 26,851
RTZ-ABC: (80) 87,899
County 80 Cen. 109,889; E&P 87 Est. 115,405
City & RTZ-ABC: (80) 114,750

4 - HOUSEHOLDS:
City 80 Cen. 6,201; E&P 87 Est. 5,800
County 80 Cen. 38,579; E&P 87 Est. 42,015
CZ-ABC: (80) 9,456
RTZ-ABC: (80) 29,678
City & RTZ-ABC: (80) 39,134

5 - BANKS	NUMBER	DEPOSITS
Savings	3	N.A.
Savings & Loan	2	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 59,855.

7 - ELECTRIC METERS: Residence 14,250.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pulp & Paper 1,325; Molded Wood Fibre Prods. 800; Woolen Fabric Mfg. 250; Shirt Makers 1,000; Medical Ctr. 1,100; Two colleges 585.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-72; Summer 54-100; Fall 33-78; Winter 30-42.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Main St.; Silver St.; College Ave.; Kennedy Memorial Dr.

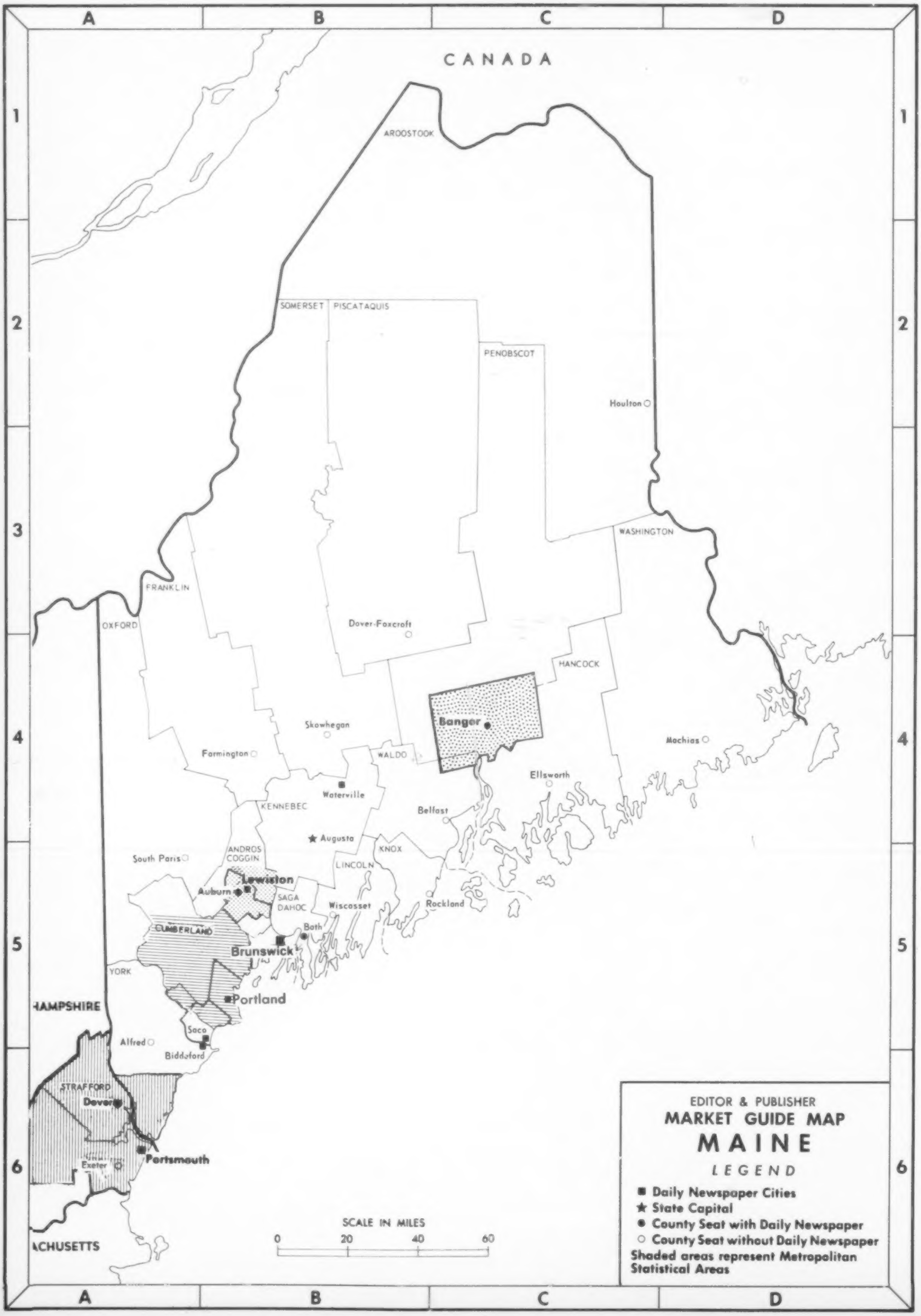
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elm Plz.(14)	NA	Shop 'N Save, K mart, JCPenney
Concourse(17)	NA	Zayre, Shop 'N Save
JFK Mall(14)	NA	A&P, Blake Hdwe., Rich's

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Fri.; Shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-Butler's; Sterns; Levine's.
Discount Stores-K mart; Zayre; Rich's; JCPenney; Marden's.
Chain Drug Stores-LaVerdiere's 5; CVS 2.
Chain Supermarkets-Shop 'N Save; A&P; IGA; Price Kutter.
Other Chain Stores-Radio Shack; Mr. Paperback; Consumer Auto Parts; Steego; So-Fro Fabrics; Sherwin-Williams.

14 - NEWSPAPERS: SENTINEL (m) 26,188; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ron Uecker, Adv. Mgr., SENTINEL, 25 Silver St., Waterville, ME 04901; Tel. (207) 873-3341.
National Representative: Landon Associates.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CANADA
AROOSTOOK
SOMERSET
PISCATAQUIS
PENOBSCOT
Houlton
WASHINGTON
FRANKLIN
OXFORD
Dover-Foxcroft
HANCOCK
Bangor
Skowhegan
Machias
Farmington
WALDO
Ellsworth
Waterville
KENNEBEC
Belfast
Augusta
KNOX
South Paris
ANDROSCOGGIN
LINCOLN
Lewiston
Auburn
SAGADAHOC
Wiscasset
Rockland
Bath
CUMBERLAND
Brunswick
YORK
HAMPSHIRE
Portland
Saco
Alfred
Biddeford
STRAFFORD
Dover
Portsmouth
Exeter
ACHUSETTS
SCALE IN MILES
0
20
40
60

EDITOR & PUBLISHER
MARKET GUIDE MAP
MAINE
LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

MARYLAND SURVEYS

METROPOLITAN STATISTICAL AREAS

Baltimore-Baltimore City; Anne Arundel, Baltimore, Carroll, Harford, Howard and Queen Anne's Counties.
Cumberland, MD-WV-Allegany County, MD; Mineral County, WV
Hagerstown-Washington County.
Washington, DC-MD-VA-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, VA; Arlington, Fairfax, Loudoun, Prince William and Stafford Counties, VA; Calvert, Charles, Frederick, Montgomery and Prince George's Counties, MD

PRIMARY METROPOLITAN STATISTICAL AREA

Wilmington, DE-NJ-MD-New Castle County, DE; Cecil County, MD; Salem County, NJ

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Phildelphia-Wilmington-Trenton, PA-NJ-DE-MD-includes Phildelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millville-Bridgeton, NJ PMSA; Wilmington, DE-NJ-MD PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1988
Under 5 Years	345	275	293
5-14 Years	815	649	690
15-24 Years	682	797	848
25-44 Years	997	1,258	1,338
45-64 Years	787	850	904
65 and Over	298	396	421
TOTAL	3,924	4,225	4,494

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr	531	777	1,514
General Mdse	2,037	2,452	3,825
Food	3,198	4,624	6,397
Automobiles	2,825	3,743	7,502
Gasoline Stations	1,210	2,000	2,064
Apparel	687	1,115	1,669
Furniture	628	929	1,770
Eat-Drink Places	1,257	1,917	3,017
Drugs	516	737	1,131
TOTAL SALES	14,377	20,983	32,228

ANNAPOLIS

1 - LOCATION: Anne Arundel County (In Baltimore MSA). E&P Map C-2. State Capital. County Seat. U.S. Naval Academy; yachting and water sport center. 26 mi. S of Baltimore; 32 mi. NE of Washington. On U.S. Hwy. 2.

2 - TRANSPORTATION: **Railroads**-Chessie System; ConRail.
Motor Freight Carriers-4.
Intercity Bus Lines-Baltimore & Annapolis; Trailways; Greyhound.
Airlines-Delta; Eastern; American; TWA; Texas Intl.; USAir; United; British Airways.

3 - POPULATION:
Corp. City 80 Cen. 31,740; E&P 87 Est. 33,126
CZ-ABC: (80) 62,398
RTZ-ABC: (80) 40,789
County 80 Cen. 370,775; E&P 87 Est. 412,708
MSA 80 Cen. 2,199,531; E&P 87 Est. 2,287,048
City & RTZ-ABC: (80) 103,187
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,430; E&P 87 Est. 13,636
County 80 Cen. 121,028; E&P 87 Est. 140,093
MSA 80 Cen. 765,830; E&P 87 Est. 823,414
CZ-ABC: (80) 21,261
RTZ-ABC: (80) 12,988
City & RTZ-ABC: (80) 34,249

5 - BANKS	NUMBER	EST. DEP.
Savings	N.A.	$522,200,000
Savings & Loan	N.A.	$386,700,000

6 - PASSENGER AUTOS: County 266,591

7 - ELECTRIC METERS: County Res. 126,880

8 - GAS METERS: County Res. 49,399

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fort Meade 16,000; Radar & Electronics 15,000; USNA (including Middies) 6,000; U.S. Naval Station; U.S. Naval Security over 10,000; U.S. Dept. of Motor Vehicles over 1,000; U.S. Coast Guard; MD State Gov't; Synthetic Fibers 227; Undersea Warfare Equip. 950; Communications Research & Development 600; Copper Refining 163.
Principal Industrial Pay Days-Gov't 15th & 30th; Wkly. Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-75; Summer 60-97; Fall 55-72; Winter 8-63. First killing frost, late Nov.; last killing frost, Mar. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 3 on West St.; 1 on Maryland Ave.; 1 on State Circle; Parole Plaza; Forest Plaza.
Neighborhood Shopping Centers-4 blocks on West St.; Stores in Eastport, W. Annapolis, Hillsmere.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Annapolis(85)	NA	Hecht, Mont. Ward, JCPenney
Colonial Parole(10)	NA	Kaleidoscope Fabric, Garfinkle
Eastport(12)	NA	Safeway, Drug Fair
Forest Plz.(16)	NA	Hechinger's, Giant Food
Parole(30)	NA	Sears, K mart, Woodward & Lothrop, W. Blair, Magruder's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri.
Stores Open Sundays-Discount.

13 - RETAIL OUTLETS: **Department Stores**-Hecht's; Sears; Woodward & Lothrop; Kirson's; Montgomery Ward; Garfinkel's; JCPenney; Caldor.
Discount Stores-Murphy Mart; K mart.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Kitchin's; Rite Aid 2; Nationwide; Homewood; Giant Food Phcy.; Revco; Leader Drugfair.
Chain Supermarkets-A&P 2; Acme 3; Safeway 3; Food Fair; Giant 4; 7-Eleven 2; Convenient 3; Magruder's; Shopper's; Graul's.
Other Chain Stores-Firestone; Goodyear; Western Auto; Hi-Gear; Radio Shack; Best; Entre Corp; Ralph Lauren Polo Shop; Singer; Penn Jersey.

14 - NEWSPAPERS: CAPITAL (e) 40,180; Mar. 29, 1987 ABC.
NOTE: The Capital will begin publishing a Sunday edition effective Sept. 20, 1987.
Local Contact for Advertising and Merchandising Data: George R. Cruze, Jr., Bus. Mgr., CAPITAL, 213 West St.; PO Box 911, Annapolis, MD 21404; Tel. (301) 268-5000.
National Representative: Landon Associates.

BALTIMORE

1 - LOCATION: Independent City in Baltimore MSA which includes Anne Arundel, Baltimore, Carroll, Harford, Howard and Queen Anne's counties. E&P Map C-1. Nation's eleventh city. On Patapsco River, 12 mi. NE of point where the river enters Chesapeake Bay. Second largest port on the Atlantic Coast, and most westerly seaport city on North Atlantic coast; transportation services center (water, land and air); 186 mi. S of New York; 95 mi. S of Philadelphia, and 40 mi. NE of Washington. Center of industrial, shipping and commercial activities; important banking, financial and insurance community. Nationally ranked as a certified test market.

2 - TRANSPORTATION: **Railroads**-Amtrak; CSX; Canton (freight); Conrail (freight); Metro System (8 mi. line).
Motor Freight Carriers-160 (Interstate).
Freight Steamship Lines-110 (Scheduled liner services).
Intercity Bus Lines-MTA (with bus lines); Greyhound; Trailways; Baltimore Motor Coach; Clyde's Charter; Baltimore & Annapolis; Rohrbaugh; ColumBus; Annapolis.
Airlines-American; Delta; Eastern; TWA; United; USAir; Piedmont; Air Jamaica; Iceland Air; Allegheny; American Eagle; Braniff; BWIA; Continental; Northwest; Cumberland; Mexicana; Ransome; Pan Am; Henson Aviation; America West.

3 - POPULATION:
Corp. City 80 Cen. 786,775; E&P 87 Est. 717,479
County 80 Cen. 655,615; E&P 87 Est. 698,075
MSA 80 Cen. 2,199,531; E&P 87 Est. 2,287,048
NDM-ABC: (80) 2,173,989
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 281,414; E&P 87 Est. 265,191
County 80 Cen. 237,371; E&P 87 Est. 262,367
MSA 80 Cen. 765,830; E&P 87 Est. 823,414
NDM-ABC: (80) 756,980

5 - BANKS	NUMBER	DEPOSITS
Commercial	38	N.A.
Savings & Loan	80	N.A.

6 - PASSENGER AUTOS: 483,889

7 - ELECTRIC METERS: Residence 862,442

8 - GAS METERS: Residence 483,480

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Constr. 52,000; Mfg.-Durable Goods 82,000; Mfg.-Non-Durable Goods 61,000; Trans., Commun. & Utilities 58,000; Whol. Trade 58,000; Retail Trade 174,000; Finance, Ins., Real Estate 63,000; Service Industries 229,000; Gov't 199,000.
Principal Pay Days-Thur., Fri.; 1st, 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-90; Summer 55-99; Fall 25-98; Winter 0-78. First killing frost, Oct. 27; last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Harborplace: Two pavilions with 60 retail shops, 50 over-the-counter and take-out food shops, and 10 restaurants and cafes. Downtown: Bounded on the South by Pratt St., St. Paul and Light St. on the East, Mulberry on the North and Eutaw on the West. An area 5 blocks from North to South, and 4 blocks East to West.
Shopping Centers-Village of Cross Keys, Mondawmin Mall, Reisterstown Road Plaza.

Principal MSA Shopping Areas and Shopping Centers

Anne Arundel County: Major shopping areas-Annapolis, Glen Burnie, Pasadena, Laurel.
Shopping Centers-Annapolis Mall, Glen Burnie Mall, Harundale Mall, Jumper's Mall, Laurel Centre, Parole Plz., Marley Station.
Baltimore County: Major Shopping Areas-Baltimore, Dundalk, Reisterstown, Towson, White Marsh, Owings Mills.
Shopping Centers-Dundalk Shopping Ctr., Eastpoint Mall, Towson Market Place, Golden Ring Mall, Hunt Valley Mall, Kenilworth Bazaar, Loch Raven Plz., North Plaza Mall, Parkville, Reisterstown, Security Square Mall, Towson Towne Center, Westview Mall, White Marsh Mall.
Carroll County: Major Shopping Areas-Westminster, Eldersburg, Hampstead.
Shopping Centers-Carrolltowne Towne Center, Crossroad Square, 140 Village, Westminster, Cranberry Mall.
Harford County: Major Shopping Areas-Edgewood, Bel Air, Fallston, Joppatowne.
Shopping Centers-Campus Hills, Edgewood, Harford Mall, Tollgate.
Howard County: Major Shopping Areas-Ellicott City, Columbia.
Shopping Centers-Chatham Mall, Columbia Mall, Golden Triangle, Normandy, Oakland Mills Village Center, Owen Brown Village Center, Saint John's Plaza, Wilde Lake Village Green.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Annapolis Mall	15	Garfinckel's, Hecht, Mont. Ward, JCPenney
Carrolltowne	17	K mart
Chatham Mall	12	K mart, Caldor, Giant
Columbia Mall	15	Hecht's, Sears, Woodward & Lothrop
Cranberry Mall	30	Caldor, Leggett
Eastpoint Mall	6	Hutzler's, JCPenney, Ames
Towson Market Pl.	7	Mont. Ward, Marshalls
Glen Burnie Mall	9	Epstein's, Mont. Ward
Glen Burnie Ctr.	8	Sears, Giant
Owings Mills	15	Anchor's, Saks, Macy's, Hecht's
Golden Ring Mall	9	Mont. Ward, Hecht's, Caldor
Harford Mall	30	Mont. Ward, Hutzler's
Harundale Mall	8	Hutzler's
Hunt Valley	15	Macy's, Sears
Jumper's Mall	9	K mart
Kenilworth Bazaar	8	
Laurel Centre	25	Hecht's, JCPenney, Mont. Ward
Marley Station	10	Macy's, Hecht's, JCPenney
Northwood	4	
Reisterstown Rd.	8	
Security Sq. Mall	8	Hutzler's, Sears, JCPenney, Hecht's
Towsontowne Ctr.	8	Hutzler's, Hecht's
Westview Mall	6	Hutzler's, Caldor
White Marsh	15	Macy's, Hutzler's, Sears, Woodward & Lothrop

Stores Open Evenings-Downtown-Mon. & Thur. Most suburban stores open six evenings. Some food chains open 24 hours.

13 - RETAIL OUTLETS: **Department Stores**-Macy's 4; Hecht's 10; Hutzler's 8; JCPenney 4; Montgomery Ward 9; Sears 6; Woodward & Lothrop 3; Caldor 8; Bradlees 5; Marshall's 4; Saks.
Chain Discount Stores-Aid 28; Ames 4; Epstein's 10; K mart 11.
Variety Stores-Ben Franklin 6; G.C. Murphy 10; S.S. Kresge 5; Woolworth 14.
Chain Drug Stores-Drug Fair 27; Giant 28; Howard and Morris 6; Revco 21; Rite Aid 95; People's 13.
Chain Supermarkets-A&P/Superfresh 27; Food-A-Rama 27; Giant 37; Mars 9; Safeway 16; 7-Eleven 84; Valu Food 10; Kash 'N Carry 5; Farm Fresh 7; Santoni's 6; B. Green/Big B 8.
Other Chain Stores-Auto Supplies: Firestone/Ezrine 25, Goodyear 12, Hi-Gear 4, Kimmel 12, Merchant's Tire 18, Midas Muffler 13, Mr. Tire 11, Papa 10, Pep Boys 7, Penn-Jersey 6, RPS 3, Western Auto 10; Furniture: Garon's Ethan Allen 4, Levenson & Klein 3, Scan 3, Shaivitz 7, Shiller's, This End Up 7, Thomasville Galleries 3, Towne & Country 2, Unclaimed Freight Co. 7; Appliances: Ash Himelfarb, G.E.-Hotpoint 4, Luskin's 13; Jewelry: Edward Arthur 4, Bailey, Banks & Biddle 3, Oscar Caplan & Sons 3, S & N Katz-Castelberg's 11, Kay Jewelers 4, Shaw's Keepsake Jewelers 5, Stieff-D.P. Paul 5; Shoes: Florsheim 7, Foot Locker 4, Gussini 9, Barrett 6, Fayva 13, Naturalizer 8, Hahn 7, Hanover 11, Hess 15, Shoe World, Thom McAn 15; Health Clubs: Spa Lady 13, Holiday Spas 5; Misc. Clothing Stores: Ander's 4, Cushner's 2, Finkelstein's 4, Hamburger's, Jos A. Bank 2, Kuppenheimer 3, Lane Bryant 10, Linda Lynn 5, Pat Arnolde's Talls, Princess Shops 27, Briggs 4, Websters 7.

14 - NEWSPAPERS: SUN (m-mon to fri) 223,334; (e-mon to fri) 187,304; (m-sat) 373,790; (S) 489,771; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Diana Zinda, Adv. Dir., SUN, 501 N. Calvert St., Baltimore, MD 21278; Tel. (301) 332-6000.
National Representative: Million Market Newspapers/Times Mirror National Marketing.

CAMBRIDGE

1 - LOCATION: Dorchester County. E&P Map C-2. County Seat. Electronics, agric., sea food, timber, mfg. area. On Choptank River near Chesapeake Bay; U.S. Hwy. 50; State Hwy. 16.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-3.
Waterways-Cambridge Port Authority for deep-water import-export traffic.

3 - POPULATION:
Corp. City 80 Cen. 11,703; E&P 87 Est. 11,608
County 80 Cen. 30,623; E&P 87 Est. 31,340
CZ-ABC: (80) 11,703
RTZ-ABC: (80) 18,920
City & RTZ-ABC: (80) 30,623

4 - HOUSEHOLDS:
City 80 Cen. 4,446; E&P 87 Est. 4,295
County 80 Cen. 11,329; E&P 87 Est. 11,973
CZ-ABC: (80) 4,446
RTZ-ABC: (80) 6,883
City & RTZ-ABC: (80) 11,329

5 - BANKS	NUMBER	EST. DEP.
Saving & Loan	3	$82,000,000
Commercial	4	$179,000,000

6 - PASSENGER AUTOS: County 17,301

7 - ELECTRIC METERS: Residence 10,750

8 - GAS METERS: Residence 1,581

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Electronics 2,000 ($185); Wire Cloth 325 ($175); Shirts 600 ($195); Food Proc. 1,200 ($185); Printing 350 ($280); Total Co. Av. Wkly. Wage ($225).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-90; Fall 35-70; Winter 30-55. First killing frost, Nov.; last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Downtown-4 blocks on one street.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cambridge(20)	1	Ames, Drug Fair
Shoal Creek(10)	1	Sears, Acme, Revco

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fri. to 8 p.m. Shopping Ctrs.-every night to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Leggett's; Sears.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Drug Fair; Revco.
Discount Stores-Ames.
Chain Supermarkets-Quick Shops 5; Acme; 7-Eleven; Meatland.
Other Chain Stores-Mor-Value; Fashion Bug; Accurate Optical.

14 - NEWSPAPERS: BANNER (e-mon to fri) 7,759; Mar. 31, 1987 ABC (FAS-FAX).
Local Contact for Advertising and Merchandising Data: Bev Travers, Adv. Mgr., BANNER, 320 High St.; PO Box 580, Cambridge, MD 21613; Tel. (301) 228-3131.
National Representative: Landon Associates.

CUMBERLAND

1 - LOCATION: Allegany County (In Cumberland MD-WV MSA). E&P Map A-1. County Seat. Railroad and indust. ctr. of Western Maryland. On the Potomac River, 140 mi. W of Baltimore and Washington; 110 mi. SW of Pittsburgh; on U.S. Hwys. 40, 48; Horseshoe Trail U.S. 220.

2 - TRANSPORTATION: **Railroads**-Chessie; Amtrak.
Motor Freight Carriers-29.
Intercity Bus Lines-Greyhound; Allegany County Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 25,933; E&P 87 Est. 22,955
CZ-ABC: (80) 45,296
RTZ-ABC: (80) 122,790
County 80 Cen. 80,548; E&P 87 Est. 74,493
MSA 80 Cen. 107,782; E&P 87 Est. 102,517
City & RTZ-ABC: (80) 168,086

4 - HOUSEHOLDS:
City 80 Cen. 10,669; E&P 87 Est. 9,885
County 80 Cen. 29,669; E&P 87 Est. 28,416
MSA 80 Cen. 39,107; E&P 87 Est. 38,460
CZ-ABC: (80) 17,597
RTZ-ABC: (80) 42,072
City & RTZ-ABC: (80) 59,669

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$4,822,484,283
Savings & Loan	1	$323,195,771
Credit Unions	1	$22,775,378

6 - PASSENGER AUTOS: County 45,020

7 - ELECTRIC METERS: Residence 31,120

8 - GAS METERS: Residence 27,570

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tire Plant 450; PPG Industries 70; R.R. 1,700; Pulp & Paper 2,100; Ballistics Laboratory 835.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-74; Summer 63-86; Fall 34-58; Winter 30-48. First killing frost, Oct. 10; last killing frost, Apr. 30.

11 - TAP WATER: Acid, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(70)	9	JCPenney, K mart, Eyerly's, Sears, McCrory's
Cumberland(70)	NA	Gee Bee, Burtons, Wolf, Dollar General
La Vale Plz.(26)	9	Martin's, People's Drug
Braddock Sq.(20)	9	Acme Mkt., Thrift Drug, Zayre
White Oaks(7)	2	Acme, Thrift Drug
Hills Plz.(5)	3	Hills, A&P

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur. (Center City); Nearby shopping centers, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Eyerly's; JCPenney.
Variety Stores-Murphy, McCrory.
Discount Stores-Hills; Gee Bee; Hecks; K mart; Zayre.
Chain Drug Stores-People's; Thrift 3; Revco 2; Drug Fair 2; Rite Aid 2.
Chain Supermarkets-A&P 4; Acme 2; Martin's; County Mkt.; Shop 'N Save.
Other Chain Stores-Shoes: Nobil, Hanover, Kinney, Super, Thom McAn; Lerner's; Wolf Furn.; Pearle Vision Ctr.; Camelot Music; Waldenbooks; Hickory Farms; Radio Shack; Chess King; Jewelers: Zale's, Kay, Gordon, Royal; Fashion Bug; Foxmoor; General Nutrition; 16 Plus.

14 - NEWSPAPERS: NEWS (m-mon to fri) 15,439; TIMES (e-mon to fri) 14,886; (m-sat) 29,720; (S) 36,289; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: J.P. Buckley, Adv. Mgr., NEWS and TIMES, 19 Baltimore St., Cumberland, MD 21502; Tel. (301) 722-4600.
National Representative: Landon Associates.

EASTON

1 - LOCATION: Talbot County. E&P Map C-2. County Seat. On Tred Avon River; manufacturing and farming area. 38 mi. W of Salisbury. On State Hwys. 37, 328, 331 & 333; I-50.

2 - TRANSPORTATION: **Railroads**-Baltimore & Eastern; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Carolina Trailways.
Airlines-American; Eastern; USAir.

3 - POPULATION:
Corp. City 80 Cen. 7,536; E&P 87 Est. 8,785
CZ-ABC: (80) 7,536
RTZ-ABC: (80) 41,211
County 80 Cen. 25,604; E&P 87 Est. 28,294
City & RTZ-ABC: (80) 48,747

4 - HOUSEHOLDS:
City 80 Cen. 3,125; E&P 87 Est. 3,514
County 80 Cen. 9,934; E&P 87 Est. 11,424
CZ-ABC: (80) 3,125
RTZ-ABC: (80) 15,028
City & RTZ-ABC: (80) 18,153

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 18,750

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Canning Fruits & Vegetables; Seafood Packing; Brick Mfg.; Tile; Hosiery; Clothing; Furn.; Farming (tomatoes, corn, wheat); Nurseries; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-90; Fall 35-70; Winter 30-55. First killing frost, Nov. 1; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Glebe Road	NA	A&P, Sears, Drug Fair
Talbottown	NA	JCPenney, Hess
Tred Avon Sq.	NA	Acme, Peebles

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Peebles.
Chain Drug Stores-Drug Fair.
Chain Supermarkets-A&P; Acme; Safeway.

14 - NEWSPAPERS: STAR-DEMOCRAT (m-mon to fri) 12,044; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Larry Effingham, Gen. Mgr., STAR-DEMOCRAT, 1 Airpark Dr., Easton, MD 21601; Tel. (301) 822-1500.
National Representative: Landon Associates.

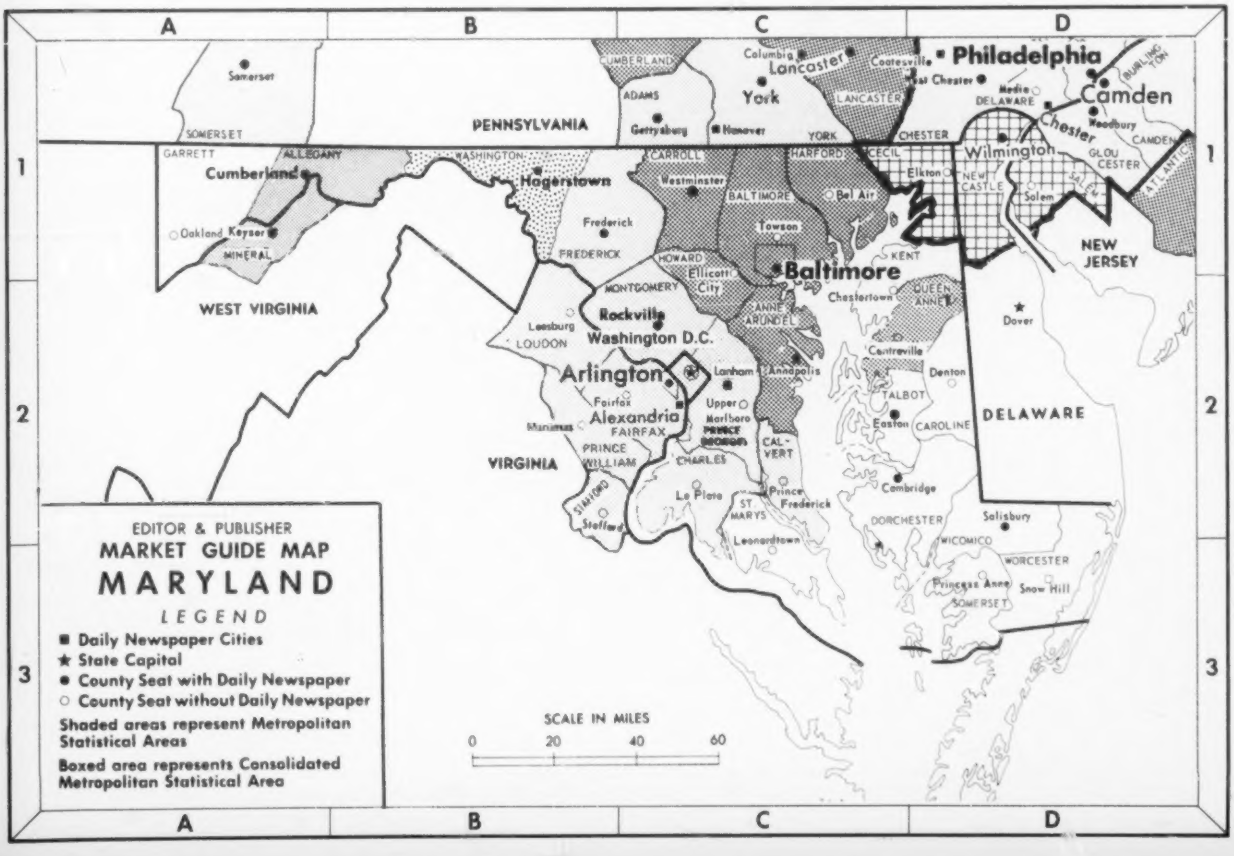
FREDERICK

1 - LOCATION: Frederick County. (In Washington, DC-MD-VA MSA). E&P Map B-1. County Seat. At intersection of U.S. Hwys. 40, 15, 240, 340, I-70, I-270; 42 mi. NW of Washington, DC; 45 mi. W of Baltimore.

2 - TRANSPORTATION: **Railroads**-Chessie System; B&O; WM; Maryland Midland.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways.
Air Charter-Fred. Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 27,557; E&P 87 Est. 34,556
CZ-ABC: (80) 28,086
RTZ-ABC: (80) 264,854
County 80 Cen. 114,263; E&P 87 Est. 135,432
MSA 80 Cen. 3,250,392; E&P 87 Est. 3,587,788
City & RTZ-ABC: (80) 292,940

4 - HOUSEHOLDS:
City 80 Cen. 10,417; E&P 87 Est. 13,401
County 80 Cen. 37,269; E&P 87 Est. 45,858
MSA 80 Cen. 1,173,172; E&P 87 Est. 1,332,174
CZ-ABC: (80) 10,647



RTZ-ABC: (80) 87,654
City & RTZ-ABC: (80) 98,301

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	$1,077,000,000
Savings & Loan	8	$3,200,721,600
Multi-Branch	9	N.A.

6 - PASSENGER AUTOS: County 85,387

7 - ELECTRIC METERS: 63,996

8 - GAS METERS: 5,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Biological Research 1,819 ($421); Cement Limestone 954 ($300); Clothing 772 ($135); Aluminum 910 ($510); Ins. 451 ($220); Conveying 372 ($240); Foods 210 ($175); Dairy Prods. 180 ($218); Commun. 303 ($170).
Principal Pay Days-1st & 15th; wkly.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-55; Summer 59-84; Fall 54-79; Winter 24-42. First killing frost, Oct. 18; last killing frost, Apr. 20.

11 - TAP WATER: Nearly neutral; very soft.

12 - RETAILING: Principal Shopping Areas-Downtown: 8 blocks on 2 streets, 127 stores; Westridge Sq. Ctr.; Waverley Ctr.; Hillcrest Plz.; College Park Plz.; Fairview Ctr.; Eastgate.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Francis Scott Key Mall(95)	2	Woolworth, Hess, Sears, Gee Bee's
Frederick Shoppers World(4)	2	Carmack-Jay's, Service Mdse., Revco
County Sq.(7)	1	K mart
Frederick Ctr.(32)	2	People's, Ames, Woolworth
Frederick Towne Mall(77)	3	JCPenney, McCrory, Mont. Ward, Bon Ton/Eyerly's
Patrick(4)		Drug Fair
Prospect		People's Drug, Safeway

Stores Open Evenings-Downtown-Fri.; Malls-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Routzahn's; JCPenney; Bon Ton/Eyerley's; Montgomery Ward; Hess's; Gee Bees; Anderson Little; Ames; Bradlee's.
Variety Stores-McCrory; Woolworth.
Discount Stores-Gee Bee's, K mart; Bradlees.
Chain Drug Stores-People's Service 4; Drug Fair; Revco; Rite Aid.
Chain Supermarkets-Martins; Farm Fresh; Safeway; Weis Mkt. 3; Giant; Carmack-Jay's 2.
Other Chain Stores-Sherwin-Williams; Thom McAn; Kinney; Glick; Melart; High's Dairy Prods.; 7-Eleven; Pants Corral; Sidney's; Radio Shack.

14 - NEWSPAPERS: POST (m) 23,167; NEWS (e) 15,470; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Edward F. Mull, Mktg. Dir. or Ed Gaydos, Adv. Dir., NEWS and POST, 200 E. Patrick St., Frederick, MD 21701; Tel. (301) 662-1177.
National Representatives: Landon Associates; U.S. Suburban Press.

HAGERSTOWN

1 - LOCATION: Washington County (MSA). E&P Map B-1, County Seat. Fruit and agricultural belt; miscellaneous manufacturing. NW part of state: 72 mi. W of Baltimore; 70 mi. NW of Washington, DC; 73 mi. S of Harrisburg, PA; 64 mi. E of Cumberland. U.S. Hwys. 11, 40, I-70, I-81; State Hwys. 58, 60, 64, 65, 632.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System (Western Maryland; Norfolk & Western; B&O; Reading).
Intercity Bus Lines-Greyhound.
Airlines-Henson.

3 - POPULATION:
Corp. City 80 Cen. 34,132; E&P 87 Est. 33,925
CZ-ABC: (80) 72,638
RTZ-ABC: (80) 137,029
County/MSA 80 Cen. 113,086; E&P 87 Est. 117,560
City & RTZ-ABC: (80) 209,667

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,965; E&P 87 Est. 14,473
CZ-ABC: (80) 26,957
RTZ-ABC: (80) 47,357
County/MSA 80 Cen. 39,957; E&P 87 Est. 43,139
City & RTZ-ABC: (80) 74,314

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial (Major)	5	$400,277,000
Commercial (Small)	2	$32,871,000
Savings & Loan	5	$228,200,000

6 - PASSENGER AUTOS: County 68,087

7 - ELECTRIC METERS: County 48,048

8 - GAS METERS: County 8,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 13,200; Trans., Commun. & Util. (excl. railroads) 2,224; Contract Constr. 2,318; Whol. Trades 2,112; Ret. Trades 6,555; Fin., Ins. & R.E. 1,170; Services & Other (incl. State & local gov't) 13,200; Federal Gov't 1,151.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 62-85; Fall 42-66; Winter 21-40. First killing frost, Sept. 11; last killing frost, May 4.

11 - TAP WATER: Mountain source alkaline, very soft. River source alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping District-1 1/2 blocks on Washington St.; 2 on Potomac St.; 2 on Franklin St.; 1 on Summit Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Long Meadow(35)	2	Sears
K mart Plz.(3)	1	K mart
S. Hagerstown(12)	2	
Valley Mall(90)	2	JCPenney, Eyerly's
Zayre Center(11)	1	Zayre, Martin's Food

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Mon., Fri.; Shopping center-Mon. through Sat. Food and drug stores open Sun.

13 - RETAIL OUTLETS: Department Stores-Bon Ton/Eyerly's; Montgomery Ward; JCPenney; Routzahn's 3; Sears.
Variety Stores-McCrory 2; Kresge's.
Discount Stores-K mart; Zayre; Nichols.
Chain Drug Stores-[illegible]'s 4; Drug Fair; Revco 3; Dart.
Chain Supermarkets-A&P; Martin's 3; 7-Eleven 5; High's Dairy 8; Weis 2.
Other Chain Stores-Women's Clothing: Brooks; Shoes: Gallenkamps, Kinney, Hanover, Super Shoes; Auto Supplies: Goodyear, Firestone; Furniture & Appliances: Routzahn's, Grand Piano & Furniture; Jewelry: Kay's, Melarts 3; Miscellaneous: Lowe's Lumber & Appliances, Singer Sewing, Radio Shack, Lumber Yard, Channel Home Ctr., Moore's.

14 - NEWSPAPERS: HERALD (m-mon to fri) 19,995; MAIL (e-mon to fri) 21,842; (m-sat) 38,135; (S) 40,597; Mar. 31, 1987 ABC.
Local Contact for Market Information: Clarence Cropper, Adv. Dir., HERALD-MAIL, 100 Summit Ave.; PO Box 439, Hagerstown, MD 21740; Tel. (301) 733-5131.
National Representative: Landon Associates.

LANHAM

1 - LOCATION: Prince George's County (In Washington DC-MD-VA MSA). E&P Map C-2. Suburban WA.

2 - TRANSPORTATION: Railroads-Conrail; Chessie.
Motor Freight Carriers-41 in MSA.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Major airlines at Washington, DC.

3 - POPULATION:
Corp. City 80 Cen. 33,531; E&P 87 Est. N.A.
County 80 Cen. 665,071; E&P 87 Est. 676,598
MSA 80 Cen. 3,250,392; E&P 87 Est. 3,587,788
NDM-ABC: (80) 665,071

4 - HOUSEHOLDS:
City 80 Cen. 11,169; E&P 87 Est. N.A.
County 80 Cen. 224,789; E&P 87 Est. 237,093
MSA 80 Cen. 1,173,172; E&P 87 Est. 1,332,174
NDM-ABC: (80) 224,789

5 - BANKS	**NUMBER**	**EST. DEP.**
Comm. (MSA)	63	$13,000,000,000
Sav. & Loan (MSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: County 436,999

7 - ELECTRIC METERS: Residence 873,200 (MSA)

8 - GAS METERS: Residence 565,320 (MSA)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Whol. & Ret. Trade 55,000; Services 30,000; State & Local Gov't 49,000; Federal Gov't 25,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Center-Prince George's Plz.
Neighborhood Shopping Centers-Carrolton Mall; BelAir; Beltway Plz.; Capital Plz.; Dodge Park; Eastover; Iverson Mall; Freestate Mall; Langley Park; Laurel Plz.; Laurel Ctr.; Marlow Heights; Penn-Mar; Allentown Mall; Hampton Mall; Forestville Mall; Great Eastern Plz.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Hecht; Garfinckels; Woodward & Lothrup; Sears; Montgomery Ward.
Discount Stores-K mart; Zayre.
Chain Drug Stores-People's; Drug Fair; Dart; Revco.
Chain Supermarkets-Giant; Safeway; A&P.

14 - NEWSPAPERS: PRINCE GEORGE'S JOURNAL (m-mon to fri) 36,422 Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Michael Veitch, V.P. Sales & Mktg., JOURNAL NEWSPAPERS, Springfield, VA 22159; Tel. (703) 750-8100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ROCKVILLE

1 - LOCATION: Montgomery County (In Washington DC-MD-VA MSA). E&P Map C-2. Suburban Washington.

2 - TRANSPORTATION: Railroads-Chessie.
Motor Freight Carriers-41 in MSA.
Intercity Bus Lines-Continental Trailways; Greyhound; Gold Line; Colonial Transit.
Airlines-Major airlines at Washington, DC.

3 - POPULATION:
Corp. City 80 Cen. 43,811; E&P 87 Est. 49,168
NDM-ABC: (80) 579,053
County 80 Cen. 579,053; E&P 87 Est. 686,810
MSA 80 Cen. 3,250,392; E&P 87 Est. 3,587,788

4 - HOUSEHOLDS:
City 80 Cen. 14,885; E&P 87 Est. 16,657
NDM-ABC: (80) 207,195
County 80 Cen. 207,195; E&P 87 Est. 255,257
MSA 80 Cen. 1,173,172; E&P 87 Est. 1,332,174

5 - BANKS	**NUMBER**	**EST. DEP.**
Comm. (MSA)	63	$13,000,000,000
Sav. & Loan (MSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: County 486,546

7 - ELECTRIC METERS: Residence (MSA) 873,200

8 - GAS METERS: Residence (MSA) 565,320

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Services 73,000; Whol. & Ret. Trade 61,000; Federal Gov't 44,000; State & Local Gov't 12,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Center-White Flint Mall.
Neighborhood Shopping Centers-Congressional Plz.; Hillandale; Montgomery Mall; Potomac Vlg.; Rockville Mall; Twinbrook; Westwood; Wheaton Plz.; White Oak; Wildwood Manor; Huntly Sq.; Village Mall; Lake Forest Mall; Loehman Plz.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Hecht; Garfinckels; Woodward & Lothrup; Sears; Montgomery Ward.
Discount Stores-K mart.
Chain Drug Stores-People's; Drug Fair; Dart.
Chain Supermarkets-Giant.

14 - NEWSPAPERS: MONTGOMERY JOURNAL (m-mon to fri) 40,086; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Michael Veitch, V.P. Sales & Mktg., JOURNAL NEWSPAPERS, Springfield, VA 22159; Tel. (703) 750-8100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SALISBURY

1 - LOCATION: Wicomico County, E&P Map D-2, County Seat. Agric. and poultry area; medical & wholesale ctr. Eastern part of state. 106 mi. from Baltimore; 101 mi. from Wilmington; 129 mi. from Philadelphia.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont; USAir.

3 - POPULATION:
Corp. City 80 Cen. 16,429; E&P 87 Est. 17,737
CZ-ABC: (80) 32,369
RTZ-ABC: (80) 166,362
County 80 Cen. 64,540; E&P 87 Est. 70,955
City & RTZ-ABC: (80) 198,731

4 - HOUSEHOLDS:
City 80 Cen. 6,543; E&P 87 Est. 7,305
County 80 Cen. 22,876; E&P 87 Est. 26,147
CZ-ABC: (80) 11,642
RTZ-ABC: (80) 59,438
City & RTZ-ABC: (80) 71,080

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$410,925,000
Savings & Loan	5	$201,608,000

6 - PASSENGER AUTOS: County 41,219

7 - ELECTRIC METERS: Residence District 21,625

8 - GAS METERS: Residence 4,416

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Federal Gov't 209 ($440); State Gov't 1,967 ($199); Local Gov't 2,485 ($242); Private Sector 21,752 ($223); Contract Constr. 1,292 ($217); Mfg. 5,699 ($234); Durable 1,567 ($314); Non-durable 4,132 ($204); Trans. 1,537 ($335); Whol. 1,367 ($299); Ret. 5,208 ($165); Fin., Ins. & R.E. ($228); Servs. & other 5,728 ($215)(1985).
Principal Pay Days-Wed., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-64; Summer 62-82; Fall 49-67; Winter 27-46. First killing frost, Oct. 21; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blks. on Main St.; 2 on Division St.; 1 on Market St.; 10 on Salisbury Blvd.; 3 on Rt. 50, 55 acres Civic & Glen Aves., 3 blks. Shoppers World.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames Plz.(5)	3	Ames Dept., A&P
Clairmont(6)	1	Drug Fair
Downtown Plz.(40)	NA	Hess, JCPenney
Salisbury Mall(75)	2	Sears, Hecht, Hutzler's, Warehouse Food Mkt.
Waverly(16)	1	Super Giant Discount
Twilley(20)	2	Acme
Shopper's World(10)	3	K mart, Super Fresh

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Mon., Fri.; Food, Salisbury Mall Stores, and K mart-nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Hecht; Sears; Peebles.
Discount Stores-Super Giant; Moore's; Nichols; Ames; Lowe's; K mart; Service Mdse.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Rite Aid 2; Eckerd; Drug Fair; Thrift.
Chain Supermarkets-Safeway; Acme; Super Fresh 2; Giant Super; Warehouse Food Mkt.
Other Chain Stores-Firestone; Goodrich; Barett Shoe; Castelberg's (jewelry); Penn-Jersey (auto parts); Pep Boys; Pic 'N Pay (shoes); Kinney; Butler Shoes; Lerner Shops; Parkland Hosiery; Russell Stover; Hanover Shoe; Sherwin-Williams; Webster Clothes; Brooks Fashions; Philipsborn; Toys R Us; Hub Furn.

14 - NEWSPAPERS: TIMES (e) 24,951; (S) 28,150; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Donald H. Brown, Adv. Mgr., TIMES, Carroll St.; PO Box 1937, Salisbury, MD 21801; Tel. (301) 749-7171.
National Representative: Thomson Newspapers.

WESTMINSTER

1 - LOCATION: Carroll County, E&P Map C-1 (In Baltimore MSA). County Seat. Western Maryland College. Carroll County Farm museum. Mfg., warehousing & distribution center. Located in N central MD, 30 mi. W of Baltimore, 50 mi. N of Washington, DC On MD Routes 140, 30, 26, 97, 27.

2 - TRANSPORTATION: Railroads-Chessie System (Maryland Midland & Motor Freight Carrier. No mass transportation).
Motor Freight Carriers-16.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen. 8,808; E&P 87 Est. 10,435
NDM-ABC: (80) 96,356
County 80 Cen. 96,356; E&P 87 Est. 116,751
MSA 80 Cen. 2,199,531; E&P 87 Est. 2,287,048

4 - HOUSEHOLDS:
City 80 Cen. 3,323; E&P 87 Est. 4,143
NDM-ABC: (80) 30,631
County 80 Cen. 30,631; E&P 87 Est. 38,578
MSA 80 Cen. 765,830; E&P 87 Est. 823,414

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	10	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 72,092

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Industrial Power Tools 2,041; Rain Ware & Outerware 591; Book Distribution 590; Rubber Footware 474; Eleciric Controls 374; Low Voltage Motor Control Ctr. 331; Industrial Heating Ultrasonic Cleaning 318.
Principal Industry Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Av. Year 53.6. Snow Fall 27.8. First killing frost, Oct. 18; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Cranberry Mall (96 stores); Westminster Ctr., U.S. Rte. 140 & Englar Rd. (29 stores).
Neighborhood Shopping Centers-Carroll Plaza; 140 Village (42 stores); Carrolltowne Mall (73 stores); Fairground Ctr. (6 stores); North Carroll Plaza (11 stores); Crossroad Sq.; Mount Airy Ctr. (14 stores).

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Hanover Mall(25)		Sears, Bon-ton, K mart, Kinney's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Leggetts, Hub, JCPenney.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Leggetts.
Discount Stores-K mart; Woolworth; Ames; Caldor.
Chain Drug Stores-Drug Fair; Rite Aid; Sentry.
Chain Supermarkets-Super Fresh; Martins Food; Weiss Markets; Safeway.
Other Chain Stores-Goodyear; RPS; Princess Shop; Fashion Bug.

14 - NEWSPAPERS: CARROLL COUNTY TIMES (m) 19,753; (S) 19,249; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Charles W. Baker, Adv. Mgr., CARROLL COUNTY TIMES, 201 Railroad Ave., PO Box 346, Westminster, MD 21157; Tel. (301) 848-4400.
National Representatives: Landon Associates; U.S. Suburban Press.

MASSACHUSETTS SURVEYS

METROPOLITAN STATISTICAL AREAS

Fitchburg-Leominster-Ashby town in Middlesex County; Fitchburg and Leominster cities; Ashburnham, Lunenburg and Westminster towns in Worcester County.
New Bedford New Bedford city; Acushnet, Dartmouth, Fairhaven and Freetown towns in Bristol County; Marion, Mattapoisett and Rochester towns in Plymouth County.
Pittsfield-Pittsfield city; Cheshire, Dalton, Hinsdale, Lanesborough, Lee, Lenox, Richmond and Stockbridge towns in Berkshire County.
Springfield-Chicopee, Holyoke, Springfield and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Montgomery, Palmer, Russell, Southwick, West Springfield and Wilbraham towns in Hampden County; Northampton city; Belchertown, Easthampton, Granby, Huntington, Southampton and South Hadley towns in Hampshire County.
Worcester-Worcester city; Auburn, Barre, Boylston, Brookfield, Charlton, Clinton, Douglas, Dudley, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Princeton, Rutland, Shrewsbury, Spencer, Sterling, Sutton, Uxbridge, Webster, Westborough and West Boylston towns in Worcester County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Boston-Boston, Chelsea, Revere cities and Winthrop town in Suffolk County, Cambridge, Everett, Malden, Marlborough, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Ayer, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Groton, Holliston, Hopkinton, Hudson, Lexington, Lincoln, Littleton, Maynard, Natick, North Reading, Reading, Sherborn, Shirley,, Stoneham, Stow, Sudbury, Townsend, Wakefield, Watertown, Wayland, Weston, Wilmington and Winchester towns in Middlesex County; Mansfield, Norton and Raynham towns in Bristol County; Lynn city, Lynnfield, Nahant and Saugus towns in Essex County; Quincy city, Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrok, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth and Wrentham towns in Norfolk County, Carver, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Lakeville, Marshfield, Middleborough, Norwell, Pembroke, Plymouth, Plympton, Rockland and Scituate towns in Plymouth County; Berlin, Bolton, Harvard, Hopedale, Lancaster, Mendon, Milford, Southborough and Uptown towns in Worcester County.
Brockton-Brockton city, Abington, Bridewater, East Bridgewater, West Bridgewater, Halifax and Whitman towns in Plymouth County; Avon town in Norfolk County; Easton town in Bristol County.
Fall River, MA-RI-Fall River city; Somerset, Swansea and Westport towns in Bristol County, MA; Little Compton and Tiverton towns in Newport County, RI.
Lawrence-Haverhill, MA-NH-Lawrence, Haverhill and Newburyport cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns in Essex County, MA Atkinson, Brentwood, Danville, Derry, East Kingston, Hampstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns in Rockingham County, NH.
Lowell, MA-NH-Lowell city, Billerica, Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns in Middlsex County, MA; Pelham town in Hillsborough County, NH.
Pawtucket-Woonsocket-Attleboro, RI-MA-Attleboro city; North Attleboro, Rehoboth and Seekonk towns in Bristol County, MA; Central Falls, Pawtucket and Woonsocket cities; Burrillville, Cumberland, Lincoln, North Smithfield and Smithfield towns in Providence County, RI; Plainville town in Norfolk County, MA; Blackstone and Millville towns in Worcester County, MA.
Salem-Gloucester-Beverly, Gloucester, Peabody and Salem cities; Danvers, Essex, Hamilton, Ipswich, Manchester, Marblehead, Middleton, Rockport, Rowley, Swampscott, Topsfield and Wenham towns in Essex County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Boston-Lawrence-Salem, MA-NH-Includes Boston, MA PMSA; Brockton, MA PMSA; Lawrence-Haverhill, MA-NH PMSA; Lowell, MA-NH PMSA; Nashua, NH PMSA; and Salem-Gloucester, MA PMSA.
Providence-Pawtucket-Fall River, RI-MA-Includes Fall River, MA-RI PMSA; Pawtucket-Woonsocket-Attleboro, RI-MA PMSA; and Providence, RI PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1988**
Under 5 Years	470	337	347
5-14 Years	1,099	836	861
15-24 Years	980	1,107	1,139
25-44 Years	1,295	1,563	1,609
45-64 Years	1,212	1,173	1,208
65 and Over	633	727	749
TOTAL	5,689	5,743	5,913

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	**Total Pop.**	**Spanish Origin**	**Percent**
Lawrence	63	10	16.3

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1988 Est.**
Bldg. Mat. Hdwr.	776	1,149	2,367
General Mdse.	2,361	2,987	4,926
Food	4,210	5,875	8,588
Automobiles	2,887	4,582	9,704
Gasoline Stations	1,290	2,319	2,529
Apparel	1,061	1,771	2,803
Furniture	729	1,129	2,274
Eat-Drink Places	1,828	3,059	5,088
Drugs	579	944	1,530
TOTAL SALES	18,474	28,816	46,770

ATHOL

1 - LOCATION: Worcester County, E&P Map C-1. On Millers River, 15 mi. W of Gardner; 24 mi. E of Greenfield. On State Hwys. 2 and 32; U.S. Hwy. 202.

2 - TRANSPORTATION: **Railroads**-B&M.
Motor Freight Carriers-2.
Intercity Bus Lines-Englander Coach.

3 - POPULATION:
Corp. City 80 Cen. 10,634; E&P 87 Est. 10,737
County 80 Cen. 646,352; E&P 87 Est. 666,481
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,894; E&P 87 Est. 4,207
County 80 Cen. 225,323; E&P 87 Est. 241,036

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$45,000,000
Savings & Loan	2	$77,200,000
Commercial	2	$40,000,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 4,556

8 - GAS METERS: None

9 - PRINCIPAL INDUSTRIES: Tools; Instruments; Toys; Plastics; Textile Mach.; Wood & Metal Furn.
Principal Industrial Pay Days-Thur.

10 - CLIMATE: First killing frost, Oct. 3; last killing frost, May 7.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St.; 2 on Exchange St.
Neighborhood Shopping Centers-Upper Main St.; Lord Pond Plaza; Main & Freedom Sts.; Mohawk Shopping Plaza, Rt. 2-A at Orange Town line.
Principal Shopping Days-Dept. Stores-Thur., Fri., Sat.; Food-Thur. & Fri.
Stores Close-Wed.
Stores Open Evenings-Dept.-Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: **Variety Stores**-Knapp's True Value; Moskovitz's.
Discount Stores-Mars Bargainland; Brooks Health & Beauty Aids; Rose's.
Chain Supermarkets-Victory.
Other Chain Stores-Western Auto; W.E. Aubuchon; Sears Roebuck; Agway; Sherwin-Williams Paint.

14 - NEWSPAPERS: NEWS (e) 5,684; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Bernard C. Cunningham, Natl. Adv. Mgr., NEWS, 225 Exchange St., Athol, MA 01331; Tel. (617) 249-3535.
National Representative: None.

ATTLEBORO

1 - LOCATION: Bristol County (In Pawtucket-Woonsocket-Attleboro RI-MA PMSA). E&P Map D-2. 32 mi. SW of Boston; 12 mi. N of Providence, RI. U.S. Hwy. 1; State Hwys. 123, 118, 152; I-95-295-495.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-8.
Intercity Bus Lines-Gatra.
Airlines-Mansfield Airport (6 mi.); No. Central Airport, RI (15 mi.); Green State, RI (30 mi.); Logan Intl. (40 mi.).

3 - POPULATION:
Corp. City 80 Cen. 34,196; E&P 87 Est. 34,732
CZ-ABC: (80) 34,196
RTZ-ABC: (80) 67,243
PMSA 80 Cen. 307,403; E&P 87 Est. 402,002
County 80 Cen. 474,641; E&P 87 Est. 492,364
City & RTZ-ABC: (80) 101,439

4 - HOUSEHOLDS:
City 80 Cen. 11,298; E&P 87 Est. 12,480
County 80 Cen. 166,938; E&P 87 Est. 179,675
PMSA 80 Cen. 110,014; E&P 87 Est. 146,708
CZ-ABC: (80) 11,898
RTZ-ABC: (80) 22,269
City & RTZ-ABC: (80) 34,167

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$194,370,000
Savings & Loan	2	$85,146,194
Commercial	3	$158,631,217

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 16,860

8 - GAS METERS: Residence 9,181

9 - PRINCIPAL INDUSTRIES: Jewelry Findings; Jewelry and Silverware; Precious Metals; Tech. Instr.; Machine Tools; Fab. Metals; Paper Prods.; Electronics & Components; Computers; Rings; Plastic Prods., Wage Earners 25,136; Av. Wkly. Wage $200-$225.
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 45-60; Winter 15-40. First killing frost, Nov. 1; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Park St.; 2 on S. Main St.; 14 on Pleasant; 2 on Union St.; 2 on N. Main St.
Neighborhood Shopping Centers-Attleboro Falls; South Attleboro; Pine St., Attleboro; Norton Center; Mansfield; Foxboro; S. Main St., Attleboro; Wilkins Cors., Plainville; Central Plaza, Seekonk; North Plaza, Kelley Blvd., N. Attleboro.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pleasant St.	1	Sears, IGA
Swansea Mall(85)	17	Caldor's, Apex, Sears
Tri-Boro Plz.(14)	3	K mart, Almac's
Fox Field Plz.	14	Foxboro Furn.
Fernandes Plz.	3	Mars Bargainland, Fernandes Mkt.
Foxboro Plz.(15)		Bradlees, Almac's, Fayva, Radio Shack
Walpole Mall(43)	20	Bradlees, Almy's
Taunton Mall(15)	15	Bradlees, Cherry, Rite Aid
Washington Plz.(7)	5	Radio Shack, Zayre, Thom McAn, Star Mkt.
Lincoln Mall(65)	15	Cherry Anderson Little
Route 6	17	Heartland Food
Route 44	8	Valueland

Principal Shopping Days-Dept. stores-Tues. through Fri.; Food stores-Mon., Thur. & Fri.
Stores Open Evenings-Wed., Thur.

13 - RETAIL OUTLETS: **Department Stores**-London's; Gob Shop; Kidstown; Floyd's.
Discount Stores-Mars; Ann & Hope; Zayre; K mart; Caldor's; ADAP's (automotive).
Chain Drug Stores-Adam's; Brooks; Medicine Shoppe; Thayer Pharmacy; Rite Aid; Dunnington's (Norton).
Chain Supermarkets-Almac 5; Stop 'N Shop; Fernandes 3; Super Service 2; Star Mkt.; Food Mart; Valueland; IGA; Shaw's; Heartland; Foodland.
Other Chain Stores-General Mills; Benny's; Sears (catalog); Singer Co.; Goodyear; Goodrich; Sherwin-Williams; Thom McAn; Alpine Ski Shop; Radio Shack.

14 - NEWSPAPERS: SUN CHRONICLE (e) 24,651; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Paul Morrissey, Adv. Mgr., SUN CHRONICLE, 34 Main St., Attleboro, MA 02703; Tel. (617) 222-7000.
National Representative: Branham/Newspaper Sales.

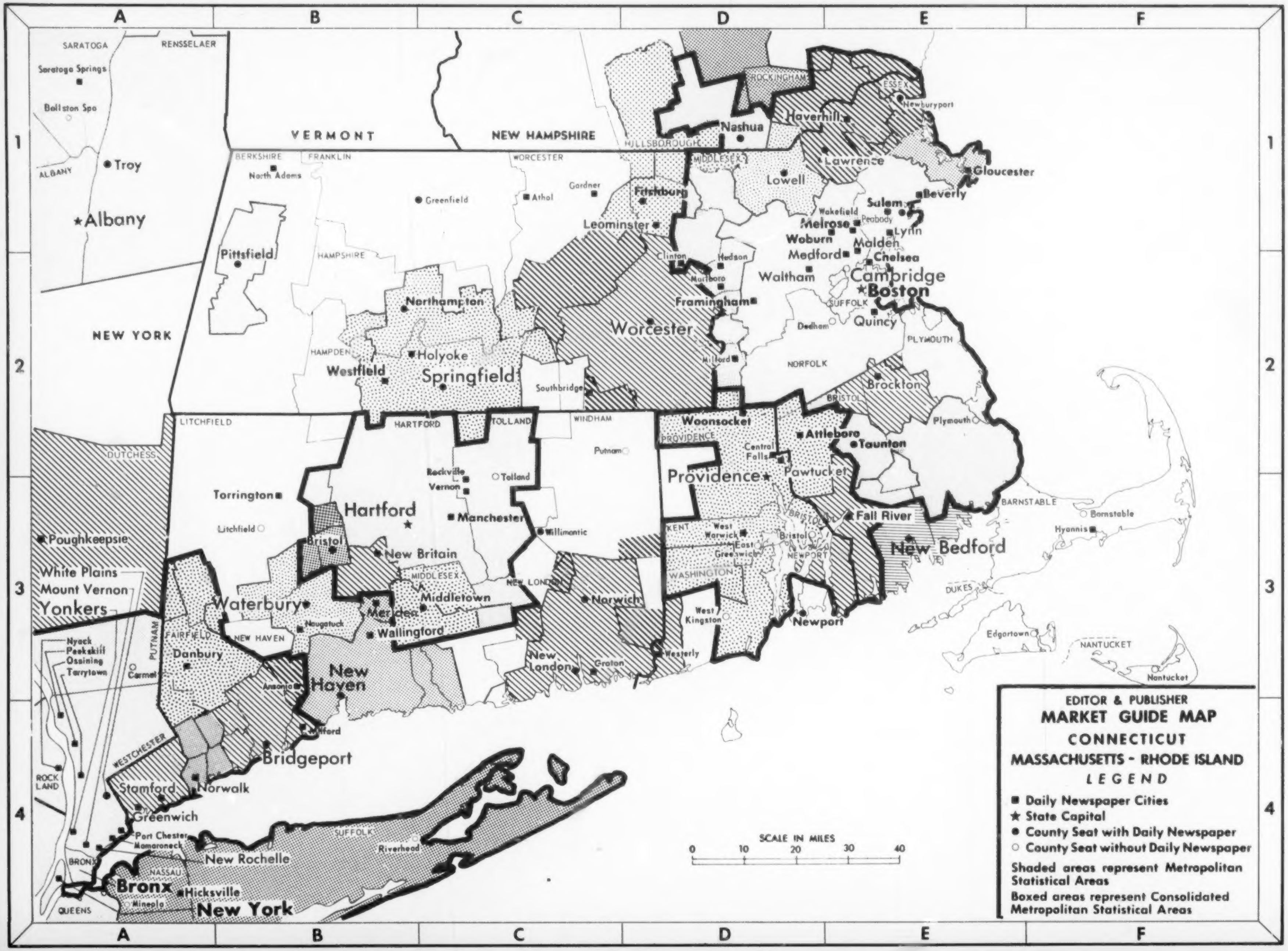
BEVERLY

1 - LOCATION: Essex County (In Salem-Gloucester PMSA). E&P Map E-1. Residential and industrial ctr. located in the northeastern part of the state on the N side of Massachusetts Bay, 18 mi. from Boston. U.S. Hwys. 128, 127, 1A, 97 and 62.

2 - TRANSPORTATION: **Railroads**-Boston and Maine.
Intercity Bus Lines-Michaud.
Motor Freight Carriers-42.
Airlines-Irish International; Northeast; United; TWA; Eastern; 14 mi. from Logan International Airport.

3 - POPULATION:
Corp. City 80 Cen. 37,655; E&P 87 Est. 38,436
CZ-ABC: (80) 37,655
RTZ-ABC: (80) 27,439
PMSA 80 Cen. 258,175; E&P 87 Est. 259,472
County 80 Cen. 633,632; E&P 87 Est. 663,976
City & RTZ-ABC: (80) 65,094

4 - HOUSEHOLDS:
City 80 Cen. 29,382; E&P 87 Est. 13,962
County 80 Cen. 228,432; E&P 87 Est. 248,285
PMSA 80 Cen. 93,661; E&P 87 Est. 95,474


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0
10
20
30
40
A
B
C
D
E
F
1
2
3
4
VERMONT
NEW HAMPSHIRE
NEW YORK
SARATOGA
RENSSELAER
Saratoga Springs
Ballston Spa
ALBANY
Troy
Albany
BERKSHIRE
FRANKLIN
WORCESTER
HILLSBOROUGH
ROCKINGHAM
ESSEX
MIDDLESEX
North Adams
Greenfield
Athol
Gardner
Fitchburg
Leominster
Nashua
Haverhill
Newburyport
Lawrence
Lowell
Gloucester
Beverly
Salem
Wakefield
Peabody
Melrose
Lynn
Woburn
Malden
Medford
Chelsea
Waltham
Cambridge
Boston
Clinton
Hudson
Marlboro
Framingham
SUFFOLK
Quincy
Dedham
NORFOLK
PLYMOUTH
Milford
Pittsfield
HAMPSHIRE
Northampton
HAMPDEN
Holyoke
Westfield
Springfield
Southbridge
Worcester
BRISTOL
Brockton
Plymouth
LITCHFIELD
HARTFORD
TOLLAND
WINDHAM
DUTCHESS
Woonsocket
PROVIDENCE
Attleboro
Taunton
Putnam
Rockville
Vernon
Tolland
Central Falls
Pawtucket
Providence
Torrington
Hartford
Manchester
BARNSTABLE
Barnstable
Hyannis
Litchfield
Willimantic
Fall River
KENT
West Warwick
East Greenwich
Bristol
NEWPORT
New Bedford
Poughkeepsie
Bristol
New Britain
MIDDLESEX
WASHINGTON
DUKES
White Plains
Mount Vernon
Yonkers
Waterbury
Middletown
NEW LONDON
Norwich
West Kingston
Meriden
Naugatuck
Wallingford
Newport
Edgartown
NANTUCKET
Westerly
Nyack
Peekskill
Ossining
Tarrytown
PUTNAM
FAIRFIELD
NEW HAVEN
Carmel
Danbury
Ansonia
New Haven
New London
Groton
Nantucket
Milford
WESTCHESTER
Bridgeport
ROCK LAND
Stamford
Norwalk
Greenwich
SUFFOLK
Riverhead
Port Chester
Mamaroneck
New Rochelle
BRONX
NASSAU
Bronx
Hicksville
Mineola
QUEENS
New York

CZ-ABC: (80) 13,578
RTZ-ABC: (80) 9,336
City & RTZ-ABC: (80) 22,914

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$127,468,969
National	1	$22,300,000
Co-op	1	$33,344,000
Bay Bank	1	$588,248,660

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 13,810

8 - GAS METERS: Residence 7,746

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shoe Mach. 1,300; Electronics 720; Metal Hydrides 250; Industrial Mach. 518; Fishing 470. Av. Wkly. Wage $200.
Principal Industrial Paydays-Thur., Fri.

10 - CLIMATE: Av. Temp. Summer 71; Winter 34. An. rainfall 42 inches.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Centers**-North Beverly Plz., 12 blocks on Cabot St. plus 3 on Rantoul St. and Gloucester Crossing. Dawson's Shopping Ctr., North Beverly and Beverly Farms.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Shore	5	Jordan Marsh
N. Beverly	1	Zayre
Endicott Plz.(22)	4	K mart
Danver's Plz.(15)	7	Almy's
Liberty Tree(108)	4	Ann & Hope, Lechmere
Beverly Plz.	NA	Star, Zayre
Cabot St.(6)	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All shopping ctrs. & plzs.; Thur. for Bell Market, most downtown stores; Fri. all.

13 - RETAIL OUTLETS: **Department Stores**-Almy; Filene's; Jordan Marsh; Sears.
Discount Stores-Zayre; Ann & Hope.
Chain Drug Stores-Eaton's; General Sales; Brook's; CVS; Osco; Walgreens.
Chain Supermarkets-Star Market; Bell; Star; Purity-Supreme 2; Shaw's; DeMoulas.

14 - NEWSPAPERS: TIMES (e) 9,568; Mar. 28, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Brancelone, Adv. Dir., TIMES, Dunham Road, Beverly, MA 01915; Tel. (617) 922-1234.
National Representative: U.S. Suburban Press.

BOSTON

1 - LOCATION: Suffolk County (PMSA). E&P Map E-2. State Capital. County Seat. Wholesale, medical, education and research center, principal marketplace of New England.

2 - TRANSPORTATION: **Railroads**-Amtrak; Boston & Maine; Conrail; NYNH&H; North Station (terminal on B&M); South Station (terminal on NYNH&H & B&A); District-owned Metropolitan Bay Transit Authority.
Motor Freight Carriers-More than 500 lines.
Intercity Bus Lines-Boston; Brush Hill; Camper Tours; MBTA; Michaud; Rapid Trans. Inc.; Greyhound; Hudson; Peter Pan; Plymouth & Brockton; Trailways of N.E.; Vermont Transit.
Airlines-Aerlingus; Air Canada; Air France; Alitalia; American; Braniff; British Airways; BWIA International; Catskill Airways; Continental; Continental Express; Delta; Eastern; El Al; Emery Worldwide (freight); Federal Express (freight); First Air; Flying Tiger (freight); Hub Express; Icelandair; Long Island Airlines; Lufthnasa; Midway; Midwest Express; Northwest; Pan Am; Piedmont; Provincetown-Boston; Sabena; Swissair; T. Air Portugal; Trans-World; United; USAir.
Shipping-Port of Boston handles 25,944,000 tons of cargo.
Steamship Lines and Agents-Approximately 25-30 major steamship lines serving Boston, New York and Halifax.

3 - POPULATION:
Corp. City 80 Cen. 562,994; E&P 87 Est. 556,105
CZ-ABC: (80) 1,951,381
RTZ-ABC: (80) 1,848,455
PMSA 80 Cen. 3,030,841; E&P 87 Est. 3,012,436
County 80 Cen. 650,142; E&P 87 Est. 642,673
City & RTZ-ABC: (80) 3,799,836

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 218,457; E&P 87 Est. 225,399
County 80 Cen. 251,929; E&P 87 Est. 258,531
PMSA 80 Cen. 998,915; E&P 87 Est. 1,129,347
CZ-ABC: (80) 723,168
RTZ-ABC: (80) 616,097
City & RTZ-ABC: (80) 1,339,265

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	16	$18,344,439,000
Savings & Loans	12	$4,045,794,000
Trust Companies	5	$46,418,000
Credit Union	743	$558,000,000
Cooperatives	15	$872,588,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Greater Boston 610,000

8 - GAS METERS: County (Residence) 163,157

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-All Mfg. 608,000; Constr. 124,500; Trans., Util. & Commun. 126,800; Whol. & Ret. Trade 710,800; Fin., Ins. & R.E. 213,200; Servs. 859,200; Gov't 393,800; Mining 2,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-78; Summer 59-98; Fall 37-78; Winter 4-45. First killing frost, Oct. 22; last killing frost, Apr. 13.

11 - TAP WATER: Metropolitan Water District (combined source, Quabbin Reservoir and Wachusett Reservoir) supplies municipal Boston and the ABC City Zone; Soft & slightly acid water. Total hardness 15 ppm. Calcium Carbonate; PH is 8.7 ppm.

12 - RETAILING: **Central shopping district** has over 2.746 million sq. feet of retail space, accounts for about 39% of retail sales in the metropolitan area. Principal Shopping Center is Downtown Crossing. Department Stores: Jordan Marsh, Filene's; Clothing Stores: Roots, Tello's, Sizes Unlimited, Lane-Bryant, Sumner's; Shoes: Regal, Florsheim, Richard's, Coward, Thom McAn, Flagg, Baker, Burt, Dr. Scholl's; Jewelry: Roger's, E. B. Horn, Stowell's, Homer's, Descenza, Deprisco, Kay's; Variety: Woolworth; Books: B. Dalton, Lauriat's, Barnes & Noble, Waldenbooks; Parklane Hosiery; Osco Drug; CVS; Singer Co.;
Quincy Market & Faneuil Hall Marketplace: A major tourist attraction on the Boston waterfront with 165 stores & restaurants.
LaFayette Place: One of the newest shopping attractions located downtown with over 40 stores and restaurants. Opens into Jordan Marsh.
Back Bay: 402 Stores including Copley Place: Nieman-Marcus, Tiffany, Gucci, Casual Corner, Saint Laurent, Sack Theater Complex; Prudential Center: Louis Men's Elkins Shoe, Lord & Taylor; Saks 5th Ave.; Wallachs, Bally Shoe; Star Market; Newbury St: Ludwig Furs; E.F. Kakas Furs; Charles Sumner's; Bonwit Teller; Brooks Bros., Stuart's Hurwitch Bros., Paine Furniture, Scandinavian Design, Shreve, Crump & Low.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
In Burlington		
Burlington Mall (100)	NA	Jordan Marsh, Sears, Filene's, Lord & Taylor
In Chestnut Hill		
Mall at Chestnut Hill(67)	NA	Filenes, Bloomingdale's
In Dedham		
Dedham Mall(50)	NA	Sears, Bradlees, Woolworth
In Medford		
Fellsway Plaza(21)	NA	Woolworth, Zayre
Meadow Glen Mall(60)	NA	Bradlees, Marshall's
In Hanover		
Hanover Mall(100)	NA	Sears, Zayre, Jordan Marsh, Almy's
In Danvers		
Liberty Tree(118)	NA	Ann & Hope, Lechmere
In Cambridge		
Harvard Sq.(300)	NA	Harvard Coop., Crate & Barrel
In Natick		
Natick Mall(56)	NA	Filene's, Sears, Woolworth
In Saugus		
New England(27)	NA	Woolworth, Sears
In Revere		
Northgate(31)	NA	Zayre
In Peabody		
Northshore(102)	NA	Jordan Marsh, Sears, Almys, Filenes
In Stoneham		
Redstone(28)	NA	Caldor, Woolworth
In Framingham		
Shopper's World (56)	NA	Jordan Marsh, Bradlees
In Braintree		
South Shore Plaza(130)	NA	Sears, Jordan Marsh, Lord & Taylor, Filenes
In Brockton		
Westgate Mall(60)	NA	Jordan Marsh, Bradlees, Woolworth
In Walpole		
Walpole Mall(38)	NA	Bradlees
In Watertown		
Arsenal Mktpl.(106)	NA	Ann & Hope, Marshall's
Watertown Mall(38)	NA	Bradlees
In Somerville		
Assembly Sq. Mall(62)	NA	Jordan Marsh, K mart

13 - RETAIL OUTLETS: **Department Stores**-Almys 13; Bloomingdale's; Filene's 8; Jordan Marsh 10; Sears 13; Lord & Taylor 3; Neiman-Marcus; Harvard Coop 3.
Discount Stores-Ann & Hope 2; Bradlees 23; Caldor 14; Lechmere 5; Marshall's 18; Zayre 27; K mart 12.
Men's Clothing-Brooks Brothers; Josiah Bank; Louis; Matini Carl; Milton's; J. Press; Wallach's.
Women's Clothing-Ann Taylor; Bonwit Teller; Casual Corner; Deerskin Trading; Leo Diutsh; Edward's Fur; Edward Kakas; Lane Bryant; Ludwig; Makanna; Roaman's; Roberts Furs; Anne Star; Charles Summer; The Talbots; Jaeger; Yolanda; Loehmann's; Hoffman's; Cherry Webb & Touraine; Saks 5th Ave.
Family Clothing-Anderson-Little; Kennedy's; Simon & Sons; You & You; Guys & Dolls; Adam & Eve; The Gap; Wrangler Ranch; Syms.
Chain Drug Stores-CVS; Mall; Brooks; Archer Kent; Osco; Medi Mart; Rix; Thayer.
Chain Supermarkets-Stop & Shop 66; Demoulas 27; Purity Supreme 22; Star Mkt. 31; Shawl's 18; Angelos 19.
Furniture-Levitz 3; Paine Furniture 2; Allen Furn.; Ruderman's 3; Summerfield's; Ethan Allen Stores 9; Scandinavian Design 7; Bradford 3; Cabot House 4; Hooper Ames 4; Crate & Barrel 7; Hitchcock 4; Kincaide 4; La-Z-Boy 3; Workbench 2.
Variety Stores-Woolworth; Paperama.
Shoes-Bally; Baker's; Pappagalo; Richard's; Florsheim; French Shriner; Hanlon's Regal; Coward; Dr. Scholl's; Fayva; Stride Rite; Thayer McNeil; Thom McAn; Taymor's; George Davis; Footwear House.

14 - NEWSPAPERS: THE CHRISTIAN SCIENCE MONITOR (m-mon to fri) 186,195; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Betsy Tegtmeyer, Nat'l Adv. Mgr., THE CHRISTIAN SCIENCE MONITOR, One Norway St., Boston, MA 02115; Tel. (617) 262-2300.
National Representative: Sawyer-Ferguson-Walker.
GLOBE (m-mon to fri) 500,106; (m-sat) 453,559; (S) 798,118; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John F. Reid, Jr., Adv. Dir., GLOBE, 135 Morrissey Blvd., Boston, MA 02107; Tel. (617) 929-2000.
National Representative: Million Market Newspapers/Times Mirror National Marketing.
BOSTON HERALD (m-mon to fri) 355,494; (m-sat) 277,507; (S) 265,548; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: James E. Blinn, Assoc. Pub., BOSTON HERALD, One Herald Square, Boston, MA 02106; Tel. (617) 426-3000.
National Representatives: Branham/Newspaper Sales; Metropolitan Publishers Representatives.

BROCKTON

1 - LOCATION: Plymouth County (PMSA). E&P Map E-2. Industrial center. SE part of the state; 19 mi. S of Boston on main route to Cape Cod from N and W.

2 - TRANSPORTATION: **Railroads**-Conrail.
Interstate Bus Lines-Mass. Bay Trans. Authority; Unda's; Brockton Area Trans. Authority; Plymouth Brockton Express Service to Boston; Brockton to Logan Bus Service.
Airlines-At Logan Airport, Boston: All major American, Canadian & European lines.

3 - POPULATION:
Corp. City 80 Cen. 95,172; E&P 87 Est. 97,209
CZ-ABC: (80) 198,026
RTZ-ABC: (80) 219,721
PMSA 80 Cen. 182,891; E&P 87 Est. 191,619
County 80 Cen. 405,437; E&P 87 Est. 431,141
City & RTZ-ABC: (80) 417,747

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,955; E&P 87 Est. 32,082
County 80 Cen. 132,580; E&P 87 Est. 146,088
PMSA 80 Cen. 60,188; E&P 87 Est. 63,671
CZ-ABC: (80) 65,367
RTZ-ABC: (80) 70,015
City & RTZ-ABC: (80) 135,382

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$210,000,000
Savings & Loan	3	$113,031,600
Commercial	3	$50,608,370

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 29,283

8 - GAS METERS: Residence 14,265

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Leather Prods. 3,500 ($152); Clothing 1,692 ($156); Mfg. 15,200-Metro Area ($162).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 46-90; Fall 25-87; Winter -9-65. First killing frost, Sept. 30; last killing frost, Apr. 23.

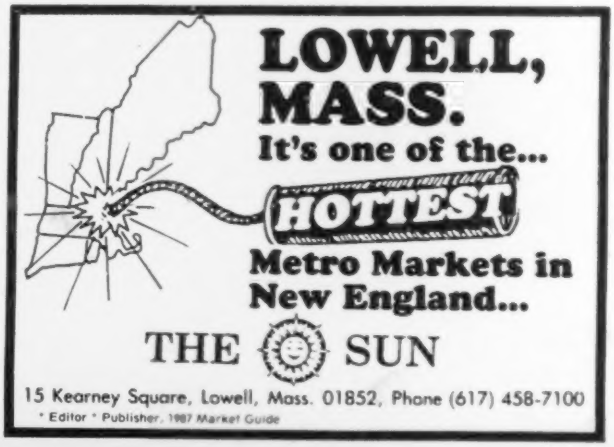
11 - TAP WATER: Acid, very soft.

12 - RETAILING: **Principal Shopping Center**-Westgate Mall; Downtown 12 blocks on Main St. and 12 side sts. off Main; West Shopping Ctr.; East Shopping Center; Eastway Plaza; Southgate Plaza; Oak St. Shopping Center; K mart Plaza; Points West Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brockton East Plaza(20)	NA	Caldor, Bradlees, Shaw's, Channel Lumber
East-Way(10)	NA	Ashmont
K mart Plaza(6)	NA	K mart
Park Plaza(9)	NA	T.J. Maxx, Service Merchandise
South(12)	NA	Ames, Shaw's
Tedeschi's	NA	
Westgate(99)	NA	Kennedy's, Jordan Marsh, Bradlees, Child World, Marshalls
West(15)	NA	Sears, Shaw's
Points West(10)	NA	Zayre

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Dept.-Wed., Fri.; Food & Shopping Centers nightly.


LOWELL, MASS.
It's one of the...
HOTTEST
Metro Markets in New England...
THE SUN
15 Kearney Square, Lowell, Mass. 01852, Phone (617) 458-7100
* Editor * Publisher, 1987 Market Guide

13 - RETAIL OUTLETS: Department Stores Sears; Jordan Marsh.
Variety Stores-Woolworth.
Discount Stores-Bradlees 2; Zayre; K mart; Stuarts; Caldor; Ames.
Chain Drug Stores-Dunnington's 5; Brooks 3; CVS; Drug Mutual 8; Rix; Pharmacity 3; Osco; Easton.
Chain Supermarkets-Shaw's 3; Christy's 3; Fernandes 3; Columbia Farms; Purity-Supreme.
Other Chain Stores-Atherton's Furn.; Child World; Fanny Farmer; Fields Hosiery; Firestone; General Tire; Goodyear; Howard Clothes; Kay Jewelry; Kempton's Ladies; Kennedy's Clothing; Merchants Tire; Mr. Slacks 2; Nugent's Ladies; Radio Shack 2; Thom McAn; Spencer Gifts; Singer; Storey's Ladies; Touraine Ladies; Sherwin-Williams; Anderson-Little; Grossman's; Somerville Lumber; Marshalls.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 58,248; (m-sat) 57,569; (S) 64,038; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Paul H. Daniels, Adv. Dir., ENTERPRISE, 60 Main St.; PO Box 1450, Brockton, MA 02403; Tel. (617) 586-6200.
National Representative: Landon Associates.

CAPE COD
See HYANNIS

CHELSEA

1 - LOCATION: Suffolk County. E&P Map E-2 (In Boston PMSA). 3 mi. N of Boston; in Metropolitan district and part of Port of Boston. On U.S. Hwy. 1C and State Hwy. 107.

2 - TRANSPORTATION: Railroads-Boston & Maine; Boston & Albany.
Motor Freight Carriers-5.
Intercity Bus Lines-M.B.T.A. Service Bus.
Airlines-Logan Intl. Airport.

3 - POPULATION:
Corp. City 80 Cen. 25,431; E&P 87 Est. 25,202
PMSA 80 Cen. 3,030,841; E&P 87 Est. 3,012,436
County 80 Cen. 650,142; E&P 87 Est. 642,673

4 - HOUSEHOLDS:
City 80 Cen. 9,715; E&P 87 Est. 9,806
County 80 Cen. 251,929; E&P 87 Est. 258,531
PMSA 80 Cen. 998,915; E&P 87 Est. 1,129,347

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$115,060,435
Savings & Loan	5	$178,007,903
Credit Unions	10	$24,515,461

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 11,996

8 - GAS METERS: Residence 8,719

9 - PRINCIPAL INDUSTRIES: Paper Prods.; Clocks; Brass Pipe Fittings; Structural and Ornamental Iron; Composition Sales; Meat Proc.; Whol. Produce Mkts. Ctr.; Rubber Prods.; Sun Glass; Staple Guns; Wallpaper & Wallcoverings.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-97; Fall 50-80; Winter 15-60. First killing frost, Nov. 30; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Broadway.
Neighborhood Shopping Centers-Prattville; Carv Sq. Mill Hill; Chelsea Sq.; Central & Everett Ave.; Revere Beach Pkwy.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mystic Mall(45)	NA	DeMoulas, K mart, Osco
Parkway Plz.(21)	NA	Bradlees, Radio Shack

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Leading Department and Variety Stores-Bradlees; Rix; BD's.
Discount Stores-Bradlees; K mart.
Chain Drug Stores-Rexall 4; E&M.
Chain Supermarkets-Stop 'N Shop; IGA; Blackstone; DeMoulas.
Other Chain Stores-Thom McAn; Radio Shack.

14 - NEWSPAPERS: RECORD (e-mon to fri) 4,490; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Norman Brown, Adv. Mgr., RECORD, 18 Fourth St.; PO Box 292, Chelsea, MA 02150; Tel. (617) 884-2416.
National Representative: None.

CLINTON

1 - LOCATION: Worcester County. (In Worcester MSA). E&P Map D-2. 15 mi. N of Worcester on Routes 70 and 110.

2 - TRANSPORTATION: Railroads-Amtrak; Boston & Maine.
Intercity Bus Lines-Worcester; Regional Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 12,771; E&P 87 Est. 12,448
County 80 Cen. 646,352; E&P 87 Est. 666,481
MSA 80 Cen. 402,918; E&P 87 Est. 413,377
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,662; E&P 87 Est. 4,702
County 80 Cen. 225,323; E&P 87 Est. 241,036
MSA 80 Cen. 137,858; E&P 87 Est. 151,688

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$1,759,000,000
Co-op	1	$34,000,000
Savings	1	$97,642,000
Credit Union	1	$85,500,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 2,410

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 500; Cereal 200; Furn. 120; Plastics 2,000; Wire Insulations 800; Hwy. Signs 60.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-90; Fall 40-70; Winter 10-60. First killing frost, Oct. 1; last killing frost, Apr. 30.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-6 blocks on High St. (35 stores), 1 block on Main St. (15 stores), 1 block on Union St. (4 stores), Chestnut Hill Plaza, Woodruff Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Searstown(40)	12	Sears
Lincoln Plaza(28)	10	Zayre

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. until 9:00 pm.

13 - RETAIL OUTLETS: Variety Stores-Lincoln Drug.
Chain Drug Stores-MD Drug; Brooks.

14 - NEWSPAPERS: ITEM (e) 4,230; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Jeannie Cafarelli, Ret. Adv. Mgr., ITEM, 156 Church St., Clinton, MA 01510; Tel. (617) 368-0176.
National Representative: Landon Associates.

DEDHAM

1 - LOCATION: Norfolk County (In Boston PMSA). E&P Map D-2/E-2. County Seat. Manufacturing and residential area; on the Charles River; 9 mi. SW of Boston. On U.S. Hwys. 1, I-95.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-27.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-TWA; Delta; Pan Am; Eastern; United; National; American; USAir; Republic.

3 - POPULATION:
Corp. City 80 Cen. 25,298; E&P 87 Est. 24,733
NDM-ABC: (80) 68,221
PMSA 80 Cen. 3,030,841; E&P 87 Est. 3,012,436
County 80 Cen. 606,587; E&P 87 Est. 618,574
Demographic Information available from Newspaper. See pargraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,276; E&P 87 Est. 8,352
NDM-ABC: (80) 22,866
PMSA 80 Cen. 998,915; E&P 87 Est. 1,129,347
County 80 Cen. 207,823; E&P 87 Est. 219,997

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial (Local)	6	N.A.
Savings	11	N.A.

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Envelopes; Corrugated Boxes; Dental & Surgical Instruments; Knit Goods (Sweaters, Garments); Electronic Parts; Hosiery; Printing Ink; Cloth for Books; Floor Covering; Printing & Binding of Books; Foundry Work; Controls; Distrib. & Warehousing; Food Proc.; Electronics.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-78; Summer 75-85; Fall 45-62; Winter 26-41. First killing frost, Oct. 24; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Dedham Mall(48)	9	Sears, Bradlee's, Radio Shack, Woolworth, Child World, Toys R Us
Dedham Plaza(33)	10	Woolworth, Zayre, Cherry, Webb & Touraine, Consumers Marketing
Lechmere Sales	10	Lechmere Sales
Walpole Mall(43)	16	Bradlees, Almy's, Stop & Shop

Principal Shopping Days-Wed. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Lechmere; Kline's.
Variety Stores-Woolworth.
Discount Stores-Paperama; Bradlee's; Almy's; Zayre; Filene's Basement; Consumers Marketing.
Chain Supermarkets-Star Mkt.; Stop & Shop; Roche Bros.; Farm Stand.

14 - NEWSPAPERS: TRANSCRIPT (e-mon to fri) 11,026; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Katz, Adv. Dir., TRANSCRIPT, PO Box 70, Dedham, MA 02026; Tel. (617) 329-5000.
National Representatives: Landon Associates; U.S. Suburban Press.

FALL RIVER

1 - LOCATION: Bristol County. (In Fall River, MA-RI PMSA). E&P Map E-3. At mouth of Taunton River and Mt. Hope Bay; part of Narragansett Bay; 20 mi. SE of Providence. On U.S. Hwys. 6; I-195; State Hwy. 138.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-25.
Intercity Bus Lines-Bonanza.
Airlines-Delta; American; Eastern; Pan Am; TWA; United; USAir (via Providence or Boston).

3 - POPULATION:
Corp. City 80 Cen. 92,574; E&P 87 Est. 93,091
CZ-ABC: (80) 152,474
RTZ-ABC: (80) 20,194
PMSA 80 Cen. 127,253; E&P 87 Est. 129,800
County 80 Cen. 474,641; E&P 87 Est. 492,364
City & RTZ-ABC: (80) 172,668

4 - HOUSEHOLDS:
City 80 Cen. 34,895; E&P 87 Est. 36,585
County 80 Cen. 166,938; E&P 87 Est. 179,675
PMSA 80 Cen. 56,453; E&P 87 Est. 49,557
CZ-ABC: (80) 54,846
RTZ-ABC: (80) 6,519
City & RTZ-ABC: (80) 61,365

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$726,052,435
Savings & Loan	1	$50,121,889
Commercial	4	$785,241,717

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 54,434

8 - GAS METERS: Residence 40,718

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 4,300 ($325); Garment 8,775 ($215); Gen. Mfg. 5,740 ($330).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 56-90; Fall 30-60; Winter 15-40. First killing frost, mid Oct.; last killing frost, early Apr.

11 - TAP WATER: Acid, very soft, fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main, incl. S. Main Place, Academy Shpg. Ctr.; Flint-Pleasant St.; S. End-South Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fall River(12)	NA	Value Land
Harbour Mall(31)	NA	Bradlees, K mart
Indian Spring Plaza(13)	NA	Grand Central Mkt.
N. Dartmouth Mall(72)	10	Sears, Zayre, JCPenney
Somerset Plaza(13)	NA	Bradlees, Stop & Shop
Swansea Mall(90)	NA	Sears, Caldor, Apex
K mart(14)	NA	K mart, Almac's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Cherry & Webb 3; Sears 2; Caldor; Apex.
Discount Stores-Kerr Mills (Topps); Globe Mills; Zayre 2; Bradlees 2; Nira Whol 2; K mart 2; Ann & Hope; Stuart's.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Brooks; CVS 4; Rite Aid 3.
Chain Supermarkets-Stop & Shop 2; Food Mart 3; Valueland; Almac's 3; Shaw's.
Other Chain Stores-Thom McAn; Liss Dept.; Morse Shoe; Firestone; Goodyear; Anderson Little; Zale's Jewelers; So-Fro Fabrics; Fayva Shoes; Hickory Farms; Kay Jewelers.

14 - NEWSPAPERS: HERALD NEWS (e) 37,708; (S) 37,162; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William M. Long, Adv. Dir., HERALD NEWS, 207 Pocasset St., Fall River, MA 02722; Tel. (617) 676-8211.
National Representative: Landon Associates.

FITCHBURG

1 - LOCATION: Worcester County (In Fitchburg-Leominster MSA). E&P Map D-1. County Seat. Northern Worcester County. Industrial city with agricultural region surrounding. Fitchburg State College. 45 mi. NW of Boston.

2 - TRANSPORTATION: Railroads-B&M; Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Englander; Johnson; Trailways; Short Line; Vermont Transit.

3 - POPULATION:
Corp. City 80 Cen. 39,580; E&P 87 Est. 39,755
CZ-ABC: (80) 74,088
RTZ-ABC: (80) 103,454
MSA 80 Cen. 106,343; E&P 87 Est. 109,043
County 80 Cen. 646,352; E&P 87 Est. 666,481
City & RTZ-ABC: (80) 177,542
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,323; E&P 87 Est. 15,041
County 80 Cen. 225,323; E&P 87 Est. 241,036
MSA 80 Cen. 31,252; E&P 87 Est. 40,110
CZ-ABC: (80) 26,846
RTZ-ABC: (80) 35,589
City & RTZ-ABC: (80) 62,435

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$264,597,000
Savings & Loan	1	$42,159,000
Co-operative	1	$59,211,000
Commercial	3	N.A.
Credit Unions	3	$119,644,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 15,065

8 - GAS METERS: Residence 10,322

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Mach. 4,900; Paper Prods. 1,900; Leather Prods. 600; Textile 1,200; Clothing 700; Plastics 6,000.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-66; Summer 54-81; Fall 33-56; Winter 22-42. First killing frost, Oct. 16; last killing frost, Apr. 29.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping District-12 blocks on Main St. and several side sts. for one block from Main; 80 stores.
Neighborhood Shopping District-Cleghorn District; Fairmont and Daniel Sts.; Water St. District, Nos. 27 to 400 Water St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
John Fitch Plz.(18)	1	Heartland, Child World
Central Plz.(13)	1	DeMoula's, Stuart's
Parkhill Plz.(7)	2	Victory Mkt.

Searstown(30)	4	Sears, DeMoulas, Bradlees
N. Main St.	3	Farmers Whse., Marshall's
Twin City Plz.	1	K mart, Victory Mkt.
Wallace Plz.(6)	NA	DeMoulas, Rich's

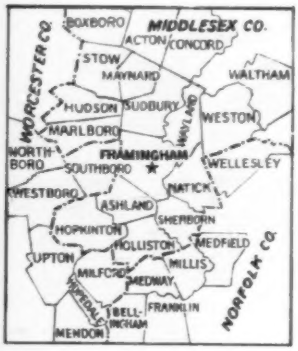
Principal Shopping Days-Fri. & Sat.; Food Thur. & Fri.
Stores Open Evenings-Dept. Stores-Thur. & Fri.; Food Stores-Wed., Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Sears.
Variety Stores-Woolworth.
Discount Stores-Marshall's; Stuart's; K mart; Bradlees.
Chain Drug Stores-Barone's 6; Freedom Drug 2; CVS 2.
Chain Supermarkets-Victory 6; DeMoulas 3.
Other Chain Stores-Firestone; Thom McAn 2; Fanny Farmer Candies; Grossman Sons; Child World; Anderson Little; Tourainc; Radio Shack; Kay Jewelers; Piece Good Shops; Capitol Prime Value; Duffy's.

14 - NEWSPAPERS: FITCHBURG-LEOMINSTER SENTINEL AND ENTERPRISE (e) 22,026; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William White, Adv. Dir., FITCHBURG-LEOMINSTER SENTINEL AND ENTERPRISE, 808 Main St.; PO Box 507, Fitchburg, MA 01420; Tel. (617) 343-6911.
National Representative: Thomson Newspapers.

FRAMINGHAM

1 - LOCATION: Middlesex County (In Boston PMSA); E&P Map D-2. 20 mi. W of Boston; 20 mi. E of Worcester; 200 mi. from NYC. On State Hwys. 9, 20, 27, 126, 135, 495. Two interchanges on U.S. 90 MA Turnpike.



2 - TRANSPORTATION: Railroads-Amtrak.
Intercity Bus Lines-Continental Trailways; Peter Pan; Greyhound; Milford Bus; Graylines.

3 - POPULATION:
Corp. City 80 Cen. 65,113; E&P 87 Est. 62,734
NDM-ABC: (80) 190,531
PMSA 80 Cen. 3,030,841; E&P 87 Est. 3,012,436
County 80 Cen. 1,367,034; E&P 87 Est. 1,318,618
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,943; E&P 87 Est. 23,729
County 80 Cen. 476,201; E&P 87 Est. 474,834
PMSA 80 Cen. 998,915; E&P 87 Est. 1,129,347
NDM-ABC: (80) 65,692

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$172,817,000
Savings	4	$285,732,000
Co-operative	2	$76,635,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 32,794

8 - GAS METERS: Residence 16,440

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prods. 3,200 ($190); Auto Assembly 2,000 ($235); Rubber 250 ($160).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-59; Summer 57-90; Fall 40-63; Winter 19-41.

11 - TAP WATER: Neutral, soft and hard (2 sources).

12 - RETAILING: Principal Shopping Center-4 miles on Rt. 9 (400 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial(10)	NA	Cumberland Farms
Deerskin Plz.(11)	NA	Unfinished Furn., Tony Roma's
Framingham Mall(28)	NA	Lechmere, Filene's
Nobscott(13)	NA	Wonder Mkt.
Pinefield(14)	NA	Purity Mkt.
Shopper's World(53)	NA	Jordan Marsh, Bradlee's
Sherwood Plz.(26)	NA	Zayre, Heartland
Mini Mall(9)	NA	Medi Shack, Papa Ginos
Natick Mall(38)	NA	Sears, Star Mkt., Filene's, Anderson Little
Temple Plz.(8)	NA	Stop & Shop, Medi-Mart, Aries
Cloverleaf Mktpl.(16)	NA	Burlington, Service Mdse., Paperama
Natick(12)	NA	Rix, Stop & Shop

Principal Shopping Days-Mon., Thur. & Fri.
Stores Open Evenings-Shpg. Ctrs. every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Jordan Marsh; Anderson-Little; Filene's; Lechmere.
Discount Stores-K mart; Caldor; Rich's; Bradlee's; Marshall's; Zayre; Service Mdse.; Consumers; Building 19.
Variety Stores-Woolworth.
Chain Drug Stores-Liggett; Bond; Medi-Mart; Rix; Medi Shack; CVS; Brooks.
Chain Supermarkets-Stop & Shop 2; Purity 3; IGA 2; Wonder Mkt.; Star Mkt. 2; Farm Stand 2; Almac's 2; Roche Bros.; Iandoli's; Heartland.
Other Chain Stores-Herman's Sporting Goods; Levitz Furn.; Plywood Ranch; Diamond Intl.; Grossman's; Radio Shack; Tech Hi Fi; Lerner Shops; Lane Bryant; Kennedy's; Thom McAn; Baker's; Ann Taylor; Stowell's; Fanny Farmer; Merchant's Tire; Firestone; Carvel; Garland; Wallach's; Roaman's; Fayva Shoes; Singer; Child World; Hickory Farms; Kinney Shoes; Windsor Button; Channel Homes; Somerville Lumber; Taymor's Shoes; Hoffman's; Toys 'R Us; Liss; Cherry Webb & Touraine.

14 - NEWSPAPERS: MIDDLESEX NEWS (e) 45,192; (S) 51,447; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jack Shea, Adv. Dir., MIDDLESEX NEWS, 33 New York Ave.; PO Box 800, Framingham, MA 01701; Tel. (617) 626-3800.
National Representatives: Landon Associates; Harte-Hanks Communications; U.S. Suburban Press.

Middlesex News
(e) 45,192
(S) 51,447 ABC 3/31/87

GARDNER

1 - LOCATION: Worcester County, E&P Map C-2. Residential ctr. On Routes 2, 68, 101 & 140; 59 mi. W of Boston; 28 mi. from Worcester; 61 mi. to Springfield.

2 - TRANSPORTATION: Railroads-Boston and Maine; Transit Service to Boston.
Motor Freight Carriers-30.
Intercity Bus Lines-New England Trailways; Englander Coach; Wilson Bus; Vermont Transit; Bonanza Bus; Mart.

3 - POPULATION:
Corp. City 80 Cen. 17,900; E&P 87 Est. 18,289
CZ-ABC: (80) 17,900
RTZ-ABC: (80) 25,055
County 80 Cen. 646,352; E&P 87 Est. 666,481
City & RTZ-ABC: (80) 42,955

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,038; E&P 87 Est. 7,455
CZ-ABC: (80) 7,038
RTZ-ABC: (80) 8,200
County 80 Cen. 225,323; E&P 87 Est. 241,036
City & RTZ-ABC: (80) 15,238

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$80,003,703
Co-Operative	2	$22,851,000
Savings & Loan	2	$15,270,277
Commercial	2	$560,467,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 7,473

8 - GAS METERS: Residence 1,216

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furn. & Fixtures 3,018; Mach. 728; Paper & Prods. 314; Misc. Mfg. 528.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-53; Summer 60-79; Fall 41-59; Winter 16-31. First killing frost, Oct. 1; last killing frost, May 30.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 8 on Parker St.; 2 on Pleasant St.; 3 on S. Main St.; 1 on Central.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gardner Plz.(12)	NA	Brook's, JCPenney, The Fair, Donelans
Timpany Plz.(16)	NA	Rich's, Almy's, Stop & Shop
Pearson Triangle	NA	Food Farm
Pearson Blvd.(3)	NA	Grossman, R. Smith

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Some Wed. afternoons summer-downtown.
Stores Open Evenings-Downtown-Thur. until 9; Ctrs. daily until 9 or 10; Food daily until 9 or 10.

13 - RETAIL OUTLETS: Department Stores-Goodnow-Pearson; Rose's; Almy's; J.A. LeBlanc; La Chance.
Discount Stores-Rich; The Fair.
Chain Drug Stores-Rexall 2; Brooks 2; Eckerd.
Chain Supermarkets-Donelans; Stop & Shop; Atter; IGA; Victory; Lil' Peach; Cumberland 6.
Other Chain Stores-Aubuchon; Grossman's.

14 - NEWSPAPERS: NEWS (e) 9,187; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: C. Gordon Bell, Pub., NEWS, 309 Central St., Gardner, MA 01440; Tel. (617) 632-8000.
National Representative: Landon Associates.

GLOUCESTER

1 - LOCATION: Essex County (In Salem-Gloucester PMSA), E&P Map E-1. Fishing, mfg., and resort ctr. On S side of Cape Ann Peninsula on State Hwys. 133, 127 & 128; 30 mi. NE of Boston.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-10.
Intercity Bus Lines-Community Bus Line.

3 - POPULATION:
Corp. City 80 Cen. 27,768; E&P 87 Est. 28,857
CZ-ABC: (80) 34,113
RTZ-ABC: (80) 8,422
County 80 Cen. 633,632; E&P 87 Est. 663,976
City & RTZ-ABC: (80) 42,535
PMSA 80 Cen. 258,175; E&P 87 Est. 259,472

4 - HOUSEHOLDS:
City 80 Cen. 10,517; E&P 87 Est. 12,142
County 80 Cen. 228,432; E&P 87 Est. 248,285
CZ-ABC: (80) 13,307
RTZ-ABC: (80) 3,064
City & RTZ-ABC: (80) 16,371
PMSA 80 Cen. 93,661; E&P 87 Est. 95,474

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$80,153,000
Cooperative	1	$38,200,000
Commercial	2	$95,188,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 12,055

8 - GAS METERS: Residence 5,884

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food Proc. 1,386; Mach. Trades 596; Service 1,494.
Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 65-97; Fall 24-58; Winter 7-56.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Main St.
Neighborhood Shopping Centers-East Main St.; Washington St.; Bass Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northshore	18	Jordan Marsh, Stop & Shop
Beverly Plz.	12	Zayre, Star Mkt.
Liberty Tree Mall(108)	15	Ann & Hope, Lechmere
K mart	15	K mart, DeMoulas
A&P Plz.(7)	NA	DeMoulas
Gloucester(6)	NA	Stop & Shop, Ames

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Goldman's; Empire.
Discount Stores-Ames.
Chain Drug Stores-Birch; Connor's 2; Brook's; CVS; Osco.
Chain Supermarkets-A&P; Stop & Shop; IGA; Cape Ann.

14 - NEWSPAPERS: TIMES (e) 11,662; Mar. 28, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Brancaleone, Adv. Dir., TIMES, Whittemore St., Gloucester, MA 01930; Tel. (617) 283-7000.
National Representative: U.S. Suburban Press.

GREENFIELD

1 - LOCATION: Franklin County, E&P Map G-1. County Seat. Industrial center on Conn. River 38 mi. N of Springfield; 100 mi. W of Boston. Terminus of Route 91, on Hwys. 2, 5 & 10.

2 - TRANSPORTATION: Railroads-B&M.
Motor Freight Carriers-10.
Intercity Bus Lines-Vermont Transit; Englander; Greenfield-Worcester; Boston.

3 - POPULATION:
Corp. City 80 Cen. 18,436; E&P 87 Est. 18,533
CZ-ABC: (80) 30,005
RTZ-ABC: (80) 41,408
County 80 Cen. 64,317; E&P 87 Est. 67,195
City & RTZ-ABC: (80) 71,413

4 - HOUSEHOLDS:
City 80 Cen. 7,214; E&P 87 Est. 7,073
County 80 Cen. 24,228; E&P 87 Est. 26,228
CZ-ABC: (80) 11,615
RTZ-ABC: (80) 15,165
City & RTZ-ABC: (80) 26,780

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$202,200,000
Savings & Loan	1	$[illegible],213,605
Commercial	4	$89,300,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 8,830; County 24,200

8 - GAS METERS: Residence 3,140

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tap & Die 1,642; Silver 160; Machine Parts 407; Small Tools 1,622; Papermaking 580; Electrodes Components 250; Ins. 650.
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 60-90; Fall 59-80; Winter 0-50. First killing frost, Sept. 25; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cherry Rum Plaza(3)	1	CVS, Stop & Shop, Tempo Fashions
Greenfield Plz.(9)	1	Rite Aid, Food Mart
Ames Plaza(8)	1	Big Y, Ames

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Wilson's; Sears; JCPenney.
Variety Stores-McClellan.
Chain Drug Stores-Rite Aid; Brooks; CVS; Fay's.
Discount Stores-Railroad Salvage; Ames.
Chain Supermarkets-A&P; IGA; Stop & Shop; Food Mart; Carroll's; Big Y.
Other Chain Stores-R&R Jewelry; Kinney; Western Auto; Sherwin-Williams; Goodyear; Bob Weiner Tires; Lodge Tire; Aubuchon.

14 - NEWSPAPERS: RECORDER (e) 15,233; Mar. 28, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mark Iacuessa, Adv. Dir., RECORDER, 14 Hope St., Greenfield, MA 01301; Tel. (413) 772-0261.
National Representative: Landon Associates.

HAVERHILL

1 - LOCATION: Essex County (In Lawrence-Haverhill, MA-NH PMSA). E&P Map E-1. NE part of state on Merrimack River, 33 mi. N of Boston, 248 mi. to New York, 6 mi. E of U.S. No. 1 on State Hwys. 97, 108, 110, 113, 125; I-495.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.

Motor Freight Carriers-17.
Water-7 ft., 15 mi. river channel to Atlantic at Newburyport.
Intercity Bus Lines-Mass.; Michaud; Trailways of New England; Appleyard Bus Line; Bos. Com.
Airports-North Andover and Haverhill (Charter Service).

3 - POPULATION:
Corp. City 80 Cen. 46,865; E&P 87 Est. 49,203
CZ-ABC: (80) 46,865
Bal. in NDM-ABC: (80) 156,428
Total NDM-ABC: (80) 203,293
PMSA 80 Cen. 339,090; E&P 87 Est. 342,818
County 80 Cen. 633,632; E&P 87 Est. 663,976

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,261; E&P 87 Est. 18,878
County 80 Cen. 228,432; E&P 87 Est. 248,285
PMSA 80 Cen. 118,912; E&P 87 Est. 125,717
CZ-ABC: (80) 17,261
Bal. in NDM-ABC: (80) 54,196
Total NDM-ABC: (80) 71,457

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$252,168,481
Commercial	4	$629,002,518
Cooperative	1	*12,600,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 31,696

8 - GAS METERS: Residence 12,609

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Leather & Shoes 8,200; Paper Prods. 468; Electric 5,000; Computers 180; Others 4,750 ($22,250,000 yearly wages).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 35-105; Fall -12-94; Winter -19-76. First killing frost, Oct. 10; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Merrimack St., 4 on Washington St., 1 on River St., 2 on Emerson St., 2 on Essex St., 2 on Main St., 2 on Water St., 2 on Winter St., 2 on White St.

Neighborhood Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Haverhill Plz.(21)	2	CVS, Thom McAn, Grossman's, Bldg. 19
Westgate Ctr.(14)	2	DeMoulas Mkt., K mart
Methuen Mall(100)	12	Sears, Howlands, Anderson-Little, Filene's, Jordan Marsh
Rockingham Mall(24)	NA	Bradlees, Stop & Shop

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food-Mon. through Sat.; Dept. and all other-Fri.; some Tues. evenings.

13 - RETAIL OUTLETS: **Department Stores**-Mitchell's; Maguire's Bradford; Jordan Marsh; Sears; Cummings; Howland's.
Discount Stores-Zayre; King's; K mart; Caldor; Bradlees; Building 19.
Chain Drug Stores-CVS; Freedom Drug.
Chain Supermarkets-Butcher Boy; Harvest Mkt.; De Moulas Mkt. 3.
Other Chain Stores-Barretts (men's clothing); Thom McAn; Hanover; Kinney (shoes); Atherton (furniture); Sherwin-Williams; Hudson's (women's); Cherry & Webb (women's); Best Buy; Service Mdse.; Grossman's (building supply).

14 - NEWSPAPERS: GAZETTE (e) 17,244 Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David B. Winder, Adv. Mgr., GAZETTE, 447 W. Lowell Ave., PO Box 991, Haverhill, MA 01830; Tel. (617) 374-0321.
National Representatives: Landon Associates; U.S. Suburban Press.

HOLYOKE

1 - LOCATION: Hampden County (In Springfield MSA). E&P Map B-6. Industrial center; on U.S. Hwys. 5, 202; 3 Exits off I-91; State Hwy. 116; 8 mi. N of Springfield; 3 mi. N of Mass. Tpke., Exit 4.

2 - TRANSPORTATION: **Railroads**-Boston & Maine; Conrail.
Motor Freight Carriers-50.
Intercity Bus Lines-Greyhound; Peter Pan; Interstate Trailways; Vermont Transit; Springfield; Northampton; Holyoke.
Airlines-Altair; American; United; Delta; Eastern; Pilgrim; Trans-World; USAir; Mass. Helicopter.

3 - POPULATION:
Corp. City 80 Cen. 44,678; E&P 87 Est. 41,115
NDM-ABC: (80) 149,675
County 80 Cen. 443,018; E&P 87 Est. 429,524
MSA 80 Cen. 515,259; E&P 87 Est. 510,717

4 - HOUSEHOLDS:
City 80 Cen. 16,615; E&P 87 Est. 16,271
County 80 Cen. 158,027; E&P 87 Est. 158,957
MSA 80 Cen. 182,849; E&P 87 Est. 189,102
NDM-ABC: (80) 54,084

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	17	N.A.

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: 18,420

8 - GAS METERS: Residence 24,299

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food 705; Textile Mill Prods. 1,140; Apparel 917; Furn. 243; Paper Prods. 3,998; Printing & Pub. 3,450; Chem. 250; Rubber Prods. 2,734; Primary Metal 1,125; Fab. Metal 975; Mach. (Ex. Elect.) 1,853; Elect. Mach. 171; Util. 328; Misc. 3,217.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-91; Summer 36-97; Fall 17-84; Winter 4-56. First killing frost, Sept. 17; last killing frost, May 3.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-18 blocks on six streets; Holyoke Mall at Ingleside (180 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Plz.(7)	4	Plywood Ranch, Food Mart
Main Gate	4	Big-Y
Zayre(11)	4	Zayre
S. Hadley	2	Food Mart
Big Y	4	Big Y
Fairfield Mall	4	Caldor, Bradlees
Hampden Plz.	NA	Shop Rite
Holyoke Plz.	NA	McDonald's
Holyoke Mall(21)	NA	Sears, JCPenney, Steiger's, G. Fox, Service Mdse.
Lincoln Plaza(4)	NA	Stop & Shop
Mountain Farms	10	Mall Cinemas
South St.(12)	NA	Food Mart, Zale's
K mart Plaza	NA	K mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.; some Fri.

13 - RETAIL OUTLETS: **Department Stores**-A. Steiger; JCPenney; Sears; G. Fox; Service Mdse.
Discount Stores-Zayre; K mart; Caldor; Bradlees; Mars; Big Value Outlet.
Chain Drug Stores-Mall Drug; CVS; Rite Aid; Fays Drug; Brooks.
Chain Supermarkets-Stop & Shop; Food Mart 3; Big Y 2; Pats 2; Shop Rite 2.
Other Chain Stores-Thom McAn; Fanny Farmer; Sherwin-Williams; Rucki's; Archer Kent; Grossman's; Fayva Shoes; Hit or Miss; Cumberland Farms; 7-Eleven; Dairy Mart; Parade of Shoes.

14 - NEWSPAPERS: TRANSCRIPT-TELEGRAM (e) 24,078; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dianne Ryan, Adv. Dir., TRANSCRIPT-TELEGRAM, 120 Whiting Farms Rd., Holyoke, MA 01040; Tel. (413) 536-2300.
National Representative: Landon Associates.

HUDSON

1 - LOCATION: Middlesex County (In Boston PMSA). E&P Map D-2. 26 mi. to Boston, 16 mi. to Worcester. State Hwys. 85 & 62; I-495.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 80 Cen. 16,408; E&P 87 Est. 16,971
County 80 Cen. 1,367,034; E&P 87 Est. 1,318,618
PMSA 80 Cen. 3,030,841; E&P 87 Est. 3,012,436

4 - HOUSEHOLDS:
City 80 Cen. 5,320; E&P 87 Est. 5,685
County 80 Cen. 476,201; E&P 87 Est. 474,834
PMSA 80 Cen. 998,915; E&P 87 Est. 1,129,347

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$94,594,000
Savings	1	$30,235,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 5,076

8 - GAS METERS: Residence 3,347

9 - PRINCIPAL INDUSTRIES: Textiles; Plastics; Tools; Chem.; Electronics; Automotive.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hudson Ctr.(12)	1	Victory Mkt., Mars Bargainland
Heritage Mall	NA	

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Gould's; Hudson Dress Shoppe; Poplin's Furniture.
Discount Stores-Arthur's; Mar's Bargainland.
Chain Drug Stores-Econo; Adams; Brooks.
Chain Supermarkets-IGA; Victory Mkt.
Other Chain Stores-Aubuchon's; General Automotive Supply; Bergson's; Richard's; Crest Electronics.

14 - NEWSPAPERS: SUN (e) 2,800; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Marguerite A. Thorsen, Adv. Mgr., SUN, 250 Maple St., Marlborough, MA 01752; Tel. (617) 485-5200.
National Representative: None.

HYANNIS-CAPE COD

1 - LOCATION: Barnstable County. E&P Map F-3. 50 mi. from New Bedford; 60 mi. from Brockton; 40 mi. from Plymouth and 80 mi. from Boston. On U.S. Hwy. 6 and State Hwy. 28 crossing Cape Cod Canal.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Bonanza; Plymouth & Brockton.
Passenger Steamship Lines-2.
Airlines-Gull Air; Provincetown-Boston.

3 - POPULATION:
Hyannis 80 Cen. 10,662; E&P 87 Est. 12,932
NDM-ABC: (80) 147,925
Area Includes Barnstable Town (incl. Hyannis) and towns of Bourne, Brewster, Chatham, Dennis, Eastham, Falmouth, Harwich, Mashpee, Orleans, Provincetown, Sandwich, Truro, Wellfleet, Yarmouth-all in Barnstable County.
County 80 Cen. 147,925; E&P 87 Est. 179,025

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Hyannis 80 Cen. N.A.; E&P 87 Est. 4,175
County 80 Cen. 58,556; E&P 87 Est. 73,612
NDM-ABC: (80) 58,556

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	N.A.
Savings	7	N.A.
Savings & Loan	4	N.A.
Co-operative	6	N.A.

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 92,000

8 - GAS METERS: Residence 30,000

9 - PRINCIPAL INDUSTRIES: Bldg.; Fishing; Candles; Cement Prods.; Novelties; Boats; Cranberries; Electronics; Plastic Pkg.; Tourism & Resort; Marine Research.
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-72; Summer 72-85; Fall 50-70; Winter 35-55. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Cape Cod Mall, Hyannis; Downtown Hyannis and outlying shopping centers.
Neighborhood Shopping Centers-Falmouth; Buzzards Bay; Dennisport; Harwichport; Chatham; Orleans; Wellfleet; Provincetown; Yarmouth; Sandwich.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wareham(12)	30	A&P, Angelos/Purity Supreme
Falmouth Mall(26)	20	Bradlees, Angelo's/Purity Supreme, A&P
South Yarmouth	5	Bradlees, Angelo's/Purity Supreme
Buzzards Bay	15	A&P
Dennisport	10	Bradlees, Angelo's/Purity Supreme
Harwichport	13	Buttner's, A&P, Angelo's/Purity Supreme
Chatham	20	Chatham Furn., A&P
Orleans	20	Mid-Cape Center, A&P, Stop & Shop
Provincetown	50	
Cape Cod Mall (80)	NA	Sears, Woolworth, Marshalls, Filene's, Jordan Marsh

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Thur., Sun. Food-Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Filene's; Sears; Jordan Marsh.
Variety Stores-Woolworth.
Discount Stores-K mart; Bradlees 4; T.J. Maxx; Marshall's.
Chain Drug Stores-Rexall 10; Brooks 5; CVS 5; Dunnington 5; Osco; Thayer Pharmacies 3.
Chain Supermarkets-A&P 10; Stop & Shop 3; Angelo's/Purity Supreme 9; Star Mkt.; Heartland 2.
Other Chain Stores-Buttners; Puritan Clothing; Anderson-Little; Kinney Shoes; Lerner's; Cherry & Webb; Fanny Farmer; Morse Shoe; Hanover Shoe; Radio Shack; Thom McAn; Hickory Farms; Mid Cape Center; Grossmans.

14 - NEWSPAPERS: CAPE COD TIMES (m) 39,262; (S) 46,263; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: George Vagenas, Rt. Adv. Mgr., CAPE COD TIMES, 319 Main St., Hyannis, MA 02601; Tel. (617) 775-1200.
National Representative: Branham/Newspaper Sales.

LAWRENCE

1 - LOCATION: Essex County (In Lawrence-Haverhill, MA-NH PMSA). E&P Map D-1. County Seat. Industrial and wholesale center. On Merrimack River; on State Hwys. 28, 110, 113, 114, 125, 133, 213; Interstate Routes 93 and 495; 27 mi. NW of Boston.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.
Motor Freight Carriers-69.
Intercity Bus Lines-Trailways; Greyhound; Hudson; Michaud; Trombly.

3 - POPULATION:
Corp. City 80 Cen. 63,175; E&P 87 Est. 65,635
NDM-ABC: (80) 186,169
RTZ-ABC: (80) 105,153
PMSA 80 Cen. 339,090; E&P 87 Est. 342,818
County 80 Cen. 633,632; E&P 87 Est. 663,976
Total NDM & RTZ-ABC: (80) 291,322

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,798; E&P 87 Est. 26,208
County 80 Cen. 228,432; E&P 87 Est. 248,285
PMSA 80 Cen. 118,912; E&P 87 Est. 125,717
NDM-ABC: (80) 64,957
RTZ-ABC: (80) 34,764
Total NDM & RTZ-ABC: (80) 99,721

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$1,116,501,866
Commercial	6	$19,801,358,635
Cooperative	3	$491,974,266

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 62,000

8 - GAS METERS: Residence 30,766

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 11,500; Mfg. 56,000; Trans. 6,500; Whol./Ret. Trade 33,500; Fin. 5,300; Service 31,200; Textile Mill 2,551; Apparel & Finished 2,037; Paper & Allied 1,418; Chem. & Allied 1,660; Plastic & Rubber 3,256; Non-Durable Goods 14,600; Leather 2,500; Fabricated Metal 1,161; Mach. 4,808; Elect. Mach. 11,635; Durable Goods 41,400.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-93; Summer 48-101; Fall 24-78; Winter -7-65. First killing frost, Oct. 13; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Essex St.; 6 blocks on Broadway.
Neighborhood Shopping Centers-Main St. in Andover; Main St. in N. Andover; Hampshire St. in Methuen, & Rt. 28, Salem, NH; Rt. 114 in Lawrence; Rt. 213 Methuen.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Essex Plaza(4)	1	DeMoulas, Stuart's
Merrimack Plz.(3)	5	DeMoulas, Osco
N. Andover Mall(7)	4	DeMoulas, Bradlees, T.J. Maxx
Rockingham Mall(24)	10	Channel Home Ctrs., Cherry Webb & Touraine, Bradlees
Salem Plaza(11)	9	DeMoulas, Zayre, Service Merchandise
Shawsheen Plz.(8)	1	DeMoulas, Liss, New England Stores
Kmart(2)	10	K mart, Market Basket
Methuen Mall(100)	5	Sears, Jordan Marsh, Filene's Basement
Caldor	5	Caldor, Market Basket, Osco
Zayre	2	Zayre, Barcelos Mkt.
Village Mall	5	New England Home Center

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Tues., Fri.; Food 6 nights.
MA-NH Shopping Centers-Open every evening and Sun. 1 to 5.

13 - RETAIL OUTLETS: Department Stores-Caldor; Sears; Bradlees; Jordan Marsh; Filene's Basement.
Variety Stores-Woolworth.
Discount Stores-Stuart's; Marshall's; Zayre 3; K mart; T.J. Maxx; Filene's Basement.
Chain Drug Stores-Osco 3; Adams; Pharmacity; Nahill 2; CVS 5; Birch; Rite Aid 2.
Chain Supermarkets-Alexander's; Purity Supreme; De Moulas 5; DeMoulas/Market Basket 2; Barcelos 2.
Other Chain Stores-ADAP; Cherry & Webb 3; Thom McAn 2; Scott's; Fanny Farmer; Smith's; Sherwin-Williams; Allied Radio Shack 4; Color Tile; Child World; Fayva; Taylor Rent All Ctr. 2; American Handcraft; Anderson Little; Hit or Miss 2; Brooks Fashion; Casual Corner; Chess King; Cummings; Curtis Music; Deering Ice Cream; Diamond Jewelers; Endicott Johnson; Fields Hosiery; Foxmoor; General Nutrition; Hallees Air Step; Hickory Farms; Hudsons; Kay Jewelers; Kiddie Photo; Kinney Shoe; Lauriets; Lerner's; Midland Records; Miles Shoe; Mother-To-Be; National Shirt; N.E. Piano & Organ; Ormonds; Pearl Vision Ctr.; Sackett's; Service Merchandise; Hallmark Cards; So-Fro Fabrics; Spencer Gifts; Spectrum; Sportique; Tello's; Waldenbooks; The Gap; Zale's Jewelers; Baskin Robbins; Hanover Shoe; Orange Bowl; Play 'n Learn; Swiss Pretzel; Orange Julius; This End Up.

14 - NEWSPAPERS: EAGLE-TRIBUNE (e) 57,037; (S) 59,555; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Vincent Cottone, Adv. Dir., EAGLE-TRIBUNE, PO Box 100, Lawrence, MA 01842; Tel. (617) 685-1000, ext. 154.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

LOWELL

1 - LOCATION: Middlesex County (In Lowell, MA-NH PMSA), E&P Map D-1. County Seat. 28 mi. N of Boston at confluence of Merrimack and Concord Rivers. On Rtes. 3, 4, 110, 133; I-495.

2 - TRANSPORTATION: Railroads-Boston & Maine; Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Massachusetts Bay Trans. Authority; Greyhound; Continental Trailways; Vermont Transit; Lowell Regional Trans. Authority.

3 - POPULATION:
Corp. City 80 Cen. 92,418; E&P 87 Est. 90,081
CZ-ABC: (80) 225,320
RTZ-ABC: (80) 141,431
PMSA 80 Cen. 243,142; E&P 87 Est. 240,102
County 80 Cen. 1,367,034; E&P 87 Est. 1,318,618
City & RTZ-ABC: (80) 366,751

4 - HOUSEHOLDS:
City 80 Cen. 32,691; E&P 87 Est. 34,026
County 80 Cen. 476,201; E&P 87 Est. 474,834
PMSA 80 Cen. 77,319; E&P 87 Est. 80,599
CZ-ABC: (80) 71,934
RTZ-ABC: (80) 44,158
City & RTZ-ABC: (80) 116,092

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$588,900,000
Savings & Loan	1	$179,000,000
Savings	6	$371,500,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't 3,903; Agric. 32; Contract Constr. 1,044; Mfg. 15,406; Commun., Util., Trans. 1,307; Whol. Trade 7,012; Fin., Ins., R.E. 1,389; Servs. 8,189.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-98; Summer 36-94; Fall 40-86; Winter 15-65. First killing frost, Sept. 16; last killing frost, Apr. 26.

11 - TAP WATER: Neutral; low in minerals; very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Central St.; 5 on Merrimack St.; 5 on Middlesex St.; Alexander's (4 stores); Central Plz. (8 stores); Sunrise (9 stores); Sears (4 stores).
Nearby Shopping Centers-Lowell Plz., Rte. 495 Connector; Stadium Plz., Jct. Rte. 38 & 495; Sunrise Shpg. Ctr., Bridge St.; Drum Hill, Jct. Rtes. 4 & 3, Chelmsford; Eastgate Plz., Jct. Rtes. 3 & 110, Chelmsford; Towne Plz., Rte. 3A, Billerica; Tewksbury Shpg. Ctr. Rte 38 Tewksbury; Wilmington Plz., Rte. 38, Wilmington; Pelham Plz., Rte. 38, Pelham, N.H.
Enclosed Malls-Chelmsford Mall, Rte. 110; Oakdale Mall, Tewksbury, Rte. 38; Burlington Mall, Jct. Rtes. 3 & 128, Burlington; Nashua Mall, Rte. 3, Nashua, N.H.; Billerica Mall.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur.; Food-every night except Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Cherry & Webb; Caldor; Sears 2; T.J. Maxx 2; Jordan Marsh 2; Bradlees 3; JCPenney 2; Marshalls 4.
Discount Stores-Zayre 2; Stuarts 4; Brooks; Mars 2; K mart 2.
Variety Stores-Woolworth.
Chain Drug Stores-Page's 2; Brook's; Osco 2; Birch Drug 2; Rite Aid; CVS 5.
Chain Supermarkets-Alexander's 4; Demoulas 9; Purity Supreme 2; Lowell Warehouse; Heartland Food Warehouse.
Other Chain Stores-Scott Jewelry; Goodrich; Goodyear; Firestone; Sherwin-Williams; Capital Warehouse; Channel Lumber; Child World 2; Kent Jewelers; McQuades (clothing); Fayva Shoe 4; Service Merchandise; Waldenbooks; Thom McAn 5; Confectionary, Brigham's, Candyland, Fanny Farmer.

14 - NEWSPAPERS: SUN (e) 56,564; (S) 55,463; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: James I. O'Hearn, Gen. Mgr., SUN, 15 Kearney Sq., Lowell, MA 01852; Tel. (617) 458-7100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

LYNN

1 - LOCATION: Essex County, E&P Map E-1 (In Boston PMSA). 10 mi. N of Boston; 4 mi. from I-95 and circumventing Hwy. 128. Also served by Hwys. 1A, 129.

2 - TRANSPORTATION: Railroads-MBTA Rail.
Intercity Bus Lines-Mass. Bay Transit Authority.
Airlines-7 mi. to Logan Intl. Airport.

3 - POPULATION:
Corp. City 80 Cen. 78,471; E&P 87 Est. 79,840
CZ-ABC: (80) 121,001
RTZ-ABC: (80) 267,909
PMSA 80 Cen. 3,030,841; E&P 87 Est. 3,012,436
County 80 Cen. 633,632; E&P 87 Est. 663,976
City & RTZ-ABC: (80) 388,910

4 - HOUSEHOLDS:
City 80 Cen. 30,421; E&P 87 Est. 32,207
County 80 Cen. 228,432; E&P 87 Est. 248,285
PMSA 80 Cen. 998,915; E&P 87 Est. 1,129,347
CZ-ABC: (80) 45,097
RTZ-ABC: (80) 97,362
City & RTZ-ABC: (80) 142,459

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	N.A.
Co-op	2	N.A.
Savings	4	N.A.

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Turbines; Jet Engines; Research; Shoes and Allied Prods.; Electronics; Plastics; Bakery Prods.; Lobster Whol.; Metal Prods.; Precision Machine Tooling; Fluorescent Lamps; Medicine; Clothing; Community College.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-50; Summer 61-95; Fall 40-61; Winter 14-33.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Market St.; Munroe St.; Lynnway; Boston St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vinnin Sq.(30)	3	Star Mkt., Bradlees
Vinnin Sq. Annex	3	Stop & Shop
Lynngate Plz.(10)	1	Stop & Shop
N.E. Shpg.	4	Sears, Service Mdse., Filene's
Broadway	1	Stop & Shop
Danvers Plaza(15)	7	Highland, Rich's, Purity Supreme
Liberty Tree Mall (Danvers)(108)	7	Ann & Hope, K mart, Lechmere Sales, Marshalls
Northshore (Peabody)(87)	7	Jordan Marsh, Sears, Filene's
Northgate(30)	5	Purity Supreme, Zayre, Fretter's
Hawthorne(20)		Caldor, Heartland

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Some Thur., most Fri.; Discount Stores-Every night and Sundays.

13 - RETAIL OUTLETS: Department Stores-Sears 2; Filene's 3; Jordan Marsh.
Variety Stores-Woolworth; New England Stores 3.
Discount Stores-Caldor 2; Zayre 3; Rich's 2; Bradlees; Jerry's; Randy's; K mart 2.
Major Size Specialty Stores-Marshalls 2; T.J. Maxx 2; Rooks; Empire; Hoffmans; Jerry's; Cherry, Webb & Touraine 2.
Chain Drug Stores-Eaton; CVS; Walgreens; Osco 2; Rite Aid 2.
Chain Supermarkets-Stop & Shop 5; Star Mkts. 4; Richdale 6; Purity Supreme 2; Demoulas; Heartland; Shaw's.
Other Chain Stores-Clothing: Jordan Marsh, Filene's 3, Newberry, Zayre, Kennedy 2, Rooks 3, Loehmann's, Lerner's, Anderson Little; Paint: Sherwin-Williams 2; Tobacco: Bond Hill; Candy: Connolly, Fanny Farmer 2, Brighams 2, Russo's; Dairy: Cumberland Farms 8, Richdale 10; Sporting Goods: Jerry's, Pennyworth, MVP Sports, Hermans; Jewelry: Long's, Kays, Ross; Shoes: Thom McAn 3, Spencer Morse 2, Kinney, Case, Royce, Wilbar, Flag, Thayer McNeill, Bakers, Taymor; Auto Supplies: Firestone, Sears, Strauss, Goodyear, Rayco, Midas Muffler, Speedy Muffler; Furniture: Bradford, Furniture Freight, Lexington Furn., Levitz, C.F. Tomkins, Titus.

14 - NEWSPAPERS: ITEM (e-mon to fri) 30,359; (e-sat) 25,519; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kevin Kelly, Adv. Dir., ITEM, 38 Exchange St., PO Box 951, Lynn, MA 01903; Tel. (617) 593-7700.

National Representatives: Landon Associates; U.S. Suburban Press.

MALDEN

1 - LOCATION: Middlesex County (In Boston PMSA). E&P Map E-2. On Malden River, 5 mi. from Boston.

2 - TRANSPORTATION. Railroads-MBTA; Boston & Maine.
Motor Freight Carriers-13.
Intercity Bus Lines-Mass. Bay Trans. Authority; Hudson.
Airlines-All major lines (Boston).

3 - POPULATION:
Corp. City 80 Cen. 53,386; E&P 87 Est. 51,338
NDM-ABC: (80) 53,386
County 80 Cen. 1,367,034; E&P 87 Est. 1,318,618
PMSA 80 Cen. 3,030,841; E&P 87 Est. 3,012,436

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 20,746; E&P 87 Est. 20,656
NDM-ABC: (80) 20,746
County 80 Cen. 476,201; E&P 87 Est. 474,834
PMSA 80 Cen. 998,915; E&P 87 Est. 1,129,347

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$480,000,000
Commercial	6	$600,000,000
Other	2	$440,000,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 15,400

8 - GAS METERS: Residence 15,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,243 ($350); Mfg. N.A. ($280); Trans., Commun. & Util. 1,187 ($320); Whol. & Ret. Trade 3,528 ($300); Fin., Ins. & R.E. 716 ($225); Services 4,500 ($300); Jewelry 100; Electronics 100. Total 1,077 firms; 18,000 employees. An. payroll $400,000,000 (town).

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Pleasant St.; Main St.; Irving St.; Ferry St.; Exchange St.; Eastern Ave.; Highland Ave.
Other Shopping Centers-Townline Plaza, Northgate, New England, Bryant Terrace, Stuarts Village.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Stuart's; Caldor.
Discount Stores-Sparks; FFDC.
Variety Stores-FFC.
Chain Drug Stores-CVS; Pharmacity.
Chain Supermarkets-Star Mkt.; Johnnie's Foodmaster; Stop & Shop; Heartland.
Other Chain Stores-Hanlon's Shoes; Tru-Value Hardware.

14 - NEWSPAPERS: NEWS (e-mon to fri) 6,532; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Norm Morrison, Mktg. Dir.; or James Mitchell, Adv. Dir., NEWS, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives: Landon Associates; U.S. Suburban Press.

MARLBOROUGH

1 - LOCATION: Middlesex County (In Boston PMSA), E&P Map D-2. Situated 26 mi. W of Boston; 16 mi. E of Worcester. State Hwys. 20, 9, 85; I-495, I-290.

2 - TRANSPORTATION: Railroads-Boston & Maine.

Motor Freight Carriers-10.
Intercity Bus Lines-Hughes; Boston & Worcester.

3 - POPULATION:
Corp. City 80 Cen. 30,617; E&P 87 Est. 31,043
County 80 Cen. 1,367,034; E&P 87 Est. 1,318,618
PMSA 80 Cen. 3,030,841; E&P 87 Est. 3,012,436

4 - HOUSEHOLDS:
City 80 Cen. 10,925; E&P 87 Est. 11,672
County 80 Cen. 476,201; E&P 87 Est. 474,834
PMSA 80 Cen. 998,915; E&P 87 Est. 1,129,347

5 - BANKS	NUMBER	EST. DEP.
Savings	1	$100,000,000
Commercial	3	$250,000,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Computers; Paper Prods.; Sporting Goods; Boxes; Stamped Metal Prods.; Metal Plate Prods.; Scale Models; Chem.; Tool & Die; Research; Electronics; Plastics; Containers.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 65-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Post Road(15)	1	Big Discount, Rich's
Village Plz.(17)	NA	Yankee Gift House
Indian Head(8)	2	Stop & Shop, Zayre Marshall's

Principal Shopping Days-Thur., Fri., & Sat.

13 - RETAIL OUTLETS: Department Stores-Golden's; Concannon's.
Discount Stores-Rich's; Marshall's; Zayre.
Chain Drug Stores-Rexall; CVS; Adams; Walgreens; Brooks.
Chain Supermarkets-Stop & Shop; IGA; Big D; Star Mkt.
Other Chain Stores-Town Paint; Consumer Auto Parts; Radio Shack; Fayva Shoe; Friendly's; Somerville Lumber.

14-NEWSPAPERS: ENTERPRISE (e) 4,0[illegible]0; sworn Sept. 30, 1986.

Local Contact for Advertising and Merchandising Data: Marquerite A. Thorsen, Adv. Mgr., ENTERPRISE, 250 Maple St., Marlborough, MA 01752; Tel. (617) 485-5200.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

MEDFORD

1 - LOCATION: Middlesex County, (In Boston PMSA). E&P Map E-2. Situated 5 mi. NW of Boston on U.S. Hwy. 1 and State Hwys. 16, 28, 38, 60.

2 - TRANSPORTATION: **Railroads**-MBTA; Boston & Maine.
Motor Freight Carriers-12.
Intercity Bus Lines-Mass. Bay Trans. Authority; Hudson.

3 - POPULATION:
Corp. City 80 Cen. 58,076; E&P 87 Est. 54,449
NDM-ABC: (80) 58,076
PMSA 80 Cen. 3,030,841; E&P 87 Est. 3,012,436
County 80 Cen. 1,367,034; E&P 87 Est. 1,318,618
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,206; E&P 87 Est. 19,372
NDM-ABC: (80) 20,206
County 80 Cen. 476,201; E&P 87 Est. 474,834
PMSA 80 Cen. 998,915; E&P 87 Est. 1,129,347

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$264,282,141
Commercial	7	$510,000,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: 19,000

8 - GAS METERS: Residence 15,000

9 - PRINCIPAL INDUSTRIES: Agric. & Mining; Constr.; Mfg.; Trans., Commun. & Util.; Whol. & Ret.; Fin., Ins. & R.E.; Services.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Riverside Ave.; 4 on High St.; 2 on Main St.; 1 on Forest St.; 1 on Salem St.; Wellington Circle; Steven's Sq.
Neighborhood Shopping Centers-Steven's Sq.; Harvard Sq.; West Medford Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fellsway Plz.(22)	1	Zayre, Stop & Shop
Food Masters/ Turnstyle(3)	1	
Meadow Glenn(50)	1	Bradlees, Marshall's
Medford(17)	1	Woolworth
Mystic Mall(20)	1	K mart, Market Basket
Wellington Circle(4)	1	First National, Child World
Town Line Plz.	1	Star

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores** Marshall's.
Discount Stores-Zayre; Osco; Bradlees; B.J.'s.
Variety Stores-Child World; N.E. Stores.
Chain Drug Stores-Liggett-Rexall 2; CVS; Craddock 2; Archer-Kent; Pharmacity.
Chain Supermarkets-Stop & Shop 2; Johnnie's; Heartland.
Other Chain Stores-Lerner's; Thom McAn; S&H Green Stamps; Goodyear.

14 - NEWSPAPERS: MERCURY (e-mon to fri) 4,846; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Norman J. Morrison, Mktg. Dir. or Jim Mitchell, Adv. Dir., MERCURY, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives: U.S. Suburban Press; Landon Associates.

MELROSE

1 - LOCATION: Middlesex County (In Boston PMSA). E&P Map E-2. 7 mi. from Boston. Off U.S. Hwy. 1.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.
Motor Freight Carriers-9.
Intercity Bus Lines-Mass. Bay Transportation Authority.
Airlines-All at Boston Airport.

3 - POPULATION:
Corp. City 80 Cen. 30,055; E&P 87 Est. 27,607
NDM-ABC: (80) 30,055
PMSA 80 Cen. 3,030,841; E&P 87 Est. 3,012,436
County 80 Cen. 1,367,034; E&P 87 Est. 1,318,618

4 - HOUSEHOLDS:
City 80 Cen. 10,649; E&P 87 Est. 10,087
NDM-ABC: (80) 10,649
County 80 Cen. 476,201; E&P 87 Est. 474,834
PMSA 80 Cen. 998,915; E&P 87 Est. 1,129,347

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings	2	N.A.

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 12,000 (Est.)

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: 414 firms; 4,988 employees; An. Payroll $104,000,000. Mfg.; Chem.; Transistors; Radios; Food Prods.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-78; Summer 58-98; Fall 35-78; Winter -4-45. First killing frost, Oct. 22; last killing frost, Apr. 13.

11 - TAP WATER: Acid, soft.

12 - RETAILING: **Principal Shopping Centers**-Main St.; Franklin St.; Essex St.; W. Wyoming Ave.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Chain Drug Stores**-CVS; Big 2; Brooks.
Chain Food Stores-Gallahue's; Cerretani's 4.

14 - NEWSPAPERS: NEWS (e-mon to fri) 1,623; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Norm Morrison, Mktg. Dir., MELROSE EVENING NEWS, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives: Landon Associates; U.S. Suburban Press.

MILFORD

1 - LOCATION: Worcester County (In Boston PMSA). E&P Map D-2. On State Hwys. 16, 85, 109, 122 & 140; I-495; 18 mi. SE of Worcester; 30 mi. SW of Boston; 30 mi. N of Providence, RI.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Grayline; Milford Framingham Bus; Brush Hill; Milford-Boston P&B Bus.
Airlines-Hopedale Airways.

3 - POPULATION:
Corp. City 80 Cen. 23,390; E&P 87 Est. 25,236
NDM-ABC: (80) 82,161
County 80 Cen. 646,352; E&P 87 Est. 666,481
PMSA 80 Cen. 3,030,841; E&P 87 Est. 3,012,436

4 - HOUSEHOLDS:
City 80 Cen. 8,216; E&P 87 Est. 8,989
County 80 Cen. 225,323; E&P 87 Est. 241,036
NDM-ABC: (80) 26,498
PMSA 80 Cen. 998,915; E&P 87 Est. 1,129,347

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$209,171,000
Commercial	3	$246,420,000
Savings & Loan	1	$129,000,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 9,643

8 - GAS METERS: Residence 3,675

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Loom Mfg. 700; Glass 300; Mfg. Scientific Inst. 1,300; Hospital Care 1,100.

10 - CLIMATE: Av. Temp.-Winter 35; Summer 75.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Milford Plaza(12)	1	Sears
Shoppers World(53)	16	Bradlees, Jordan Marsh
Natick Mall(38)	16	Filene's, Sears
Auburn Mall(57)	17	Outlet, Sears
Worcester Galleria	18	
Walnut Hill Mall	12	

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri. to 9.

13 - RETAIL OUTLETS: **Department Stores**-Mars; K mart; Zayre; Hit or Miss; Casual Male; Piece Goods; Bradlees; Sears Outlet; Marshall's.
Chain Drug Stores-Big L; Brooks Discount; Med X; Lincoln Pharmacy; Thayer Pharmacy; Adams.
Chain Supermarkets-Stop & Shop; Super Store; Almacs; Iandolis; Big D; Star Market; Rico's.

14 - NEWSPAPERS: NEWS (e) 13,179; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Thomas C. Sawyer, Pub., NEWS, 159 S. Main St., Milford, MA 01757; Tel. (617) 473-1111.
National Representative: Landon Associates.

NEW BEDFORD

1 - LOCATION: Bristol County, (MSA). E&P Map E-3. Situated on Buzzards Bay. 56 mi. S of Boston. On I-95 and Mass. 140.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-23.
Intercity Bus Lines-Whaling City Transit; Southeastern Regional Transit Authority; Medeiros American Eagle; Bonanza; Reliable.
Freight Steamship Lines-9.
Airlines-Continental Express; Express Air.

3 - POPULATION:
Corp. City 80 Cen. 98,478; E&P 87 Est. 99,081
CZ-ABC: (80) 140,485
RTZ-ABC: (80) 80,769
County 80 Cen. 474,641; E&P 87 Est. 492,364
MSA 80 Cen. 130,548; E&P 87 Est. 133,029
City & RTZ-ABC: (80) 221,254
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 37,388; E&P 87 Est. 39,079
County 80 Cen. 166,938; E&P 87 Est. 179,675
MSA 80 Cen. 60,573; E&P 87 Est. 51,273
CZ-ABC: (80) 51,933
RTZ-ABC: (80) 27,262
City & RTZ-ABC: (80) 79,195

5 - BANKS	NUMBER	DEPOSITS
Savings	18	$1,590,562,000
Savings & Loan	1	$47,139,750
Commercial	12	$920,568,900

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Res. & Comm. 69,341

8 - GAS METERS: Res. & Comm. 43,836

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total Wage Earners 156,330; Apparel 8,500; Rubber Chem. & Plastics 8,200; Metals & Mach. 7,000; Food Prods. 2,000; Constr. 4,487; Gov't 12,500; Trans. & Pub. Util. 2,400; Financial & R.E. 6,321; Services 8,900; Fishing 3,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 66-82; Fall 55-68; Winter 22-48.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Purchase St. (Spring to Middle); 7 on Union St. (Second to County); 6 on Pleasant St. (Spring to Middle); 3 on Williams St. (Pleasant to Second).
Neighborhood Shopping Centers-24 blocks on Acushnet Ave. (from Coggeshall St. to Belleville Rd.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N. Dartmouth Mall(72)	5	Sears, Zayre, JCPenney, Peerless
King's Hwy.	4	Shaw's, Ashmont
Berdon Plaza(8)	3	Radio Shack
Rio Plaza(2)	3	Food Mart
K mart	4	K mart, Almac's
Shaw's	3	K mart
Smith Mill	3	Bed & Bath, AT&T
Sunshine Plaza(3)	3	Food Mart, Building 19
Vanity Fair(7)	5	Kay Windsor
Wareham Plz.(12)	15	Ames

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.; Some Fri.; Shopping centers and Supermarkets-every night.

13 - RETAIL OUTLETS: **Department Stores**-Cherry-Webb & Touraine 2; Sears; Peerless; JCPenney.
Discount Stores-Cove Discount; Mars Bargainland 2; Zayre; K mart 2; Ann & Hope; Ashmont; Building 19; Stuarts; Bed & Bath.
Variety Stores-Woolworth.
Chain Drug Stores-Brooks 5; Rite Aid 3; Osco; CVS 3; Archer Kent.
Chain Supermarkets-A&P 2; Super Stop & Shop; Angelo's; Shaw's 3; Fernandes 2; Almac's 2; Food Mart 2; Super Place.
Other Chain Stores-Singer Co.; Benny's; National Hard Goods; Kay Jewelry; ADAP; C&R Fashions; Grossman; Child World; Anderson-Little Clothes; Goodrich; Goodyear 2; Peerless Clothing; Sawyer's; Agway.

14 - NEWSPAPERS: STANDARD TIMES (e-mon to fri) 46,817; (m-sat) 46,598; (S) 50,775; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Rita Thieme, Adv. Dir., STANDARD TIMES, 555 Pleasant St., New Bedford, MA 02742; Tel. (617) 997-7411.
National Representative: Branham/Newspaper Sales.

NEWBURYPORT

1 - LOCATION: Essex County (In Lawrence-Haverhill, MA-NH PMSA), E&P Map E-1. On Merrimack River. 3 mi. from Atlantic Ocean; 38 mi. NE of Boston. On Newburyport Tpke., Rte. 1 and Shore Line Route 1A.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Boston & Maine Trans. Co.; Interstate.

3 - POPULATION:
Corp. City 80 Cen. 15,900; E&P 87 Est. 16,982
CZ-ABC: (80) 29,871
RTZ-ABC: (80) 56,968
County 80 Cen. 633,632; E&P 87 Est. 663,976
PMSA 80 Cen. 339,090; E&P 87 Est. 342,818
City & RTZ-ABC: (80) 86,839
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 5,892; E&P 87 Est. 6,720
County 80 Cen. 228,432; E&P 87 Est. 248,285
PMSA 80 Cen. 118,912; E&P 87 Est. 125,717
CZ-ABC: (80) 10,918
RTZ-ABC: (80) 20,465
City & RTZ-ABC: (80) 31,383

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$52,582,000
Savings	3	$42,303,422

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 5,222

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Apparel 323; Furn. 131; Plastics 136; Leather Prods. 1,058; Leather Mfg. 153; Elect. Mach. 1,472; Trans. incl. Marine 622; Silversmiths 351; Gov't and R.R. 1,280; Self-Employed Domestic and Family 2,000; Local Agric. 180.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Central Shopping District**-Downtown area has 100 shops.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(11)	NA	Mars
Port Plz.(16)	NA	K mart, Shaw's

Stores Open Evenings-Fri.
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-H.W. Pray.
Discount Stores-K mart.
Chain Drug Stores-Brooks.
Chain Supermarkets-Shaw's.

14 - NEWSPAPERS: NEWS (e) 12,380; Mar. 28, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Rachel Carignan, Adv. Mgr., NEWS, 23 Liberty St., Newburyport, MA 01950; Tel. (617) 462-6666.
National Representative: U.S. Suburban Press.

NORTH ADAMS

1 - LOCATION: Berkshire County, E&P Map B-1. In NW corner of state. Industrial and shpg. ctr. 135 mi. W of Boston; 45 mi. E of Troy; 170 mi. N of New York. State Hwys. 2, 8. Mohawk Trail western terminus.

2 - TRANSPORTATION: **Railroads**-Boston & Maine (Boston-Troy line); Conrail; Boston & Albany.
Motor Freight Carriers-25.
Intercity Bus Lines-Bonanza; Vermont Transit; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,063; E&P 87 Est. 16,642
CZ-ABC: (80) 35,532
RTZ-ABC: (80) 13,217
County 80 Cen. 145,110; E&P 87 Est. 136,906
City & RTZ-ABC: (80) 48,749

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,638; E&P 87 Est. 5,996
County 80 Cen. 52,400; E&P 87 Est. 51,283
CZ-ABC: (80) 12,726
RTZ-ABC: (80) 4,682
City & RTZ-ABC: (80) 17,408

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$151,244,539
Commercial	3	$240,143,590

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 18,150

8 - GAS METERS: Residence 7,479

9 - PRINCIPAL INDUSTRIES: Elect.; Textile; Paper; Mach.; Chem.; Employees. 6,580. Non-Agric. 14,850; Non-Mfg.
Principal Industrial Pay Days-Wed., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 50-95; Fall 30-80; Winter -10-45. First killing frost, Oct. 10; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-(North Adams)-3 blocks on Main St., and following adjacent sts.: Asland, State, Marshall, Holden, Eagle and Veterans Dr.; Adams Shpg. District: 4 blocks on Park St., 1 on Ctr. St. 4 on Summer St.; Williamstown: 1 on Spring St., Water St.; Colonial Shpg. Ctr. on State Rd. between N. Adams and Williamstown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Adams Plz.(3)	NA	Price Chopper
Artery Arcade(4)	NA	Big Y Supermkt.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Thur.; Food-6 nights.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Robert's Co.; Shea's; England Bros.
Discount Stores-Zayre; K mart.
Variety Stores-Newberry; Woolworth.
Chain Supermarkets-Big Y; Price Chopper; Grand Union.
Other Chain Stores-Goodyear; Sears; Firestone; Brook's Health & Beauty Aids; Agway; Big L; Rite Aid; Cumberland Farms; Radio Shack; Endicott-Johnson; Fayva.

14 - NEWSPAPERS: TRANSCRIPT (e) 11,054; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Walter Stred, Jr., Adv. Dir., TRANSCRIPT, 124 American Legion Dr., North Adams, MA 01247; Tel. (413) 663-3741.

National Representative: Landon Associates.

NORTHAMPTON

1 - LOCATION: Hampshire County (In Springfield MSA). E&P Map B-2. County Seat. Pioneer Valley Education Center. In NW section of state. 17 mi. NW of Springfield; 90 mi. from Boston. Near Connecticut River. On U.S. Hwys. 5, 10, I-91; State Hwys. 9 & 66.

2 - TRANSPORTATION: **Railroads**-B&M (freight).
Motor Freight Carriers-5.
Intercity Bus Lines-Peter Pan; Vermont Transit; Greyhound; Trailways; US Express.

3 - POPULATION:
Corp. City 80 Cen. 29,286; E&P 87 Est. 30,272
NDM-ABC: (80) 99,357
MSA 80 Cen. 515,259; E&P 87 Est. 510,717
County 80 Cen. 138,813; E&P 87 Est. 149,125

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,227; E&P 87 Est. 10,852
County 80 Cen. 44,253; E&P 87 Est. 49,507
MSA 80 Cen. 182,849; E&P 87 Est. 189,102
NDM-ABC: (80) 30,860

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Savings	9	N.A.

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 11,208

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Brushes 700 ($234); Optical Goods 462 ($354); Crating & Packaging 138 ($369); Printing & Publishing 170 ($271); Health Service 2,417 ($278); Cutlery 165 ($225); Colleges 1,238 ($297); Bottling 177 ($215).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Centers**-24 blocks on 10 streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kingsgate(7)	1	Bradlees, Stop & Shop
Amherst Campus Plz.	5	Stop & Shop
Amherst Shoppers Park(15)	7	Price Chopper
Hampshire Mall (95)	5	K mart, JCPenney, Steigers
Pot Pourri(6)	1	
Hamp Plz.	2	Caldor, Food Mart
Hill & Dale(11)	1	Price Chopper

Principal Shopping Days-Thur. & Sat.
Stores Open Evenings-Department Stores-Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Steigers.
Discount Stores-K mart; Serv-U; Bradlees; Caldor; Ames.
Chain Drug Stores-CVS; Brooks; Genovese; Fay's.
Chain Supermarkets-Big Y; Stop & Shop 2; Food Mart; Price Chopper 2.
Other Chain Stores-Sears; Sherwin-Williams; Pay Saver; Anderson-Little; Firestone; Grossman's; Agway; Aubuchon.

14 - NEWSPAPERS: HAMPSHIRE GAZETTE (e) 21,063; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Michael Slaff, Adv. Dir., HAMPSHIRE GAZETTE, 115 Conz St.; PO Box 299, Northampton, MA 01061; Tel. (413) 584-5000.
National Representative: Landon Associates.

PEABODY

1 - LOCATION: Essex County, (In Salem-Gloucester PMSA). E&P Map E-1. Residential and industrial center. Located in northeastern part of state on N side of MA Bay. 18 mi. from Boston on U.S. Hwys. 128, 114, 127, 97 & 62.

2 - TRANSPORTATION: **Motor Freight Carriers**-42.
Intercity Bus Lines-Michand.
Airlines-Served by Logan Intl. Airport.

3 - POPULATION:
Corp. City 80 Cen. 45,976; E&P 87 Est. 47,069
CZ-ABC: (80) 45,976
RTZ-ABC: (80) 11,267
County 80 Cen. 633,632; E&P 87 Est. 663,976
City & RTZ-ABC: (80) 57,243

4 - HOUSEHOLDS:
City 80 Cen. 15,804; E&P 87 Est. 16,143
County 80 Cen. 228,432; E&P 87 Est. 248,485
CZ-ABC: (80) 15,804
RTZ-ABC: (80) 3,525
City & RTZ-ABC: (80) 19,329

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: 16,811

8 - GAS METERS: 7,798

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shoe & Leather 1,955; Chem. 263; Fab. Metals 584; Paper Prods. 220; Electronics 820; Apparel 300.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-52; Summer 61-84; Fall 46-55; Winter 14-34. First killing frost, Nov. 9; last killing frost, May 19.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-North Shore; Peabody Place.
Neighborhood Shopping Centers-Lowell St. 2 blocks; Main St. 6 blocks; W Peabody-Main Hwy., Rte. 1.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Shore(103)	1	Jordan Marsh, Sears, Filenes, Shaw's
Peabody Place(15)	2	Purity Supreme, T.J. Maxx
Syms Plaza(8)	4	Syms
Liberty Tree Mall (105)	3	Ann & Hope, Lechmere, Marshalls
Endicott Plz.(20)	3	K mart, DeMoulas
Danvers Plz.(15)	4	Rich's, Purity Supreme

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All shopping ctrs. & plzs.; Most downtown-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Jordan Marsh; Filenes; Sears.
Discount Stores-Zayre; Ann & Hope; Lechmere; Levitz; Syms; Marshalls; Filenes Basement.
Chain Drug Stores-Walgreens; Medi Mart; Brooks; CVS; Thayer.
Chain Supermarkets-DeMoula's; Star; Purity Supreme; Farm Stand; Shaw's.
Other Chain Stores-Paperama.

14 - NEWSPAPERS: PEABODY TIMES (e) 3,507; Mar. 28, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Brancaleone, Adv. Dir., TIMES, Times Park, Dunham Rd., Beverly, MA 01915; Tel. (617) 532-1005.
National Representative: U.S. Suburban Press.

PITTSFIELD

1 - LOCATION: Berkshire County (MSA). E&P Map B-2. County Seat. 35 mi. E of Albany on Route 20; 75 mi. N of Danbury, CT on Route 7; 56 mi. NW of Springfield, on Mass. Tpke. Center of Berkshire County. Mfg., dairy and agricultural industry. On U.S. Hwys. 20, 7; State Hwys. 8, 9.

2 - TRANSPORTATION: **Railroads**-Conrail; Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-New York & Boston; Western; New England; Greyhound; Arrow; Vermont; Rutland; Manchester & Burlington.

3 - POPULATION:
Corp. City 80 Cen. 51,974; E&P 87 Est. 47,832
NDM-ABC: (80) 74,672
RTZ-ABC: (80) 30,652
MSA 80 Cen. 83,490; E&P 87 Est. 77,963
County 80 Cen. 145,110; E&P 87 Est. 136,906
Total NDM & RTZ-ABC (80) 105,324

4 - HOUSEHOLDS:
City 80 Cen. 19,436; E&P 87 Est. 17,282
County 80 Cen. 52,400; E&P 87 Est. 51,283
MSA 80 Cen. 30,146; E&P 87 Est. 29,041
NDM-ABC: (80) 26,932
RTZ-ABC: (80) 11,198
Total NDM & RTZ-ABC: (80) 38,130

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$291,600,000
Savings & Loan	2	$325,700,000
Commercial	3	$377,800,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 62,138

8 - GAS METERS: Residence 22,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Firms (An. Payroll), No. of Wage Earners: Agric. & Mining 2 ($252,500) 50; Constr. 197 ($5,850,000) 1,100; Mfg. 91 ($94,500,000) 15,000; Trans., Commun. & Util. 50 ($6,000,000) 1,350; Whol. Trade 60 ($3,750,000) 650; Ret. Trade 562 ($12,500,000) 4,100; Fin., Ins. and R.E. 97 ($5,000,000) 1,000; Service Ind. 438 ($5,500,000) 2,075; Textile Mill Prods. 1 ($4,004,000) 700; Apparel 3($633,400) 180; Paper and Prod. 8 ($12,000,000) 2,200; Printing, Pub. 12 ($3,200,000) 300; Elect. N.A. ($207,000,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 21-74; Summer 46-79; Fall 16-69; Winter 12-40. First killing frost, Sept. 18.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Elm St.; Tyler St.; W. Housatonic St.; Wahconah St.; North St.; Allendale; South St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Main & Central		England Bros.
A-Z(8)		Zayre
Allendale(23)	2	England Bros., T.J. Maxx, Sears
Berkshire Commons (20)		
Bradlees(7)	2	Bradlees
Stop & Shop Plz.(6)	NA	Stop & Shop
Pittsfield Plz.(15)	1	Halperin's Furn.
K mart Plz.(9)	2	K mart, Price Chopper

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Thur., shopping centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-England Bros.; Sears.
Variety Stores-Newberry.
Discount Stores-Zayre; Bradlees; K mart; Ames.
Chain Drug Stores-Flynn Rexall; Brook's; CVS 2; Mall Drug; Rite Aid.
Chain Supermarkets-A&P; Big Y 3; Stop & Shop; Price Chopper 4.
Other Chain Stores-Thom McAn; Firestone; Champion Factory Outlet; Hit or Miss; Parade of Shoes; Kids Port.

14 - NEWSPAPERS: BERKSHIRE EAGLE (m) 32,957; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Betty Harrington, Adv. Mgr., BERKSHIRE EAGLE, 33 Eagle St., Pittsfield, MA 01201; Tel. (413) 447-7311.
National Representative: Landon Associates.

QUINCY

1 - LOCATION: Norfolk County (In Boston PMSA). E&P Map E-2. 8 mi. S of Boston on shores of Quincy Bay with harbor facilities; 5-8 ft. channel; 35 ft. channel on Fore River; 27 ft. channel at Town River. On State Hwys. 3-3A, 28, 37, 53, 95, 128 and Southeast Expwy.

2 - TRANSPORTATION: **Railroads**-Conrail (freight); Amtrak.
Motor Freight Carriers-86.
Intercity Bus Lines-MBTA Bus & Rapid Transit; Plymouth-Brockton Coach.
Airlines-Major airlines at Boston's Logan Airport.

3 - POPULATION:
Corp. City 80 Cen. 84,743; E&P 87 Est. 85,150
CZ-ABC: (80) 176,681
RTZ-ABC: (80) 155,997
PMSA 80 Cen. 3,030,841; E&P 87 Est. 3,012,436
County 80 Cen. 606,587; E&P 87 Est. 618,574
City & RTZ-ABC: (80) 332,678

4 - HOUSEHOLDS:
City 80 Cen. 33,492; E&P 87 Est. 35,068
County 80 Cen. 207,823; E&P 87 Est. 219,997
PMSA 80 Cen. 998,915; E&P 87 Est. 1,129,347
CZ-ABC: (80) 64,405
RTZ-ABC: (80) 49,485
City & RTZ-ABC: (80) 113,890

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	14	$1,748,776,064
Savings & Loan	5	$150,081,756
Commercial	9	$2,715,646,445
Co-op Banks	9	$512,971,744
Credit Unions	9	$150,000,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence (City) 34,000

8 - GAS METERS: Residence (City) 24,225

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 2,431; Mfg. 8,003; Commun. 1,796; Util., Sanitary 778; Whol. Trade 1,690; Food stores 1,113; Restaurants 1,440; Retailing 2,456; Ins. and Real Estate 1,762; Hospitals 1,819; Schools 2,264; Legal, Engineering and Misc. Prof. Services 1,217; Public Admin. 2,079.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-79; Summer 75-86; Fall 46-63; Winter 26-42. First killing frost, Oct. 24; last killing frost, Apr. 17.

11 - TAP WATER: Acid, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Hancock St., areas surrounding two downtown public parking lots (Charles A. Ross Parking Area and John Hancock Parking Lot), Maple St., 2 on Granite St., Foster St., Chestnut St., 3 on School St., Cottage Ave., Temple St., Revere Rd., Depot St., Saville St., 3 on Washington St.; South Shore Plaza in City Zone town of Braintree on Southeast Expressway; 104 stores.
Neighborhood Shopping Areas-Wollaston areas: 2 blocks on Hancock St., 3 on Beale St.; Norfolk Downs areas: 2 on Hancock St., 4 on Billings Rd.; Quincy Point area: 6 on Washington St., Southern Artery. Approx. 1 mile.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
South Shore (Braintree)	4	Sears, Filene's, Lord & Taylor, Jordan Marsh
Hanover Mall (Rte.53)(78)	12	Childworld, Zayre, Sears, Jordan Marsh
Hingham Plaza (Rte.53)(16)	8	Hoffman's, Bradlees, Building 19, Osco
Dedham Plaza (Rte.1)(48)	14	Zayre, Walgreens, Tweeter, inc.
Quintree(13) (Braintree)	3	Zayre, Side One
President's Plz.(7)	3	Radio Shack, Bradlees

Queen Ann's Plz. (Norwell)(11)	9	Adams Drug, Caldor, Star Market
Granite St.(22)	1	Osco, Star, Grossman's
Cushing Plz.(22) (Cohasset)	9	Casual Male
Harborlight Mall (Weymouth)(28)	7	Purity Supreme, CVS, Stuarts
Cobb's Corner (Canton)(24)	10	Marshalls, Shaw's, Hoffman's, Caldor
Dedham Mall (Rte.1)(48)	11	Sears, Super Stop & Shop, Woolworth
Weymouth(Rte 53 at Rte 18)(10)	8	Channel Home Centers, Caldor
North River Plz. (Pembroke)(18)	21	Caldor, Super Stop & Shop, Shoe Town
Kingsbury Plaza	23	Angelo's, Bradlees
Marshfield Plz.(14)	19	Angelo's, Marshall's Pharmacity
Pleasant Shops (Weymouth)	7	Pharmacity, Marshall's, Purity Supreme

Other Shopping Centers-(No. of Stores)-Pembroke Plaza (8); Grossman's (7); Seaside (7); Southern Artery (7); Rich's Plaza (25).
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Food & Almost all others-Thur. & Fri.; some Mon.; Malls-some every night.

13 - RETAIL OUTLETS: **Department Stores**-Sears 3; Clothing: Remick's, Jordan Marsh 3, Filene's, Lord & Taylor.
Variety Stores-Woolworth 3.
Discount Stores-Zayre 4; Bradlees 4; Osco; Paperama 4; Caldor 5; Stuart's 2.
Chain Supermarkets-Angelo's 9; Stop & Shop 12; Star Mkt. 2; Purity Supreme 5; Shaw Market 5; Roxie's 2.
Chain Drug Stores-Osco 6, CVS 19; Rite Aid 4; Adams 12; Walgreens 6; Rix/Dunnington 6.
Other Chain Stores-Building Supplies & Contractors: Sherwin-Williams, Somerville Lumber, Channel Home Centers, Color Tile, Plywood Ranch, Grossman's, Tile City; Clothing Stores: Lerner's, T.J. Maxx, Anderson's Little, Cummings; Automotive: Goodyear, Firestone, Merchants Tire, Sullivan Tire; Shoe Stores: Shoe Town, Stride-Rite, Foot Locker, Taymore, Fayva, Thom McAn, Child Teen, Hanlon Shoes; Furn. & Appliances: Cabot House, Levitz, Ethan Allen, Paine's, Fretters, Lechmere, Suburban TV, Manufacturers Marketplace, Siesta Sleep, Shop; Jewelry: Rogers, Harts, Stone's, Karten's, Kay's, Lander's, Hills; Fabrics: Ryder's, Sewfisticated Fabrics, Piece Goods.

14 - NEWSPAPERS: PATRIOT LEDGER (e-mon to fri) 90,518; (m-sat) 97,142; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: George F. White, Adv. Dir., PATRIOT LEDGER, 13-19 Temple St., Quincy, MA 02169; Tel. (617) 786-7000.
National Representative: Landon Associates.

SALEM

1 - LOCATION: Essex County (In Salem-Gloucester PMSA). County Seat, E&P Map E-1. On Salem Harbor; 16 mi. N of Boston; On U.S. Hwy. 1A.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.
Motor Freight Carriers-8.
Intercity Bus Lines-Mass. Bay Transit Authority; Michaud.

3 - POPULATION:
Corp. City 80 Cen. 38,220; E&P 87 Est. 39,325
CZ-ABC: (80) 128,478
RTZ-ABC: (80) 117,968
PMSA 80 Cen. 258,175; E&P 87 Est. 259,472
County 80 Cen. 633,632; E&P 87 Est. 663,976
City & RTZ-ABC: (80) 246,446

4 - HOUSEHOLDS:
City 80 Cen. 15,065; E&P 87 Est. 15,856
County 80 Cen. 228,432; E&P 87 Est. 248,285
PMSA 80 Cen. 93,661; E&P 87 Est. 95,474
CZ-ABC: (80) 46,760
RTZ-ABC: (80) 40,517
City & RTZ-ABC: (80) 87,277

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	7	$730,200,000
Savings & Loan	6	$90,000,000
Commercial	12	$461,552,339

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 34,377

8 - GAS METERS: Residence 22,259

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 7,147; Leather & Products 6,521; Mach. 5,521; Paper, Printing, Publishing 139; Chem. 1,038; Plastics 357. Av. Wkly. Wage $400.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-52; Summer 61-84; Fall 46-55; Winter 14-34. First killing frost, Nov. 9; last killing frost, May 19.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Essex St.; 3 on Washington St.; 1 on Central St.; 1 on New Derby St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northshore(54)	3	Jordan Marsh, Sears, Filene's, Herman's, Toys R Us
Beverly Plz.(19)	3	Zayre, Woolworth, Star
Danvers Plaza(12)	4	Rich's, Purity Supreme
Highland Plaza	2	Rich's
Vinnin Plaza	2	Marshall's, Loehmann's, Rooks Star, CWT
Vinnin Sq.(30)	2	New England Stores, Stop & Shop
Liberty Tree Mall(115)	4	Lechmere, Ann & Hope, Levitz, Anderson Little, Radio Shack, Marshall's
Russel Plaza(10)	5	Syms
Swampscott Mall (17)	2	Bradlees, Medi Mart, Fayva
Hawthorne Mall(20)	2	Caldor, Heartland
Endicott Plaza(13)	5	K mart, DeMoulas, Osco
Peabody Pl.	NA	T.J. Maxx, Purity Supreme

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. & Food-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Empire 2; Jordan Marsh; Filene's; Sears.
Discount Stores-Richs; Zayre; Jerry's; Lechemere; Bradlees; Levitz; Marshall's 2; Ann & Hope; K mart.
Chain Drug Stores-Eaton 7; Brooks 4; CVS 7; Pharmacity 2; Rexall 4; Osco; Heartland; Archer Kent; Rite Aid 2; Thayer Phcy.
Chain Supermarkets-Stop & Shop; Star Market 2; Harvest Market 4; Purity Supreme 4; DeMoulas 4; Heartland 2.
Other Chain Stores-Thom McAn; Singer Co.; Sherwin-Williams; Kinney Shoe; Grossman's; Bell Shops; Touraine; Kay Jewelers; Goodyear; Firestone; R.H. Stearns; Brigham's; Kennedy's; Newberry; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 30,774; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth R. Newbegin, Pub. Aff. Dir., NEWS, 155 Washington St., Salem, MA 01970; Tel. (617) 744-0600.
National Representative: Landon Associates.

SOUTHBRIDGE

1 - LOCATION: Worcester County, E&P Map C-2. On State Hwys. 169 and 131. On Quinebaug River. 22 mi. from Worcester; 60 mi. from Boston; 50 mi. from Hartford, CT; 40 mi. Providence. In Tricommunity area of Southbridge, Sturbridge, & Charlton. 5 mi. from center of Southbridge is Old Sturbridge Village, visited annually by over 500,000.

2 - TRANSPORTATION: **Railroads**-Providence & Worcester.
Intercity Bus Lines-Bonanza; Peter Pan.

3 - POPULATION:
Corp. City 80 Cen. 16,665; E&P 87 Est. 16,810
County 80 Cen. 646,352; E&P 87 Est. 666,481

4 - HOUSEHOLDS:
City 80 Cen. 6,225; E&P 87 Est. 6,493
County 80 Cen. 225,323; E&P 87 Est. 241,036

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	N.A.
Savings	3	$157,000,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence & Ind. 6,668

8 - GAS METERS: Residence 3,350

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Optical 3,570 ($184); Tools 500 ($195); Cutlery 650 ($164).
Principal Industrial Pay Days-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-67; Summer 54-97; Fall 29-66; Winter -2-41. First killing frost, Oct. 17; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Big Bunny(9)	1	Big Bunny Mkt.
Southbridge Plz.(11)	2	Park & Shop, The Fair
Sturbridge Plz.(5)	2	Ames, JCPenney, Iandoli Mkt.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Discount Stores**-Ames; The Fair.
Chain Supermarkets-Iandoli; Park'N Shop.
Chain Drug Stores-Rite Aid; CVS; Brooks.
Other Chain Stores-JCPenney; Cantwell Hardware; Aubuchon Hdwe.; Book Corner; Radio Shack; Friendly Ice Cream; Consumer Auto Parts.

14 - NEWSPAPERS: NEWS (e) 6,857; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Ron Chapdelaine, Sales Dir., NEWS, 25 Elm St., Southbridge, MA 01550; Tel. (617) 764-4325.
National Representative: None.

SPRINGFIELD

1 - LOCATION: Hampden County (MSA), E&P Map C-2, County Seat. 136 mi. N of New York; 89 mi. W of Boston. State Hwys. 5, 20, 21, 33, 57, 83, 90, 91, 116, 202, 291, 391.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail.
Motor Freight Carriers-173.
Intercity Bus Lines-Bonanza; Continental; Greyhound; Peter Pan; Trailways of New England; Vermont Transit.
Airlines-American; Bar Harbour; Delta; Eastern; Continental; Northwest; Pan Am; Pil[illegible]; Piedmont; TWA; United; USAir; Republic.

3 - POPULATION:
Corp. City 80 Cen. 152,319; E&P 87 Est. 144,946
CZ-ABC: (80) 361,363
RTZ-ABC: (80) 288,881
County 80 Cen. 443,018; E&P 87 Est. 429,524
MSA 80 Cen. 515,259; E&P 87 Est. 510,717
City & RTZ-ABC: (80) 650,244

4 - HOUSEHOLDS:
City 80 Cen. 55,329; E&P 87 Est. 54,800
County 80 Cen. 158,027; E&P 87 Est. 158,957
MSA 80 Cen. 182,849; E&P 87 Est. 189,102
CZ-ABC: (80) 128,779
RTZ-ABC: (80) 95,108
City & RTZ-ABC: (80) 223,887

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	27	$4,129,206,000
Co-operative	9	$363,119,000
Commercial	10	$2,698,233,000
Federal Farm Loan	1	$1,218,111,000
Total Banks	47	$8,4[illegible],669,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ordnance & Accessories 2,720; Food & Kindred Prods. 2,614; Textile Mill Prods. 2,459; Apparel 2,373; Lumber & Wood Prods. 704; Furn. & Fixtures 167; Paper & Allied Prods. 9,116; Printing & Pub. 7,111; Chem. & Allied Prods. 3,089; Rubber Prods. 5,246; Leather & Leather Prods. 1,750; Stone, Clay & Glass Prods. 873; Primary Metal Industries 2,299; Fab. Metal Prods. 11,183; Mach.(ex. electrical) 13,248; Elect. Mach. 3,279; Trans. 750; Prof. & Scientific 1,232; Misc. Mfg. 7,162.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 62-85; Fall 43-66; Winter 19-36.

11 - TAP WATER: Acid, very soft; minimum fluoride.

12 - RETAILING: **Downtown Shopping Area**-From Union St. on Main to Lyman St. Main; Dwight St. to E Columbus Ave. including all side sts. in this area, includes Baystate West Mall, Marketplace and Center Square.
Neighborhood Shopping Areas-(the "X" in Forest Park) Brightwood Section; South End (Mill St. & Columbus Ave.); Sixteen Acres Shopping Center; Winchester Square.

Regional Enclosed Malls

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Baystate West(53)	NA	Steiger, A.O. White
Eastfield Mall(73)	6	Anderson-Little, Sears, Steiger, JCPenney
Enfield Sq.(57)	8	G. Fox, Steiger, JCPenney
Fairfield Mall(60)	6	Anderson-Little, Caldor, Bradlees, Motomart
Hampshire Mall(40)	24	Steiger, JCPenney, K mart
Springdale Mall(20)	6	Lechmere, Bradlees, Stop & Shop
Holyoke Mall(160)	8	Steiger, JCPenney, Sears, G. Fox
Major Strip Centers		
Agawam(49)	3	Zayre, Food Mart
Boston Rd.(3)	6	K mart, Marshall's
Century(21)	1	Childworld
Longmeadow Shops	6	Steiger
Ludlow(6)	10	Mars, Big Y
Springfield Plz.(37)	3	Steiger, K mart, Stop & Shop
Stateline Plz.(20)	8	Zayre, Levitz
Riverdale Shpg. Ctr.	3	Stop & Shop, Heartland, Bradlees
K mart Shpg. Ctr.	8	K mart, Zayre, Shop-Rite
Westfield Shops(16)	8	Steiger, JCPenney, K mart, Food Mart, Edwards, Ames

Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Steiger; Sears; G. Fox; JCPenney.
Discount Stores-Bradlees; Caldor; Mars; Lechmere; Marshall's; Zayre; K mart; Ames.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Charkoudian; Dearborn; Liberty Heights; Louis & Clark; Rite Aid; Parker; Ryan; Terminal; Triangles; Brooks; Genovese; CVS; Fay's; Maxi-Drug; Walgreens.
Chain Shoe Stores-Thom McAn; Thayer McNeil; J. Baker; Health Spot Regal; Florsheim; Scholls; Kinney; Educator; Flagg Bros.; Huston's; Morse; Fayva; Stride Rite.
Chain Supermarkets-A&P; Edwards; Waldbaum's; Food Mart; Big Y; Stop & Shop; Shop-Rite; Price Chopper; Adams; Grand Union; Heartland.
Chain Convenience Stores-Jane Alden; Dairy Mart; Lil Peach; Mini Food Basket; Open Pantry; Cumberland Farms; 7-Eleven.
Other Chain Stores-B.F. Goodrich; Firestone; Anderson Little; Lerner's; Grossman's; Levitz Furn.; Paysaver; Stuart's; A.O. White; Stowell's Singer; Waldenbooks; Child World; Toys-R-Us; Pier 1 Imports; Chess King; General Nutrition; Hickory Farms; Kay Jewelers; Parklane; Radio Shack; Cohoes; Loehmann's.

14 - NEWSPAPERS: UNION (m) 67,218; NEWS (e) 63,575; REPUBLICAN (S) 158,943; Mar. 31, 1987 ABC.
NOTE: Effective June 1, 1987 the Union (m) & News (e) were combined into the Union-News (all day). Circulation figures do not reflect this change.
Local Contact for Advertising and Merchandising Data: Dwight L Brouillard, Adv. Dir., UNION-NEWS & REPUBLICAN, 1860 Main St., Springfield, MA 01102; Tel. (413) 788-1108.
National Representative: Newhouse Newspapers Metro Suburbia.

TAUNTON

1 - LOCATION: Bristol County, E&P Map E-2, County Seat. On Taunton River, 34 mi. S of Boston.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-25.
Intercity Bus Lines-Brander; Union St. Railway; Bonanza; H&L Bloom; G.A.T.R.A.

3 - POPULATION:
Corp. City 80 Cen. 45,001; E&P 87 Est. 46,519
CZ-ABC: (80) 45,001
RTZ-ABC: (80) 66,821
County 80 Cen. 474,641; E&P 87 Est. 492,364
City & RTZ-ABC: (80) 111,822

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,795; E&P 87 Est. 17,036
County 80 Cen. 166,938; E&P 87 Est. 179,675
CZ-ABC: (80) 15,795
RTZ-ABC: (80) 20,954
City & RTZ-ABC: (80) 36,749

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	3	$126,000,000
Cooperative	2	$105,000,000
Commercial	4	$259,000,000
Fed. Sav. & Loan	1	$73,000,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 16,936

8 - GAS METERS: Residence 9,242

(Items 6, 7 and 8 figures include towns of Raynham, Dighton and Berkley.)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Silver 1,739; Plastic 805; Textile Finishing 1,580; Printing and Paper Prod. 685; Jewelry 450; Metals and Related Prod. 1,380; Whol. & Ret. 3,050; Servs. 1,885; Constr. 404; Fin., Ins., R.E. 471; Trans. & Util. 220; Av. Wkly. Wage N.A.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-66; Summer 62-86; Fall 35-71; Winter 15-39. First killing frost, Sept. 25; last killing frost, May 1.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Downtown Shopping Centers-4 blocks on Main St.; 2 on Broadway; 2 on Weir St.; 1 on Taunton Green.
Neighborhood Shopping Centers-Whittenton, North; Weir Village, South; E Taunton, East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Raynham(6)	3	Shaw's
Rte. 44 Plaza	2	Shaw's
Trucchi's Plz.(12)	1	Trucchi's Mkt.
Taunton Mall(15)	1	Bradlees, Stop & Shop
Cape Rd. Plz.	3	K mart, Food Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.; Food-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Bradlees; K mart; Caldor.
Variety Stores-Woolworth; Lechmere; Marshall's; Manufacturers Marketplace.
Chain Supermarkets-Stop & Shop; Shaw's 2; Trucchi's 2; Food Mart; Cumberland Farms.
Chain Drug Stores-Brook's; Rite Aid; CVS.
Other Chain Stores-Goodyear; Benny's Auto supplies; Fanny Farmer; Sears (catalog); Montgomery Ward; Goodrich; Firestone; Radio Shack; Cherry, Webb & Touraine; Pobers (Empire Clothing); JCPenny (catalog); Anderson-Little.

14 - NEWSPAPERS: GAZETTE (e) 13,708; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Peter S. McClellan, Adv. Mgr., GAZETTE, 5 Cohannet St., Taunton, MA 02780; Tel. (617) 822-7121.
National Representative. Thomson Newspapers.

WAKEFIELD

1 - LOCATION: Middlesex County, (In Boston PMSA) E&P Map E-1. 10 mi. N of Boston. On State Hwys. 128, 129. 3 mi. from U.S. Hwy. 1.

2 - TRANSPORTATION: Railroads-B&M.

3 - POPULATION:
Corp. City 80 Cen. 24,895; E&P 87 Est. 24,129
County 80 Cen. 1,367,034; E&P 87 Est. 1,318,618
PMSA 80 Cen. 3,030,841; E&P 87 Est. 3,012,436

4 - HOUSEHOLDS:
City 80 Cen. 8,650; E&P 87 Est. 8,552
County 80 Cen. 476,201; E&P 87 Est. 474,834
PMSA 80 Cen. 998,915; E&P 87 Est. 1,129,347

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$43,310,039
Savings	2	$477,433,142
Co-Op	1	$13,821,276

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 8,627

8 - GAS METERS: Residence 4,472

9 - PRINCIPAL INDUSTRIES: Industry, Apparel; Lumber & Wood Prods.; Furn. & Fixt.; Printing & Pub.; Chem.; Leather; Stone; Clay & Glass; Metal & Fab.; Mach. (not electrical); Elect. Goods; Rattan Furn.; Shoes; Valves; Fibre Prods. and Mats; Jewelry; Model Airplanes; Celluloid Novelties; Elect. Equip. and Apparatus; Furn. Frames; Handcraft Materials; Oilless Bearings; Fuel Oil; Storage Tanks; Cement Blocks; Electronics; Gears; Transistors.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burlington Mall(64)	8	Filene's, Radio Shack, Jordan Marsh
New England(34)	5	Sears, Woolworth
Northshore(87)	12	Filene's, Sears, Jordan Marsh
Redstone(27)	2	Almy's, Caldor, Star Mkt.
Saugus	4	T.J. Maxx
Saugus Plaza(17)	4	Osco, Zayre

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Kline's.

14 - NEWSPAPERS: ITEM (e-mon to fri) 6,920; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Iris Bray, Adv. Dir., ITEM, 26 Albion St., Wakefield, MA 01880; Tel. (617) 245-0080.
National Representative. None.

WALTHAM

1 - LOCATION: Middlesex County (In Boston PMSA). E&P Map D-2. 9 mi. W of Boston; 5 mi. NW of Newton. On U.S. Hwy. 20; State Hwys. 128, 60, 117.

2 - TRANSPORTATION: Railroads-Amtrak; Local Transit Service: MBTA.
Motor Freight Carriers-10.
Intercity Bus Lines-MBTA; Boston & Worcester; Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 58,200; E&P 87 Est. 55,182
CZ-ABC: (80) 58,200
RTZ-ABC: (80) 191,852
PMSA 80 Cen. 3,030,841; E&P 87 Est. 3,012,436
County 80 Cen. 1,367,034; E&P 87 Est. 1,318,618
City & RTZ-ABC: (80) 250,052

4 - HOUSEHOLDS:
City 80 Cen. 20,594; E&P 87 Est. 20,139
County 80 Cen. 476,201; E&P 87 Est. 474,834
PMSA 80 Cen. 998,915; E&P 87 Est. 1,129,347
CZ-ABC: (80) 20,594
RTZ-ABC: (80) 66,730
City & RTZ-ABC: (80) 87,324

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings	7	N.A.
Co-operative	2	N.A.

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 26,274; Whol. & Ret. 9,320; Contract Constr. 1,141; Trans. & Commun. 1,302; Servs.: Research & Development 15,694; Gov't 6,354; Fin., Ins. & R.E. 1,696; 200 Industrial Establishments in City.
Principal Industrial Pay Days-Thur., Fri.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-10 blocks on Moody St.; 13 on Main St.; Lexington St.; River St.
Neighborhood Shopping Centers-Warren St.; Upper Main St.; Newton & Main Sts.; South St.; High St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arsenal Marketplace	4	Ann & Hope, Marshall's
Auburndale(8)	2	Star, Garb Drug
Chestnut Hill	6	Star, Stop & Shop, Bloomingdale's, Filene's
Newton Corner	4	Hi-Lo
Newton Centre	5	106 specialty shops
Newtonville	3	Star, Purity-Supreme
Newton Nonantum	4	
Newton Highlands	5	Purity-Supreme, Siesta Sleep Shop
Newton Lower Falls	5	Grossman's
Newton Upper Falls	6	Marshall's
River St. Plz.	2	Zayre, Osco, Anderson-Little
Wal-Lex(18)	2	Stop & Shop
Waltham Plz.(10)	2	Star Mkt., Osco
Watertown Mall(44)	4	Bradlees, Anderson-Little

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Wed. & Fri.; Furniture-Mon., Wed., Fri.; Food-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Grover Cronin; Bloomingdale's; Filene's.
Variety Stores-Woolworth.
Discount Stores-Zayre; Marshall's; Bradlees; Ann & Hope.
Chain Drug Stores-Osco; CVS; Garb; Hubbard; Heartland.
Chain Supermarkets-Star Mkt. 5; Stop & Shop 4; Purity Supreme 2; Waltham Super Mkt.; Heartland.
Other Chain Stores-Singer Sewing; Cummings (women's fashions); Anderson-Little; Hanlon's Shoes; Hit or Miss (women's fashions); Radio Shack; Fayva; Firestone; Goodyear; Grossman's; Midas Muffler; Women's World Health Spa.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 11,755; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Catherine M. Nelson, Adv. Dir., NEWS-TRIBUNE, 18 Pine St.; PO Box 69, Waltham, MA 02254; Tel. (617) 893-1670.
National Representatives: Landon Associates; U.S. Suburban Press.

WESTFIELD

1 - LOCATION: Hampden County, (In Springfield MSA). E&P Map B-2. 10 mi. W of Springfield; on Hwys. 10, 20, 202, the MA Tpke. and I-91. Situated in the foothills of the Berkshires on Exit 3 of the MA Tpke.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Peter Pan-Springfield which is accessible to Greyhound, Vermont Transit, Interstate Trailways.
Airlines-American; United; Northeast; Trans-World; USAir; New England Air; Mass. Helicopter and daily airline flights to La Guardia at Bradley International Field.
Local Airport-Barnes Airport with private facilities. Also Cessna Aircraft. Barnes Airport is home base of 104th Tactical Fighter Squadron A.N.G.F.A.A. Control Tower Operations.

3 - POPULATION:
Corp. City 80 Cen. 36,465; E&P 87 Est. 36,712
County 80 Cen. 443,018; E&P 87 Est. 429,524
PMSA 80 Cen. 515,259; E&P 87 Est. 510,717

4 - HOUSEHOLDS:
City 80 Cen. 12,404; E&P 87 Est. 12,847
County 80 Cen. 158,027; E&P 87 Est. 158,957
PMSA 80 Cen. 182,849; E&P 87 Est. 189,102

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$800,000,000
Cooperative	1	$33,000,000
Savings & Loan	1	$635,000,000
Savings	3	$754,053,724

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence Est. 10,000

8 - GAS METERS: Residence Est. 8,000

9 - PRINCIPAL INDUSTRIES: Bicycles; School Furn.; Boilers & Heating Apparatus; Firearms; Abrasive Grains & Powders; Tools; Dies; Gauges; Precision Parts; Envelopes and Stationery; Whol. & Ret. Lumber; Cigars; Radiators; Household Brushes and Cleaners; Fine Papers; Grinding Wheels & Greeting Cards; Computer Hardware Peripherals.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-91; Summer 36-100; Fall 17-84; Winter 4-56. First killing frost, Sept. 17; last killing frost, May 3.

11 - TAP WATER: Combination of two sources. Very soft and very hard (well water). Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Plaza(15)	NA	First National, Ames
Big Y(6)	NA	Big Y Foods
Little River Plz.(6)	NA	Shop Rite, Genovese
Westfield Shops (16)	NA	Steiger's, Food Mart, JCPenney
K mart Plz.(6)	NA	K mart
Holyoke Mall	10	G. Fox, JCPenney, Sears, Steiger's

13 - RETAIL OUTLETS: Department Stores-Ames.
Variety Stores-K mart; Caldor; Newberry.
Chain Drug Stores-Rite Aid; Brooks; Genovese.
Chain Food Stores-Food Mart; Big Y; A&P; Open Pantry Foods; Silver Superette; Edward's Food Warehouse; Shop Rite; Wemette's; Dairy Mart.
Other Chain Stores-Thom McAn; Sherwin-Williams; JCPenney; Singer.

14 - NEWSPAPERS: NEWS (e) 6,190; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: E. Carol Mazza, Pub., NEWS, 62 School St., Westfield, MA 01085; Tel. (413) 562-4181.

National Representative. Landon Associates.

WOBURN

1 - LOCATION: Middlesex County, (In Boston PMSA), E&P Map E-1. 10 mi. NW of Boston; State Hwys. 3, 38, 128; Interstate Hwy. 93.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Intercity Bus Lines-MBTA.

3 - POPULATION:
Corp. City 80 Cen. 36,626; E&P 87 Est. 35,913
County 80 Cen. 1,367,034; E&P 87 Est. 1,318,618
PMSA 80 Cen. 3,030,841; E&P 87 Est. 3,012,436

4 - HOUSEHOLDS:
City 80 Cen. 12,393; E&P 87 Est. 12,484
County 80 Cen. 476,201; E&P 87 Est. 474,834
PMSA 80 Cen. 998,915; E&P 87 Est. 1,129,347

5 - BANKS	NUMBER	EST. DEP.
Savings	8	$180,000,000
Commercial	10	$431,000,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: 18,326

8 - GAS METERS: Residence 5,240

9 - PRINCIPAL INDUSTRIES: Mfg.; Gelatin.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-65; Summer 62-100; Fall 38-65; Winter 0-40. First killing frost, Sept. 27; last killing frost, May 15.

11 - TAP WATER: Acid, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 1 on Montvale Ave.; Bradlees Ctr.; E-Z Way Ctr.; Star Mkt.; Radio Shack; Osco; Toys 'R Us; Barnes & Noble; Woburn Mall (35 units); Lechmere Discount Fabric; De Moulas Mkt.
Neighborhood Shopping Centers-Central Sq.; S. End; E. Woburn; N. Woburn.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grant City Plz.(12)	NA	Zayre
Economy(70)	NA	Almy's, Lee Ward's
N. Woburn Plz.(6)	2	Zayre, Purity Mkt.
Woburn Plz.(19)	2	Star Mkt., Toys 'R Us
Burlington Vlg. Mall(28)	4	Caldor, De Moulas, Loehman's
Burlington Mall (64)	5	Sears, Filene's, Lord & Taylor, Kennedy's, Herman's, Jordan Marsh
Crossroads Plz. (23)	3	Heartland, Ethan Allen, Value Mdse., Service Mdse.
Redstone Plz.(27)	NA	Woolworth, Almy's, Star Mkt., Caldor

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Gorin's; Lechemere.
Discount Stores-Zayre; Bradlees; Toys 'R Us.
Variety Stores-Gorin's.
Chain Drug Stores-CVS; Osco; Big L.
Chain Supermarkets-Purity; Star; De Moulas.

14 - NEWSPAPERS: TIMES CHRONICLE (e-mon to fri) 14,830; June 30, 1986 CAC.
Local Contact for Advertising and Merchandising Data: Thomas R. Kirk, Adv. Mgr., TIMES CHRONICLE, 25 Montvale Ave., Woburn, MA 01801; Tel. (617) 933-3700.
National Representatives. American Newspaper Representatives; U.S. Suburban Press.

WORCESTER

1 - LOCATION: Worcester County (MSA). E&P Map D-2, County Seat. Worcester County has 2 County Seats-Worcester and Fitchburg. Industrial, wholesale and educational center. Located central Massachusetts, 39 mi. W of Boston; 25 mi. S of Fitchburg; 52 mi. E of Springfield. On U.S. Hwys. 20; I-90, 190, 290, 395, 495; Rte. 9, 12, 70, 122, 122A, 140, 146.

2 - TRANSPORTATION: Railroads-Conrail; Boston & Maine; Providence & Worcester; Amtrak.
Motor Freight Carriers-111.
Intercity Bus Lines-Greyhound; Trailways; Peter Pan; A-B-C; Gray Lines; Marathon Lines.
Airlines-Bar Harbor; Euro-American Airfreight; Piedmont; Continental; Eastern Express; Parker Helicopter Service.

3 - POPULATION:
Corp. City 80 Cen. 161,799; E&P 87 Est. 159,998
CZ-ABC: (80) 258,582
RTZ-ABC: (80) 335,605
City & RTZ-ABC: (80) 594,187
MSA 80 Cen. 402,918; E&P 87 Est. 413,377
County 80 Cen. 646,352; E&P 87 Est. 666,481

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 58,720; E&P 87 Est. 59,482
MSA 80 Cen. 137,858; E&P 87 Est. 151,688
County 80 Cen. 225,323; E&P 87 Est. 241,036
CZ-ABC: (80) 91,803
RTZ-ABC: (80) 115,840
City & RTZ-ABC: (80) 207,643

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	28	$3,374,595,000
Commercial	13	$2,944,534,000

6 - PASSENGER AUTOS: State 3,328,653

7 - ELECTRIC METERS: Residence 57,486

8 - GAS METERS: Residence 34,359

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. (except Electrical) 8,900 ($520); Fab. Metals 7,100 ($392); Primary Metals 2,100 ($451); Textile Prods. 2,900 ($328); Leather Prods. 700 ($249); Mfg. 44,900 ($392); Constr. 9,400; Trans. & Util. 8,100; Whol. & Ret. Trade 49,300; Fin., Ins. & R.E. 13,000; Servs. 48,900.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-53; Summer 58-77; Fall 41-59; Winter 18-33. First killing frost, Oct. 3; last killing frost, Apr. 26.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Central Business District (Census Tract 7317) (76 blks. in 285 acres).
Neighborhood Shopping Centers-16 blks. at Main & Park Ave.; 5 at W Boylston & Norton Co.; 6 at Lincoln & Burncoat; 6 at Pleasant & Chandler (Tatnuck Sq.); 8 at Grafton & Hamilton; 6 at Water & Millbury Sts.; 2 at Millbury & Greenwood; 4 at Burncoat & Mountain.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Worcester Ctr.(100)		Jordan Marsh, Filene's
Country Club Plz. (13)	2	Caldor, Food World
Gold Star(5)	2	Food Village
Grafton Hill Plz.(15)	2	Stuart's, Goretti's, Zayre
Lincoln Plz.(36)	2	Zayre, Big Discount
Mill St. Plz.(4)	2	Stop & Shop
The Fair(10)	4	The Fair, Big Discount
Webster Sq. Plz.(21)	2	Zayre, Food World
Auburn Mall(64)	4	Sears, Caldor
Auburn Plz.(9)	6	T.J. Maxx, Park 'N Shop
Drury Sq. Plz.(3)	4	Service Merchandise
Country Plz.(8)	6	Stuart's, Iandoli's
Holden Plz.(6)	6	Food Fair
White City(38)	2	Bradlees, Food World
Fairlawn(10)	3	Wonder Food Whse.
Meadowbrook(8)	5	IGA
W. Boylston(12)	6	The Fair, Iandoli's
Westmeadow Plz. (28)	9	Bradlees, Stop & Shop
Julio's(34)	10	Caldor, Julio's
Iandoli's Westboro (4)	10	Iandoli's

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Gen. Mdse.-Mon. through Sat.; Food- Wed. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Filene's; Sears; Jordan Marsh.
Discount Stores-Bradlees; Spag's; Zayre 3; The Mart; The Fair 2; Caldor 2; Stuarts 2.
Chain Drug Stores-Apple 2; Beacon 2; CVS 15; Rix; Monahan 5; Walgreens; Rite Aid; Archer Kent 2.
Chain Supermarkets-Stop & Shop; Iandoli's 10; Big Discount 7.
Other Chain Stores-Clothing: Anderson Little 2, Shacks 2, Wallachs, Chess King 2; Women's Wear: Casual Corner, Lerner Shops 2, Lane Bryant, T.J. Maxx 2, Foxmoor 2, Cherry Webb & Touraine 2; Auto Accessories: Sears, Western Auto, Firestone 2; Shoes: Thom McAn 7, Regal, Morse 2, Hanover, Fayva 3; Other: Fanny Farmer 2.

14 - NEWSPAPERS: TELEGRAM (m) 55,616; GAZETTE (e) 79,109; TELEGRAM (S) 128,112; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John P. Connolly, Gen. Adv. Mgr., TELEGRAM & GAZETTE, 20 Franklin St., Worcester, MA 01613-0666; Tel. (617) 793-9100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

MICHIGAN SURVEYS

METROPOLITAN STATISTICAL AREAS

Battle Creek-Calhoun County.
Benton Harbor-Berrien County.
Flint-Genesse County.
Grand Rapids-Kent and Ottawa Counties.
Jackson-Jackson County.
Kalamazoo-Kalamazoo County.
Lansing-East Lansing-Clinton, Eaton and Ingham Counties.
Muskegon-Muskegon County.
Saginaw-Bay City-Midland-Bay, Midland and Saginaw Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Ann Arbor-Washtenaw County.
Detroit-Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair and Wayne Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Detroit-Ann Arbor-Includes Ann Arbor PMSA and Detroit PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1988**
Under 5 Years	805	685	675
5-14 Years	1,906	1,526	1,504
15-24 Years	1,577	1,793	1,768
25-44 Years	2,087	2,544	2,508
45-64 Years	1,757	1,795	1,770
65 and Over	750	912	899
TOTAL	8,882	9,255	9,124

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1988 Est.**
Bldg. Mat./Hdwr	1,683	1,756	3,229
General Mdse	4,381	4,928	7,266
Food	6,608	8,350	10,907
Automobiles	7,433	7,432	14,075
Gasoline Stations	2,591	3,981	3,882
Apparel	1,642	2,222	3,147
Furniture	1,491	1,631	2,939
Eat-Drink Places	2,696	3,755	5,585
Drugs	1,050	1,494	2,167
TOTAL SALES	31,677	39,216	56,995

ADRIAN

1 - LOCATION: Lenawee County, E&P Map C-5, County Seat. Agriculture and dairy area. 89 industries, 2 colleges. 75 mi. SW of Detroit, 35 mi. NW of Toledo, 210 mi. E of Chicago, in SE corner of state. On U.S. Hwy. 223; State Hwys. 34, 52.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Conrail (freight); Toledo & Ironton (freight).
Motor Freight Carriers-14.
Intercity Bus Lines-North Star.
Airlines-Betz; Morenci; Adrian Mnpl.; Tecuseh.

3 - POPULATION:
Corp. City 80 Cen. 21,186; E&P 87 Est. 20,051
CZ-ABC: (80) 21,276
RTZ-ABC: (80) 68,672
County 80 Cen. 89,948; E&P 87 Est. 87,192
City & RTZ-ABC: (80) 89,948

4 - HOUSEHOLDS:
City 80 Cen. 8,676; E&P 87 Est. 6,671
County 80 Cen. 30,044; E&P 87 Est. 30,184
CZ-ABC: (80) 7,241
RTZ-ABC: (80) 22,803
City & RTZ-ABC: (80) 30,044

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$291,321,764
Savings & Loan	2	$202,182,219

6 - PASSENGER AUTOS: County 50,270

7 - ELECTRIC METERS: Residence 30,240

8 - GAS METERS: Residence 9,768

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Aluminum 500 ($250); Auto Parts 2,562 ($300); Paper Prods. 167 ($178); Laboratory Equip. 269 ($230); Woodworking 894 ($235); Planting 80 ($215); Refrigeration 1,906 ($250); Screw Mach. Prods. 622 ($250); Plastic Parts Prods. 904 ($230); Chem. 330 ($210).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-69; Summer 60-72; Fall 47-70; Winter 23-36. First killing frost, Oct. 10-20; last killing frost, May 1-10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 3 on Maumee St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Adrian Mall(35)	3	Sears, JCPenney, Woolworth
Adrian Plaza(7)	5	County Market, Super Valu
Delco Plaza	NA	
Southland Plz.(7)	NA	Big & Small Lots,
Spielman(7)	NA	
Westgate(2)	NA	Kroger, K mart

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Klines; Sears.
Discount Stores-K mart; Meijer's Thrifty Acres.
Variety Stores-Woolworth.
Chain Drug Stores-Muir's; SupeRx; Arbor; Rite Aid.
Chain Supermarkets-Kroger 2; Meijer's Thrifty Acres; County Market.
Other Chain Stores-Firestone; Ace Hardware; Jo-Ann Fabrics; Singer Co.; Acme Paint; Auto Parts, Inc.; Allen Shoes; Osterman Jewelers; Fanny Farmer Candies; American Greetings; Pick Way; Quality Farm & Fleet; TG&Y; Valuland; Hallmark; True Value Hdwe.; Fashion Bug; Kinney Shoes; Uhlman's; Endicott Johnson Shoes; Waldenbooks; Parklane Hosiery; Sagebrush.

14 - NEWSPAPERS: TELEGRAM (e) 16,823; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Hank Adkins, Adv. Mgr., TELEGRAM, 133 N. Winter St., Adrian, MI 49221; Tel. (517) 265-5111.
National Representative: Thomson Newspapers.

ALBION

1 - LOCATION: Calhoun County. (In Battle Creek MSA). E&P Map C-5, 96 mi. W of Detroit; 180 mi. E of Chicago. On U.S. Hwy. I-94, halfway between Battle Creek and Jackson; State Hwy. M-99.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Intercity Bus Lines-Greyhound.
Airlines-Republic at Jackson.

3 - POPULATION:
Corp. City 80 Cen. 11,059; E&P 87 Est. 9,671
County/MSA 80 Cen. 141,557; E&P 87 Est. 141,557

4 - HOUSEHOLDS:
City 80 Cen. 3,999; E&P 87 Est. 3,181
County/MSA 80 Cen. 51,123; E&P 87 Est. 48,796

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$34,652,760
Savings & Loan	2	$15,573,295

6 - PASSENGER AUTOS: County 80,085

7 - ELECTRIC METERS: Residence 2,060

8 - GAS METERS: Residence 3,392

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundries 500; Wire Prods. 200; Insulation 250; Machine Tools 26. Ind. Wkly. Wages $255.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Superior St. & 1 W. on 5 cross sts.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plz.(3)	1	K mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Thur.; Shopping Ctr. and Food nightly.

13 - RETAIL OUTLETS: **Chain Drug Stores**-American Drug Discount; Perry's.
Chain Supermarkets-Felpausch; Foodland.
Other Chain Stores-Western Auto; Nu Vision.

14 - NEWSPAPERS: RECORDER(m-mon to fri) 2,793; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Paul Bedient, Adv. Mgr., RECORDER, 111 W. Center St., Albion, MI 49224; Tel. (517) 629-3984.
National Representative: None.

ALMA
See MOUNT PLEASANT

ALPENA

1 - LOCATION: Alpena County, E&P Map D-3, County Seat. Located 234 mi. N of Detroit, on Thunder Bay, Lake Huron. On U.S. Hwy. 23 and State Hwy. M-32.

2 - TRANSPORTATION: **Railroads**-Detroit and Mackinac.
Motor Freight Carriers-Jones Transfer; Yellow Freight.
Intercity Bus Lines-Rainbow; Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 12,214; E&P 87 Est. 11,000
CZ-ABC: (80) 22,366
RTZ-ABC: (80) 33,276
County 80 Cen. 32,315; E&P 87 Est. 31,121
City & RTZ-ABC: (80) 55,642
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,574; E&P 87 Est. 3,628
County 80 Cen. 11,151; E&P 87 Est. 11,157
CZ-ABC: (80) 7,936
RTZ-ABC: (80) 11,613
City & RTZ-ABC: (80) 19,549

5 - BANKS	**NUMBER**	**EST. DEP.**
Full Service	2	$200,000,000
Savings & Loan	2	$65,000,000

6 - PASSENGER AUTOS: County 17,546

7 - ELECTRIC METERS: Residence 12,060

8 - GAS METERS: Residence 9,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cement 400 ($540); Machines 450 ($440); Auto Trim 100 ($200); Paper 300 ($300); Hardboard 550 ($400); Foundry 100 ($275).

10 - CLIMATE: Min. & Max. Av. Temp.-Spring 41-59; Summer 54-72; Fall 30-43; Winter 15-30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alpena(12)		Spartan Foods, Kresge, Perry
Mall(28)	1	K mart, JCPenney
Thunder Bay(12)	1	Super Foods IGA, Revco
Ripley Sq.(4)	1	A&P, Fisher Big Wheel
Giantway(3)	2	Midway Fam., Rite Aid

Principal Shopping Days-Mon., Fri., Sat.; stores open 6 nights & Sunday afternoon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Vaughn; Kotwicki's.
Discount Stores-Big Wheel; Midway Family Ctr.; K mart.
Variety Stores-McCrory's; Kresge's; Ben Franklin; Disco.
Chain Drug Stores-Spen's Walgreens; Perry; Revco; Rite Aid.
Chain Supermarkets-A&P; Midway 2; Super Foods IGA; Perch's IGA; Lakeshore Spartan.
Other Chain Stores-Kinney Shoes; Gen. Nutrition Ctr.; Sherwin-Williams; Singer; Sears (catalog); Gately's; Western Auto; Radio Shack; Erb Lumber; Wickes Lumber; Fashion Bug; Beverleys; Gambles; Holiday Station; Circus World; Waldenbooks; Shifrin Jewelers.

14 - NEWSPAPERS: NEWS (e) 12,759; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Edward Robin, Adv. Mgr., NEWS, 130 Park Place, Alpena, MI 49707; Tel. (517) 354-3111.
National Representative: None.

ANN ARBOR

1 - LOCATION: Washtenaw County, (PMSA), E&P Map D-5, County Seat. Home of University of Michigan; 36 mi. W of Detroit. On U.S. Hwys. I-94 & 23; State Hwy. 14.

2 - TRANSPORTATION: **Railroads**-Conrail; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Brooks; Shortway; AATA.
Airlines-14 major airlines at Detroit Met. Airport (23 mi.).

3 - POPULATION:
Corp. City 80 Cen. 107,316; E&P 87 Est. 106,515
CZ-ABC: (80) 124,056
RTZ-ABC: (80) 234,677
County/PMSA 80 Cen. 264,748; E&P 87 Est. 259,605
CZ & RTZ-ABC: (80) 358,733
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,976; E&P 87 Est. 38,567
County/PMSA 80 Cen. 92,937; E&P 87 Est. 93,804
CZ-ABC: (80) 45,344
RTZ-ABC: (80) 78,984
CZ & RTZ-ABC: (80) 124,328

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	5	$809,870,000
Savings & Loan	3	$602,700,000

6 - PASSENGER AUTOS: County 158,134

7 - ELECTRIC METERS: Residence 34,951

8 - GAS METERS: County 62,000

9 - PRINCIPAL INDUSTRIES: Appliance & Automotive; Bearings, Balls; Research & Dev. Space Trans.; Remote Sensing & X-Ray; Research & Dev. New Drugs; Microfilm Mfg.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 60-81; Fall 43-60; Winter 19-33. First killing frost, Oct. 24; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Areas-5 blocks on Main St.; 3 on Liberty St.; 3 on Washington St.; 3 on Huron St.; 2 on Fourth Ave.; 2 on Ashley St. Campus Area, 3 on State St.; Nickels Arcade; 1 on E. Liberty St.; 1 on N. University Ave.; 1 on Maynard; 3 on S. University Ave.
Neighborhood Shopping Centers-Packard and State Sts.; 2 blocks on Packard St.; 1 block on State St.; E. Ann Arbor.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Arborland(30)	NA	Service Mdse., Marshall's, Burlington Coat, Toys 'R Us
Westgate(14)	NA	True Value Hdwe., Perry Drugs, Kroger
Maple Village(34)	NA	K mart
Briarwood(120)	NA	Sears, Hudsons, Lord & Taylor, JCPenney
Georgetown Mall(24)	NA	Perry Drugs, Kroger
Lamp Post(7)	NA	
Plymouth Green(9)	NA	Kroger, SupeRx
Plymouth Mall(24)	NA	Perry Drugs, Showerman's
Carpenter/Packard(14)	NA	Farmer Jack, Best Products

Stores Open Evenings-Dept. Stores-Mon., Fri.; Briarwood-Mon. through Sat.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears, Klines; Jacobsons; JCPenney, Hudsons; Lord & Taylor.
Discount Stores-K mart; Meijer's; Best Products; Service Mdse.
Chain Drug Stores-Richardson's 3; Food & Drug Mart; Perry; Arbor.
Chain Supermarkets-Kroger 6; Farmer Jack 2; Meijer's.
Other Chain Stores-Singer Co.; Firestone; Fotomat; Gantos; J. Riggings; Englanders; Kinney; Winkelman's; Bakers; Marshall's; Burlington Coat.

14 - NEWSPAPERS: NEWS (e) 48,910; (S) 59,114; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Roger Grossman, Adv. Dir., NEWS, 340 E. Huron St., Ann Arbor, MI 48104; Tel. (313) 994-6989.
National Representative: Newhouse Newspapers Metro Suburbia.

BAD AXE

1 - LOCATION: Huron County, E&P Map D-4. 85 mi. to Port Huron, 60 mi. NE of Bay City.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 3,184; E&P 87 Est. 3,162
CZ-ABC: (80) 3,184
RTZ-ABC: (80) 39,410
County 80 Cen. 36,459; E&P 87 Est. 35,801
City & RTZ-ABC: (80) 42,594

4 - HOUSEHOLDS:
City 80 Cen. 1,185; E&P 87 Est. 931
County 80 Cen. 12,764; E&P 87 Est. 12,958
CZ-ABC: (80) 1,185
RTZ-ABC: (80) 13,646
City & RTZ-ABC: (80) 14,831

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$165,900,000
Savings & Loan	1	$130,345,155

6 - PASSENGER AUTOS: County 21,299

7 - ELECTRIC METERS: Residence County 19,134

8 - GAS METERS: Residence County 9,650

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machines 1,350 ($250); Food 30 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-56; Summer 66-77; Fall 48-56; Winter 24-31.

11 - TAP WATER: Hard (22 gr. per gal.); Iron (0.2 parts per million).

12 - RETAILING: Principal Shopping Center-Downtown Bad Axe on Huron Ave. (open until 9 pm on Fri.).
Neighborhood Shopping Centers-Westland-3/4 mile on West Huron (4 stores); Northgate, 1/2 mile N on M-53 (9 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Polewach Stores, Kritzman's; Fishers Big Wheel; JCPenney (catalog).
Discount Stores-Mill End Store; Norman's Discount Clothing; K mart.
Variety Stores-Glass; Ben Franklin; D&C.
Chain Drug Stores-Perry; K mart.
Chain Supermarkets-Farmer Jack; Spartan.

14 - NEWSPAPERS: HURON TRIBUNE (e-mon to fri) 8,719; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dennis M. Mesnard, Adv. Dir., HURON TRIBUNE, 211 N. Heistermann, Bad Axe, MI 48413; Tel. (517) 269-6461.
National Representative: Branham/Newspaper Sales.

BATTLE CREEK

1 - LOCATION: Calhoun County (MSA). E&P Map C-5. At merging of Battle Creek & Kalamazoo Rivers, 24 mi. from Kalamazoo; 45 mi. SW of Lansing, midway bet. Detroit & Chicago. On U.S. I-94; State Hwy. 37, 66, 196, 89, 96.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail (freight); Grand Trunk (freight).
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Indian Trails.

3 - POPULATION:
Corp. City 80 Cen. 56,339; E&P 87 Est. 52,068
CZ-ABC: (80) 112,926
RTZ-ABC: (80) 144,011
County/MSA 80 Cen. 141,557; E&P 87 Est. 130,437
City & RTZ-ABC: (80) 256,937
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,124; E&P 87 Est. 21,129
County/MSA 80 Cen. 51,123; E&P 87 Est. 48,796
CZ-ABC: (80) 34,476
RTZ-ABC: (80) 55,982
City & RTZ-ABC: (80) 90,458

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 80,085

7 - ELECTRIC METERS: Residence 89,500

8 - GAS METERS: Residence 29,172

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 6,600; Mach. (non-elect.) 2,500; Metal 2,400; Paper 1,100; Av. Wkly. Wage N.A.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Av. Temp.-Spring 13-92; Summer 40-100; Fall 10-72; Winter -3-51. First killing frost, Oct. 13; last killing frost, May 10.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Michigan Ave., Lakeview Square Mall.
Neighborhood Shopping Centers-3 blocks on Capital Ave. SW; 2 on Michigan Ave.; 1 on Capital NE; 2 on Main St.; Columbia Plaza on 20th St.; Urbandale Plaza on W. Michigan.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Columbia Plz.(24)	3	Woolworth, Rite Aid, Felpausch, Big Lots
Lakeview	3	
Lakeview Sq.(82)		Sears, JCPenney, Hudson's
Urbandale Pl.(14)	3	Felpausch, Rite Aid
Meijer's Thrifty Acres	4	Meijer's
Minges Creek Plz.	NA	K mart
Capital Sq.	NA	Rite Aid, Aco Hdwe.

Principal Shopping Days-Wed., Fri., Sat., Mon.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; J.L. Hudson; Robinson's.
Discount Stores-Meijer's Thrifty Acres; K mart 2; Big Wheel.
Variety Stores-Woolworth; Ben Franklin; G.L. Perry.
Chain Drug Stores-Rite Aid 3; Walgreens; Osco; Perry; CVS.
Chain Supermarkets-Meijer; Felpausch 4; Park 2; Jewel Foods.
Other Chain Stores-Shoes: Nobil's, Kinney, Butler's, Hanover's, Sibley's; Auto Supply: Goodyear; Paint: Sherwin-Williams; Candy: Fanny Farmer, Fannie May.

14 - NEWSPAPERS: ENQUIRER (e-mon to fri) 29,419; (m-sat) 28,928; (S) 38,077; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: J. F. Newman, Adv. Dir., ENQUIRER 155 W. Van Buren, Battle Creek, MI 49016; Tel. (616) 964-7161.
National Representative: Gannett National Newspaper Sales.

BAY CITY

1 - LOCATION: Bay County (In Saginaw-Bay City-Midland MSA). E&P Map C-4. County Seat. Industrial center. Situated on Saginaw River 3 mi. from its junction with Saginaw Bay, an arm of Lake Huron. Served by Lake Freighters, sea-going freighters & oil tankers. On U.S. Hwys. 23, I-75 & 10, and State Hwys. 15, 13, 25, 84 and 247.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Detroit & Mackinac; Grand Trunk; Western.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Indian Trails.
Airlines-United; Republic; Freedom; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 41,593; E&P 87 Est. 36,548
CZ-ABC: (80) 78,776
Bal. In Bay Co.-ABC: (80) 41,105
Total Bay Co.-ABC: (80) 119,881
Bal. in NDM-ABC: (80) 96,527
Total NDM-ABC: (80) 216,408
County 80 Cen. 119,881; E&P 87 Est. 110,650
MSA 80 Cen. 421,518; E&P 87 Est. 393,992
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,545; E&P 87 Est. 14,144
County 80 Cen. 41,348; E&P 87 Est. 39,419
CZ-ABC: (80) 28,453
Bal. in Bay Co.-ABC: (80) 12,895
Total Bay Co.-ABC: (80) 41,348
Bal. in NDM-ABC: (80) 34,073
Total NDM-ABC: (80) 75,421
MSA 80 Cen. 141,962; E&P 87 Est. 137,160

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 67,125

7 - ELECTRIC METERS: Residence 28,706

8 - GAS METERS: Residence 22,783 (Bay City, Essexville, Bangor and Hampton Twsps.)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Auto Parts Mfg. 4,900 ($420); Elec. Trans. & Welding Mach. 725 ($320); Wood Mfg. 200 ($300); Clothing Mfg. 220 ($210); Chem. Mfg. 700 ($360).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-83; Summer 40-91; Fall 24-88; Winter 5-52. First killing frost, Oct. 5; last killing frost, May 12.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Washington; 4 on Ctr.; 3 on N. Water; Hampton Sq. Mall on Ctr. Ave. Road, 2 miles E. Bay City.
Neighborhood Shopping Centers-6 blocks on Midland St.; 2 on N. Johnson; 5 on Columbus; 4 on Broadway; 4 on Salzburg; 10 on Euclid; K mart Plz.
Principal Shopping Days-Fri., Sat., Mon., Wed.
Stores Open Evenings-Fri., Mon.; Discount Stores-6 nights; Hampton S. Mall-evenings; Sun.

13 - RETAIL OUTLETS: Department Stores-W.R. Knepp, JCPenney; Sears; Wiechmann's.
Discount Stores-Items Inc.; K mart; Unclaimed Freight Store; Meijer's Thrifty Acres.
Chain Drug Stores-Valley Walgreens; Clinton Discount; SupeRx.
Chain Supermarkets-Kroger 3; A&P; Ray's Food Fair 5.
Other Chain Stores-Paint: Sherwin-Williams, Stephen's Paint & Wallpaper; Shoes: Merit, Nobil, Kinney; Misc.: Fanny Farmer Candy, Singer, Zale's Jewelry, Firestone.

14 - NEWSPAPERS: TIMES (e) 38,803; (S) 47,374; Mar. 31, 1987 ABC.
Local Contact for Advertising and Marketing Data: Eugene Elridge, Natl. Adv. Mgr., TIMES, 311 Fifth St., Bay City, MI 48706; Tel. (517) 895-8551.
National Representative: Newhouse Newspapers Metro Suburbia.

BENTON HARBOR-ST. JOSEPH

1 - LOCATION: Berrien County, (MSA Benton Harbor), E&P Map B-5, County Seat. Industrial and agricultural center. On U.S. Hwys. 12, 31, 63; State Hwy. M-139; I-94, I-196; 85 mi. from Chicago; 77 mi. from Grand Rapids; 48 mi. from Kalamazoo; 35 mi. from South Bend; 184 mi. from Detroit.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Conrail; Amtrak.
Motor Freight Carriers-17.
Intercity Bus Lines-Indiana Motor; Greyhound; Indian Trails; Dial-A-Ride; Berrien County Public Transit.
Airlines-United Express.
Lake Shipping-Great Lakes vessels supply area on year round basis with coal, petroleum, cement, limestone, chloride and other commodities. Access to East Coast and overseas ports is available through the St. Lawrence Seaway.

3 - POPULATION:
Corp. Cities 80 Cen. 24,329; E&P 87 Est. 21,522
Benton Harbor 80 Cen. 14,707; E&P 87 Est. 13,108
St. Joseph 80 Cen. 9,622; E&P 87 Est. 8,414
NDM-ABC: (80) 209,441
County/MSA 80 Cen. 171,276; E&P 87 Est. 154,034
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 8,893; E&P 87 Est. 7,829
Benton Harbor 80 Cen. 4,597; E&P 87 Est. 7,829
St. Joseph 80 Cen. 4,296; E&P 87 Est. 3,633
NDM-ABC: (80) 72,846

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 94,929

7 - ELECTRIC METERS: Residence 66,703

8 - GAS METERS: Residence 32,574

9 - PRINCIPAL INDUSTRIES: 354 Plants (Av. Wkly. Wage $359)-Foundry; Heavy Mach.; Plastics; Aviation Supplies; Fruit Packers; Electronics; Paper Containers; Aluminum Castings; Lab. Equip.; Ind. Rubber Goods.; Home Laundry Equip.; Auto Parts; Hi-Fi Equip.; Lawn Equip. Mfg.; Printing Prod.; Hydraulic Pumps; Concrete; Cement Storage; Petroleum Dist.; Resorts; House Trailers; World's Largest Outdoor Fresh Fruit Mkt.; Trans. Equip. & Production; Wineries; Food Proc.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 62-90; Fall 32-75; Winter 10-42. First killing frost Oct. 15; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping District-14 blocks on 8 streets.
Neighborhood Shopping Centers-Benton Heights, Fairplain, Red Arrow/Glenlord, Cleveland/Hawthorne, Lakeshore, Central St. Joseph Business District.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mid-America's Manufacturer's Ctr.(20)	2	Woolworth

Benton Sq.(4)	4	MC Sports
Southtown(14)	2	Hilltop Foods
Fairplain(2)	4	Jewel Foods
Village Sq.(10)	7	Lakeshore Tru-Valu
Scottdale(5)	4	Ace Hardware
Orchard Mall(66)	1	JCPenney, Sears
Pipestone(2)	4	K mart, Meijer's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.
Stores Open Sundays-Larger Shpg. Ctrs.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Meijer's.
Variety Stores-Woolworth; Murphy's.
Discount Stores-Tru-Valu; K mart; Bargain Center; The Hilltop; Odd Lots.
Chain Drug Stores-Rite Aid, Osco; Revco, Walgreens; Hooks.
Chain Supermarkets-Jewel Family; Hilltop 3; Hardings; Meijer's.
Other Chain Stores-Sherwin-Williams; Endicott-Johnson; Zale's; Goodyear, Leath's; PicWay Shoes; Pittsburgh Paint; Fox Jewelers; Radio Shack; Seiferts; Curtis-Mathes; Payless Shoes; Baker Shoes; Beverly's; Footlocker; Gordon Jewelers; Kinney Shoes; Lerner's Shop; Thom McAn; Naturalizer; Recordtown; Richman Bros.; Foxmoor; Susie's Casual; Chess King; Kaybee Toys; Card America; Hanover Shoes; General Nutrition; B. Dalton Books; Motherhood Maternity; Just Pants; Jean Nicole; Casual Corner; York Steak House.

14 - NEWSPAPERS: HERALD-PALLADIUM (e) 35,175; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William H. Rauh, Natl. Adv. Mgr., HERALD-PALLADIUM, 3450 Hollywood Rd., St. Joseph, MI 49085; Tel. (616) 429-2400.
National Representative: Landon Associates.

BIG RAPIDS

1 - LOCATION: Mecosta County. E&P Map C-4. County Seat. Exact center of Lower Peninsula on U.S. Hwy. 131; State Hwy. M-20. Home of Ferris State College; Mfg., recreation and agric. ctr.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-4
Intercity Bus Lines-Short Way

3 - POPULATION:
Corp. City 80 Cen. 14,361; E&P 87 Est. 13,123
County 80 Cen. 36,961; E&P 87 Est. 36,632
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,120; E&P 87 Est. 2,222
County 80 Cen. 11,134; E&P 87 Est. 11,381

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$4,393,654
Commercial	3	$42,446,904

6 - PASSENGER AUTOS: County 15,978

7 - ELECTRIC METERS: Residence 12,038

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Shops 22; Furn. 62; Box Mfg. 62; Tool & Die 19; Industrial Mach. & Equip. 140; Shoes 1,100; Univ. Faculty 561; Univ. Serv. Staff 674.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-88; Summer 35-99; Fall 7-87; Winter 20-54.

11 - TAP WATER: Medium alkalinity, medium hardness.

12 - RETAILING: **Principal Shopping Center**-Four blocks on Michigan Ave., two blocks on Maple and two blocks on Elm St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Rapids(14)	NA	K mart, Revco, Carter's, IGA
Southland(8)	NA	Boorsma's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-All Fri. evenings.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Klines.
Variety Stores-Dibble's.
Discount Stores-Giant Way; K mart; Little Red Shoe House.
Chain Supermarkets-Giant; Carter's; IGA; Boorsma's.
Chain Drug Stores-Revco.
Other Chain Stores-Western Auto; Sears; Gittleman's; Maurice's; Payless Shoe Source; Trio; Discount Auto; Radio Shack.

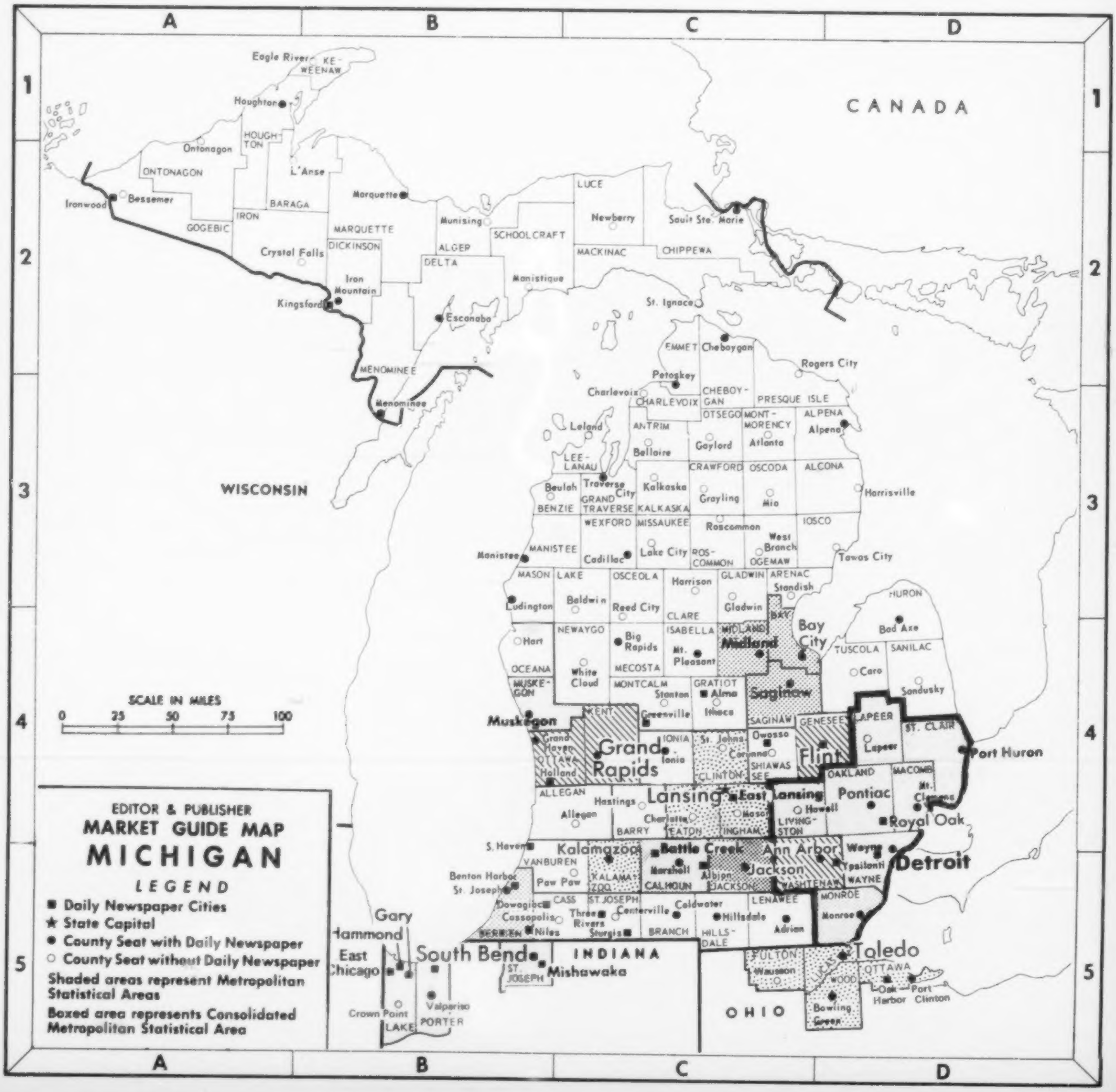
14 - NEWSPAPERS: PIONEER (m) 4,755; June 30, 1986 VAC.
Local Contact for Advertising and Merchandising Data: John A. Batdorff, Pub., PIONEER, 502 N. State St., Big Rapids, MI 49307; Tel. (616) 796-4831.
National Representative: None.

CADILLAC

1 - LOCATION: Wexford County. E&P Map C-7. County seat. Shopping, resort, wholesale and manufacturing center. 96 mi. N of Grand Rapids. On U.S. Hwy. 131; State Hwy. M-115, M-55.

2 - TRANSPORTATION: **Motor Freight Carriers**-14.

3 - POPULATION:
Corp. City 80 Cen. 10,199; E&P 87 Est. 10,767
County 80 Cen. 25,102; E&P 87 Est. 27,672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Sault Ste. Marie
Cheboygan
Petoskey
Alpena
Traverse City
Cadillac
Manistee
Ludington
Big Rapids
Midland
Bay City
Saginaw
Muskegon
Grand Rapids
Lansing
East Lansing
Flint
Port Huron
Pontiac
Royal Oak
Detroit
Kalamazoo
Battle Creek
Jackson
Ann Arbor
Ypsilanti
Monroe
Adrian
Toledo
South Bend
Mishawaka
Gary
Hammond
East Chicago
EDITOR & PUBLISHER
MARKET GUIDE MAP
MICHIGAN
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area

4 - HOUSEHOLDS:
City 80 Cen. 3,822; E&P 87 Est. 3,450
County 80 Cen. 8,983; E&P 87 Est. 10,215

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$295,000,000
Savings & Loan	2	$7,915,000

6 - PASSENGER AUTOS: County 14,220

7 - ELECTRIC METERS: County 12,725

8 - GAS METERS: Residence 4,700

9 - PRINCIPAL INDUSTRIES: Malleable & Aluminum Castings; Machine Prods.; Garments; Heaters; Air Conditioners; Aircraft Pallets; Cement Prods.; Tools & Dies; Material Handling Devices; Rubber Prods.; Fiberglass Boats; Horns. 3,352 employees.
Principal Industrial Pay Days-Staggered.

10 - CLIMATE: Av. Winter 18; Summer 69.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Mitchell St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cadillac Sq.(7)	1	Carter's
K mart Plz.(4)	NA	K mart
Oleson(3)	1	Oleson Foods
Giantway Plz.(2)	1	Giantway

Principal Shopping Days-Department Stores-Mon., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Food & Drug; Others-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Cochranes; JCPenney; Sears; Clark's; Milliken.
Variety Stores-Green; Ben Franklin.
Discount Stores-Giant Way; K mart.
Chain Drug Stores-Revco; Perry.
Chain Supermarkets-Giantway; Oleson; Eberhard; Carter's.
Other Chain Stores-Van Drie Furn., Wickes Lumber; Ace Hardware; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (m) 9,101; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Larry Rogers, Adv. Mgr., NEWS, 130 N. Mitchell; PO Box 640, Cadillac, MI 49601; Tel. (616) 775-6565.
National Representative: Landon Associates.

CHEBOYGAN

1 - LOCATION: Cheboygan County, E&P Map C-2, County Seat. 180 mi. N of Bay City; 80 mi. NW of Alpena. On U.S. Hwys. 23, 27; State Hwys. 33, 68.

2 - TRANSPORTATION: **Railroads**-Conrail; Detroit & Mackinaw.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Simmons; Private Charter.

3 - POPULATION:
Corp. City 80 Cen. 5,106; E&P 87 Est. 5,177
County 80 Cen. 20,649; E&P 87 Est. 21,735

4 - HOUSEHOLDS:
City 80 Cen. 1,803; E&P 87 Est. 1,249
County 80 Cen. 7,277; E&P 87 Est. 7,940

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	3	$114,000,000

6 - PASSENGER AUTOS: County 12,015

7 - ELECTRIC METERS: Residence 1,877

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Mill 664 ($225); Tool & Die 41 ($292); Tube Forming 50 ($200); Wire Harness 120 (N.A.); Welding 8 ($330); Instruments 60 ($150); Other Mfg. 61 ($150).

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main and 4 blocks on State; 40 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cheboygan Mall(6)	NA	K mart, Revco, Carter's
Lincoln Bridge Plz.(6)	NA	Gamble's, Sears

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; some Sat., Mon.
Stores Open Sundays-Some larger stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; B&C Family Center (food & general mdse.); Gittlemans; Vieus; Fashion Nook; Sports Wear Shop; Stork's Landing.
Variety Stores-River Town Cargo.
Discount Stores-K mart.
Other Chain Stores-Radio Shack; Little Red Shoe House.

14 - NEWSPAPERS: TRIBUNE (e) 4,906; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Jim Cohoe, Gen. Mgr., TRIBUNE, 308-310 N. Main St., Cheboygan, MI 49721; Tel. (616) 627-7144.
National Representative: Landon Associates.

COLDWATER

1 - LOCATION: Branch County, E&P Map C-5, County Seat. 30 mi. S of Battle Creek; 45 mi. W of Jackson. On U.S. Hwy. 12; I-69.

2 - TRANSPORTATION: **Railroads**-H.C.R.C.
Intercity Bus Lines-Short.

3 - POPULATION:
Corp. City 80 Cen. 9,461; E&P 87 Est. 8,741
County 80 Cen. 40,188; E&P 87 Est. 38,798

4 - HOUSEHOLDS:
City 80 Cen. 4,843; E&P 87 Est. 2,867
County 80 Cen. 14,014; E&P 87 Est. 14,027

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$332,000,000

6 - PASSENGER AUTOS: County 21,033

7 - ELECTRIC METERS: Residence 2,803

8 - GAS METERS: Residence 1,050

9 - PRINCIPAL INDUSTRIES: Store Fixtures; Furn.; Pressed Metals; Molybdenum Proc.; Aluminum Extrusion; Wood Veneer Prods.; Plastics; Foundry; Auto Tubing; State Prison.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Shopping Centers**-Fairfield (Kroger, Coast-to-Coast, Felpaush, Radio Shack, Fisher Big Wheel); East End; Glover Drugs; Red Shoe Barn.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's; Sears.
Discount Stores-Fisher Big Wheel; K mart.
Chain Supermarkets-A&P; Kroger; Felpaush.

14 - NEWSPAPERS: REPORTER (e) 7,288; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Richard Piatt, Gen. Mgr., REPORTER, 15 W. Pearl St., Coldwater, MI 49036; Tel. (517) 278-2318.
National Representative: Landon Associates.

DETROIT

1 - LOCATION: Wayne County (PMSA). E&P Map D-5, County Seat. Manufacturing and wholesale center for SE part of state. University and technical college center. Lake port on Detroit River. 18 mi. above Lake Erie. On Interstate Hwys. 94, 96, 75; U.S. Hwys. 10, 12, 16, 24, 25, 112. Michigan Hwys. 14, 17, 85, 29, 53, 97, 102, 150, 153, 175, 194 & 196. 268 mi. E of Chicago; 164 W of Cleveland. Willow Run Airport is 31 mi. from city, 219 mi. from Chicago & 105 mi. from Cleveland; Detroit Metro Airport is 17 mi. from city.

2 - TRANSPORTATION: **Railroads**-B&O; C&O; Canadian Pacific; Detroit, Toledo & Shoreline; Detroit, Toledo & Ironton; Grand Trunk Western; Conrail; Norfolk & Western; Amtrak.
Motor Freight Carriers-200.
Intercity Bus Lines-De Lux Motor Stages; Greyhound; Detroit & Canada Tunnel Corp.; Martin Lines; Short Way; Brooks; Continental Trailways; Semta; Gray Line Tours.
Airlines-At Metropolitan Wayne County Airport: Air Metro; American; British Airways; Delta; Eastern; Midway; New York Air; Northwest; Ozark; Pan Am; Piedmont; Southwest; Sabina; Continental; Trans World; USAir; United; Wright.
At City Airport-Wright; Hubb Airlines.

3 - POPULATION:
Corp. City 80 Cen. 1,203,339; E&P 87 Est. 1,003,407
CZ-ABC: (80) 1,437,286
RTZ-ABC: (80) 3,329,866
County 80 Cen. 2,337,240; E&P 87 Est. 2,052,989
PMSA 80 Cen. 4,487,421; E&P 87 Est. 4,222,195
City & RTZ-ABC: (80) 4,767,202
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 433,488; E&P 87 Est. 385,954
County 80 Cen. 823,971; E&P 87 Est. 752,045
PMSA 80 Cen. 1,551,942; E&P 87 Est. 1,511,570
CZ-ABC: (80) 521,217
RTZ-ABC: (80) 1,134,455
City & RTZ-ABC: (80) 1,655,672

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	21	$62,000,000,000
Savings & Loan	20	N.A.

6 - PASSENGER AUTOS: County 1,238,132

7 - ELECTRIC METERS: County 1,391,197

8 - GAS METERS: County 643,405

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 416,000 ($514); Durables 439,800 ($530); Lumber & Wood Prods. 2,100 ($235); Furn. & Fixt. 1,800 ($302); Metals 110,900 (N.A.); Primary Metals 40,800 ($552); Fab. Metals 70,100 ($465); Non-electrical Mach. 94,400 ($503); Elect. Mach. 7,600 ($340); Trans. Equip. 205,200 ($590); Motor Vehicles & Equip. 198,600 ($590); Other Trans. & Equip. 6,600 (N.A.); Other Durables 17,800 (N.A.); Nondurables 85,200 ($445); Food & Kindred Prods. 18,700 ($356); Textiles 13,800 ($329); Paper & Allied Prods. 4,200 ($363); Printing & Pub. 16,100 ($385); Chem. & Petroleum 17,100 ($363); Other Nondurables 15,300 (N.A.); Non-manufacturing 906,000 (N.A.); Constr. 53,600 ($534); Trans., Commun., & Util. 84,400 (N.A.); Whol. Trade 84,300 ($328); Ret. Trade 281,500 ($162); Fin., R.E. & Ins. 89,600 ($208); Servs. 345,000 (N.A.); Mining 1,200 (N.A.); Gov't 18,000 (N.A.); Federal 34,100 (N.A.); State 33,700 (N.A.); Local 192,700 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 27-68; Summer 59-82; Fall 33-73; Winter 19-35. First killing frost, Oct. 21; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Neighborhood Shopping Districts in PMSA

Community Centers-Baldwin Plaza, Pontiac (Oakland City); Belmont Shopping Center, 8 Mile & Dequindre (Wayne City); Bloomfield Plaza, Maple & Telegraph (Oakland Cty.); Blue Water Plaza, Kraft & U.S. 25 Port Huron (St. Clair Cty.); Carousel Center, 8 mile & Schoehherr (Macomb Cty.); Campbell Corners, Campbell & 14 Mile Rd., Madison Heights (Oakland Cty.); Cherry Hill Plaza, Cherry Hill & Inkster Rds. Inkster (Wayne Cty.); Clawson Shopping Ctr., 14 Mile near Crooks, Clawson (Oakland Cty.); Delco Plaza of Sterling Heights, SEC Hall Rd. & Van Dyke Expwy., (Macomb Cty.); Downtown Farmington Ctr., Grand River & Farmington Rd., (Oakland Cty.); Drayton Plains Shopping Ctr., Dixie Hwy. near Midland, (Oakland Cty.); Dykeland, Metro Pkwy. & Vandyke (Macomb Cty.); Eastgate Shopping Ctr., 10 Mile Rd. & Gratiot, Roseville (Macomb Cty.); Eight Mile Beech Ctr., 8 Mile & Beech, Southfield (Oakland Cty.); Farmington Towne Shopping Ctr., Halstead & Grand River (Oakland Cty.); Ford Middlebelt Shopping Ctr., Garden City (Wayne Cty.); Garden Plaza, Ford Rd. & Middlebelt (Wayne Cty.); Gault Village, Washtenaw & Golfside (Washtenaw Cty.); Glenwood Plaza, Glenwood & Perry, Pontiac Oakland Cty.); Grant Plaza, 16 Mile & Dequindre, Sterling Heights (Macomb Cty.); Green Acres Shopping Ctr., 13 Mile Rd. & Mound, Warren (Macomb Cty.); Green "8" Shopping Ctr., 8 Mile & Greenfield Rd., Detroit (Wayne City); Hazel Park Shopping Ctr., E 8 Mile Rd., Detroit (Wayne Cty); Hoover Eleven Shopping Ctr., Warren (Macomb Cty.); Ingleside Ctr., Gratiot & Metro Bch. Hwy., Mt. Clements (Macomb Cty); Kendallwood Shopping Ctr., Twelve Mile & Farmington Rds. (Oakland Cty.); K mart Plaza, Seven Mile & Farmington, Livonia (Wayne Cty.); Lake Wood Shopping Ctr., Rawsonville Rd., Van Buren Township (Wayne Cty.); Lincoln Park Plaza Shopping Ctr., Fort St. & New York (Wayne Cty.); Lincoln Shopping Ctr., Greenfield Rd., Oak Park (Oakland Cty); Madison Center, John R & 12 Mile Rd., Madison Heights (Wayne Cty.); McSchaefer Shopping Ctr., Schaefer & McNichols Rds., Detroit (Wayne Cty.); Meadowbrook Village Mall, N Adams, Rochester (Oakland Cty.); Melvindale Shopping Ctr., Oakwood & Greenfield (Wayne Cty.); Metro Place Mall, Central Business District, Wayne (Wayne Cty.); Michigan-Schaefer Shopping Ctr., Dearborn (Wayne Cty.); Mid-Michigan Shopping Ctr., Middlebelt & Michigan, Inkster (Wayne Cty.); New Town Ctr., Ford & Sheldon Rds., Canton Township (Wayne Cty.); North Hill Plaza, Tienken Rd. & N Rochester, Rochester (Oakland Cty.); Northville Square, (Wayne Cty.); Northwood Ctr., 13 Mile & Woodward, Royal Oak (Oakland Cty.); Orion Plaza, SEC Rte. 24 & Clarkston Rd., Orion Township (Oakland Cty.); Riverland Shopping Ctr., Riverland & Van Dyke Aves., Sterling Heights (Macomb Cty.); Sears Lincoln Park Shopping Ctr., Southfield & Dix, Lincoln Park (Wayne Cty.); 7 -Grand Shopping Ctr., Seven Mile Rd. & Grand River, Detroit (Wayne Cty.); Shores Shopping Ctr., Harper Ave. & 13 Mile Rd., St. Clair Shores (Macomb Cty.); Southfield Shopping Ctr., Southfield Rd., (Oakland Cty.); Southgate Shopping Ctr., Fort & Pennsylvania (Wayne Cty.); Spira-Mart Shopping Ctr., W Maple & Tr., Walled Lake (Oakland Cty.); Stadium Plaza, Pine Grove & Holland Ave., Port Huron (St. Clair Cty.); Taylor Town Shopping Ctr., Ecorse Rd. & Pardee (Wayne Cty.); Redford Shopping Ctr., Schoolcraft & Telegraph (Wayne Cty.); Trenton Plaza Shopping Ctr., Fort & King, Trenton (Wayne Cty.); Warren-Conner Shopping Ctr., E Warren & Conner, Detroit (Wayne Cty.); Wildwood Shopping Ctr., Ford & Wildwood (Wayne Cty.).

Regional Centers-Clinton Valley Mall, Hall & Schoenherr Rd., Sterling Heights (Macomb City); Forest City Mall, Wayne & Cown, Westland (Wayne Cty.); Great Oaks, Livernois & Walton (Oakland Cty.); Michigan's Miracle Town & Country Shopper's City, Telegraph & Square Lake, Pontiac (Oakland Cty.); Regional Shopping Ctr., Gratiot Ave. & 15 Mile Rd., Mt. Clemens (Macomb Cty.); Somerset Mall, Big Beaver at Coolidge, Troy (Oakland Cty.); Southgate Shopping Ctr., Eureka & Trenton Rds., Southgate (Wayne Cty.); Tel-Twelve Mall, Telegraph Rd., Southfield (Oakland Cty.); Universal Mall, Twelve Mile & Dequindre, Warren (Macomb Cty.); Westborn Shopping Ctr., Michigan & W Outer Drive, Dearborn (Wayne Cty.); Winchester Mall, S Rochester Rd. & Avon Rd., Rochester (Oakland Cty.); Wonderland Ctr., Plymouth & Middlebelt Rd., Livonia (Wayne Cty.).

Super Regional-Eastland Ctr., Kelly, 8 Mile & Vernier Rd., Harper Woods (Wayne Cty.); Fairlane Town Ctr., M-39 Hubbard Drive & Michigan Ave., Dearborn (Wayne Cty.); Lakeside, Hall Rd., M-59 & Schoenherr Rd., Sterling Heights (Macomb Cty.); Livonia Mall, Seven Mile-Middlebelt, Livonia (Wayne Cty.); Macomb Mall Ctr., Gratiot & Masonic, Roseville (Macomb Cty.); Northland Shopping Ctr. Northwestern, Greenfield & 8 Mile, Southfield (Oakland Cty.); Oakland Mall, John R & I-75, Troy (Oakland Cty.); Summit Place, Elizabeth Lake & Telegraph Rds., Waterford (Oakland Cty.); Southland Shopping Ctr., Eureka & Pardee Rds., Taylor (Wayne Cty.); Twelve Oaks Mall, 12 Mile & Novi Rds., Novi (Oakland Cty.); Westland Shopping Ctr. Wayne, Warren & Cowan Rds., Westland (Wayne Cty.).
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **(PMSA) Department Stores**-Crowley 9; Lord & Taylor 3; Hudsons 9; Montgomery Ward 8; JCPenney 13; Sears 9.
Variety Stores-Kresge 22; Woolworth 3.
Discount Stores-Forest City 8; K mart 63; Meijer's Thrifty Acres 4; Service Mdse. 6; A.J. Foland 6.
Chain Drug Stores-Revco 50; Arbor 30; Apex 18; Perry 125.

Chain Supermarkets-Farmer Jack 85; Kroger 60; A&P 23; Great Scot 19; Spartan 32; IGA 31; Hollywood 5; Danny's 6; Foodland 12; Pak & Save 6.
Other Chain Stores-Women's Apparel: Bonwit Teller, Sizes Unlimited 14, T.J. Maxx 12, Loehmann's, Gantos 7, Saks 2, Jacobsons 5, Winkelmans 41, Alberts 18, Lerner's 7, Marianne 19, Alcove 11, Today 7, Marshall's 5; Men's Apparel: Capper & Capper, Jack Stevens 4, Jos. A. Bank 3, John Kent 3, Kesslers 3, Max Greens' 3, Kosins, Kuppenheimer, Osmuns' 4, Richmond Brothers 13, Shifman's 4, Sims 6, Todds 5, United Shirt 21, Valente 13, Van Horn 10; Appliance Stores: Fretters 11, Highland 11, Good Housekeeping 11, ABC Warehouse 4; Shoes: Famous Footwear, Fayva, Shoetown, Allens, Bakers, Father & Son, Famous Brand, Flagg Bros., Haig, Kinney, Mary Jane, Sibleys 19, Thom McAn 14, Chester, Hack, Knapp 4, Phillips, Pic-Way, Sherman 6, Payless; Furniture: Leeds 3, Tri State 17, Art Van 12, Gardner-White 3, Dobb's 3, Towne & County 4, New York Carpet World 11, Beckwith Evans 8.

14 - NEWSPAPERS: FREE PRESS (m-mon to fri) 639,720; (m-sat) 575,093; (S) 724,342; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dave Munch, Display Adv. Dir., FREE PRESS, 321 W. Lafayette Blvd., Detroit, MI 48231; Tel. (313) 222-8840.
National Representative: Knight-Ridder Newspaper Sales; Metropolitan Publishers Representatives.
THE DETROIT NEWS (all day-mon to fri) 678,399; (m-sat) 637,804; (S) 839,319; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: George J. Kiefer, Adv. Mgr. Natl., DETROIT NEWS, 615 Lafayette Blvd., Detroit, MI 48231; Tel. (313) 222-2490.
National Representative: Million Market Newspapers/Times Mirror National Marketing.

DOWAGIAC

1 - LOCATION: Cass County, E&P Map B-5. Shipping center for manufacturing, agricultural & hog production area; 25 mi. N of South Bend, IN; 115 mi. E of Chicago, IL; 45 mi. SW of Kalamazoo. On State Hwys. M-51, M-62.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Indian Trails.

3 - POPULATION:
Corp. City 80 Cen. 6,307; E&P 87 Est. 6,091
County 80 Cen. 49,499; E&P 87 Est. 47,187
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,276; E&P 87 Est. 1,952
County 80 Cen. 17,236; E&P 87 Est. 17,040

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$43,533,376
Savings & Loan	1	$56,535,000

6 - PASSENGER AUTOS: County 25,581

7 - ELECTRIC METERS: Residence 2,521

8 - GAS METERS: Residence 4,384

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machine Shops 150 ($240); Refrigeration Equip. 1,300 ($240); Die Casting 355 ($220); Wood Prods. 151 ($225).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 40-102; Fall 25-70; Winter 5-40. First killing frost, Oct. 12; last killing frost, May 12.

11 - TAP WATER: Neutral, fluoridated; de-ironized.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on N. and S. Front Sts.; 1 on Commercial St.; 1 on Division; 1 on Penn; 1 on Main.
Nearby Shopping Center-M-51 South (Hale's Hdwe., Fisher's Big Wheel); Wonderland; Donker's.
Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Paul's.
Variety Stores-Woolworth; Big Wheel.
Discount Stores-Wonderland; Big Wheel.
Chain Drug Stores-CVS Discount; Hook's.
Chain Supermarkets-Village Market 4; Harding's.
Other Chain Stores-Gamble's; Firestone; Hale's True Value Hdwe.; Uniroyal Grames & Martin; NuVision Optical; Sears (catalog).

14 - NEWSPAPERS: NEWS (m-mon to fri) 2,910; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Danny Dean, Pub., NEWS, 205 Spaulding St., Dowagiac, MI 49047; Tel. (616) 782-2101.
National Representative: None.

ESCANABA

1 - LOCATION: Delta County, E&P Map B-2, County Seat. Retail, wholesale, industrial, education and residential center. On Bay of Noquet, natural, deepwater harbor. NW corner of Lake Michigan in central part of Upper Peninsula of Michigan. 325 mi. from Chicago Intersection. U.S. Hwys. 2, 41; State Hwy. M-35. Iron Ore shipping port.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western; Escanaba & Lake Superior; Soo Line (freight); Connects with Milwaukee Road.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 14,355; E&P 87 Est. 14,232
CZ-ABC: (80) 19,536
RTZ-ABC: (80) 30,610
County 80 Cen. 38,947; E&P 87 Est. 39,767
City & RTZ-ABC: (80) 50,146
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,467; E&P 87 Est. 4,812
County 80 Cen. 13,568; E&P 87 Est. 14,320
CZ-ABC: (80) 7,113
RTZ-ABC: (80) 10,236
City & RTZ-ABC: (80) 17,349

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$144,525,000

6 - PASSENGER AUTOS: County 20,800

7 - ELECTRIC METERS: Residence 8,553

8 - GAS METERS: Residence 2,946

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wood 200; Paper 1,200; Heavy Mach. 11,050; Rail Process 252.
Principal Pay Days-Fri., every other Tues.; 14th & 29th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-44; Summer 55-72; Fall 39-53; Winter 11-26. First killing frost, Oct. 5; last killing frost, May 12.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-11 blocks on Ludington St.; Delta Plz. Shpg. Center (24 stores-Red Owl Family Center, Woolworth, K mart).
Neighborhood Shopping Center-Stephenson Ave.
Principal Shopping Days-Dept. stores: Mon., Fri., Sat.; Food: Thur., Fri., Sat.
Stores Open Evenings-Fri.; some every night.

13 - RETAIL OUTLETS: **Department Stores**-F&G; Leader; Fair; Montgomery Ward; JCPenney.
Discount Stores-K mart; Shopko.
Variety Stores-Merricks; Woolworth.
Chain Supermarkets-Red Owl; Super Valu; IGA; United Foods; Northland Foods.
Other Chain Stores-Sherwin-Williams; Gamble's; Sears (catalog); Mode O'Day; Mr. Marks; Maurice's; Radio Shack; The Vogue; Nobil's; Ward's.

14 - NEWSPAPERS: PRESS (e) 10,409; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Thomas Dufour, Adv. Mgr., PRESS, 600-2 Ludington, Escanaba, MI 49829; Tel. (906) 786-2021.
National Representatives: Landon Associates; Thomson Newspapers.

FLINT

1 - LOCATION: Genesee County (MSA). E&P Map D-4, County Seat. On Flint River. Industrial and wholesale center for 4-county area. Chief production center of General Motors. 60 mi. from Detroit, 75 mi. W of Port Huron. On U.S. Hwys. 10, 23; Interstates 69, 75, 475; State Hwy. 56.

2 - TRANSPORTATION: **Railroads**-Chesapeake & Ohio; Grand Trunk; Amtrak.
Motor Freight Carriers-35.
Intercity Bus Lines-Greyhound; Michigan Trailways; Indian Trails; North Star; Flint MTA.
Airlines-Midstate; Allegheny; Piedmont; Simmons; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 159,611; E&P 87 Est. 136,290
CZ-ABC: (80) 305,933
RTZ-ABC: (80) 339,733
MSA/County 80 Cen. 450,449; E&P 87 Est. 410,718
City & RTZ-ABC: (80) 645,666
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 57,653; E&P 87 Est. 51,119
MSA/County 80 Cen. 154,642; E&P 87 Est. 145,621
CZ-ABC: (80) 107,989
RTZ-ABC: (80) 106,148
City & RTZ-ABC: (80) 214,137

5 - BANKS	NUMBER	DEPOSITS
Banks	10	N.A.
Savings & Loan	4	N.A.
Credit Unions	18	N.A.

6 - PASSENGER AUTOS: County 268,475

7 - ELECTRIC METERS: County 175,087

8 - GAS METERS: County 141,788

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-$637) Total Mfg. 65,400; Total Non-Mfg. 80,900; Total Gov't 22,500; Civilian Labor Force 199,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-88; Summer 46-94; Fall 14-88; Winter 9-64. First killing frost, Sept. 17; last killing frost, May 24.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown, 21 blocks, 7 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oak Brook Sq.	6	T.J. Maxx, Kids 'R Us, MC Sports
Mid-America Plz.	5	Sears Outlet
Courtland Ctr.	3	The Fair, JCPenney, Crowley's
Genesee Valley	6	Sears, J.L. Hudson, JCPenney
Northwest	5	The Fair, Hamady
North Flint	3	Landmark Foods
South Flint	4	Value City, Hamady
Grand Mall	10	

Retail Outlets-K mart; Miller & Ballenger Hwy., N. Saginaw near Coldwater Rd., Dort Hwy. & Atherton Rd., Pierson Rd. & I-75; Belsay Rd. & I-69; and in Lapeer, Fenton and Grand Blanc. Meijer's, Thrifty Acres; Pierson Rd. & I-75; Center & Atherton Rd.; Hill & Torrey Rds.
Neighborhood Shopping Areas-Thompson's Shopping Center, Richfield & Averill. Westgate Plaza, Beecher & Calkins; Mayfair Plaza, Clio Rd., S. of Carpenter; Yorkshire Plaza, Miller Rd., W. of I-75; Carman Plaza, Corunna Rd., E. of I-75; Diplomat Plaza, Flushing Rd., W. of Ballenger.
Principal Shopping Days-Sun., Sat. & Mon.
Stores Open Evenings-Downtown, Mon. & Fri.; Centers, week nights.
Stores Open Sundays-Retail, discount, variety, food, drugs, furniture, appliances and most shopping centers except downtown.

13 - RETAIL OUTLETS: **Department Stores**-J.L. Hudson; Sears 2; The Fair 3; JCPenney 2; Crowley's.
Variety Stores-Woolworth; Ben Franklin 6.
Discount Stores-Super City 3; Meijer's 3; K mart 8; Best Products.
Chain Drug Stores-Baker's; Drug Shops 3; Corrigall 2; Rite Aid 6; Ideal Pharmacy 5; Kilbourn's 3; Perry's 13; Union Prescription 5.
Chain Supermarkets-A&P 3; Kessel 6; Hamady Bros. 23; 23 Supermarkets 3; Meijer's 3; VG's 4.
Other Chain Stores-Winkelman's; Albert's; Lane Bryant; Lerner; Marianne; Baker's; Haig; Dr. Scholl's; Kinney; Nobil; Thom McAn; Firestone; Goodyear; Goodrich; MC Sports; Glenn Roy; Spiegel Catalog; Art Van; Highland Appliances; Ace Hdwe.; Ollie Fretter; Chess King; Alvin's; Beverly's; Circus World; Toys R Us; Fisher Wallpaper & Paint; Hanover; Skaff; Robinson's; Shifrin-Willens; Donlevy's.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 112,161; (m-sat) 109,137; (S) 123,792; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ed Mitchell, Adv. Dir., JOURNAL, 200 E. First St., Flint, MI 48502; Tel. (313) 766-6100.
National Representative: Newhouse Newspapers Metro Suburbia.

GRAND HAVEN

1 - LOCATION: Ottawa County (In Grand Rapids MSA). E&P Map B-4, County Seat. E Shore of Lake Michigan at the mouth of Grand River. 30 mi. W of Grand Rapids, 170 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Chesapeake & Ohio.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; North Star.
Airlines-Air Wisconsin; Simmons; Midstate; (8 mi. to Muskegon Airport).

3 - POPULATION:
Corp. City 80 Cen. 11,763; E&P 87 Est. 12,129
CZ-ABC: (80) 16,934
RTZ-ABC: (80) 20,649
MSA 80 Cen. 601,680; E&P 87 Est. 645,211
County 80 Cen. 157,174; E&P 87 Est. 173,141
City & RTZ-ABC: (80) 37,583
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,765; E&P 87 Est. 4,892
County 80 Cen. 50,444; E&P 87 Est. 57,730
MSA 80 Cen. 206,047; E&P 87 Est. 228,237
CZ-ABC: (80) 6,356
RTZ-ABC: (80) 6,692
City & RTZ-ABC: (80) 13,048

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	N.A.
Commercial	4	$500,000,000

6 - PASSENGER AUTOS: County 99,147

7 - ELECTRIC METERS: Residence 8,031

8 - GAS METERS: Residence 6,348

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 300 ($282); Metal Working 3,400 ($309); Leather & Plastics 610 ($226); Electronics 250 ($228).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-54; Summer 64-69; Fall 50-61; Winter 24-38. First killing frost, Oct. 19; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Washington St.
Neighborhood Shopping Centers-7th & Washington Sts.; Beechtree St.; 1100 Block on Washington St.; Beacon Plz. 400 Block N. Beacon Blvd.; 1000 Block on Robbins Rd.; South Shore Plaza.
Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Downtown Shopping Center, Mon., Fri.; K mart, Meijer, every evening.

13 - RETAIL OUTLETS: **Department Stores**-Steketee's.
Variety Stores-K mart; Meijer's Thrifty Acres.
Chain Supermarkets-D&W; Meijer Mkt.; H. Casemier 2; Leppinks.

14 - NEWSPAPERS: TRIBUNE (e) 10,082; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Matt Danielson, Adv. Dir., TRIBUNE, 101 N. Third St., Grand Haven, MI 49417; Tel. (616) 842-7180.
National Representative: Landon Associates.

GRAND RAPIDS

1 - LOCATION: Kent County (In Grand Rapids MSA). E&P Map C-4. County Seat. On Grand River, 150 mi. W of Detroit, 30 mi. E of Lake Michigan. On U.S. Hwys. 16, 131; State Hwys. 11, 44, 50, 21, 37; Interstate Hwys. 96, 196, 296.

2 - TRANSPORTATION: **Railroads**-C&O; Grand Trunk Western; Conrail.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; North Star.
Airlines-United; Republic; USAir; Piedmont; Northwest; American; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 181,843; E&P 87 Est. 182,180
CZ-ABC: (80) 387,964
RTZ-ABC: (80) 379,997
MSA 80 Cen. 601,680; E&P 87 Est. 645,211
County 80 Cen. 444,506; E&P 87 Est. 472,070
City & RTZ-ABC: (80) 767,961
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 68,433; E&P 87 Est. 68,095
County 80 Cen. 155,598; E&P 87 Est. 170,507
MSA 80 Cen. 206,047; E&P 87 Est. 228,237
CZ-ABC: (80) 136,748
RTZ-ABC: (80) 124,341
City & RTZ-ABC: (80) 261,089

5 - BANKS	NUMBER	DEPOSITS
Commercial	23	$2,362,258,000
Savings & Loan	4	$604,330,000

6 - PASSENGER AUTOS: County 296,574

7 - ELECTRIC METERS: Residence 157,795

8 - GAS METERS: Residence 111,375

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 79,200 ($182); Lumber & Wood Prods. 1,800 ($150); Furn. & Fixts. 12,400 ($176); Primary Metal Ind. 4,500 ($176); Trans. Equip. 2,100 ($170); Food Prods. 4,400 ($152); Textiles & Apparel 3,800 ($165); Paper 1,700 ($150); Printing & Pub. 3,200 ($180); Chem. 3,000 ($180); Fab. Metal Prods. 14,600 ($196).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 61-83; Fall 45-60; Winter 20-33.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown Monroe Mall & E. Fulton, projecting on all cross-streets.
Neighborhood Shopping Centers-Division & Fulton extending 3 miles S. to Division and 44th St.; Plainfield & Coit; Plainfield & Kenwood; Plainfield from Fuller to E. Beltline; Leonard & Fuller; Leonard & Ball; Michigan between Ransom and Fuller; E. Fulton; Jefferson between Fulton & Wealthy; State Street; Cherry & Lake Dr.; Wealthy and Eastern; Wealthy from Diamond to Fuller; Wealthy & Lake Dr.; Wealthy at Lakeside; Franklin & Eastern; Madison and Hall; Eastern and Oakdale; Kalamazoo from Adams to Boston; Burton at Eastern; Alger at Eastern; Breton at Burton; 28th St. from Division to E. Beltline; Kalamazoo and 44th St. & Clyde Park; 36th St. at Clyde Park; 28th St. from Division to Wilson; Burton & Godfrey; Chicago Dr. at Godfrey; Chicago Dr. from Clyde Park to Wilson; Grandville & Clyde Park; W. Fulton from Lexington to Garfield; Bridge from Front to Straight; Lake Michigan Dr. at Covell; Lake Michigan Dr. at W. Beltline; Stocking from Bridge to 7th; Leonard from Front to Valley; Leonard from Walker to Covell; Alpine Ave. NW West River Dr.; Comstock Pk.; North Pk.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Breton Vlg.(55)	3	D&W
Eastbrook(69)	7	Steketee's
Gaslight(50)	3	Jacobson's

Grand Vlg. Mall	7	
N. Kent(60)	7	K mart, Mont. Ward
Rogers(51)	4	Mont. Ward
Wyoming Vlg.(17)	4	Herp's
Woodland(97)	7	Sears, J.L. Hudson, JCPenney

13 - RETAIL OUTLETS: Department Stores-Steketee's 2; Herpolsheimers 2; Montgomery Ward 2; JCPenney; Sears; J. L. Hudson.
Discount Stores-K mart 5; Thrifty Acres 5.
Variety Stores-S. S. Kresge.
Chain Drug Stores-Revco 5; Muir's 9; Medical Arts 2; Thrifty Acres 5; White & White 3; Apothecary Shop & Prof. Phcy.; CVS; Remes 5.
Chain Supermarkets-Eberhard 7; Meijer 8; Shop Rite 7; D&W 10; Family 2; Daanes 3.
Other Chain Stores-Women's Apparel: Jacobson, Marianne 2, Beverly's 4, Sarret's 2, Gantos 7, Tall Girls; Men's Clothing: Cardinal, Richman, May's 3, Bulliss, Jurgens & Holtyluwer 6; Shoes: Baker 2, Florsheim 2, Kinney 2, Dr. Scholl, Flagg Bros., Maling Bros., Nobil 2; Miscellaneous: Singer Co. 3; Goodyear 2; Firestone 3; General 2; Fanny Farmer 2; S&H Green Stamps; Top Value.

14 - NEWSPAPERS: PRESS (e) 135,998; (S) 179,604; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kevin Dykema, Adv. Mgr.-Display, PRESS, 155 Michigan St. N.W., Grand Rapids, MI 49503; Tel. (616) 459-1400.
National Representative: Newhouse Newspapers Metro Suburbia.

GREENVILLE

1 - LOCATION: Montcalm County, E&P Map C-4. Mfg. and farming ctr. 32 mi. NE of Grand Rapids.

2 - TRANSPORTATION: **Railroads**-Pere Marquette Div. of C&O; Grant Trunk Western.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 8,019; E&P 87 Est. 8,844
CZ-ABC: (80) 8,019
RTZ-ABC: (80) 45,406
County 80 Cen. 47,555; E&P 87 Est. 52,019
City & RTZ-ABC: (80) 53,425

4 - HOUSEHOLDS:
City 80 Cen. 3,098; E&P 87 Est. 2,953
County 80 Cen. 16,543; E&P 87 Est. 18,826
CZ-ABC: (80) 3,098
RTZ-ABC: (80) 15,381
City & RTZ-ABC: (80) 18,479

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$71,000,000

6 - PASSENGER AUTOS: County 26,411.

7 - ELECTRIC METERS: Residence 2,669.

8 - GAS METERS: Residence 2,473.

9 - PRINCIPAL INDUSTRIES: Refrigerators; Auto Bearings; Metal Stampings; Tools & Dies; Furniture; Food Proc.; Plastics.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 10; last killing frost, May 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Lafayette St. in Greenville; 3 blocks on Main St. in Belding.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belding(15)	6	Rite Aid, Leppink's
Stanton	15	Jorgenson, Leppink's
Sheridan	10	IGA
Edmore	20	Viking, IGA

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Stores-McLellan.
Chain Drug Stores-Meijer's; Lipperts; Rite Aid.
Discount Stores-Meijer Thrifty Acres; Fisher Big Wheel.
Chain Supermarkets-Meijers; Jorgensons.
Other Chain Stores-Gamble's; Gittleman; Montgomery Ward; Clothes Tree; Jack's Automotive; Radio Shack.

14 - NEWSPAPERS: DAILY NEWS (e) 8,254; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Zeke Fleet, Adv. Dir., DAILY NEWS, 109 N. Lafayette St., Greenville, MI 48838; Tel. (616) 754-9301.
National Representative: American Newspaper Representatives.

HILLSDALE

1 - LOCATION: Hillsdale County, E&P Map C-5. County Seat. Agric., industrial and educ. ctr. 65 mi. from Toledo; 90 mi. WSW of Detroit; 5 mi. S of U.S. Hwy. 12; State Hwys. M-34 and M-99.

2 - TRANSPORTATION: **Railroads**-Hillsdale County.
Motor Freight Carriers-14.
Intercity Bus Lines-Dial-A-Ride.

3 - POPULATION:
Corp. City 80 Cen. 7,432; E&P 87 Est. 7,500
County 80 Cen. 42,071; E&P 87 Est. 43,151

4 - HOUSEHOLDS:
City 80 Cen. 3,396; E&P 87 Est. 2,556
County 80 Cen. 14,383; E&P 87 Est. 15,353

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	7	$480,866,314
Commercial	3	$188,234,000

6 - PASSENGER AUTOS: County 22,204.

7 - ELECTRIC METERS: Residence 3,235.

8 - GAS METERS: Residence 2,403.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tool, Die 710; Plastics 470; Plumbing 125; Food Prods. 305.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-80; Summer 45-95; Fall 30-80; Winter 12-50. First killing frost, Sept. 15; last killing frost, May 17.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Howell St. and Broad St., Murphy's Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Murphy's Plz.	1	Murphy's Mart, Kroger, Perry Drugs

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-2 Mkts. & 2 Supermkts., Murphy's Plz.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Murphy's Mart; Touse; Gelzer's.
Variety Stores-Consumer's Discount Ctr.; Murphy's Mart.
Chain Drug Stores-Perry Drugs; Nash.
Chain Supermarkets-Kroger; Mkt. House (Spartan).
Other Chain Stores-Radio Shack; Sears Catalog Outlet; The Peak; McCall Home Ctr. (Ace Hdwe.); 7-Eleven; Little Red Shoe House; Nash Hallmark.

14 - NEWSPAPERS: NEWS (e) 8,654; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Douglas Yearta, Adv. Mgr., NEWS, 33 McCollum St., Hillsdale, MI 49242; Tel. (517) 437-7351.
National Representative: Branham/Newspaper Sales.

HOLLAND

1 - LOCATION: Allegan & Ottawa Counties, E&P Map B-4 (In Grand Rapids MSA). On Lake Macatawa, 27 mi. SW of Grand Rapids (adj. Allegan County).

2 - TRANSPORTATION: **Railroads**-C&O; Amtrak.
Motor Freight Carriers-12.
Intercity Bus Lines-Taxibus Service; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,281; E&P 87 Est. 28,895
NDM-ABC: (80) 67,736
RTZ-ABC: (80) 27,681
MSA 80 Cen. 601,680; E&P 87 Est. 645,211
Counties 80 Cen. 238,729; E&P 87 Est. 261,457
  Allegan 80 Cen. 81,555; E&P 87 Est. 88,316
  Ottawa 80 Cen. 157,174; E&P 87 Est. 173,141
NDM & RTZ-ABC: (80) 95,417
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 12,110; E&P 87 Est. 10,329
Counties 80 Cen. 77,681; E&P 87 Est. 88,340
  Allegan 80 Cen. 27,232; E&P 87 Est. 30,610
  Ottawa 80 Cen. 50,449; E&P 87 Est. 57,730
MSA 80 Cen. 206,047; E&P 87 Est. 228,237
NDM-ABC: (80) 22,648
RTZ-ABC: (80) 8,976
NDM & RTZ-ABC: (80) 31,624

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$408,856,658
Savings & Loan	2	$197,110,890

6 - PASSENGER AUTOS: Counties: Allegan 44,552; Ottawa 99,147.

7 - ELECTRIC METERS: Residence 12,165.

8 - GAS METERS: Residence 9,105.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furn. & Wood Prods. 3,892; Metal & Mach. 3,687; Food & Drug 2,956; Automotive Components 1,034; Other 3,727. (Av. Wkly. Wage $335).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-56; Summer 59-84; Fall 40-61; Winter 16-31. First killing frost, Oct. 12; last killing frost, Apr. 25.

11 - TAP WATER: Lake Michigan Water 8.0 g.p.g. hardness.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on 8th St.; 6 blocks on River Ave.
Neighborhood Shopping Centers-Washington Sq.; Central Sq.; Maplewood; Northgate Plaza; Michigan Ave.; N. Bypass M-21; Montello Park; Lakewood Plaza; Airport Plaza; Van Ratte Sq.; Ottawa Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastown(12)	4	K mart
Van Raalte Sq.(16)	5	Family Fare
Ottawa Vlg.(8)	6	Family Fare

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. & Fri. to 9.
Stores Open Sundays-Drug & groceries (summer).

13 - RETAIL OUTLETS: Department Stores-Du Mez; JCPenney; Steketee's.
Discount Stores-Meijer; K mart; Teerman's; Hills.
Variety Stores-Woolworth.
Chain Drug Stores-OB; Meijer; Perry.
Chain Supermarkets-Town & Country; Meijer; Wilt's; Family Fare.
Other Chain Stores-Goodrich; Goodyear; Cashway Lumber; Sears.

14 - NEWSPAPERS: HOLLAND SENTINEL (e) 18,458; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Michael K. Floch, Adv. Mgr., SENTINEL, 54 West 8th, Holland, MI 49423; Tel. (616) 392-2311.
National Representative: Branham/Newspaper Sales.

HOUGHTON

1 - LOCATION: Houghton County, E&P Map A-1. County Seat, 450 mi. from Chicago, IL; 230 mi. from Green Bay, WI; 572 mi. from Detroit; NW part of the Upper Peninsula; on Portage Lake; Isle Royale National Park Hdqtrs.; Michigan Technological University; Suomi College.

2 - TRANSPORTATION: **Railroads**-Soo Line.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound.
Airlines-Simmons; Republic Express.

3 - POPULATION:
Corp. City 80 Cen. 7,512; E&P 87 Est. 6,879
CZ-ABC: (80) 12,634
RTZ-ABC: (80) 44,790
County 80 Cen. 37,872; E&P 87 Est. 39,024
City & RTZ-ABC: (80) 57,424

4 - HOUSEHOLDS:
City 80 Cen. 1,748; E&P 87 Est. 1,350
County 80 Cen. 12,975; E&P 87 Est. 13,936
CZ-ABC: (80) 3,605
RTZ-ABC: (80) 16,386
City & RTZ-ABC: (80) 19,991

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$126,638,000
Savings & Loan	1	$205,000,000
Credit Union	2	$4,897,000

6 - PASSENGER AUTOS: County 16,346.

7 - ELECTRIC METERS: Residence 7,510.

8 - GAS METERS: Residence 12,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educational 3,800; Industrial Mfg. 250; Food & Beverages 272; Lumbering 158.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-62; Summer 55-85; Fall 45-70; Winter 10-35. First killing frost, Oct. 10; last killing frost, May 10.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Houghton; 4 blocks on Hancock; 6 blocks on Calumet.
Shopping Centers-Hancock; Calumet; Copper Country Mall.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Grocery; Pamida; Mall.
Stores Open Sunday-Grocery; Pamida; Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gartners; Spurgeon's.
Variety Stores-Woolworth; K mart; Pamida.
Chain Drug Stores-Snyder; Medicine Shop.
Chain Supermarkets-Northland 12; IGA 4; Red Owl; Super Valu 3.
Other Chain Stores-Sears (catalog); Coast-to-Coast; Holiday; True Valu; Ace; Erickson.

14 - NEWSPAPERS: MINING GAZETTE (e) 11,808; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Don Moran, Ret. Adv. Mgr., MINING GAZETTE, 206 Shelden Ave.; PO Box 32, Houghton, MI 49931; Tel. (906) 482-1500.
National Representatives: Landon Associates; Thomson Newspapers.

IONIA

1 - LOCATION: Ionia County, E&P Map C-4. County Seat. 34 mi. E of Grand Rapids, on the Grand River. On State Hwys. M-21, M-66. U.S. Hwy. I-96, 7 mi. S.

2 - TRANSPORTATION: **Railroads**-Grand Trunk; C&O.
Motor Freight Carriers-4.
Intercity Bus Lines-North Star.

3 - POPULATION:
Corp. City 80 Cen. 5,920; E&P 87 Est. 5,836
County 80 Cen. 51,815; E&P 87 Est. 53,957
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 3,151; E&P 87 Est. 2,254
County 80 Cen. 16,230; E&P 87 Est. 17,574

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$185,000,000
Savings & Loan	1	$120,000,000

6 - PASSENGER AUTOS: County 26,758.

7 - ELECTRIC METERS: Residence 2,720.

8 - GAS METERS: Residence 2,728.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive Plastics 700 ($423); Metal Stamping & Assemblies 130 ($375); Fireplace Inserts 50 ($300); State Institutions 1,200 ($385); Anodizing, Painting, Polishing 23 ($310); Automotive Press 100 ($325); Wear Plate Guides 80 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-55; Summer 42-88; Fall 40-60; Winter 10-28.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza(6)		K mart, Eberhards
Meijer's Thrifty Acres(5)	2	Meijer's
Bosley Ctr.(3)		Bosley Drug

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-K mart; Meijer's Thrifty Acres.
Chain Supermarkets-Meijer's; Fred's; Eberhards Foods.
Chain Drug Store-Revco.
Other Chain Stores-Sears (catalog); Sherwin-Williams; LeAnn; Clevelands; Goodyear; Western Auto; Jean Scene; Hallmark; Nu Vision.

14 - NEWSPAPERS: SENTINEL-STANDARD (m) 4,552; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Mark E. Raymond, Pub., SENTINEL-STANDARD, 114-116 N. Depot, Ionia, MI 48846; Tel. (616) 527-2100.
National Representative: None.

IRON MOUNTAIN-KINGSFORD

1 - LOCATION: Dickinson County, E&P Map B-2. County Seat. Manufacturing and wholesale center. 245 mi. from St. Paul; 260 mi. from Chicago. On U.S. Hwys. 2, 141; State Hwy. 95.

2 - TRANSPORTATION: **Railroads**-C&NW (freight); Escanaba & Lake Superior.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Wisconsin-Michigan.
Airlines-Simmons.

3 - POPULATION:
Corp. Cities 80 Cen. 13,631; E&P 87 Est. 14,478
  Iron Mountain 80 Cen. 8,341; E&P 87 Est. 8,925
  Kingsford 80 Cen. 5,290; E&P 87 Est. 5,553
CZ-ABC: (80) 13,631
RTZ-ABC: (80) 35,081
County 80 Cen. 25,341; E&P 87 Est. 27,480
City & RTZ-ABC: (80) 48,712
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 5,358; E&P 87 Est. 5,376
Iron Mountain 80 Cen. 3,371; E&P 87 Est. 3,434
Kingsford 80 Cen. 1,987; E&P 87 Est. 1,942
County 80 Cen. 9,536; E&P 87 Est. 10,765
CZ-ABC: (80) 5,358
RTZ-ABC: (80) 13,027
City & RTZ-ABC: (80) 18,385

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$217,399,000
Savings & Loan	1	$84,551,000
Credit Unions	3	$21,507,000

6 - PASSENGER AUTOS: County 14,757

7 - ELECTRIC METERS: Residence 10,114

8 - GAS METERS: Residence 4,800 (County). Bottled Gas Customers; Natural Gas Available.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Prods. 660 ($300); Mach. 920 ($368); Tools & Casting 942 ($376); Labels & Wrappings 245 ($250); Paper Mill 725 ($270); Concrete Prods. 210 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 29-74; Summer 42-92; Fall 16-64; Winter 14-41. First killing frost, Sept. 2; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Stephenson Ave.; 2 on Ludington St.; 3 on Hughitt St.; 2 on "B"; 2 on "A"; Midtown Mall, South Stephenson; Birchwood Mall, Kingsford.
Shopping Centers-Midtown Mall, South Stephenson; Birchwood Mall, Kingsford.
Neighborhood Shopping Centers-2 blocks Carpenter at "I"; 2, Breen at Maple; 2, Vulcan at Main; Shopko, Carpenter Ave; K mart on Carpenter Ave.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-S.S. Kresge; K mart; ShopKo.
Chain Drug Stores-The Drug Store.
Chain Supermarkets-Red Owl; IGA Foodliner; Super Valu; Warehouse Foods; Econo-Foods.
Other Chain Stores-Selins; Western Auto; Coast-to-Coast; Sears (catalog); Montgomery Ward.

14 - NEWSPAPERS: NEWS (e) 10,353; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert J. Johnson, Pub., NEWS, 215 E. Ludington; PO Box 460, Iron Mountain, MI 49801; Tel. (906) 774-2772.
National Representatives: Landon Associates; Thomson Newspapers.

IRONWOOD

1 - LOCATION: Gogebic County, E&P Map A-2. Mining; agric.; forest industry and vacation ctr. 432 mi. to Chicago, 107 mi. to Duluth. On U.S. Hwys. 2, 51; MI Hwy. 28; WI Hwy. 77.

2 - TRANSPORTATION: **Railroads**-Soo Line.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Zephyr; Michigan-Wisconsin Bus.

3 - POPULATION:
Corp. City 80 Cen. 7,741; E&P 87 Est. 7,379
CZ-ABC: (80) 12,342
RTZ-ABC: (80) 40,814
County 80 Cen. 19,686; E&P 87 Est. 19,194
City & RTZ-ABC: (80) 53,156

4 - HOUSEHOLDS:
City 80 Cen. 4,042; E&P 87 Est. 2,428
County 80 Cen. 7,578; E&P 87 Est. 7,663
CZ-ABC: (80) 5,003
RTZ-ABC: (80) 15,150
City & RTZ-ABC: (80) 20,153

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$98,841,693
Savings & Loan	2	$24,462,849

6 - PASSENGER AUTOS: County 9,042

7 - ELECTRIC METERS: Residence 3,898

8 - GAS METERS: Residence 4,672

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Copper Mining 213 ($420); Clothing 209 ($205); Forest 1,106 ($215); Flooring 58 ($210); Plastics ($210); Fishing Rods 21 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 15-72; Summer 39-86; Fall 1-75; Winter -30-40. First killing frost, Sept. 28; last killing frost, June 13.

11 - TAP WATER: Acid, soft.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Aurora; 3 on Suffolk; 2 on McLeod; 1 on Ayer St.
Neighborhood Shopping Centers-Hurley, Wis., 5 blocks on one street; Wakefield, Bessemer 5 blocks in each city.
Principal Shopping Days-Dept. Stores-Mon., Fri., Sat. Food-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Vertin's; JCPenney; S&L; Sears.
Discount Stores-Pamida; Copp's; K mart.
Variety Stores-McClellan; Ben Franklin.
Chain Supermarkets-Red Owl; IGA; Super Valu.

14 - NEWSPAPERS: GLOBE (e) 8,355; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Trevarthan, Adv. Dir., GLOBE, 118 E. McLeod Ave., Ironwood, MI 49938; Tel. (906) 932-2211.
National Representative: Landon Associates.

JACKSON

1 - LOCATION: Jackson County (In Jackson MSA), E&P Map C-5, County Seat. 72 mi. W of Detroit, 208 mi. E of Chicago.

2 - TRANSPORTATION: **Railroads**-Grand Trunk Western (freight); Amtrak; Conrail (freight).
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; Short Way.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 39,739; E&P 87 Est. 35,630
CZ-ABC: (80) 79,703
County/MSA 80 Cen. 151,495; E&P 87 Est. 141,297
Bal. in Jackson Co.-ABC: (80) 71,792
Total Jackson Co.-ABC: (80) 151,495
Bal. in NDM-ABC: (80) 75,664
Total NDM-ABC: (80) 227,159

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,005; E&P 87 Est. 13,574
County/MSA 80 Cen. 50,974; E&P 87 Est. 49,304
CZ-ABC: (80) 29,401
Bal. in Jackson Co.-ABC: (80) 21,573
Total Jackson Co.-ABC: (80) 50,974
Bal. in NDM-ABC: (80) 24,973
Total NDM-ABC: (80) 75,947

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$599,994,000
Savings & Loan	3	$280,467,533

6 - PASSENGER AUTOS: County 83,617

7 - ELECTRIC METERS: Residence 75,801

8 - GAS METERS: Residence 13,062

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trans. Equip. 3,100; Mach. (Non-Elect.) 2,500; Fabricated Metal Prods. 2,500; Prime Metals 700; Utilility 1,675.
Principal Pay Days-Fri., Thur., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-73; Summer 53-90; Fall 48-64; Winter 1-45. First killing frost, Oct. 8; last killing frost, May 6.

11 - TAP WATER: Alkaline, softened, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown, Michigan Ave. at Jackson St.

Nearby Shopping Centers

Name (No of stores)	**Miles from Downtown**	**Principal Stores**
Center Plz.(6)	NA	Denny's Shop Rite
Eastgate(5)	NA	Polly's
Paka Plz.(36)	NA	Sears, Woolworth, Kroger, Rite Aid
Westwood Mall(60)	NA	JCPenney, Mont. Ward

Principal Shopping Days-Sat., Mon., Thur., Fri.
Stores Open Evenings-Dept. Mon., Fri. Shopping Centers 6 evenings; Sun. 12 to 5.

13 - RETAIL OUTLETS: **Department Stores**-Montgomey Ward; Sears; JCPenney; Jacobsons.
Discount Stores-K mart 2; Sid Young Distributors; Meijer's Thrifty Acres.
Variety Stores-Woolworth.
Chain Drug Stores-Rite Aid; Weatherwax's 4; Walgreens; Perry; Osco.
Chain Supermarkets-Kroger 2; IGA 3; Polly's 4; Meijer's Thrifty Acres; Jewel Food.
Other Chain Stores-Furniture: Vermeulen's Furniture Mart, Inc.; Auto Supplies: Action Auto, Goodyear, Firestone; Shoes: Shoeland, L. G. Haig, Nobil, Kinney, Sibley's, Father & Son; Men's: Furman's.

14 - NEWSPAPERS: CITIZEN PATRIOT (e) 37,431; (S) 42,071; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: J.C. Gerdes, Adv. Dir., CITIZEN PATRIOT, 214 S. Jackson St., Jackson, MI 49204; Tel. (517) 787-2300.
National Representative: Newhouse Newspapers Metro Suburbia.

KALAMAZOO

1 - LOCATION: Kalamazoo County (MSA), E&P Map C-5, County Seat. Industrial, wholesale & educational center. On U.S. Hwy. 131, I-94 & State Hwy. M-43; 141 mi. E of Chicago; 142 mi. W of Detroit.

2 - TRANSPORTATION: **Railroads**-Conrail; Grand Trunk; Amtrak.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Indian Trails; Indiana Motor; Short-Way.
Airlines-Northwest; Piedmont; Air Wisconsin; American Eagle; United.

3 - POPULATION:
Corp. City 80 Cen. 79,722; E&P 87 Est. 76,690
CZ-ABC: (80) 148,436
RTZ-ABC: (80) 183,133
County/MSA 80 Cen. 212,378; E&P 87 Est. 218,508
City & RTZ-ABC: (80) 331,569

4 - HOUSEHOLDS:
City 80 Cen. 28,375; E&P 87 Est. 28,722
County/MSA 80 Cen. 75,405; E&P 87 Est. 81,138
CZ-ABC: (80) 53,022
RTZ-ABC: (80) 63,648
City & RTZ-ABC: (80) 116,670

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	7	$1,279,846,000
Savings & Loan	3	$629,546,000

6 - PASSENGER AUTOS: County 128,810

7 - ELECTRIC METERS: Residence 24,600

8 - GAS METERS: Residence 21,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper & Allied Prods. 4,700; Chem. & Allied Prods. 7,200; Metal 5,500; Constr. 3,800; Trans. Equip. 2,900; Average wages for all industries ($404).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-67; Summer 60-80; Fall 31-45; Winter 16-31. First killing frost, Oct. 9; last killing frost, May 16.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Michigan Ave.; 6 on Burdick St.
Neighborhood Shopping Centers-Portage at Lovers Lane; E. Main at Nazareth Rd.; W. Main at Drake Rd.; Portage at Paddington; Portage at Bloomfield; Shoppers' Lane, Parchment; S. Westnedge at Milham Rd.; I-94 at Portage; S. Westnedge at Kilgore; Maple Hill Mall; W. Main Mall; Crossroads Mall; E. Towne Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Airport Plaza(3)	4	Zayre
Bloomfield Plaza(22)	NA	Stop-N-Go Foods
Cork-Lane(9)	2	Rite Aid, Libin's Men's Store
Eastwood Plaza(11)	NA	Rite Aid
Kalamazoo Ctr. Fashion Mall(30)	NA	Hallmark Cards, The Greenery
Kalamazoo Mall(55)	NA	Jacobson's, Walgreens, Gilmore's
Maple Hill Mall(70)	NA	Mont. Ward, Gilmore's, Meijer's
Southland Mall([illegible])	NA	Highland Appliance, T.J. Maxx
Westmain Mall(55)	NA	Zayre
Crossroads Mall	NA	JCPenney, Sears, Hudson's

Principal Shopping Days-Sat., Sun., Wed., & Fri.
Stores Open Evenings-Wed.; some also on Fri.; some department stores 6 nights weekly; all malls every evening.

13 - RETAIL OUTLETS: **Department Stores**-Gilmore Bros. 3; Sears; JCPenney; Jacobson's; Wards; Steketees; Hudson's.
Variety Stores-G.L. Perry.
Discount Stores-Zayre 2; Thrifty Acres 3; Osco 2; K mart 3; T.J. Maxx.
Chain Drug Stores-Walgreens; Perry 3; Rite Aid.
Chain Supermarkets-IGA 2; Spartan 8; Harding's 38; Meijer's 3; Jewel Food 3; Family Foods 4; Viking Foods.
Other Chain Stores-Fox's; Nobil; L.G. Haig; Firestone; Goodrich; Goodyear; Highland Appliance; Fretter Appliance; Quality Farm & Fleet 2; Toys 'R' Us; Radio Shack 6; Frank's Nursery 2.

14 - NEWSPAPERS: GAZETTE (e) 62,956; (S) 76,493; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: James Pulliam, Dis. Adv. Mgr., GAZETTE, 401 S. Burdick St., Kalamazoo, MI 49003; Tel. (616) 345-3511.
National Representative: Newhouse Newspapers Metro Suburbia.

KINGSFORD

See IRON MOUNTAIN

LANSING

1 - LOCATION: Ingham County (In Lansing-East Lansing MSA), 559 sq. miles, E&P Map C-4. State capital, university center, mfg.; in central MI; 84 mi. W of Detroit; 37 mi. NW of Jackson; U.S. Hwys. 27, 127, I-69, I-96, I-496; State Hwys. M-43, M-99 & M-143.

2 - TRANSPORTATION: **Railroads**-C&O; Grand Trunk Western; Conrail.
Motor Freight Carriers-26.
Suburban Bus Lines-Greyhound; Short Way; Indian Trails; North Star.
Airlines-Northwest; Piedmont; American Eagle; ComAir; United Express.

3 - POPULATION:
Corp. City 80 Cen. 130,414; E&P 87 Est. 123,065
CZ-ABC: (80) 263,601
RTZ-ABC: (80) 175,695
MSA 80 Cen. 416,667; E&P 87 Est. 410,907
County 80 Cen. 272,437; E&P 87 Est. 264,821
City & RTZ-ABC: (80) 446,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 52,058; E&P 87 Est. 48,365
County 80 Cen. 95,179; E&P 87 Est. 95,394
MSA 80 Cen. 143,071; E&P 87 Est. 145,677
CZ-ABC: (80) 92,838
RTZ-ABC: (80) 55,570
City & RTZ-ABC: (80) 148,408

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	15	$2,480,300,000
Savings & Loan	5	$742,046,000

6 - PASSENGER AUTOS: County 166,214

7 - ELECTRIC METERS: Residence 84,760

8 - GAS METERS: Residence 78,821

9 - PRINCIPAL INDUSTRIES: Industry (Metro Area), No. of Wage Earners (Av. Wkly. Wage)-Trans. Equip. 26,500 ($703); Fab. Metals N.A. (N.A.); Non-Elect. Mach. 3,200 (N.A.).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-54; Summer 55-77; Fall 40-60; Winter 19-33. First killing frost, Oct. 8; last killing frost, May 7. Rainfall 30-66 inches.

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11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown Lansing 7 blocks; Michigan 15; S. Cedar 20; W. Saginaw 8; E. Grand River 6; Larch 15; 10 on Grand River; E. Lansing across from Michigan State Univ.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cedar Park Ctr.	10	Kroger, Rite Aid
Haslett Village Sq.	14	Goff
Country Meadows	3	
Frandor(89)	1	Sears, Kroger, SupeRx
Brookfield	7	Country Mkt., Rite Aid
Edgemont Park(12)	3	Schmidt
Colonial Village(15)	2	Rite Aid,Schmidt
Lansing Mall(105)	6	Mont. Ward, JCPenney, Hudson's, Mervyn's
Meridian Mall(115)	6	JCPenney, Hudson's, Mervyn's
W. Saginaw(8)	3	Stabler's, Shop-Rite
Logan Center Sq.(25)	2	Kroger, SupeRx, Witmark, Sears Surplus
Waverly Plz.(11)	2	Kroger
Delta Ctr.(20)		T.J. Maxx, Serv. Mdse., A.L. Price

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Most nightly.

13 - RETAIL OUTLETS: **Department Stores**-Hudson's 2; Jacobson's; JCPenney 2; Sears; Montgomery Ward.
Discount Stores-Meijer's Thrifty Acres 4; K mart 3; Mervyn's 2.
Variety Stores-Woolworth 2; D&C Stores 3.
Chain Drug Stores-Rite Aid 3; SupeRx 2; Revco 2; Thrifty Acres 4; A.L. Price; Perry Drug.
Chain Supermarkets-Goff 3; Kroger 5; Schmidt 6; Food City 4; Shop-Rite 11; Meijer's Thrifty Acres 4; Min-A-Mart 22; Quality Dairy 27; Thriftway 4.
Other Chain Stores-Ladies' Wear: Brooks, The Gap, Savvy, May's, Women's World, Wilson's Suede, Leather Loft, Jacobson's, Lane Bryant, Beverly's, Town & Country, Casual Corner, Marti Walker, Tempo, Hit or Miss, Tansy, Albert's, Foxmoor, Gantos, Mother to Be, Marianne's, Jean Nicole, Suzys Casuals, The Limited, Paul Harris, Schottenstein's Value City, T.J. Maxx; Men's Wear: Edward's, Leather Loft, Wilson's Suede, Silvermans, His Place, J. Riggings, Redwood & Ross, Mays, Kuppenheimer's, Holden Reid, Webster; Shoes: The Wild Pair, Red Cross, Foot Locker, Shepard's, Thom McAn, Kinney, Barker, Shoeland, Butler, Father & Son, Sibley, Nobil, Maling, Stride-Rite, Cartwright; Confections: Fanny Farmer, Baskin-Robbins, Russell Stover, Fannie Mae, Sam Pretzels, Cookie Factory, Morrow's Nut House, Orange Julius, Mrs. Fields Cookies, Popcorn Planet, Sbarro; Jewelry: Claire's Boutique, Corey's Jewelry Box, Shifrin-Willins, Fox's, J.B. Robinson, Linn & Owen, Zale's, Morgan's; Auto Supplies: Firestone, General Tires, Goodyear, Goodrich, Capitol Tires, Discount Tires, Giant Discount, Action Automotive, Paul Automotive, Capital Automotive.

14 - NEWSPAPERS: STATE JOURNAL (m) 64,786; (S) 84,886; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ted Sondag, Adv. Dir., STATE JOURNAL, 120 E. Lenawee St., Lansing, MI 48919; Tel. (517) 377-1000.
National Representative: Gannett National Newspaper Sales.

LUDINGTON

1 - LOCATION: Mason County, E&P Map B-3, County Seat. Residential center. On E shore of Lake Michigan at mouth of Pere Marquette River. On U.S. Hwys. 10, 31; State Hwy. M-116; 240 mi. N of Chicago, IL; 110 mi. NW of Grand Rapids; 60 mi. from Muskegon.

2 - TRANSPORTATION: **Railroads**-C&O.
Ferries-Michigan-Wisconsin Transportation Co.
Motor Freight Carriers-3.
Passenger & Freight Steamship Lines-1.
Intercity Bus Lines-North Star Shortway.
City Bus-Dart.

3 - POPULATION:
Corp. City 80 Cen. 8,937; E&P 87 Est. 8,817
CZ-ABC: (80) 8,937
RTZ-ABC: (80) 31,753
County 80 Cen. 26,365; E&P 87 Est. 27,212
City & RTZ-ABC: (80) 40,690

4 - HOUSEHOLDS:
City 80 Cen. 3,576; E&P 87 Est. 2,849
County 80 Cen. 9,693; E&P 87 Est. 10,352
CZ-ABC: (80) 3,576
RTZ-ABC: (80) 11,417
City & RTZ-ABC: (80) 14,993

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$75,000,000
Savings & Loan	2	$40,927,254

6 - PASSENGER AUTOS: County 14,039

7 - ELECTRIC METERS: Residence 7,384

8 - GAS METERS: Residence 3,027; Commercial 492

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. & Car Ferries 250; Chem. 250; Vibrator Mach. 350; Light Industry Plants.
Principal Industrial Pay Days-Thur., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 58-85; Fall 30-72; Winter 0-57. First killing frost, Oct. 8; last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown Ludington, 30-35 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Giant Plz.(6)	1	Giantway
Eastgate Plz.(6)	1	Bonser's Eastgate
K mart(7)	1	K mart
Scottville	7	Del Foods

Principal Shopping Days-Tues., Wed., Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Ben Franklin 2.
Discount Stores-Giant Way; K mart.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-Bonser's; Giantway; Eberhards; Del.
Other Chain Stores-Sears (catalog); Goodyear; Payless Shoes; Little Red Shoe Store; Mole Hole; Mariellen's; Hallmark; Radio Shack; Thompson's; Toggery.

14 - NEWSPAPERS: NEWS (e) 7,764; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Natzel, Adv. Mgr., NEWS, 202 N. Rath; PO Box 340, Ludington, MI 49431; Tel. (616) 845-5181.
National Representative: None.

MANISTEE

1 - LOCATION: Manistee County, E&P Map B-3, County Seat. On E shore of Lake Michigan midway between Chicago and Straits of Mackinac (175 mi.) On U.S. Hwy. 31; State Hwys. M-22, M-55 and M-110; 90 mi. N of Muskegon; 122 mi. NW of Grand Rapids.

2 - TRANSPORTATION: **Railroads**-C&O.
Motor Freight Carriers-2.
Intercity Bus Lines-North Star.

3 - POPULATION:
Corp. City 80 Cen. 7,566; E&P 87 Est. 7,140
County 80 Cen. 23,019; E&P 87 Est. 22,489

4 - HOUSEHOLDS:
City 80 Cen. 3,036; E&P 87 Est. 2,053
County 80 Cen. 8,490; E&P 87 Est. 8,630

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	$9,803,000
Savings	1	$15,934,000
Savings & Loan	1	$600,000

6 - PASSENGER AUTOS: County 12,832

7 - ELECTRIC METERS: Residence 3,609

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Salt 525 ($205); Garment 500 ($150); Paper 563 ($205); Metal 232 ($205); Boat Mfg. 300 ($200); Chem. 300 ($200).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 40-100; Fall 25-85; Winter 10-50. First killing frost, Oct. 14; last killing frost, May 12.

11 - TAP WATER: Neutral hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on River St.; 2 blocks on Division St.; 2 on Maple St.; 3 on First St.; 4 on Washington St.
Shopping Centers-K mart; Shoppers Square; Cypress Plaza.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-K mart; Ben Franklin; Gambles.
Chain Drug Stores-Revco.
Variety Stores-Woolworth.
Chain Supermarkets-Spartan; Plumb's; Big E; Oleson's Farm Market.
Other Chain Stores-Sears (catalog).

14 - NEWSPAPERS: NEWS-ADVOCATE (e) 5,706; sworn Feb. 7, 1987.
Local Contact for Advertising and Merchandising Data: Dennis Marsh, Pub., NEWS-ADVOCATE, 75 Maple St., Manistee, MI 49660; Tel. (616) 723-3593.
National Representative: None.

MARQUETTE

1 - LOCATION: Marquette County, E&P Map B-2, County Seat. Industrial, medical, educational, residential center. On the S shore of Lake Superior. Centrally located in Upper Peninsula of MI. On U.S. Hwy. 41; State Hwys. 28 & 94.

2 - TRANSPORTATION: **Railroads**-Soo Line; Lake Superior & Ishpeming.
Intercity Bus Lines-Greyhound; Northern Michigan Coaches; Marquette Transit Authority.
Airlines-Simmons/American Eagle; Republic Express; Northwest Airlink.

3 - POPULATION:
Corp. City 80 Cen. 23,288; E&P 87 Est. 20,139
CZ-ABC: (80) 23,288
RTZ-ABC: (80) 52,822
County 80 Cen. 74,101; E&P 87 Est. 68,272
City & RTZ-ABC: (80) 76,110

4 - HOUSEHOLDS:
City 80 Cen. 7,555; E&P 87 Est. 5,956
County 80 Cen. 24,514; E&P 87 Est. 23,547
CZ-ABC: (80) 7,555
RTZ-ABC: (80) 17,673
City & RTZ-ABC: (80) 25,228

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,252,000,000
Credit Unions	3	$29,100,000

6 - PASSENGER AUTOS: County 34,758

7 - ELECTRIC METERS: Residence 7,434

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Iron Ore Mining; Medical; Iron Ore Proc.; Wood Prods.; Lumber; Northern Michigan Univ.; Dairy Prods.; Baked Goods; Military; Olympic Training Center.

10 - CLIMATE: Min. & Max. Temp.-Spring 5-85; Summer 40-98; Fall 10-85; Winter 20-60. First killing frost, Oct. 1-15; last killing frost, June 15.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Front St.; 3 on Washington St.; Third St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marquette Mall(41)	2	Woolworth, Super Valu
Westwood Plaza(13)	4	Pranges, K mart

Principal Shopping Days-Tues., Fri.
Stores Open Evenings-Shopping centers every evening to 9 and Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Getz; Prange's; American; Northland.
Variety Stores-Woolworth; Ben Franklin; Merrick's.
Discount Stores-Shopko; K mart.
Chain Supermarkets-Red Owl 2; IGA 7; Super Valu; Northland Foods 5.

14 - NEWSPAPERS: MINING JOURNAL (e) 17,849; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Willie J. Peterson, Adv. Mgr., MINING JOURNAL, 249 W. Washington, Marquette, MI 49855; Tel. (906) 228-2500.
National Representatives: Landon Associates; Thomson Newspapers.

MARSHALL

1 - LOCATION: Calhoun County (In Battle Creek MSA). E&P Map C-5, County Seat. 11 mi. W of Albion. Intersection of U.S. Hwys. I-94 & I-69.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Shortway.

3 - POPULATION:
Corp. City 80 Cen. 7,201; E&P 87 Est. 6,786
County/MSA 80 Cen. 141,557; E&P 87 Est. 130,437

4 - HOUSEHOLDS:
City 80 Cen. 2,707; E&P 87 Est. 2,598
County/MSA 80 Cen. 51,123; E&P 87 Est. 48,796

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$1,272,016,149
Savings & Loan	2	$108,880,000

6 - PASSENGER AUTOS: County 80,085

7 - ELECTRIC METERS: Residence 2,900

8 - GAS METERS: Residence 2,575

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Automatic Doors 67; Automotive Insulation 135; Automobile Pumps & Transmissions 907; Refrigerator Display Cases 233; Carton Mfg. 190; Foods 191; Ins. 575; Castings 139; Plumbing Prods. 185; Pre-fab Homes 64; Material Handling Equip. 34; Packaging.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 40-99; Fall 15-75; Winter 0-30. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Michigan Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marshall Plz.(7)	NA	K mart
Redfield Plz.(12)	NA	Redfield Appl., Felpaush Mkt.

Principal Shopping Days-Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Chain Drug Stores**-Rexall.
Chain Supermarkets-Felpausch.
Other Chain Stores-K mart.

14 - NEWSPAPERS: CHRONICLE (m) 2,729; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: N. P. Costianes, Adv. Dir., CHRONICLE, 115 S. Grand St., Marshall, MI 49068; Tel. (616) 781-3943.
National Representative: None.

MENOMINEE

1 - LOCATION: Menominee County, E&P Map B-3. On W shore of Green Bay (Upper Peninsula), at mouth of Menominee River, 50 mi. from Escanaba; 57 mi. from Green Bay. On U.S. Hwy. 41; State Hwys. 41, 35, & 64.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern; Chicago, Milwaukee, St. Paul & Pacific.
Motor Freight Carriers-4.
Intericity Bus Lines-Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 10,099; E&P 87 Est. 9,846
CZ-ABC: (80) 10,099
RTZ-ABC: (80) 33,846
County 80 Cen. 26,201; E&P 87 Est. 27,009
City & RTZ-ABC: (80) 43,945

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,272; E&P 87 Est. 3,446
County 80 Cen. 9,283; E&P 87 Est. 9,942
CZ-ABC: (80) 3,945
RTZ-ABC: (80) 12,052
City & RTZ-ABC: (80) 15,997

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$52,900,000
Savings & Loan	1	$3,768,000

6 - PASSENGER AUTOS: County 13,610

7 - ELECTRIC METERS: Residence 6,582

8 - GAS METERS: Residence 3,781

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper Prods. 1,230; Lumber Prods. 790; Chem. 565; Furn. 760; Fans, Saws, Elect. Motors 600; Gloves 325; Food 270; Marine 305; Comm. Fish & Sports Nets 60; Cement Prods. & Constr. 260; Non-Elect. Goods 285; Printing 100.
Principal Industrial Pay Days-Wed., Thur., Fri.; 1st & 15th, 10th & 25th.

10 - CLIMATE: First killing frost, Sept. 26; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10th Ave.; M&M Plz.
Neighborhood Shopping Centers-10th St.; 13th St.
Shopping Centers-M&M Plz., K mart, (enclosed Mall-McCrory, Super Valu, Snyder Drug). Pine Tree Mall, U.S. 41, Marinette, includes Prange's, Prange-Way, Sears, JCPenney.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All on Fri.; Super Mkts. and Shopping Ctr. 6 nights; 4 Super Mkts. open Sun.

13 - RETAIL OUTLETS: Department Stores-Lauermans; JCPenney; Sears.
Discount Stores-Holiday; K mart.
Variety Stores-McCrory.
Chain Drug Stores-Cross; Lundgren's 2; Rexall 2; Osco; Snyder.
Chain Supermarkets-IGA 8; Super Valu; Red Owl.

14 - NEWSPAPERS: HERALD-LEADER (e) 4,615; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jim Hofer, Adv. Mgr., HERALD-LEADER, 1809 Dunlap Ave., Marinette, WI 54143; Tel. (715) 735-6611.
National Representative: Landon Associates.

MIDLAND

1 - LOCATION: Midland County, (In Saginaw-Bay City-Midland MSA), E&P Map C-4, County Seat. E Central part of state. 125 mi. NW of Detroit. U.S. Hwy. 10; State Hwy. 20.

2 - TRANSPORTATION: Railroads-Grand Trunk; C&O (freight only).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Mercury; Valley Coach.
Airlines-United; Republic.

3 - POPULATION:
Corp. City 80 Cen. 37,250; E&P 87 Est. 37,335
CZ-ABC: (80) 39,658
RTZ-ABC: (80) 75,789
County 80 Cen. 73,578; E&P 87 Est. 75,268
MSA 80 Cen. 421,518; E&P 87 Est. 393,992
City & RTZ-ABC: (80) 115,447

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,737; E&P 87 Est. 13,329
County 80 Cen. 24,498; E&P 87 Est. 25,983
MSA 80 Cen. 141,962; E&P 87 Est. 137,160
CZ-ABC: (80) 13,835
RTZ-ABC: (80) 24,509
City & RTZ-ABC: (80) 38,344

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$520,000,000
Savings & Loan	2	$130,000,000

6 - PASSENGER AUTOS: County 45,942

7 - ELECTRIC METERS: Residence 13,822

8 - GAS METERS: Residence 11,986

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 4,400; Salaried 6,000; Silicones 634 hourly and 5,500 full time; Pkg. 110.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: First killing frost, Oct. 7; last killing frost, May 2.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St. and 1 each side of Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ashman Circle	1	Knopics Hdwe.
Circle Mall(16)	1	SupeRx
Eastlawn(13)	1	Giant Foods
Stadium Plaza	2	Giant Foods
Giantway Plz.	2	Giant Foods
Midland Plz.(16)	1	K mart, A&P

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Hansens; JCPenney.
Discount Stores-Clinton Discount; K mart; 3-D.
Variety Stores-Woolworth.
Chain Drug Stores-SupeRx; Community 2; Perry; Rite Aid.
Chain Supermarkets-A&P; Giant Super 3; Kroger.
Other Chain Stores-Firestone; Goodyear; Singer Co.; Nobils Shoes; Gittleman's; Jo-Ann Fabrics; Sherwin-Williams; Kid's Port; So Fro Fabrics.

14 - NEWSPAPERS: DAILY NEWS (e) 17,341, Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jenny Anderson, Adv. Dir., DAILY NEWS, 124 S. McDonald St., Midland, MI 48640; Tel. (517) *835-7171*.
National Representatives: Branham/Newspaper Sales; U.S. Suburban Press.

MONROE

1 - LOCATION: Monroe County (In Detroit PMSA). E&P Map D-5, County Seat. Diversified farming. Large manufacturing center of paper, paper products, containers, auto parts, commercial stokers. Southeastern part of state. 40 mi. SW of Detroit; 25 mi. N of Toledo, OH; U.S. Port on Lake Erie. On U.S. Hwy. 24 and State Hwys. 50, 125; Detroit-Toledo Expwy. I-75.

2 - TRANSPORTATION: Railroads-Conrail; Chessie Systems; Norfolk & Western; Ann Arbor; Grand Trunk.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Short Way; Lake Erie Transportation.

3 - POPULATION:
Corp. City 80 Cen. 23,531; E&P 87 Est. 20,779
CZ-ABC: (80) 30,786
RTZ-ABC: (80) 107,133
PMSA 80 Cen. 4,487,421; E&P 87 Est. 4,222,195
County 80 Cen. 134,659; E&P 87 Est. 128,130
City & RTZ-ABC: (80) 137,919

4 - HOUSEHOLDS:
City 80 Cen. 8,057; E&P 87 Est. 7,303
County 80 Cen. 43,110; E&P 87 Est. 42,491
PMSA 80 Cen. 1,551,942; E&P 87 Est. 1,511,570
CZ-ABC: (80) 10,756
RTZ-ABC: (80) 33,510
City & RTZ-ABC: (80) 44,266

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$917,258,000
Savings & Loan	1	$390,612,000

6 - PASSENGER AUTOS: County 77,361

7 - ELECTRIC METERS: Residence City 8,102

8 - GAS METERS: Residence City 14,591

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage of all manufacturing employees $240)-Automotive & Related 2,330; Glass & Pottery 752; Paper, Plastics & Allied Prods. 2,273; Primary Metal & Scrap 937; Fab. Metal Prods. 459; Trans. 1,200; Mach., Non-Elect. 843; Power Generation & Cable 10,603; Concrete & Stone 355; Wood & Furn. 516.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-89; Summer 51-98; Fall 23-99; Winter 4-68. First killing frost, Sept. 15; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal shopping Centers-5 blocks on Front St.; 3 on Monroe St.; 1 on Washington.
Neighborhood Shopping Centers-Winchester, 3 blocks; East 2nd, 2; East 1st, 1.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Monroe(25)	3	JCPenney, Woolworth
Foodtown(6)	2	Foodtown, Radio Shack
N. Monroe(2)	2	K mart
Monroe Mall(11)	3	Kash 'n Karry Ace Hardware
S. Monroe(9)	4	Kroger, Perry Drug, ACO Hardware

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Downtown Fri.; Shopping Centers 7 days-7 nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kline's.
Variety Stores-Woolworth.
Discount Stores-Kaybee Drug and Cosmetics; K mart; Fisher Big Wheel.
Chain Drug Stores-Arbor; Professional Village 3; Weisel's Rexall; Perry 2; FIP 2; Valu Rite.
Chain Supermarket-Kroger; Bazley's; Food Town 7; Gruber's 2; Spartan 3; Danny's Fine Foods 2; Kash 'n Karry.
Other Chain Stores-Carter Lumber; Wickes Lumber; Firestone; L.C. Haig; Sherwin-Williams; Keidan's; Hadley-Arden; ACO Hardware; ACE Hardware; Radio Shack; Baskin-Robbins; Friendly Ice Cream; New York Carpet; Kinney Shoes; Pic Way Shoes; Jo-Ann Fabrics; Milkin Jewelers; M.A. Mans Lumber; Sears (catalog).

14 - NEWSPAPERS: NEWS (e) 27,125; Mar. 31, 1987 ABC.
Local Contact for Advertising and Marketing Data: George Stoner, Adv. Dir., NEWS, 20-22 W. First St., Monroe, MI 48161; Tel. (313) 242-1100.
National Representative: None.

MOUNT CLEMENS

1 - LOCATION: Macomb County (In Detroit PMSA). E&P Map D-4, County Seat. 12 mi. NE of Detroit on Lake St. Clair. On U.S. Hwys. 94, 696; State Hwys. M-3, M-29, M-53, M-59, M-97, M-102.

2 - TRANSPORTATION: Railroads-Grand Trunk; Green Bay; Western.
Bus Lines-Greyhound; Tower Bus; Southeast Michigan Transportation Association.

3 - POPULATION:
Corp. City 80 Cen. 18,806; E&P 87 Est. 18,248
NDM-ABC: (80) 273,047
PMSA 80 Cen. 4,487,421; E&P 87 Est. 4,222,195
County 80 Cen. 694,600; E&P 87 Est. 683,845
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen 7,052; E&P 87 Est. 7,193
County 80 Cen. 229,820; E&P 87 Est. 234,170
PMSA 80 Cen. 1,551,942; E&P 87 Est. 1,511,570
NDM-ABC: (80) 91,760

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	19	N.A.
Savings	11	N.A.

6 - PASSENGER AUTOS: County 487,012

7 - ELECTRIC METERS: County 240,000

8 - GAS METERS: County 177,000

9 - PRINCIPAL INDUSTRIES: Pottery; Greenhouses; Metal Prods.; Tools & Dies; Auto Plastics; Pleasure Boats; Plastic Signs; Mfg.; Automotive Related Fab. Metals; Mach.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Roseville Plz.(50)	NA	Service Mdse., Marshalls, Chatham
Shores(19)	NA	Designer Depot, Great Scott, A.C.O.
Eastland(125)	NA	Hudsons, JCPenney
Universal Mall(97)	NA	Mont. Ward, Crowley's
Oakland Mall(130)	NA	JCPenney, Hudsons, Sears
Regional(32)	NA	Perry, Woolworth, Mont. Ward, Chatham
Lakeside(130)	NA	J.L. Hudson, Sears, JCPenney, Crowley's, Lord & Taylor
Macomb(78)	NA	Sears, Crowley's
Clinton Vlg.(10)	NA	Marshalls, Service Mdse.

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri., every night in shopping centers.

13 - RETAIL OUTLETS: Department Stores-Crowley's; JCPenney; Sears; Montgomery Ward; J.L. Hudson; Lord & Taylor; Marshalls.
Discount Stores-K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Perry; Revco; SupeRx; Arbor.
Chain Supermarkets-A&P; Chatham; Farmer Jack; Great Scott; Kroger.

14 - NEWSPAPERS: MACOMB DAILY (e) 50,021; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jerry W. Ballenger, Dir. of Sales/Mktg., MACOMB DAILY, 67 Cass Ave.; PO Box 707, Mt. Clemens, MI 48043; Tel. (313) 469-4510.
National Representatives: Landon Associates; U.S. Suburban Press.

MOUNT PLEASANT-ALMA

1 - LOCATION: Mount Pleasant in Isabella County, Alma in Gratiot County, E&P Map C-4, County Seat. Central part of state. On U.S. Hwy. 27; State Hwy. M-20; 70 mi. N of Lansing.

2 - TRANSPORTATION: Railroads-Ann Arbor; Pere Marquette Div. of C&O; Grand Trunk; Michigan Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Mercury; Michigan Trailways.
Airline-Charter only.

3 - POPULATION:
Corp. Cities 80 Cen. 33,398; E&P 87 Est. 31,250
  Mount Pleasant 80 Cen. 23,746; E&P 87 Est. 22,283
  Alma 80 Cen. 9,652; E&P 87 Est. 8,967
Counties 80 Cen. 94,558; E&P 87 Est. 93,487
  Isabella 80 Cen. 54,110; E&P 87 Est. 55,061
  Gratiot 80 Cen. 40,448; E&P 87 Est. 38,426
NDM-ABC: (80) 69,487

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 9,235; E&P 87 Est. 8,361
  Mount Pleasant 80 Cen. 6,145; E&P 87 Est. 5,449
  Alma 80 Cen. 3,090; E&P 87 Est. 2,912
Counties 80 Cen. 29,363; E&P 87 Est. 29,969
  Isabella 80 Cen. 16,044; E&P 87 Est. 16,857
  Gratiot 80 Cen. 13,319; E&P 87 Est. 13,112
NDM-ABC: (80) 21,187

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$700,000,000
Savings & Loan	2	N.A.
Credit Unions	4	N.A.

6 - PASSENGER AUTOS: Counties: Isabella 23,221; Gratiot 21,051

7 - ELECTRIC METERS: Residence Mt. Pleasant 4,734; Alma 3,820

8 - GAS METERS: Residence Mt. Pleasant 5,007; Alma N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil & Gas Explor., Prods. & Rel. Servs. 7,000; Restaurant Equip. 700; Wood Harvesting Equip. 350; Central Michigan Univ. 2,000; Plastics 150; Automotive Parts 1,200; Tool & Die 275; Agric. N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-60; Summer 37-92; Fall -11-85; Winter -17-60.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Mt. Pleasant Shpg. Ctr.; Stadium Mall; Westown Shpg. Ctr.; 501 Plaza.
Principal Shopping Days-Wed., Fri.
Stores Open Evenings-Mon. through Fri. in shopping centers; downtown, Fri.
Stores Open Sundays-Food, drug, discount & dept.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog); Spurgeons.
Discount Stores-Giantway; K mart; TG&Y; Arthur's Catalog Showroom.
Variety Stores-D&C.
Chain Drug Stores-Downtown; SupeRx; Post; Perry; Spencers.
Chain Supermarkets-Giant 3; Ric's; Kroger; IGA 9; Farmer Jack's; D&M.
Other Chain Stores-Evenknit Hosiery; Western Auto; Ace Hdwe.; 7-Eleven; True Value; Radio Shack; Lloyds Shoes; Nobil Shoes; Little Red Shoe House; Payless Shoes; Fox's Jewelry; Gittleman's; Erb Lumber; Midas Muffler; Sagebrush; Shoe Horn.

14 - NEWSPAPERS: SUN (m) 11,371; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Nan P. Bartlett, Adv. Mgr., SUN, 215 N. Main St.; PO Box 447, Mt. Pleasant, MI 48858; Tel. (517) 772-2971.
National Representative: Landon Associates.

MUSKEGON

1 - LOCATION: Muskegon County, (In Muskegon MSA), E&P Map B-4, County Seat. industrial, wholesale and shipping center for W Michigan. On I-96; U.S. Hwy. 31 and State Hwys. 46, 120; 190 mi. NW of Detroit; 77 mi. E of Milwaukee; 112 mi. NE of Chicago; 38 mi. NW of Grand Rapids.

2 - TRANSPORTATION: Railroads-Conrail; C&O; Grand Trunk Western.
Motor Freight Carriers-8.
Steamship Lines-4 Foreign Freight.
Intercity Bus Lines-Greyhound; North Star.
Airlines-American Eagle; Republic Express; Northwest Airlink; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 40,823; E&P 87 Est. 40,649
CZ-ABC: (80) 96,383
RTZ-ABC: (80) 124,058
County/MSA 80 Cen. 157,589; E&P 87 Est. 162,415
City & RTZ-ABC: (80) 220,441

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,241; E&P 87 Est. 15,831
County/MSA 80 Cen. 54,526; E&P 87 Est. 58,295
CZ-ABC: (80) 34,913
RTZ-ABC: (80) 41,354
City & RTZ-ABC: (80) 76,267

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$708,943,000
Savings & Loan	3	$494,330,000

6 - PASSENGER AUTOS: County 91,931

7 - ELECTRIC METERS: Residence Co. 55,400

8 - GAS METERS: Residence Co. 48,116

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Total Mfg. 18,900 ($472); Non-Elect. Mach. 6,800 ($455); Primary Metals 2,900 ($411); Fabricated Metals 1,200 ($429).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-64; Summer 55-85; Fall 33-46; Winter 19-33. First killing frost, Oct. 16; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown, Muskegon Mall.
Neighborhood Shopping Centers-Henry Street, Norton Shores; Broadway and Peck St., Muskegon Heights; Ruddiman and Center Sts., N. Muskegon; Lake Shore Drive Lakeside; Apple Ave. & U.S. 31.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Glenside	4	Plumb's
Beltline Plaza	3	Plumb's
West Vlg.	3	Witmark
Thrifty Acres	4	Thrifty Acres
Family Foods	3	Walgreens
K mart Plaza	4	K mart
Park Row	4	JCPenney
Outlets, Etc.(28)	2	

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Hardy-Herpolsheimers (Allied); JCPenney; Steketee's.
Discount Stores-Meijer's Thrifty Acres; K mart 2; Outlets, Etc.
Chain Drug Stores-Revco 2; Walgreens 2; SupeRx.
Chain Supermarkets-Plumb 6; Meijer's; Eberhard's 6; Family Foods; Gov's 2; 7-Eleven 2; Convenient Food Mart 3; Thriftway 14; IGA 4; DTW Food.
Other Chain Stores-Sherwin-Williams; Kindy; House of Vision; Zale's Jewelry; Radio Shack; Pic-Way; Midas Muffler; Firestone; Goodyear 2; Montgomery Ward; S&H Green Stamps; Jo-Ann Fabric Shops; Nobil Shoes; Lerner's; Ganto's; M.C. Sport Goods; Tuffy Muffler; Ziebart.

14 - NEWSPAPERS: CHRONICLE (e) 47,341; (S) 51,393; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David Kennedy, Gen. Adv. Supv., CHRONICLE, 981 Third St., Muskegon, MI 49443; Tel. (616) 722-3161.
National Representative: Newhouse Newspapers Metro Suburbia.

NILES

1 - LOCATION: Berrien County (In Benton Harbor MSA). E&P Map B-5. 6 mi. N of MI-IN state line. Miscellaneous manufacturing. On U.S. Hwys. 31, 33, and 12; State Hwys. 51, 60 and 140.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail, Big Four.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Indian Trails; Northern Indiana Transit.
Local Bus Service-Dial-A-Ride.
Airlines-Republic; United; Air Wisconsin (at South Bend, IN Airport); Britt.

3 - POPULATION:
Corp. City 80 Cen. 13,115; E&P 87 Est. 11,681
County/MSA 80 Cen. 171,276; E&P 87 Est. 154,034

4 - HOUSEHOLDS:
City 80 Cen. 5,522; E&P 87 Est. 4,468
County/MSA 80 Cen. 60,276; E&P 87 Est. 56,163

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$433,500,000
Savings & Loan	1	$600,500,000

6 - PASSENGER AUTOS: County 94,929

7 - ELECTRIC METERS: City Residence 5,746

8 - GAS METERS: City Residence 5,410

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Sewing Patterns 644; Wire Mfg. 650; Store Fronts 650; Store Fixt. 650; Air Moving Equip. 200; Paper Mfg. 175; Elect. Prods. 200; Food Proc. 301; Truck Axles & Heavy Equip. (6 mi. distant) 6,623; Automotive Urethane Steering Wheels 140.
Principal Pay Days-Fri., 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-80; Summer 56-92; Fall 33-51; Winter 15-33; First killing frost, Oct. 4; last killing frost, May 10.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-16 blocks on 5 streets.
Neighborhood Shopping Centers-Main & Oak; 17th & Oak; Eastgate; Oak and 21st; Brandywine and Belle Plaza; Belle Rd. & U.S. 31.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(30)	3	JCPenney, DeMonds Foods, G.L. Perry Disc., Perry Drugs

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon.-Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-G.L. Perry; Perry Drug.
Discount Stores-Wonderland; Clinton Drug; K mart.
Chain Supermarkets-West Side Super; Westside Open Pantry; Tony's; Peel's; Save Mart; Shelton's; DeMond's SuperValu; Eagles.
Other Chain Stores-Western Auto Tire; Sherwin-Williams; Falveys; Majerek's; D&D Tire; Hook's Drugs; Guarantee Auto; Radio Shack; CVS; Thornburgs Drugs; Pic Way Shoes; Nu Vision; Coast-to-Coast Hdwe.; Sycamore.

14 - NEWSPAPERS: STAR (m) 4,807; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Polli M. Smith, Adv. Mgr., STAR, 217 N. Fourth St., Niles, MI 49120; Tel. (616) 683-2100.
National Representative: None.

OWOSSO

1 - LOCATION: Shiawassee County, E&P Map C-4. Centrally located, 85 mi. from Detroit, 80 mi. from Grand Rapids. On State Hwys. M-21, M-52 and M-71.

2 - TRANSPORTATION: **Railroads**-Grand Trunk.
Motor Freight Carriers-5.
Intercity Bus Lines-Indian Trail.

3 - POPULATION:
Corp. City 80 Cen. 16,455; E&P 87 Est. 15,007
County 80 Cen. 71,140; E&P 87 Est. 67,529

4 - HOUSEHOLDS:
City 80 Cen. 6,382; E&P 87 Est. 5,765
County 80 Cen. 23,359; E&P 87 Est. 22,967

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	3	$453,709,383
Savings & Loan	2	$242,000,000

6 - PASSENGER AUTOS: County 39,721

7 - ELECTRIC METERS: City 7,500; County 27,

8 - GAS METERS: City 6,440; County 15,981

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Motors & Generators 1,505; Batteries 485; Motor Vehicle Parts 441; Plastic Prods. 409; Abrasive Prods. 392; Blowers & Fans 265; Mach. 242; Corrugated Boxes 170; Furn. 135; Clay Prods. 125; Screw Machine Prods. 113; Metal Prods. Concrete Prods. 109; Baker College-750 Students.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 62-90; Fall 41-61; Winter 0-30. First killing frost, Nov. 6; last killing frost, May 15.

11 - TAP WATER: Lime-soda softening, fluoridated 1 ppm.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 5 blocks on Washington St.; 3 blocks on Exchange St.
Neighborhood Shopping Centers-6 other Shopping Centers: 1400 N.M-52; 200 to 1100 W. Main St., at E. Limits of City; Corunna Ave.; Monroe Plaza; State Rd. and M-21; South M-52.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-W.C. Wiechman Co.; JCPenney; Sears (catalog).
Discount Stores-K mart; 3-D; Fisher's Big Wheel; Fairway Discount; Price Rite.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Plaza 2; Perry; Voight's Pharmacy 2.
Chain Supermarkets-Hamady 2; Sunshine; Kessel; Brady's-Bannan's Foodlands; IGA; VG's.
Other Chain Stores-Walter's; Firestone; Wickes Lumber; Quality Fleet; TSC Store; True Value Hardware; Norm Henry Fine Shoes; Gittleman's; Fashion Bug; Valley Lumber Co.; Pine Cashway; Tri State Furn.; Lane Furn.; Auto Works; Action Auto; Car Quest; Tire Factory.

14 - NEWSPAPERS: ARGUS-PRESS (e) 14,034; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Geo. T. Campbell, Natl. Adv. Mgr., ARGUS-PRESS, 201 E. Exchange St., Owosso, MI 48867; Tel. (517) 725-5136.
National Representative: None.

PETOSKEY

1 - LOCATION: Emmet County, E&P Map C-2. County Seat. Winter and summer vacation resort. In Little Traverse Bay, N end of Lake Michigan, 200 mi. N of Grand Rapids and 28 mi. S of the Straits of Mackinac. On U.S. Hwys. 31 & 131; State Hwys. M-119 & M-68.

2 - TRANSPORTATION: **Motor Freight Carriers**-Parker; Central Transport.
Intercity Bus Lines-North Star; Wolverine Stages; Delta.
Airlines-American Eagle; Republic Express; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 6,097; E&P 87 Est. 6,057
NDM-ABC: (80) 42,899
County 80 Cen. 22,992; E&P 87 Est. 24,308
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,355; E&P 87 Est. 1,730
County 80 Cen. 8,107; E&P 87 Est. 8,871
NDM-ABC: (80) 15,163

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$396,300,000
Savings & Loan	2	$14,600,000

6 - PASSENGER AUTOS: County 14,882

7 - ELECTRIC METERS: Residence 2,580

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Cement (Boatloads); Chrome Plating Wire Prods., Screws & Bolts; Elect. Car Switches; Plastic Bags; Guidance Systems; Aluminum Castings; Maple Hardwood Prods.; Wood Prods.; Concrete Blocks; Street Light Globes; Auto Parts; Conveyor Belts; Resort (Golf & Downhill Skiing) Complexes; Pottery; Wooden Shipping Skids; Automated Institution Equip.; Cross Country Skiing; Conventions.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 40-90; Fall 30-75; Winter 10-60.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Charlevoix(20)	18	Oleson's,
Captain's Corners	20	Glen's
Crago Plaza(7)	1	Oleson's
Giant Plaza(8)	2	Giantway Family Ctr.
K mart Plaza(8)	1	IGA, K mart, Revco
Glen's Plz.(3)	17	Glen's
Harbor Plz.(5)	7	McRae-Simmons

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Gittleman's; Sears; Country Casuals; The Clothes Post; Maurices.
Variety Stores-Woolworth; McCrory; Ben Franklin.
Discount Stores-Holiday; Giantway; K mart.
Chain Drug Stores-Revco; Rite Aid.
Chain Supermarkets-IGA; Oleson's; Giant; Glen's.
Other Chain Stores-Horizon Book Stores; Wicke's; The Clothes Tree; Gatly's House Furnishings; Sherwin-Williams; Radio Shack; JoAnn Fabrics; Pappagallo; Midas Muffler; Northern Auto Parts; Nu Vision Optical; Payless Shoes; Comfort Center; Symon's General Stores; Russell's Shoes; The Bahnhof Shops; Mettler's by the Bay; Fotchman Motor Company; C. Jay's Warehouse; Kilwins Candy Kitchens; Meyer Hdwe.; Little Red Shoe House; Parts Plus Automotive; Golden Shoes; LaShack; Gattles' Linens; Richard Hanten for Children; Benneton; Hilda of Iceland; Mole Hole.

14 - NEWSPAPERS: NEWS-REVIEW (e-mon to fri) 10,384; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Everett Dielman, Adv. Mgr., NEWS-REVIEW, 319 State St., Petoskey, MI 49770; Tel. (616) 347-2544.
National Representative: None.

PONTIAC

1 - LOCATION: Oakland County (In Detroit PMSA). E&P Map D-4. County seat and principal buying center of Oakland and parts of adjoining counties. Wholesale center, in SE Michigan. In center of automotive manufacturing area of MI, 26 mi. NW of Detroit on U.S. Hwys. 10, 24, I-75.

2 - TRANSPORTATION: **Railroads**-Grand Trunk Western.
Motor Freight Carriers-27.
Intercity Bus Lines-SEMTA.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen. 76,715; E&P 87 Est. 69,957
NDM-ABC: (80) 467,285
PMSA 80 Cen. 4,487,421; E&P 87 Est. 4,222,195
County 80 Cen. 1,011,793; E&P 87 Est. 1,040,074
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,928; E&P 87 Est. 25,082
County 80 Cen. 355,187; E&P 87 Est. 376,419
PMSA 80 Cen. 1,551,942; E&P 87 Est. 1,511,570
NDM-ABC: (80) 155,055

5 - BANKS	NUMBER	DEPOSITS
Oakland County	40	$8,077,121,000

6 - PASSENGER AUTOS: County 707,835

7 - ELECTRIC METERS: Residence City 23,253

8 - GAS METERS: Residence City 19,031

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Automotive Mfg. and Trans. Equip. 111,200; Servs. 157,500; Trade 154,300.
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 47-96; Fall 16-90; Winter 0-50. First killing frost, Oct. 15; last killing frost, May 6.

11 - TAP WATER: Medium-hard.

12 - RETAILING: **Principal Shopping Centers in Oakland County**-Summit Place-Open 12-5 Sun.; Tel-12 Mall Open 12-5 Sun.; Northland Mall-Open 12-5 Sun.; Somerset Mall-Open 12-5 Sun.; Oakland Mall-Open 12-5 Sun.; Orchard Mall-Open 12-5 Sun.; Meadowbrook Mall-Open 12-5 Sun.; Twelve Oaks Mall-Open 12-5 Sun.; Lakeside Mall-Open 12-5 Sun. Most open weekdays 10-9.
Neighborhood Shopping Centers-8 blocks on N. Perry St.; 5 on W. Huron St.; 2 on Orchard Lake Rd.; 3 on Auburn Ave.; 6 on Oakland Ave.; 10 acres on Elizabeth Lake Rd.; 6 on Union Lake Rd.; 14 acres on S. Telegraph Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Campus Corners(16)	9	Kroger, Radio Shack, Drug Mart
Drayton Plains(12)	7	K mart
Glenwood Plz.(18)	1	K mart, Farmer Jack, Kay Furn.
Great Oaks(20)	8	Jacobson's
Harvard Plaza(13)	7	Kroger, Perry Drug, Hallmark
Lakeside Mall(180)	15	Hudson's, Sears, Lord & Taylor
Meadowbrook Mall(44)	6	Frank's Nursery, Osmun's
Bloomfield Town Square(52)	2	JCPenney, Shopright Leeds, Lion Store
North Hill Plaza(8)	10	Chatham
Oakland Mall(133)	14	Hudson's, Sears, JCPenney
Old Orchard(19)	8	Farmer Jack
Orchard Mall(39)	8	Shopping Ctr. Mkt.
Pine Lake(32)	5	Kroger
Summit Place(65)	2	Hudson's, Sears, Mont. Ward
Rochester Hills Plaza(15)	9	Great Scott, Perry
Somerset Fashion Mall(50)	8	Saks 5th Ave., Bonwit-Teller
Tel-Huron(23)	1	Concord Drugs
Tel-Twelve(70)	10	Mont. Ward, Osmun's, K mart
Twelve Oaks(180)	14	Lord & Taylor, Sears, JCPenney
Waterford Plz.(14)	7	A.C.O. Hardware
Waterfall Plaza(25)	7	La Treille's, Waterfall Jewelers
Winchester Mall(37)	10	Foland's, Farmer Jack

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur., Fri.; Shopping Center, 6 nights; Sun. 12-5pm.

13 - RETAIL OUTLETS: **Department Stores in Oakland County**-Sears 3; JCPenney 5; Montgomery Ward; Hudson's; Crowley's 3; The Lion Store; Jacobson; Marshalls; Lord & Taylor.
Variety Stores-S.S. Kresge 4; D&C Stores 2.
Discount Stores-K mart 11.
Chain Drug Stores-Thrifty 2; Perry 14; Revco 4; Arbor 9.
Chain Supermarkets-A&P 8; Great Scott 6; Meijers 3; Kroger 9; Farmer Jack 20; Foodtown 4.

Other Chain Stores-Shoes: Thom McAn, Kinney, Baker's, Sibley's, Father & Son, A.S. Beck, Burt's Shoes; Men's Wear: Osmun's; Women's Wear: Albert's, United Shirt, The Barn, Marianne Shop, Lane Bryant, Jacobson's, The Fashion Bug, Hadley's, R & M, Winkieman's; Candies: Sanders, Ross' Candies; Rubber Products: Goodrich, Goodyear, Firestone, Michelin, Dayton Tire, Uni-Royal; Jewelry: Zale's; Misc.: Sherwin-Williams, Singer Co., Highland Appliance, Fretter Appliance, Service Merchandise, Toys 'R Us, ACO Hardware, ACE Hardware, So-Fro Fabrics, Minnesota Fabrics; Furniture: Art Van, Thomas, Kay, Englander Triangle; Carpet: Beckwith, Karen's, New York Carpet World.

14 - NEWSPAPERS: OAKLAND PRESS (e-mon to fri) 71,335; (m-sat) 70,810; (S) 79,639; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Al Derusha, Adv. Mgr., OAKLAND PRESS, 48 W. Huron St.; PO Box 9, Pontiac, MI 48058; Tel. (313) 332-8181.

National Representative: Sawyer-Ferguson-Walker.

PORT HURON

1 - LOCATION: St. Clair County (In Detroit PMSA). E&P Map D-4. County Seat. Industrial, agricultural center and vacation resort. On Lake Huron and St. Clair River; 57 mi. from Detroit. On main highway Chicago to Niagara Falls and the East Coast; Hwys. M-25, I-94, I-69 West.

2 - TRANSPORTATION: **Railroads**-Amtrak to Chicago; Toronto; Chesapeake & Ohio; Port Huron-Detroit.

Motor Freight Carriers-12.

Intercity Bus Line-Great Lakes Greyhound.

3 - POPULATION:

Corp. City 80 Cen. 33,981; E&P 87 Est. 33,435
CZ-ABC: (80) 75,398
Bal. in NDM-ABC: (80) 104,193
PMSA 80 Cen. 4,487,421; E&P 87 Est. 4,222,195
County 80 Cen. 138,802; E&P 87 Est. 141,871
Total NDM-ABC: (80) 179,591

4 - HOUSEHOLDS:

City 80 Cen. 12,782; E&P 87 Est. 12,483
County 80 Cen. 47,308; E&P 87 Est. 50,216
PMSA 80 Cen. 1,551,942; E&P 87 Est. 1,511,570
CZ-ABC: (80) 26,657
Bal. in NDM-ABC: (80) 34,610
Total NDM-ABC: (80) 61,267

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	1	$76,000,000
Savings	3	$1,700,000,000
Savings & Loan	2	$77,000,000

6 - PASSENGER AUTOS: County 83,965.

7 - ELECTRIC METERS: Residence 44,800.

8 - GAS METERS: Residence 11,150.

9 - PRINCIPAL INDUSTRIES: Auto Parts; Paper; Brass; Paints; Die Casting; Salt; Elect. Prods.; Adhesives; Trailers; Steel Fab.; R.R. Car Bldg.; R.R. Repair Shops; Industrial Tapes; Colloidal Graphite; Boat Tops; Coffee; Chicory; Rubber Prods.; Cement; Boats; Food Proc.; Fish Poles & Reels; Plastic Prods.; Electric Power Plants; Bean Elevator & Proc.; Lumbering; Seaport for Foreign Shipping; Electric Recording Instruments; Iron Foundries; Mach. & Tools; Metal Auto Trimming; Marine and Industrial Engines; Pre-Cast Concrete; Battery Mfg. Equip.; Cutting Tools; Farm Mach.; Automatic Screw Machines. Industrial Emp.-18,500.

Principal Industrial Pay Days-N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard; source is St. Clair River; municipal ownership.

12 - RETAILING: **Principal Shopping Center**-8 blocks of Downtown Port Huron on Huron and Military Streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
St. Clair Sq.	12	Kroger, Thompson's
Colonial(22)	3	Marengo Appl., A&P, Ben Franklin
Village Green	5	Ben Franklin, Revco
Court of Flags	4	True Value Hdw.

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.

Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-J.B. Sperry; JCPenney; Sears.

Variety Stores-Ben Franklin 2.

Discount Stores-K mart 2; CVS; 3-D.

Chain Drug Stores-Revco 2; SupeRx 2; Farmer Jack's; K mart 2.

Chain Supermarkets-A&P 4; Kroger 2; IGA 3; Spartan 3; Farmer Jack.

Other Chain Stores-Marx; Fox; Sherwin-Williams; Ace Hdwe.; Pic-Way Shoes; Wickes Lumber; Carter Lumber; Aco Hardware; Perry Auto; TSC Store; Kinney Shoes.

14 - NEWSPAPERS: TIMES HERALD (e) 27,442; (S) 32,239; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Robert Sweet, Adv. Dir., TIMES HERALD, 911 Military St., Port Huron, MI 48060; Tel. (313) 985-7171.

National Representative: Gannett National Newspaper Sales.

ROYAL OAK

1 - LOCATION: Oakland County (In Detroit PMSA). E&P Map D-4. Residential center. Miscellaneous light manufacturing area. 10 mi. NW of Detroit on U.S. Hwy. 10 and State Hwy. 150.

2 - TRANSPORTATION: **Railroads**-Grand Trunk.

Motor Freight Carriers-4.

Intercity Bus Lines-Greyhound; Great Lakes Tower; Deluxe Motor Stages; Indian Trails; National Trails.

Airlines-American; Delta; Eastern; Mohawk; Northwest; TWA; United; Republic; Pan Am; Northwest Orient; USAir; Midway Metrolink; New York Air; Ozark; Simmons; Scandinavian; World Airways; Wright.

3 - POPULATION:

Corp. City 80 Cen. 70,893; E&P 87 Est. 65,850
CZ-ABC: (80) 228,840
RTZ-ABC: (80) 164,691
County 80 Cen. 1,011,793; E&P 87 Est. 1,040,074
PMSA 80 Cen. 4,487,421; E&P 87 Est. 4,222,195
City & RTZ-ABC: (80) 393,531

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 30,944; E&P 87 Est. 26,507
County 80 Cen. 355,187; E&P 87 Est. 376,419
PMSA 80 Cen. 1,551,942; E&P 87 Est. 1,511,570
CZ-ABC: (80) 84,936
RTZ-ABC: (80) 60,846
City & RTZ-ABC: (80) 145,782

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	31 Br.	$967,561,345
Savings	74 Br.	$1,605,872,554

6 - PASSENGER AUTOS: County 707,835.

7 - ELECTRIC METERS: Residence 28,496.

8 - GAS METERS: Residence 21,726.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tools 950 ($425); Auto Prods. 1,100 ($455); Stamping 480 ($340); Millwork 800 ($340).

10 - CLIMATE: Min. & Max. Temp.-Spring 18-86; Summer 46-95; Fall 16-89; Winter -3-63; First killing frost, Oct. 9; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-One mi. on Main St., Half mi. on Washington; 4 blocks on 4th St.; Woodward at 13 Mile Rd. (26 stores).

Neighborhood Shopping Centers-Ferndale: 4 blocks on 9 Mile Road; 4 on Woodward Ave., Hazel Park; 5 on John R. Clawson; 4 on Main and 14 Mile Road, Berkley; 4 on 12 Mile Road, Troy; Somerset Mall; 1 on Rochester Road, Southfield; J.L. Hudson.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northland(168)	4	J.L. Hudson, JCPenney
Northwood	2	JCPenney, Kroger
Clawson	3	A&P
Universal(68)	4	Mont. Ward, Crowley's
Oakland Mall(130)	5	J.L. Hudson, Sears, JCPenney
Southfield Plz.(13)	4	Marshall's, Farmer Jack
Tel-Twelve(57)	6	Mont. Ward, K mart, Crowley's

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Dept. Stores-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; J. L. Hudson; Sears; Bonwit Teller; Saks 5th Ave.; Crowley's.

Variety Stores-Woolworth 3.

Discount Stores-Meijer; K mart.

Chain Drug Stores-Perry 10; Arbor 3; Revco; Sav-On; Sentry; Romeyn.

Chain Supermarkets-A&P 5; Foodland 3; Kroger 5; Hollywood 3; Farmer Jack; Meijer 3; Oakridge 4.

Other Chain Stores-Men's Clothing: Van Horns, Osmuns, John Kent, Brooks Brothers, The Bottom Half, Jos. A. Banks Clothiers, Antons, American Eagle Outfitters, The King Size Co., The Gap, Kosins, Kuppenheimer Direct, Pendleton Sportswear, Nawrot Inc., Silverman's, Sims, United Shirt; Women's Apparel: Winkleman's, Alberts, Alcove, Jos. A. Banks Clothiers, Coats Unlimited, Dress Barn, Fashion Conspiracy, Ganto's, Gucci Shops Inc., Hadley Arden, Hit or Miss, Kay Baum, Lane Bryant, The Limited Express, Marianne, Merry Go Round, P.S. Shandell, Sizes Unlimited, Patti Smith, T.J. Maxx, Tansy, Women's World; Shoes: Alfano's Stride Rite Bootery, Allen-Edmonds, Baker's, Bally of Switzerland, Buster Brown, Chandler's, Sherman's, Eastown's Tall & Wide, Famous Footwear, Fanfare, Father & Son, Fayva, Flagg Bros., Florsheim, Foot Locker, Greg, Gucci Shops, Gussini, Hack Shoe Co., Hanover, Johnston & Murphy, Joyce Selby, Kinney, Knapp Shoes, MC Sporting Goods, McBrydes, Mr. Alan's, Ms Sibley, Naturalizer, Nunn-Bush, The Pappagallo Shop, Philip Layne, Phillips, Pic Way, Red Cross, Red Wing, Redden & Rawlinson, Roby's, Roots Natural Footwear, Sandilar, Scholl, Sheldon, Shoe Town, Sibley's, Stride Rite, Thom McAn, Van Dykes, Wild Pair; Furniture: Art Van, Bed 'n' Bunk Sleep Shoppe, Corey Dinette, Dobbs, Domicile, Englanders, Ethan Allen, Furniture Wholesale Dist. of Michigan, Gardener White, Gorman's Gallery, House of Denmark, La-Z-Boy Showcase Shoppes, Lasky, Metal Masters, RJ Leeds, Roche Bubois, Scandinavian Design, Tri-State.

14 - NEWSPAPERS: TRIBUNE (e) 39,399; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Wayne Studer, Mktg. Dir., TRIBUNE, 210 E. Third St., Royal Oak, MI 48068; Tel. (313) 541-3000.

National Representative: Landon Associates.

SAGINAW

1 - LOCATION: Saginaw County (Saginaw-Bay City-Midland MSA). E&P Map C-4. On Saginaw River, 93 mi. NW of Detroit; 15 mi. S of Saginaw Bay on Lake Huron. On U.S. Hwys. 10, 23, I-75; State Hwys. 13, 46, 47, 81, 84.

2 - TRANSPORTATION: **Railroads**-C&O; Grand Trunk and Conrail Carloading.

Motor Freight Carriers-21.

Intercity Bus Lines-Greyhound; Indian Trails; Saginaw Transit System (local).

Airlines-United; Republic; Simmons.

3 - POPULATION:

Corp. City 80 Cen. 77,508; E&P 87 Est. 67,764
CZ-ABC: (80) 155,975
Bal. in NDM-ABC: (80) 72,084
County 80 Cen. 228,059; E&P 87 Est. 208,074
MSA 80 Cen. 421,518; E&P 87 Est. 393,992
Total NDM-ABC: (80) 228,059

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 27,369; E&P 87 Est. 24,884
County 80 Cen. 76,116; E&P 87 Est. 71,758
MSA 80 Cen. 141,962; E&P 87 Est. 137,160
CZ-ABC: (80) 53,877
Bal. in NDM-ABC: (80) 22,239
Total NDM-ABC: (80) 76,116

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$421,777,000
Savings & Loan	3	$297,134,000

6 - PASSENGER AUTOS: County 130,315.

7 - ELECTRIC METERS: Residence 26,252.

8 - GAS METERS: Residence 24,364.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 23,700 ($517); Metal 5,900 ($386); Non Elect. 2,800 ($415); Trans. Equip. 11,400 ($559); Food 1,500; Ret. 16,000; Constr. 2,200; Whol. 2,400; Servs. 15,200.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-82; Summer 47-103; Fall 28-88; Winter 7-49.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown: 8 blocks on E. Genesee; 3 on W. Genesee; 4 on Federal; 2 on S. Washington; 2 on N. Washington; 2 on N. Franklin; 1 on S. Baum; 1 on N. Baum; 2 on S. Jefferson; 1 on N. Jefferson; 2 on Lapeer Sts.

Neighborhood Shopping Centers- W. Side Shopping Center; 2 blocks on court; 5 on S. Michigan; 3 on Hamilton; 1 on Hancock St.; State Rd. 2 miles from Passolt to Midland Rd.; Bayroad from Weiss to Tittabawassee Rd., 4 mi.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ft. Saginaw Mall(45)	3	K mart
Green Acres(36)	4	A&P, Perry Drugs, Kresge, JCPenney
Pere Marquette(12)	1	Vescio, Revco
Fashion Square Mall(90)	4	Sears, JCPenney, J.L. Hudson

Principal Shopping Days-Department Stores-Thur., Fri., Sat.; Food-Thur., Fri., Sat.

Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Jacobson's; K mart 3; JCPenney 2; Sears; Seitners 2; Wiechmann's 2; Winkelman's; Hudson's.

Variety Stores-Kresge.

Discount Stores-Century; K mart 2; CVS; Tepes; Meijer's Thrifty Acres 2.

Chain Drug Stores-Muirs; SupeRx; Revco; Byron & Barber 2; Dudewicz-Epting 2; Princing & Brennan 2; Rite Aid 3; Perry 4.

Chain Supermarkets-A&P 2; Kessels 2; Ray's 4; Hamady 5.

Other Chain Stores-Fanny Farmer 2; Firestone 2; Gately; Goodrich; Goodyear; Kinney's 2; Leath's 2; Beverly's; Nobil Shoe 3; Singer Co. 2; Thom McAn 2; Alberts 3; Gantos; Homemaker 2; Mangel's; Highland Appliance; Fretter Appliance.

14 - NEWSPAPERS: NEWS (e) 56,527; (S) 62,958; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Larry Dodge, Adv. Dir., NEWS, 203 S. Washington Ave., Saginaw, MI 48605; Tel. (517) 752-7171.

National Representative: Newhouse Newspapers Metro Suburbia.

ST. JOSEPH

See BENTON HARBOR

SAULT STE. MARIE

1 - LOCATION: Chippewa County, E&P Map C-2. County Seat. NE tip of Upper Peninsula of Michigan on Canadian border; 340 mi. N of Detroit; on U.S. Hwy. 2; I-75; Canadian 17; State M-28, M-129.

2 - TRANSPORTATION: **Railroads**-Soo Line; DSS&A; Canadian Pacific.

Intercity Bus Lines-North Star; Greyhound.

Airlines-Air Canada; Simmons.

3 - POPULATION:

Corp. City 80 Cen. 14,448; E&P 87 Est. 13,613
NDM-ABC: (80) 21,131
RTZ-ABC: (80) 24,735
County 80 Cen. 29,029; E&P 87 Est. 27,960
NDM & RTZ-ABC: (80) 45,866

4 - HOUSEHOLDS:

City 80 Cen. 5,166; E&P 87 Est. 3,331
County 80 Cen. 9,931; E&P 87 Est. 9,793
NDM-ABC: (80) 7,361
RTZ-ABC: (80) 8,442
NDM & RTZ-ABC: (80) 15,803

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$109,568,000

6 - PASSENGER AUTOS: County 13,749.

7 - ELECTRIC METERS: Residence 7,089.

8 - GAS METERS: Residence 3,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Veneer 50; U.S. Gov't Corps. (Engrs.) 450; Education 250; Correctional Facility N.A. (Av. Wkly. Wage $250).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-82; Summer 38-89; Fall 22-71; Winter -18-49. First killing frost, Sept. 30; last killing frost, May 27.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-11 blocks on Ashmun St.; 5 on Portage Ave.; 2 on Spruce. Shopping Center: 2 miles from downtown.

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Dept. and food stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Barish Bros.; Sears (catalog); Montgomery Ward; K mart; Woolworth; Big Wheel.

Chain Drug Stores-Revco.

Chain Supermarkets-Red Owl; Nordens; Super Valu; Foodland.

Other Chain Stores-Traverse Bay Woolen; CJ's Wearhouse; JoAnn Fabrics; Maurice's; Fashion Crossroads; Mode O'Day.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,814; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jack Mitchell, Gen. Mgr., NEWS, 109 Arlington St., Sault Ste. Marie, MI 49783; Tel. (906) 632-2235.
National Representative: Landon Associates.

SOUTH HAVEN

1 - LOCATION: Van Buren County, E&P Map B-4. Port of entry on Lake Michigan, 30 mi. S of Holland; 25 mi. N of Benton Harbor. Manufacturing, fruit growing and resort center.

2 - TRANSPORTATION: **Railroads**-Chessie System (freight).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-Non-scheduled; Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 5,943; E&P 87 Est. 6,160
County 80 Cen. 66,814; E&P 87 Est. 65,926

4 - HOUSEHOLDS:
City 80 Cen. 3,777; E&P 87 Est. 2,291
County 80 Cen. 23,121; E&P 87 Est. 23,658

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$150,000,000
Savings & Loan	2	$30,000,000

6 - PASSENGER AUTOS: County 35,383

7 - ELECTRIC METERS: Residence 2,289

8 - GAS METERS: Residence 2,762

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Metal 1,000; Mach. 300; Woodworking 250; Fruit Proc. 135; Rubber 338; Electronic 218; Chem. N.A.; Plastics 50; Paper 25.
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 60-90; Fall 30-80; Winter 0-50. First killing frost, Sept. 30; last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Center and Phoenix Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bailey Ave.(8)	1	Buy-Low
Phoenix Sq.	1	

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Mon. through Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-M. Hale; Montgomery Ward; Sears (catalog).
Variety Stores-G.C. Murphy; Fisher's Big Wheel.
Discount Stores-Dale's True Value Family Ctr.; Downtown; State Discount.
Chain Drug Stores-Walgreens; Rexall.
Chain Supermarkets-Jack's Super Dollar; Village Mkt.; Hardings.
Other Chain Stores-Radio Shack.

14 - NEWSPAPERS: SOUTH HAVEN DAILY TRIBUNE (m) 2,582; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Lewis Mitchell, Adv. Mgr., TRIBUNE, 259 Kalamazoo St., South Haven, MI 49090; Tel. (616) 637-1104.
National Representative: Landon Associates.

STURGIS

1 - LOCATION: St. Joseph County, E&P Map C-5. SW part of State. 2 1/2 mi. from Indiana Line; 50 mi. S of Kalamazoo.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-11.
Intercity Passenger Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,468; E&P 87 Est. 9,519
CZ-ABC: (80) 9,468
RTZ-ABC: (80) 38,987
County 80 Cen. 56,083; E&P 87 Est. 59,007
City & RTZ-ABC: (80) 48,455

4 - HOUSEHOLDS:
City 80 Cen. 4,332; E&P 87 Est. 3,618
CZ-ABC: (80) 3,668
RTZ-ABC: (80) 13,305
County 80 Cen. 19,794; E&P 87 Est. 21,637
City & RTZ-ABC: (80) 16,973

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$187,230,000
Savings & Loan	2	$42,697,000

6 - PASSENGER AUTOS: County 32,282

7 - ELECTRIC METERS: Residence 3,825

8 - GAS METERS: Residence 3,425

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Drapery Hdwe. 1,050 ($240); Paper Prods. 342 ($210); Tool & Die 240 ($230); Dairy Prods. 467 ($215); Foundry 150 ($210); Office Furn. 345 ($184); Home Furn. 100 ($195); Mach. 185 ($185); Plastic 249 ($210); Truck Bodies 350 ($270). An. Payroll $36,570,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-58; Summer 58-80; Fall 41-61; Winter 17-32. First killing frost, Oct. 12; last killing frost, May 2.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Chicago Rd., 3 on Nottawa; Maplecrest Plaza, 9 stores on E. Chicago Rd.; Sturgis Plaza, 14 stores on S. Centreville Rd.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Danner's 3-D; Sears.
Discount Stores-K mart; Murphy's Mart.
Chain Drug Stores-SupeRx.
Chain Supermarkets-Kroger; Harding.
Other Chain Stores-Ace Hardware; Firestone; Radio Shack; Autoworks.

14 - NEWSPAPERS: JOURNAL (e) 8,417; Mar. 28, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Albert R. Bonner, Adv. Dir., JOURNAL, 209 John St., Sturgis, MI 49091; Tel. (616) 651-5407.
National Representative: Gannett National Newspaper Sales.

THREE RIVERS

1 - LOCATION: St. Joseph County, E&P Map C-5. 25 mi. S of Kalamazoo. At junction of St. Joseph, Portage and Rocky Rivers.

2 - TRANSPORTATION: **Intercity Bus Lines**-Greyhound; Rapid Transit; Short Way.

3 - POPULATION:
Corp. City 80 Cen. 7,015; E&P 87 Est. 8,389
County 80 Cen. 56,083; E&P 87 Est. 59,007

4 - HOUSEHOLDS:
City 80 Cen. 2,659; E&P 87 Est. 3,137
County 80 Cen. 19,794; E&P 87 Est. 21,637

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$53,755,000
Savings & Loan	3	$31,186,089

6 [illegible]SENGER AUTOS: County 32,282

[illegible]TRIC METERS: Residence 5,421

8 - [illegible]ETERS: Residence 3,917

9 - PR[illegible]CIPAL INDUSTRIES: Industry, No. of Wage [illegible]ners-Paper Converting 955; Mach. Shop 910; Gas & Elect. line installation 320; Rubber Prods. 200; Wire Extrusion 250; Automotive 1,700; Other 305.

10 - CLIMATE: Average Temp.-Winter 24; Summer 72; Growing Season-May 6 to Oct. 12.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Main St., Downtown-2 blocks, 48 stores.
Shopping Centers-Peterson Plaza (4 stores); Maple Lane S.C. Westland (6 stores).
Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Thur.
Stores Open Sundays-Drug, Grocery; Big Wheel, JCPenney.

13 - RETAIL OUTLETS: **Department Stores**-McCrory's; JCPenney; Sears (catalog); Fisher's Big Wheel.
Discount Stores-CVS; Big Lots; Hook's Drugs.
Chain Supermarkets-Hardings; Fred's Market; Village Market.
Other Chain Stores-Firestone; Falveys; McDonalds; Burger King.

14 - NEWSPAPERS: COMMERCIAL-NEWS (e) 4,429; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Richard Milliman, Pres., COMMERCIAL-NEWS, 124 N. Main St., Three Rivers, MI 49093; Tel. (616) 279-7488.
National Representative: Michigan Newspapers.

TRAVERSE CITY

1 - LOCATION: Grand Traverse County, E&P Map C-3. 150 mi. N of Grand Rapids. On U.S. Hwy. 31; State Hwys. 22, 37, 72.

2 - TRANSPORTATION: **Railroads**-C&O; Michigan Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Shortway/North Star.
Airlines-Simmons; Mid-State.

3 - POPULATION:
Corp. City 80 Cen. 15,516; E&P 87 Est. 15,321
NDM-ABC: (80) 100,888
County 80 Cen. 54,899; E&P 87 Est. 60,525
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,747; E&P 87 Est. 5,042
County 80 Cen. 19,167; E&P 87 Est. 21,991
NDM-ABC: (80) 35,625

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$639,035,000
Savings & Loan	2	$93,963,000

6 - PASSENGER AUTOS: County 39,312

7 - ELECTRIC METERS: Residence County 24,546

8 - GAS METERS: Residence County 18,028

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Frozen Food 1,100; Clothing 100; Wood Prods. 100; Textile 350; Metal Mfg. 1,200; Medical 2,000; Cherry Farming 1,000.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 52-76; Fall 47-68; Winter 26-36. First killing frost, Oct. 10; last killing frost, May 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on E. Front. Also S. Union St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cherryland Mall(60)	4	K mart, Prange, Sears
Eastfield(27)	2	Ben Franklin
Garfield Vlg.(11)	3	Oleson's Foods, Witmark
Giant Plaza	3	Giantway
Meijer(12)	2	Meijer
Tom's Family Ctr.	1	
West Bay(7)	1	Tom's Mkt.
Logan's Landing	5	Schelde's, Factory Outlet
Campus Plaza	2	Country Squire
All Seasons Plz.	5	Radio Shack

Principal Shopping Days-Wed., Fri., Sun.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Milliken's; Prange.
Discount Stores-Witmark; Giant Discount; K mart; Meijer.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreens; Rexall; Prescription Shop 2; Revco.
Chain Supermarkets-Oleson's 2; Prevo's 3; Tom's 4; Giant Mkt.; Meijer.
Other Chain Stores-Singer Co.; Thom McAn; Kinney Shoes; Marianne; Beverly's; Circus World; Fox's Jewelry; Payless Shoes; Little Red Shoe House.

14 - NEWSPAPERS: RECORD-EAGLE (e) 24,495; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Frank B. Senger, Dir. Adv. Sales, RECORD-EAGLE, 120 W. Front St., Traverse City, MI 49684; Tel. (616) 946-2000.
National Representative: Branham/Newspaper Sales.

YPSILANTI

1 - LOCATION: Washtenaw County (In Ann Arbor PMSA). E&P Map D-5. Residential, manufacturing, and educational center. On Huron River on U.S. Hwy. 12; I-94; State 17; U.S. 23; 30 mi. SW of Detroit.

2 - TRANSPORTATION: **Railroads**-Conrail; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Short Way.
Airlines-Capital; TWA; American; United; Northwest; Delta; USAir; Eastern; Pan Am; British Airways; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 24,031; E&P 87 Est. 22,120
CZ-ABC: (80) 66,212
RTZ-ABC: (80) 116,503
County/PMSA 80 Cen. 264,748; E&P 87 Est. 259,605
City & RTZ-ABC: (80) 182,715
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,585; E&P 87 Est. 8,169
County/PMSA 80 Cen. 92,937; E&P 87 Est. 93,804
CZ-ABC: (80) 23,367
RTZ-ABC: (80) 39,944
City & RTZ-ABC: (80) 63,311

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$241,159,581
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 158,134

7 - ELECTRIC METERS: Residence City & Township 24,585

8 - GAS METERS: Residence City & Township 24,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 37,100 ($596); Nondurables 4,600 ($452); Non-Mfg. 59,600 (N.A.); Gov't 49,200 (N.A.).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 55-95; Fall 45-75; Winter 5-45. First killing frost, Oct. 24; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Michigan Ave.; 3 on Washington St.; 1 block on N. Huron St.; 2 on Pearl St.
Neighborhood Shopping Centers-2 blocks on W. Cross St.; 1 on E. Cross St.; 1 on E. Michigan Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briarwood(104)	NA	Hudson's, Lord & Taylor, JCPenney, Sears
Gault Village(15)	NA	ACO, K mart, Farmer Jack
Thrifty Acres(2)	NA	Meijer's
Sun-Rise(6)	NA	Savewell, Metro Pro
Arborland(36)	NA	Marshall's, Burlington Coat Factory
Lakewood(24)	NA	K mart, Pak 'n Save
Roundtree(15)	NA	Savewell, Perry Drug

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Hudsons; Lord & Taylor.
Variety Stores-D&C.
Discount Stores-K mart 3; Meijer's 2; Best Products; Service Merchandise.
Chain Drug Stores-Maple Village; Richardson's 2; Perry 4.
Chain Supermarkets-Kroger 2; IGA 2; Farmer Jacks 2; Pak 'n Save.

14 - NEWSPAPERS: PRESS (e-mon to fri) 15,832; (m-sat) 15,650; (S) 15,925; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Rob Mason, Adv. Dir., PRESS, 20 E. Michigan Ave., Ypsilanti, MI 48198; Tel. (313) 482-2000.
National Representatives: Landon Associates; Garden State Newspapers.

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MINNESOTA SURVEYS

METROPOLITAN STATISTICAL AREAS

Duluth, MN-WI-St. Louis County, MN; Douglas County, WI.
Fargo- Moorhead, ND-MN-Cass County, ND; Clay County, MN.
Minneapolis-St. Paul, MN-WI-Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington and Wright Counties, MN; St. Croix County, WI.
Rochester-Olmsted County.
St. Cloud-Benton, Sherburne and Stearns Counties.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1988
Under 5 Years	332	307	325
5-14 Years	818	630	666
15-24 Years	666	793	838
25-44 Years	853	1,125	1,191
45-64 Years	730	741	783
65 and Over	407	486	514
TOTAL	3,806	4,083	4,317

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr	1,126	1,200	2,359
General Mdse	1,853	2,248	3,535
Food	2,456	3,818	5,324
Automobiles	2,691	3,487	7,044
Gasoline Stations	1,194	2,053	2,136
Apparel	597	905	1,366
Furniture	578	744	1,428
Eat-Drink Places	1,155	1,761	2,794
Drugs	373	554	856
TOTAL SALES	13,567	19,599	30,341

ALBERT LEA

1 - LOCATION: Freeborn County, E&P Map C-5, County Seat. Wholesale, shipping, misc. mfg., dairy and agricultural center. 90 mi. S of St. Paul; 61 mi. SW of Rochester; 100 mi. S of Minneapolis. On U.S. Hwys. 65, 69, 16; State Hwy. 13; I-35, I-90.

2 - TRANSPORTATION: **Railroads**-Rock Island & Peoria; Chicago and Northwestern; Illinois Central; Milwaukee.
Motor Freight Carriers-8.
Intercity Bus Lines-Jefferson Trans.; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 19,190; E&P 87 Est. 17,511
CZ-ABC: (80) 20,875
RTZ-ABC: (80) 30,189
County 80 Cen. 36,329; E&P 87 Est. 33,108
City & RTZ-ABC: (80) 51,064

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,418; E&P 87 Est. 6,944
County 80 Cen. 13,224; E&P 87 Est. 12,438
CZ-ABC: (80) 7,977
RTZ-ABC: (80) 10,863
City & RTZ-ABC: (80) 18,839

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$144,000,000
Savings & Loan	2	$151,000,000

6 - PASSENGER AUTOS: County 19,214

7 - ELECTRIC METERS: Residence 7,133

8 - GAS METERS: Residence 6,423

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 2,224 ($210); Lumber Prods. 145 ($240); Constr. 182 ($350); Trans. & Util. 460 ($225); Furn. 508 ($235); Meat Packing 1,680 ($350).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 52-94; Fall 33-86; Winter -20-40. First killing frost, Oct. 5; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Broadway; 2 on Clark; 2 on Washington; 2 on Main St.; 2 on William; 1 block on Bridge St.; 2 on Marshall St.; 3 on S. Broadway.
Neighborhood Shopping Centers-Skyline Mall (25 stores), West of edge of city (Osco, Ben Franklin, JCPenney, Wal-Mart, Stevenson's, Spurgeons); Northridge Mall, (60-75 stores), Herberger's, Shopko, Radio Shack, Leutholds, Maurice's, Dahl House.
Principal Shopping Days-Mon., Thur., Fri., Sat., and Sun. (1 to 5 p.m.)
Stores Open Evenings-Shpg. Ctr. Mon. through Fri.; Downtown and others Thur.

13 - RETAIL OUTLETS: **Department Stores**-Herberger's; Wallaces; JCPenney; Spurgeons.
Discount Stores-Pamida; Shopko; Wal-Mart.
Variety Stores-Ben Franklin.
Drug Stores-Osco; Rexall 2; Walgreens; North Park; Snyder.
Chain Supermarkets-Super-Valu; Red Owl; Hy-Vee; Food Bonanaz.
Other Chain Stores-St. Paul Clothiers; Stevenson's; Coast-to-Coast; Tradehome Shoes; Gallenkamp Shoes.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 8,925; (S) 9,216; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: James Shawback, Adv. Mgr., TRIBUNE, 808 W. Front St., Albert Lea, MN 56007; Tel. (507) 373-1411.
National Representative: Thomson Newspapers.

AUSTIN

1 - LOCATION: Mower County, E&P Map C-5. Located 95 mi. S of Minneapolis and St. Paul at junction of U.S. Hwys. 218 and I-90.

2 - TRANSPORTATION: **Railroads**-Milwaukee; Chicago and North Western.
Motor Freight Carriers-37.
Intercity Bus Lines-Jefferson.
Airlines-Charter Service from municipal airport.

3 - POPULATION:
Corp. City 80 Cen. 23,020; E&P 87 Est. 21,365
CZ-ABC: (80) 23,273
RTZ-ABC: (80) 21,250
County 80 Cen. 40,390; E&P 87 Est. 37,770
City & RTZ-ABC: (80) 44,523

4 - HOUSEHOLDS:
City 80 Cen. 9,138; E&P 87 Est. 8,711
County 80 Cen. 14,969; E&P 87 Est. 14,543
CZ-ABC: (80) 9,235
RTZ-ABC: (80) 7,213
City & RTZ-ABC: (80) 16,448

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$168,000,000
Savings & Loan	3	$410,000,000
Trust Co's.	1	$1,500,000
Credit Unions	3	$29,871,421

6 - PASSENGER AUTOS: County 22,264

7 - ELECTRIC METERS: Residence 8,383

8 - GAS METERS: Residence 9,110

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Meat Pkg. 1,056 ($400); Medical Care 460 ($260); Education ($330); Fin. & Ins. 759 ($150); Public Util. 250 ($320); Other 4,872 (N.A.).
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-79; Summer 49-89; Fall -2-74; Winter -15-53. First killing frost, Oct. 4; last killing frost, Apr. 14.

11 - TAP WATER: Neutral, medium hard.

12 - RETAILING: **Principal Shopping Center**-10 blocks on Main St.
Neighborhood Shopping Centers-3 blocks at Sterling; 4 on 10th St.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(6)	1	K mart
Oak Park Mall(55)	4	Younkers, JCPenney, Hy Vee, ShopKo
Shoppers Plaza	NA	Wallaces
Lakeside Mall	2	Red Owl, Coast-to-Coast
Sterling(27)	2	Walgreens, IGA Foodliner

Stores Open Evenings-Downtown-Mon., Thur.; Shopping Centers nightly.

13 - RETAIL OUTLETS: ***Department Stores***-JCPenney; Younkers.
Discount Stores-K mart; ShopKo.
Chain Drug Stores-Rexall; Walgreens 2; Snyder.
Chain Supermarkets-Red Owl; IGA; Hy Vee.
Other Chain Stores-Wallace (dry goods, apparel); Cook's Paint; Goodyear; Firestone; True Value; Sherwin-Williams; United Bldg. Ctr.; Fabricland; Radio Shack.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,205; (S) 8,322; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Uecker, Adv. Mgr., HERALD, 310 N.E. 2nd St., Austin, MN 55912; Tel. (507) 433-8851.
National Representative: Thomson Newspapers.

BEMIDJI

1 - LOCATION: Beltrami County, E&P Map B-2, County Seat. 90 mi. E of Crookston; 113 mi. E of Grand Forks, ND; 100 mi. N of Brainerd; 228 mi. N of Minneapolis; 113 mi. S of Intl. Falls; on U.S. Hwys. 71, 2, 371.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Soo Line.
Intercity Bus Lines-Greyhound; Triangle.
Airlines-Bemidji; Mesaba (Northwest Orient).

3 - POPULATION:
Corp. City 80 Cen. 10,949; E&P 87 Est. 11,453
County 80 Cen. 30,982; E&P 87 Est. 35,154

4 - HOUSEHOLDS:
City 80 Cen. 3,654; E&P 87 Est. 3,257
County 80 Cen. 10,023; E&P 87 Est. 11,855

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$182,600,000
Savings & Loan	1	$68,000,000

6 - PASSENGER AUTOS: County 13,554

7 - ELECTRIC METERS: Residence 17,957

8 - GAS METERS: Residence 1,894

9 - PRINCIPAL INDUSTRIES: Boat Mfg.; Hardboard Mfg.; Lumber; Boxes; Christmas Decorations; Door Mfg.; Culvert Mfg.; Cedar Poles; Computer Components; Road Contracting; University; Printing; Medical Center.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-46; Summer 58-80; Fall 29-46; Winter -15-13. First killing frost, Sept. 11; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Shopping Center**-Paul Bunyan Mall, 3 mi. from downtown stores: K mart, JCPenney, Bostwick's.
Principal Shopping Days-Mon., Thur., Sat., Sun.
Stores Open Evenings-Downtown Fri.; Shpg. Ctrs. Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-O'Meara's; JCPenney; S&L; Wilsons; Pattersons; Bostwicks.
Discount Stores-Fleet Distributors; Holiday Service; Western; K mart; Pamida.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Rexall; Walgreens; Synder's.
Chain Supermarkets-Hartz 2; IGA 2; Red Owl 2; Fairway Foods 2.
Other Chain Stores-Hardware Hank.

14 - NEWSPAPERS: PIONEER (m-mon to fri) 7,551; (S) 7,634; Dec. 31, 1986 VAC.
Local Contact for Advertising and Merchandising Data: Merlyn Stai, Adv. Dir., PIONEER, 1320 Nielson Ave. S.E., Bemidji, MN 56601; Tel. (218) 751-3740.
National Representatives: Minnesota Newspaper Association; Papert Companies.

BRAINERD

1 - LOCATION: Crow Wing County, E&P Map B-3, County Seat. On U.S. Hwys. 210, 371; 128 mi. from Minneapolis; 125 mi. from Duluth.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Northwest; Airmotive Charter.

3 - POPULATION:
Corp. City 80 Cen. 11,489; E&P 87 Est. 11,408
County 80 Cen. 41,722; E&P 87 Est. 45,208
CZ-ABC: (80) 16,207
Bal. in NDM-ABC: (80) 60,305
Total NDM-ABC: (80) 76,557

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,568; E&P 87 Est. 2,985
County 80 Cen. 15,171; E&P 87 Est. 17,024
CZ-ABC: (30) 5,986
Bal. in NDM-ABC (80): 21,413
Total NDM-ABC (80): 27,399

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$172,810,000
Savings & Loan	2	$131,829,000
Credit Unions	2	$30,000,000

6 - PASSENGER AUTOS: County 22,515

7 - ELECTRIC METERS: Residence 5,009

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rail Road 188; Paper 730; Hospitals 1,290; Educ. 685; Larco Mfg. 275.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 56-75; Fall 42-65; Winter 2-21. First killing frost, Sept. 30; last killing frost, May 2.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Laurel St.; 5 on Front St.; 6 on 6th St.; 5 on 7th St.; 2 on 8th St.; 7 blocks on Washington.
Neighborhood Shopping Centers-Oak and 13th St.; Mill Ave. & H St. N.E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brainerd Mall(14)	NA	Mont. Ward, Sears, JCPenney
Midtown(8)	NA	Rainbow Foods
Tyrol Hills(6)	NA	Ace Hdwe., Super Valu, Ben Franklin
Westgate Mall(25)	NA	Herbergers, K mart
Westport(10)	NA	

Principal Shopping Days-Mon., Thur., Fri. & Sat.
Stores Open Evenings-Thur.; Brainerd Mall, Mon. through Fri.; Westgate Mall, Mon. through Fri.
Stores Open Sundays-Supermarkets, drugs, Brainerd Mall, Westgate Mall.

13 - RETAIL OUTLETS: **Department Stores**-Ehler's; Montgomery Ward; JCPenney; Bostwick's; Herberger's.
Variety Stores-Ben Franklin.
Discount Stores-Fleet Store; Super America; Erickson Holiday; Pamida; Mills Fleet Farm; K mart.
Chain Drug Stores-Thrifty; Snyder.
Chain Supermarkets-Red Owl; Super One; Caseys; Super Valu; Tom Thumb; County Market; Rainbow Foods.
Other Chain Stores-Gamble's; Sears (catalog); Schiff Shoes; Stevenson's; Three Sisters; Hardware Hank; Lampert Lumber; Standard Lumber; Floor To Ceiling; Benson Optical; Pearle Vision Ctr.; Jo Ann Fabrics; Kinney's; Maurices; Lanzers; Midwest Vision; Tradehome Shoes; Winona Knits.

14 - NEWSPAPERS: DISPATCH (e-mon to fri) 13,434; (S) 15,243; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Tim A. Bogenschutz, Adv. Mgr., DISPATCH, 215 S. 6th St., Brainerd, MN 56401; Tel. (218) 829-4705.
National Representatives: Minnesota Newspaper Association; Papert Companies.

BRECKENRIDGE

See WAHPETON, ND

CROOKSTON

1 - LOCATION: Polk County, E&P Map A-2, County Seat. Agricultural, wholesale, education center. Univ. of MN. On Red Lake River, 20 mi. from Grand Forks, ND and 45 mi. SW of Thief River Falls. On U.S. Hwys. 2, 75; State Hwy. 9.

2 - TRANSPORTATION: **Railroads**-Winnipeg (Can.) lines of Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Triangle; Red River Trails.

3 - POPULATION:
Corp. City 80 Cen. 8,628; E&P 87 Est. 7,563
County 80 Cen. 34,844; E&P 87 Est. 33,819

4 - HOUSEHOLDS:
City 80 Cen. 3,098; E&P 87 Est. 2,537
County 80 Cen. 12,154; E&P 87 Est. 12,226

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$47,300,000
Commercial	2	$121,600,000

6 - PASSENGER AUTOS: County 16,037

7 - ELECTRIC METERS: Residence 3,124

8 - GAS METERS: Residence 1,816

9 - PRINCIPAL INDUSTRIES: Sugar; Potato Proc.; Alfalfa Dehydration; Sunflowers; Sugar Beets; Vegetables; Small Grains; Aluminum Casting; Wind Generator; Propeller Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-52; Summer 58-78; Fall 45-70; Winter -7-15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri., Sat.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Town & Country; Stevenson's; Allied; Logan's; Devon's Clothing.
Variety Stores-Ben Franklin.
Discount Stores-D&B Freight Sales; Pamida.
Chain Drug Stores-Rexall; Synder; Medicine Shoppe.
Chain Supermarkets-Piggly Wiggly; Hugo's; Super Valu.
Other Chain Stores-Coast-to-Coast; Wm. H. Ziegler; OK Trustworthy; Fleet Farm Supply; Radio Shack; Goodyear.

14 - NEWSPAPERS: TIMES (e-mon to fri) 4,880; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Mike Sipe, Adv. Mgr., TIMES, 124 S. Broadway, Crookston, MN 56716; Tel. (218) 281-2730.
National Representatives: Minnesota Newspaper Association; Papert Companies.

DULUTH

1 - LOCATION: St. Louis County. E&P Map C-3 (In Duluth MN-WI MSA). At head of navigation on Lake Superior, 144 mi. N of Twin Cities via 35. Major shipping center on the St. Lawrence Seaway. Manufacturing, mining, jobbing, wholesaling, food processing, rail center, serving upper lakes area of MN, WI & MI.

2 - TRANSPORTATION: Railroads-DM&IR; DW&P; Soo Line; Milwaukee Road; Duluth & Northeastern; Chicago & Northwestern; Burlington Northern.
Motor Freight Carriers-18.
Steamship Lines-54 U.S., Canadian & foreign.
Intercity Bus Lines-Duluth Transit Authority; Northland Greyhound.
Airlines-Republic; Charter & Jet Service; American; Northwest Airlink.

3 - POPULATION:
Corp. City 80 Cen. 92,811; E&P 87 Est. 77,637
CZ-ABC: (80) 104,406
Bal. in NDM-ABC: (80) 333,537
County 80 Cen. 222,229; E&P 87 Est. 193,223
MSA 80 Cen. 266,650; E&P 87 Est. 233,181
Total NDM-ABC: (80) 437,943
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,363; E&P 87 Est. 27,234
County 80 Cen. 81,482; E&P 87 Est. 72,906
MSA 80 Cen. 97,949; E&P 87 Est. 88,214
CZ-ABC: (80) 39,049
Bal. in NDM-ABC: (80) 119,822
Total NDM-ABC: (80) 158,871

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$279,190,000
Commercial	9	$631,849,000

6 - PASSENGER AUTOS: County 102,618

7 - ELECTRIC METERS: Residence 42,000

8 - GAS METERS: Residence 19,504

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,015 ($444); Mfg. 3,318 ($396); Trans., Commun., Public Util. 2,984 ($467); Trade 10,833 ($209); Gov't 10,832 ($345); Servs. 10,707 ($233).
Principal Pay Days-2nd & 4th Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-88; Summer 27-97; Fall -23-95; Winter -39-55. First killing frost, Oct. 12; last killing frost, May 8.

11 - TAP WATER: Neutral, very soft; fluoridated; filtered.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Superior and First Sts. and in Shopping Centers.

Nearby Shopping Centers

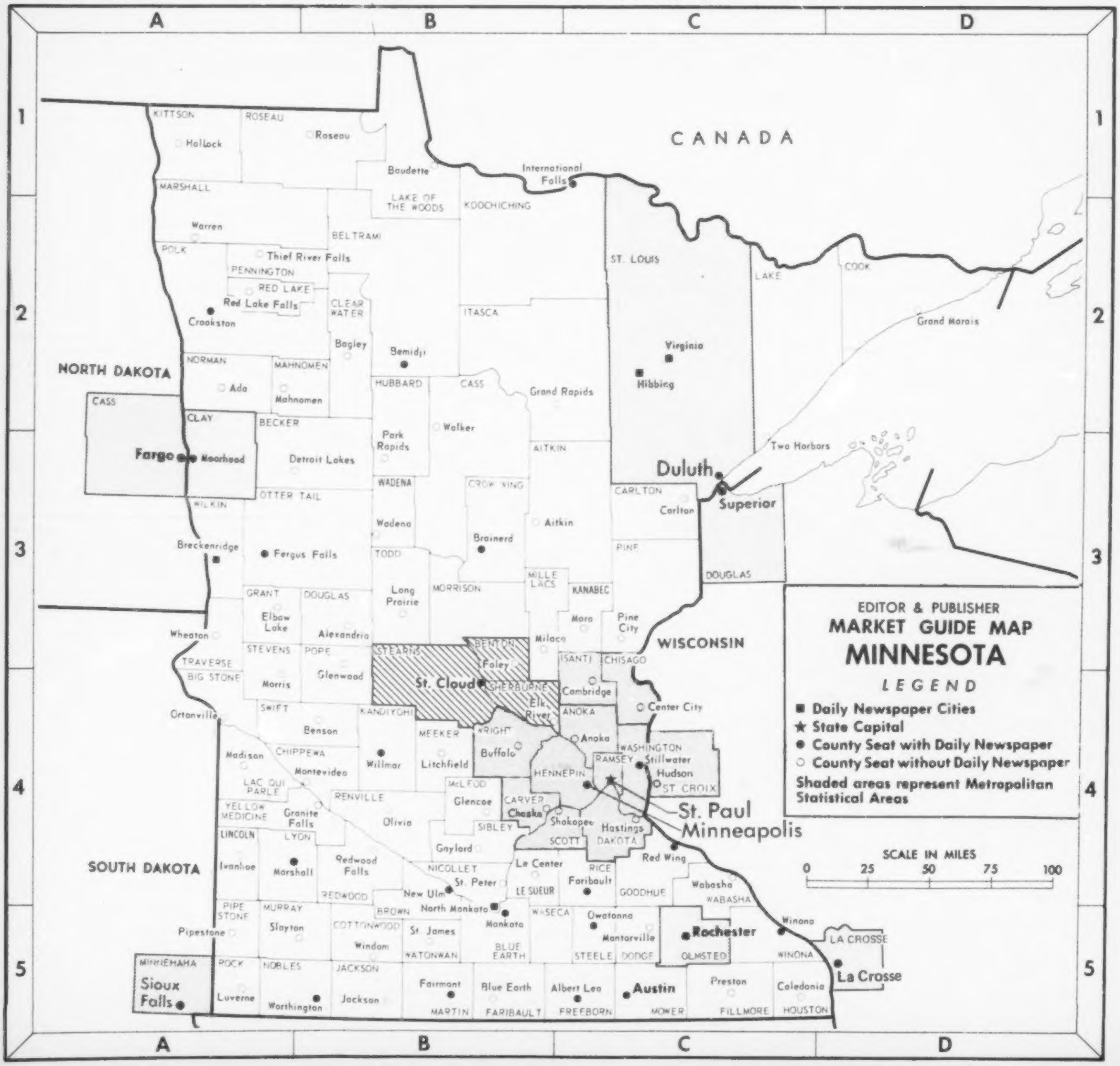
Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Plaza(10)	1	IGA
East 4th	1	Daugherty Hdwe., IGA
West Duluth	4	Super Valu, IGA, Super One
Kenwood(13)	5	Red Owl, Ben Franklin
West End	2	Becks, Anderson's, M&K
Lakeside	4	Super Valu, Red Owl, Marshall Hdwe., Bridgemans
Woodland	5	Piggly Wiggly, Bridgeman's, OK Hdwe.
Mount Royal(10)	3	Super Valu
Pike Lake	10	Super Valu, Gamble's
Miller Hill(50)	3	Mont. Ward, JCPenney, Glass Block, Sears
Village Mall	3	K mart, Super Valu, Super One

Principal Shopping Days-Mon., Wed., Fri., Sat. & Sun.
Stores Open Evenings-Department Stores-Mon. through Fri.; Super Mkts.-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Glass Block; Wahls; Montgomery Ward; JCPenney; Prange's; Sears.
Discount Stores-Target; K mart; Prange-Way.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Snyders; Walgreens 3.
Chain Supermarkets-IGA 4; Red Owl 2; Super Valu 5; Super "1" 5.
Other Chain Stores-Firestone; Baker's; Fanny Farmer; Goodyear; Gamble's; Hickory Farms; Hanover Shoes; Flagg Bros.; Gallenkamps; Waldenbooks; Musicland; Wilson's; Kinney; Singer Co.; Maurice's; Payless Shoes; Knox Lumber; Ace Hdwe.

14 - NEWSPAPERS: NEWS-TRIBUNE & HERALD (m-mon to fri) 62,190; (S) 82,928; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert W. Thomson, Adv. Dir., NEWS-TRIBUNE and HERALD, 424 W. 1st, Duluth, MN 55801; Tel. (218) 723-5281.
National Representative: Knight-Ridder Newspaper Sales.

EAST GRAND FORKS
See GRAND FORKS, ND


A
B
C
D
1
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5
EDITOR & PUBLISHER
MARKET GUIDE MAP
MINNESOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100
CANADA
NORTH DAKOTA
SOUTH DAKOTA
WISCONSIN
KITTSON
Hallock
ROSEAU
Roseau
Baudette
LAKE OF THE WOODS
International Falls
KOOCHICHING
MARSHALL
Warren
BELTRAMI
POLK
Thief River Falls
PENNINGTON
RED LAKE
Red Lake Falls
Crookston
CLEAR WATER
Bagley
Bemidji
ITASCA
ST. LOUIS
LAKE
COOK
Grand Marais
Virginia
Hibbing
NORMAN
Ada
MAHNOMEN
Mahnomen
HUBBARD
CASS
Grand Rapids
CASS
CLAY
Fargo
Moorhead
BECKER
Detroit Lakes
Park Rapids
Walker
AITKIN
Two Harbors
Duluth
Superior
CARLTON
Carlton
WILKIN
OTTER TAIL
WADENA
CROW WING
Wadena
Brainerd
Aitkin
Breckenridge
Fergus Falls
TODD
PINE
DOUGLAS
GRANT
DOUGLAS
Elbow Lake
Long Prairie
MORRISON
MILLE LACS
KANABEC
Mora
Pine City
Alexandria
Wheaton
STEVENS
POPE
STEARNS
BENTON
Foley
Milaca
ISANTI
CHISAGO
TRAVERSE
BIG STONE
Morris
Glenwood
St. Cloud
SHERBURNE
Elk River
Cambridge
Center City
Ortonville
SWIFT
KANDIYOHI
ANOKA
Benson
MEEKER
WRIGHT
Anoka
WASHINGTON
Madison
CHIPPEWA
Willmar
Litchfield
Buffalo
RAMSEY
Stillwater
Montevideo
HENNEPIN
Hudson
ST. CROIX
LAC QUI PARLE
McLEOD
St. Paul
Minneapolis
RENVILLE
Glencoe
CARVER
Chaska
YELLOW MEDICINE
Granite Falls
Olivia
SIBLEY
Shakopee
Hastings
LINCOLN
LYON
SCOTT
DAKOTA
Gaylord
Red Wing
Ivanhoe
Marshall
Redwood Falls
NICOLLET
Le Center
RICE
St. Peter
Faribault
GOODHUE
Wabasha
REDWOOD
New Ulm
LE SUEUR
WABASHA
PIPE STONE
MURRAY
BROWN
North Mankato
WASECA
Owatonna
Winona
Pipestone
Slayton
COTTONWOOD
St. James
Mankato
Mantorville
Rochester
LA CROSSE
Windom
WATONWAN
BLUE EARTH
STEELE
DODGE
OLMSTED
WINONA
MINNEHAHA
ROCK
NOBLES
JACKSON
La Crosse
Sioux Falls
Luverne
Worthington
Jackson
Fairmont
Blue Earth
Albert Lea
Austin
Preston
Caledonia
MARTIN
FARIBAULT
FREEBORN
MOWER
FILLMORE
HOUSTON

FAIRMONT

1 - LOCATION: Martin County, E&P Map B-5. County Seat. On U.S. Hwy. 16; State Hwy. 15. In S Central part of state. 130 mi. SW of Minneapolis.

2 - TRANSPORTATION: Railroads-CM&St.P; CSt. PM&O; C&NW.
Motor Freight Carriers-3.
Airlines-Great Lakes Flying Service.

3 - POPULATION:
Corp. City 80 Cen. 11,506; E&P 87 Est. 11,941
County 80 Cen. 24,687; E&P 87 Est. 25,343
CZ-ABC: (80) 11,506
RTZ-ABC: (80) 62,984
City & RTZ-ABC: (80) 74,490
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,615; E&P 87 Est. 4,887
County 80 Cen. 9,321; E&P 87 Est. 9,928
CZ-ABC: (80) 4,615
RTZ-ABC: (80) 23,576
City & RTZ-ABC: (80) 28,191

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$152,262,000
Savings & Loan	2	$77,920,824

6 - PASSENGER AUTOS: County 13,328

7 - ELECTRIC METERS: Residence 4,679

8 - GAS METERS: Residence 4,468

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. Hand Cars 325 (N.A.); Ribbons 250 ($160); Canning, Freezing 400 ($150); Prepared Foods 250 (N.A.); Plastics 100 (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-87; Summer 43-92; Fall 26-85; Winter -21-57. First killing frost, Sept. 28; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on five streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fair Mall(37)	NA	JCPenney, Walgreens, Woolworth

Principal Shopping Days-Thur., Fri., Sat.; Shopping Centers Mon. to Fri.-9.
Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: Department Stores-Bob Wallace Mercantile; JCPenney.
Discount Stores-Pamida; ShopKo.
Variety Stores-Woolworth.
Chain Drug Stores-J&R Rexall; Fair Mall; Walgreens.
Chain Supermarkets-Gunther; Madsen's; Hy-Vee; Pedersdorf Red Owl.
Other Chain Stores-Coast-to-Coast; Sears (mail order); Gen. Trading; Firestone; Goodyear; Fleet Motor Sup. (hard lines).

14 - NEWSPAPERS: SENTINEL (m) 11,002; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Eileen Fisch, Adv. Mgr., SENTINEL, 64 Downtown Plaza, Fairmont, MN 56031; Tel. (507) 235-3303.
National Representatives: Minnesota Newspaper Association; Papert Companies.

FARIBAULT

1 - LOCATION: Rice County, E&P Map C-4. County Seat. 50 mi. from Minneapolis and St. Paul on U.S. Hwys. 35, 3; State Hwys. 21,60,65.

2 - TRANSPORTATION: Railroads-Chicago, Rock Island; Chicago, Milwaukee & Chicago Great Western.
Motor Freight Carriers-6.
Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 16,241; E&P 87 Est. 16,841
CZ-ABC: (80) 16,241
RTZ-ABC: (80) 51,560
County 80 Cen. 46,087; E&P 87 Est. 49,402
City & RTZ-ABC: (80) 67,801
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,836; E&P 87 Est. 6,066
County 80 Cen. 14,276; E&P 87 Est. 15,837
CZ-ABC: (80) 5,836
RTZ-ABC: (80) 15,797
City & RTZ-ABC: (80) 21,633

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$220,000,000

6 - PASSENGER AUTOS: County 23,653

7 - ELECTRIC METERS: Residence 6,130

8 - GAS METERS: Residence 5,483

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Residence schools for retarded, vision, hearing impaired 1,350; Mfg., Commercial 300; Turkey Proc. 400; Ret. 1,800; Vegetable Proc. 300; Container Mfg. 200; Gov't (City and County) 300; Sheet Metal Fab. 150; Woolen Blanket Mfg. 650; Plastics Fab. 150; Hospital and Nursing Homes 650; Blue Cheese Mfg. 65.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-90; Summer 48-98; Fall 10-90; Winter -20-42.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Central Ave.; 2 on Fourth St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fairibo Town Sq.(3)	2	Red Owl
Fairbo West Mall (35)	3	Brett's, Hy-Vee, White Mart, Ehler's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur.; Food-super markets and shopping ctrs. nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bretts.
Variety Stores-Woolworth.
Discount Stores-F & D Farm Supply; Faribo Farm & Home; Jupiter; White Mart; K mart; Snyder Drug.
Chain Supermarkets-Red Owl; Super Valu; Food Bonanza; Hy-Vee.
Other Chain Stores-Sherwin-Williams; St. Paul Clothiers; Sears; United Building Center; Lamperts; Brown Photo; Crown Auto; NAPA Auto Parts; Radio Shack; Maurices; Kinney Shoes; Vanity; Ehlers.

14 - NEWSPAPERS: NEWS (e) 8,630; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dale Hellickson, Mktg. Mgr., NEWS, 514 Central Ave., Faribault, MN 55021; Tel. (507) 334-4383.
National Representative: Minnesota Newspaper Association; Papert Companies.

FERGUS FALLS

1 - LOCATION: Otter Tail County, E&P Map A-3. County Seat. Center of large dairy and small grains area Gateway to 1,000 lakes. River Valley. 56 mi. SE of Moorhead; 188 mi. NW of Minneapolis; 217 mi. W of Duluth. On U.S. Hwys. 52, 59, I-94; State Hwy. 210.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Northland Greyhound.
Airlines-West Central Airways.

3 - POPULATION:
Corp. City 80 Cen. 12,519; E&P 87 Est. 14,466
CZ-ABC: (80) 12,519
RTZ-ABC: (80) 66,307
County 80 Cen. 51,937; E&P 87 Est. 54,880
City & RTZ-ABC: (80) 78,826

4 - HOUSEHOLDS:
City 80 Cen. 4,686; E&P 87 Est. 4,093
County 80 Cen. 18,549; E&P 87 Est. 20,323
CZ-ABC: (80) 4,686
RTZ-ABC: (80) 23,476
City & RTZ-ABC: (80) 28,162

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$161,949,000
Savings & Loan	2	$120,650,000

6 - PASSENGER AUTOS: County 25,782

7 - ELECTRIC METERS: Residence 5,066

8 - GAS METERS: Residence 2,299

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Bakery 131 ($350); Farm Equip. 80 ($350); Util. 452 ($500); Dairy 85 ($400).
Principal Industrial Pay Days-Mon., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-77; Summer 47-94; Fall 29-83; Winter 25-35. First killing frost, Sept. 30; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Lincoln Ave.; 4 on Court St.; 4 on Mill St.; 2 shopping centers and a 50-store mall within city limits.
Principal Shopping Days-Mon., Thur., Sat., Sun.
Stores Open Evenings-Thur. Mall open Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Bostwicks; JCPenney; Herberger's.
Discount Stores-Pamida; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-White Drugs; Stemsrud & Emerson Rexall; Medicine Shoppe Pharmacy.
Chain Supermarkets-More 4; Super Valu; Country Store.
Other Chain Stores-Sears (catalog); Tradehome Shoes; Maurice's; Navistar; Sherwin-Williams; Fleet-Farm; Firestone; Goodyear; Kordel (furn.); Trustworthy Hardware; B. Dalton Bookseller; Team Electronics; Morrey A; Norby's; Ben Franklin; Lampert (lumber); Stop-N-Go; Fergus Falls Equipment; Interstate, Inc.; Triple R. Equip., Inc.; Mr. Steak; McDonalds; Country Kitchen; Wendy's; Hardees; Dairy Queen; Ponderosa.

14 - NEWSPAPERS: JOURNAL (e) 12,471; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Glenn E. Olson, Adv. Dir., JOURNAL, 914 E. Channing, Fergus Falls, MN 56537; Tel. (218) 739-4441.
National Representatives: Minnesota Newspaper Association; Papert Companies.

HIBBING

1 - LOCATION: St. Louis County, (In Duluth, MN-WI MSA), E&P Map C-2. 75 mi. N of Duluth; 185 mi. from MN. On Minneapolis. Hwys. 73, 37, 53, 216; U.S. Hwy. 169. Agriculture, mining & wood products center.

2 - TRANSPORTATION: Railroads-Great Northern; DM&IR; Burlington Northern.
Motor Freight Carriers-1.
Intercity Bus Lines-Mesaba; Shubat; Greyhound; Northern Transportation.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 21,193; E&P 87 Est. 18,715
MSA 80 Cen. 266,650; E&P 87 Est. 233,181
County 80 Cen. 222,229; E&P 87 Est. 193,223

4 - HOUSEHOLDS:
City 80 Cen. 7,868; E&P 87 Est. 6,478
County 80 Cen. 81,482; E&P 87 Est. 72,906
MSA 80 Cen. 97,949; E&P 87 Est. 88,214

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$136,420,000
Savings & Loan	1	$53,610,000

6 - PASSENGER AUTOS: County 102,618

7 - ELECTRIC METERS: Residence 7,905

8 - GAS METERS: Residence 1,895

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Mining 654; Constr. 2,014; Trans. 303; Mfg. 256; Whol. Trade 217; Fin. 186; Gov't 1,076; Ret. Trade 1,093; Servs. 1,641.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-45; Summer 50-92; Fall 30-70; Winter 0-55. First killing frost, Sept. 24; last killing frost, May 5.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Center-8 blocks on Howard St., 7 on First Ave., 2 on Second Ave., 4 on Third Ave., 3 on 19th St.
Neighborhood Shopping Centers-6 blocks in Brooklyn-East Hibbing.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Graysher(12)	2	Piggly Wiggly
Mesabi Mall(22)	3	Red Owl
Irongate(26)	4	K mart, Bostwicks, Zale's

Principal Shopping Days-Sun. through Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Feiman's; JCPenney.
Variety Stores-Woolworth, Ben Franklin; Pamida.
Discount Stores-K mart; L&M Supply.
Chain Drug Stores-Shapiro's; Snyder 2.
Chain Supermarkets-IGA; Red Owl; Piggly Wiggly; Super Valu; Spies; Super One; Country Store.
Other Chain Stores-Singer; General Trading; Goodyear; Firestone; Goodrich; Gallenkamp; House of Fabrics; Coast-to-Coast; Montgomery Ward; Maurice's; Team Electronics; Western Stores; Holiday; Boy Blue; Erickson; Fashion Crossroads; Bostwicks; Spurgeons; Sears (catalog).

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; S) 11,009; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: B.J. Krauth, Gen. Mgr., TRIBUNE, 2142 First Ave., Hibbing, MN 55746; Tel. (218) 262-1011.
National Representatives: Papert Companies; Minnesota Newspaper Association.

INTERNATIONAL FALLS

1 - LOCATION: Koochiching County, E&P Map C-1. County Seat. Port of entry. 300 mi. N of Twin Cities; 165 mi. NW of Duluth. On State Hwys. 11, 53 and 71.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-Century Motor Freight; Transport America; Wenberg Transfer.
Intercity Bus Lines-Greyhound.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 5,611; E&P 87 Est. 4,501
County 80 Cen. 17,571; E&P 87 Est. 14,937

4 - HOUSEHOLDS:
City 80 Cen. 2,191; E&P 87 Est. 1,707
County 80 Cen. 6,131; E&P 87 Est. 5,454

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$93,000,000
Savings & Loan	1	$14,000,000
Credit Unions	1	$10,000,000

6 - PASSENGER AUTOS: County 7,042

7 - ELECTRIC METERS: Residence 4,103

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper 800 ($500); Jig Tackle 100 ($180).
Principal Industrial Pay Days-Pay Mfg., alternate Fri. R.R. 8th & 22nd. Others, 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-55; Summer 51-90; Fall 38-59; Winter 4-24. First killing frost, Sept. 7; last killing frost, June 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Third St.; 3 blocks on Fourth, plus connecting sts.
Neighborhood Shopping Centers-South end of Third Ave.; West End of Third St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
International Mall(40)	2	JCPenney, Red Owl, Bostwick's
International Sq.	NA	JCPenney

Principal Shopping Days-Wed., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bostwick's.
Discount Stores-Border Bargains; K mart; Pamida.
Chain Drug Stores-Snyder.
Chain Supermarkets-Super One; Red Owl; IGA.
Other Chain Stores-Coast-to-Coast; Ace; Sears.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 4,776; sworn Sept. 26, 1986.
Local Contact for Advertising and Merchandising Data: David Ramnes, Gen. Mgr., JOURNAL, 500 3rd St., International Falls, MN 56649; Tel. (218) 283-8411.
National Representative: Minnesota Newspaper Association.

MANKATO-NORTH MANKATO

1 - LOCATION: Blue Earth and Nicollet Counties. E&P Map B-5. 76 mi. SW of St. Paul. On U.S. Hwys. 14, 169; State Hwys. 22, 60, 68, 83.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound; Jack Rabbit Lines; Land to Air.
Airlines-Bemidji.

3 - POPULATION:
Corp. Cities 80 Cen. 37,796; E&P 87 Est. 40,962
Mankato 80 Cen. 28,651; E&P 87 Est. 30,651
N. Mankato 80 Cen. 9,145; E&P 87 Est. 10,311
CZ-ABC: (80) 39,704
RTZ-ABC: (80) 126,557
Counties 80 Cen. 79,243; E&P 87 Est. 80,407
Blue Earth 80 Cen. 52,314; E&P 87 Est. 53,097
Nicollet 80 Cen. 26,929; E&P 87 Est. 27,310
City & RTZ-ABC: (80) 166,261

4 - HOUSEHOLDS:
Cities 80 Cen. 13,227; E&P 87 Est. 14,198
Mankato 80 Cen. 9,969; E&P 87 Est. 10,444
N. Mankato 80 Cen. 3,258; E&P 87 Est. 3,754
Counties 80 Cen. 26,591; E&P 87 Est. 27,057
Blue Earth 80 Cen. 18,011; E&P 87 Est. 18,072
Nicollet 80 Cen. 8,580; E&P 87 Est. 8,985
CZ-ABC: (80) 13,832
RTZ-ABC: (80) 44,061
City & RTZ-ABC: (80) 57,893

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$337,000,000
Savings & Loan	4	$206,000,000
Fed. Credit Union	1	N.A.

6 - PASSENGER AUTOS: Counties: Blue Earth 26,717; Nicollet 12,848

7 - ELECTRIC METERS: Residence 14,385

8 - GAS METERS: Residence 11,512

9 - PRINCIPAL INDUSTRIES: Flour & Feed; Vegetables; Can Mfg.; Farm Equip.; Soybean Processors; Generator Mfg.; Fishing Reel Mfg.; Electrical Equip.; Quarrying; Paper Prods.; Plastics; Warehousing & Distribution; Printing. Total employment in Blue Earth & Nicollet Counties 38,288.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 55-96; Fall 20-80; Winter -30-50.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belle Mar(12)	3	Red Owl
Eastgate(5)	NA	Lewis, Mueller's
Galleria East(5)	4	
K mart(5)	NA	K mart.
Madison East(60)	NA	Walgreens, Sears, Woolworth
Mankato Mall(68)	15	Brett's, JCPenney, Osco
Old Town(25)	7	
Open Mall(8)	3	

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Department stores-Mon. through Fri. Food-supermarkets every night.

13 - RETAIL OUTLETS: **Department Stores**-Geo. E. Brett; JCPenney; Sears.
Variety Stores-Woolworth.
Discount Stores-Randall's; Valu Center; Shopko; K mart.
Chain Drug Stores-Lewis; Osco; Walgreens; Snyders.
Chain Supermarkets-The Country Store; Hy Vee; Randall's 3; Jack & Jill; 7-Eleven 2; Mueller's; Cubs.

14 - NEWSPAPERS: FREE PRESS (e) 26,062; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robin E. Kavitz, FREE PRESS, 418 S. Second St., Mankato, MN 56001; Tel. (507) 625-4451.
National Representative: Branham/Newspaper Sales.

MARSHALL

1 - LOCATION: Lyon County. E&P Map A-4. County Seat. Manufacturing, agricultural and retailing area. SW portion of state, about 75 mi. NE of Sioux Falls, SD; on U.S. Hwy. 59; State Hwys. 19, 23.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-2, Yellow, Lakeville.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 11,161; E&P 87 Est. 11,404
CZ-ABC: (80) 11,161
RTZ-ABC: (80) 34,688
County 80 Cen. 25,207; E&P 87 Est. 25,721
City & RTZ-ABC: (80) 45,849

4 - HOUSEHOLDS:
City 80 Cen. 3,808; E&P 87 Est. 3,983
CZ-ABC: (80) 3,808
RTZ-ABC: (80) 12,425
County 80 Cen. 8,679; E&P 87 Est. 9,202
City & RTZ-ABC: (80) 16,233

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	N.A.
Commercial	3	$214,287,155

6 - PASSENGER AUTOS: County 13,285

7 - ELECTRIC METERS: Residence 5,429

8 - GAS METERS: Residence 2,271

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Assembly 240 ($220); Meat & Poultry 600 ($165); Agri-building, Equip. & Supplies 300 ($145); Electronic Assembly 175 ($165); Dairy Proc. 500 ($190).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 48-94; Fall 20-75; Winter 20-60. First killing frost, Oct. 2; last killing frost, May 8.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Center**-4 blocks downtown, 50 stores; Marshall Mall, 26 stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety/Discount Stores-Alco; Shopko; Ben Franklin; Woolworth.
Chain Drug Stores-Snyder Thrifty; Sward-Kemp.
Chain Food Stores-Super Valu; Hy-Vee; Red Owl; Fairway.
Other Chain Stores-Sears; True Value; Coast-to-Coast; Gambles.

14 - NEWSPAPERS: INDEPENDENT (m) 8,692; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Connie Nuese, Adv. Mgr., INDEPENDENT, Box 411, Marshall, MN 56258; Tel. (507) 537-1551.
National Representatives: Papert Companies; Minnesota Newspaper Association.

MINNEAPOLIS

1 - LOCATION: Hennepin County. (In Minneapolis-St. Paul, MN-WI MSA). E&P Map C-4. County Seat. Transportation center for MN, ND and SD, and 16 counties in western WI; Industrial and wholesale center of the Upper Midwest area; in east central part of state. 419 mi. from Chicago; 351 mi. from Milwaukee; 355 mi. from Omaha; 459 mi. from Winnipeg. On Mississippi River. On U.S. Interstate Freeways 35, 94, 494 and 694; On U.S. Hwys. 10, 12, 52, 61, 169, 212; On State Hwys. 5, 7, 36, 47, 51, 55, 56, 95, 120, 149, 152, 190, 242.

2 - TRANSPORTATION: **Railroads**-Amtrak; Milwaukee Road; Burlington Northern; Soo Line; Chicago & NorthWestern; Norfolk Southern, Southern Pacific; Union Pacific.
Motor Freight Carriers-Over 100 truck lines.
Interstate Bus Lines-Greyhound; Jefferson; Zephyr.
Airlines-United; Northwest; Ozark; Eastern; TWA; Piedmont; USAir; Air Canada; American; Delta; Midway; Continental; Mid-State Air Commuter; Mesaba Aviation; Transamerica.

3 - POPULATION:
Corp. City 80 Cen. 370,951; E&P 87 Est. 356,133
NDM-ABC: (80) 2,184,960
RTZ-ABC: (80) 1,140,055
Total NDM & RTZ-ABC: (80) 3,325,015
County 80 Cen. 941,411; E&P 87 Est. 990,853
MSA 80 Cen. 2,137,856; E&P 87 Est. 2,287,328
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 161,858; E&P 87 Est. 163,666
County 80 Cen. 365,536; E&P 87 Est. 398,702
MSA 80 Cen. 755,112; E&P 87 Est. 850,879
NDM-ABC: (80) 785,115
RTZ-ABC: (80) 365,670
Total NDM & RTZ-ABC: (80) 1,180,785

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$6,585,000,000
Commercial	157	$23,179,682,000

(Figures include 11 county MSA.)

6 - PASSENGER AUTOS: County 647,827

7 - ELECTRIC METERS: Residence and Commercial (est.) 459,541

8 - GAS METERS: City & Suburbs-Residence (est.) 300,000

9 - PRINCIPAL INDUSTRIES: (11 Metro Counties): Industry, No. of Wage Earners (Av. Wkly. Wage)-Trans., Commun. 65,700 ($469); Nonelectrical Mach. 61,000 ($478); Constr. 49,200 ($6[illegible]); Fabricated Metal Prods. 26,000 ($513); Printing and Pub. 30,300 ($413); Paper and Allied Prods. 25,100 ($476); Food and Kindred Prods. 25,400 ($429); Elect. Mach. 15,400 ($364).
Principal Pay Days-Thur., Fri.; 1st, 15th, 16th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-55; Summer 61-82; Fall 39-61; Winter 9-26. First killing frost, Oct. 8; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft; fluoridated. In suburbs (400,000 people) hard.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Hennepin, Nicollet and Marquette Ave.
Community, Neighborhood and Specialty Centers-Anoka; Anthony; Apple Sq.; Apple Valley Ctr.; Arden Plz.; Bandana Sq.; Bloomdale; Bloomington Ave. & East Lake St. (dist.); Bonaventure; Brandon Sq.; Brighton Village; Broadway Ave. W. from Wash. to Lyndale Ave. N.; Broadway Ave. W. (dist.); Brookdale Sq.; Brooksville; Burnhaven Mall; Burnhill Plz.; Burnside Plz.; Calhoun Sq.; Camden (dist.); Cedarville; Central Ave. N.E. (dist.); Central Plz.; Champlin Plz.; Chicago Ave. & East Lake St. (dist.); Chicago Ave. & 48th St. (dist.); Clover; Cobblestone Court; Colonial Sq.; Columbia Heights Ctr.; Columbia Heights Downtown (dist.); Coon Rapids Family Ctr.; Coon Rapids; Coon Rapids Village; Cottage Grove; Country Village; Crystal; Diamondhead; Eastgate; Excelsior Ave. from France Ave. S. to Hwy. 10; Excelsior Downtown (dist.); Excelsior, Hwy. 10 & University Ave. (dist.); Factory Outlet Ctr.-Eden Prairie; Factory Outlet Ctr.-Oakdale; Fairdale Shoppes; 50th St. N.E. & France Ave. S. (dist.); 50th St. & France (dist.); 54th St. N. & Lyndale Ave. S. (dist.); 46th to Morningdale Rd. on France Ave. S.; 43rd St. & Upton Ave. S. (dist.); Four Seasons; Franklin Ave.; Galleria; Galtier Plz.; Glenhaven Mall; Glenwood Hills; Golden Valley; Granada; Great Bear; Grove Plz.; Hamline Plz.; Hennepin Ave. & East Lake St. (dist.); Hennepin Ave. E. Main to Central (dist.); Hi-Lake; Highland; Highland Village Ctr.; Hillcrest; Holly; Hopkins Downtown (dist.); Humboldt Sq.; Jerry's; Jet Plaza; Keller Lake; Ken Rose; Knollwood Village; Lakeland Plz.; Leisure Lane; Lexington Plz.; Lilac Way; Lilydale Mall; Little Canada Mall; Loehmann's Plz.; Lowry Ave. N. & Emerson Ave. (dist.); Lowry Ave. N. & Penn Ave. N. (dist.); Maple Grove Mall; Maplewood Plz.; Mendota Plz.; Midland; Midtown; Midway; Minnehaha Mall; Minnesota Valley Mall; Minnetonka Plz.; Miracle Mile; Mounds View Sq.; New Hope; Nicollet Ave. & Lake St. (dist.); North St. Paul Shoppes; Northbrook; Northdale; Northgate; Northway; Oak Park Plz.; Pavillion Place; Penn Lake; Phalen; Pioneer Village; Plaza 94; Plaza 3000; Plymouth; Post Haste Sq.; Prairie Village Mall; Preserve Village; Rice Creek; Richfield Hub; Richfield Shoppes; Ridge Sq. North; Ridge Sq. South; Ridgehaven Mall; Riverplace; Robin; Roseville St. Anthony Main; St. Anthony; St. Croix Mall; 7-Hi; 76th to 78th Sts. & Lyndale (dist.); Shoreview Mall; Shorewood Plz.; Shorewood Village; Sibley Plz.; Sioux Trail; 6th St. to Hwy. 52 on Central Ave. N.E. (dist.); 65th & Nicollet Ave. (dist.); 64th to 69th Sts. & Lyndale Ave. S. (dist.); Skywood Mall; Southdale Sq.; Southview; Southview Sq.; Springbrook Mall; Springgate Mall; Sun Ray; Texa-Tonka; The Market Place; Thompson Grove; 21st Ave. N.E. (dist.); 27th Ave. & East Lake St. (dist.); Uni-Dale; Valley Creek Mall; Valley Plaza; Valley Ridge; Valley West; Victoria Crossing East/West; Village North; Village Sq.-Bloomington; Village Sq.-Inver Grove Heights; Village Ten; Ward's-Terrace; Wayzata Bay Ctr.; Wayzata Downtown (dist.); West View; Westbrook; Westview Value Ctr.; Westwind Plz.; Westwood; White Bear; Winnetka; Yankee Sq.; Yorktown; Zachary Square.

Regional Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookdale(82)	6	Daytons, Sears, Donaldson's, JCPenney
Burnsville(158)	18	Daytons, JCPenney, Donaldson's, Sears
City Center(88)		Donaldsons, Jackson Graves
Eden Prairie(83)	17	Donaldson's, Sears
Knollwood Mall(100)	9	Mont. Ward, JCPenney, Donaldson's
Maplewood(119)	10	Donaldson's, Sears
Northtown(107)	11	Mont. Ward, Woolworth, Donaldson's
Ridgedale(129)	9	JCPenney, Daytons, Donaldsons, Sears
Rosedale(151)	5	Daytons, Mont. Ward, Donaldson's
Southdale(140)	7	Daytons, JCPenney, Donaldson's

Principal Shopping Days-Dept. Stores: Mon., Thur., Fri. & Sat.; Food Stores: Thur., Fri., Sat.
Stores Open Evenings-Mon. to Fri.
Stores Open Sundays-Food & Dept. Stores.

13 - RETAIL OUTLETS: **Department Stores**-Dayton's 7; Sears 7; JCPenney 8; Montgomery Ward 6; Donaldson's 12; Marshalls.
Variety Stores-Woolworth 10.
Discount Stores-Target 16; Holiday 4; K mart 21; Best Products.
Chain Supermarkets-Red Owl 11; Lund's 6; IGA 23; Rainbow 15; 7-Eleven 60; Brooks Superettes 12; Country Club 45; Holiday 4; Kenny's Markets 25; Knowlan's 3; PDQ 28; Schiller's 4; Super Valu 46; Tom Thumb 89; Byerly's 6 in metro, 1 in St. Cloud; Cub 8; Thriftway; Star Markets 20; Country Stores 14.
Other Chain Stores-Auto: Big A, Car Quest, Genuine Parts, Firestone, Coast-to-Coast, Goodrich, Goodyear, Crown Auto, Big Wheel, Champion, 10,000 Auto Parts, NAPA; Shoes: Connco, Famous Footware, Kinney, Florsheim, Freeman, Baker's, Burt's, Chandler's, Schuler Shoes, Foot Locker, Naturalizer, Payless; Women's Apparel: Casual Corner, Brauns, Buttery's, House of Large Sizes, Lane Bryant, Peck & Peck, Liemandts, Marshalls, The Limited, Three Sisters, Shirley's Maternity; Men's Apparel: Foreman & Clark, Hubert W. White, Brooks Brothers, Lancers, Juster's; Candy: Darveaux, Fanny Farmer, Fannie Mae; Speciality Shops: Bachman's, Frank's; Furniture: Gabberts, Slumberland, Levitz, Wickes, Scandinavian Design; Appliances: Best Buy Co., Highland Superstores, Audio King, Radio Shack; Building Supplies & Hardware: Builder's Square, Plywood Minnesota, OK Hdwe., Our Own Hdwe., True Value, Warner Hdwe., Menards, Color Tile, Knox, Budget Power; Paints: Sherwin-Williams; Musical Instruments: Bodine's, Schmitt Music; Camera & Photo Supplies: Century Camera, Black Photography; T.J. Maxx, S&L Gen. Mdse.; Minnesota Fabrics; Singer Sewing.

14 - NEWSPAPERS: STAR TRIBUNE (m) 382,832; (S) 625,504; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Tom Whelan, Natl. Adv. Mgr., STAR TRIBUNE, 425 Portland Ave., Minneapolis, MN 55488; Tel. (612) 372-4136.
National Representative: Sawyer-Ferguson-Walker.

MOORHEAD
See FARGO, ND

NEW ULM

1 - LOCATION: Brown County. E&P Map B-4. County Seat. Agricultural center. 97 mi. SW of Twin Cities; 30 mi. W of Mankato; 50 mi. N of Fairmont. On U.S. Hwy. 14; State Hwy. 15.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern.
Motor Freight Carriers-12.
Intercity Bus Lines-Jack Rabbit.

3 - POPULATION:
Corp. City 80 Cen. 13,755; E&P 87 Est. 13,071
CZ-ABC: (80) 13,755
RTZ-ABC: (80) 40,555
County 80 Cen. 28,645; E&P 87 Est. 26,925
City & RTZ-ABC: (80) 54,310
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,938; E&P 87 Est. 4,841
CZ-ABC: (80) 4,938
RTZ-ABC: (80) 13,996
County 80 Cen. 9,988; E&P 87 Est. 9,759
City & RTZ-ABC: (80) 18,934

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$203,100,000
Savings & Loan	2	$62,100,000

6 - PASSENGER AUTOS: County 15,768

7 - ELECTRIC METERS: Residence 5,191

8 - GAS METERS: Residence 4,545

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 3,911; Trade 2,539; Servs. 1,984; Gov't 1,121; Trans. and Util. 580; Constr. 470; Fin. 404.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-60; Summer 37-99; Fall 33-90; Winter 25-48. First killing frost, Oct. 1; last killing frost, May 4.

11 - TAP WATER: Neutral, hard (495 ppm); fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on three sts.; shopping ctr. on South side of Town, with Hy-Vee Super Mkt.; Pamida; K mart; shopping ctr. on North side of town, Randall Valu Center; Country Store.
Principal Shopping Days-Fri., Sat., Sun., Mon., Wed.
Stores Open Evenings-Mon., Thur.; Food-Daily.

13 - RETAIL OUTLETS: **Department Stores**-Herberger's; Ehler's; JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Pamida; K mart; Big Bear; Thrifty Drug; Runnings Big R.
Chain Supermarkets-Country Store; Randall Valu Ctr.; Hy-Vee.
Other Chain Stores-General Trading; Lampert's; Maurice's; Stevensons; Sears.

14 - NEWSPAPERS: JOURNAL (m-tues to sat) 10,609; (S) 10,963; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Fenske, Pub., JOURNAL, 303 N. Minnesota, New Ulm, MN 56073; Tel. (507) 359-2911.

National Representatives: Minnesota Newspaper Association; Papert Companies.

NORTH MANKATO
See MANKATO

OWATONNA

1 - LOCATION: Steele County. E&P Map C-5. County Seat. Shipping center for agricultural and dairy area. Miscellaneous small manufacturing center. SE part of state, 70 mi. S of Minneapolis; On U.S. Hwys. 65, 14, 218; I-35.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific, Northwestern.
Motor Freight Carriers-14.
Intercity Bus Lines-Jefferson Transportation.

3 - POPULATION:
Corp. City 80 Cen. 18,632; E&P 87 Est. 18,140
CZ-ABC: (80) 18,632
RTZ-ABC: (80) 12,736
County 80 Cen. 30,328; E&P 87 Est. 29,460
City & RTZ-ABC: (80) 31,368
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,746; E&P 87 Est. 6,701
County 80 Cen. 10,600; E&P 87 Est. 10,702
CZ-ABC: (80) 6,746
RTZ-ABC: (80) 4,201
City & RTZ-ABC: (80) 10,947

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$178,500,000
Savings & Loan	2	$97,000,000

6 - PASSENGER AUTOS: County 17,013

7 - ELECTRIC METERS: Residence 6,985

8 - GAS METERS: Residence 6,457

9 - PRINCIPAL INDUSTRIES: Total Industrial, Retail and Professional Wage Earners 16,453.
Principal Pay Days-Wed., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-97; Summer 54-98; Fall -16-70; Winter -21-61. First killing frost, Sept. 6; last killing frost, Apr. 18.

11 - TAP WATER: Neutral; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; Oakdale Shopping Center; Cedar Mall.
Shopping Area-Oakdale-18 blocks S. of Downtown area on S. Cedar, Cedar Mall, over 40 stores; Downtown-140 stores.
Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Mall-Mon. through Fri. Downtown-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Brett's; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Thrifty Snyder; Cedar Mall Walgreens.
Chain Supermarkets-Red Owl; Wayne's Fairway; Hy-Vee; County Market.
Other Chain Stores-Sears; Champion Auto; Firestone; Coast-to-Coast; Kinney Shoes; Sherwin-Williams; Maurice's; Dahl House; Tradehome Shoes; Trustworthy Hdwe.; Radio Shack; Hurrah; Schultz's; Orschlen's; Crown Auto; Car Quest Auto Parts; Stevensons; Napa Auto.

14 - NEWSPAPERS: PEOPLE'S PRESS (m-tues to sat) 7,360; (S) 7,572; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Steven Jessop, Adv. Mgr., PEOPLE'S PRESS, 135 W. Pearl St., PO Box 346, Owatonna, MN 55060; Tel. (507) 451-2840.
National Representative: Branham/Newspaper Sales.

RED WING

1 - LOCATION: Goodhue County. E&P Map C-4. County Seat. Manufacturing, shopping, recreational center. On U.S. Hwys. 61, 63 and State Hwys. 19, 58. 48 mi. SE of St. Paul; 53 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Soo Line; Amtrak; Burlington Northern.
Motor Freight Carriers-15.
Steamship Lines-10 barge lines on Mississippi River.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,736; E&P 87 Est. 15,270
CZ-ABC: (80) 13,736
RTZ-ABC: (80) 41,981
County 80 Cen. 38,749; E&P 87 Est. 42,300
City & RTZ-ABC: (80) 55,717
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,185; E&P 87 Est. 5,905
County 80 Cen. 13,628; E&P 87 Est. 15,393
CZ-ABC: (80) 5,185
RTZ-ABC: (80) 14,048
City & RTZ-ABC: (80) 19,233

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$191,444,000
Savings & Loan	2	$54,880,000

6 - PASSENGER AUTOS: County 21,622

7 - ELECTRIC METERS: Residence 5,815

8 - GAS METERS: Residence 4,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shoe Mfg. 880 ($305); Leather (Tannery) 265 ($343); Metal Fab. 225 ($342). Total Labor Force 13,756.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-85; Summer 44-96; Fall 22-80; Winter 13-55. First killing frost, Oct. 21, last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Bush St.; 3 on Main St.; 4 on Plum St.; 2 on Third St.; 1 on Fourth St.
Neighborhood Shopping Centers-Six blocks on W. Main St.; 4 blocks in suburban Burnside.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.; some Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Ehler's; JCPenney; L & K Hobbs; Spurgeons.
Variety Stores-Ben Franklin.
Discount Stores-K mart; Pamida; Warehouse Mkt.; F & D Supply.
Chain Drug Stores-Rexall; Snyder; Erickson's.
Chain Supermarkets-Super Valu; Red Owl; Erickson More 4.
Other Chain Stores-Deb Shops; Maurices; Permans; Bostwicks; Dahl House; Sears; Our Own Hdwe.; Sherwin-Williams; Coast-to-Coast; Big Wheel Auto; Trade Home Shoes; Color Lab; Vaserette; NAPA; Carquest; Bannister Shoes; Little Red Shoe House; Clothworks; The Woolen Mill; Winona Knits.

14 - NEWSPAPERS: REPUBLICAN EAGLE (e) 8,593; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: James L. Edlund, Gen. Mgr., REPUBLICAN EAGLE, 433 W. Third St., Red Wing, MN 55066; Tel. (612) 388-8235.
National Representatives: Minnesota Newspaper Association; Papert Companies.

ROCHESTER

1 - LOCATION: Olmsted County. (MSA). E&P C-5. 76 mi. SE of Minneapolis/St. Paul.

2 - TRANSPORTATION: Railroads-C&NW.
Motor Freight Carriers-8.
Intercity Bus Lines-Rochester; Interstate; Jefferson; Greyhound.
Airlines-Northwest; Ozark; Republic; Republic Express; Mesaba (N.W.D. Airlink).

3 - POPULATION:
Corp. City 80 Cen. 57,855; E&P 87 Est. 61,269
CZ-ABC: (80) 71,482
RTZ-ABC: (80) 90,957
County/MSA 80 Cen. 91,971; E&P 87 Est. 101,729
City & RTZ-ABC: (80) 162,439
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,946; E&P 87 Est. 24,149
County/MSA 80 Cen. 32,663; E&P 87 Est. 37,325
CZ-ABC: (80) 26,162
RTZ-ABC: (80) 31,210
City & RTZ-ABC: (80) 57,372

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$274,648,000
Commercial	5	$324,240,000

6 - PASSENGER AUTOS: County 60,519

7 - ELECTRIC METERS: Residence 25,291

8 - GAS METERS: Residence 19,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mayo Clinic 8,050; IBM 7,400.
Principal Pay Days-Fri., Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 55-100; Fall 24-80; Winter -30-40. First killing frost, Sept. 10; last killing frost, May 9.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Broadway; 4 on 1st Ave. SW.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Miracle Mile(28)	1	Donaldson's, Ron's Red Owl, Snyder Drug
Silver Lake(9)	1	Mr. P's, Hunt Drug
Barclay Sq.	1	International Health Spa, T.J. Maxx
Crossroads(28)	1	Mr. P's, Sears, Snyder Drug
Northbrook(18)	1	Wise Buys Foods
Apache Mall(80)	2	Dayton's, JCPenney, Woolworth, Mont. Ward, Osco Drug
K mart	1	Dayton's, Walgreens
K mart(4)	2	K mart
Miller(8)	2	True Value Hdwe.
Westgate(9)	2	Byerly's, Shopko
Midtown Sq.(24)	2	Chuck E. Cheese, Pier I

Principal Shopping Days-Dept. stores-Mon., Thur., Fri., Sat., Sun.; Food-Wed., Thur., Fri. eve., Sat., Sun.
Stores Open Evenings-Dept.-Weekday eves.; Food-24 hours, 7 days; Miracle Mile, Crossroads, Apache Mall-every night & Sun. afternoon.

13 - RETAIL OUTLETS: Department Stores-C.F. Massey's; Montgomery Ward; Dayton's; Donaldson; Stevenson's; Sears; JCPenney.
Variety Stores-Woolworth.
Discount Stores-K mart; Target; Shopko 2; Fleet Farm.
Chain Drug Stores-Osco 2; Synder 2; Ruffalo 2.
Chain Supermarkets-Ron's Red Owl 2; IGA 2; Hy-Vee; Mr. P's 2; Cubs Foods; Barlow Foods.

14 - NEWSPAPERS: POST-BULLETIN (e-mon to fri) 39,122; (wknd) 41,009; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jim Schmitz, Adv. Dir., POST-BULLETIN, 18 First Ave. SE, Rochester, MN 55904; Tel. (507) 285-7640.
National Representative: Branham/Newspaper Sales.

ST. CLOUD

1 - LOCATION: Stearns, Sherburne and Benton Counties (MSA). E&P Map B-4. County Seat. 70 mi. NW of Minneapolis on the Mississippi. Shipping Center for Stearns, Sherburne and Benton Counties; On State Hwys. 23, 15, 152, 95; U.S. Hwys. 10, 52, I-94.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-St. Cloud; Greyhound.
Airlines-Nearest airfield with scheduled service at Minneapolis-St. Paul served by 7 airlines.

3 - POPULATION:
Corp. City 80 Cen. 42,566; E&P 87 Est. 43,803
CZ-ABC: (80) 60,373
RTZ-ABC: (80) 78,519
MSA 80 Cen. 163,256; E&P 87 Est. 180,701
Counties 80 Cen. 163,256; E&P 87 Est. 180,701
  Benton 80 Cen. 25,187; E&P 87 Est. 27,362
  Sherburne 80 Cen. 29,908; E&P 87 Est. 35,281
  Stearns 80 Cen. 108,161; E&P 87 Est. 118,058
City & RTZ-ABC: (80) 138,892
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,920; E&P 87 Est. 13,710
MSA 80 Cen. 49,359; E&P 87 Est. 56,439
Counties 80 Cen. 49,369; E&P 87 Est. 56,439
  Benton 80 Cen. 8,275; E&P 87 Est. 9,346
  Sherburne 80 Cen. 8,971; E&P 87 Est. 11,016
  Stearns 80 Cen. 32,113; E&P 87 Est. 36,077
CZ-ABC: (80) 19,517
RTZ-ABC: (80) 22,589
City & RTZ-ABC: (80) 42,106

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$480,662,700
Savings & Loan	3	$205,332,300

6 - PASSENGER AUTOS: Counties: Stearns 57,442; Sherburne 16,468; Benton 12,287.

7 - ELECTRIC METERS: Residence 16,561

8 - GAS METERS: Residence 7,884

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 1,818 ($333); Scientific Instruments 1,084 ($234); Paper, Printing, Pub. 1,679 ($441); Mfg. 9,987 ($283); Constr. 2,830 ($458); Trans., Commun., Public Util. 3,409 ($422); Trade 15,211 ($160); Fin., Ins., R.E. 1,935 ($178); Health Servs. & Misc. 10,509 ($227); Total Work Force 54,921 ($242).

10 - CLIMATE: Min. & Max. Temp.-Spring 2-92; Summer 39-92; Fall 10-85; Winter 3-39. First killing frost, Sept. 24; last killing frost, Apr. 24.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-25 blocks on 7 St.; 6 on St. Germain; 4 on E. St. Germain; 3 on 5th, 6th, 7th, 9th Aves.; 3-Block Mall Downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Centennial(11)	1	Coborn's Mkt.
Crossroads(125)	3	JCPenney, Sears, Target, Woolworth,

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept. Mon., Fri.; Food & Shopping Ctr. Nightly. Sears, JCPenney, Dayton's, Target. Discount stores open Sundays.

13 - RETAIL OUTLETS: Department Stores-Herberger's; Sears; JCPenney; Dayton's; Stevenson; Target.
Variety Stores-Woolworth; Jupiter; K mart.
Chain Drug Stores-Osco; Walgreens; Dan Marsh 2; Snyder's.
Chain Supermarkets-Tom Thumb 9; Warehouse Mkt.; Coborn's 6; Byerly's; Super Valu; Red Owl Country; 7-Eleven 2.
Other Chain Stores-Three Sisters; Bonne's Shoes; Trade Home Shoes; Barker Shoes; Kinney; Warren Shoes; Payless Shoes; St. Clair Menswear; Shirt Shack; Northwest Fabrics; Coast-to-Coast; Scheel's Hdwe.; Radio Shack; Schaak Electronics; Team Electronics; Crown Auto; Firestone; Goodyear; Goodman Jewelers; Musicland; Farmer Seed & Nursery; Lumber; Menard's Cashway; Simonson Cashway; Robertson; Big Bear Farm Store; Holiday Stores; Nutrition World; Susie's Casuals; Hal's Sportswear; Pako Film; Photo Hut; Midwest Vision Center; Maurices; Kirby Co.; JoAnn Fabrics; Hallmark Cards; Fanny Farmer; Berman Buckskin; Stereo 1; County Seat; Eichten Shoe Inn; B. Dalton Bookseller; Thom McAn; The Barbers; Norby's; Team Electronics; Now & Then; Northsea Imports; Claires Boutique; Gordon Jewelers; Color Tile; Mills Fleet Farm; Singer Sewing; So-Fro Fabrics; Schmitt Music; Peck & Peck; Pearle Vision; Hickory Farms; Super America; Seifert's; Floor To Ceiling; Vanity; Morry A. Foot Locker; Brown Photo; Pier I Imports.

14 - NEWSPAPERS: TIMES (e) 28,913; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Leo Pieri, Adv. Dir., TIMES, 3000 7th St. N., St. Cloud, MN 56301; Tel. (612) 255-8799.
National Representative: Gannett National Newspaper Sales.

ST. PAUL

1 - LOCATION: Ramsey County. (In Minneapolis-St. Paul, MN-WI MSA). E&P Map C-4. State Capital. County Seat. Industrial, agricultural, wholesale center; Vacation & resort area. At head of navigation on Mississippi River adjoining City of Minneapolis. 144 mi. S of Duluth; 350 mi. NW of Chicago.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago Milwaukee-St. Paul & Pacific; Chicago, Rock Island & Pacific; Chicago Northwestern; Soo Line.
Motor Freight Carriers-100; 37 Truck Terminals.
Intercity Bus Lines-Greyhound; Jefferson; Zephyr.
Airlines-Northwest; Eastern; Western; Ozark; United; Delta; American; Continental; Midway; Piedmont; Trans-World; USAir; Jet America.

3 - POPULATION:
Corp. City 80 Cen. 270,230; E&P 87 Est. 252,353
Total NDM-ABC: (80) 1,194,950
County 80 Cen. 459,784; E&P 87 Est. 452,521
MSA 80 Cen. 2,137,856; E&P 87 Est. 2,287,328
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 106,223; E&P 87 Est. 103,975
County 80 Cen. 170,505; E&P 87 Est. 174,083
MSA 80 Cen. 755,112; E&P 87 Est. 850,879
Total NDM-ABC: (80) 415,204

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	34	$3,500,000,000
Savings & Loan	4	$7,000,000,000

6 - PASSENGER AUTOS: County 278,596

7 - ELECTRIC METERS: Residence Corp. City 100,000

8 - GAS METERS: Residence Corp. City 80,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Printing & Pub. 22,700 ($344); Mach. (Non-Elect.) 64,600 ($338); Food Prods. 18,000 ($304); Textile & Apparel 4,300 ($197); Lumber 4,700 ($375).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-54; Summer 58-81; Fall 36-58; Winter 5-25. First killing frost, Oct. 1; last killing frost, May 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway(40)	4	Lerner's, Rainbow, Mont. Ward
Hillcrest(24)	5	Country Club
Sun Ray(35)	5	JCPenney, Country Store, Rainbow
Highland Vlg.(16)	6	Country Store, Donaldson's
Signal Hills(60)	3	Herberger's
Phalen(40)	8	Mont. Ward, Food Mart, Woolworth
Har Mar(55)	5	Rainbow, Snyder Drug
Sibley Plaza(19)	5	Rainbow
White Bear(5)	9	Reed Drug, Country Store
Rosedale(151)	5	Dayton's, Donaldson's, Mont. Ward, JCPenney
Maplewood(108)	7	Sears, Donaldson's
Moundsview(20)	NA	JCPenney, Snyder's
Burnsville(142)	18	JCPenney, Dayton's, Sears, Donaldson's
Eagan Town Ctr.	11	Rainbow, Walgreens
Newport	7	Kramer Appliance, Fritzie Fresh
Northway(16)	NA	Ben Franklin
Northwest Crossing	NA	Brown Photo, Helga Boutique, Liemandt's
Roseville Ctr.(22)	5	Country Club, House of Wong, Snyder Drugs
Lexington Plz.(30)	5	Warner Hardware, Dairy Queen
Cottage Grove(11)	11	K mart, Rainbow
Cedarvale(34)	10	Rainbow, Ben Franklin
Southview Plz.	NA	Rainbow
Saint Paul Ctr.	NA	Donaldson's, Dayton's
Village Square	NA	Ben Franklin, Country Store
Wabasha Plaza	NA	
White Bear Ave.	NA	Guertin Drug, 88 Store

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Donaldson's; Dayton's; Montgomery Ward; Sears; JCPenney.
Discount Stores-K mart; Target; Best Co.
Variety Stores-Woolworth 6; Ben Franklin.
Chain Drug Stores-Snyders Rexall 14; Snyder Bros. 9; Walgreens 4.
Chain Supermarkets-Red Owl 12; Country Club Markets 19; Knowlans 9; Tom Thumb 29; Lil' General 3; 7-Eleven 24; Speedy Markets 7; Cub 5; Country Store 10; Rainbow Foods 9.

14 - NEWSPAPERS: PIONEER PRESS & DISPATCH (all day-mon to fri) 188,448; (m-sat) 175,135; (S) 247,492; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Tom Golden, Adv. Dir., PIONEER PRESS & DISPATCH, 345 Cedar St., St. Paul, MN 55101; Tel. (612) 222-5011.
National Representative: Knight-Ridder Newspaper Sales.

STILLWATER

1 - LOCATION: Washington County. (In Minneapolis-St. Paul, MN-WI MSA). E&P Map C-4. County Seat. On St. Croix River; 18 mi. ENE of St. Paul.

2 - TRANSPORTATION: **Railroads**-Northern Pacific; Chicago & Northwestern; CM & St. P; C. St. P M&O.
Intercity Bus Lines-Zephyr; Twin City, Stillwater.
Airlines-St. Paul Intl. Airport-Minneapolis.
Water-Aiple Towing Co.

3 - POPULATION:
Corp. City 80 Cen. 12,290; E&P 87 Est. 13,174
CZ-ABC: (80) 17,813
Bal. in NDM-ABC: (80) 18,204
MSA 80 Cen. 2,137,856; E&P 87 Est. 2,287,328
County 80 Cen. 113,571; E&P 87 Est. 130,382
Total NDM-ABC: (80) 36,017

4 - HOUSEHOLDS:
City 80 Cen. 4,065; E&P 87 Est. 4,492
County 80 Cen. 35,088; E&P 87 Est. 41,778
MSA 80 Cen. 755,112; E&P 87 Est. 850,879
CZ-ABC: (80) 5,697
Bal. in NDM-ABC: 5,459
Total NDM-ABC: (80) 11,156

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$97,792,531
Savings & Loan	1	$33,472,678

6 - PASSENGER AUTOS: County 71,452

7 - ELECTRIC METERS: Residence 4,120

8 - GAS METERS: Residence 3,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Dairy Proc. 200; Shoes 175; Outer Clothing; Graphic Systems 110; Windows 3,800.

10 - CLIMATE: Av. Temp.-Summer 83; Winter 50; Yearly Av. 44.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Shopping Area**-4 blocks on Main St.; 2 blocks on Chestnut St. (70 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
St. Croix(35)	2	Mont. Ward, Snyder's, Dueber's Big V

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Koliner's; Montgomery Ward (ret.); Farho's; K mart.
Variety Stores-Dueber's Big V.
Chain Drug Stores-Rexall; Reed's; Snyder Bros.
Chain Supermarkets-Hooley's; Brooks; Zolldan's; Brine's; Warehouse Mkt.; Cub Foods; Tom Thumb.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 4,989; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Easton, Pub., GAZETTE, 102 S. 2nd St., Stillwater, MN 55082; Tel. (612) 439-3130.
National Representatives: Minnesota Newspaper Association; Papert Companies.

VIRGINIA

1 - LOCATION: St. Louis County (In Duluth, MN-WI MSA), E&P Map C-2. 65 mi. N of Duluth; 205 mi. N of Minneapolis. On U.S. Hwys. 53, 169.

2 - TRANSPORTATION: **Railroads**-Great Northern Duluth; Missabe & Iron Range; Duluth, Winnipeg & Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Northern Transportation.
Intracity Bus Lines-Dial-A-Ride; Arrowhead Transit.
Airlines-Republic; Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 11,056; E&P 87 Est. 8,981
MSA 80 Cen. 266,650; E&P 87 Est. 233,223
County 80 Cen. 222,229; E&P 87 Est. 193,223

4 - HOUSEHOLDS:
City 80 Cen. 4,757; E&P 87 Est. 3,582
County 80 Cen. 81,482; E&P 87 Est. 72,906
MSA 80 Cen. 97,949; E&P 87 Est. 88,214

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$402,000,000
Savings & Loan	1	$111,000,000
Credit Union	1	7,000,000

6 - PASSENGER AUTOS: County 102,618

7 - ELECTRIC METERS: Residence 6,119

8 - GAS METERS: Residence 528

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Iron Mining 1,990 ($368); Mfg. 950 ($340); Constr. 560 ($340).
Principal Industrial Pay Days-8th & 22nd.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 45-97; Fall 35-82; Winter -20-52. First killing frost, Sept. 15; last killing frost, June 1.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**. 5 blocks on Chestnut St. and 6th Ave. North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Gate Plaza(14)	NA	Ben Franklin, Spies Super Value
Thunderbird Mall(40)	NA	Red Owl, K Mart, Herbergers

Principal Shopping Days-Fri., Sat., Mon., Wed.
Stores Open Evenings-Thur.; Mall 9:00 daily.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Herberger's; Stevenson.
Discount Stores-L&M Store; Pamida; K Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Snyder; White; North Star.
Chain Supermarkets-Red Owl; Super Valu; Super One; Lehrkes IGA.
Other Chain Stores-Gamble's Hdwe.; Payless; House of Fabrics; Maurice's; Winslows; Kinney.

14 - NEWSPAPERS: MESABI NEWS (e-mon to fri; m-sat) 15,072; (S) 15,201; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: L. R. Asbach, Gen. Mgr., or Marlin J. Hofmeyer, Adv. Dir., MESABI NEWS, 704 Seventh Ave. S., Virginia, MN 55792; Tel. (218) 741-5544.
National Representatives. Papert Companies; Minnesota Newspaper Association.

WILLMAR

1 - LOCATION: Kandiyohi County, E&P Map B-4. 94 mi. W of Minneapolis, at crossing of Main U.S. Hwy. 12 E&W; U.S. Hwy. 71 N&S; State Hwys. 23 and 40. Agricultural, railroad, poultry processing center. Miscellaneous small manufacturing; grain, fertilizer & seed distributing point; auto parts & accessories; tourism & vacation; government; retailing.

2 - TRANSPORTATION: **Railroads**-Burlington Northern (division point).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,895; E&P 87 Est. 16,823
County 80 Cen. 36,763; E&P 87 Est. 39,823

4 - HOUSEHOLDS:
City 80 Cen. 5,799; E&P 87 Est. 5,631
County 80 Cen. 12,871; E&P 87 Est. 14,526

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$210,000,000
Savings & Loan	1	$65,000,000

6 - PASSENGER AUTOS: County 19,753

7 - ELECTRIC METERS: Residence 5,650

8 - GAS METERS: Residence 4,299

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Total Employment 10,785; Ret. 2,238 ($175); Whol. 506 ($185); Servs. 1,605 ($225); Trans., Util. 673 ($185); Gov't 3,580 ($208); Mfg. 1,169 ($225); Constr. 350 ($300); Fin. 337 ($275); Other 291 ($160).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 48-94; Fall 20-75; Winter -20-60. First killing frost, Oct. 2; last killing frost, May 8.

11 - TAP WATER: Alkaline, very hard; fluoridated, partially softened.

12 - RETAILING: **Principal Shopping Centers**-15 blocks on 8 sts., 2 Suburban Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Skylark(10)	2	Red Owl, White Drug
Kandi Mall(61)	2	K mart, Herberger, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun. Food Shopping days are Wed. through Sat.
Stores Open Evenings-Downtown-Mon., Thur.; Food, every evening.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Bostwick's; Habichts; Herbergers; Spurgeons.
Discount Stores-Orschelens; K mart; Pamida.
Variety Stores-R&M; Ben Franklin.
Chain Drug Stores-White's; Thrifty Snyder 2.
Chain Supermarkets-Tom & Bill's Red Owl; Coborn's; Juba's Super Value.
Other Chain Stores-Hardware Hank; Tom Thumb; JoAnn Fabrics; Maurice's; Kinney Shoes; Tradehome Shoes; Gordons Jewelers; Deb Shop; Seiferts; GNC; Lamperts; Standard Lumber; Menards; Claire's Boutique; Vanity; Curtis Mathes; Beata's.
14 - NEWSPAPERS: WEST CENTRAL TRIBUNE (m) 16,686; Dec. 31, 1986 VAC.
Local Contact for Advertising and Merchandising Data: Jan Queenan, Ret. Coordinator, WEST CENTRAL TRIBUNE, 2208 W. Trott Ave.; PO Box 839, Willmar, MN 56201; Tel. (612) 235-1150.
National Representative: Branham/Newspaper Sales.

WINONA

1 - LOCATION: Winona County, E&P Map C-5. County Seat. Industrial, transportation, agricultural, educational and recreational ctr. Situated on the Mississippi River. 113 mi. SE of St. Paul on U.S. Hwys. 14, 61 and State Hwys. 43 and 76.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Chicago Great Western; Chicago, Milwaukee, St. Paul & Pacific; Chicago & Northwestern; Green Bay & Western; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 25,075; E&P 87 Est. 25,073
CZ-ABC: (80) 27,642
RTZ-ABC: (80) 99,473
County 80 Cen. 46,256; E&P 87 Est. 48,237
City & RTZ-ABC: (80) 127,115

4 - HOUSEHOLDS:
City 80 Cen. 8,786; E&P 87 Est. 9,024
County 80 Cen. 15,606; E&P 87 Est. 16,855
CZ-ABC: (80) 9,664
RTZ-ABC: (80) 34,226
City & RTZ-ABC: (80) 43,890

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$154,735,800
Savings & Loan	2	$96,865,000

6 - PASSENGER AUTOS: County 23,287

7 - ELECTRIC METERS: Residence 9,861

8 - GAS METERS: Residence 6,234

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Household Prods. 650 (N.A.); Antiskid Chains Mfg. 350 ($155); R.R. 135 ($160); Fertilizer 50 ($141).
Principal Pay Days-Mon., Tues., Thur.; 1st, 15th and 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-84; Summer 46-93; Fall 20-66; Winter 12-56. First killing frost, Oct. 27; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Second St.; 9 blocks on Third St.; 4 blocks on Fourth St.; West Service Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Winona Mall	NA	Snyder Drug, Four Season Dept.
Westgate(10)	3	Randall's Super Valu, Pamida
Goodview	6	Red Owl Country Store

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Centers every night and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Spurgeon's.
Discount Stores-K mart; Pamida; Shopko.
Variety Stores-Woolworth.
Chain Supermarkets-Country Store; Randall's; IGA; Whse. Market; Mark-It Foods.
Other Chain Stores-Ace Hdwe.; Sherwin-Williams; Payless.

14 - NEWSPAPERS: NEWS (m) 14,590; (S) 14,614; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gary Evans, Mktg. Dir., NEWS, 601 Franklin St., Winona, MN 55987; Tel. (507) 454-6500.
National Representative: Branham/Newspaper Sales.

WORTHINGTON

1 - LOCATION: Nobles County, E&P Map B-5. County Seat. Agric. ctr. In SW part of state 60 mi. E of Sioux Falls. On U.S. Hwy. 59, I-90. State Hwys 60, 266.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern.
Motor Freight Carriers-5.
Intercity Bus Lines-Jackrabbit.
Airlines-Bemidji.

3 - POPULATION:
Corp. City 80 Cen. 10,243; E&P 87 Est. 9,420
County 80 Cen. 21,840; E&P 87 Est. 20,074
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,904; E&P 87 Est. 3,721
County 80 Cen. 7,812; E&P 87 Est. 7,463

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$190,000,000
Savings & Loan	1	$41,000,000

6 - PASSENGER AUTOS: County 11,678

7 - ELECTRIC METERS: Residence 3,870

8 - GAS METERS: Residence 3,702

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Poultry Proc. 575; Meat Packing 400; Aerial Spray Mfg.; Plastics 320; Mobile Homes 110.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 40-95; Fall 20-65; Winter 25-32. First killing frost, Oct. 3; last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard; filtered, fluoridated

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.
Neighborhood Shopping Centers-Oxford St. and Hwy. 59-The Big Corner; Northland Mall (K mart, Bostwick Fashions) 210,000 sq. ft.

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Rickbeils; Bostwick's; Fleet Family; TSC.
Discount Stores-Alco; K mart; Shopko.
Chain Supermarkets-Hy Vee; Country Mkt.

14 - NEWSPAPERS: GLOBE (m) 14,89[illegible] Mar. 31, 1986 VAC.
Local Contact for Advertising and Merchandising Data: Louie Seesz, Gen. Mgr. or Roger Carlson, Adv. Mgr., GLOBE, 300 11th St., Box 639, Worthington, MN 56187; Tel. (507) 376-9711.
National Representatives: Papert Companies; Minnesota Newspaper Association.

MISSISSIPPI SURVEYS

METROPOLITAN STATISTICAL AREAS

Biloxi-Gulfport-Hancock and Harrison Counties.
Jackson-Hinds, Madison and Rankin Counties.
Memphis, TN-AR-MS-Shelby and Tipton Counties, TN; Crittenden County, AR; De Soto County, MS
Pascagoula-Jackson County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	210	215	227
5-14 Years	491	445	470
15-24 Years	407	493	520
25-44 Years	466	632	667
45-64 Years	422	448	473
65 and Over	221	290	306
TOTAL	2,217	2,523	2,663

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr	343	464	854
General Mdse	737	1,169	1,721
Food	1,552	2,281	2,978
Automobiles	1,552	1,740	3,291
Gasoline Stations	454	688	670
Apparel	316	435	614
Furniture	249	313	562
Eat-Drink Places	371	597	887
Drugs	193	331	479
TOTAL SALES	6,184	9,044	13,109

BILOXI-GULFPORT

1 - LOCATION: Harrison County, (In Biloxi-Gulfport MSA). E&P Map C-6. On Gulf of Mexico (Mississippi Sound); Home of Keesler Air Force Base and US Navy Seabee Command Center; 70 mi. from New Orleans; 70 mi. from Mobile; 155 mi. from Jackson. On U.S. Hwys. 49, 90.

2 - TRANSPORTATION: Railroads-Illinois Central; L&N; Amtrak.
Motor Freight Carriers-35.
Freight Steamship Lines-3.
Intercity Bus Lines-Greyhound; Continental Trailways; Intracity Buslines; Mississippi Coast Transportation Authority.
Airlines-Republic; Eastern Metro; Continental-Northwest.

3 - POPULATION:
Corp. Cities 80 Cen. 88,987; E&P 87 Est. 90,563
Biloxi 80 Cen. 49,311; E&P 87 Est. 49,126
Gulfport 80 Cen. 39,676; E&P 87 Est. 41,437
CZ-ABC: (80) 130,283
RTZ-ABC: (80) 103,831
MSA 80 Cen. 182,202; E&P 87 Est. 206,916
County 80 Cen. 157,665; E&P 87 Est. 174,606
City & RTZ-ABC: (80) 234,114
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 30,807; E&P 87 Est. 32,448
Biloxi 80 Cen. 16,096; E&P 87 Est. 15,737
Gulfport 80 Cen. 14,711; E&P 87 Est. 16,711
County 80 Cen. 52,202; E&P 87 Est. 59,890
MSA 80 Cen. 60,383; E&P 87 Est. 71,080
CZ-ABC: (80) 41,746
RTZ-ABC: (80) 35,106
City & RTZ-ABC: (80) 76,852

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$460,737,000
Commercial	11	$2,430,627,000

6 - PASSENGER AUTOS: County 117,331 (All Vehicles)

7 - ELECTRIC METERS: County 48,894

8 - GAS METERS: County 34,506

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)- Gov't 18,190; Whol. & Ret. Trade 17,680; Servs. & Misc. 11,750; Mfg. 9,540; Trans. & Pub. Util. 3,780; Fin., Ins., & R.E. 3,000; Food 1,010; Apparel 840; Constr. 3,540.

10 - CLIMATE: Min. & Max. Temp.-Mar. 55-73; June 71-93; Sept. 66-89; Dec. 50-69. Total precip. (ins.) Mar. (7.6); June (6.8); Sept.-(1.7); Dec. (10.36).

11 - TAP WATER: Slightly alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-(No. of Stores) Harbor Sq. (Downtown Gulfport) (84); Vieux Marche (Downtown Biloxi) (29); Edgewater Mall (115); Hardy Court (20).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Singing River Mall(60)	20	Service Mdse., McRae's, JCPenney, Sears
Norwood Vlg.(46)	6	A&P, T-D Drugs
Cedar Popps(18)	5	Winn-Dixie, Eckerd, Majik Mart
Spring Plaza(18)	12	Winn-Dixie, Eckerd
Popps Ferry(15)	6	TG&Y, Winn-Dixie
Edgewater Sq.(10)	6	Delchamps, K&B
Del Mar Plaza(7)	6	K mart, Delchamps
Orange Grove(6)	6	TG&Y, Winn-Dixie
Gulf Mart(5)	1	A&P
Bay Vista(5)	6	Calvert & Carroway
K mart/Ocean Springs	12	K mart, Otasco, National
Edgewater Mall	6	Gayfer's, Sears, JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most Mon., Thur., Fri.; Many 6 nights.

13 - RETAIL OUTLETS: Department Stores-Sears, Gayfer's; JCPenney; Austin's.
Discount Stores-K mart 5; TG&Y 4; Fred's; Hudson's; Service Merchandise; Wal-Mart 2; Zayre.
Variety Stores-McCrory; TG&Y 3; Woolworth 2; Dollar General 3; Kents 2; G.C. Murphy Co.; K mart 5; Magic Mart.
Chain Drug Stores-Eckerd 3; Super D Discount; Katz & Besthoff 7; T-D Drugs 2; Walgreens; Revco Discount; Big B 4.
Chain Supermarkets-A&P 6; Jitney Jungle 4; National Supermarkets 2; Winn-Dixie 8; Kroger 4; Sunflower; Delchamps 6; Piggly Wiggly.
Other Chain Stores-Western Auto; Kinney; Lerner's; Rhodes Furn.; Goodyear; Goodrich; Firestone; Pacer Tire & Auto; Singer; Shoes: Gryder's, Thom McAn, Shoe City, Baker's, Payless; Jewelers: Sweeny, Hausmann's, Nacol's, Gordon; Food: Jr. Food Mart; Lil General; Majik Mkt.; Harry's Grocery; Radio Shack; Pak-A-Sak; 7-Eleven; Otasco; True Value Hdwe.; Hallmark; Tux-N-Tails; Control Business Systems; City Lumber; Pier I Imports; Sherwin-Williams; Sound Advice; National Shirt Shop; Werlein's; Ace Hdwe.; Lawrence's.

14 - NEWSPAPERS: SUN HERALD (m) 47,736; (S) 50,170; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Long, Adv. Dir., SUN HERALD, PO Box 4567, Biloxi, MS 39535; Tel. (601) 896-2100.
National Representative: Knight-Ridder Newspaper Sales.

BROOKHAVEN

1 - LOCATION: Lincoln County, E&P Map B-4, County Seat. 60 mi. S of Jackson.

2 - TRANSPORTATION: Railroads-Amtrak; Illinois Central Gulf.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,800; E&P 87 Est. 11,372
CZ-ABC: (80) 10,800
RTZ-ABC: (80) 40,989
County 80 Cen. 30,174; E&P 87 Est. 32,850
City & RTZ-ABC: (80) 51,789
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,778; E&P 87 Est. 4,036
CZ-ABC: (80) 3,778
RTZ-ABC: (80) 13,563
County 80 Cen. 10,125; E&P 87 Est. 11,428
City & RTZ-ABC: (80) 17,341

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$180,000,000
Savings & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 22,885 (all vehicles)

7 - ELECTRIC METERS: 4,458

8 - GAS METERS: 3,644

9 - PRINCIPAL INDUSTRIES: Lumber Milling; Lawn Mowers; Wire Prods.; Thermometers; Dairy; Oil; Tree Farming; Automobile Wiring Assemblies; Commercial Scaffolding.

10 - CLIMATE: Mean Temp.-66.

11 - TAP WATER: Wells.

12 - RETAILING: Principal Shopping Center-Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westbrook(12)	1	Sears, Dollar General, JCPenney, Sunflower
Lincoln Plz.(10)	3	Otasco, Family Dollar, SuperD, Payless Shoes
Brookway Plz.(5)	3	Gibson's, Ashley's
Highland Vlg.(6)	3	Kroger, TG&Y, K&B Drugs, Shoe City
Village Sq.(8)	1	Sack & Save
Highland Vlg.	NA	Winn-Dixie, Revco
Wal-Mart	NA	
Brookhaven	NA	Winn-Dixie, Revco

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lofton's; McCrory.
Discount Stores-Gibson's, Fred's; Wal-Mart.
Variety Stores-Woolworth; TG&Y; G.C. Murphy; Gibson; SOS.
Chain Drug Stores-Super-D; K&B; Revco.
Chain Supermarkets-Winn-Dixie; Super-Valu; Sunflower 4; Kroger; Sack & Save.

14 - NEWSPAPERS: LEADER (e-mon to fri) 7,788; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth Cothern, Adv. Dir., LEADER, N. Railroad Ave.; PO Box 551, Brookhaven, MS 39601; Tel. (601) 833-6961.
National Representative: Landon Associates.

CLARKSDALE

1 - LOCATION: Coahoma County, E&P Map B-2, County Seat. 75 mi. from Memphis; 154 mi. from Jackson; 9 mi. from Mississippi River. On U.S. Hwys. 49, 61; State Hwys. 1, 6.

2 - TRANSPORTATION: Railroads-Illinois Central, Gulf.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 21,137; E&P 87 Est. 20,462
CZ-ABC: (80) 22,380
RTZ-ABC: (80) 51,718
County 80 Cen. 36,918; E&P 87 Est. 33,677
City & RTZ-ABC: (80) 74,098
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,169; E&P 87 Est. 6,832
County 80 Cen. 11,692; E&P 87 Est. 11,099
CZ-ABC: (80) 7,169
RTZ-ABC: (80) 15,631
City & RTZ-ABC: (80) 22,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$406,485,000
Savings & Loans	3	$15,500,000

6 - PASSENGER AUTOS: County 18,243 (all vehicles)

7 - ELECTRIC METERS: 8,157

8 - GAS METERS: 8,555

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal & Metal Prods. 567; Food & Fiber 596; Textiles 100; Rubber Prods. 230, Chem. Prods. 380; Furn. Lumber Bldg. 298; Paper & Printing 100.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-63; Av. Annual Rainfall-49 inches.

11 - TAP WATER: Artesian, very soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Delta Ave.; 4 on Yazoo Ave.; 5 on Issaquena Ave.; 5 on Second St.; 5 on Third St.; 7 on Fourth St.
Neighborhood Shopping Centers-1 block on Anderson Blvd.; 6 on State St.; Delta Sunflower Sq.; 2 blocks on Sunflower, Delta, Third, First. 18 downtown specialty shops.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads	1	Piggly Wiggly
Village	2	Village Grocery
Westgate(17)	2	Sound Center
Clarksdale(15)	3	Kroger, Wal-Mart
Plaza	1	Price Slasher
Anderson(5)	2	Sack-N-Save

Principal Shopping Days-Tues., Thur. through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Alan's; Powers; Landry's; Family Dollar; Cato's; Freds.
Variety Stores-Woolworth; Walls; Alan's Outlet.
Discount Stores-Wal-Mart; Auto Shack; Fred's Discount; Ronny's.
Chain Drug Stores-Henderson Rexall; Economy; Westgate; Haggards; Revco; Super-D.
Chain Supermarkets-Kroger 2; Piggly Wiggly; Sack-N-Save; Price Slasher; Liberty Cash; Junior Food Mart 4; Village; Wong's Foodland; D&T; Corner 2; Stacks.
Other Chain Stores-Goodyear; Goodrich; Otasco; Firestone; West Building Materials; Ace Hardware; True Value Hardware & Lumber; Radio Shack; Sherwin-Williams; Payless Shoes; Helen of Memphis; Style Shoppe.

14 - NEWSPAPERS: PRESS-REGISTER (e-mon to fri) 7,416; (wknd) 7,573; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John P. "Pat" Brown, Adv. Mgr., PRESS-REGISTER, 123 Second St.; PO Box 1119, Clarksdale, MS 38614; Tel. (601) 627-2201.
National Representative: Papert Companies.

CLEVELAND

1 - LOCATION: Bolivar County, E&P Map B-2, County Seat. Agricultural and Manufacturing area; Delta State University; 35 mi. NE of Greenville; On State Hwy. 8; U.S. Hwy. 61.

2 - TRANSPORTATION: Railroads-C & G.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,524; E&P 87 Est. 14,283
NDM-ABC: (80) 60,229
County 80 Cen. 45,965; E&P 87 Est. 42,716
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,491; E&P 87 Est. 4,465
County 80 Cen. 13,571; E&P 87 Est. 13,012
NDM-ABC: (80) 17,322

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$188,049,000
Savings & Loan	2	$33,274,000

6 - PASSENGER AUTOS: County 21,631 (all vehicles)

7 - ELECTRIC METERS: Residence 4,932

8 - GAS METERS: Residence 6,109

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-I.V. Solution Mfg. Plant 1,000; Auto Trim 500; Rice Mill 144; Tile Mfg. 250; Nail-Making 175.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 55-95; Fall 40-90; Winter 16-80. First killing frost, Oct. 30; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-Downtown: 5 blocks on Sharpe Ave.; Shopping Centers: Western Plaza (4 stores); Cleveland Shopping City (7 stores); Eastgate (4 stores); Delta Square (8 stores).

13 - RETAIL OUTLETS: Discount Stores-Alco; Baddours Dollar Store; K mart.
Chain Supermarkets-Kroger; Sunflower; Food Rite; Jitney Jungle.
Other Chain Stores-Goodyear; Firestone; Otasco; Dollar General; Anthony's; Western Auto.

14 - NEWSPAPERS: BOLIVAR COMMERCIAL (e-mon to fri) 6,206; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Norman C. Van Liew, Pub./Gen. Mgr., BOLIVAR COMMERCIAL, 821 N. Chrisman; PO Box 1050, Cleveland, MS 38732; Tel (601) 843-4241.
National Representative: Landon Associates.

COLUMBUS

1 - LOCATION: Lowndes County, E&P Map C-3. NE Mississippi. 165 mi. from Memphis, TN; 125 mi. W of Birmingham, AL.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Burlington Northern; Columbus & Greenville; Illinois Central Gulf; Golden Triangle.
Motor Freight Carriers-20.
Intercity Bus Lines-Continental Trailways.
Airlines-Republic Express; Atlantic Southeastern (Delta); American Eagle (American).

3 - POPULATION:
Corp. City 80 Cen. 27,383; E&P 87 Est. 27,961
County 80 Cen. 57,304; E&P 87 Est. 59,678

4 - HOUSEHOLDS:
City 80 Cen. 9,294; E&P 87 Est. 9,813
County 80 Cen. 18,664; E&P 87 Est. 20,144

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$60,053,215
Commercial	5	$316,091,991

6 - PASSENGER AUTOS: County 39,969 (all vehicles)

7 - ELECTRIC METERS: Residence 20,019

8 - GAS METERS: Residence 7,741

9 - PRINCIPAL INDUSTRIES: Chem.; Lumber; Garment; Rubber; Marble & Metal; Vinyl Wall Covering; Elect. Motors; Plastics; Wood Prods.; Bathroom Seats; Glossy Paper.

10 - CLIMATE: An. Av. Temp.-63; Summer-81; Winter-45. First killing frost, Nov. 2; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-13 blocks on Main and Markets Sts.; Mid-City Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gateway(18)	4	Fred's, Winn-Dixie, Revco, Dollar General, Bargain Town USA
Fairlane	3	Fairlane
Leigh Mall(44)	1	Sears, Eggers, JCPenney, K mart
Northgate	2	Kroger, Payless Shoes, K&B Drug
Northgate Plaza	2	Shoe City
Towne Square(16)	2	Jitney Jungle, Revco
Eastgate Village	2	Sunflower, Harco
Mid City(9)	2	Kroger
University Mall	3	McRae's
Wal-Mart	1	Traditional Jewelers

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Egger's; JCPenney; Ruth's; Sears; McRae's.
Discount Stores-Gibson's; Fred's; Wal-Mart; K mart; Dollar General; Family Dollar; Bargain Town USA.
Variety Stores-McCrory.
Chain Drug Stores-Rexall 3; SuperRx; Gibson's; Harco; K&B; Revco.
Chain Supermarkets-Sunflower 2; Winn-Dixie 2; Jitney Jungle; Mr. Quik 8; Kroger 2; Shirley's Minit Mart 2; Snappy Sacker 4; Warehouse; Big Star 2.
Other Chain Stores-Shoes: Butler's, Endicott-Johnson; Jewelry: Driefus, Busch, Zale's, Traditional Jewelers; Three Sisters; Casual Corner; Sherwin-Williams; Radio Shack; Auto Shack; Handy TV & Appliance.

14 - NEWSPAPERS: COMMERCIAL DISPATCH (e-mon to fri) 14,320; (S) 15,467; Sept. 30, 1986 VAC.
Local Contact for Advertising and Merchandising Data: George R. Dodea, Adv. Mgr., COMMERCIAL DISPATCH, 516 Main St., Columbus, MS 39701; Tel. (601) 328-2424.
National Representative: Papert Companies.

CORINTH

1 - LOCATION: Alcorn County, E&P Map C-1. County Seat. In NE corner of State, 4 mi. from TN State Line; 30 mi. from AL State Line. On State Hwys. 2, 45, 72.

2 - TRANSPORTATION: Railroads-Southern; Illinois Central Gulf; Corinth-Counce; Gulf & Miss.
Motor Freight Carriers-22.

3 - POPULATION:
Corp. City 80 Cen. 13,839; E&P 87 Est. 13,053
NDM-ABC: (80) 45,641
County 80 Cen. 33,036; E&P 87 Est. 33,777
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,502; E&P 87 Est. 5,418
County 80 Cen. 11,940; E&P 87 Est. 12,687
NDM-ABC: (80) 16,453

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$250,000,000
Savings & Loan	3	$100,000,000

6 - PASSENGER AUTOS: County 22,734 (all vehicles)

7 - ELECTRIC METERS: County Residence 15,185

8 - GAS METERS: Residence 4,535

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 1,500 ($160); Mach. Shop 300 ($170); Brick & Tile 60 ($140); Wood Prods. 604 ($150); Electronics 1,500 ($170); Plastics 450 ($200); Steel 661 ($225); Printing 1,550 ($170).
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-88; Summer 76-95; Fall 58-90; Winter 34-53. First killing frost, Nov. 1; last killing frost, Mar. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Area-32 blocks on 18 Sts.; 3 shopping Centers.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; JCPenney; Reid's.
Discount Stores-Alco; Fred's.
Variety Stores-Wal-Mart; Family Dollar.
Chain Drug Stores-Rexall; Walgreens; Super D.
Chain Supermarkets-M&H 4; Piggly Wiggly 2; Rogers; Kroger; Gardner's 2; Super Value.
Other Chain Stores-Firestone; Goodyear; Conley's; Otasco; Auto Shack; Ashley's.

14 - NEWSPAPERS: CORINTHIAN (e-mon to fri) 9,989; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John E. Newhouse, II, Pub., CORINTHIAN, 1607 S. Harper Road; PO Box 109, Corinth, MS 38834; Tel. (601) 287-6111.
National Representative: Papert Companies.

GREENVILLE

1 - LOCATION: Washington County, E&P Map B-3. County Seat. Industrial and agricultural center. Mississippi River port. On Lake Ferguson, still water harbor, opens into Mississippi River. 150 mi. S of Memphis; 8 mi. W of Arkansas; 40 mi. NW of Louisiana, on State Hwy. 1.

2 - TRANSPORTATION: Railroads-Columbus & Greenville (freight only).
Motor Freight Carriers-9.
Airlines-Republic Express; Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 40,613; E&P 87 Est. 37,374
CZ-ABC: (80) 40,613
RTZ-ABC: (80) 53,034
County 80 Cen. 72,344; E&P 87 Est. 66,695
City & RTZ-ABC: (80) 93,647

4 - HOUSEHOLDS:
City 80 Cen. 13,240; E&P 87 Est. 12,458
CZ-ABC: (80) 13,240
RTZ-ABC: (80) 16,172
County 80 Cen. 22,948; E&P 87 Est. 21,910
City & RTZ-ABC: (80) 29,412

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$266,991,134
Savings & Loan	3	$64,989,097

6 - PASSENGER AUTOS: County 40,542 (all vehicles)

7 - ELECTRIC METERS: Residence 12,729

8 - GAS METERS: Residence 15,750

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 1,200; Lumber & Wood Prods. 1,065; Paper & Prods. 450; Plastics 175; Screws & Fasteners 385; Stone, Clay, Glass & Concrete Prods. 450; Chem. & Allied Prods. 255; Automobile Parts 390; Grain Proc. & Storage 97; Saws 625; Stoppers 75; Steam Boilers 65; Marine Towing 945; Shipbuilding 312; Rice Proc. 435; Aircraft Refurbishing 400.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-74; Summer 70-91; Fall 76-52; Winter 35-55. First killing frost, Nov. 12; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Washington.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Goyer(4)	NA	Sunflower, McCrory
Greenville(28)	NA	JCPenney, Sears, McRae's
K mart(2)	NA	K mart, Jitney Jungle
Mainstream Mall(20)	NA	Otasco, Wal-Mart
Village(13)	NA	Sunflower Mkt.

Principal Shopping Days-Mon., Wed., Thur., Fri.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sam Stein; Goodman; McRae's; Sears.
Discount Stores-Stein Mart; Fred's Dollar; K mart; Kent's; Lowe's; Wal-Mart; Duckwall.
Variety Stores-Dollar General.
Chain Drug Stores-Super D; Eckerd.
Chain Supermarkets-Kroger; Jitney Jungle; Sunflower.
Other Chain Stores-Butler's; Mangels; Busch; Singer; Goodyear; Firestone; Western Auto; Otasco; Pay-Less; Casual Corner; Dreifus; Waldenbooks.

14 - NEWSPAPERS: DELTA DEMOCRAT-TIMES (e-mon to fri) 16,252; (S) 17,103; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dot Bryant, Adv. Mgr., DELTA DEMOCRAT-TIMES, PO Box 1618, Greenville, MS 38701; Tel. (601) 335-1155.
National Representative: Papert Companies.

GREENWOOD

1 - LOCATION: Leflore County, E&P Map B-2. County Seat. Residential. On U.S. Hwys. 7, 49W, 82; 97 mi. N of Jackson; 130 mi. S of Memphis, TN; 50 mi. E of Greenville.

2 - TRANSPORTATION: Railroads-Illinois Central; Columbus & Greenville.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,115; E&P 87 Est. 19,884
CZ-ABC: (80) 25,434
RTZ-ABC: (80) 43,194
County 80 Cen. 41,525; E&P 87 Est. 40,114
City & RTZ-ABC: (80) 68,628

4 - HOUSEHOLDS:
City 80 Cen. 7,371; E&P 87 Est. 7,473
County 80 Cen. 13,003; E&P 87 Est. 12,995
CZ-ABC: (80) 8,903
RTZ-ABC: (80) 12,858
City & RTZ-ABC: (80) 21,761

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$3,819,626,000
Savings & Loan	2	$117,044,514

6 - PASSENGER AUTOS: County 20,737 (all vehicles)

7 - ELECTRIC METERS: Residence 8,678

8 - GAS METERS: Residence 6,763

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 1,170; Automotive Interior Prods. 540; Pianos and Organs 535; Metal Lockers and Storage Cabinets 500; Picture Frames 350; Jeans 290; Catfish Processing 125; Automotive Distribution Center 110; Electronic Test Equip. 100; Cottonseed Prods. 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-80; Summer 68-100; Fall 54-80; Winter 10-78. First killing frost, Oct. 25; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-12 blocks on Howard, Main and Carrollton Ave.; West Park Ave.; U.S. Hwy. 82; MS Hwy. 7.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate(3)	3	Big Star, Wal-Mart
Greenwood(3)	2	Eckerd, JCPenney, Jitney Jungle
Highland Park(22)	2	Otasco, Big Star, Family Dollar, Radio Shack

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-JCPenney, Wal-Mart, Eckerd, Fred's.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Antoon's; Kornfeld's; Stanley's; Sears (catalog).
Variety Stores-Otasco 2; Family Dollar.
Discount Stores-Wal-Mart; Fred's 2; Super Ten.
Chain Supermarkets-Big Star 2; Piggly Wiggly 2; Jitney Jungle; County Market; Bypass Wholesale; Woody's Liberty Cash; Jitney Jr. 4.
Chain Drug Stores-Eckerd; Chaney's Rexall.
Other Chain Stores-Lowe's; Cato; Radio Shack; Auto Shack; Brad Ragan Tire and Appliance; Payless Shoes; Furniture Center; Shoe City; Ashley's Outlet; Sherwin-Williams; Hancock Fabrics; Curtis Mathes; Firestone; Western Auto.

14 - NEWSPAPERS: COMMONWEALTH (e-mon to fri) 8,953; (S) 9,139; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Tim Kalich, Gen. Mgr. or Ray Durbin, Adv. Mgr., COMMONWEALTH, PO Box 8050, Greenwood, MS 38930; Tel. (601) 453-5312.
National Representative: Papert Companies.

GRENADA

1 - LOCATION: Grenada County, E&P Map B-2. 35 mi. NE of Greenwood. On U.S. Hwy. 51; State Hwy. 8; I-55.

2 - TRANSPORTATION: Railroads-ICG; Y&MV.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,641; E&P 87 Est. 13,322
County 80 Cen. 21,043; E&P 87 Est. 22,141

4 - HOUSEHOLDS:
City 80 Cen. 4,460; E&P 87 Est. 4,741
County 80 Cen. 7,111; E&P 87 Est. 7,732

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 14,692 (all vehicles)

7 - ELECTRIC METERS: Residence 7,380

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Women's Silk Ho-

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siery; Lumber; Mirrors; Refrigeration Components & Equip.; Automobile Wheel Covers; Cooperage Staves; Hardwood Flooring & Veneering; Furniture; Oriented Strand board.

10 - CLIMATE: Min. Temp.-13; Max Temp.-104

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grady Green(9)	NA	Okla. Tire
Whitaker(7)	NA	Sunflower Foods
Whitehaven(6)	NA	Sherwin-Williams
Grenada Plz.(10)	NA	Alco, Piggly Wiggly
Village Creek Mall(14)	NA	Benson's
Mini-Mall(9)	NA	International Paper
Town & Country Plz.(3)	NA	Warehouse

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Dattel's; Cato; Walls; Stubbs.

Variety Stores-Sam's Super Saver; Dollar General.

Discount Stores-Gibson's; Alco; TG&Y; Family Ctr.; Wal-Mart; Fred's.

Chain Drug Stores-Gibson's Pharmacy; Chaney; Sav-more; Bristers; Dyre-Kent.

Chain Supermarkets-Grocery Basket; Piggly Wiggly; Spain's; Sunflower; Warehouse Food Ctr.

Other Chain Stores-Okla. Tire; Firestone; B.F. Goodrich; Michellin.

14 - NEWSPAPERS: DAILY SENTINEL-STAR (e-mon to fri) 4,909; sworn Oct. 1, 1986.

Local Contact for Advertising and Merchandising Data: Joseph B. Lee, III, Pub., DAILY SENTINEL-STAR, 159 Green St., Grenada, MS 38901; Tel. (601) 226-4321.

National Representative: Papert Companies.

GULFPORT

See BILOXI

HATTIESBURG

1 - LOCATION: Forrest County, E&P Map C-5, County Seat. 85 mi. SW of Meridian; 122 mi. NE of New Orleans; 90 mi. SE of Jackson; 144 mi. E of Natchez; 96 mi. NW of Mobile.

2 - TRANSPORTATION: **Railroads**-Ill. Central Gulf; Southern; Mid South.

Motor Freight Carriers-15

Intercity Bus Lines-Greyhound; Trailways; Gulf Transport.

Airlines-ASA; Air New Orleans.

3 - POPULATION:
Corp. City 80 Cen. 40,829; E&P 87 Est. 42,236
CZ-ABC: (80) 60,471
RTZ-ABC: (80) 93,637
County 80 Cen. 66,018; E&P 87 Est. 71,247
City & RTZ-ABC: (80) 154,108

4 - HOUSEHOLDS:
City 80 Cen. 14,517; E&P 87 Est. 15,566
County 80 Cen. 22,978; E&P 87 Est. 25,301
CZ-ABC: (80) 21,269
RTZ-ABC: (80) 30,692
City & RTZ-ABC: (80) 51,961

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$264,417,000
Savings & Loan	5	$450,000,000

6 - PASSENGER AUTOS: County 41,947 (all vehicles)

7 - ELECTRIC METERS: Bus. & Res. 30,255

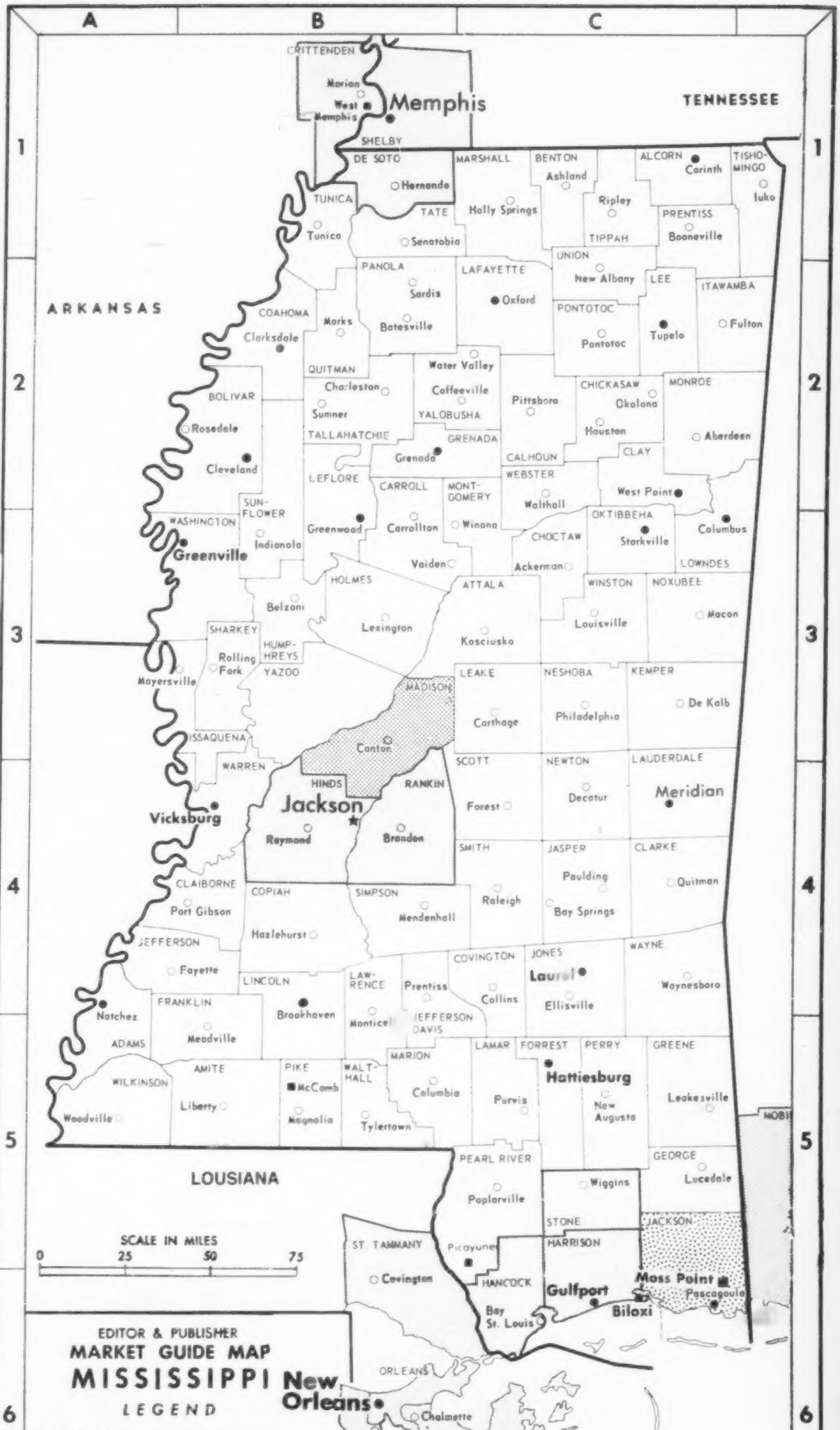
8 - GAS METERS: Residence 16,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Mining 96; Constr. 2,860; Food Proc. 1,480; Lumber & Wood Prods. 1,350; Printing & Publishing 140; Stone & Clay Prods. 340; Fabricated Metals 207; Mfg. 2,444; Trans. Util. 1,960; Whol. & Ret. Trade 8,970; Fin., Ins. & R.E. 1,650; Gov't N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 69-92; Fall 53-80; Winter 40-62.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Shopping Centers**-McGregors on Hardy St. bet. 12th & 13th Ave.; Hardy St. Mart (9 units) on Hardy St. bet. S. 19th Ave. & Patton Ave.; Cloverleaf on Hwy. 49 & 11; K mart on U.S. Hwy. 49 & 11; University Mall on Hardy St. at 40th; West-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West Memphis
SHELBY
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MARSHALL
Holly Springs
BENTON
Ashland
ALCORN
Corinth
TISHOMINGO
Iuka
TUNICA
Tunica
TATE
Senatobia
Ripley
TIPPAH
PRENTISS
Booneville
PANOLA
Sardis
Batesville
LAFAYETTE
Oxford
UNION
New Albany
LEE
Tupelo
ITAWAMBA
Fulton
PONTOTOC
Pontotoc
COAHOMA
Clarksdale
Marks
QUITMAN
Charleston
Sumner
Water Valley
Coffeeville
YALOBUSHA
Pittsboro
CHICKASAW
Okolona
Houston
MONROE
Aberdeen
BOLIVAR
Rosedale
Cleveland
TALLAHATCHIE
GRENADA
Grenada
CALHOUN
CLAY
West Point
LEFLORE
Greenwood
CARROLL
Carrollton
MONTGOMERY
Winona
WEBSTER
Walthall
OKTIBBEHA
Starkville
Columbus
LOWNDES
SUNFLOWER
Indianola
WASHINGTON
Greenville
CHOCTAW
Ackerman
Vaiden
HOLMES
Lexington
ATTALA
Kosciusko
WINSTON
Louisville
NOXUBEE
Macon
Belzoni
SHARKEY
Rolling Fork
HUMPHREYS
YAZOO
Mayersville
MADISON
Canton
LEAKE
Carthage
NESHOBA
Philadelphia
KEMPER
De Kalb
ISSAQUENA
WARREN
Vicksburg
HINDS
Jackson
Raymond
RANKIN
Brandon
SCOTT
Forest
NEWTON
Decatur
LAUDERDALE
Meridian
SMITH
Raleigh
JASPER
Paulding
Bay Springs
CLARKE
Quitman
CLAIBORNE
Port Gibson
COPIAH
Hazlehurst
SIMPSON
Mendenhall
JEFFERSON
Fayette
COVINGTON
Collins
JONES
Laurel
Ellisville
WAYNE
Waynesboro
LINCOLN
Brookhaven
LAWRENCE
Prentiss
Monticello
JEFFERSON DAVIS
Natchez
ADAMS
FRANKLIN
Meadville
WILKINSON
Woodville
AMITE
Liberty
PIKE
McComb
Magnolia
WALTHALL
Tylertown
MARION
Columbia
LAMAR
Purvis
FORREST
Hattiesburg
PERRY
New Augusta
GREENE
Leakesville
MOBILE
PEARL RIVER
Poplarville
Wiggins
STONE
GEORGE
Lucedale
JACKSON
ST. TAMMANY
Covington
Picayune
HARRISON
HANCOCK
Bay St. Louis
Gulfport
Biloxi
Moss Point
Pascagoula
ORLEANS
New Orleans
Chalmette
St. Bernard
ST. BERNARD
Gretna
JEFFERSON
SCALE IN MILES
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EDITOR & PUBLISHER
MARKET GUIDE MAP
MISSISSIPPI
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

wood Square on Hwy. 98 W.; Gibson Ctr. on West Pine; Lincoln Sq. on Lincoln Rd.; Broadway Mart on Broadway Dr.; Oak Grove Shopping Ctr. on Hwy. 98 W.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadacres(5)	NA	The Krystal, Delchamps
Broadway Mart(7)	NA	Big Star, Southwest Drug
University Mall(22)	NA	A&P, Rose Dept., Radio Shack
Oak Grove(8)	8	Wal-Mart, Delchamps

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mall-Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Fine Bros.-Matison; JCPenney; McRaes; Family Dollar; Waldoff's.
Variety Stores-Bargain World; Fred's Dollar General.
Discount Stores-McCrory; Rose's; K mart; Wal-Mart.
Chain Supermarkets-A&P; Sunflower 3; Delchamps 2; Jitney Jungle 4; Midget Marts 2; Minit Mart 5; Big Star 2; County Market; Jr. Food Mart 7.
Chain Drug Stores-Eckerd 2; K&B 3; Revco.
Other Chain Stores-Firestone; Goodrich; Western Auto 2; Pay Less; Smart & Thrifty; Thom McAn; Butler Shoes; Hallmark Cards; Morrisons; Radio Shack 2; Auto Shack; Gordon's; Wilsons; Shoe Town; Rex Appliance; Goodyear; Shoe City.

14 - NEWSPAPERS: AMERICAN (e) 24,437; (S) 27,512; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William M. Joyner, Jr., Adv. Dir.; Debbie Thomsen, Ret. Adv. Mgr., AMERICAN, 825 N. Main St., Hattiesburg, MS 39401; Tel. (601) 582-4321.
National Representative: Gannett National Newspaper Sales.

JACKSON

1 - LOCATION: Hinds County. (MSA). E&P Map B-4. State Capital. In geographic center of state. Government, retail, wholesale, distribution, manufacturing and medical center.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Burlington Northern.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Continental Trailways; J-Tran.
Airlines-Continental; Delta; American; Royale; Sun-Belt; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 202,895; E&P 87 Est. 210,096
CZ-ABC: (80) 250,970
RTZ-ABC: (80) 376,015
County 80 Cen. 250,998; E&P 87 Est. 259,201
MSA 80 Cen. 362,038; E&P 87 Est. 393,101
City & RTZ-ABC: (80) 626,985
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 71,490; E&P 87 Est. 76,165
County 80 Cen. 85,902; E&P 87 Est. 91,987
MSA 80 Cen. 120,354; E&P 87 Est. 135,212
CZ-ABC: (80) 87,529
RTZ-ABC: (80) 119,222
City & RTZ-ABC: (80) 206,751

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$6,173,469,000
Savings & Loan	5	$1,695,779,123

6 - PASSENGER AUTOS: County 178,016(all vehicles)

7 - ELECTRIC METERS: Residence 134,300

8 - GAS METERS: Residence 70,948

9 - PRINCIPAL INDUSTRIES: Furniture & Wood Prods.; Block & Tile; Feeds; Mach.; Cotton Oil & Prods.; Glass Bottles & Containers; Kitchen Ware; Fluorescent Lamps; Meat Packing; Cement; Hydraulic Aircraft Parts-Missiles; Corrugated Boxes; Work Clothes; Women's Sport Clothes; Vinyl Tile; Fertilizer; Ice Cream; Milk Prods.; Store Fixtures; Burlap & Cotton Bags; Power Mowers; Household Cleansers; School Furniture; Mattresses; Bedding; Poultry & Egg Proc.; Auto Batteries; Elect. Transformers & Switch Gear; Automotive Elect. Harnesses; Food Prods., etc. Total: 317 Plants; 18,142 Employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 68-93; Fall 43-88; Winter 37-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Area-Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delta Mart(9)	NA	Southwest Drug, Family Dollar, Jitney Jungle
Metrocenter(126)	NA	Sears, McRae's, D.H. Holmes, Gayfers
Northwood(18)	NA	Broadmoor Drug, King Weathersby
Meadowbrook Mart(12)	NA	McRae's, Super D Drugs, Food Center
Woodlands Hills(14)	6	Jitney Jungle
Colonial Mart(16)	NA	Sunflower Foods
Jackson Mall(81)	NA	Gayfers, Sunflower Foods
Jackson Square(23)	NA	Zayre, Eckerd, Family Dollar
Maywood(25)	NA	Sunflower Foods, Casual Corner, Beeman Drugs, Ace Hardware
Mid City(7)	NA	Jitney Jungle
Mart 51(21)	NA	Hooper Sound, Mart 51 Mkt., Family Dollar
Battlefield Center(11)	NA	White Swan Cleaners
Cook's Ctr.(13)	NA	Super D Drugs, Jitney Jungle, K&B Drugs
Ellis Ave. Plz.(16)	NA	Radio Shack
Westland Plz.(42)	NA	Kroger, McRae's, Family Dollar
Highland Vlg.(60)	NA	Super D Drugs
Apple Ridge(21)	NA	McCrory, Ashley's, Big Star
North Park Mall(76)	NA	McRaes, D.H. Holmes, JCPenney, Gayfer's
Candlestick Park(9)	NA	Sunflower Mkt.
Greenbriar(8)	NA	Southwest Drug, Sherwin-Williams
Triangle Mart(6)	NA	Nolan Drugs, Glidden Paint
Southport Mall(15)	NA	Sunflower Foods
Bel Air(12)	NA	Radio Shack
Brights Ctr.(24)	NA	Star Mkt., United Dollar
Clinton Plz.(11)	NA	Jitney Jungle, McCrory
English Vlg.(7)	NA	Parkins Pharmacy, Jitney Jungle
McLaurin Mart(21)	NA	Sunflower, Sherwin-Williams, Goodyear
Plain Mart(9)	NA	Star Mkt., United Dollar
Poindexter Plz.(6)	NA	Jitney Jungle
Quarter Speciality(9)	NA	Country Squire, Poets
Ellis Isle(19)	NA	Sack 'N Save Foods
DeVille Plz.(15)	NA	Wal-Mart, Service Mdse., Eckerd, Stein Mart
McDowell Sq.(13)	NA	Jitney Jungle, McCrory, Eckerd
Jacksonian Plz.(6)	NA	Howard Bros., Kroger
Rankin Sq.(10)	NA	Jitney Jungle, McCrory, Eckerd
Canton Mart(20)	NA	Briarwood Yard & Garden
Hico Sq.(7)	NA	Sunflower
Southgate(13)	NA	Kroger, Rose's Dept., Treasury Drugs
Queens Mall W.(2)	NA	Rose's, Sunflower
Country Club Vlg.(6)	NA	Jitney Jungle, Treasury Drugs

Principal Shopping Days-Department Stores Fri., Sat., Mon. Food-Thur., Fri., Sat.
Stores Open Evenings-Numerous Dept. Stores.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; McRae's 3; Zayre; Gayfar's 2; Lerner's 2; D.H. Holmes 2; Rose's 3; Service Merchandise 3; K mart 2; Howard's 4.
Variety Stores-Ben Franklin; McCrory 4.
Chain Supermarkets-Jitney Jungle 14; New Deal 2; Star Super 4; A&P 4; Kroger 7; Sunflower 9; Sack'N Save 2; County Market; Big Star.
Chain Drug Stores-Southwest 4; Parkin's 2; Super "D" 9; Eckerd 6; Howard Bros. 3; Treasury 4; K&B 4; Revco; Mr. Discount 3.

Other Chain Stores-Thom McAn; Busch Jewelry 2; Singer Co.; Goodyear 3; Goodrich; Zale's; Baker Shoes 3; Firestone 6; S&H Green Stamps; Radio Shack 11; Casual Corner 3; Stevens 2; Dreifus Jewelers; Spencer Gifts; Mori Luggage & Gifts 3; Florsheim Shoes; Kinney Shoes 2; Kay Jewelers; Hale & Jones 5; Hardy Shoe Store 2; The Limited 3; World Bazaar; Butler Shoes 2; Hanover Shoes; Rex TV; Stein Mart; Rhodes Furn.; Color Tile; 84 Lumber; Pier I Imports; Bombay Co.; Kirkland's; Toys 'R Us; Auto Shack 7; Toys Plus; American Home Video.

14 - NEWSPAPERS: CLARION-LEDGER (m-mon to fri) 69,079; DAILY NEWS (e-mon to fri) 30,398; CLARION-LEDGER/DAILY NEWS (m-sat) 95,696; (S) 117,055; Mar. 29, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Suzanne Thomas, Adv. Dir., CLARION-LEDGER/DAILY NEWS, 311 E. Pearl St.; PO Box 40, Jackson, MS 39205; Tel. (601) 961-7143.
National Representative: Gannett National Newspaper Sales.

LAUREL

1 - LOCATION: Jones County. E&P Map C-4. County Seat. 120 mi. NE of New Orleans; 85 mi. SE of Jackson. On Hwys. 11, 15, 28, 84; I-59.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Illinois Central; Gulf.
Motor Freight Carriers-6.
Airlines-Air Freight-Purolator; ASA (Atlanta Southeast).

3 - POPULATION:
Corp. City 80 Cen. 21,897; E&P 87 Est. 22,096
CZ-ABC: (80) 21,897
RTZ-ABC: (80) 82,613
County 80 Cen. 61,912; E&P 87 Est. 67,213
City & RTZ-ABC: (80) 104,510

4 - HOUSEHOLDS:
City 80 Cen. 8,178; E&P 87 Est. 8,484
County 80 Cen. 21,549; E&P 87 Est. 24,194
CZ-ABC: (80) 8,178
RTZ-ABC: (80) 27,391
City & RTZ-ABC: (80) 35,569

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$3,134,234,976
Savings & Loan	4	$61,682,760

6 - PASSENGER AUTOS: County Est. 46,461 (all vehicles)

7 - ELECTRIC METERS: Residence 11,113

8 - GAS METERS: Residence 10,708

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Masonite 1,800; Petroleum 500; Garment 225; Wood Working 1,500; Foods 975; Howard Industries 800.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-89; Summer 61-105; Fall 31-90; Winter 10-83.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gardiner(21)	NA	Sears, A&P, Jitney Jungle
N. Laurel(17)	NA	Sunflower
Parkside Plz.(18)	NA	Rose's
Westland Mart(10)	NA	Piggly Wiggly
Northwood Vlg.(4)	NA	Piggly Wiggly, K&B
Sawmill Sq. Mall(54)	NA	McRaes, JCPenney
Pine Tree(15)	NA	Jitney Jungle, Revco

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Efird's; Gibson's; Rose's; McRaes.
Variety Stores-Otasco; Fred's Dollar.
Discount Stores-Gibson's; Wal-Mart.
Chain Drug Stores-Wallace Rexall; Eckerd; K&B; Revco.
Chain Supermarkets-A&P; Jitney Jungle 3; Kroger; Sunflower; Piggly Wiggly 2.

14 - NEWSPAPERS: LEADER-CALL (e) 10,054; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ruth Bryant, Adv. Mgr., LEADER-CALL, 130 Beacon St., Laurel, MS 39441; Tel. (601) 428-0551.
National Representatives: Papert Companies; Thomson Newspapers.

McCOMB

1 - LOCATION: Pike County. E&P Map B-5. 7 mi. N of Magnolia; 81 mi. S of Jackson; 109 mi. N of New Orleans. On State Hwys. 24, 44, 48 and 570; U.S. Hwys. 51 and 98; I-55.

2 - TRANSPORTATION: Railroads-ICG.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,331; E&P 87 Est. 12,747
CZ-ABC: (80) 17,501
RTZ-ABC: (80) 64,796
County 80 Cen. 36,173; E&P 87 Est. 39,077
City & RTZ-ABC: (80) 82,297
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,691; E&P 87 Est. 4,977
County 80 Cen. 12,348; E&P 87 Est. 13,895
CZ-ABC: (80) 6,356
RTZ-ABC: (80) 21,169
City & RTZ-ABC: (80) 27,525

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$102,835,000
Savings & Loan	2	$32,399,857

6 - PASSENGER AUTOS: County 25,687 (all vehicles)

7 - ELECTRIC METERS: Residence 8,120

8 - GAS METERS: Residence 5,813

9 - PRINCIPAL INDUSTRIES: County-Locomotives and Car Shops; Lumber and Millwork; Dairy Prods.; Women's and Children's Lingerie; Other Textile Prods.; Aluminum Windows & Doors; Crude Oil & Gas Production; Wirebound & Corrugated Boxes; Livestock Feed; Ready-Mixed Concrete; Liquid Animal Feeds; Dyeing & Textile Oper.; Woodchips; Pine & Hardwood Lumber; Quilts; Mattress Pads & Dust Ruffles; Polyethylene Bags; United Parcel Service Distribution Center; Wood Shipping; Pallets.

10 - CLIMATE: (Monthly Av.) Jan. 49; July 81.

11 - TAP WATER: Very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delaware Ctr.(8)	1	Kroger, Alco, Eckerd
Pike Ctr.(20)	1	A&P, Otasco, TG&Y, Sears
Southwest(16)	1	Rose's, K&B, Winn-Dixie
Delaware West(10)	1	Jitney Jungle, Revco, National Shoe Whse.
Edgewood Mall(16)	NA	Wal-Mart, JCPenney, Beall Ladymon

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Denman-Alford; Fred's Dollar Store; Vests; Tailor's Bench; Felders Fashions; Felders II (women's wear); Cato; Richmonds Menswear.
Discount Stores-Freds (bldg. mat.); West Cash & Carry; Ashley's; Roses; Family Dollar; National Shoe Warehouse; Allied; Alco.
Variety Stores-McCrory; TG&Y; Kent's; Alco.
Chain Drug Stores-K&B; Revco; Eckerd.
Chain Supermarkets-A&P; Jitney Jungle; Sunflower; Winn-Dixie; Vaccarella's Shop Rite 6; Kroger; Super-Value.
Other Chain Stores-Firestone; Goodyear; Western Auto.

14 - NEWSPAPERS: ENTERPRISE-JOURNAL (e-mon to fri) 12,726; (S) 12,820; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Philip Dell'Isola, Adv. Dir., ENTERPRISE-JOURNAL, 129 N. Broadway, McComb, MS 39648; Tel. (601) 684-2421.
National Representative: Landon Associates.

MERIDIAN

1 - LOCATION: Lauderdale County. E&P Map C-4. County Seat. Industrial, cattle raising, lumber, distribution, medical, and agricultural center. 95 mi. from Jackson; 158 mi. from Birmingham; 208 mi. from New Orleans; 136 mi. from Mobile.

2 - TRANSPORTATION: Railroads-Midsouth Rail; Meridian & Bigbee; Norfolk Southern; Gulf & Mississippi.
Motor Freight Carriers-29.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Atlantic Southeast; Republic.

3 - POPULATION:
Corp. City 80 Cen. 46,577; E&P 87 Est. 47,315
CZ-ABC: (80) 46,577
RTZ-ABC: (80) 228,946
County 80 Cen. 77,285; E&P 87 Est. 80,530
City & RTZ-ABC: (80) 275,523
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,379; E&P 87 Est. 18,083
County 80 Cen. 26,903; E&P 87 Est. 29,085
CZ-ABC: (80) 17,379
RTZ-ABC: (80) 74,532
City & RTZ-ABC: (80) 91,911

5 - BANKS	NUMBER	DEPOSITS
Banks/Loan Assns.	9	$600,000,000

6 - PASSENGER AUTOS: County 52,398 (all vehicles)

7 - ELECTRIC METERS: Residence 27,762

8 - GAS METERS: Residence 14,334

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Prods. 849; Textiles 837; Apparel 545; Lumber & Wood 2,070; Printing and Pub. 191; Stone, Clay & Glass 304; Other Mfg. (Incl. Furn. & Fixt., Paper & Allied; Chem. & Mach.) 1,450; Constr. 1,380; Trans. & Pub. Util. 1,810;

Whol. & Ret. 5,370; Fin., Ins. and R.E. 1,010; Servs. 2,950; Gov't 4,470.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 75-100; Fall 60-75; Winter 32-50. First killing frost, Oct. 21; last killing frost, Mar. 18.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Front St.; 3 on 5th; 3 on 6th; 3 on 22nd Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor Mart(19)	4	Winn-Dixie, McCrory
Cloverleaf(16)	2	
College Park(25)	3	Otasco, McCrory, Winn-Dixie
Greenwood Plz.(12)	3	Jitney Jungle
Village Fair(55)	2	JCPenney, McRae's, Winn-Dixie
Westland Plz.	2	Sunflower
Eastgate(18)	2	Winn-Dixie, Revco

Principal Shopping Days-Dept. Stores-Mon., Thur., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Dept. Thur.; Shopping Centers, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Marks-Rothenberg; McRae's.
Variety Stores-Woolworth; McCrory; Fred's.
Discount Stores-Wal-Mart; Lowes; West Cash & Carry; Fred's; Dollar General; McCrory; Service Merchandise.
Chain Drug Stores-Rexall; Howard's; Tutor; Eckerd 2; Revco 3; K&B; Mr. Discount 5.
Chain Supermarkets-Winn-Dixie 4; Kroger; Sunflower; Super Stop 32; Jitney Jungle 2; Snack & Save.
Other Chain Stores-Watson's; Michael's; Butler's (women's); Mangel (women); Lerner Dress; Diana Shop; The Vogue; Goodrich; Goodyear; Firestone; Billups; Busch (jewelry); Anders Furn.; Lott Furn.; Warnoc Furn.; Rhodes Furn.; Auto Shack; Mary Carter; Sherwin-Williams; S&H Green Stamps; Eleanor Shop; Otasco.

14 - NEWSPAPERS: STAR (e) 22,882; (S) 26,553; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jack Bynum, Adv. Dir., STAR, 810-12 22nd Ave.; PO Box 1591, Meridian, MS 39301; Tel. (601) 693-1551.
National Representative: Papert Companies.

NATCHEZ

1 - LOCATION: Adams County. E&P Map A-4. On the Mississippi River. 95 mi. SW of Jackson. On U.S. Hwys. 61, 65, 84; State Hwys. 20, 24.

2 - TRANSPORTATION: Railroads-Illinois Central.
Intercity Bus Lines-Greyhound; Continental Trailways.
Intracity Bus Line-Natchez.
Airlines-Royale.

3 - POPULATION:
Corp. City 80 Cen. 22,015; E&P 87 Est. 23,328
County 80 Cen. 38,035; E&P 87 Est. 40,042
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 7,818; E&P 87 Est. 8,575
County 80 Cen. 12,806; E&P 87 Est. 13,969

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$485,900,900
Savings & Loan	2	$26,839,456

6 - PASSENGER AUTOS: County 27,256 (all vehicles)

7 - ELECTRIC METERS: Residence 8,624

8 - GAS METERS: Residence 8,488

9 - PRINCIPAL INDUSTRIES: Oil Production & Related Prods.; Tires; Pulp & Paper Prods.; Lumber; Pecan Shelling; Asbestos Prods.; Steel Prods.; Chem.; Farming; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-75; Summer 70-95; Fall 50-65; Winter 38-56. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main; 4 on Commerce; 8 on Franklin; several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Liberty(10)	NA	Pik-Quick Mkt.
Magnolia(21)	NA	A&P, West Dept.
Nosser City(9)	NA	Jitney Jungle
Trace Town(21)	NA	Sears, Winn-Dixie, McCrory, Radio Shack
Riverfront(5)	NA	Supr. Furn.
St. Catherine(8)	NA	Piggly Wiggly, United Dollar
Lewis-Vidalia(10)	NA	Otasco, Sterling, United Dollar
Howard Bros.(2)	NA	Howard Bros., Jitney Jungle
Kroger Ctr.	NA	K&B Drugs, Kroger
Natchez Mall(45)	NA	JCPenney, Beall's, McRae's Dept.

Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-H.F. Byrne; Sears; West Bros.; JCPenney; Ullman's; Beall's; McRae's.
Variety Stores-S.H. Kress; Sterling; McCrory; United Dollar; Howard Bros.; Kent's Otasco; TG&Y; Dollar General.
Discount Stores-Howard Bros.; Discount City.
Chain Drug Stores-Gilbert Rexall 2; Natchez Super 2; K&B; Treasury; Eckerd.
Chain Supermarkets-A&P 2; Big Star 4; Jitney Jungle 3; Winn-Dixie; Piggly Wiggly; Shadyside 2; Minit Man 6; Natchez Super 2; Dixie Dandy; In-n-Out 2; Pik Quick 2; Kroger; Red & White; IGA; Budget Saver.
Other Chain Stores-Mangels; Firestone; Goodyear; Western Auto; Busch Jewelry; Diamond Shop; Goodyear; Butler's Shoe; International KB; Goodrich; Sherwin-Williams; Singer; U.S. Paint.

14 - NEWSPAPERS: DEMOCRAT (m-tues to sat) 13,421; (S) 13,805; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Jim Elsberry, Adv. Mgr., DEMOCRAT, 503 N. Canal St., Natchez, MS 39121; Tel. (601) 442-9101.
National Representative: Landon Associates.

OXFORD

1 - LOCATION: Lafayette County, E&P Map C-2, County Seat. Agricultural, lumber area; 62 mi. SE of Memphis, TN on State Hwys. 6, 7; 22 mi. E of I-55, U.S. Hwy. 35.

2 - TRANSPORTATION: Railroads-Natchez Trace Railway.
Motor Freight Carriers-Rebel; Freeman Truck Lines 18.
Airlines-Jeff Meaders Air Service.

3 - POPULATION:
Corp. City 80 Cen. 9,882; E&P 87 Est. 9,516
County 80 Cen. 31,030; E&P 87 Est. 32,019

4 - HOUSEHOLDS:
City 80 Cen. 3,932; E&P 87 Est. 3,732
County 80 Cen. 9,623; E&P 87 Est. 10,460

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$155,000,000
Savings & Loan	3	$315,000,000

6 - PASSENGER AUTOS: County 16,890 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Chamber's Corp.; Kellwood; Champion Building Prods.; Emerson Electric; Outboard Marine; Oxford Wire & Cable.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 70-96; Fall 22-88; Winter 16-75. First killing frost, Nov. 1; last killing frost, Mar. 13.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oxford Mall	NA	JCPenney, Beall Ladymon
East Gate Plz.	NA	Big Star, Otasco, Chaney's Drugs
Kiamie's	NA	
Mid Town(8)	NA	Sears, Joy Foodway
Oakwood Plz.	NA	Wal-Mart, Joy Foodway
Rainbow Ctr.	NA	
Tradeswinds	NA	Kroger, Treasury Drugs

13 - RETAIL OUTLETS: Department Stores-J.E. Neilson Co.; JCPenney; Beall-Ladymon.
Discount Stores-Johnson's Furn.; Nationwide Salvage; Wal-Mart.
Chain Drug Stores-Chaney's; K&B; Super D.
Other Chain Stores-Goodyear; Otasco; Sears.

14 - NEWSPAPERS: EAGLE (e-mon to fri) 4,444; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Nina Goolsby, Ed., EAGLE, 916 Jackson Ave.; PO Box 866, Oxford, MS 38655; Tel. (601) 234-4331.
National Representative: Papert Companies.

PASCAGOULA

1 - LOCATION: Jackson County, (In Pascagoula MSA), E&P Map C-6 County Seat. Shipbuilding, papermaking, oil refinery, commercial fishing, chemicals, import, export, small diversified industries. SE part of State. 100 mi. E of New Orleans, LA; 40 mi. SW of Mobile, AL; On U.S. Hwy. 90; State Hwy. 63; I-10.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; Mississippi Export.
Motor Freight Carriers-7.
Intercity Bus Lines-Teche Greyhound; Gulf Transport.
Airlines-Southern Airways.
Water-10 Barge Lines. Cargo Liners through Port.

3 - POPULATION:
Corp. City 80 Cen. 29,318; E&P 87 Est. 30,014
NDM-ABC: (80) 133,738
County/MSA 80 Cen. 118,015; E&P 87 Est. 126,639

4 - HOUSEHOLDS:
City 80 Cen. 10,033; E&P 87 Est. 10,595
County/MSA 80 Cen. 37,589; E&P 87 Est. 41,623
NDM-ABC: (80) 42,296

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$640,825,537
Commercial	8	$1,659,881,187

6 - PASSENGER AUTOS: County 83,343 (all vehicles)

7 - ELECTRIC METERS: County 29,238

8 - GAS METERS: County 5,558

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shipbuilding 12,200; Paper & Allied 2,150; Food & Kindred 790; Chem. & Allied 600; Apparel 1,280; Stone, Clay & Glass 325; Seafood 540; Oil Refinery 1,250; Pet Food 120.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-87; Summer 73-98; Fall 41-92; Winter 18-60. First killing frost, Dec. 30; last killing frost, Feb. 12.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Areas-3 blocks on Delmas, 1 on Krebs, 40 stores; Moss Point: 4 blocks on Main, 3 on McInnis, 20 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deep South(11)	NA	West Bros., Rhodes Furn., Firestone
Bel Air(12)	NA	D & G Supermarket
Searstown(18)	NA	Eckerd, Goodyear
K mart Plz.(3)	NA	K mart, K&B Drugs, Delchamps
Bellview Plz.(5)	NA	Winn-Dixie, Kent's
Singing River(74)	NA	JCPenney, McRaes, Beall's, Service Mdse., Sears, Brumfield's

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Some on Thur. and Fri.; few on Sat.; Supermkts. Thur., Fri., & Sat.

13 - RETAIL OUTLETS: Department Stores-Alco; Brumfield's; Sears; JCPenney; West Bros.; Hale's; K mart; McRaes; Beall's; Service Mdse.
Discount Stores-Bargain Annex.
Variety Stores-McClellan; Fred's; TG&Y.
Chain Drug Stores-Southwest; Eckerd; Central; K&B.
Chain Supermarkets-Winn-Dixie 2; Greer's; Delchamps 2.
Other Chain Stores-Auto Accessories: Firestone, Goodyear 2, Otasco; Jewelry: Felts, Johnson Bros., Lorch's, Zale's, Hausmanns; Furniture: McGregor's, Rhodes, Gulf, Blackman's, Alberts; Shoes: Gryder's, Baker, Kinney; Paints: Sherwin-Williams, Harris, Burk Hall, Napko, Var-Tung Devoe, Dutch Boy BLP.

14 - NEWSPAPERS: MISSISSIPPI PRESS (e-mon to fri) 22,760; PRESS-REGISTER (S) 24,562; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Floyd A. Davis, Bus. Mgr. or Ralph Williams, Adv. Mgr., MISSISSIPPI PRESS REGISTER, 405 Delmas Ave.; PO Box 849, Pascagoula, MS 39567; Tel. (601) 762-1111.
National Representative: Newhouse Newspapers Metro Suburbia.

PICAYUNE

1 - LOCATION: Pearl River County, E&P Map C-5. Manufacturing, agriculture, and nearby government installation (NASA, Navy, Army). SE portion of state, 45 mi. N of New Orleans. On U.S. Hwy. 11, State Hwy. 43, I-59.

2 - TRANSPORTATION: Railroads-Southern; Amtrak.
Motor Freight Carriers-Roadway; Highway Express; Red Ball; Ryder.
Intercity Bus Lines-Greyhound.
Airlines-See New Orleans International Airport.

3 - POPULATION:
Corp. City 80 Cen. 10,361; E&P 87 Est. 11,993
County 80 Cen. 33,795; E&P 87 Est. 41,024

4 - HOUSEHOLDS:
City 80 Cen. 3,479; E&P 87 Est. 3,894
County 80 Cen. 11,004; E&P 87 Est. 13,858

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$420,221,000
Commercial	3	$726,000,000

6 - PASSENGER AUTOS: County 27,084 (All Vehicles)

7 - ELECTRIC METERS: Residence 4,055

8 - GAS METERS: Residence 3,340

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Chem. 201; Electrical 588; Containers 298; Wood Proc. 300.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-98; Summer 58-98; Fall 36-92; Winter 14-82. First killing frost, Nov. 10; last killing frost, Mar. 10.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mississippi Mall	1	Winn-Dixie, Eckerd
Pine Tree Plz.	1	K&B Drugs
Northgate(6)	1	IGA, Sears (catalog)
Picayune Sq.(5)	1	Allied, Freds, Cato, Wal-Mart, Delchamps

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-9 p.m., Sun. 1-6.

13 - RETAIL OUTLETS: Department Stores-Boston Store; Salloum's; Allied, Cato.
Discount Stores-Fred's; Dollar General.
Variety Stores-Wal-Mart.
Chain Drug Stores-K&B; Eckerd.
Chain Supermarkets-Winn-Dixie; Delchamps; IGA; Sunflower.
Other Chain Stores-Shoetown, Goodyear; Sears (catalog); Western Auto; Radio Shack 2; Otasco; Kenwin Shop.

14 - NEWSPAPERS: PICAYUNE ITEM (e-tues to fri; S) 6,217; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Tom Andrews, Adv. Dir., PICAYUNE ITEM, 214 Curran Ave.; PO Box 580, Picayune, MS 39466; Tel. (601) 798-4766.
National Representative: Papert Companies.

STARKVILLE

1 - LOCATION: Oktibbeha County, E&P Map C-3 in Northeastern part of MS.

2 - TRANSPORTATION: Railroads-Gulf and Mississippi.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental Trailways.
Airlines-Republic; American Eagle; Atlantic Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 15,169; E&P 87 Est. 17,224
County 80 Cen. 36,018; E&P 87 Est. 38,601
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 5,520; E&P 87 Est. 6,271
County 80 Cen. 10,980; E&P 87 Est. 11,905

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$400,000,000
Savings & Loan	2	$22,500,000

6 - PASSENGER AUTOS: County 19,883

7 - ELECTRIC METERS: Residence 6,480

8 - GAS METERS: Residence 5,125

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State & Federal Agric. Research 1,050 ($250); Apparel 275 (N.A.); Felt Mfg. 210 ($300); Furn. Mfg. 350 ($300); Commercial Metal Blades (N.A.); Metal Bldg. Mfg. 450 (N.A.); Univ. Educ. 1,700 Faculty & other employees; Copper Fab. 100 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 78-104; Fall 30-88; Winter 18-75. First killing frost, Nov. 4; last killing frost, Mar. 12.

11 - TAP WATER: Neutral, medium soft.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Main and Lafayette Sts.; Jackson and Washington.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
82 Plz.(9)	1	Sunflower, Bargain Town
Southdale(11)	2	Sears, Semco
State(13)	2	Withit, Piggly Wiggly Otasco
Village Mall(20)	3	Wal-Mart, Cato's, Payless Shoes
La Galarie(10)	1	APB Photo, Gerri's Apparel
University Sq.(7)	2	Sack and Save, Harco Drugs
College Park	1	George Sherman, Hallmark, Dixie's, Nikki's, Towne & Campus

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Mullins; Ashley's.
Variety Stores-Bargain Town; Kent's.
Discount Stores-Fred's Dollar Store; Wal-Mart; Semco; Richey's; Withit; Habit; Foxx's Closet.
Specialty Shops-Cory's; Suzanne Shop; Mothers-n-Others; Lazy S Western; Dixie's Dress Shop; McMurray Shoes; Saxons Shoes; Thomas'; George Sherman Clothiers; Towne & Campus Dress Shoppe.
Chain Drug Stores-Revco; Value Rite; Harco.
Chain Supermarkets-Kroger; Sunflower Foods; Food Ctr. Warehouse; Sack and Save; Piggly Wiggly.
Other Chain Stores-Western Auto; Bob Caldwell Furn.; Smith & Byars Clothing; Spot Cash Tire; Sears (catalog); Kenwin Dress Shops; Otasco; Cato's Dress Shop; Shoe City; Payless Shoe Source; Radio Shack; Sherwin-Williams Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (m) 8,079; sworn Sept. 28, 1986.
Local Contact for Advertising and Merchandising Data: Thomas Ball, Ed., NEWS, 316 University Dr.; PO Drawer 1068, Starkville, MS 39759; Tel. (601) 323-1642.
National Representative: Papert Companies.

TUPELO

1 - LOCATION: Lee County, E&P C-2. County Seat. Manufacturing, shopping and wholesale center for NE MS and NW AL. Located in NE part of state, 106 mi. SE of Memphis and 150 mi. NW of Birmingham.

2 - TRANSPORTATION: **Railroads**-Gulf & Mississippi; Burlington Northern.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Republic Express; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 23,905; E&P 87 Est. 26,446
CZ-ABC: (80) 27,322
RTZ-ABC: (80) 258,907
County 80 Cen. 57,061; E&P 87 Est. 63,170
City & RTZ-ABC: (80) 286,229

4 - HOUSEHOLDS:
City 80 Cen. 8,925; E&P 87 Est. 10,122
County 80 Cen. 19,970; E&P 87 Est. 22,949
CZ-ABC: (80) 10,116
RTZ-ABC: (80) 87,894
City & RTZ-ABC: (80) 98,010

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$1,039,877,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 45,912 (all vehicles)

7 - ELECTRIC METERS: Residence 9,845

8 - GAS METERS: Residence 10,020

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 2,120 ($336); Elect. Prods. 1,125 (N.A.); Food 1,110 ($295); Apparel 2,350 ($213); Furn. 2,320 ($346).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 70-97; Fall 22-88; Winter 16-75. First killing frost, Nov. 1; last killing frost, Mar. 12.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 2 on Spring & Bdwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Main(9)	1	Howards, Fred P. Gattis
Downtown Mall(32)	1	JCPenney, Super D
Hancock	2	Hancock Fabrics
All American Plz.	2	National Menswear, Rick's TV & Appliance
Tupelo Mall(41)	1	Walgreens, Sears, McRae's, Kroger
Traceway	2	Wal-Mart, Blount's
Food Ctr.	2	Wal-Mart, Super D, Blount's

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept. 9 p.m.; Food 9 or midnight.

13 - RETAIL OUTLETS: **Department Stores**-Reed's; Bla[illegible]s; Sears; JCPenney; McRae's.
Variety Stores-McCrory.
Discount Stores-Howard's; Fred's Dollar; Wal-Mart 2.
Chain Drug Stores-Roy's; Thomas-Kincannon-Eikin; Medical Center; T&S; SupeRx; Walgreens; Super D 2; Community Discount.
Chain Supermarkets-Kroger; Todd's Big Star; Turner's; Palmer's Big Star; Blount's Foodarama 3; Sack & Save; Food World; Sav-A-Lot.
Other Chain Stores-Quality Stamps; Firestone; Goodyear; Western Auto; Lowe's; Wickes; Radio Shack; Red Rooster; Hancock Fabrics; Western Auto; Natl. Men's Wear; Furn. Ctr.; Dreifus Jewelry; Hofheimer's; Royce; Gallenkamp Shoes; Audio Systems; Mid-America Sewing; Planters Lumber; TSC; Nesco; Osco; Raymons; McDuffie's Furn. Ctr.

14 - NEWSPAPERS: JOURNAL (m) 36,188; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Johnnie Kelso, Cont., JOURNAL, 1655 S. Green; Box 909, Tupelo, MS 38802; Tel. (601) 842-2611.
National Representative: Papert Companies.

VICKSBURG

1 - LOCATION: Warren County, E&P Map B-4. County Seat. On western border of state, 45 mi. W of Jackson; 220 mi. S of Memphis, TN; 235 mi. N of New Orleans, LA.

2 - TRANSPORTATION: **Railroads**-Mid-South Railway.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 25,434; E&P 87 Est. 26,326
CZ-ABC: (80) 25,434
RTZ-ABC: (80) 90,880
County 80 Cen. 51,627; E&P 87 Est. 52,796
City & RTZ-ABC: (80) 116,314

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,292; E&P 87 Est. 9,676
County 80 Cen. 17,355; E&P 87 Est. 18,415
CZ-ABC: (80) 9,292
RTZ-ABC: (80) 28,132
City & RTZ-ABC: (80) 37,424

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$47,632,428
Commercial	4	$327,900,074

6 - PASSENGER AUTOS: County Est. 35,226 (all vehicles)

7 - ELECTRIC METERS: Residence 18,865

8 - GAS METERS: Residence 8,480

9 - PRINCIPAL INDUSTRIES: Ind[illegible] No. of Wage Earners-Trailers 200; Chem. 139; Lighting Fixtures 500; Lumber 1,082; R.R. Shops 300; Feed Mills 98; Children's Apparel 301; Cement 100; Rubber Reclaiming 100; Tank Mfg. 73; Pole Line Hdwe. 28; Ship Building 1,345; Paper Mill 265; Oil Mill 60; Federal Gov't 4,480; State Gov't 917.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-97; Summer 52-104; Fall 20-94; Winter -1-84. First killing frost, Nov. 3; last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Washington St.; 3 on Clay St.; 3 on Crawford St.; 3 on South St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Battlefield Village(52)	2	Sears, Walgreens
Dixie Plz.(14)	2	
Pemberton Mall(52)	2	Wal-Mart, JCPenney, McRaes, Beall's

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers every evening until 9; Sears until 7 on Tues.-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Charlie's; Sears; JCPenney; McRae's; Beall-Ladymon; Wal-Mart.
Chain Drug Stores-Walgreens; K&B; Treasury; Revco.
Chain Supermarkets-A&P 2; Jitney Jungle 4; Super G; Help Yourself; Kroger; Whse. Food Ctr.; Big Star; Country Market.
Other Chain Stores-Singer Co.; Firestone; Goodrich; Thom McAn; Murphy's; Zale's Jewelers; Regents; Fred's Dollar Store; Gordon's; Radio Shack; Lerner's Shop; Endicott-Johnson; Hallmark; Dollar General; Cato's; Lane Bryant; Brooks Fashions; Merle Norman; Nutrition Ctr.; Regis.

14 - NEWSPAPERS: POST (e) 16,137; (S) 16,474; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Louis P. Cashman, III, Pub., POST, 920 South St., Vicksburg, MS 39180; Tel. (601) 636-4545.
National Representative: Papert Companies.

WEST POINT

1 - LOCATION: Clay County, E&P Map C-2. County Seat. Agric. Ctr.; 90 mi. N of Meridian; 120 mi. W of Birmingham, AL; 150 mi. SE of Memphis, TN. On State Hwys. W45, 50, 23, 46 and 47.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf; Columbus & Greenville.
Motor Freight Carriers-12.
Intercity Bus Lines-Tri-State Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,811; E&P 87 Est. 9,293
County 80 Cen. 21,082; E&P 87 Est. 23,063

4 - HOUSEHOLDS:
City 80 Cen. 3,141; E&P 87 Est. 3,411
County 80 Cen. 6,776; E&P 87 Est. 7,697

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$535,163,000
Savings & Loan	2	$205,055,790

6 - PASSENGER AUTOS: County 13,249 (all vehicles)

7 - ELECTRIC METERS: Residence 3,754

8 - GAS METERS: 3,350

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Boiler Making 1,216; Textiles 455; Meat Packing 1,629; Rubber Prods. 253; Metal Prods. 100; Concrete Prods. 52; Agric. Prods. 175.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-81; Summer 71-103; Fall 42-95; Winter 11-70.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Shopping Centers**-Point Plz. (Sunflower, Plz. Drugs); West Main Shopping Ctr. (Wal-Mart, Kroger, Harco Drug, Pay-Less Shoes, Kent's, Otasco); Westland (Gibson's Discount & Drugs, Big Star).
Principal Shopping Days-Thur., Fri. and Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Hill's; Fred's; Kenwin Dress Shop; Cato's; Showbarn; Rebecca's.
Variety Stores-Gibson; General Store.
Discount Stores-Fred's; Wal-Mart; Kent's; Pay-less Shoes.
Chain Drug Stores-Plaza; Rose; Gibson's Pharmacy; Harco.
Chain Supermarkets-Big Star; Kroger; Sunflower.
Other Chain Stores-Western Auto; Goodyear; Sherwin-Williams; Smith & Byars; Otasco.

14 - NEWSPAPERS: DAILY TIMES LEADER (m-mon to fri) 3,900; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Peggy Walls, Nat'l Adv. Mgr., DAILY TIMES LEADER, 227 Court St.; PO Drawer 1176, West Point, MS 39773; Tel. (601) 494-1422.
National Representative: Papert Companies.

MISSOURI SURVEYS

METROPOLITAN STATISTICAL AREAS

Columbia-Boone County.
Joplin-Jasper and Newton Counties.
Kansas City, MO-KS-Cass, Clay, Jackson, Lafayette, Platte, Ray Counties, MO; Johnson, Leavenworth, Miami and Wyandotte Counties, KS.
St. Joseph-Buchanan County.
St. Louis, MO-IL-St. Louis City, Franklin, Jefferson, St. Charles and St. Louis Counties, MO; Clinton, Jersey, Madison, Monroe, St. Clair Counties, IL.
Springfield-Christian and Greene Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	371	354	372
5-14 Years	920	738	775
15-24 Years	785	907	953
25-44 Years	1,061	1,300	1,366
45-64 Years	982	977	1,026
65 and Over	559	648	681
TOTAL	4,678	4,924	5,173

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat. Hdwr.	903	1,073	2,074
General Mdse.	2,227	2,777	4,298
Food	3,295	4,754	6,523
Automobiles	3,545	3,992	7,931
Gasoline Stations	1,497	2,228	2,281
Apparel	691	992	1,474
Furniture	658	780	1,475
Eat-Drink Places	1,321	1,986	3,101
Drugs	445	610	929
TOTAL SALES	15,920	21,655	33,010

BLUE SPRINGS

1 - LOCATION: Jackson County (In Kansas City, MO-KS MSA). E&P Map A-3. 20 mi. E of Kansas City, MO.

2 - TRANSPORTATION: **Railroads**-Chicago, Missouri & Western Railway.
Motor Freight Carriers-154.
Intercity Bus Lines-Area Transportation Authority.
Airlines-18.

3 - POPULATION:
Corp. City 80 Cen. 25,927; E&P 87 Est. 26,089
County 80 Cen. 629,180; E&P 87 Est. 597,760
MSA 80 Cen. 1,433,372; E&P 87 Est. 1,484,554

4 - HOUSEHOLDS:
City 80 Cen. 8,300; E&P 87 Est. 8,949
County 80 Cen. 242,053; E&P 87 Est. 238,238
MSA 80 Cen. 536,800; E&P 87 Est. 566,418

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$198,208,693
Savings & Loan	5	$101,467,000

6 - PASSENGER AUTOS: County 398,429

7 - ELECTRIC METERS: 13,122

8 - GAS METERS: 11,273

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Whol./Ret. 1,050; Educ. 1,003; Railroad Equip. 575; Mfg. 490; Servs. 347; Hospital 308; Gov't 156. (Av. Wkly. Wage-$195).

10 - CLIMATE: Min. & Max. Temp.-Summer 60-95; Winter 0-40.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-White Oak Plaza, Kingsridge Center, Country Club Center. Neighborhood Shopping Areas-Hwy. 7 from Duncan Road to Clark Road; U.S. Hwy. 40.

13 - RETAIL OUTLETS: **Discount Stores**-Wal-Mart; K mart.
Chain Drug Stores-Revco; Drug Depot; Osco.
Chain Supermarkets-Price Chopper; United Super; Food Barn.
Other Chain Stores-Western Auto; Goodyear; Firestone; Goodrich.

14 - NEWSPAPERS: EXAMINER (e) 5,247; Sept. 30, 1986 VAC.
Local Contact for Advertising and Merchandising Data: Pete Esser, Jr., Adv. Dir., EXAMINER, PO Box 1057, Blue Springs, MO 64015; Tel. (816) 229-9161.
National Representatives: Missouri Press Service; U.S. Suburban Press.

BOONVILLE

1 - LOCATION: Cooper County, E&P Map B-3. County Seat. On I-70 & State Hwys. 40, 5, 87, 98. 100 mi. E of Kansas City; 150 mi. W of St. Louis. Incorporated city limits extend beyond I-70, Hwy. 5.

2 - **TRANSPORTATION**: **Railroads**-Missouri Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Southwestern Greyhound.
Airport-Jesse P. Viertel Memorial Airport, 1 mile.
River Port-Missouri River.

3 - **POPULATION**:
Corp. City 80 Cen. 6,959; E&P 87 Est. 6,891
County 80 Cen. 14,643; E&P 87 Est. 15,483
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS**:
City 80 Cen. 2,606; E&P 87 Est. 2,707
County 80 Cen. 5,382; E&P 87 Est. 5,942

5 - **BANKS**	**NUMBER**	**DEPOSITS**
Commercial	3	$84,325,000
Savings & Loan	2	$174,339,312

6 - **PASSENGER AUTOS**: County 7,357

7 - **ELECTRIC METERS**: Residence 2,583

8 - **GAS METERS**: Residence 2,244

9 - **PRINCIPAL INDUSTRIES**: Industry, No. of Wage Earners (Av. Wkly. Wage)-Small Elect. Appliances 250 ($255); Bakery 165 ($300); Fiberboard 65 ($255); Mobile Homes 75 ($255); Clothing Mfg. 93 ($200); Baseboard Heaters 140 ($255).
Principal Industrial Pay Days-Fri.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 21-80; Summer 46-103; Fall 25-80; Winter 12-70. First killing frost, Oct. 17; last killing frost, Apr. 23.

11 - **TAP WATER**: Alkaline, soft; fluoridated.

12 - **RETAILING**: **Principal Shopping Center**-6 blocks on Main St.; 5 side street blocks.
Neighborhood Shopping Centers-Ashley Rd. from Main to Sportsman Rd. and Hwy. 5 Intersection; Boone Village Shopping Center-south of town.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
New Franklin	3	IGA, United Super
North Boonville	1	Wal-Mart

Principal Shopping Days-Fri., Sat.

13 - **RETAIL OUTLETS**: **Discount Stores**-Orschein's; Places; Dollar General; Wal-Mart.
Chain Supermarkets-IGA; Boonville United Super; Price Chopper.
Other Chain Stores-Western Auto; Rupp Automotive; Gerling's Parts Stop; Boonville Auto Parts (NAPA).

14 - **NEWSPAPERS**: NEWS & ADVERTISER (m-mon to fri) 4,987; Publishers sworn statement effective April 15, 1987.
Local Contact for Advertising and Merchandising Data: Scott Jackson, Sales Mgr., NEWS & ADVERTISER, E. 412 High St., Boonville, MO 65233; Tel. (816) 882-5335.
National Representative: Missouri Press Service.

BROOKFIELD

1 - **LOCATION**: Linn County, E&P Map B-2, 366 mi. SW of Chicago; 125 mi. NE of Kansas City. On U.S. Hwy. 36; State Hwys. 5, 11.

2 - **TRANSPORTATION**: **Railroads**-Burlington-Northern.
Motor Freight Carriers-10.

3 - **POPULATION**:
Corp. City 80 Cen. 5,555; E&P 87 Est. 6,272
County 80 Cen. 15,495; E&P 87 Est. 14,901

4 - **HOUSEHOLDS**:
City 80 Cen. 2,423; E&P 87 Est. 2,767
County 80 Cen. 6,312; E&P 87 Est. 6,310

5 - **BANKS**	**NUMBER**	**DEPOSITS**
Commercial	3	00,000

6 - **PASSENGER AUTOS**: County 6

7 - **ELECTRIC METERS**: Residence 2,34

8 - **GAS METERS**: Residence 2,044

9 - **PRINCIPAL INDUSTRIES**: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 100 ($200); Uniforms 150 (N.A.); Auto assemblies 222 (N.A.); Pharmaceutical Supplies 100 (N.A.); Steel Fabricating 36; Truck Trailer 43.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 20-87; Summer 52-101; Fall 11-88; Winter-6-50. First killing frost, Nov. 8; last killing frost, Apr. 24.

11 - **TAP WATER**: Neutral, hard; fluoridated.

12 - **RETAILING**: **Principal Shopping Days**-Mon., Fri., Sat.
Stores Open Evenings-Food, Discount, Dept. Stores.

13 - **RETAIL OUTLETS**: **Department Stores**-Dollar General.
Discount Stores-Wal-Mart.
Chain Drug Stores-Mart's; Sam's Presciption Shop.
Chain Supermarkets-Cash Saver; IGA Foodliner; Howard's Market.

14 - **NEWSPAPERS**: NEWS-BULLETIN (e-mon to fri) 4,727; sworn Sept. 24, 1986.
Local Contact for Advertising and Merchandising Data: Noel A. Clark, Adv. Mgr., NEWS-BULLETIN, 107-109 N. Main, Brookfield, MO 64628; Tel. (816) 258-4237.
National Representative. None.

CAMDENTON

1 - **LOCATION**: Camden County, E&P Map B-3, County Seat. U.S. Hwys. 5 & 54. South central part of state.

2 - **TRANSPORTATION**: **Motor Freight Carriers**-Beaufort.
Intercity Bus Lines-Kincaid.

3 - **POPULATION**:
Corp. City 80 Cen. N.A.; E&P 87 Est. N.A.
County 80 Cen. 19,963; E&P 87 Est. 26,648

4 - **HOUSEHOLDS**:
City 80 Cen. N.A.; E&P 87 Est. N.A.
County 80 Cen. 8,004; E&P 87 Est. 11,022

5 - **BANKS**	**NUMBER**	**DEPOSITS**
Commerical	2	N.A.
Savings & Loan	1	N.A.

6 - **PASSENGER AUTOS**: County 13,529

7 - **ELECTRIC METERS**: N.A.

8 - **GAS METERS**: None.

9 - **PRINCIPAL INDUSTRIES**: Electronics; Sun-Strand Tublar.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 35-60; Summer 70-95; Fall 50-65; Winter 20-45. First killing frost, mid-Oct.; last killing frost, mid-Apr.

11 - **TAP WATER**: Hard.

12 - **RETAILING**:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Harper-Foster(6)	NA	Dale Jewelry
High Point(4)	NA	Consumers, Revco
Osage Plz.(6)	NA	Ozark Opry

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri., Sat., Sun.

13 - **RETAIL OUTLETS**: **Discount Stores**-Wal-Mart.
Chain Supermarkets-Dillon's.

14 - **NEWSPAPERS**: REVEILLE (m-mon to fri) 8,500; sworn Jan. 31, 1987.
Local Contact for Advertising and Merchandising Data: Billie Hicks, REVEILLE, 114 N. Hwy. 5; PO Box 126, Camdenton, MO 65020; Tel. (314) 346-2132.
National Representative. None.

CAPE GIRARDEAU

1 - **LOCATION**: Cape Girardeau County, E&P Map D-4. Education, industrial and agricultural center for approximate 20-county area. On U.S. Hwys. 61, I-55; State Hwys. 34, 72, 74, 146.

2 - **TRANSPORTATION**: **Railroads**-Burlington Northern; Missouri Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Trailways; Greyhound; Great thern.
lines-Northwest Airlink; Trans World Express.

POPULATION:
City 80 Cen. 34,361; E&P 87 Est. 35,629
Z-ABC: (80) 34,361
RTZ-ABC: (80) 76,889
County 80 Cen. 58,837; E&P 87 Est. 63,253
City & RTZ-ABC: (80) 111,250

4 - **HOUSEHOLDS**:
City 80 Cen. 12,505; E&P 87 Est. 13,219
County 80 Cen. 20,968; E&P 87 Est. 23,207
CZ-ABC: (80) 12,505
RTZ-ABC: (80) 27,272
City & RTZ-ABC: (80) 39,777

5 - **BANKS**	**NUMBER**	**DEPOSITS**
Commercial	6	$409,492,000
Savings & Loan	4	$737,671,324

6 - **PASSENGER AUTOS**: County 32,003

7 - **ELECTRIC METERS**: Residence 15,455

8 - **GAS METERS**: Residence 10,622

9 - **PRINCIPAL INDUSTRIES**: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Garment 671; Trans. 1,291; Shoes 1,091; Cement Mfg. 183; Hospitals 2,100; Soft Drink Bottlers 80; Util. 225; Plastics 177; Constr. 1,665; Food Whse. 291; Paper 1,121; Elect. Signs 110; Printing 150; Steel 172; Furn. 50; Telephone 275; Whol. Hdwe. 186; University 9,000 students, 1,060 employees.
Principal Pay Days-Fri., Sat., 1st & 15th.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 47-68; Summer 66-86; Fall 49-69; Winter 29-40. First killing frost, Oct. 25; last killing frost, Mar. 20.

11 - **TAP WATER**: Neutral, hard; fluoridated.

12 - **RETAILING**: **Principal Shopping Area**-3 blocks on Main St., 10 on Broadway, 2 on Good Hope and 3 on Sprigg.

Nearby Shopping Centers

Name (No. of storas)	**Miles from Downtown**	**Principal Stores**
Town Plz.(30)	5	Sears
West Pk. Mall(80)	7	Famous-Barr, JCPenney, Venture

Principal Shopping Days-Sun., Mon., Fri.
Stores Open Evenings-Mall stores 9:30 Mon. through Sat., Downtown until 8 on Thur., Town Plz. until 9 Mon. through Sat.

13 - **RETAIL OUTLETS**: **Department Stores**-Famous Barr; JCPenney; Sears.
Variety Stores-Woolworth; V&S.
Discount Stores-K mart; Wal-Mart; Venture.
Chain Supermarkets-Schnuck's; National Del-Farms; Ward's Food Mart; Food Giant; Aldi's.
Other Chain Stores-Dollar General; Naturalizer; Footworks; Gallenkamp Shoes; Maurice's; Lerner's; Red Cross Shoe Store; Goodyear; Firestone; Radio Shack; So-Fro Fabrics; Camelot Music; Disc Jockey; Dimensions; Worth's; Orscheln's; Sherwin-Williams; 7-Eleven; Thom McAn; Kinney; Waldenbooks; Dreifus Jewelers.

14 - **NEWSPAPERS**: SOUTHEAST MISSOURIAN (e-mon to fri) 17,268; (S) 20,451; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Irvin Landewee, Adv. Dir., SOUTHEAST MISSOURIAN, 301 Broadway, Cape Girardeau, MO 63701; Tel. (314) 335-6611.
National Representative. Papert Companies.

CARROLLTON

1 - **LOCATION**: Carroll County, E&P Map B-2, County Seat. Agric. ctr. Situated 66 mi. ENE of Kansas City. On U.S. Hwys. 24, 65; State Hwy. 10.

2 - **TRANSPORTATION**: **Railroads**-Norfolk & Western; AT&SF.

3 - **POPULATION**:
Corp. City 80 Cen. 4,700; E&P 87 Est. 4,208
County 80 Cen. 12,131; E&P 87 Est. 10,941

4 - **HOUSEHOLDS**:
City 80 Cen. 1,986; E&P 87 Est. 1,767
County 80 Cen. 4,769; E&P 87 Est. 4,497

5 - **BANKS**	**NUMBER**	**EST. DEP.**
Commercial	3	$74,422,000
Savings & Loan	2	$20,710,000

6 - **PASSENGER AUTOS**: County 6,199

7 - **ELECTRIC METERS**: Residence 2,019

8 - **GAS METERS**: Residence 2,135

9 - **PRINCIPAL INDUSTRIES**: Frozen Dinners; Oil Refining; Sportswear; Quarry & Ready Mix; Portable Livestock Seeds; Hybrid Seeds; Printing; Pipelines; Feed & Grain Elevators.

10 - **CLIMATE**: N.A.

11 - **TAP WATER**: Neutral, soft; not fluoridated.

12 - **RETAILING**: **Principal Shopping Days**-Mon., Wed., Fri., Sat.

13 - **RETAIL OUTLETS**: **Department Stores**-JCPenney; Nancy's Fashions; Minnis (Ladies'); Carl's Men's Wear; Dickson's Men's Clothing; Freeman Furniture; Carroll Furn.; Shirley's Boots & Shoes.
Discount Stores-Dollar General; Places.
Chain Drug Stores-Fellers; Main; Roseberry.
Chain Supermarkets-Faulk's Quality Mkt.; Walt's Warehouse Grocery; Harold's Market; Mulchs United; Super.
Other Chain Stores-A&B Hdwe.; Sears (catalog); Ace Hdwe.; Carrollton Lumber Co.

14 - **NEWSPAPERS**: DEMOCRAT (e-mon to fri) 3,130; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: Daryl DeVries, Pub., DEMOCRAT, Hwy. 65 S., Carrollton, MO 64633; Tel. (816) 542-0881.
National Representative: Missouri Press Service.

CARTHAGE

1 - **LOCATION**: Jasper County, (In Joplin MSA) E&P Map A-4, County Seat. Agric., dairy, and mfg. area. 150 mi. S of Kansas City.

2 - **TRANSPORTATION**: **Railroads**-Burlington Northern; Union Pacific Systems.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Crown Coach; American.

3 - **POPULATION**:
Corp. City 80 Cen. 11,104; E&P 87 Est. 11,402
County 80 Cen. 86,958; E&P 87 Est. 92,566
MSA 80 Cen. 127,513; E&P 87 Est. 138,847

4 - **HOUSEHOLDS**:
City 80 Cen. 4,379; E&P 87 Est. 4,668
County 80 Cen. 33,560; E&P 87 Est. 37,094
MSA 80 Cen. 48,436; E&P 87 Est. 54,746

5 - **BANKS**	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$812,898,142
Commercial	3	$1,863,741,166

6 - **PASSENGER AUTOS**: County 51,347

7 - **ELECTRIC METERS**: Residence 4,957

8 - **GAS METERS**: Residence 5,203

9 - **PRINCIPAL INDUSTRIES**: Industry, No. of Wage Earners-Food 1,225; Marble & Limestone 150; Bed & Cushion Spring 851; Clothing 452; Adjacent Area Explosives and Fertilizers 879.
Principal Industrial Pay Days-Thur., Fri.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 38-88; Summer 48-96; Fall 18-77; Winter 6-72. First killing frost, Nov. 5; last killing frost, Apr. 15.

11 - **TAP WATER**: Alkaline, soft; fluoridated.

12 - **RETAILING**: **Principal Shopping Center**-19 blocks on 5 sts.
Neighborhood Shopping Centers-Mound at Central; U.S. 71A at Grand; Fairlawn Drive; Central at Lincoln.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Garrison & Centennial	2	Family Foods IGA
Wal-Mart City	3	Wal-Mart
Vlg.(6)	3	Dollar General

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thur. & Fri.
Stores Open Sundays-10.

13 - **RETAIL OUTLETS**: **Department Stores**-Belk-Simpson.
Variety Stores-Dollar General.
Discount Stores-Wal-Mart; Family Dollar.
Chain Supermarkets-Family Foods IGA; Consumers; Ramey's.
Other Chain Stores-Oklahoma Supply; Coast-to-Coast.

14 - **NEWSPAPERS**: PRESS (e) 4,920; sworn Sept. 26, 1986.
Local Contact for Advertising and Merchandising Data: Bob Rendon, Nat'l Adv. Mgr., PRESS, 527 S. Main; PO Box 678, Carthage, MO 64836; Tel. (417) 358-2191.
National Representatives. Thomson Newspapers; Missouri Press Service.

CHILLICOTHE

1 - **LOCATION**: Livingston County, E&P Map B-2, County Seat. Center 6-county grain, livestock and dairy area. Light manufacturing. 240 mi. from St. Louis; 100 mi. from Kansas City; 140 mi. from Des Moines; 250 mi. from Springfield, IL. On U.S. Hwys. 36, 65.

2 - **TRANSPORTATION**: **Railroads**-North Missouri Railroad Co.; Norfolk & Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental.

3 - **POPULATION**:
Corp. City 80 Cen. 9,089; E&P 87 Est. 8,746
County 80 Cen. 15,739; E&P 87 Est. 14,998

4 - **HOUSEHOLDS**:
City 80 Cen. 3,678; E&P 87 Est. 3,568
County 80 Cen. 6,021; E&P 87 Est. 5,915

5 - **BANKS**	**NUMBER**	**DEPOSITS**
Commercial	3	$243,340,000
Savings & Loan	2	$148,440,954

6 - **PASSENGER AUTOS**: County 7,615

7 - **ELECTRIC METERS**: Residence 3,635

8 - **GAS METERS**: Residence 2,300

9 - **PRINCIPAL INDUSTRIES**: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Gloves 450; Brick & Tile 75; Creamery 145; Air Cleaners 230; Truck Line 98; Tool & Dye 10.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-95; Summer 41-116; Fall -5-100; Winter -29-83. First killing frost, Oct. 13; last killing frost, Apr. 20. Av. An. Rainfall-33.7 in.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Washington; 4 on Locust; 1 on Calhoun; 2 on Webster; 3 on Jackson; 1 on Clay.
Neighborhood Shopping Centers-6 blocks on South Washington; 11 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Center(11)	NA	Place's
Southtown(9)	NA	Craig's United Super
Walnut Shpg. Ctr.	NA	Aldi, McDonald's

Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Wal-Mart.
Variety Stores-Place's.
Discount Stores-Orscheln Farm & Home Supply; Westlake Ace Hardware; Wal-Mart.
Chain Supermarkets-United Super; HyVee; Aldi's.

14 - NEWSPAPERS: CONSTITUTION-TRIBUNE (e-mon to fri) 5,660; sworn Oct. 6, 1986.
Local Contact for Advertising and Merchandising Data: Chris Cox, Natl. Adv. Mgr., CONSTITUTION-TRIBUNE, 818 Washington St., Chillicothe, MO 64601; Tel. (816) 646-2411.
National Representatives: Missouri Press Service; Landon Associates.

CLINTON

1 - LOCATION: Henry County, E&P Map B-3, County Seat. Shipping ctr. for 3-county agric., mining, industrial and tourism area 85 mi. from Kansas City; 95 mi. from Springfield.

2 - TRANSPORTATION: **Railroads**-Frisco Missouri-Kansas-Texas.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 8,366; E&P 87 Est. 8,737
County 80 Cen. 19,672; E&P 87 Est. 20,410
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,431; E&P 87 Est. 3,494
County 80 Cen. 7,763; E&P 87 Est. 8,313

5 - BANKS		
Commercial	4	$145,897,497
Savings & Loan	2	$128,000,000

6 - PASSENGER AUTOS: County 11,308

7 - ELECTRIC METERS: Residence 3,703

8 - GAS METERS: Residence 3,302

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Garments 121; Fireworks 25; Punch Press Mfg. 32; Coal Mining 119; Cheese 445; Power Plant 161; Caskets 3; Can Openers, Blenders, Washing Machines 370; Screen Printing 14.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 70-102; Fall 39-90; Winter 0-45. First killing frost, Sept. 30; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Town Square on 20 Sts.
Neighborhood Shopping Centers-2nd S., Hwy. 13; Jct. Hwy. 7; Plaza; Truman Lake Mall; Cedar Woods; Eastgate; Clinton Corners; Harmon Gaines.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney.
Variety Stores-Variety Discount.
Discount Stores-Sam's; Wal-Mart; Dollar General.
Chain Drug Stores-Kreisler; Rexall; Drugs Plus.
Chain Supermarkets-Safeway; Plaza United; Food-4-Less; Consumer's; Aldi's.
Other Chain Stores-Sherwin-Williams Paint; Adventureland Video; Coast-to-Coast; McDonald's; Wendy's; Hardee's; Pizza Hut.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 4,182; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Kathy Miles, Adv. Mgr., DEMOCRAT, 212 S. Washington St., PO Box 586, Clinton, MO 64735; Tel. (816) 885-2281
National Representative: Missouri Press Service.

COLUMBIA

1 - LOCATION: Boone County (MSA), E&P Map B-3. Part of state educational center, on U.S. Hwys. 40, 63, I-70.

2 - TRANSPORTATION: **Intercity Bus Lines**-Greyhound; Transcontinental; Kincaid.
Motor Freight Carriers-15.
Airlines-Air Midwest; (Columbia Regional Airport); TW Express; Northwest Airlink.

3 - POPULATION:
Corp. City 80 Cen. 62,061; E&P 87 Est. 64,287
NDM-ABC: (80) 100,376
County/MSA 80 Cen. 100,376; E&P 87 Est. 110,276
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,452; E&P 87 Est. 23,000
County/MSA 80 Cen. 35,296; E&P 87 Est. 40,299
NDM-ABC: (80) 35,296

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$653,613,000
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 56,756

7 - ELECTRIC METERS: Res. & Bus. 23,893

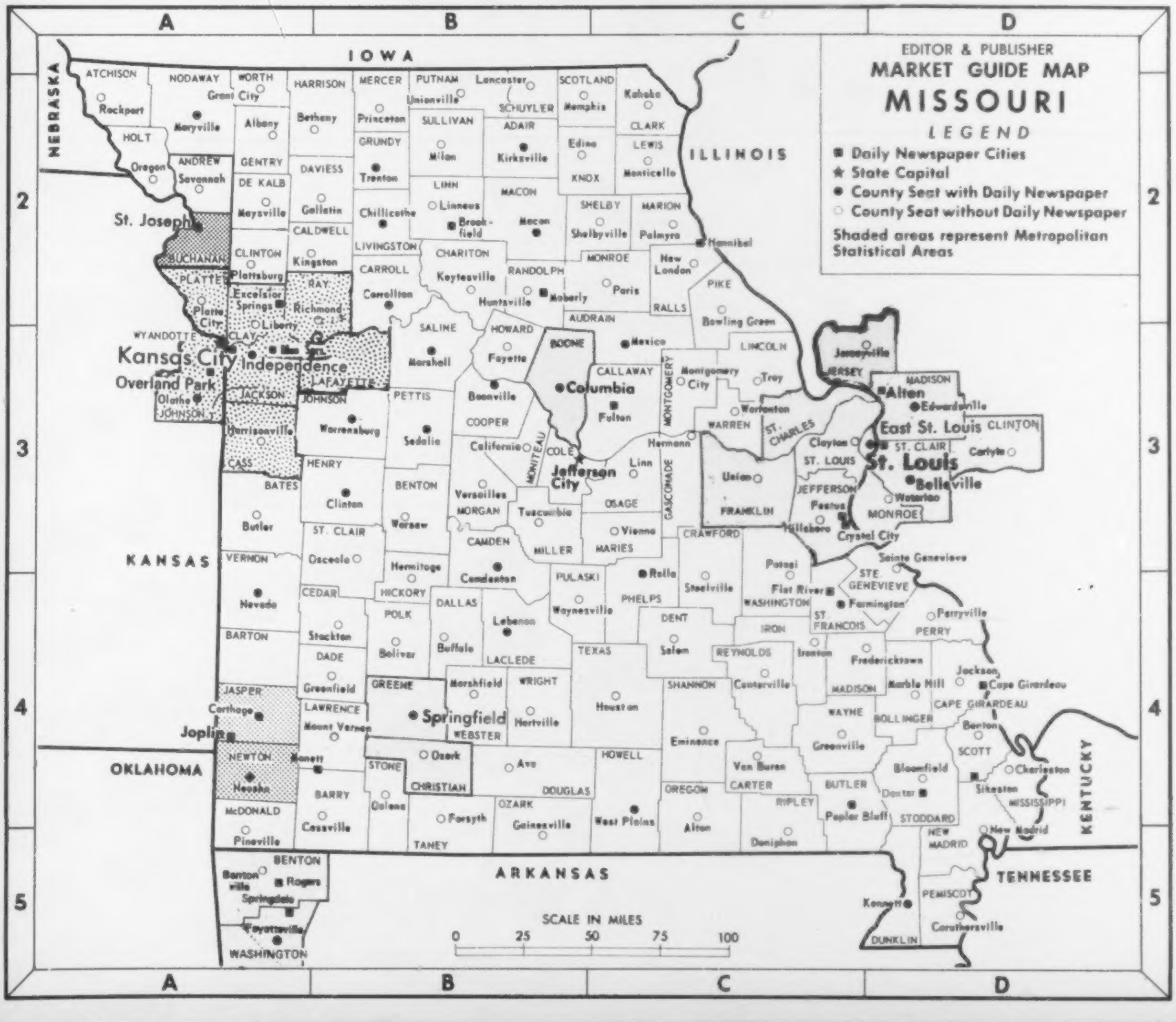
8 - GAS METERS: Res. & Bus. 19,610

9 - PRINCIPAL INDUSTRIES: Insurance Home Office 1,000 Emp.; Educ. (2 colleges, state university); Mfg.; Printing; Toasters & Toaster Ovens; Air Filters; Elect.; Medical (7 hospitals); Car Seats; Chem. Prods.; Visual/Electronic Prods.; Hose Clamps; Plastic Pipes; Truck Bodies; Building Products & Services; Circuit Breakers; Industrial Heating Elements.

10 - CLIMATE: Av. Annual Temp. 54; Jan. Av. Low 30; July Av. High 79.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Broadway; 3 on 9th St.; 2 on 8th St.; 3 on Walnut.
Shopping Centers (No. of Stores): Biscayne Mall (40); Broadway (18); Columbia Mall (120); Columbia Plaza (7); Eastgate Plaza (7); Forum (14); K mart (7); Parkade Plaza (30); North County Shopping Center (10); North Providence (5); Temple Stephens (7); Crossroads West (25); Whitegate (6); Columbia Mall (100); Rock Bridge Center (17); Village South (13); Green Meadows (7).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Thur.; food & shopping centers every night.



13 - RETAIL OUTLETS: Department Stores-JCPenney; Goldes; Sears; Roth's; Montgomery Ward; Dillard's.
Discount Stores-K mart; Wal-Mart 3; Target.
Chain Drug Stores-D&H 3; Osco; Revco.
Chain Supermarkets-Nowell's 3; IGA; Gerbes 2; Schnuck's; Price Chopper; 7-Eleven; Fast Break 3; Casey's 3; Food Barn; Columbia AF Super; Aldis; Shop 'N Save; Temple Stephens.
Other Chain Stores-Firestone; Midwest Auto; Goodyear; Zale's Jewelers; Sherwin-Williams; Cook Paint; Sutherland Lumber.

14 - NEWSPAPERS: MISSOURIAN (m-mon to fri) 5,527; (S) 5,334; June 30, 1986 CAC.
Local Contact for Advertising and Merchandising Data: Tom Turner, Adv. Mgr., MISSOURIAN, 301 S. Ninth St., Columbia, MO 65201; Tel. (314) 442-3161.
National Representative: Missouri Press Service.
TRIBUNE (e-mon to fri) 17,921; (m-sat) 17,373; (S) 21,988; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Debbie Moore, Adv. Mktg. Dir., TRIBUNE, 4th & Walnut Sts.; PO Box 798, Columbia, MO 65205; Tel. (314) 449-3811.
National Representative: Papert Companies.

CRYSTAL CITY
See FESTUS

DEXTER

1 - LOCATION: Stoddard County, E&P Map D-4. Manufacturing & agricultural area; 40 mi. S of Cape. On U.S. Hwy. 60; State Hwy. 25.

2 - TRANSPORTATION: Railroads-Missouri Pacific; St. Louis-Southwestern.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.
Airlines-Ozark at Cape Girardeau (40 mi.).

3 - POPULATION:
Corp. City 80 Cen. 7,043; E&P 87 Est. 10,937
County 80 Cen. 29,009; E&P 87 Est. 30,536

4 - HOUSEHOLDS:
City 80 Cen. 2,885; E&P 87 Est. 4,417
County 80 Cen. 10,694; E&P 87 Est. 11,645

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$110,000,000
Commercial	2	$56,000,000

6 - PASSENGER AUTOS: County 14,075

7 - ELECTRIC METERS: Residence 3,950

8 - GAS METERS: Residence 3,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shirt and Pants Mfg. 400 ($150); Automotive Exhaust Systems 830 ($190); Straw and Felt Hats 285 ($155); Automotive Oil Filters 320 ($195); Poultry Packing 155 ($140); Shoes 100 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 60-90; Fall 55-80; Winter 35-59. First killing frost, Oct. 1; last killing frost, Mar. 14.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-5 blocks W. of main business district (17 stores). Also Town & Country Shopping Ctr.-7 stores.

13 - RETAIL OUTLETS: Department Stores-Sears; Fred's.
Discount Stores-Wal-Mart; Discount City; Dollar General.
Variety Stores-Ben Franklin.
Chain Supermarkets-Rebel Mkt.; IGA; Town & Country; Piggly Wiggly.
Other Chain Stores-Orschelen Farm Supply; Western Auto; Stovall's.

14 - NEWSPAPERS: STATESMAN (e-mon to fri) 4,521; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: Sherm Smith, Natl. Adv. Mgr., STATESMAN, 200 W. Stoddard St., Dexter, MO 63841; Tel. (314) 624-4545.
National Representatives: Landon Associates; Missouri Press Service; American Newspaper Representatives.

EXCELSIOR SPRINGS

1 - LOCATION: Clay County (In Kansas City, MO-KS PMSA). E&P Map A-2. Health Resort 12 mi. NE of Kansas City on U.S. Hwy. 69 and State Hwy. 10.

2 - TRANSPORTATION: Railroads-Milwaukee CRI&P.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 10,424; E&P 87 Est. 10,723
PMSA 80 Cen. 1,433,372; E&P 87 Est. 1,484,554
County 80 Cen. 136,488; E&P 87 Est. 145,831

4 - HOUSEHOLDS:
City 80 Cen. 3,798; E&P 87 Est. 4,323
County 80 Cen. 49,743; E&P 87 Est. 55,127
PMSA 80 Cen. 344,092; E&P 87 Est. 566,418

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$100,000,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 97,399

7 - ELECTRIC METERS: Residence 3,731

8 - GAS METERS: Residence 3,712

9 - PRINCIPAL INDUSTRIES: Hospitals & Hotels 200 emp. ($165); Plastic Factories 840 emp. ($160).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-6 blocks on Thompson; 8 on Broadway; 3 on South; 3 on Spring; 3 on Marietta; Junction Hwys. 10 & 69; 900 block Isley; 1400 block N. Jesse James.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crown Hill(19)	NA	Price Shopper
"Y"(21)	NA	Food Barn
Bob's IGA(15)	NA	IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Flanders; JCPenney; Sears; Ruth King's; Style Shop; John Lewis.
Variety Stores-Wal-Mart; Dollar General; Sears.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-IGA; Thriftway; Safeway; Price Shopper; Food Barn.
Other Chain Stores-Coast-to-Coast; Sentry Hardware; HWI Hardware.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 2,648; sworn Oct. 2, 1986.
Local Contact for Advertising and Merchandising Data: Jimmy Watson, Pub., STANDARD, 417 Thompson Ave., Excelsior Springs, MO 64024; Tel. (816) 637-3147.
National Representative: None.

FESTUS-CRYSTAL CITY

1 - LOCATION: Jefferson County, E&P Map C-3 (In St. Louis, MO-IL MSA). 35 mi. S of St. Louis. On State Hwys. 61 and 67; I-55.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific.
Motor Freight Carriers-3.
Bus Lines-Greyhound; Trailways.
Airport-2,200 ft. paved & lighted.

3 - POPULATION:
Corp. Cities 80 Cen. 11,147; E&P 87 Est. 13,284
Festus 80 Cen. 7,574; E&P 87 Est. 9,231
Crystal City 80 Cen. 3,573; E&P 87 Est. 4,053
MSA 80 Cen. 2,375,814; E&P 87 Est. 2,418,567
County 80 Cen. 146,814; E&P 87 Est. 163,889
Note: Festus and Crystal City are divided only by a street in business section.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,132; E&P 87 Est. 4,941
Festus 80 Cen. 2,756; E&P 87 Est. 3,351
Crystal City 80 Cen. 1,376; E&P 87 Est. 1,590
County 80 Cen. 47,385; E&P 87 Est. 54,733
MSA 80 Cen. 844,814; E&P 87 Est. 885,307

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$160,001,000

6 - PASSENGER AUTOS: County 89,090

7 - ELECTRIC METERS: Residence 4,200

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Glassware; Nuclear Fuel; Chem.; Lead Smelter; Can Mfg.; Bottle Mfg.

10 - CLIMATE: Min. & Max. Av. Temp.-Summer 82-92; Fall 65-85; Winter 0-25.

11 - TAP WATER: Wells; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Shopping Area-2 blocks on Bailey Rd. (Crystal City), and 6 blocks on Main St. (Festus).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Industrial Court	2	Kroger, Gasen's
Twin City Mall(25)		Venture, National Foods, Golde's Dept.
Gannon's Ctr.	1	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat. & days on Sun. at nearby shopping centers; downtown open 9:00 a.m. to 5:30 p.m. Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Golde's; Venture; Wal-Mart.
Chain Supermarkets-Kroger; National; Mountford's; Bi-Rite.
Other Stores-Gasen's Drug; Glaser-Medicare Drug; Dollar General; Fashion Gal/Kingscourt; Payless Shoes; Colonel Day's; Wabash-Goodyear Tires; Western Auto; Radio Shack; Auto Shack; Midas Muffler; Sears (catalog).

14 - NEWSPAPERS: NEWS DEMOCRAT (m-mon to fri) 6,149; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Roger Reinhart, Pub., NEWS DEMOCRAT, 3 Industrial Drive, Festus, MO 63028; Tel. (314) 937-9811.
National Representative: American Newspaper Representatives; Hearst Advertising Service.

FLAT RIVER

1 - LOCATION: St. Francois County, E&P Map C-3. 67 mi. S of St. Louis.

2 - TRANSPORTATION: Railroads-Missouri Illinois.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 4,443; E&P 87 Est. 4,616
CZ-ABC: (80) 11,293
RTZ-ABC: (80) 25,669
County 80 Cen. 42,600; E&P 87 Est. 46,259
City & RTZ-ABC: (80) 36,962
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,733; E&P 87 Est. 1,840
CZ-ABC: (80) 4,265
RTZ-ABC: (80) 9,058
County 80 Cen. 15,189; E&P 87 Est. 17,135
City & RTZ-ABC: (80) 13,323

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$150,000,000
Commercial	6	$148,827,000

6 - PASSENGER AUTOS: County 24,533

7 - ELECTRIC METERS: County 18,388

8 - GAS METERS: County 9,396

9 - PRINCIPAL INDUSTRIES: County-Shoe Mfg.; Clothing; Precision Machine Parts; Furn.; Pre-Fab. Homes; Electronics Mfg.; Glass Mfg.; State Hospital; Regional Postal Ctr.; State Employment Office; Regional Social Security Office; Mushroom Cannery; Plastics; Playground & Picnic Tables.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-Plaza (10 stores); Mineral Area (8 stores).
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Golde's.
Discount Stores-Wal-Mart.
Chain Drug Stores-Ragan Rexall; Medicate.
Chain Supermarkets-IGA 4; Kroger; Tom-Boy; Aldi's; Karsch's; Town & Country; Piggly Wiggly.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 9,350; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ron Weir, Pub., JOURNAL, 1513 Saint Joe Dr., Flat River, MO 63601; Tel. (314) 431-2010.
National Representative: Scripps League Newspapers.

FULTON

1 - LOCATION: Callaway County, E&P Map C-3. County Seat. Agricultural, educational center. 24 mi. N of Jefferson City; on U.S. Hwys. 54 and I-70 (7 mi. N).

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Motor Freight Carriers-4.
Intercity Bus Lines-Northeast Missouri; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,046; E&P 87 Est. 10,334
County 80 Cen. 32,252; E&P 87 Est. 33,749

4 - HOUSEHOLDS:
City 80 Cen. 3,468; E&P 87 Est. 3,264
County 80 Cen. 10,658; E&P 87 Est. 11,623

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$15,000,000
Commercial	2	$50,000,000

6 - PASSENGER AUTOS: County 15,688

7 - ELECTRIC METERS: Residence 3,473

8 - GAS METERS: Residence 3,004

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brick 100; Farm Mach. 120; Printing 100; State Mental Hosp. 500; 2 Colleges; Nuclear Power Plant 1,500.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-62; Summer 62-100; Fall 41-63; Winter -13-42.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briggs Wal-Mart(3)	NA	IGA, Wal-Mart
Winston Plz.(5)	NA	K mart, Gerbes

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Some grocery; drug; hardware & retail.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Blattner's.
Variety Stores-V&S.
Discount Stores-Wal-Mart; K mart.
Chain Supermarkets-Moser's; Gerbes; Harmon's IGA; Aldi's.
Other Chain Stores-Westlakes; Orschelin.

14 - NEWSPAPERS: SUN (m-tues to sat, S) 4,530; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Barbara Johnson, Adv. Mgr., SUN, 5th and Ravine, Fulton, MO 65251; Tel. (314) 642-7272.
National Representatives: Papert Companies; Missouri Press Service.

HANNIBAL

1 - LOCATION: Marion and Ralls Counties, E&P Map C-2. Industrial and agricultural center. On U.S. Hwys. 36, 61; State Hwys. 19, 168. St. Louis, 120 mi. S; Kansas City, 200 mi. W; Chicago, 290 mi. NE.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Norfolk & Western and freight.
Motor Freight Carriers-2.
Intercity Bus Lines-Trailways; Mid-American.

3 - POPULATION:
Corp. City 80 Cen. 18,811; E&P 87 Est. 19,921
CZ-ABC: (80) 18,941
RTZ-ABC: (80) 78,820
Counties 80 Cen. 37,549; E&P 87 Est. 38,920
Marion 80 Cen. 28,638; E&P 87 Est. 30,345
Ralls 80 Cen. 8,911; E&P 87 Est. 8,575
City & RTZ-ABC: (80) 97,761

4 - HOUSEHOLDS:
City 80 Cen. 7,164; E&P 87 Est. 7,880
CZ-ABC: (80) 7,164
RTZ-ABC: (80) 29,401
Counties 80 Cen. 13,879; E&P 87 Est. 14,989
Marion 80 Cen. 10,696; E&P 87 Est. 11,817
Ralls 80 Cen. 3,183; E&P 87 Est. 3,172
City & RTZ-ABC: (80) 36,565

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$142,404,000
Savings & Loan	7	$5,488,696,000

6 - PASSENGER AUTOS: Counties, Marion 14,827; Ralls 3,415

7 - ELECTRIC METERS: Residence 7,143

8 - GAS METERS: Residence 7,152

9 - PRINCIPAL INDUSTRIES: Industry-Food, Dairy & Bev.; Bldg. Matls.; Mach. & Tools; Shoes; Furnaces & Metal Stamping; Cement; Agric. Chem.; Heating Element Mfg.; Canning; Plastics.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-95; Summer 44-108; Fall 14-93; Winter 17-73. First killing frost, Oct. 14; last killing frost, Apr. 13.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-25 blocks Main St., Broadway and Market St.
Neighborhood Shopping Centers-South Side; Mark Twain Ave.; St. Mary's Ave.; McMasters Ave.; Oakwood; Huck Finn Shopping Center (25 stores including Wal-Mart, Westlakes, JCPenney, Kroger's); Steamboat Bend Center (TG&Y Family Center, IGA).

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-Dollar General; JCPenney.
Discount Stores-K mart; TG&Y; Wal-Mart.
Chain Drug Stores-SupeRx; Best Buy.
Chain Supermarkets-Kroger's; Natl. Food; Hy-Klas 3; Aldi; Food-For-Less.
Other Chain Stores-Sears (catalog); Chanen Auto; Westlake Hardware; Autowise; Christa Rentals.

14 - NEWSPAPERS: COURIER-POST (e) 11,230; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Don Smith, Sales Mgr.; Lawrence E. Weill, Ed./Gen. Mgr., COURIER-POST, 200 N. Third St., Hannibal, MO 63401; Tel. (314) 221-2800.
National Representatives: Papert Companies; Missouri Press Service.

INDEPENDENCE

1 - LOCATION: Jackson County, (In Kansas City, MO-KS MSA). E&P Map A-3. County Seat. Joins Kansas City on East.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; GM&O; Kansas City Southern; Illinois Central/Golf; Amtrak.
Motor Freight Carriers-154.
Intercity Bus Lines-K.C.; Greyhound.
Airlines-TWA; Continental; Central; Ozark; Delta; C&S; United; Eastern; Braniff.

3 - POPULATION:
Corp. City 80 Cen. 111,806; E&P 87 Est. 87,157
MSA 80 Cen. 1,433,372; E&P 87 Est. 1,484,554
County 80 Cen. 629,180; E&P 87 Est. 597,760

4 - HOUSEHOLDS:
City 80 Cen. 42,429; E&P 87 Est. 34,943
County 80 Cen. 242,053; E&P 87 Est. 238,238
MSA 80 Cen. 536,800; E&P 87 Est. 566,418

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$468,175,000
Savings & Loan	9	$2,100,000,000

6 - PASSENGER AUTOS: County 398,429

7 - ELECTRIC METERS: Residence 49,980

8 - GAS METERS: Residence 42,952

9 - PRINCIPAL INDUSTRIES: City Zone-Steel Prods.; Furn.; Bedding; Chem.; Fuel Oils; Crushed Stone; Memo Books; Munitions; Grain Combines; Farm & Industrial Mach.; Ice Cream; Pop; Asphalt; Jet Fuel; Propane Gas; Space Heaters; Gas Furnaces; Architectural Panels; Dyes; Plastics; Archery Equip.; Cooling Towers; Hydryers; Wall Tile; Aluminum & Fiberglass Awnings; Agricultural Lime; Liquid Nitrogen; Custom Software; Industrial Trucks; Playing Cards; Concrete Forms & Pipes; Drive Shafts; Rail Spikes; Meat Proc.; Rock Phosphate; Potash; Religious Books; Oil Circ. Pumps; Concrete & Haydite Blocks; Steel Tanks; Kitchen Cabinets & Mops; Dairy Equip.; Salad Oil; Electronic Equip.; Cement; Printing & Pub.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 60-100; Fall 30-60; Winter -15-45. First killing frost, Oct. 25; last killing frost, Apr. 21

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Shopping Centers-(Distance from Shopping District): Englewood, 1 mi.; Fairmont, 4 mi., Maywood, 2 mi.; Blue Ridge, 4 mi.; Independence Center, 4 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alton Plaza(4)	NA	Thriftway, TG&Y
Chrisman Plz.(12)	NA	Save Mart, TG&Y
Susquehanna(12)	NA	Coast-to-Coast, United Super, Ben Franklin
Gaslight Sq.(15)	NA	Fashion Gal, Robinson's, United Super
Hi Way 24(11)	NA	Thriftway, Dollar General
Hub Regional(10)	NA	
Independence(120)	NA	Dillard's, Jones, Sears
Noland Plaza(9)	NA	Uniroyal, World Radio
Noland South	NA	Children's Palace, Payless Cashways, Clothworld
Plaza 71(11)	NA	Radio Shack, Drug Emporium
Sterling View	NA	Food Barn
39th & Noland(11)	NA	Marshalls, Venture
Independence Corners(7)	NA	Price Chopper, Revco
Hawthorn Sq.(6)	NA	Builders Square, Food 4 Less
Generals Plaza	NA	Walton's Whol. Club, Dot Drug
Noland Fashion Sq.	NA	Bor's IGA, T.J. Maxx, Treasury Drug
Market Place	NA	Service Mdse., Price Chopper

Principal Shopping Days-Mon., Tues., Fri., Sat.
Stores Open Evenings-Tues., Fri.; Shopping Centers, some 2 nights, some 6.
Stores Open Sundays-All.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears; Dillard's; Jones Store; Walton's Wholesale Club.
Discount Stores-K mart; Venture.
Variety Stores-Woolworth; TG&Y 3; Ben Franklin 2.
Chain Drug Stores-K mart; Revco 3; Osco 3.
Chain Supermarkets-Food Barn 2; Milgram; U.S. Supers 5; Thriftway 2; Price Chopper 2; Save Mart 2; Food Barn; Mr. B's.
Other Chain Stores-J.C. Sloan; Children's Palace; Western Auto; Hancock Fabrics; Levitz Furniture; Payless Shoes; Davis Paint; Goodrich; Uniroyal; Sutherland's P.

14 - NEWSPAPERS: EXAMINER (e) 14,745; Mar. 31, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Pete Esser, Jr., Adv. Dir., EXAMINER, 410 S. Liberty, Independence, MO 64051; Tel. (816) 254-8600.
National Representatives: Missouri Press Service; U.S. Suburban Press.

JEFFERSON CITY

1 - LOCATION: Cole County, E&P Map B-3. State Capital, County Seat. On S Bank of Missouri River. Fort Leonard Wood (Army), 130 mi. W of St. Louis; 150 mi. SE of Kansas City. On U.S. Hwys. 50, 63, 54. Connected to I-70.

2 - TRANSPORTATION: Railroads-Missouri Pacific; MO-KS-TX; Amtrak.
Water-River Barge Line; Federal Barge; Adrian Dock.
Motor Freight Carriers-5.
Intercity Bus Lines-Missouri Transit; Continental Trailways.
Airlines-Ozark; Air Midwest; TW Express; Britt; Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 33,619; E&P 87 Est. 36,424
CZ-ABC: (80) 43,723
RTZ-ABC: (80) 110,119
County 80 Cen. 56,663; E&P 87 Est. 64,542
City & RTZ-ABC: (80) 153,842

4 - HOUSEHOLDS:
City 80 Cen. 12,639; E&P 87 Est. 14,366
County 80 Cen. 19,781; E&P 87 Est. 23,527
CZ-ABC: (80) 15,837
RTZ-ABC: (80) 38,252
City & RTZ-ABC: (80) 54,089

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$390,130,000
Commercial	4	$789,204,000

6 - PASSENGER AUTOS: County 36,558

7 - ELECTRIC METERS: City Res. 15,815

8 - GAS METERS: City Res. 10,963

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Shoes 600; Printing & Bookbinding 357; State Gov't 13,000; Cosmetics 1,000; Warehousing 100; Elect. Assembly 1,201; Shoe Distribution 200; Automotive Seating 120; Heavy Duty Radiators 150; Magazine Distribution 400; Mfg. of Washer Parts 100.
Principal Pay Days-28th to 30th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 60-100; Fall 38-80; Winter -10-60. First killing frost, Oct. 27; last killing frost, Apr. 16.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Capital & Downtown Malls 4 blocks on High St., east and west, with one block off High St., north and south.
Neighborhood Shopping Centers-Missouri Blvd., East High St.; Hwy. 50 West; Hwy. 50 East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol Mall(63)	5	Golde's, Sears, JCPenney, Dillard's
Southwest Plaza(4)	3	IGA, Mont. Ward
Mart Center(12)	3	Wal-Mart, Food 4 Less
K mart Center	3	K mart, Price Chopper
Apache Flats	6	Home of Bargains

Stores Open Sundays-Food; Drug; Retail.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Herman's; Golde's; Sears.
Discount Stores-House of Bargains; Wal-Mart; K mart.
Chain Drug Stores-Super D; Medicare Glaser.
Chain Supermarkets-IGA 2; Safeway; Gerbes 2; Aldi Benner; HyVee; Food 4 Less; Price Chopper

14 - NEWSPAPERS: CAPITAL NEWS (m-tues to sat) 4,179; POST-TRIBUNE (e-mon to fri) 17,703; NEWS and TRIBUNE (S) 24,025; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Roger Connell, Adv. Dir., CAPITAL NEWS and POST-TRIBUNE, 210 Monroe St., Jefferson City, MO 65102; Tel. (314) 636-3131.
National Representative: Papert Companies.

JOPLIN

1 - LOCATION: Jasper and Newton Counties (MSA), E&P Map A-4. Industrial, agricultural, recreational, distributional and chemical center.

2 - TRANSPORTATION: Railroads-KCS; Missouri Pacific; Burlington Northern.
Motor Freight Carriers-120.
Bus Lines-Greyhound; Jefferson Lines; Trailways.
Airlines-Air Midwest; Resort Air; Republic Express.

3 - POPULATION:
Corp. City 80 Cen. 39,023; E&P 87 Est. 40,537
CZ-ABC: (80) 60,603
RTZ-ABC: (80) 201,674
Counties/MSA 80 Cen. 127,513; E&P 87 Est. 138,847
  Jasper 80 Cen. 86,958; E&P 87 Est. 92,566
  Newton 80 Cen. 40,555; E&P 87 Est. 46,281
City & RTZ-ABC: (80) 262,277
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,045; E&P 87 Est. 17,393
Counties/MSA 80 Cen. 48,436; E&P 87 Est. 54,746
  Jasper 80 Cen. 33,560; E&P 87 Est. 37,094
  Newton 80 Cen. 14,876; E&P 87 Est. 17,652
CZ-ABC: (80) 24,127
RTZ-ABC: (80) 75,078
City & RTZ-ABC: (80) 99,205

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$170,171,960
Commercial	6	$363,083,033

6 - PASSENGER AUTOS: Counties-Jasper 51,347; Newton 23,365

7 - ELECTRIC METERS: Residence 24,143

8 - GAS METERS: Residence 17,481

9 - PRINCIPAL INDUSTRIES: Steel Castings; Leather Goods; Hydraulic Pumps; Electronics; Explosives; Chem.; Fertilizers; Batteries; Insulation; Clothing; Dog Foods; Graphic Equip.; Feed Mills; Earth Crushers; Store Fixt.; Furn.; Roofing; Creosoted Prods.; Smelting; Tool Mfg.; Missile Parts; Frozen Meats; Aluminum Furn.; Bearings; Offset Printing Presses.
Principal Industrial Pay Days-Wed. and Fri.

10 - CLIMATE: First killing frost, Oct. 20; last killing frost, Mar. 27.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Main and Joplin Sts.
Neighborhood Shopping Centers-S. Joplin and 20th to 30th on Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Aire	4	Cloth World
East-Gate(4)	3	Wal-Mart
Eastmoreland	1	Sears
North Park(79)	3	JCPenney, Newman, Mont. Ward, Famous Barr, Venture
Wal-Mart Ctr. W.	3	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Newman's; Sears; JCPenney; Montgomery Ward; Famous Barr.
Discount Stores-May's City 2; Wal-Mart 3; K mart; Venture.
Chain Drug Stores-Walgreens.
Chain Supermarkets-IGA Thriftway 2; Consumers 3; Dillon's; Skaggs Alpha Beta.

14 - NEWSPAPERS: GLOBE (m) 37,010; (S) 45,340; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Terri Heckmaster, Ret. Adv. Mgr., GLOBE, 117 E. 4th St., Joplin, MO 64801; Tel. (417) 623-3480.
National Representative: Branham/Newspaper Sales.

KANSAS CITY

1 - LOCATION: Jackson County, E&P Map A-3 (In Kansas City, MO-KS MSA). On Missouri and Kansas border at junction of Kansas and Missouri Rivers.

2 - TRANSPORTATION: Railroads-11 Trunklines serving Kansas City, including Santa Fe, Burlington Northern, Illinois Central Gulf, Norfolk Southern and Union Pacific.
Motor Freight Carriers-150.
Freight Steamship Lines-3.
Interstata Bus Lines-Greyhound; Jefferson Lines; Trailways.
Airlines-Trans World; Ozark; Continental; United; Delta; Midway; Republic; Eastern; American; Northwest; Southwest; USAir; Braniff.

3 - POPULATION:
Corp. City 80 Cen. 448,159; E&P 87 Est. 439,087
CZ-ABC: (80) 1,175,637
RTZ-ABC: (80) 586,457
County 80 Cen. 629,180; E&P 87 Est. 597,760
MSA 80 Cen. 1,433,372; E&P 87 Est. 1,484,554
City & RTZ-ABC: (80) 1,762,094

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 175,227; E&P 87 Est. 189,834
County 80 Cen. 242,053; E&P 87 Est. 238,238
MSA 80 Cen. 536,800; E&P 87 Est. 566,418
CZ-ABC: (80) 442,066
RTZ-ABC: (80) 206,151
City & RTZ-ABC: (80) 648,217

5 - BANKS	NUMBER	EST. DEP.
Commercial	115	$13,888,402,000
Savings & Loan	27	$5,316,949,000

6 - PASSENGER AUTOS: County 398,429

7 - ELECTRIC METERS: 500,000

8 - GAS METERS: PMSA 400,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 118,700 ($440); Durable Goods 67,700 ($471); Lumber & Furn. 3,400 ($265); Stone, Clay & Glass Prods. 4,200 ($420); Primary Metal Ind. 3,600 ($393); Fab. Metal Prods. 9,400 ($386); Mach. except Elect. 7,600 ($409); Elect. Equip. & Supplies 20,100 ($418); Trans. Equip. 15,500 ($684); Motor Vehicles & Equip. 15,200 ($690); Other Durable Goods 4,000 ($248); Non-Durable Goods 51,000 ($388); Food & Kindred Prods. 9,300 ($418); Apparel & Textile Prods. 2,500 ($189); Paper & Allied Prods. 5,700 ($427); Printing & Pub. 19,800 ($405); Chem. & Allied Prods. 8,800 ($418); Petroleum & Coal Prods. 600 ($453); Other Non-Durable Goods 4,300 ($302).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-74; Summer 65-89; Fall 36-80; Winter 24-40. First killing frost, Oct. 25; last killing frost, Apr. 27.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks east to west, McGee to Baltimore; 5 blocks north to south, 9th to 14th Sts.
Shopping Centers-Neighborhood 131; Regional 11; Community 38.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Department & Food nightly; stores open Sunday.

13 - RETAIL OUTLETS: Department Stores-Halls; JCPenney; Jones; Montgomery Ward; Saks Fifth Avenue; Sears; Dillard's; Bonwit Teller.
Discount Stores-Half Price Store; K mart; Service Merchandise; Venture; Best; Richman Gordman; Wal-Mart.
Variety Stores-Ben Franklin; McCrory's; Walton's Wholesale Club.
Chain Drug Stores-Revco 35; Osco 18; Treasury 11; Bruce Smith 4; Dot 3; Drug Emporium 3; Medicine Shoppe Pharmacies 5.
Chain Supermarkets-Aldi 8; Bob's IGA 9; Food Barn 20; Food-For-Less 3; Hen House 2; Justrite 3; Payless 5; Price Chopper 15; Safeway 18; Thriftway 28; United Super 38; Foodland 11.

14 - NEWSPAPERS: TIMES (m) 273,750; STAR (e-mon to fri) 216,765; (S) 411,029; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mark Johnston, Ret. Adv. Mgr., STAR & TIMES, 1729 Grand Ave., Kansas City, MO 64108; Tel. (816) 234-4156.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

KENNETT

1 - LOCATION: Dunklin County, E&P Map D-5. County Seat. Heart of rich agricultural area. 100 mi. NW of Memphis; 225 mi. SW of St. Louis; 400 mi. radius includes Chicago, Louisville, Tulsa, Birmingham.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-Film Trans.; Inman; Jones; American; Eifrink.
Intercity Bus Lines-Great Southern.

3 - POPULATION:
Corp. City 80 Cen. 10,145; E&P 87 Est. 9,608
County 80 Cen. 36,324; E&P 87 Est. 34,680

4 - HOUSEHOLDS:
City 80 Cen. 4,024; E&P 87 Est. 3,793
County 80 Cen. 13,588; E&P 87 Est. 13,437

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	4	$243,790,000
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 16,206

7 - ELECTRIC METERS: Residence 4,024

8 - GAS METERS: Residence 3,872

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elect. 1,100 ($160); Elevators 340 (N.A.); Auto Equip. 150 (N.A.); Printing 200 ($175).

10 - CLIMATE: Mean Temp.-Jan. 38; Apr. 60; July 80; Oct. 64.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: **Principal Shopping Districts**-8 blocks on Court Square; 3 blocks S.; 2 blocks W.; 9 blocks E.; 2 blocks N.
Shopping Areas-8 blocks Hwy. 25 N.; 11 E. on Hwy. 412; 10 W. on Hwy. 84; 5 blocks on S. By-Pass.

13 - RETAIL OUTLETS: **Department Stores**-James Kahn; JCPenney; Wilcoxson's; Sears (catalog); Smith's; Hallmark; Singer Co.; Cato's; Wall's Discount; Montgomery Ward; Something Special; Fabric Shop; Little Caboose; Heritage; Jackson Shoes.
Discount Stores-Riggs Supply; Wal-Mart; Lambertson's; Alco; Fred's; K mart; Family Dollar Store.
Chain Supermarkets-Gowan's Foods; Safeway; Parr's; Kroger; Jr. Food Marts 2.
Other Chain Stores-Firestone; Goodyear; Barton Lumber Co.; Revco Drug; Sonic; True Value; Parts Plus.

14 - NEWSPAPERS: DUNKLIN DEMOCRAT (e) 6,870; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Michael Goodrich, Adv. Dir., DUNKLIN DEMOCRAT, 212-4 N. Main St., Kennett, MO 63857; Tel. (314) 888-4505.
National Representative: Landon Associates.

KIRKSVILLE

1 - LOCATION: Adair County, E&P Map B-2, County Seat. Residential; 200 mi. NW of St. Louis; On U.S. Hwy. 63; State Hwys. 6, 11.

2 - TRANSPORTATION: **Railroads**-Norfolk-Western; AT&SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Missouri Transit.
Airlines-Green Hills.

3 - POPULATION:
Corp. City 80 Cen. 17,167; E&P 87 Est. 17,192
County 80 Cen. 24,870; E&P 87 Est. 25,689

4 - HOUSEHOLDS:
City 80 Cen. 6,264; E&P 87 Est. 6,108
County 80 Cen. 8,947; E&P 87 Est. 9,227

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$189,000,000
Savings & Loan	2	$113,108,000
Federal Land Bank	1	N.A.

6 - PASSENGER AUTOS: County 10,390

7 - ELECTRIC METERS: County 9,000

8 - GAS METERS: County 6,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Hourly Wage)-Plastics 550 ($5.05); Concrete 100 ($5.00); Bus. Forms 260 ($5.31); Shoes 600 ($4.53); Hospitals 1,250 ($7.10); Colleges 1,700 ($6.85); Meat Proc. 231 ($5.75).
Principal Industrial Pay Days-Fri., 15th & last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-90; Summer 41-98; Fall -5-80; Winter -13-65. First killing frost, Oct. 13; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Shopping Centers**-Central Business District (25 stores); Lincoln Square Shops (6 stores-Tarkim Discount, Sears); Hwy. 63 South (Wal-Mart, JCPenney, Fashion Bug); Hwy. 63 North (K mart, Pamida, Westlake).
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Tarkim.
Discount Stores-Pamida; Wal-Mart; K mart.
Chain Drug Stores-Mont; Rexall Associate.
Chain Supermarkets-Hy Vee; Cash Saver; Easter's; Foodbarn; Safeway.
Other Chain Stores-Western Auto; Farm & City Supply; Midwest Auto; West Lake; True Value Hdwe.

14 - NEWSPAPERS: EXPRESS & NEWS (e-mon to fri; S) 9,193; sworn Oct. 28, 1986.
Local Contact for Advertising and Merchandising Data: Ed E. Swain, Jr., Adv. Mgr., EXPRESS & NEWS, 110 E. McPherson St., Kirksville, MO 63501; Tel. (816) 665-2808.
National Representative: Missouri Press Service.

LEBANON

1 - LOCATION: Laclede County, E&P Map B-4. County Seat. Light industrial center. Dairy, agricultural & resort center. 165 mi. SW of St. Louis; 55 mi. NE of Springfield. On I-44; State Hwys. 5, 32, 64.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Mo. Transit; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,507; E&P 87 Est. 10,603
County 80 Cen. 24,323; E&P 87 Est. 27,817

4 - HOUSEHOLDS:
City 80 Cen. 3,965; E&P 87 Est. 4,545
County 80 Cen. 9,023; E&P 87 Est. 10,728

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$202,000,000
Savings & Loan	1	$400,000,000

6 - PASSENGER AUTOS: County 13,827

7 - ELECTRIC METERS: Residence 10,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cloth Mfg. 526 ($150); Metal & Tool 187 ($150); Timber Prods. 240 (N.A.); Furn. 65 ($150); Milk Plant 115 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 70-101; Fall 30-75; Winter 0-70.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southdale	1	Wal-Mart
Interstate(14)	NA	Consumers Mkt.
Jefferson Isle(13)	NA	
South Hwy.(5)	NA	K mart
Wal-Mart	NA	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Scott's Clothing; Downtown Lebanon; Haydon's; Jim 'N I.
Variety Stores-Anthony's; Bill's Farm & Home; O'Neils; Dollar General.
Discount Stores-Wal-Mart; Consumers Family Center; K mart.
Chain Drug Stores-Medicare; Wal-Mart.
Chain Supermarkets-Consumer's; M.F.A. Exchange; Ramey's; Shop 'N Save.

14 - NEWSPAPERS: RECORD (e-mon to fri) 6,332; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Beth Edwards, Gen. Mgr., RECORD, 290 S. Madison; PO Box 192, Lebanon, MO 65536; Tel. (417) 532-9131.
National Representatives: Missouri Press Service; Papert Companies.

MACON

1 - LOCATION: Macon County, E&P Map B-2, County Seat. Agricultural and mining center. 150 mi. E of Kansas City; 175 mi. NW of St. Louis. On U.S. Hwys. 36, 63.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Burlington.
Motor Freight Carriers-3.
Intercity Bus Lines-Missouri Transit; Continental Trailways; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,680; E&P 87 Est. 6,326
County 80 Cen. 16,313; E&P 87 Est. 17,681
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,348; E&P 87 Est. 2,582
County 80 Cen. 6,386; E&P 87 Est. 7,134

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$2,729,058
Commercial	5	$188,905,000

6 - PASSENGER AUTOS: County 8,472

7 - ELECTRIC METERS: Residence 3,200

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Canning 600 ($250); Elect. Appliances 750 ($225); Screw Machine Prods. 21 ($250); Mining 200 ($500).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-93; Summer 55-112; Fall 16-93; Winter 5-67.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Shopping Centers**-Macon Plz.; Wal-Mart.
Principal Shopping Days-Fri., Sat., Sun., Mon.
Stores Open Evenings-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Places; Dollar General; Wal-Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Miller's (Rexall).
Chain Supermarkets-Prenger's IGA; Consumers Mkt.; Jack's Cash Saver.
Other Chain Stores-Sears (catalog); Orscheln's; Westlakes.

14 - NEWSPAPERS: CHRONICLE-HERALD (e-tues to fri) 3,679; sworn Sept. 12, 1986.
Local Contact for Advertising and Merchandising Data: Pat Quinly, Adv. Dir., CHRONICLE HERALD, 217 W. Bourke St., Macon, MO 63552; Tel. (816) 385-3121.
National Representatives: Papert Companies; Missouri Press Service.

MARSHALL

1 - LOCATION: Saline County, E&P Map B-3, County Seat. 80 mi. E of Kansas City; 190 mi. W of St. Louis on Hwys. 65, 240 and 41.

2 - TRANSPORTATION: **Railroads**-I.C.G.; Missouri Pacific.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 12,781; E&P 87 Est. 12,238
County 80 Cen. 24,919; E&P 87 Est. 23,405
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,729; E&P 87 Est. 4,565
County 80 Cen. 9,363; E&P 87 Est. 9,090

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$154,000,000
(Saline County: 3 in Marshall)		
Savings & Loans	2	N.A.

6 - PASSENGER AUTOS: County 12,987

7 - ELECTRIC METERS: Residence 6,844

8 - GAS METERS: Residence 5,800

9 - PRINCIPAL INDUSTRIES: Shoe Factory; Feed Mills; Poultry Proc.; Hybrid Corn Proc. Plants 2; Frozen Foods Prods.; Precast Concrete Building Panels; Welding Works; Hog Proc.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Soft, treated; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Plaza Mall	NA	Wal-Mart
Marshall Plaza	NA	Safeway, Payless

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.
Stores Open Sundays-Grocery.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dollar General.
Discount Stores-Sam's Bargain Town; Wal-Mart.
Chain Supermarkets-IGA 2; Food Barn; Consumers.
Other Chain Stores-Sears; Firestone; Goodyear; Gamble's; Payless Shoes.

14 - NEWSPAPERS: DEMOCRAT-NEWS (e) 5,450; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Richard Baldwin, Adv. Mgr., DEMOCRAT-NEWS, 121 N. Lafayette, Marshall, MO 65340; Tel. (816) 886-2233.
National Representatives: Missouri Press Service; Papert Companies.

MARYVILLE

1 - LOCATION: Nodaway County, E&P Map A-2, County Seat. NW portion of state, 40 mi. N of St. Joseph; 90 mi. N of Kansas City; 120 mi. S of Omaha. Industry, agriculture, and education center on U.S. Hwy. 71, State Hwy. 136.

2 - TRANSPORTATION: **Intercity Bus Lines**-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,558; E&P 87 Est. 9,626
County 80 Cen. 21,996; E&P 87 Est. 21,312

4 - HOUSEHOLDS:
City 80 Cen. 2,639; E&P 87 Est. 3,163
County 80 Cen. 7,687; E&P 87 Est. 7,371

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$155,847,524
Savings & Loan	2	$160,329,645

6 - PASSENGER AUTOS: County 10,205

7 - ELECTRIC METERS: Residence 2,985

8 - GAS METERS: Residence 2,671

9 - PRINCIPAL INDUSTRIES: Tire Chains; Lightning Rods; Steel Tubing; Alkaline Batteries; Steel Prods.; Educ. (State University); Pre-Packaged Diapers; Commercial Printing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Maryville Mall(5)	NA	JCPenney, K mart
Mary Mart(4)	NA	Watkin's Hdwe., Sears (catalog)
Village(4)	NA	HyVee Mkt., Easter's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Village Shpg. Ctr. every evening until 9; Mary Mart Center every evening until 7; Downtown Thur. until 9; Maryville Mall every evening until 9.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dollar General; Sears (catalog); Pamida.
Variety Stores-K mart; Wal-Mart.
Chain Supermarkets-Thomas; HyVee; Easter's Super Valu; Sack 'n Save.
Other Chain Stores-Firestone Tires; Brown's Shoes; Livingston Clothing; Tober's; Goodrich Dairy; Rupp Automotive; L&L Auto Parts; Maurice's; Regis; Caseys; Shop & Hop; Fields Clothing.

14 - NEWSPAPERS: DAILY FORUM (e) 4,734; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Jodee Roush, Adv. Mgr., DAILY FORUM, 111 E. Jenkins St.; PO Box 188, Maryville, MO 64468; Tel. (816) 582-3165.
National Representative: Papert Companies.

MEXICO

1 - LOCATION: Audrain County, E&P Map C-3, County Seat. Residential, manufacturing and agricultural center. 110 mi. W of St. Louis, on Hwys. 54, 22 and 15.

2 - TRANSPORTATION: **Railroads**-Norfolk & Southern; ICG.
Motor Freight Carriers-8.

3 - POPULATION:
Corp. City 80 Cen. 12,276; E&P 87 Est. 11,414
CZ-ABC: (80) 12,276
RTZ-ABC: (80) 38,670
County 80 Cen. 26,458; E&P 87 Est. 25,105
City & RTZ-ABC: (80) 50,946
Demographic Information available from Chamber of Commerce.

4 - HOUSEHOLDS:
City 80 Cen. 4,773; E&P 87 Est. 4,599
County 80 Cen. 9,779; E&P 87 Est. 9,665
CZ-ABC: (80) 4,773
RTZ-ABC: (80) 14,034
City & RTZ-ABC: (80) 18,807

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$120,800,000
Savings & Loan	2	$210,500,000

6 - PASSENGER AUTOS: County 12,753

7 - ELECTRIC METERS: Residence 4,759

8 - GAS METERS: Residence 4,111

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fire Brick 1,183 (N.A.); Food 197 (N.A.); Plastic Prods. 131.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-65; Summer 63-100; Fall 44-68; Winter 10-38. First killing frost, Nov. 10; last killing frost, Mar. 1.

11 - TAP WATER: Softened; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Washington and Jefferson, 2 blocks on Monroe, Promenade, Jackson and Liberty.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Trail(9)	3	Wal-Mart
West Plaza(15)	1	TG&Y, Dollar General, Kline's, IGA

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dollar General; Goodyear; Kline's; Ashley's.
Variety Stores-TG&Y.
Discount Stores-Wal-Mart.
Chain Drug Stores-Rexall; Medicare-Glaser.
Chain Supermarkets-IGA; Hoffman's; Aldi's; Hickman's.
Other Chain Stores-Westlake's.

14 - NEWSPAPERS: LEDGER (e) 11,027; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Joe A. May, Adv. Dir., LEDGER, Ledger Plaza, Mexico, MO 65265; Tel. (314) 581-1111.
National Representatives: Papert Companies; Missouri Press Service.

MOBERLY

1 - LOCATION: Randolph County, E&P Map C-2. 148 rail mi. NW of St. Louis; 131 mi. E of Kansas City, near center of state. On U.S. Hwys. 24 and 63. Agricultural, manufacturing, transportation, distribution and retail center. County, state and federal offices.

2 - TRANSPORTATION: **Railroads**-Norfolk & Southern service to Kansas City, St. Louis, Omaha, Des Moines.
Motor Freight Carriers-5.
Intercity Bus Lines-Kincaid Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 13,418; E&P 87 Est. 13,454
CZ-ABC: (80) 13,418
RTZ-ABC: (80) 48,606
County 80 Cen. 25,460; E&P 87 Est. 26,710
City & RTZ-ABC: (80) 62,024
Demographic Information available from the Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,365; E&P 87 Est. 5,514
County 80 Cen. 9,240; E&P 87 Est. 10,086
CZ-ABC: (80) 5,365
RTZ-ABC: (80) 17,743
City & RTZ-ABC: (80) 23,108

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$210,000,000
Savings & Loan	2	$125,000,000

6 - PASSENGER AUTOS: County 12,768

7 - ELECTRIC METERS: Res. City 6,790; County 9,482

8 - GAS METERS: Res. City 5,161; County 6,397

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Moberly Regional Medical Center 353; Electricity 600; Gas 74; Chem. 250; Leasing 96; Telephone 75; Fabricators 35; Coal 190; Junior College 250.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-84; Summer 55-111; Fall 40-90; Winter 10-65. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Temple Stephens Shopping Center; Northgate Shopping Center; Northgate Plaza Shopping Center.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dollar General.
Discount Stores-TG&Y; Family Store; Wal-Mart.
Chain Drug Stores-McKenzie Prescription; Burton's Rexall; The Medicine Shop.
Chain Supermarkets-IGA 2; Price Chopper; Food Barn; Food 4 Less.
Other Chain Stores-Firestone; Goodyear; M.F.A. (farm); Davis Paint; Pay Less Shoes; Westlake's Ace Hardware; Orscheln Farm & Home; Rupp Automobile; Super 8; Aldis; Meller's Photo; Sonic; Sears (catalog); O'Riley Automotive.

14 - NEWSPAPERS: MONITOR-INDEX & DEMOCRAT (e-mon to fri) 9,080; (S) 9,632; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bob Cunningham, Gen. Mgr., MONITOR-INDEX & DEMOCRAT, 218 N. Williams, Moberly, MO 65270; Tel. (816) 263-4123.
National Representatives: Missouri Press Service; Papert Companies.

MONETT

1 - LOCATION: Barry and Lawrence Counties, E&P Map B-4. 50 mi. W of Springfield; 40 mi. SE of Joplin. On Hwys. 60 and 37.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 6,148; E&P 87 Est. 5,791
Counties 80 Cen. 53,381; E&P 87 Est. 59,688
Barry 80 Cen. 24,408; E&P 87 Est. 28,056
Lawrence 80 Cen. 28,973; E&P 87 Est. 31,632

4 - HOUSEHOLDS:
City 80 Cen. 2,460; E&P 87 Est. 2,110
Counties 80 Cen. 20,046; E&P 87 Est. 23,218
Barry 80 Cen. 9,305; E&P 87 Est. 11,055
Lawrence 80 Cen. 10,741; E&P 87 Est. 12,163

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$135,000,000
Savings & Loan	2	$32,000,000

6 - PASSENGER AUTOS: Counties: Barry 13,896; Lawrence 15,370

7 - ELECTRIC METERS: Residence 3,187

8 - GAS METERS: Residence 2,844

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Poultry Proc. 700; Aluminum Fab. 300; Tool & Machine Parts 120; Clothing 250; Shoes 400.
Principal Pay Days-Mon., Fri., Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-74; Summer 75-101; Fall 41-88; Winter 22-70. First killing frost, Oct. 1; last killing frost, Apr. 13.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on B'way.; 2 on Fourth; 1 on Fifth; 2 on Cleveland; 6 on U.S. 60 Bypass.
Principal Shopping Days-Department Stores-Tues., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Supermarkets; one drug.

13 - RETAIL OUTLETS: **Department Stores**-Fashion Crossroads; Brownsberger's; Mode O'Day; Body Guards; Mansfield; The Niche.
Variety Store-Modern Variety.
Discount Stores-Wal-Mart.
Chain Drug Stores-Brüner (Assoc. Druggists).
Chain Supermarkets-Ramey (Assoc. Whol. Grocers) 2; Consumers Market; G & W Foods.
Other Chain Stores-Otasco.

14 - NEWSPAPERS: TIMES (e) 4,444; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: C.R. Brady, Pub., TIMES, 505 Broadway, Monett, MO 65708; Tel. (417) 235-3135.
National Representative: Missouri Press Service.

NEOSHO

1 - LOCATION: Newton County, (In Joplin MSA), E&P Map A-4, County Seat. Trading & shipping center. SW part of State, 170 mi. S of Kansas City on State Hwys. 60 & 71.

2 - TRANSPORTATION: **Railroads**-Kansas City Southern; Burlington Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 9,493; E&P 87 Est. 10,875
County 80 Cen. 40,555; E&P 87 Est. 46,281
MSA 80 Cen. 127,513; E&P 87 Est. 138,847

4 - HOUSEHOLDS:
City 80 Cen. 3,827; E&P 87 Est. 4,484
County 80 Cen. 14,876; E&P 87 Est. 17,652
MSA 80 Cen. 48,436; E&P 87 Est. 54,746

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$148,000,000
Savings & Loan	2	$86,000,000

6 - PASSENGER AUTOS: County 23,365

7 - ELECTRIC METERS: Residence 4,246

8 - GAS METERS: Residence 3,619

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 494 ($250); Textile 750 ($230); Electronics 500 ($350); Furn. 500 ($340).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 65-89; Fall 45-73; Winter 25-47. First killing frost, Nov. 9; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.; Discount & Food nightly.
Stores Open Sundays-Food; Drug; Wal-Mart Discount.

13 - RETAIL OUTLETS: **Department Stores**-McGinty's; JCPenney.
Discount Stores-Wal-Mart.
Variety Stores-Dollar General; Family Dollar; Pic 'N Save.
Chain Drug Stores-Wal-Mart Pharmacy.
Chain Supermarkets-Consumer's; McClintock's IGA; Rameys.
Other Chain Stores-Montgomery Ward; Sears; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 6,036; sworn Sept. 16, 1986.
Local Contact for Advertising and Merchandising Data: Ralph Walker, Adv. Mgr., NEWS, 1006 W. Harmony St., Neosho, MO 64850; Tel. (417) 451-1520.
National Representative: Missouri Press Service.

NEVADA

1 - LOCATION: Vernon County, E&P Map A-4, County Seat. Agric. & wholesale ctr. Light manufacturing. Women's junior college. West Central part of state. 90 mi. S of Kansas City; 270 mi. SW of St. Louis; 15 mi. E of Kansas border. On U.S. Hwys. 54, 71.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific (freight); M-K-T (freight).
Motor Freight Carriers-5.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 9,044; E&P 87 Est. 9,010
County 80 Cen. 19,806; E&P 87 Est. 19,239
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,514; E&P 87 Est. 3,532
County 80 Cen. 7,497; E&P 87 Est. 7,502

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$90,912,000
Savings & Loan	1	$2,221,485,672

6 - PASSENGER AUTOS: County 9,690

7 - ELECTRIC METERS: Residence 5,180

8 - GAS METERS: Residence 3,255

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State Hospital 1,137 (N.A.); Garment Mfg. 270 ($175); Decorative Prods. 450 ($200); Heavy Duty Air Filters 190 (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-92; Summer 48-117; Fall 18-95; Winter 27-79. First killing frost, Oct. 3; last killing frost, Apr. 15.

11 - TAP WATER: Treated deep wells, state approved.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Sq.
Neighborhood Shopping Centers-Osage and Austin, East Austin, W. city limits & Hwy. 54.
Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Place.
Discount Stores-Wal-Mart; Save Mart.
Chain Supermarkets-Paul & Jerry's; IGA; Thriftway; Aldi.
Other Chain Stores-Country Kitchen; Tapjac Home Center; Sears (catalog); McDonald's; Maurice's; Robert's; The Ladies' Peddler.

14 - NEWSPAPERS: MAIL (e-mon to fri) 4,774; HERALD (S) 4,786; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Jeff Tweten, Adv. Dir., MAIL & HERALD, 131 S. Cedar, Nevada, MO 64772; Tel. (417) 667-3344.
National Representative: Missouri Press Service.

POPLAR BLUFF

1 - LOCATION: Butler County, E&P Map C-4. On the Black River at head of navigation. 160 mi. S of St. Louis; 180 mi. N of Little Rock; 160 mi. N of Memphis. On U.S. Hwys. 60, 160, 67 and State Hwys. 142, 51 and 53.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Continental.
Airlines-SEMO.

3 - POPULATION:
Corp. City 80 Cen. 17,139; E&P 87 Est. 17,620
CZ-ABC: (80) 17,139
RTZ-ABC: (80) 112,486
County 80 Cen. 37,693; E&P 87 Est. 39,643
City & RTZ-ABC: (80) 129,625

4 - HOUSEHOLDS:
City 80 Cen. 6,936; E&P 87 Est. 7,220
County 80 Cen. 14,181; E&P 87 Est. 15,453
CZ-ABC: (80) 6,936
RTZ-ABC: (80) 41,586
City & RTZ-ABC: (80) 48,522

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$197,527,000
Commercial	3	$208,744,138

6 - PASSENGER AUTOS: County 18,546

7 - ELECTRIC METERS: Residence 6,764

8 - GAS METERS: Residence 6,000

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Shoes 500 ($312); Paper Box 150 ($200); Upholstered Furn. 500 ($160); Machine Parts 85 ($240); Rubber Co. 247 ($275); Lingerie 82 ($200).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 60-90; Fall 55-80; Winter 35-60. First killing frost, Oct. 1; last killing frost, Mar. 15.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St.; 4 on Broadway; 3 on Vine St.; 2 on Fifth St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mansion Mall(25)	NA	Wal-Mart, Ward's
Valley Plz.(31)	NA	JCPenney, Safeway
Poplar Bluff Sq.(10)	NA	Snider's IGA
Westwood Vlg.(12)	NA	Morgan Jewelry

Stores Open Evenings-Downtown Fri.; Shopping Ctrs. Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Roth's; JCPenney; Newberry; Sears (catalog).
Variety Stores-Newberry.
Discount Stores-Wal-Mart; K mart.
Chain Supermarkets-Safeway; Gowan's; Snider's IGA 2; Barnes Grocer Co. 2; Ward's; Kroger.
Other Chain Stores-Firestone; Raben; Singer Co.; Sherwin-Williams; Oklahoma Tire & Supply; Dollar General.

14 - NEWSPAPERS: DAILY AMERICAN REPUBLIC (e-mon to fri) 15,042; (S) 15,358; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert M. Wolpers, Pub., AMERICAN REPUBLIC, 206 Poplar St., Poplar Bluff, MO 63901; Tel. (314) 785-1414.
National Representatives: Landon Associates; Missouri Press Service.

RICHMOND

1 - LOCATION: Ray County, E&P Map B-2 (In Kansas City, MO PMSA). County Seat.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.

3 - POPULATION:
Corp. City 80 Cen. 5,499; E&P 87 Est. 5,388
PMSA 80 Cen. 1,433,372; E&P 87 Est. 1,484,554
County 80 Cen. 21,378; E&P 87 Est. 22,683
Demographic Information available from Mid America Regional Council, Kansas City, MO.

4 - HOUSEHOLDS:
City 80 Cen. 2,246; E&P 87 Est. 2,581
County 80 Cen. 7,512; E&P 87 Est. 8,257
PMSA 80 Cen. 344,092; E&P 87 Est. 566,418

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$83,038,000
Savings & Loan	2	$53,688,428

6 - PASSENGER AUTOS: County 10,999

7 - ELECTRIC METERS: Residence 3,233

8 - GAS METERS: Residence 2,468

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastics 200; Candy 90; Storm Doors N.A.; Sheltered Worksnop N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Main, Thornton & College St. (34 stores). Richmond Hills Shopping Ctr. 1 mile away (9 stores).

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Wal-Mart.
Other Chain Stores-Hallmark; United Super.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,658; sworn Sept. 25, 1986.
Local Contact for Advertising and Merchandising Data: Sandra Creek, Adv. Mgr., NEWS, 116 N. Main St., Richmond, MO 64085; Tel. (816) 776-5454.
National Representative: Missouri Press Service.

ROLLA

1 - LOCATION: Phelps County, E&P Map C-3. County Seat. Education, industrial center and vacation resort. 63 mi. S of Jefferson City; 108 mi. SW of St. Louis. On State Hwy. 72, I-44 and U.S. Hwy. 63.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern (Main St. Louis to Southwest).
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Greyhound; Missouri Transit.

3 - POPULATION:
Corp. City 80 Cen. 13,303; E&P 87 Est. 14,429
County 80 Cen. 33,633; E&P 87 Est. 37,717

4 - HOUSEHOLDS:
City 80 Cen. 4,683; E&P 87 Est. 4,743
County 80 Cen. 11,509; E&P 87 Est. 13,061

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$84,635,421
Commercial	3	$199,757,378

6 - PASSENGER AUTOS: County 18,524

7 - ELECTRIC METERS: Residence 6,071

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Automotive Cooling Fans 149; Dog & Cat Foods 49; Commun. Servs. 174; Plastic Pipes 64; Medical Servs. 600; Gov't Servs. 2,448; China Dolls 20; Pub. & Printing 57.

10 - CLIMATE: Avg. Temp.-Jan. 33; July 78. Avg. rainfall 41"; snowfall 15.9".

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Pine St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hillcrest(4)	NA	Darr's, Dollar General
Forum(19)	NA	JCPenney, McCrory's, National

Principal Shopping Day-Sat.
Stores Open Evenings-Downtown-Fri.; Forum-Mon. through Sat.
Stores Open Sundays-Grocery.

13 - RETAIL OUTLETS: **Department Stores**-Sears (catalog); JCPenney.
Discount Stores-Wal-Mart; K mart; McCrory's.
Chain Drug Stores-Revco.
Chain Supermarkets-Kroger; Big Star; National; Save A Lot.

14 - NEWSPAPERS: NEWS (e-mon to fri) 6,894; (S) 7,500; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Laraine Creighton, Ret. Adv. Mgr. or Janet Roach, Natl. Adv. Mgr., NEWS, 101 W. 7th St., Rolla, MO 65401; Tel. (314) 364-2468.
National Representatives: Missouri Press Service; American Newspaper Representatives.

ST. JOSEPH

1 - LOCATION: Buchanan County, (MSA). E&P Map A-2. County Seat. Agricultural, industrial, livestock and wholesale center.

2 - TRANSPORTATION: **Railroads**-Atchison, Topeka & Santa Fe; Burlington Northern; Missouri Pacific; Union Pacific.
Motor Freight Carriers-26.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 76,691; E&P 87 Est. 71,610
CZ-ABC: (80) 79,935
RTZ-ABC: (80) 154,338
County/MSA 80 Cen. 87,888; E&P 87 Est. 82,202
City & RTZ-ABC: (80) 234,273
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 29,088; E&P 87 Est. 27,989
County/MSA 80 Cen. 32,917; E&P 87 Est. 31,765
CZ-ABC: (80) 30,229
RTZ-ABC: (80) 57,143
City & RTZ-ABC: (80) 87,372

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$872,317,495
Savings & Loan	6	$297,094,672

6 - PASSENGER AUTOS: County 47,168

7 - ELECTRIC METERS: Residence 32,481

8 - GAS METERS: Residence 27,906

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg., Durable Goods: Walnut, Concrete, Structural Steel, Wire Rope, Auto Cables, Hydraulic Jacks, Medical Kits, Fire Fighting Equip., Boats, Elect. Signs 2,800; Nondurable Goods: Meat Pkg. 600, Dairy, Bakery Grains, Candy 1,750, Apparel 1,000, Chems. & Allied Prods. 800, Pub., Stationers, Paper Prods. 1,850; Nonmanufacturing: Construction 1,300, Trans. & Util. including Railroads 2,300; Whol. Trade 1,900; Ret. Trade 6,800. (Av. Wkly. Wage-Mfg. $320).
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-92; Summer 45-102; Fall 18-91; Winter 8-60. First killing frost, Oct. 14; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown 4th to 8th St.; Edmond to Francis St.
Neighborhood Shopping Centers (No. of Stores)-Ashland 12; 26th and Frederick Ave. 8; Beck Road Plaza 6; Jakes Center 5; Valley 6; 6100 King Hill Ave. 20; Lake and Illinois 14; Maplewood Manor 13; Midland Shopping 7; Frederick Plaza 5; St. Joseph Ave. Mall 4; Woodlawn 8.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belt Center(10)	4	McCrory's
Belt & Mitchell(13)	4	Green Hills
East Hills(45)	3	JCPenney, Mont. Ward, Osco
East Ridge Vlg.(11)	3	
Hillcrest Plz.(7)	6	Drive-In SM, Half Price Store
King Hill Plz.(10)	6	Kovac's
K mart Plz.(2)	4	K mart
Mart Plz.(13)	4	Paris Plus
Northgate(9)	3	Wal-Mart

Principal Shopping Days-Sat., Sun., Mon.
Stores Open Evenings-Downtown Fri. until 8:30. Food Mon. through Sat. until 9, Sun. until 6.

13 - RETAIL OUTLETS: **Department Stores**-Hirsch; Sears; Montgomery Ward; JCPenney.
Discount Stores-K mart; Wal-Mart; Half Price Store; C.O.M.B.; Venture.
Variety Stores-Woolworth; McCrory's.
Chain Drug Stores-Osco 2; Melmed 3; Rexall; Revco.
Chain Supermarkets-Affiliated Supers 11; Green Hills 5; Drive-In 6; Thomas Mkts. 2; 7-Eleven 5; Convenient Food Mart 4; Kings 4; Casey's; Food Barn 2; Food 4 Less 2.
Other Chain Stores-Dolgins; Firestone; Goodyear; Goodrich; Duling Optical; Zale's; Sherwin-Williams; Father & Son Shoes; Kinney; Naturalizer Shoes; Pay Less; Steve's Shoes; Redwing Shoes; Pearle Vision Ctr.; Thom McAn; A.J. August; Singer; So-Fro Fabrics; Zercher Photo; Payless Cashways; Sutherland Lumber; Western Auto.

14 - NEWSPAPERS: GAZETTE (m-mon to fri) 44,098; NEWS-PRESS (e-mon to fri) 13,482; NEWS-PRESS/GAZETTE (m-sat) 47,126; (S) 48,891; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Richard A. Heath, Adv. Dir., NEWS-PRESS and GAZETTE, 9th & Edmond Sts., St. Joseph, MO 64502; Tel. (816) 279-5671.
National Representative: Branham/Newspaper Sales.

ST. LOUIS

1 - LOCATION: Independent City (In St. Louis, MO-IL MSA). E&P Map D-3. Distribution center. In East central part of state near junction of Mississippi and Missouri Rivers. 285 mi. from Chicago; 242 mi. from Indianapolis; 229 mi. from Kansas City.

2 - TRANSPORTATION: **Railroads**-B&O; C&EI; CB&Q; ICG; IT; C&NW; LN; MK&T; Missouri Pacific; Rock Island; Conrail; N&W; St. L&SF; St. LSW; Southern; three shortline & railroads for switching only. 10 trunk lines, 132, 136 track mileage. St. Louis has most complete package car system for handling LCL freight.
Motor Freight Carriers-350.
Freight Barge Lines-14.
Intercity Bus Lines-14.
Airlines-American; British Airways; Delta; Eastern; Northwest; Continental; Jet America; United; TransAmerica; TWA; USAir; Pan American; Britt; Resort Air; Mississippi Valley; Southwest.

3 - POPULATION:
Corp. City 80 Cen. 453,085; E&P 87 Est. 385,519
NDM-ABC: (80) 2,000,539
County 80 Cen. 974,815; E&P 87 Est. 1,014,934
MSA 80 Cen. 2,375,814; E&P 87 Est. 2,418,567
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 178,048; E&P 87 Est. 156,687
County 80 Cen. 344,870; E&P 87 Est. 371,805
MSA 80 Cen. 844,814; E&P 87 Est. 885,307
NDM-ABC: (80) 714,965

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	45	$10,700,000,000
Commercial	256	$21,240,795,000

6 - PASSENGER AUTOS: County 689,132

7 - ELECTRIC METERS: Residence City & County 505,000

8 - GAS METERS: Residence City & County 500,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total Mfg. 212,800; Durable Goods 130,900-Lumber & Furn. 4,300; Stone, Clay & Glass 3,300; Primary Metal Industries 13,400; Fab. Metal Prods. 16,200; Machinery (ex. Elect.) 17,300; Elect. & Electronic Equip. 14,100; Trans. Equip. 49,800; Instruments & Misc. Mfg. 12,500. Non-Durable Goods 81,900-Food & Kindred Prods. 22,400; Textiles & Apparel 6,500; Paper & Paper Prods. 5,700; Printing & Pub. 16,500; Chem. & Allied Prods. 18,500; Petroleum & Coal Prods. 2,500; Leather & Leather Prods. 4,600; Other Non-Durable Goods 5,200. Total Non-Mfg. 880,200: Mining 3,400; Construction 53,900; Trans. & Public Util. 74,000; Whol. & Ret. Trade 258,000; Fin., Ins. & R.E. 72,500; Service, except Domestic 281,100; Total Gov't 137,300.
Principal Pay Days-Bldg. Fri.; Railroads 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-66; Summer 67-87; Fall 47-68; Winter 23-41.

11 - TAP WATER: St. Louis-Alkaline, moderately hard; fluoridated. East St. Louis, Belleville, Madison, Venice and Granite City, Illinois-Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Alton Square, Belz Factory Outlet, Chesterfield Mall, Concord Plaza, Crestwood Plaza, Cross Keys, Des Peres Square, Eastgate Plaza, Florissant Meadows, Galleria, Grandview Plaza, Hampton Village, Jamestown Mall, Lakeview Plaza, Mark Twain, Nameoki Village, Normandy S.C., Northland, Northwest Plaza, Plaza Frontenac, River Roads, St. Clair Square, St. Louis Centre, St. Louis Union Station, South County Center, Sunset Hills Plaza, Town & Country Mall, Village Square, Warson Village, West County Center, West Port Plaza.
Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Downtown-Mon., Thur.; Suburban-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Famous Barr 14: Alton Square, Chesterfield, Clayton, Crestwood, Downtown, Mid Rivers Mall, Northland, Northwest Plaza, Plaza Frontenac, St. Clair Square, South County, Southtown, Warehouse, West County. Dillard's/Stix, Baer & Fuller 9: Chesterfield Mall, Crestwood Plaza, Downtown, Galleria, Jamestown Mall, River Roads, St. Clair Square; South County; Sears 6; South Grand, St. Clair Square; JCPenney 9; Grandview Plaza, Hampton Village, Mark Twain, South County, Town & Country Mall, West County Center.
Variety Stores-Woolworth 13; Kresge; Ben Franklin 15.
Discount Stores-Best Buy 4; Best Products 4; Grandpa's 6; K mart 22; Target 10; Venture 13; Service Merchandise 4.
Chain Drug Stores-Drug Emporium 9; Gasen 12; Glaser/Medicare 59; Kare 14; Walgreens 38; Schnucks Pharmacy 17.
Chain Supermarkets-AG 190; Aldi Discount Foods 10; Dierberg's 10; IGA 61; Overland Dairy 7; National 63; Schnuck's 63; Tom Boy/Tru Buy 59; Wetterau 182.
Other Chain Stores-Aronson's 2; Boyd's 7 (2 subway shops); Central Hdwe. 13; Firestone 19; Florsheim 6; BF Goodrich; Golde's 4; Goodyear 12; Hill-Behan 15; Lane Bryant 7; Richman Brothers 4; Western Auto 16; Brooks Brothers; Jeans West 7; The Limited 10; Montaldo's; Neiman-Marcus; J. Riggins 5; Saks Fifth Avenue; Union Jack; Helen Wolff 4; Casual Corner 8; Marshall's 4; Fashion Gal 21; DeBasio 2; Carafiols 3; Craig; Crossroads 2; Fair Mercantile; Lammert's; Levitz; Pat Riley 11; Rothman 6; Tipton Electric 14; Wood Works 4; Gucci; Radio Shack 47; Coats 'n Things 7; Albert's 5; Pier One 4.

14 - NEWSPAPERS: POST-DISPATCH (m-mon to fri) 357,314; (m-sat) 316,161; (S) 548,955; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Edward Newsome, Adv. Dir., POST-DISPATCH, 900 N. Tucker Blvd., St. Louis, MO 63101; Tel. (314) 622-7416.
National Representative: Leonard Co.; Newhouse Newspapers Metro Suburbia.

SEDALIA

1 - LOCATION: Pettis County, E&P Map B-3. County Seat. Industrial & agric. ctr. On U.S. Hwys. 50, 65; 65 mi. W of Jefferson City; 93 mi. ESE of Kansas City.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Missouri-Kansas-Texas.
Motor Freight Carriers-11.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,927; E&P 87 Est. 19,500
CZ-ABC: (80) 20,927
RTZ-ABC: (80) 75,567
County 80 Cen. 36,378; E&P 87 Est. 35,692
City & RTZ-ABC: (80) 96,494

4 - HOUSEHOLDS:
City 80 Cen. 8,589; E&P 87 Est. 8,277
County 80 Cen. 13,839; E&P 87 Est. 14,042
CZ-ABC: (80) 8,589
RTZ-ABC: (80) 27,201
City & RTZ-ABC: (80) 35,790

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$350,000,000
Commercial	5	$284,019,000

6 - PASSENGER AUTOS: County 18,949

7 - ELECTRIC METERS: Residence 10,852

8 - GAS METERS: Residence 9,559

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 159 ($380); Glass 132 ($329); Textile 429 ($365); Shoes 538 ($255); Util. 221 ($356); Road Constr. 366 ($369); Metal Proc. 467 ($251); Elect. Motor Housewares 337 ($199); Dairy Prods. 41 ($294); Photo Proc. 198 ($242); Truck Bodies 480 ($268); Disinfectants 119 ($251); Steel Rope Cable 142 ($341); Alum. Cable 391 ($309); Chem. 46 ($304); Auto Wheels 458 ($241); Air Compressors 137 ($325); Metal Tool Boxes 467 ($290); Printing-Pub. 145 ($318); Civ. Emp. WAFB 377 ($284); City, County, State & Fed. Emp. 242 ($283).

10 - CLIMATE: Average Temp.-Spring 64; Summer 74; Fall 44; Winter 34. First killing frost, Oct. 10; last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Ohio St.; 4 on Main St.; 5 on Osage St.; 4 on Second St.; 3 on Third St.
Neighborhood Shopping Centers-Fifth and Engineers Sts.; 3 blocks on W. 16th (Vermont to Grand); 12 blocks on South Limit Ave. (Broadway to 20th St.); West Broadway-13 blocks (Warren to Thompson Blvd.).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Thompson Hills(22)	2	JCPenney, Roth's Consumers, Wal-Mart
State Fair(28)	2	Bing's, K mart, Sherwin-Williams
Consumer's	4	Place's, Consumer's

Principal Shopping Days-Fri., Sat., Mon.
Stores Open-Mon., Fri. Eve.; Food Sun.

13 - RETAIL OUTLETS: **Department Stores**-C.W. Flower; JCPenney; Roth's.
Discount Stores-Town & Country (Shoes); Wal-Mart; K mart; Place's.
Chain Drug Stores-Osco; Bing's Rexall 2.
Chain Supermarkets-Consumer's 2; Bing's 3; AF Super; Safeway; Aldi's.

Other Chain Stores-Sears; Singer Co.; Beall-Ladymon; Firestone; Merle Norman; Payless Shoes; Westlake Hdwe.; Western Auto; Sherwin-Williams Paint; Volume Shoe; Sutherland Lumber; Herrman Lumber; Fashion Crossroads; MFA Tire; Show Me Electronics; Radio Shack; B.F. Goodrich; Computerland.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 14,267; (S) 15,627; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Don Alexander, Adv. Mgr., DEMOCRAT, 7th & Massachusetts Aves., Sedalia, MO 65301; Tel. (816) 826-1000.
National Representative: Papert Companies.

SIKESTON

1 - LOCATION: Scott County, E&P Map D-4. Trade center, grain & cotton market. Midway between St. Louis and Memphis. U.S. Hwys. 60, 61, 62; Interstate 55, 57.

2 - TRANSPORTATION: **Railroads**-Frisco; Missouri Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; St. Louis-Cape; Connor.

3 - POPULATION:
Corp. City 80 Cen. 17,431; E&P 87 Est. 17,798
CZ-ABC: (80) 17,431
RTZ-ABC: (80) 75,194
County 80 Cen. 39,647; E&P 87 Est. 40,613
City & RTZ-ABC: (80) 92,625

4 - HOUSEHOLDS:
City 80 Cen. 6,344; E&P 87 Est. 6,642
CZ-ABC: (80) 6,344
RTZ-ABC: (80) 26,552
County 80 Cen. 13,967; E&P 87 Est. 14,843
City & RTZ-ABC: (80) 32,896

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$288,830,304
Commercial	3	$151,583,266

6 - PASSENGER AUTOS: County 20,943

7 - ELECTRIC METERS: Residence 6,700

8 - GAS METERS: Residence 5,279

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 200; Lock 292; Milk Cartons 125; Wooden Pallets 116; Concrete Block 520; Bakery Prods. 130; National Lock 290; Leather Jackets; Plastic Wire & Cable 118.
Principal Industrial Pay Days-Fri., 1st, 15th.

10 - CLIMATE: Av. Temp.-Spring 58; Summer 78; Fall 61; Winter 38.

11 - TAP WATER: Alkaline, hard (8 gpg).

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Front St.; 2 on Center; 2 on New Madrid St.; 2 on Kings.
Neighborhood Shopping Centers-U.S. Hwy. 61 S. (S. Kings Highway); U.S. Hwy. 62 E. (Malone Ave.)

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kingsway Plz.(45)	NA	Piggly Wiggly, JCPenney
Mid-Towner Vlg.(18)	NA	Wal-Mart, Sears, P.N. Hirsch
Kingway Shops(15)	NA	Kroger
North Main Port(12)	NA	

Principal Shopping Days-Fri., Sat., Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Buckner Ragsdale; JCPenney; Accent Shop; Eubank Finney; Falkoffs; Mary's Botique; Golde's.
Discount Stores-Homestead; Wal-Mart; Dollar General; Mills Dist.; Riverside Lumber, Inc.; Moore's Firestone.
Chain Drug Stores-Super D 2.
Chain Supermarkets-IGA; Piggly Wiggly; Stan's.
Other Chain Stores-Goodyear; Malone & Hyde; Sears; Mode O'Day; Baskin-Robbins; Radio Shack; Singer; Otasco.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 8,602; (S) 8,863; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Howard Harper, Adv. Dir., STANDARD, 205 S. New Madrid, Sikeston, MO 63801; Tel. (314) 471-1137.
National Representative: Papert Companies.

SPRINGFIELD

1 - LOCATION: Greene County (MSA). E&P Map B-4. County Seat. Shipping, wholesale, distribution, manufacturers, agricultural and dairying center, health care and education. On I-44. U.S. Hwys. 60, 65, 66, 160, 266 and State Hwy. 13. In SW part of the state; 185 mi. SE of Kansas City, 221 mi. SW of St. Louis; 302 mi. NW of Memphis, TN.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; Missouri Pacific.
Motor Freight Carriers-22.
Intercity Bus Lines-Continental Trailways; Greyhound; Sunnyland Stages; Springfield City Utilities.
Airlines-America West; Northwest; Continental; TWA; American Eagle; Air Midwest; TW Express.

3 - POPULATION:
Corp. City 80 Cen. 133,116; E&P 87 Est. 142,374
CZ-ABC: (80) 133,116
RTZ-ABC: (80) 357,248
MSA 80 Cen. 207,704; E&P 87 Est. 230,704
County 80 Cen. 185,302; E&P 87 Est. 203,037
City & RTZ-ABC: (80) 490,364
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 51,702; E&P 87 Est. 57,709
County 80 Cen. 69,199; E&P 87 Est. 78,781
MSA 80 Cen. 77,178; E&P 87 Est. 88,948
CZ-ABC: (80) 51,702
RTZ-ABC: (80) 131,417
City & RTZ-ABC: (80) 183,119

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$874,936,000
Commercial	11	$1,170,990,000

6 - PASSENGER AUTOS: County 110,966

7 - ELECTRIC METERS: Residence 60,261

8 - GAS METERS: Residence 52,599

9 - PRINCIPAL INDUSTRIES: Clothing; Furn.; Paper Cups & Containers; Tablets & Pub.; Dairy; Auto Trailers & Truck Beds; R.R. Equip.; Agric. Prods.; Food Proc.; U.S. Gov't Offices; Chem. Prods.; Meat Packing; Fab. Metals; Paint; Shoes; Boats; Candy; Electronics; Fractional Hp. Motors; Color Television; Apparel; Textiles; Paper Prods.; Pub.; Lumber; Plastics; Optical Prods.; Prestressed Concrete.

10 - CLIMATE: Min. & Max. Temp.-Spring 4-48; Summer 45-113; Fall 9-92; Winter 20-92. First killing frost, Sept. 27; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Battlefield Mall; Downtown Park Central Mall; North Town Mall; Plz. Shopping Ctr., South Oaks Mall, Kickapoo Corners, The Galleria.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Battlefield Mall(140)	NA	Dillard's, JCPenney, Mont. Ward, Sears, Famous Barr
Battlefield Sq.	NA	Venture
Brentwood(32)	NA	Cloth World, Western Auto, Radio Shack, Busy Bee, Tempo Fashions
Country Club(40)	NA	Consumers
Crighton Ctr.(8)	NA	Crighton Supply
Downtown Park Central(90)	NA	Heer's, Savage Juliette
Fremont Ctr.(24)	NA	Cosmetique, Rag Merchants
The Galleria	NA	J. Parrino's, Clip Joint
Glen Isle(19)	NA	Ed. V. Williams, Missouri Mill
Hill Crest(7)	NA	Consumers, College of Cosmetology
Kickapoo Corners	NA	Carol Jones, Computerland
Marwood Shpg. Ctr.	NA	State Beauty Supply South
Montclair Ctr.	NA	TBCY Yogurt, World Radio
Shamrock Shpg. Ctr.	NA	O'Reilly Automotive
South Oaks Ctr.	NA	Wal-Mart, Radio Shack, Fantastic Sam's
K mart(10)	NA	K mart
North Town Mall(50)	NA	Wal-Mart, Consumers, Medicare Glaser
Old Town(19)	NA	Ethan Allen
Parkcrest(28)	NA	Consumers, Ben Franklin
Plaza(50)	NA	Freeman's
Plaza Tower's Ctr.(33)	NA	Scruples
Southern Hills(23)	NA	Consumers, Ben Franklin
Tiffany Sq.(43)	NA	Circle J; Western Wear
Town & Country(9)	NA	Radio Shack, Beggar's
Village(13)	NA	Sears
Wedgewood(9)	NA	Maschino's Hdwe., Consumers
Commercial St.(100)	NA	

Principal Shopping Days-Mon., Thur. through Sun.
Stores Open Evenings-Mon. and Fri., Battlefield Mall open 6 nights.
Stores Open Sundays-Food, Drug, Discount Houses, and Dept. Stores.

13 - RETAIL OUTLETS: **Department Stores**-Busy Bee 2; Dillard's; Heers, Inc. 2; JCPenney; Newman's; Montgomery Ward; Sears; Golde's; Famous Barr.
Catalog-Sears; Service Mdse.; JCPenney.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Skaggs 2; Barnes General Store; Venture; K mart 3; Wal-Mart 4; Service Merchandise; Sam's Wholesale Club.
Chain Drug Stores-Skaggs 3; Osco 2; Medicare Glaser 6; Gordon Rexall; Cotter's Rexall; Grove Pharmacy 3; Venture Drugs; Pay-Rite.
Chain Supermarkets-Rameys 5; So-Lo 8; Dillons 3; Smitty's 2; Consumers 10.
Other Chain Stores-Auto Supplies: Western Auto, Goodyear 2, Goodrich, Firestone, Stinger's 6, O'Reilly Auto 8, Otasco 4, Midas Muffler 2; Shoes: Allen Barker's, Dryer-Williams 4, Pay-Less 2, Kinney's 2, Quali-Craft, Thom McAn, Jarmen, Hush Puppies 2, Buster Brown, Edison; Women's Apparel: Farris 3, Paris, Stuarts, Tempo Fashions; Jewelry & Optical: Hess & Culbertson, Zale's 3, Douglas Optical 2, Pearl Optical 2, King Optical, The Spec Shop; Furniture: Edward Keith, Mulhollan's, Sedgewick's, Gilbert, Wheeler's, Ethan Allen Carriage House, King Comfort, La-Z-Boy, Factory Furniture World; Others: Cook Paint & Varnish, Russell Stover, Fuggit, Git & Go 20, 7-Eleven 4.

14 - NEWSPAPERS: NEWS-LEADER (m) 60,313; (S) 97,443; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Becky Koch, Adv. Mgr., NEWS-LEADER, 651 Boonville, Springfield, MO 65801; Tel. (417) 836-1100.
National Representative: Gannett National Newspaper Sales.

TRENTON

1 - LOCATION: Grundy County, E&P Map B-2, County Seat. Agricultural and residential center. 104 mi. NE of Kansas City; 81 mi. NE of St. Joseph in N central part of State. On U.S. Hwy. 65 and State Hwy. 6.

2 - TRANSPORTATION: **Railroads**-Chicago and Northwestern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 6,811; E&P 87 Est. 6,914
County 80 Cen. 11,959; E&P 87 Est. 10,751

4 - HOUSEHOLDS:
City 80 Cen. 2,957; E&P 87 Est. 3,014
County 80 Cen. 4,866; E&P 87 Est. 4,497

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$103,846,000

6 - PASSENGER AUTOS: County 5,835

7 - ELECTRIC METERS: County 7,326

8 - GAS METERS: County 3,691

9 - PRINCIPAL INDUSTRIES: R.R.; Bakery; Cement & Sand Prods.; Vaults & Bldg. Materials; Farm Prods.; Foods; Chem.; Meat Proc.; Radiator Mfg.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-90; Summer 70-103; Fall 50-93; Winter -10-55. First killing frost, Oct. 1; last killing frost, Mar. 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Shopping Center**-Eastgate (15 stores-Dollar General, Hy-Vee Foods, IGA Foodliner, Place's Family Ctr., Ben Franklin, JCPenney.)
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dollar General.
Variety Stores-Ben Franklin.
Discount Stores-Place's.
Chain Supermarkets-Hy-Vee; IGA Foodliner.
Other Chain Stores-Sears (catalog).

14 - NEWSPAPERS: REPUBLICAN-TIMES (e) 4,354; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Wendell Lenhart, Pres., REPUBLICAN-TIMES, 122 E. Eighth St.; PO Box 548, Trenton, MO 64683; Tel. (816) 359-2212.
National Representative: Missouri Press Service.

WARRENSBURG

1 - LOCATION: Johnson County, E&P Map B-3, County Seat. Agricultural Center. Central Missouri State University and Whiteman AFB. On U.S. 50 Hwy.; State Hwy. 13; 50 mi. E of Kansas City; 90 mi. W of Jefferson City.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.
Airlines-Non-scheduled flights only.

3 - POPULATION:
Corp. City 80 Cen. 13,807; E&P 87 Est. 12,647
CZ-ABC: (80) 13,807
RTZ-ABC: (80) 25,252
County 80 Cen. 39,059; E&P 87 Est. 37,653
City & RTZ-ABC: (80) 39,059

4 - HOUSEHOLDS:
City 80 Cen. 4,100; E&P 87 Est. 3,861
CZ-ABC: (80) 4,100
RTZ-ABC: (80) 8,439
County 80 Cen. 12,539; E&P 87 Est. 12,490
City & RTZ-ABC: (80) 12,539

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$48,428,922
Commercial	3	$162,360,355

6 - PASSENGER AUTOS: County 18,880

7 - ELECTRIC METERS: Residence 5,808

8 - GAS METERS: Residence 6,400 (incl. business)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Uniforms 482; Energy Prods.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-102; Fall 40-80; Winter -2-50. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very hard; fluoridation 0.55.

12 - RETAILING: **Principal Shopping Center**-13 blocks on Holden St., Pine St., Culton St., Washington, Railroad St.
Neighborhood Shopping Centers-Business Rt. 50, 6 blocks; South Maguire, 4 near College Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
South Mall	3	Bi-Lo
Northpark(16)	2	JCPenney, Price Chopper
Wal-Mart	3	Wal-Mart

Principal Shopping Days-Mon., Wed., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Wal-Mart.
Chain Drug Stores-Cripps; Revco.
Chain Supermarkets-Bi-Lo 2; Safeway; Price Chopper.
Other Chain Stores-Sears; Payless Shoes; Sherwin-Williams.

14 - NEWSPAPERS: STAR-JOURNAL (e-mon to fri) 5,514; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Don Kirkpatrick, Adv. Dir., STAR-JOURNAL, 135 East Market St., Warrensburg, MO 64093; Tel. (817) 747-8123.
National Representative: Missouri Press Service.

WAYNESVILLE

1 - LOCATION: Pulaski County, E&P Map B-4. County agricultural center; near Fort Leonard Wood Military Base; in center of state. 75 mi. NE of Springfield; on U.S. 1-44; State Hwys. 17 & 133.

2 - TRANSPORTATION: **Railroads**-St. Louis-San Francisco.

3 - POPULATION:
Corp. City 80 Cen. 2,879; E&P 87 Est. 3,909
County 80 Cen. 42,011; E&P 87 Est. 43,590

4 - HOUSEHOLDS:
City 80 Cen. 1,087; E&P 87 Est. 1,548
County 80 Cen. 10,525; E&P 87 Est. 11,762

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$18,000,000

6 - PASSENGER AUTOS: County 18,386

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Military Base; Farming Corn & Wheat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 70-100; Fall 30-75; Winter 0-70. First killing frost, Oct. 15; last killing frost, Apr. 3.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Bobby's Shopping Ctr. (17 stores); Gateway (9 stores); Main Gate (8 stores); Mini-Mall (21 stores).

13 - RETAIL OUTLETS: Chain Stores-Sav-A-Lot; Wal-Mart; IGA; JCPenney; Sears.

14 - NEWSPAPERS: FORT GATEWAY GUIDE (e-mon to fri; S) 4,809; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Herb Pyles, Gen. Mgr., FORT GATEWAY GUIDE, Box 578, Waynesville, MO 65583; Tel. (314) 336-3711.
National Representatives: Missouri Press Service; American Newspaper Representatives.

WEST PLAINS

1 - LOCATION: Howell County. E&P Map C-4. County Seat. Shipping & wholesale ctr.: agriculture, dairy & oak lumber area. South central part of state; 270 mi. from Kansas City; 215 mi. from St. Louis; 115 mi. from Springfield; 170 mi. from Memphis; 190 mi. from Little Rock. On U.S. Hwys. 63, 160; State Hwys. 14, 17.

2 - TRANSPORTATION: Bus Lines-Continental Trailways.
Motor Freight Carriers-3.
Airlines-2 charter planes.

3 - POPULATION:
Corp. City 80 Cen. 7,741; E&P 87 Est. 8,154
County 80 Cen. 28,807; E&P 87 Est. 31,565
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,232; E&P 87 Est. 3,494
County 80 Cen. 10,759; E&P 87 Est. 12,282

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$182,948,933
Savings & Loan	2	$16,909,848

6 - PASSENGER AUTOS: County 15,182

7 - ELECTRIC METERS: Residence 3,498

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shoes 565 (N.A.); Sawmill 436 (N.A.); Woodworking 153 (N.A.); Truck Bodies 345 (N.A.); Elect. 595 (N.A.); Sales and Service 1,250 (N.A.).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 62-98; Fall 30-75; Winter 0-40.

11 - TAP WATER: Neutral, hard; chlorinated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Court Sq.; 1 on S. Main; 4 on W. Main; 3 E. Main; 3 on Washington Ave.; 2 W. Broadway; 4 on-Hwy. 63 N.
Shopping Centers-Park-Way (20 stores); West Main Plaza (15 stores); Southern Hills, West 160 (15 stores).
Principal Shopping Days-Sat., Mon.
Stores Open Evenings-Parkway Shopping Ctr., Southern Hills Shopping Ctr., McCrory on the Square.

13 - RETAIL OUTLETS: Department Stores-Aid's; Dollar General; Richards Bros. Dry Goods; Padgett Hardware; J.W. Mushrush Co.
Discount Stores-McCrory; Wal-Mart; Family Dollar.
Chain Drug Stores-Red Apple; Rexall; Revco; Medicine Shoppe; Burton Creek Pharmacy; Palace Drug.
Chain Supermarkets-Nu-Way, Richards Bros. 6, Wallace Owens; Ramey's Foodland; Stanley's Thriftway Foodliner; Price Chopper.
Other Chain Stores-Herrman Lumber; Goodyear; Sears; Meeks Building Center; Parts Pro; O'Reilly Automotive; Furniture World; Computer Tyme; Radio Shack.

14 - NEWSPAPERS: QUILL (e-mon to fri) 8,963; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Judith Hurler, Adv. Mgr., QUILL, 125 N. Jefferson, West Plains, MO 65775; Tel. (417) 256-9191.
National Representative: Missouri Press Service.

Look
at
E&P!

MONTANA SURVEYS

METROPOLITAN STATISTICAL AREAS

Billings-Yellowstone County.
Great Falls-Cascade County.

POPULATION ESTIMATES

(Thousands)

Age Group	**1970**	**1980**	**1988**
Under 5 Years	57	65	71
5-14 Years	151	123	133
15-24 Years	122	149	161
25-44 Years	155	221	239
45-64 Years	141	145	157
65 and Over	68	85	92
TOTAL	694	788	853

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1988 Est.**
Bldg. Mat./Hdwr	260	266	483
General Mdse	245	300	630
Food	599	927	1,190
Automobiles	604	730	1,363
Gasoline Stations	272	388	369
Apparel	137	197	274
Furniture	122	164	295
Eat-Drink Places	275	413	605
Drugs	99	135	193
TOTAL SALES	2,848	3,955	5,784

ANACONDA
See BUTTE

BILLINGS

1 - LOCATION: Yellowstone County (MSA). E&P Map D-3. County Seat. Shipping, small mfg. Oil exploration, supply and refining, trans., agric., livestock shipping & wholesaling ctr. On U.S. Hwys. 10, 12, 87, 310; I-90 and 94; 900 mi. W of Minneapolis; 600 mi. NNW of Denver; 600 mi. NNE of Salt Lake City; and 560 mi. SE of Spokane, WA.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-39.
Intercity Bus Lines-Rimrock Stages; Intermountain Lines; Karst Bus Lines; KAL Lines.
Airlines-Northwest; Continental; Big Sky; United.

3 - POPULATION:
Corp. City 80 Cen. 66,842; E&P 87 Est. 73,054
CZ-ABC: (80) 86,493
RTZ-ABC: (80) 174,086
County/MSA 80 Cen. 108,035; E&P 87 Est. 126,589
City & RTZ-ABC: (80) 260,579
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,265; E&P 87 Est. 29,877
County/MSA 80 Cen. 39,891; E&P 87 Est. 48,600
CZ-ABC: (80) 32,732
RTZ-ABC: (80) 61,439
City & RTZ-ABC: (80) 94,171

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$764,370,000
Savings & Loan	2	$269,451,473

6 - PASSENGER AUTOS: County 68,025

7 - ELECTRIC METERS: Residence 32,786

8 - GAS METERS: Residence 30,682

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 2,100 ($527); Mfg. 3,900 ($401); Trans., Commun., Pub. Util. 3,900 ($376); Trade 15,700 ($196); Fin., R.E., Ins. 2,300 ($210); Servs. 11,300 ($194); Gov't 8,000 (N.A.).
Principal Pay Days-1st & 15th; Railroad 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-67; Summer 55-82; Fall 28-48; Winter 17-36. First killing frost, Sept. 25; last killing frost, May 15.

11 - TAP WATER: Alkaline, very soft in spring and summer, very hard in winter. Not fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on N. 27 St.; 1 on S. 27 St.; 5 on N. Bdwy.; 4 on N. 29 St.; 2 on S. 29 St.; 3 on N. 30 St.
Neighborhood Shopping Centers-Thirteenth St. & Grand Ave.; Billings Heights; 1st St. W. at Cook Ave.; 10th St. W. on Broadwater Ave.; 24th St. W. & Central; 13th & 16th St. W. & Grand Ave.; Wicks Lane & Highway 10E.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Evergreen(15)	2	
Broadwater(10)	1	
Westgate(5)	2	
West Park(70)	2	Albertson's, Sears
Buttrey(16)	1	Buttrey's
K mart(2)	4	K mart
LaBelle's(5)	4	LaBelle's
Rimrock Mall(100)	4	Hennessy's, Wards, JCPenney
Downtown(50)		IGA, Ernst, Pay 'N Pak, Anthony's
Target Store	4	Target

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Hart Albin; Cole's; JCPenney; Anthony's; Sears; Hennessy's; Montgomery Ward; Herberger's.
Chain Drug Stores-Osco 2; Payless.
Variety Stores-Club Wholesale.
Discount Stores-Gibson's 2; K mart 2; LaBelle's; Target; Ernst; Pay 'N Pak.
Chain Supermarkets-Albertson's 2; Buttrey's 5; K mart 2; IGA 7; 12 independent supermarkets.
Other Chain Stores-Goodyear; Firestone; Sherwin-Williams; Marshall-Wells; Columbia Paint; Kinney's; Scheel's Hdwe.; Big Bear; Three Sisters; K-G Men's; House of Fabrics; Zale's Jewelry; Baker Shoes; Dahle's; Stevenson's; Kay-Bee Toys.

14 - NEWSPAPERS: GAZETTE (m) 57,001; (S) 60,468; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Lamphiear, Adv. Dir., GAZETTE, 401 N. Broadway, Billings, MT 59101; Tel. (406) 557-1352.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

BOZEMAN

1 - LOCATION: Gallatin County. E&P Map C-3. County Seat. South central part of state. Shopping; wholesale; small mfg.; small grain and hay farming; livestock; tourist and ski center; home of Montana State Univ.; 85 mi. E of Butte; 146 mi. W of Billings on I-90; Hwys. 10 and 191.

2 - TRANSPORTATION: Railroads-Burlington Northern; CMStP&P.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Intermountain Stage; Karst Stage.
Airlines-Northwest Orient; Continental; Delta.

3 - POPULATION:
Corp. City 80 Cen. 21,645; E&P 87 Est. 24,917
CZ-ABC: (80) 27,305
RTZ-ABC: (80) 28,117
County 80 Cen. 42,865; E&P 87 Est. 51,079
City & RTZ-ABC: (80) 55,422

4 - HOUSEHOLDS:
City 80 Cen. 7,512; E&P 87 Est. 8,163
County 80 Cen. 14,923; E&P 87 Est. 18,255
CZ-ABC: (80) 9,415
RTZ-ABC: (80) 10,399
City & RTZ-ABC: (80) 19,814

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$306,884,000
Savings & Loan	3	$92,000,000

6 - PASSENGER AUTOS: County 27,229

7 - ELECTRIC METERS: Residence 11,153

8 - GAS METERS: Residence 6,689

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Forest Prod. 450 ($185); Electronics ($185); Heavy Constr. 400 ($255); Cement 110 ($235).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 39-90; Fall 34-76; Winter 14-50.

11 - TAP WATER: Alkaline, 2 sources hard; 1 source soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St. and 2 N. and S. of Main; 11 on N. 7th; W. Main from 10th to 20th Sts., Main Mall and University Shopping Center W. edge of town.
Neighborhood Shopping Centers-College St. at 8th & 9th; Northgate Ctr., N. 7th; Valley Ctr., Belgrade.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Groceries; Drugs; Discounts; Main Mall.

13 - RETAIL OUTLETS: Department Stores-Chambers-Fisher; JCPenney; Conrad's; The Bon; Anthony's.
Discount Stores-Gibson's; K mart; Ernst; Wonder World (Value Giant).
Chain Drug Stores-Western Drug; Osco.
Chain Supermarkets-Safeway; Buttrey's; IGA; Albertsons.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 11,422; (S) 12,612; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Allen W. Jones, Adv. Mgr., CHRONICLE, 32 S. Rouse; PO Box 1188, Bozeman, MT 59715; Tel. (406) 587-4491.
National Representative: Newspaper Advertising Service.

BUTTE-ANACONDA

1 - LOCATION: Butte in Silver Bow County, Anaconda in Deer Lodge County. E&P Map B-3. County Seat. Mining and agric., ret., whol., trans. and miscellaneous mfg. ctr. Southwest part of the state (Butte); 66 mi. SW of Helena; 449 mi. N of Salt Lake City, UT; 1,141 mi. W of Minneapolis, MN; 329 mi. E of Spokane, WA; U.S. Hwys. 10S, 91, I-15, I-90.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-18.
Bus Lines-Intermountain Trans.; Greyhound.
Airlines-Big Sky.

3 - POPULATION:
Corp. Cities 80 Cen. 49,723; E&P 87 Est. 43,486
Butte 80 Cen. 37,205; E&P 87 Est. 33,349
Anaconda 80 Cen. 12,518; E&P 87 Est. 10,137
CZ-ABC: (80) 42,518
RTZ-ABC: (80) 84,062
Counties 80 Cen. 50,610; E&P 87 Est. 44,426
Silver Bow 80 Cen. 38,092; E&P 87 Est. 33,867
Deer Lodge 80 Cen. 12,518; E&P 87 Est. 10,559
City & RTZ-ABC: (80) 126,580
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,677; E&P 87 Est. 16,825
Butte 80 Cen. 14,256; E&P 87 Est. 12,998
Anaconda 80 Cen. 4,421; E&P 87 Est. 3,827
CZ-ABC: (80) 16,484
RTZ-ABC: (80) 29,186
Counties 80 Cen. 19,026; E&P 87 Est. 17,031
Silver Bow 80 Cen. 14,605; E&P 87 Est. 13,204
Deer Lodge 80 Cen. 4,421; E&P 87 Est. 3,827
City & RTZ-ABC: (80) 45,670

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	5	$307,137,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Counties: Silver Bow 19,317; Deer Lodge 5,771

7 - ELECTRIC METERS: Residence 18,506; Butte 14,241; Anaconda 4,265

8 - GAS METERS: Residence 15,523; Butte 12,133; Anaconda 3,390

9 - PRINCIPAL INDUSTRIES: N.A.
Principal Pay Days-Fri., Sat., 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-51; Summer 43-75; Fall 26-55; Winter 4-30. First killing frost, Sept. 16; last killing frost, May 29.

11 - TAP WATER: Butte and Anaconda-Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Butte: 6 blocks on Park St., 4 on Main St., 3 on Broadway; 6 on Harrison Ave. (neighborhood shopping ctr.). Anaconda: 5 blocks on Park St. and 5 on Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Harrison Ave.	1	Safeway
Butte Plaza(40)	4	Buttrey's, Skaggs, Woolworth
East Gate IGA	2	IGA
JCPenney	5	JCPenney

Stores Open Evenings-Shopping ctr. & food: Daily to 9; Sun. 12-5; Food to Midnight; Auto Dealers: Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney (Butte and Anaconda); Lutey's; Woolworth.
Variety Stores-Woolworth; Ben Franklin; Bonanza 88; Coast-to-Coast (Butte and Anaconda); Marchion Hardware (Anaconda).
Chain Drug Stores-Skaggs; Thrifty Rexall; Osco (Anaconda).
Chain Supermarkets-Safeway 2; Buttrey's 2;

Lens; Terminal; IGA; Albertson's; Eggers Foods; Orvilles (Anaconda).
Other Chain Stores-Gallenkamp Shoes; Sherwin-Williams; Singer Co.; United Building Center; Gamer Shoe; AG Grocers; Pittsburgh Paints; Geo. Steel Co.; Cenex; House of Fabrics.

14 - NEWSPAPERS: MONTANA STANDARD (m) 16,818; (S) 17,138; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dan J. Killoy, Adv. Dir., MONTANA STANDARD, 25 W. Granite, Butte, MT 59701; Tel. (406) 782-8301.
National Representative: Cresmer, Woodward, O'mara & Ormsbee.

GREAT FALLS

1 - LOCATION: Cascade County (MSA), E&P Map C-2. County seat. Agric. and livestock economy; Regional trade ctr.; Malmstrom AFB. In the center of the state. On U.S. Hwys. 87, 89, 91, I-15.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-7
Intercity Bus Lines-Intermountain.
Airlines-Northwest Orient; United; Big Sky; Continental.
Charter Air Service-Rocky Mountain Air; Valley Aviation; Falcon Aviation; Dan Gliko Helicopters.

3 - POPULATION:
Corp. City 80 Cen. 56,725; E&P 87 Est. 54,372
CZ-ABC: (80) 71,239
RTZ-ABC: (80) 95,514
County/MSA 80 Cen. 80,696; E&P 87 Est. 76,017
City & RTZ-ABC: (80) 166,753
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,879; E&P 87 Est. 21,715
County/MSA 80 Cen. 29,385; E&P 87 Est. 28,703
CZ-ABC: (80) 26,170
RTZ-ABC: (80) 33,270
City & RTZ-ABC: (80) 59,440

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	7	$528,992,000
Savings & Loan	2	$110,821,999

6 - PASSENGER AUTOS: County 45,168

7 - ELECTRIC METERS: Res. 24,029; Comm. 3,324

8 - GAS METERS: Res. 20,334; Comm. 1,939

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-In Cascade Co.-Agric., Forestry 1,100 ($240); Oil & Mining 18 ($584); Constr. 1,499 ($427); Mfg. 1,082 ($364); Trans., Commun., & Pub. Util. 1,361 ($360); Whol. Trade 2,001 ($361); Ret. Trade 6,055 ($220); Fin., Ins., & R.E. 1,918 ($336); Servs. 6,600 ($273); Gov't 4,832 ($356); Air Force 4,400 ($353).
Principal Industrial Paydays-Mon., 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-66; Summer 47-85; Fall 24-71; Winter 16-34. First killing frost, Sept. 28; last killing frost, May 9.

11 - TAP WATER: Alkaline, moderately hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-11 blocks on Central Ave.; 8 on 1st Ave. N.; 5 on 1st Ave. S.; 54 blocks on 10th Ave. S.
Neighborhood Shopping Centers-6th Ave. N. bet. 25th and 26th Sts.; 1st Ave. N.W. bet. 6th & 7th Sts.; 10 Ave. S. bet. 35th & 36th Sts.; 10th & 11th Ave. S. bet. 9th & 13th Sts.; Riverview and Smelter Ave., 10th Ave. S. bet. 26th & 27th Sts.; 10th Ave. S. bet. 48th & 49th Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
25th St. North(12)	2	Reds IGA
10th Ave. South(4)	NA	Denny's IGA
West Side	1	Noble's Foodland
2100 10th Ave. S.	3	Buttreys, Target
Holiday Vlg.(90)	2	Albertson's, Mont. Ward, JCPenney
Westgate(18)	2	Buttreys
NW Bypass(5)	2	K mart, Shopko

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Bon Marche (Allied Stores); Sears; Montgomery Ward; JCPenney; C.R. Anthony; Herbergers; Poulsen's.
Variety Stores-Woolworth; Ben Franklin; Bonanza 88¢ Center.
Discount Stores-K mart 2; Malmstrom Air Force Base Exchange; Fleet Wholesale Supply; Big R Supply; Big Bear; Shopko; Target.
Chain Drug Stores-Western 2; Osco 2; Buttrey 2; ShopKo.
Chain Supermarkets-Ryan Merc.; IGA 3; Buttrey Foods 3; Albertson's; Circle K 8; Mini-Mart 5; Kwik Pik; Super America 2.
Other Chain Stores-Coast-to-Coast; Conrad's; Firestone; Sherwin-Williams; Columbia Paint; K-G Mens Store; Red Wing Shoes; Claire's Boutique; Our Own Hardware; Swiss Colony; Zale's Jewelry; House of Fabrics; Whipples Card Shop; OK Hardware; Ernst Home Center.

14 - NEWSPAPERS: TRIBUNE (m) 34,137; (S) 40,695; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Daniel L. Henderson, Natl. Adv. Mgr., TRIBUNE, 205 River Dr. S.; PO Box 5468, Great Falls, MT 59403; Tel. (406) 761-6666.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

HAMILTON

1 - LOCATION: Ravalli County, E&P Map B-3, County Seat. 48 mi. S of Missoula; on U.S. Hwy. 93.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Intercity Bus Lines-Bitter Root Stage.

3 - POPULATION:
Corp. City 80 Cen. 2,661; E&P 87 Est. 3,144
County 80 Cen. 22,493; E&P 87 Est. 27,084

4 - HOUSEHOLDS:
City 80 Cen. 1,254; E&P 87 Est. 1,475
County 80 Cen. 8,008; E&P 87 Est. 10,001

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$69,273,902

6 - PASSENGER AUTOS: County 13,508

7 - ELECTRIC METERS: Residence 2,591

8 - GAS METERS: Residence 2,201

9 - PRINCIPAL INDUSTRIES: Lumber Mills; Dairy Prods. Processing; Fruit & Vegetable Cannery; Branch Laboratory U.S.P.H.S.; Headquarters Bitter Root Natl. Forest; Trapper Creek Conservation Camp; Tourism & Recreation; Winter Ski Area; Medical Equip. Mfg.; Log Home Mfg.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline; hard, deep well water.

12 - RETAILING: **Principal Shopping Days**-Mon., Wed. & Sat.
Stores Open Evenings-Grocery, sporting goods, variety, wine, video.

13 - RETAIL OUTLETS: **Variety Stores**-Sprouse-Reitz; Bonanza 88.
Chain Drug Stores-Downing's Rexall; Walgreens.
Chain Supermarkets-Safeway; Economy; IGA; Excell Low Cost Ctr.
Other Chain Stores-Anthony's; Coast-to-Coast; Farmers Union Co-op; Sears (catalog); Montgomery Ward; UBC.

14 - NEWSPAPERS: RAVALLI REPUBLIC (m-mon to fri) 4,131; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Jo Gmazel-Bartlley, Adv. Mgr., RAVALLI REPUBLIC, 232 Main St., Hamilton, MT 59840; Tel. (406) 363-3300.

National Representative: None.

HAVRE

1 - LOCATION: Hill County, E&P Map υ-1. County Seat. Shipping, education, agricltural and livestock center.

2 - TRANSPORTATION: **Railroads**-BN.
Motor Freight Carriers-3.
Intercity Bus Lines-Intermountain; Burlington Northern.
Airlines-Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 10,891; E&P 87 Est. 11,066
County 80 Cen. 17,985; E&P 87 Est. 18,411

4 - HOUSEHOLDS:
City 80 Cen. 4,069; E&P 87 Est. 4,005
County 80 Cen. 6,305; E&P 87 Est. 6,547

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$137,157,000
Savings & Loan	2	$69,319,956

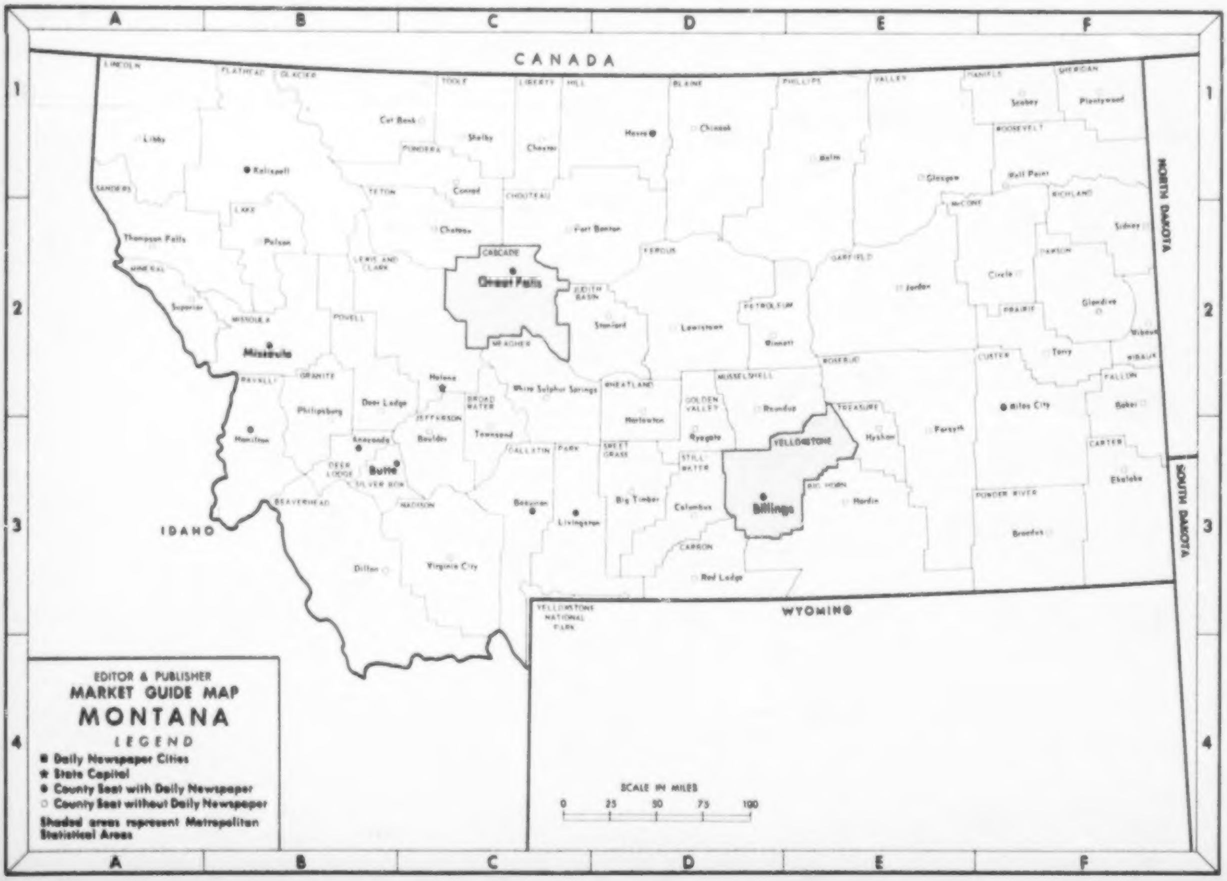
6 - PASSENGER AUTOS: County 8,990

7 - ELECTRIC METERS: Residence 4,958

8 - GAS METERS: Residence 4,303

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railroad 900.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-82; Summer 52-102; Fall 33-57; Winter -20-52. First


A
B
C
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1
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4
CANADA
IDAHO
WYOMING
NORTH DAKOTA
SOUTH DAKOTA
Libby
Kalispell
Thompson Falls
Polson
Superior
Missoula
Hamilton
Philipsburg
Deer Lodge
Helena
Anaconda
Butte
Boulder
Townsend
White Sulphur Springs
Cut Bank
Shelby
Chester
Conrad
Choteau
Fort Benton
Great Falls
Stanford
Lewistown
Havre
Chinook
Malta
Glasgow
Scobey
Plentywood
Wolf Point
Sidney
Circle
Jordan
Winnett
Glendive
Miles City
Forsyth
Hysham
Roundup
Harlowton
Ryegate
Billings
Hardin
Big Timber
Columbus
Red Lodge
Livingston
Bozeman
Virginia City
Dillon
Baker
Ekalaka
Broadus
Terry
Wibaux
YELLOWSTONE NATIONAL PARK
EDITOR & PUBLISHER
MARKET GUIDE MAP
MONTANA
LEGEND
■ Daily Newspaper Cities
★ State Capitol
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100

killing frost, Sept. 21; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on 4 sts.; the Atrium, downtown shopping mall (30 units); Holiday Village (42 units).
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Gamble's; JCPenney; Woolworth's; Coast-to-Coast; Herbergers; K mart.
Variety Stores-Fleet Wholesale; Bonanza 88; Sandvig's.
Chain Drug Stores-Western 3; Osco.
Chain Supermarkets-Buttrey; IGA.
Other Chain Stores-Montgomery Ward; Sears (catalog); Kinney Shoes; House of Fabrics; Anita Shops; Maurice's; Hallmark; Desmonds; Zale's.

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 4,577; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Dwight C. Pfeifer, Pub., DAILY NEWS, 119 2nd St.; PO Box 431, Havre, MT 59501; Tel. (406) 265-6796.
National Representative: None.

HELENA

1 - LOCATION: Lewis and Clark County, E&P Map C-2. State Capital. County Seat. On U.S. Hwys. 12 and 91; I-15; 65 mi. NE of Butte; 94 mi. SW of Great Falls. A telephone communications ctr.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Garrett Freightlines; Salt Creek Freightways.
Bus Lines-Intermountain.
Airlines-Northwest; Big Sky; Delta; Morrison Flying Service; Capital Aero-air taxi.

3 - POPULATION:
Corp. City 80 Cen. 23,938; E&P 87 Est. 25,352
NDM-ABC: (80) 38,853
RTZ-ABC: (80) 11,191
County 80 Cen. 43,039; E&P 87 Est. 48,581
Total NDM & RTZ-ABC: (80) 50,044

4 - HOUSEHOLDS:
City 80 Cen. 9,475; E&P 87 Est. 9,759
County 80 Cen. 16,066; E&P 87 Est. 18,872
NDM-ABC: (80) 14,565
RTZ-ABC: (80) 3,859
Total NDM & RTZ-ABC: (80) 18,424

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$126,973,000
Commercial	5	$224,935,000

6 - PASSENGER AUTOS: County 26,559

7 - ELECTRIC METERS: Residence 21,195

8 - GAS METERS: Residence 11,595

9 - PRINCIPAL INDUSTRIES: Mining; Ranching; Sand Gravel; Smelting & Refining; Cement; Gov't.
Principal Pay Days-1st, 15th, 20th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-55; Summer 52-83; Fall 32-57; Winter 7-27. First killing frost, Oct. 2; last killing frost, May 2.

11 - TAP WATER: Neutral (2 systems); 1 very soft; 1 very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown, 8 blocks on N. & S. Main St.; Capital Hill Ctr., 11th & Roberts; Lundy Ctr., Euclid & N. Benton; Northgate Plz., N. Montana & Cluster.
Neighborhood Shopping Centers-Montana and Boulder Aves.; Lyndale at National Ave., 11th & Montana; Benton at Euclid; 11th & Prospect; Montana & Cedar.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Capital Hill(44)	NA	JCPenney, Hennessy's, Thriftway
Lundy's(8)	NA	Bergum, Thriftway, Ben Franklin
Northgate(6)	NA	Gibson's, Thriftway, Power-Townsend Co.
Downtown(45)	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Some Mon.; Food every night, Shopping Ctrs. every night, some Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Hennessy's.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; K mart.
Chain Drug Stores-Osco; Bergum.
Chain Supermarkets-Buttrey's; Safeway; Thriftway; Albertson's; Heritage IGA.
Other Chain Stores-Goodyear; Sears (catalog); Coast-to-Coast; K-G Men's Stores; Conrad's; Gallenkamp Shoes; Radio Shack; Woolcott's; Leslie's Hallmark; Maurice's.

14 - NEWSPAPERS: INDEPENDENT RECORD (e) 12,845; (S) 13,453; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mike McGrorty, Adv. Dir., INDEPENDENT RECORD, 317 Cruse St.; PO Box 4249, Helena, MT 59601; Tel. (406) 442-7190.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

KALISPELL

1 - LOCATION: Flathead County, E&P Map B-1. County Seat. Trading center; on Flathead River in NW part of state; 30 mi. from Glacier Natl. Park; 250 mi. W of Great Falls, 250 mi. E of Spokane; 125 mi. N of Missoula; 260 mi. NW of Helena.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Intermountain Trans.; Brown Bus; Lincoln Stage Line.
Airlines-Cascade.

3 - POPULATION:
Corp. City 80 Cen. 10,648; E&P 87 Est. 12,247
County 80 Cen. 51,966; E&P 87 Est. 61,002
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,396; E&P 87 Est. 4,752
County 80 Cen. 18,790; E&P 87 Est. 22,848

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$130,300,000
Commercial	4	$251,304,206

6 - PASSENGER AUTOS: County 32,329

7 - ELECTRIC METERS: Residence 15,500

8 - GAS METERS: Residence 10,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber Mills 1,000 ($370); Wood Prods. 300 ($380); Aluminum 700 ($450); Fruit Packing 250 ($225); Semi Tool High-Tek 60 ($8.00 per hr.); Farming, Grain, Mint Cattle, Dairy, Seed Potatoes 1,500 ($200).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-83; Summer 24-105; Fall 14-76; Winter 26-56. First killing frost, Sept. 12-13; last killing frost, May 5-30.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 2 on 1st Ave. E.; 2 on 1st Ave. W.; 2 on 1st St.; 4 on 2nd St.; 2 on 3rd St.; 2 on E. Idaho St.; on U.S. 93 outskirts of City; Gateway West Mall, Hwy. 2 W.; K mart, Hwy. 2 E.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Whitefish	15	Markus, Safeway
Mountain Mall(30)	NA	
Somers	8	[illegible]ates
Columbia Falls	15	[illegible] B&B
Bigfork	12	[illegible]ne Hills
B&B(6)	NA	[illegible]ed Meyer
Gateway West Mall	3	Drug Fair, Safeway
Kalispell Ctr.	NA	Herbergers, Penneys

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri. to 9.
Stores Open Sundays-Gateway West Mall; K mart; Buttreys-Zauner Boys; Cardinal True Value; B&B; Evergreen Discount; JCPenney.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; B&B; Herbergers.
Discount Stores-Sportsman Surplus; Bonanza; K mart; Drug Fair.
Variety Stores-Woolworth; Bonanza 88.
Chain Drug Stores-Rexall; Walgreens 2; Osco; Drug Fair.
Chain Supermarkets-Safeway; Buttrey's; Rosauers.

14 - NEWSPAPERS: INTER LAKE (e-mon to fri) 12,787; (S) 13,937; sworn Mar. 31, 1987 VAC.
Local Contact for Advertising and Merchandising Data: C. Patrick King, Pub., INTER LAKE, 727 E. Idaho, Kalispell, MT 59901; Tel. (406) 755-7000.
National Representative: Newspaper Advertising Service.

LIVINGSTON

1 - LOCATION: Park County, E&P Map C-3. County Seat. Business entrance Yellowstone Natl. Park. 115 mi. W of Billings; 125 mi. E of Butte. On U.S. Hwy. 89 and I-90.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Intercity Bus Lines-Northland Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,994; E&P 87 Est. 6,920
County 80 Cen. 12,660; E&P 87 Est. 13,715

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,843; E&P 87 Est. 2,610
County 80 Cen. 4,924; E&P 87 Est. 5,496

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$125,000,000
Savings & Loan	1	$60,000,000

6 - PASSENGER AUTOS: County 8,225

7 - ELECTRIC METERS: Residence 4,302

8 - GAS METERS: Residence 3,297

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. 1,100 ($300); Mfg. 210 ($400); Services, Misc. 425 ($400); Lumbering 500 ($500); Railroad 200 ($800).
Principal Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-53; Summer 49-78; Fall 33-60; Winter 25-40. First killing frost, Sept. 17; last killing frost, June 1.

11 - TAP WATER: Neutral, medium hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Main; 1 on 2nd & connecting sts.
Nearby Shopping Centers-John's IGA; Livingston Plaza; High Country Shopping Mall; Sleeping Giant Trade Ctr.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Grocery, Supermarkets, Western Drug, Sleeping Giant Trade Ctr.

13 - RETAIL OUTLETS: **Department Stores**-Anthony's; Robbins, Inc.; Corral West.
Variety Stores-Ben Franklin.
Chain Supermarkets-Wes Sooper; John's IGA.
Chain Drug Stores-Western Drug.
Other Chain Stores-True Value; Jerry's Hardware Hank; Bernina; Sears (catalog); Coast-to-Coast; Goodyear; Mini-Mart; Superamerica; Mode O'Day; Champion Auto Store.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 3,520; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Warren McQuay, Adv. Dir., ENTERPRISE, 401 S. Main St.; PO Box 665, Livingston, MT 59047; Tel. (406) 222-2000.
National Representative: Landon Associates.

MILES CITY

1 - LOCATION: Custer County, E&P Map F-2. County Seat. Shipping and whol. ctr. In SE corner of state at confluence of Tongue and Yellowstone rivers; on U.S. Hwys. 10, 12, 312; State Hwy. 22; I-94.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.
Airlines-Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 9,602; E&P 87 Est. 10,117
County 80 Cen. 13,109; E&P 87 Est. 13,847
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,779; E&P 87 Est. 4,082
County 80 Cen. 4,901; E&P 87 Est. 5,364

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$176,000,000

6 - PASSENGER AUTOS: County 6,710

7 - ELECTRIC METERS: Residence 3,755

8 - GAS METERS: Residence 3,719

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Stockyards 75 (N.A.); R.R. 300 ($247); Medical 150 ($260); Printing 54 ($265).
Principal Industrial Pay Days-2nd & 18th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 50-105; Fall 25-75; Winter-40-40. First killing frost, Oct. 1; last killing frost, Apr. 30.

11 - TAP WATER: Neutral, medium soft.

12 - RETAILING: **Principal Shopping Centers**-36 blocks on eight streets; Miles City Downtown; Plz. Shopping Ctr.-10 stores.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Shores; Anthony's; K mart.
Variety Stores-Milo's; Squire Shop; Ben Franklin.
Chain Drug Stores-Rexall; Osco.
Chain Supermarkets-Buttrey's; Reynolds; IGA.
Other Chain Stores-Miles & Ulmer; Coast-to-Coast; Sears.

14 - NEWSPAPERS: STAR (e-mon to fri) 3,929; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Dallas Bentley, Adv. Mgr., STAR, 13 N. 6th St.; PO Box 1216, Miles City, MT 59301; Tel. (406) 232-0450.
National Representative: Landon Associates.

MISSOULA

1 - LOCATION: Missoula County, E&P Map B-2. County Seat. Manufacturing, distributing and education center. 210 mi. E of Spokane, WA; 120 mi. NW of Butte on U.S. Hwys. 93, I-90.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-13.
Intercity Bus Lines-Intermountain; Greyhound; Missouri Valley Trails.
Airlines-Northwest.

3 - POPULATION:
Corp. City 80 Cen. 33,388; E&P 87 Est. 34,463
CZ-ABC: (80) 56,670
RTZ-ABC: (80) 73,245
County 80 Cen. 76,016; E&P 87 Est. 80,168
City & RTZ-ABC: (80) 129,915
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,604; E&P 87 Est. 14,344
County 80 Cen. 28,019; E&P 87 Est. 30,724
CZ-ABC: (80) 21,643
RTZ-ABC: (80) 25,520
City & RTZ-ABC: (80) 47,163

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$278,649,000
Savings & Loan	2	$135,808,000

6 - PASSENGER AUTOS: County 42,698

7 - ELECTRIC METERS: Residence 22,396

8 - GAS METERS: Residence 17,469

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 2,693 ($340); U.S. Forest Service 860 ($300); R.R. 300 ($250); Univ. 3,111 ($140); Hospitals 1,260 ($180).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 55-90; Fall 25-65; Winter 0-55. First killing frost, Sept. 20; last killing frost, May 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on N. Higgins; 5 on S. Higgins; 3 on Front St.; Main and Broadway.
Neighborhood Shopping Areas-Broadway W.; 3 blocks on Front St. E. & Main St. E.; 6 blocks on Broadway E., Hwy. 93 South (2).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southgate(94)	5	Sears, Hennessey's, Hart-Albin, JCPenney
Tremper's(11)	3	Buttrey
Holiday Vlg.(20)	3	Albertson's, Osco, Sprouse-Reitz
East Gate(2)	2	East Gate Drug
Fairway	3	Buttrey's
South Center	3	
Town & Country(4)	4	Super Save

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All stores, Fri.

13 - RETAIL OUTLETS: **Department Stores**-The Bon; JCPenney; Sears; Hennessey's; Hart-Albin.
Variety Stores-Bonanza.
Discount Stores-Sprouse-Reitz; K mart; ShopKo; LaBelle's.
Chain Drug Stores-Buttrey 2; Osco; Medicine Shoppe.
Chain Supermarkets-Safeway 2; Buttrey's 2; Albertson's; Super Save; Rosauers; Price Plus 2; Tidyman's.
Other Chain Stores-Firestone; Coast-to-Coast; K-G Men's; House of Fabrics; Radio Shack; Ernst.

14 - NEWSPAPERS: MISSOULIAN (m) 28,025; (S) 29,741; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Sharon Schroeder, Adv. Mgr., MISSOULIAN, 500 S. Higgins Ave., PO Box 8029, Missoula, MT 59807; Tel. (406) 721-5200.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

NEBRASKA SURVEYS

METROPOLITAN STATISTICAL AREAS

Lincoln-Lancaster County.
Omaha, NE-IA-Douglas, Sarpy and Washington Counties, NE; Pottawattamie County, IA.
Sioux City, IA-NE-Woodbury County, IA; Dakota County, NE

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	120	125	131
5-14 Years	301	239	248
15-24 Years	258	296	307
25-44 Years	327	413	429
45-64 Years	296	293	304
65 and Over	183	206	214
TOTAL	1,485	1,572	1,633

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr	357	439	827
General Mdse	686	784	1,182
Food	972	1,420	1,896
Automobiles	1,094	1,295	2,506
Gasoline Stations	530	743	740
Apparel	235	345	499
Furniture	261	328	603
Eat-Drink Places	474	669	1,016
Drugs	139	201	297
TOTAL SALES	5,145	6,995	10,385

ALLIANCE

1 - LOCATION: Box Butte County, E&P Map A-2, County Seat. Wholesale center. On Hwys. 2, 385; 400 mi. from Omaha; 240 mi. from Denver.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Star Bus.
Airlines-G.P. Express Commuter.

3 - POPULATION:
Corp. City 80 Cen. 9,920; E&P 87 Est. 10,816
CZ-ABC: (80) 9,920
RTZ-ABC: (80) 30,149
County 80 Cen. 13,696; E&P 87 Est. 14,866
City & RTZ-ABC: (80) 40,069

4 - HOUSEHOLDS:
City 80 Cen. 3,718; E&P 87 Est. 4,154
County 80 Cen. 5,038; E&P 87 Est. 5,710
CZ-ABC: (80) 3,718
RTZ-ABC: (80) 11,039
City & RTZ-ABC: (80) 14,757

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$157,916,000
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 7,297

7 - ELECTRIC METERS: Residence 4,013

8 - GAS METERS: Residence 3,547

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 200 ($192); R.R. 2,210 ($425).
Principal Pay Days-Wed.; R.R. 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-56; Summer 54-96; Fall 33-56; Winter 14-39. First killing frost, Sept. 20; last killing frost, Apr. 20.

11 - TAP WATER: Aklaline, hard; not fluoridated.

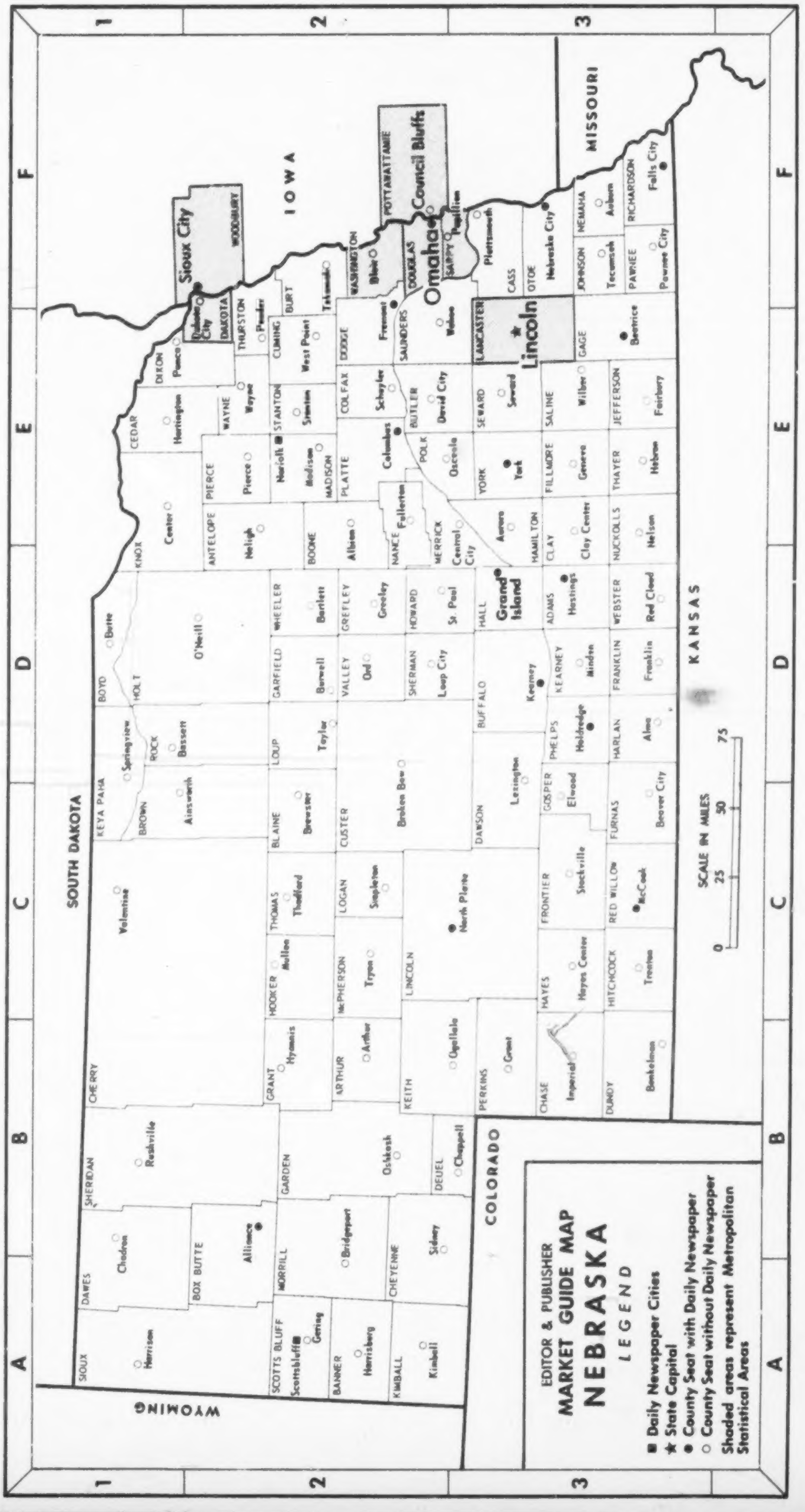
12 - RETAILING: **Principal Shopping Center**-8 blocks on Box Butte Ave. and Third St.
Neighborhood Shopping Centers-4 blocks on E. Third; 5 blocks on W. Third; 1400 W. Third.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Third	1	Shop & Save, K mart, Alco
East Third	1	Wegner Motor, Safeway, Pamida

Principal Shopping Days-Sat., Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Rhoads; Sears.
Discount Stores-Wheeler's; Pamida; Alco; K mart.
Chain Drug Stores-Walgreens.
Chain Supermarkets-Safeway; Jack & Jill; Shop & Save.
Other Chain Stores-Hardware Hank; Radio Shack; Redman's Shoes.


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEBRASKA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75
SOUTH DAKOTA
IOWA
MISSOURI
KANSAS
COLORADO
WYOMING
A
B
C
D
E
F
1
2
3

14 - NEWSPAPERS: TIMES-HERALD (e) 3,961; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Swanson, Adv. Dir., TIMES-HERALD, 114 E. 4th; PO Box G, Alliance, NE 69301; Tel. (308) 762-3060.
National Representative: Branham/Newspaper Sales.

BEATRICE

1 - LOCATION: Gage County, E&P Map E-3, County Seat. Agric. ctr. Big Blue River, 42 mi. from Lincoln (State capital). On U.S. Hwys. 77, 136; State Hwy. 4.

2 - TRANSPORTATION: Railroads-[illegible]on; U.P.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 12,891; E&P 87 Est. 12,285
CZ-ABC: (80) 12,891
RTZ-ABC: (80) 38,695
County 80 Cen. 24,456; E&P 87 Est. 23,214
City & RTZ-ABC: (80) 51,586

4 - HOUSEHOLDS:
City 80 Cen. 5,255; E&P 87 Est. 5,165
CZ-ABC: (80) 5,255
RTZ-ABC: (80) 14,746
County 80 Cen. 9,245; E&P 87 Est. 9,089
City & RTZ-ABC: (80) 20,001

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$130,946,501
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 12,705

7 - ELECTRIC METERS: 6,400

8 - GAS METERS: 5,300

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Assembler Prods. ($214); Chemical Oper. ($380); Electrician ($340); Laborer, Material Hdlg. ($200); Lathe Oper. ($256); Maintenance Mechanic Plt. ($260); Milling Machine Oper. ($216); Punch Press Oper. ($249); Secretary ($182); Sewing Machine Oper. ($170); Tool & Die Maker ($290); Welder ($240).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-61; Summer 64-85; Fall 43-65; Winter 17-35.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING: **Nearby Shopping Centers**-Indian Creek (K mart, Alco, Jack & Jill).
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Kampler's; Alco (Duckwall).
Discount Stores-Pamida; K mart.
Chain Drug Stores-Medicine Chest; Wells' Pharmacy; Health Mart.
Chain Supermarkets-Boogaart's; Jack & Jill; IGA; Super Market; Price Chopper; Econo-Food.
Other Chain Stores-Sears; Brown Shoe; Cooks Paint; Sherwin-Williams; Earl May Seed; S&H Green Stamps; Payless Shoes; OK Tire Co.; Coast-to-Coast; Ben Franklin; Wheelers; TSC; Ace Hardware; Bobs General Mdse.; Cato.

14 - NEWSPAPERS: SUN (e) 10,531; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Burt Foreman, Adv. Mgr., SUN, 200 N. 7th; PO Box 847, Beatrice, NE 68310; Tel. (402) 223-5233.
National Representative: Branham/Newspaper Sales.

COLUMBUS

1 - LOCATION: Platte County, E&P Map E-2, County Seat. Agricultural area; manufacturing and retail center; 85 mi. W of Omaha; 75 mi. NW of Lincoln (capital) on Transcontinental Hwy. 30 (E & W); U.S. Pan-American 81 (N & S); 544 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.
Airlines-AAA.

3 - POPULATION:
Corp. City 80 Cen. 18,061; E&P 87 Est. 19,318
CZ-ABC: (80) 18,061
RTZ-ABC: (80) 46,081
County 80 Cen. 28,852; E&P 87 Est. 30,435
City & RTZ-ABC: (80) 64,142

4 - HOUSEHOLDS:
City 80 Cen. 6,389; E&P 87 Est. 7,214
County 80 Cen. 10,084; E&P 87 Est. 11,027
CZ-ABC: (80) 6,389
RTZ-ABC: (80) 16,703
City & RTZ-ABC: (80) 23,092

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$253,200,000
Savings & Loan	6	$476,300,000

6 - PASSENGER AUTOS: County 16,686

7 - ELECTRIC METERS: Residence 7,179

8 - GAS METERS: Residence 5,749

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machine Shop 1,425 ($250); Electronics 1,560 ($200); Med. & Surg. Inst. 1,050 ($230); Auto Parts Mfg. 270 ($280); Agricultural Building 1,160 ($280); Agricultural Equip. 2,300 ($280).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-83; Summer 60-88; Fall 26-77; Winter 9-46. First killing frost, Oct. 11; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on 3 Sts.
Nearby Shopping Center-On U.S. Hwy. 30 (15 blocks). U.S. 30 Center (Pamida); Westgate Shpg. Ctr. (Wal-Mart, Hy Vee).
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.; Shopping centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Geo. Schweser's Sons; JCPenney.
Variety Stores-Woolworth.
Discount Stores-Pamida; Alco; K mart; Wal-Mart.
Chain Drug Stores-Walgreens; Rexall; Tooley.
Other Chain Stores-Sears; Coast-to-Coast; Firestone; True Value Hdwe.; Hy Vee; Food-4-Less; Family Thrift Ctr., Maurice's; Tobers; Brass Buckle.

14 - NEWSPAPERS: TELEGRAM (e-mon to fri) 10,943; (S) 11,153; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Deb Condreay, Adv. Mgr., TELEGRAM, 1254 27th Ave., Columbus, NE 68601; Tel. (402) 564-2741.
National Representative: Branham/Newspaper Sales.

FALLS CITY

1 - LOCATION: Richardson County, E&P Map F-3. Shpg. & medical ctr. 92 mi. SE of Lincoln; 108 mi. S of Omaha; 108 mi. N of Kansas City. On U.S. Hwy. 73; State Hwy. 4.

2 - TRANSPORTATION: Railroads-Missouri Pacific (Main Line div. pt.); Burlington.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound (U.P.).

3 - POPULATION:
Corp. City 80 Cen. 5,374; E&P 87 Est. 4,693
County 80 Cen. 11,315; E&P 87 Est. 10,465

4 - HOUSEHOLDS:
City 80 Cen. 2,237; E&P 87 Est. 1,970
County 80 Cen. 4,479; E&P 87 Est. 4,306

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$90,000,000
Savings & Loan	All branches	$60,000,000

6 - PASSENGER AUTOS: County 5,729

7 - ELECTRIC METERS: Residence 2,175

8 - GAS METERS: Residence 1,988

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. 114; Meat Pkg. 75; Agric. related 65; Misc. 150; Tool & Die 90.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-90; Summer 50-114; Fall 39-95; Winter -28-80. First killing frost, Oct. 13; last killing frost, Apr. 25.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-18 blocks on Stone, Chase & Harlan.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Chaney's.
Chain Supermarkets-Nash Finch 2.
Other Chain Stores-Firestone; Coast-to-Coast; Pamida; Brown's Shoe; Mode O'Day; Sears; Tober's; Goodrich Dairy.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 4,796; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Marjorie A. Loucks, Bus. Mgr., JOURNAL, 1810 Harlan St., Falls City, NE 68355; Tel. (402) 245-2431.
National Representative: Branham/Newspaper Sales.

FREMONT

1 - LOCATION: Dodge County, E&P Map E-2, County Seat. On Platte River, 35 mi. NW of Omaha. On U.S. Hwys. 30, 77, 275; State Hwy. 8.

2 - TRANSPORTATION: Railroads-U.P.; Chicago Northwestern; Burlington Northern.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Arrow-Black Hills.

3 - POPULATION:
Corp. City 80 Cen. 23,979; E&P 87 Est. 23,486
CZ-ABC: (80) 26,151
RTZ-ABC: (80) 47,019
County 80 Cen. 35,847; E&P 87 Est. 34,939
City & RTZ-ABC: (80) 73,170

4 - HOUSEHOLDS:
City 80 Cen. 9,129; E&P 87 Est. 9,037
County 80 Cen. 13,292; E&P 87 Est. 13,423
CZ-ABC: (80) 9,882
RTZ-ABC: (80) 16,791
City & RTZ-ABC: (80) 26,673

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$225,436,047
Savings & Loan	5	$173,464,015

6 - PASSENGER AUTOS: County 19,831

7 - ELECTRIC METERS: Residence 12,297

8 - GAS METERS: Residence 9,783

9 - PRINCIPAL INDUSTRIES: Meat Packing; Poultry Proc.; Seed Proc.; Alfalfa Dehydrating and Meal Pelleting; Soybean Proc.; Flour; Foundry; Pre-Cut Homes; School Supplies; Concrete, Tile, Block & Well Casing; Metal Well Casing; Metal Grain Storage Bldg.; Corrugated Boxes; Railroad Wheel Bearings; Structural Wood Systems; Hydraulic Equip.; Cemetery Markers; Bridal Gowns; Fertilizer; No Boil Pasta; Metal Stamping; Metal Fabricating; Food Proc.; Ornamental iron; Midland College; Tent & Awning; Refrigerated Whse.; Ladies Slacks & Skirts; Machine Shop; Livestock Feed Additives; Seat Mfg. Total employ. 16,676.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-60; Summer 76-87; Fall 46-54; Winter 26-29.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: **Principal Shopping Center**-12 blocks Downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastville Plaza	NA	Wal-Mart, Hy-Vee, Walgreens
Fremont Mall(24)	NA	JCPenney
Parkview Ctr.(27)	NA	Miller Drug
Gateway Ctr.(7)	NA	
Alco Plz.(7)	NA	Duckwall
Pauladon(10)	NA	
Park Place Ctr.(8)	NA	
El Mercado Ctr.	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown Thur.; Mall every evening exc. Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Schweser's.
Variety Stores-Country General Store.
Discount Stores-Alco; K mart; 1/2 Price Store; Wal-Mart.
Chain Drug Stores-Rexall; Walgreens.
Chain Supermarkets-Hinky Dinky; Food 4 Less; Save Mart; Hy-Vee.
Other Chain Stores-Firestone; Goodyear; Harding Glass; Goodrich Dairy; Ace Hdwe.; Redman's; Buck's; Pearle Vision Ctr.; Tober's; House of Fabrics; Sears; Sherwin-Williams; Singer; Radio Shack; 7-Eleven; Kwik Shop; Applause Video; Coast-to-Coast; Diamond Vogel Paint; Earl May Garden; Medicine Chest; Payless Shoe Source; ValCom; Cato; 9.99 Store; Mondo's; Dairy Queen.

14 - NEWSPAPERS: TRIBUNE (e) 11,696; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mike Casuscelli, Adv. Mgr., TRIBUNE, 135 N. Main, Fremont, NE 68025; Tel. (402) 721-5000.
National Representative: Gannett National Newspaper Sales.

GRAND ISLAND

1 - LOCATION: Hall County, E&P Map D-3, County Seat. Meat packing, farm equip. mkt. and shipping ctr.; railroad terminus; on I-80; U.S. Hwys. 30, 34, 281; State Hwy. 2, in S central part of state; 135 mi. W of Omaha; 94 mi. W of Lincoln.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington Northern; CB&QRR.
Motor Freight Carriers-42.
Intercity Bus Lines-Greyhound; Continental Trailways; United Motorways.
Airlines-Air Midwest; Rocky Mountain; GP Air.

3 - POPULATION:
Corp. City 80 Cen. 37,780; E&P 87 Est. 40,339
CZ-ABC: (80) 37,781
RTZ-ABC: (80) 71,194
County 80 Cen. 47,690; E&P 87 Est. 50,752
City & RTZ-ABC: (80) 108,930

4 - HOUSEHOLDS:
City 80 Cen. 12,819; E&P 87 Est. 15,872
County 80 Cen. 17,463; E&P 87 Est. 19,322
CZ-ABC: (80) 12,819
RTZ-ABC: (80) 27,06[illegible]
City & RTZ-ABC: (80) 39,881

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 27,675

7 - ELECTRIC METERS: Residence 14,804

8 - GAS METERS: Residence 15,611

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 3,662, including farm equip., farm and steel bldgs., Automotive, Food proc.; Gov't 2,577; Ret. 3,942; Whol. 930; Trans. and Util. 783; Fin. & R.E. 572; Serv. 2,127; all others 1,615.
Principal Pay Days-1st, 15th; Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-73; Summer 58-90; Fall 38-80; Winter 16-40. First killing frost, Oct. 1; last killing frost, Apr. 29.

11 - TAP WATER: Acid, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on 3rd St.; 6 on 4th St.; 14 on cross streets; Five Points Shpg. Ctr., 4 blocks, 18 units; one 120,000 ft. Super Dept.-Variety Store; 2 Shopping Malls on N. Hwy. 281; 750,000 ft.; 8 blocks on S. Locust.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Conestoga(60)	2	Brandeis, Miller & Paine, JCPenney, Sears
Grand Island(20)	2	Richman Gordman, Shopko

Principal Shopping Days-Wed., Sat., Sun.
Stores Open Evenings-Sears, JCPenney-Wed., Fri.; Food, Malls-nightly & Sun.
Stores Open Sundays-5 Supers; Malls, [illegible]ount Stores.

13 - RETAIL OUTLETS: **Department Stores**-Skagway; Brandeis; JCPenneys; Sears; Miller & Paine; Schwesers.
Discount Stores-Skagway; Richman Gordman; K mart; Shopko; Wheelers.
Chain Drug Stores-Ben's; Walgreens.
Chain Supermarkets-Jack & Jill 3; Boogarts 2; Econo Foods; Bag & Save; Skagway.
Other Chain Stores-Goodyear; Swan's (furn.); Mode O'Day; Brodkey Jewelers; Singer Co.; Shoes Kinney, Redman, Brown, National; Gen. Nutrition; So-Fro Fabrics; Jo Ann Fabrics; Zale's; Maurices; Waldenbooks; Sidle's; Sherwin-Williams; Holiday Station; Earl May; Goodyear; Tober's; Morris Paint; Radio Shack; US Tech; Video Kingdom; Northwest Fabrics.

14 - NEWSPAPERS: INDEPENDENT (e) 25,098; (S) 26,094; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Rob James, Adv. Mgr., INDEPENDENT, First & Cedar Sts., Grand Island, NE 68802; Tel. (308) 382-1000.
National Representative: Branham/Newspaper Sales.

HASTINGS

1 - LOCATION: Adams County, E&P Map D-3, County Seat. Shipping; wholesale; miscellaneous light manufacturing. College center. South central part of state; 100 mi. W of Lincoln; 150 mi. to Omaha; 640 mi. to Chicago. On U.S. Hwys. 6, 34, 281; 15 mi. S of I-80.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak; Union Pacific.
Intercity Bus Lines-Arrow; Neblinc; Republic Valley; Hi-Line.
Airlines-GP Air.

3 - POPULATION:
Corp. City 80 Cen. 23,045; E&P 87 Est. 23,403
CZ-ABC: (80) 23,045
RTZ-ABC: (80) 56,655
County 80 Cen. 30,656; E&P 87 Est. 31,638
City & RTZ-ABC: (80) 79,701
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,295; E&P 87 Est. 9,746
County 80 Cen. 11,740; E&P 87 Est. 12,583
CZ-ABC: (80) 9,295
RTZ-ABC: (80) 21,286
City & RTZ-ABC: (80) 30,581

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$27,600,000
Commercial	3	$220,719,796

6 - PASSENGER AUTOS: County 16,652

7 - ELECTRIC METERS: Residence 11,282

8 - GAS METERS: Residence 9,662

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm Prods. 250 ($270); Beef Proc. 165 ($275); Instrument Mfg. 300 ($290); Ethanol Prods. 50 ($283); Irrigation Equip. 250 ($297); Various Prods. 220 ($261); Fertilizer 67 ($212); Cartons and IBM Cards 140 ($293); Newspaper Printing, Photography 122 ($270); Cooling and Heating Equip. 118 ($239); Irrigation pipes, engines and equip. 308 ($295); Swine production 90 ($298); Electricity 90 ($212); Natural Gas 149 ($315); Baked Goods 270 ($312); Farm Equip. 498 ($265); Plastic Pipe 46 ($280); Mobile Homes 114 ($285); Hospital 501 ($277).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-97; Summer 51-103; Fall 13-96; Winter 8-59. First killing frost, Oct. 14; last killing frost, May 1.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Downtown Shopping Center**-6 blocks on 1st, 2nd and 3rd Streets.
Neighborhood Shopping Areas-5th and E Side Blvd.; Burlington and J Sts.; South and Elm Sts.; Intersection of Hwys. 6, 34 & 281; K mart on W Marion Rd., Allen's Shopping Center, Downtown, Gibson's on S Burlington. 1/2 Price Store & Econofoods, Western Mall on S Burlington and Imperial Mall on Marion Rd. & 12 St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Imperial Mall(46)	2	Younker's, Sears, Walgreens Woolworth, Herbergers

Principal Shopping Days-Thur., Fri., Sat., Sun. for Mall.
Stores Open Evenings-All Stores-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Schweser's; Younker's; JCPenney; Allen's.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Big G; Allen Drug. Gibson's; K mart; 1/2 Price Store.
Chain Drug Stores-Walgreens; Bert's Rexall 2.
Chain Supermarkets-Jack & Jill 3; IGA; Allen's; Econofoods; Gibson's.
Other Chain Stores-Firestone; Sears (catalog); Kinney; Maurice's; Brodkeys; Herbergers; Radio Shack; So-Fro Fabrics; Wheeler's; Video Kingdom; Stevenson's; Fashion Crossroads; Appleby's; Musicland; Lots to Love; Brass Buckle.

14 - NEWSPAPERS: TRIBUNE (e) 16,032; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Don Heath, Gen. Mgr., TRIBUNE, 908 W. 2nd St., Hastings, NE 68901; Tel. (402) 462-2131.
National Representative: Branham/Newspaper Sales.

HOLDREGE

1 - LOCATION: Phelps County. E&P Map C-3. South central part of state. 158 mi. W of Lincoln; 55 mi. SW of Hastings; 70 mi. E of McCook. On U.S. Hwys. 6, 34, 183, 383, State Hwy. 23. 17 mi. S of I-80.

2 - TRANSPORTATION: **Railroads**-Burlington; Amtrak.
Motor Freight Carriers-Ideal.
Intercity Bus Lines-Arrow-Black Hills.

3 - POPULATION:
Corp. City 80 Cen. 5,624; E&P 87 Est. 5,980
CZ-ABC: (80) 5,624
RTZ-ABC: (80) 23,226
County 80 Cen. 9,769; E&P 87 Est. 10,547
City & RTZ-ABC: (80) 28,850

4 - HOUSEHOLDS:
City 80 Cen. 2,267; E&P 87 Est. 2,450
CZ-ABC: (80) 2,267
RTZ-ABC: (80) 8,852
County 80 Cen. 3,699; E&P 87 Est. 4,119
City & RTZ-ABC: (80) 11,119

5 - BANKS	**NUMBER**	**EST DEP.**
Commercial	4	$162,522,000
Saving & Loan	2	$101,480,621

6 - PASSENGER AUTOS: County 5,734

7 - ELECTRIC METERS: Residence 2,505

8 - GAS METERS: Residence 2,225

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 10 ($252); Monument Mfg. 17 (N.A.); Weaving 107 ($235); Medical Supplies 650 ($263).
Principal Industrial Pay Day-Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 6-76; Summer 80-101; Fall 3-87; Winter 0-97. First killing frost, Oct. 20; last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Days**-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Wheelers.
Discount Stores-Pamida; Medicine Chest; Coast-to-Coast.
Chain Supermarkets-Jack & Jill; Hinky Dinky.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 3,681; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Penrod, Adv. Mgr., CITIZEN, 418 Garfield St.; PO Box 344, Holdrege, NE 68949; Tel. (308) 995-4441.
National Representative: Branham/Newspaper Sales.

KEARNEY

1 - LOCATION: Buffalo County. E&P Map D-3. County Seat. 186 mi. W of Omaha; 373 mi. E of Denver. On U.S. Hwy. 30; I-80; State Hwys. 10, 40, 44.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Burlington.
Motor Freight Carriers-11.
Intercity Bus Lines-Interstate; Greyhound.
Airlines-GP Express.

3 - POPULATION:
Corp. City 80 Cen. 21,158; E&P 87 Est. 23,960
CZ-ABC: (80) 21,750
RTZ-ABC: (80) 48,314
County 80 Cen. 34,797; E&P 87 Est. 38,412
City & RTZ-ABC: (80) 70,064
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,485; E&P 87 Est. 8,477
County 80 Cen. 12,284; E&P 87 Est. 13,744
CZ-ABC: (80) 7,485
RTZ-ABC: (80) 17,896
City & RTZ-ABC: (80) 25,381

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$200,000,000
Savings & Loan	6	$81,342,110

6 - PASSENGER AUTOS: County 18,507

7 - ELECTRIC METERS: Residence 9,929

8 - GAS METERS: Residence 8,587

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Kearny State College 700; Metal & Irig. Pumps 149; Oil Filters 685; Pharmaceutical Stoppers & Closures 300; Regional Hospital 650; Truck Generators 185; Grain Drying Equip. 95; Auto Valves 715.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-60; Summer 58-100; Fall 38-87; Winter 15-49. First killing frost, Oct. 10; last killing frost, May 4.

11 - TAP WATER: Alkaline, very hard; minimum fluoridated.

12 - RETAILING: **Downtown Shopping Center**-6 blocks S on Central Ave.; 14 N on Hwy. 10; 5 E on Hwy. 30; 8 W on Hwy. 30.
Neighborhood Shopping Centers-6 blocks E. 25 St.
Shopping Centers-North-Hilltop Mall (35 stores), Econofoods, Hinky Dinky, Alco, Scan & Save; Woodridge (6 stores), West-K mart, East-Easton/Bob's Super Store, Ponderosa Mall 7, South-TSC and Wheelers.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Food, Discount, Mall.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Hellmans; Herberger's.
Variety Stores-Kaufmann-Wernert.
Discount Stores-Wheelers; TSC; Bob's Super-Store; Alco; K mart; Wal-Mart.
Drug Stores-ABC; Valley Prescriptions 2; Medical Arts; Econodrug; B.J.'s; Walgreens.
Chain Supermarkets-Boogaart; Econofoods; IGA; Bob's Super Store; Hinky-Dinky.
Other Chain Stores-Firestone; Goodyear; Wards; S&H Green Stamps; Goodrich; Earl May Nursery; Western Auto; Gambles; Coast-to-Coast; Radio Shack; 7-Eleven; Video Kingdom; Ace Hardware; Brass Buckle; Little Professor; Scweiser's.

14 - NEWSPAPERS: HUB (e) 11,280; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Steve Trybus, Adv. Mgr., HUB, 13 E. 22nd, PO Box 1988, Kearney, NE 68848; Tel. (308) 237-2152.
National Representative: Branham/Newspaper Sales.

LINCOLN

1 - LOCATION: Lancaster County (MSA). E&P Map E-3. State Capital, County Seat. Wholesale, trade, industrial, agricultural, insurance and education center. Veterans Administration and U.S. Dept. of Agriculture regional offices. In SE central part of state; 58 mi. SW of Omaha; 50 mi. W of the Missouri River. On U.S. Hwys. 6, 34, 77, I-80; State Hwys. 2, 79.

2 - TRANSPORTATION: **Railroads**-Amtrak; Burlington-Northern; Union Pacific; Missouri-Pacific.
Motor Freight Carriers-Interstate 26; Regional 22.
Intercity Bus Lines-Lincoln City; Trailways; Greyhound.
Airlines-United; TWA; Continental; Air Midwest; America West; Air Express Service; Federal Express; Emery; Airborne Freight; BN Air Freight; CF Air Freight; Capitol Cartage Company.

3 - POPULATION:
Corp. City 80 Cen. 171,932; E&P 87 Est. 188,049
CZ-ABC: (80) 173,465
RTZ-ABC: (80) 167,872
County/MSA 80 Cen. 192,884; E&P 87 Est. 211,574
City & RTZ-ABC: (80) 341,337
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 64,934; E&P 87 Est. 73,411
County/MSA 80 Cen. 71,769; E&P 87 Est. 81,303
CZ-ABC: (80) 65,415
RTZ-ABC: (80) 61,712
City & RTZ-ABC: (80) 127,127

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	11	$1,198,618,000
Savings	6	$598,824,000

6 - PASSENGER AUTOS: County 105,322

7 - ELECTRIC METERS: Total 85,815; Residence 74,928

8 - GAS METERS: Residence 69,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agricultural 2,112; Mfg. 12,769; Durable Goods 5,927; Nondurable Goods 6,842; Constr. 3,889; R.R. Trans. 1,873; Commun., Util. 5,913; Whol. 4,869; Ret. 20,074; Fin., Ins. & R.E. 7,723; Servs. 22,205; Fed. Gov't 2,566; State Gov't 16,595. Total Employment 113,987.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-73; Summer 61-87; Fall 29-78; Winter 13-38. First killing frost, Oct. 12; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Lincoln Center (CBD), including: 4 blocks on O St.; 4 on N St.; 3 on P St.; Gateway at 61st and O Sts.
Neighborhood Shopping Centers-2 blocks at 14th & South; 2 at 27th & Randolph; 3 at 48th & St. Paul; 3 at 61st & Havelock; 3 at 48th & Prescott; 2 at Winthrop Road & Ryons; 2 at 70th & Vine; 4 at 48th & Vine.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gateway(66)	4	Mont. Ward, Sears, Miller & Paine, JCPenney
Piedmont(17)	3	IGA
Rathbone(12)	3	Leon's, Food Mart
Indian Vlg.(14)	3	Dave's Food Mart
Bishop Heights	4	Shopko
Northridge Ctr.(6)	3	Osco, Hy-Vee
Briarhurst(8)	5	Baker Hdwe.
Meadowlane(16)	5	Jack & Jill
48th & Vine	3	K mart, Rich.-Gord.
Westgate(8)	1	Food Bonanza
Belmont(9)	2	Savemart
Clock Tower(15)	5	Classic Foods
East View(22)	3	Super Saver, Osco, Target
Van Dorn(14)	3	1/2 Price Store
East Park Plz.(57)	4	Osco, IGA, Ardans
Edgewood	6	Osco, IGA

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur.; Food-Some Thur., some each weeknight.

13 - RETAIL OUTLETS: **Department Stores**-Younkers; Miller & Paine; Sears; Montgomery Ward; JCPenney; Shopko; Richmond-Gordman; Target.
Discount & Variety Stores-K mart; Osco; T.J. Maxx; 1/2 Price Store.
Chain Drug Stores-Walgreens 5; Wagey 3; Rexall 5; Four Star 4; Gilmour-Danielson 2; Winter; K-Ray 3; Osco 5; Dot Drug.
Chain Supermarkets-Hy-Vee 4; IGA 9; Hinky Dinky 3; Jack & Jill 2; Food-4-Less 3.
Other Chain Stores-Barker Shoes; Baker Shoes; B. Dalton Books; Kinney Shoe; Famous Footwear; Lawlor's Sporting; DeCosta Sporting; Natelson's; Tober's Fashions; Zale's Jewelry; Coast-to-Coast 3; Bostonian Shoes; Tandy; Colortile; The Limited; Radio Shack; Pier I; True Value; Our Own Hdwe.; Sutherland's; Wheeler's; Gibson; TSC Farm Stores; Land & Sky; Earl May Garden; World Radio; Curtis Mathes; Seiferts; Braums; Olympic Village; Athletes Foot; Casual Corner; Applause Video; The Video Station; Payless Shoes; Goldstein-Chapman; Landon's; Tires Inc.; Best Shot Waterbeds; Westlake Hardware.

14 - NEWSPAPERS: STAR (m) 36,610; JOURNAL (e) 43,781; JOURNAL & STAR (S) 79,647; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Don Shriner, Gen. Sales Mgr., JOURNAL and STAR, 926 P St.; PO Box 81609, Lincoln, NE 68501; Tel. (402) 475-4200.
National Representative: Branham/Newspaper Sales.

McCOOK

1 - LOCATION: Red Willow County. E&P Map C-3. County Seat. Agricultural ctr. U.S. Hwys. 6, 34, 83; 382 mi. NW of Kansas City, 285 mi. E of Denver; 285 mi. SW of Omaha.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Arrow Stage Lines.
Airlines-G.P. Express.

3 - POPULATION:
Corp. City 80 Cen. 8,404; E&P 87 Est. 8,793
CZ-ABC: (80) 8,404
RTZ-ABC: (80) 38,988
County 80 Cen. 12,615; E&P 87 Est. 13,187
City & RTZ-ABC: (80) 47,392

4 - HOUSEHOLDS:
City 80 Cen. 3,309; E&P 87 Est. 3,554
County 80 Cen. 4,795; E&P 87 Est. 5,243
CZ-ABC: (80) 3,309
RTZ-ABC: (80) 14,855
City & RTZ-ABC: (80) 18,164

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$73,081,327
Savings & Loan	3	Est. $7,500,000

6 - PASSENGER AUTOS: County 6,976

7 - ELECTRIC METERS: Residence 3,481

8 - GAS METERS: Residence 3,437

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret. & Whol. 1,450; Service 1,050; Constr. 300; Mfg., Trans. 400; Oil Producers 350; Rubber Hose Co. 450; Grain Prods. Co. 50; Burns Lab. 75.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: First killing frost, Sept. 15; last killing frost, Apr. 13. Mean annual temp. 60.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Norris Ave.; 14 on B St.; 4 on C St.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; DeGroff's; Carmichaels; Vogue; Mode O'Day; Alco; Conrad's; Cato.
Variety Stores-Ben Franklin; Wal-Mart.
Discount Stores-Alco.
Chain Supermarkets-Hinky-Dinky; Safeway; Country Corner; U-Save; Warehouse Foods.
Other Chain Stores-Sidles; Sears; Firestone; Goodyear.

14 - NEWSPAPERS: GAZETTE (e) 9,946; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ron Crowe, Asst. Pub., GAZETTE, West First & E Sts., McCook, NE 69001; Tel. (308) 345-4500.
National Representative: Branham/Newspaper Sales.

NEBRASKA CITY

1 - LOCATION: Otoe County. E&P Map F-3. County Seat. Agricultural area; Misc. small manufacturing. Wholesale center. 44 hwy. mi. from Omaha on U.S. Hwys. 73-75; State Hwy. 2; I-29.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
River Barge Line-Sioux City-New Orleans; Hoffman Towing.

3 - POPULATION:
Corp. City 80 Cen. 7,127; E&P 87 Est. 6,461
County 80 Cen. 15,183; E&P 87 Est. 14,755

4 - HOUSEHOLDS:
City 80 Cen. 2,784; E&P 87 Est. 2,594
County 80 Cen. 5,801; E&P 87 Est. 5,819

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$59,500,000
Savings & Loan	2	$181,000,000

6 - PASSENGER AUTOS: County 7,902

7 - ELECTRIC METERS: Residence 2,850

8 - GAS METERS: Residence 2,585

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foods 130 ($200); Gas Meters 470 ($240); Garment Mfg. 280 ($170); Packing & Subcontracting 80 ($134).

10 - CLIMATE: First killing frost, Oct. 9; last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on Central Ave.; 10 off Central Ave.
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dammast's.
Variety Stores-Woolworth.
Discount Stores-Pamida; Duck Wall Alco.
Chain Supermarkets-Super Value; IGA; Nash Finch.
Other Chain Stores-Tober's Fashion; Earl May; Sears (catalog).

14 - NEWSPAPERS: NEWS-PRESS (e-mon to fri; S) 3,341; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Nick Partsch, Pub., NEWS-PRESS, 123 S. 8th St., Nebraska City, NE 68410; Tel. (402) 873-3334.
National Representative: Branham/Newspaper Sales.

NORFOLK

1 - LOCATION: Madison County. E&P Map E-2. Residential center; 60 mi. W of Missouri River; 115 mi. NW of Omaha; 75 mi. SW of Sioux City; 124 mi. N of Lincoln. On U.S. Hwys. 81, 275; State Hwys. 24, 35.

2 - TRANSPORTATION: **Railroads**-C&NW; UP.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; P.Y.N. Arrow; Black Hills Stage Line.
Airlines-MidContinent.

3 - POPULATION:
Corp. City 80 Cen. 19,449; E&P 87 Est. 20,768
CZ-ABC: (80) 19,449
RTZ-ABC: (80) 88,867
County 80 Cen. 31,382; E&P 87 Est. 32,836
City & RTZ-ABC: (80) 108,316
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,471; E&P 87 Est. 8,273
County 80 Cen. 11,586; E&P 87 Est. 12,551
CZ-ABC: (80) 7,471
RTZ-ABC: (80) 31,711
City & RTZ-ABC: (80) 39,182

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$320,000,000
Savings & Loan	2	$184,836,839

6 - PASSENGER AUTOS: County 17,105

7 - ELECTRIC METERS: Residence 9,617

8 - GAS METERS: Residence & Comm'l 7,397

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 628; Dairy & Poultry Proc. 148; Steel 280; Steel Fab. 496; Medical 450; Beef Proc. 150; Bottling 72.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-71; Summer 59-97; Fall 25-75; Winter 8-35. Av. annual precipitation, 23.79 in. Av. length of growing season, 155 days.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Centers**-Downtown Norfolk-1st to 8th Sts. on Norfolk Ave., 1 block each on 3rd, 4th & 5th Sts. N. and S. of Norfolk Ave. Principal stores: Alco; Stinsons, Ashleys, Tom's Music, Bomgaars, Lynn & Sons, Century Lumber, Ballantyne Furn.; Wetzel & Truex Jewelery; The Centrum; Hy-Vee.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sunset Plz.	1	JCPenney, Herbergers, Schwesers
Westside Plz.	2	Gibson's, Lynn & Sons, Ballantynes
Westgate Plz.	NA	Rexall, Radio Shack
South Hwy. 81	NA	Champion Auto, Thriftway
Country Club Plz.	NA	Pic 'N Save

Principal Shopping Days-Thur., Fri., Sat. Most stores open Thur. until 9 and Sun. 1-5 P.M.

13 - RETAIL OUTLETS: **Department Stores**-Stinson's; JCPenney; Herbergers; Sears (catalog); Schweser's.
Discount Stores-Gibson's; K mart; Alco; ShopKo; Wal-Mart.
Chain Supermarkets-Hy-Vee (East & West); County Mkt. (Super Value); Whse. Mkt.; Affiliated Stores.
Other Chain Stores-Firestone; Singer's; Fashion Crossroads; Goodyear; Brodkey Jewelery; Team Electronics; Century Lumber; Earl Mays; Pearle Optical; Duling Optical; Maurice's; Dairy Queen; Merle Norman; Tober's; Payless Family Shoes; Holiday Station Store; True Value Hdwe.; Kinney Shoes; Cato; Athletes Foot.

14 - NEWSPAPERS: NEWS (e) 22,900; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Larry G. Bartscher, Adv. Mgr., NEWS, 525 Norfolk Ave., Norfolk, NE 68701; Tel. (402) 371-1020.
National Representative: Branham/Newspaper Sales.

NORTH PLATTE

1 - LOCATION: Lincoln County. E&P Map C-3. County Seat. Railroad center. Central part of state; 232 mi. from state capital; 289 mi. from Omaha. At intersection of Interstate 80; U.S. Hwy. 83.

2 - TRANSPORTATION: **Railroads**-Union Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Rocky Mountain.

3 - POPULATION:
Corp. City 80 Cen. 24,509; E&P 87 Est. 22,576
CZ-ABC: (80) 26,847
Bal. in NDM-ABC: (80) 47,895
County 80 Cen. 36,445; E&P 87 Est. 33,761
Total NDM-ABC: (80) 74,742

4 - HOUSEHOLDS:
City 80 Cen. 9,178; E&P 87 Est. 8,413
County 80 Cen. 13,245; E&P 87 Est. 12,708
CZ-ABC: (80) 9,967
Bal. in NDM-ABC: (80) 17,514
Total NDM-ABC: (80) 27,481

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$145,474,116
Savings & Loan	6	$90,562,000

6 - PASSENGER AUTOS: County 18,125

7 - ELECTRIC METERS: 12,982

8 - GAS METERS: Residence 10,132

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 105 ($138); R.R. 1700 ($350); Meat Packing 125 ($190); Farm Equip. 120 ($130).
Principal Pay Days-R.R. 1st, 15th. Food and Textile: Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-99; Summer 33-109; Fall 25-105; Winter 16-76. First killing frost, Sept. 23; last killing frost, May 24.

11 - TAP WATER: Alkaline, hard. Source-wells; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Dewey St., 12 on Jeffers; 5 on 4th, 5th and 6th; 2 on 3rd.
Neighborhood Shopping Centers-S. Jeffers and W. A; E. 4th St; A & Carr Streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gibson's	1	Gibson, Home Furniture
Westfield(27)	2	Sixth St. Mkt., Coast-to-Coast, Ben Franklin
The Mall(40)	NA	JCPenney, Osco, Safeway, Herberger's
Parkade Plz.(12)	NA	Alco, Sixth St. Mkt.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Daily except Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Schweser's; Sears; Herberger's; Shopko.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Gibson's; Alco; K mart; Wheelers; Pay 'N Pak; Shopko.
Chain Drug Stores-Osco.
Chain Supermarkets-Safeway; 6th St. Mkt. 5.
Other Chain Stores-Sherwin-Williams; Mode O'Day; Firestone; Coast-to-Coast; Maurice's; Claire's Boutique; Swiss Colony; So-Fro Fabrics; Radio Shack; KWAL Paint; 84 Lumber; Goodyear; K-G Men's Store; Ace Hdwe.; Payless; Regis Hairdressers.

14 - NEWSPAPERS: TELEGRAPH (m-tues to sat) 14,781; (S) 15,108, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Harold M. Branting, Bus. Mgr., TELEGRAPH, 621 N. Chestnut, North Platte, NE 69101; Tel. (308) 532-6000.
National Representative: Branham/Newspaper Sales.

OMAHA

1 - LOCATION: Douglas County (In Omaha, NE-IA MSA). E&P Map F-2. County Seat. Food processing, retail/wholesale trade, military, insurance, educational, medical center, livestock market. Eastern portion of state on Missouri River; 476 mi. W of Chicago; 358 mi. S of Minneapolis/St. Paul; 205 mi. N of Kansas City; 540 mi. E of Denver. On I-80, I-29; U.S. Hwys. 6, 30, 75, 275; State Hwys. 36, 38, 50, 64, 85, 92, 131, 133, 370.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Chicago & Northwestern; Illinois Central; Norfolk & Western; Union Pacific System (HQ); Union Pacific/Missouri Pacific.
Motor Freight Carriers-90.
Rail Passenger Service-Amtrak.
River Barge Lines-3.
Intercity Bus Lines-Greyhound.
Airlines-United; Northwest Orient; Eastern; TWA; Republic; Ozark; American; America West; Continental.

3 - POPULATION:
Corp. City 80 Cen. 313,911; E&P 87 Est. 334,575
County 80 Cen. 397,884; E&P 87 Est. 417,285
MSA 80 Cen. 585,907; E&P 87 Est. 620,766
NDM-ABC: (80) 483,053
RTZ-ABC: (80) 326,850
NDM & RTZ-ABC: (80) 809,903
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 117,261; E&P 87 Est. 128,873
County 80 Cen. 146,405; E&P 87 Est. 159,086
MSA 80 Cen. 208,746; E&P 87 Est. 228,785
NDM-ABC: (80) 172,432
RTZ-ABC: (80) 118,479
NDM & RTZ-ABC: (80) 290,911

5 - BANKS	NUMBER	DEPOSITS
Commercial	29	$4,115,282,000
Savings & Loan	9	$5,444,027,000

6 - PASSENGER AUTOS: County 217,718

7 - ELECTRIC METERS: Residence 128,094

8 - GAS METERS: Residence 102,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. & Equip. 9,749 ($473); Meat Proc. 2,666 ($362); Other Food 6,025 ($440); Metals 2,520 ($530); Printing & Pub. 4,354 ($392); Chem. 1,044 ($427); Other Mfg. 6,932 ($260).
Principal Pay Days-Industrial, Fri.; others 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-62; Summer 64-86; Fall 42-66; Winter 16-36. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Moderately alkaline; moderately soft; fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Westroads, 102nd & Dodge, 161 stores; Crossroads 72nd & Dodge, 36 stores; Southroads, 1001 Fort Crook Road N., Bellevue, 38 stores; Mall of the Bluffs, Madison at Bennett; Midlands Mall, downtwon Council Bluffs, 52 stores; downtown Omaha, 16th & Douglas.
Neighborhood Shopping Area-S. Omaha, 10 blocks at S. 24th & N. Sts.; Benson, 5 blocks at 61st & Maple St.; Florence, 5 blocks at N. 30th & State; Council Bluffs, 14 blocks at 4th & Broadway; Bellevue, 5 blocks at Franklin & Mission; Ralston, 5 blocks at [illegible] Main; Millard, 5 blocks at 132nd & L.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
American Plz.(16)	8	Shopko, Food-4-Less
Baker Sq.(23)	11	Younkers-Brandeis, Bakers, Walgreens
Bel-Air Plz.(40)	10	Food City
Bellevue Plz.(13)	7	K mart, No Frills, Walgreens
Bluffs Northway(4)	7	Richman Gordman, Hy-Vee, Drug Town
Brentwood Sq.(41)	12	Richman Gordman, Baker's, Walgreens
The Center(15)	3	Younkers
Center Plz.(13)	7	Walgreens
Crossroads(36)	5	Younkers-Brandeis, Sears, Walgreens
Frederick Sq.(17)	7	Baker's, ShopKo
K mart North(3)	6	K mart
K mart South(6)	5	K mart
K mart N.W.(1)	10	K mart
K mart S.W.(1)	14	K mart
K mart Sarpy(1)	12	K mart
Mall of the Bluffs (81)	6	Target, JCPenney, Hy-Vee, Drugtown
Maple Plz.(7)	8	Target, Walgreens
Midlands Mall(52)	5	Younkers-Brandeis, Sears, Walgreens
Montclair(27)	11	Half-Price, Service Merchandise
Old Orchard W.(14)	11	Richman Gordman
Orchard Plz.(40)	11	Target
Plaza North(12)	9	Baker's, Richman Gordman
Regency Ct.(27)	8	
Saddle Creek(3[illegible])	3	Target, Hinky Dinky, Walgreens
Sherwood Pl.(10)	8	K mart,
Shopko North(1)	9	Shopko
Shopko West(1)	12	Shopko
Southroads Plz.(2)	6	Albertson's, Richman Gordman
Southroads(38)	6	Younkers-Brandeis, Sears, JCPenney
Village Shpg.(17)	8	Osco, Hy-Vee, Half-Price
36th & Q(2)	5	Half-Price, Food-4-Less
Westgate Plz.(15)	7	Younkers-Brandeis
Westroads(161)	8	Mont. Ward, JCPenney, Walgreens, Younkers-Brandeis
Westwood Plz.(38)	10	K mart, Osco, Hy-Vee

Principal Shopping Days Wed. through Sun.

Stores Open Evenings-Food & Shopping Centers-every evening except Sun.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney 3; Richman Gordman 5; Sears 3; Younkers-Brandeis 9.
Discount Stores-K mart 8; Target 4; Half-Price 4; Service Merchandise; Pamida; ShopKo 4.
Variety Stores-Ben Franklin; Mangelsen's/Makin's 2; Woolworth 3.
Chain Drug Stores-Walgreens 17; Osco 7; Keystone 3; Kohll's 5; Central Park 3; Beaton 4; Bogard's 3; Clark 2; Drug Town 2; Seig 2; A&A 8.
Chain Supermarkets-Albertson's 5; Baker's 9; Hinky Dinky 3; Food City 2; Hy-Vee 9; Super Valu 2; Spartan 6; Bag 'N' Save 3; No Frills 5; Jack & Jill 3; Kwik Shop 34; Convenient 11; 7-Eleven 24; Town & Country 8; Casey's 4; IGA 2; Eight eleven 2; Taylor's Quik-Pik 7; Food-4-Less 5; Phil's Foodway 2; Bushy John's 3.
Other Chain Stores-Abigail Uniform; Applause Video; Arts Auto Supply; Baker Shoes; Ben Simon's; Big Sur Waterbeds; J Bragg's; Braun's; Buck's Shoes; Burlington Coat Factory Outlet; Carriage House; Casual Corner; Childrens Palace; Catherines Stout Shoppe; Chess King; Color Tile; Crandell's Cub Foods; Daisy; B. Dalton Books; Diamond-Vogel Paint; Earl May; Famous Footwear; Fashion Find; Fashions-at-Large; Firestone; Flagg Bros.; Florsheim; Flower City; Foreman & Clark; Fox Photo; Fredericks of Hollywood; General Nutrition; Genuine Parts; Gibb's Girls; Glidden Paint; Goldstein-Chapmans; B. F. Goodrich; Goodyear; Haney Shoes; Henry Field; Hickory Farms; House of Large Sizes; Iowa Paint; Jaccard's; Jeans West; Jerry Leonard; Johnson Cashway; Junction; Jr. Shoe World; Kay-Bee Toys; Kinney; Lerner's Shops; Landons; Lane Bryant; Lawlor's Sport Gds.; Marshalls; Maternity Modes; Millard Lumber; Mr. Automotive; Motherhood Maternity; Natelson's; Payless Shoe Source; Natl. Shirt; Natl. Uniform; Normans Shoes; Northwest Fabric; Oracle; Paul Harris; Payless Cashway; Peck & Peck; Pioneer Paint; Pioneer Uniforms; Pittsburgh Paint; Radio Shack; Rex; Seiferts; Sherwin-Williams; Singer; So-Fro Fabrics; Sophir-Morris Paint; Spencer Gifts; Stereo West; Susie's Casuals; Sutherland Lumber; T.J. Maxx; Tober's; Toys Plus; Tully's; Uniroyal; Westlake Ace Hdwe.; Waldenbooks; Wheeler's; Wickes Lumber; Wolf Bros. Western; World Radio; Youngtown; Zale's; Zondervan Books.

14 - NEWSPAPERS: WORLD-HERALD (m-mon to fri) 120,062; (e-mon to fri) 101,991; (m-sat) 212,243; (S) 290,197; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: George Kaplan, Natl. Adv. Mgr., WORLD-

HERALD, World Herald Sq., Omaha, NE 68102; Tel. (402) 444-1000.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SCOTTSBLUFF

1 - LOCATION: Scotts Bluff County, E&P Map A-2. 450 mi. W of Omaha; 200 mi. NW of Denver. Trading, Shipping and Medical center for irrigated North Platte Valley and surrounding ranch areas. Meat Packing, Manufacturing and Wholesale center. Nebraska Western Community College.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern at Scottsbluff and Union Pacific at Gering.
Motor Freight Carriers-10.
Intercity Bus Lines-Star.
Airlines-Continental Express; GP Express.

3 - POPULATION:
Corp. City 80 Cen. 14,156; E&P 87 Est. 13,864
CZ-ABC: (80) 24,765
Bal. in NDM-ABC: (80) 82,677
County 80 Cen. 38,344; E&P 87 Est. 37,431
Total NDM-ABC: (80) 107,442

4 - HOUSEHOLDS:
City 80 Cen. 5,516; E&P 87 Est. 5,399
County 80 Cen. 13,813; E&P 87 Est. 13,931
CZ-ABC: (80) 9,115
Bal. in NDM-ABC: (80) 30,462
Total NDM-ABC: (80) 39,577

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$829,143,000
Commercial	2	$235,000,000

6 - PASSENGER AUTOS: County 20,396

7 - ELECTRIC METERS: Residence 15,048

8 - GAS METERS: Residence 13,842

9 - PRINCIPAL INDUSTRIES: Sugar; Feed Lots; Meat Packing; Dog Food; Hydralic Couplers; Telephone Central Switching; Truck Body Mfg.; Trailer; Furn.; Farm Chem.; Feed; Farm Mach. Mfg.; Concrete Pipe & Tile; Steel Fabricating, Iron Foundry; Electronic Components. Av. Wkly. Wage-$275.
Principal Industrial Pay Days-5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-66; Summer 49-76; Fall 36-73; Winter 22-53. First killing frost, Oct. 14; last killing frost, May 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Broadway; Monument Mall (40 stores) Hwy. 26 East; 4 on First Ave.; 3 on Avenue A; 5 on Gering; E. 20th Place.
Neighborhood Shopping Centers-W. 27th at Ave. B; E. Overland Drive, between 5th and 17th Aves.; S. Bway. at 11th St.; 5 blocks on E. 20th Place.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Herbergers; JCPenney.
Discount Stores-Discount Furniture; Yellow Front; Wheeler's; Gibson's; K mart; Alco; Pay 'N Pak; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Super Drug; Rexall; Mart's Merit; McCosh.
Chain Supermarkets-Safeway; Jack & Jill 2; Co-op; Town & Country; Alexanders; Henry's Mkt.; Econo Foods.
Other Chain Stores-Firestone; Sears (catalog); Brown Shoes; S&H Green Stamps; Goodyear; Payless Shoes; Coast-to-Coast; Hallmark; Cato; Maurice's; Yumm's Yogurt; Cindy's; Vanity; 20/20; Copperfields; Payless; Olive's East; Kinney; Hot Line Shoes; Brass Buckle.

14 - NEWSPAPERS: STAR-HERALD (m-tues to sat) 15,528; (S) 16,572; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Charlotte Christensen, Adv. Dir., STAR-HERALD, 1405 Broadway, Scottsbluff, NE 69361; Tel. (308) 632-0670.
National Representative: Branham/Newspaper Sales.

YORK

1 - LOCATION: York County, E&P Map E-3, County Seat. Some light mfg.; 100 mi. from Omaha; 50 mi. from Lincoln; 260 mi. from Kansas City; at junction of U.S. Hwys. 34, 81, I-80.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 7,723; E&P 87 Est. 8,333
County 80 Cen. 14,798; E&P 87 Est. 16,082

4 - HOUSEHOLDS:
City 80 Cen. 2,939; E&P 87 Est. 3,268
County 80 Cen. 5,428; E&P 87 Est. 6,117

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$183,400,000
Savings & Loan	3	$72,000,000

6 - PASSENGER AUTOS: County 7,927

7 - ELECTRIC METERS: Residence & Cml. 5,839

8 - GAS METERS: Residence 3,141

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Irrigation Pipe 75 ($290); Mobile Homes 135 ($321); Aviation Products 250 ($294).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-100; Summer 46-97; Fall 13-86; Winter -14-73. First killing frost, Oct. 23; last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-19 blocks on Lincoln and Grant Aves. (U.S. 81 North & South).
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Chain Drug Stores-Rexall; Pamida.
Discount Stores-Wheeler's; Pamida; Alco; Wal-Mart.
Chain Supermarkets-Grand Central Super Valu; EconoFoods; Price Chopper.
Other Chain Stores-Sears; Coast-to-Coast; Tober's; S&H Green Stamps; Goodyear; L & W Serv. Ctr. (Firestone); 7-Eleven; Pump & Pantry.

14 - NEWSPAPERS: NEWS-TIMES (e) 6,054; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Don Gillen, Pub., NEWS-TIMES, 327 Platte Ave.; PO Box 279, York, NE 68467; Tel. (402) 362-4478.
National Representative: Branham/Newspaper Sales.

NEVADA SURVEYS

METROPOLITAN STATISTICAL AREAS

Las Vegas-Clark County.
Reno-Washoe County.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1988**
Under 5 Years	44	61	77
5-14 Years	100	117	147
15-24 Years	79	147	185
25-44 Years	134	250	314
45-64 Years	101	166	209
65 and Over	31	66	83
TOTAL	489	807	1,015

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1988 Est.**
Bldg. Mat./Hdwr	199	261	547
General Mdse	362	595	998
Food	593	1,187	1,763
Automobiles	637	947	2,038
Gasoline Stations	295	564	626
Apparel	139	261	420
Furniture	127	[illegible]03	416
Eat-Drink Places	290	545	922
Drugs	149	179	295
TOTAL SALES	3,069	5,343	8,816

CARSON CITY

1 - LOCATION: Carson City, an Independent City (formerly Ormsby County), E&P Map A-3, County Seat. State Capital; commercial, recreation and agricultural center; 30 mi. S of Reno; 14 mi. E of Lake Tahoe; 4,697 ft. elevation; 146.9 sq. mi. area.

2 - TRANSPORTATION: **Railroads**-Southern Pacific (freight); Amtrak (from Reno); Western Pacific.
Bus Lines-LTR Stage Lines; Gray Lines.
Airlines-(Reno) Air California; Eastern; PSA; United; Delta; Sky West; Sun World; American Eagle; America West; Continental; Northwest; American; Royal West.
Trucking-Consolidated.

3 - POPULATION:
Corp. City 80 Cen. 32,022; E&P 87 Est. 38,372
NDM-ABC: (80) 32,022

4 - HOUSEHOLDS:
City 80 Cen. 12,074; E&P 87 Est. 15,414
NDM-ABC: (80) 12,074

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 24,313

7 - ELECTRIC METERS: Residence 14,879

8 - GAS METERS: City & County 10,622

9 - PRINCIPAL INDUSTRIES: Gov't; Tourism; Light Mfg.; Whol.-Ret. Sales.

10 - CLIMATE: Min. & Max. Temp.-Jan. Av. Low 19; July Av. High 89; Sunshine 266 days a yr.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Carson St.; 6 blocks S. (27 stores); 8 blocks N. (3 major stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carson St.(30)	NA	Sears, Safeway
Silver City(27)	2	K mart, Radio Shack, Albertson's
Carson Mall(33)	2	JCPenney
Frontier Plz.(45)	3	Pay 'N Pak
Mayfair Ctr.(5)	4	Thrifty Drug
Warehouse Ctr. (30)	4	Scolari's, Coast-to-Coast, Ben Franklin
Carson Sq.(20)	4	Long's Drug, Lucky's, Radio Shack
Winnie West(6)	3	Winchells Donuts, 7-Eleven

13 - RETAIL OUTLETS: **Department Stores**-JCPenney 2; Mervyn's; K mart.
Chain Drug Stores-Raley's; Thrifty; Osco.
Chain Supermarkets-Safeway; Scolari's 2; Albertson's; Lucky's; Safeway; Raley's.
Other Chain Stores-Carson Furn.; Grand Auto; Triple S Tires; 7-Eleven 4; Millers Outpost; True Value Hardware; Ace Hardware; Pay 'N Pak; Radio Shack; Kragen Auto Supply; House of Fabrics; Firestone; Red Wing Shoes; Fotomat, Curtis Mathis; Sherwin-Williams; Karl's Jr.; Bob's Big Boy; Handy Helper; Goodyear Tire.

14 - NEWSPAPERS: NEVADA APPEAL (e-mon to fri) 10,257; (S) 11,649; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Frank Sharp, Adv. Dir., NEVADA APPEAL, 200 Bath St., PO Box 2288, Carson City, NV 89701; Tel. (702) 882-2111.
National Representative: Papert Companies.

ELKO

1 - LOCATION: Elko County, E&P Map C-2, County Seat. Interstate Hwy. 80 between Salt Lake City and Reno.

2 - TRANSPORTATION: **Railroads**-Western Pacific; Southern Pacific; Amtrak.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound, Continental Trailways.
Airlines-Sky West.

3 - POPULATION:
Corp. City 80 Cen. 8,758; E&P 87 Est. 11,974
CZ-ABC: (80) 8,758
RTZ-ABC: (80) 12,551
County 80 Cen. 17,269; E&P 87 Est. 23,367
City & RTZ-ABC: (80) 21,309

4 - HOUSEHOLDS:
City 80 Cen. 3,353; E&P 87 Est. 4,318
County 80 Cen. 6,350; E&P 87 Est. 8,973
CZ-ABC: (80) 3,353
RTZ-ABC: (80) 4,393
City & RTZ-ABC: (80) 7,746

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 10,891

7 - ELECTRIC METERS: Residence 4,183

8 - GAS METERS: Residence 2,605

9 - PRINCIPAL INDUSTRIES: City Zone-Tourism; Railroad; Trucking; Constr.; Ranching; Electronics Mfg.; Mining.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-70; Summer 48-91; Fall 19-79; Winter 9-40. First killing frost, Sept. 30; last killing frost, June 1.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Elko Shopping Plz.(21)	NA	JCPenney, Mode O'Day
Sun Rise Ctr.(10)	NA	Albertson's, Payless, Sprouse-Reitz

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Golden Rule; JCPenney; Anacabe's.
Variety Stores-Sprouse-Reitz; Payless; Osco.
Chain Drug Stores-Walgreens.
Chain Supermarkets-Safeway; Mayfair; Albertson's; Raley's.
Other Chain Stores-Western Auto; Bob's Togs; Mode O'Day.

14 - NEWSPAPERS: FREE PRESS (e) 4,098; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mae and Mel Steninger, Pub., FREE PRESS, 491 Fourth St.; PO Box 1330, Elko, NV 89801; Tel. (702) 738-3119.
National Representative: Landon Associates.

ELY

1 - LOCATION: White Pine County, E&P Map C-3, County Seat. Mining, tourist and stock center. 246 mi. SW of Salt Lake City. On U.S. Hwys. 6, 50, 93.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.
Intercity Bus Lines-Maxway; U.P.S.; Valley Cargo.
Airlines-Sky West.

3 - POPULATION:
Corp. City 80 Cen. 4,882; E&P 87 Est. 4,884
County 80 Cen. 8,167; E&P 87 Est. 7,420

4 - HOUSEHOLDS:
City 80 Cen. 1,841; E&P 87 Est. 1,799
County 80 Cen. 3,003; E&P 87 Est. 2,775

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$40,000,000
Savings & Loan	1	$10,000,000

6 - PASSENGER AUTOS: County 3,783

7 - ELECTRIC METERS: Residence 4,227

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Constr. & Mfg.; Trans. & Util.; Total Employed 3,808.
Principal Industrial Pay Day-Tues.

10 - CLIMATE: Min. & Max. Temp.-Jan. 8-37; Apr. 28-59; July 48-88; Oct. 20-64. First killing frost, Oct.; last killing frost, May 28.

11 - TAP WATER: Alkaline, very hard; 197 ppm.

12 - RETAILING: **Principal Shopping Center**-8 blocks in center of town.
Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Nanette's; Cononelos Furn.; Wilson Bates.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Economy; Steptoe; East Ely; Professional Phcy.
Chain Supermarkets-Safeway; IGA; Bradley's.

14 - NEWSPAPERS: TIMES (e-mon to fri) 2,343; sworn Oct. 3, 1986.
Local Contact for Advertising and Merchandising Data: Ken Kliewer, Adv. Dir., TIMES, 655 Aultman, Ely, NV 89301; Tel. (702) 289-4491.
National Representative: Papert Companies.

FALLON

1 - LOCATION: Churchill County, E&P Map B-2, 62 mi. from Reno, NV.

2 - TRANSPORTATION: **Motor Freight Carriers**-1.
Bus Lines-Sierra Nevada Stage Lines.
Airlines-Served by airport at Reno, Nevada.

3 - POPULATION:
Corp. City 80 Cen. 4,262; E&P 87 Est. 4,769
County 80 Cen. 13,917; E&P 87 Est. 15,343

4 - HOUSEHOLDS:
City 80 Cen. 1,752; E&P 87 Est. 1,944
County 80 Cen. 5,074; E&P 87 Est. 5,838

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 8,405

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agric.; Navy Base;

Mfg. plants; Dairy; Cattle.
Principal Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Summer 103; Winter 18. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Frontier Village, Raley's.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Most open until 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Beno's; Mode O' Day; Sears (catalog).
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Frontier; Raley's.
Chain Supermarkets-Raley's; Safeway.
Other Chain Stores-Western Auto.

14 - NEWSPAPERS: LAHONTAN VALLEY NEWS & EAGLE STANDARD (m-tues to sat) 3,945; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Joyce Thompson, Adv. Mgr., LAHONTAN VALLEY NEWS & EAGLE STANDARD, PO Box 1297, Fallon, NV 89406; Tel. (702) 423-6041.
National Representative: Landon Associates.

LAS VEGAS

1 - LOCATION: Clark County, Las Vegas (MSA), E&P Map C-5. County Seat. Industrial mining center and vacation resort. Home of Nellis Air Force Base. On U.S. Hwys. 91, 93, 95, 466 and I-15. 290 mi. NE of Los Angeles; 452 mi. SW of Salt Lake City.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Amtrak.
Motor Freight Carriers-57.
Intercity Bus Lines-Greyhound; Trailways; Las Vegas-Tonapah-Reno Stage Line; Las Vegas Transit System; Ray & Ross; Sun Valley; Westside Charter Service; Funbus Luxury Travel; Gray Line Tours.
Airlines-America West; American; Braniff; Continental; Delta; Eastern; Northwest Orient; Ozark; PSA; Republic; Southwest; Sunworld; TWA; United; Jet America.

3 - POPULATION:
Corp. City 80 Cen. 164,674; E&P 87 Est. 203,020
NDM-ABC: (80) 463,087
County/MSA 80 Cen. 461,816; E&P 87 Est. 607,536
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 62,114; E&P 87 Est. 78,136
County/MSA 80 Cen. 173,563; E&P 87 Est. 236,704
NDM-ABC: (80) 173,891

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$5,390,432,000
Savings & Loan	6	$2,966,924,000

6 - PASSENGER AUTOS: County 318,054

7 - ELECTRIC METERS: Residence, Commercial & Industrial 259,851

8 - GAS METERS: Residence, Commercial & Industrial 117,448

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Hotels, Gaming & Recreation 90,400; Mining 300; Constr. 18,600; Trans./Util. 15,800; Whol./Ret. Trade 57,800; Fin., Ins., R.E. 14,500; Serv. 45,100; Gov't (excluding military) 32,600; Nellis AFB & Indian Spring AFB 15,000; Nellis AFB (civilian) 1,280; Nev. Test Site 8,000.
Principal Industrial Pay Days-Thur., Fri.

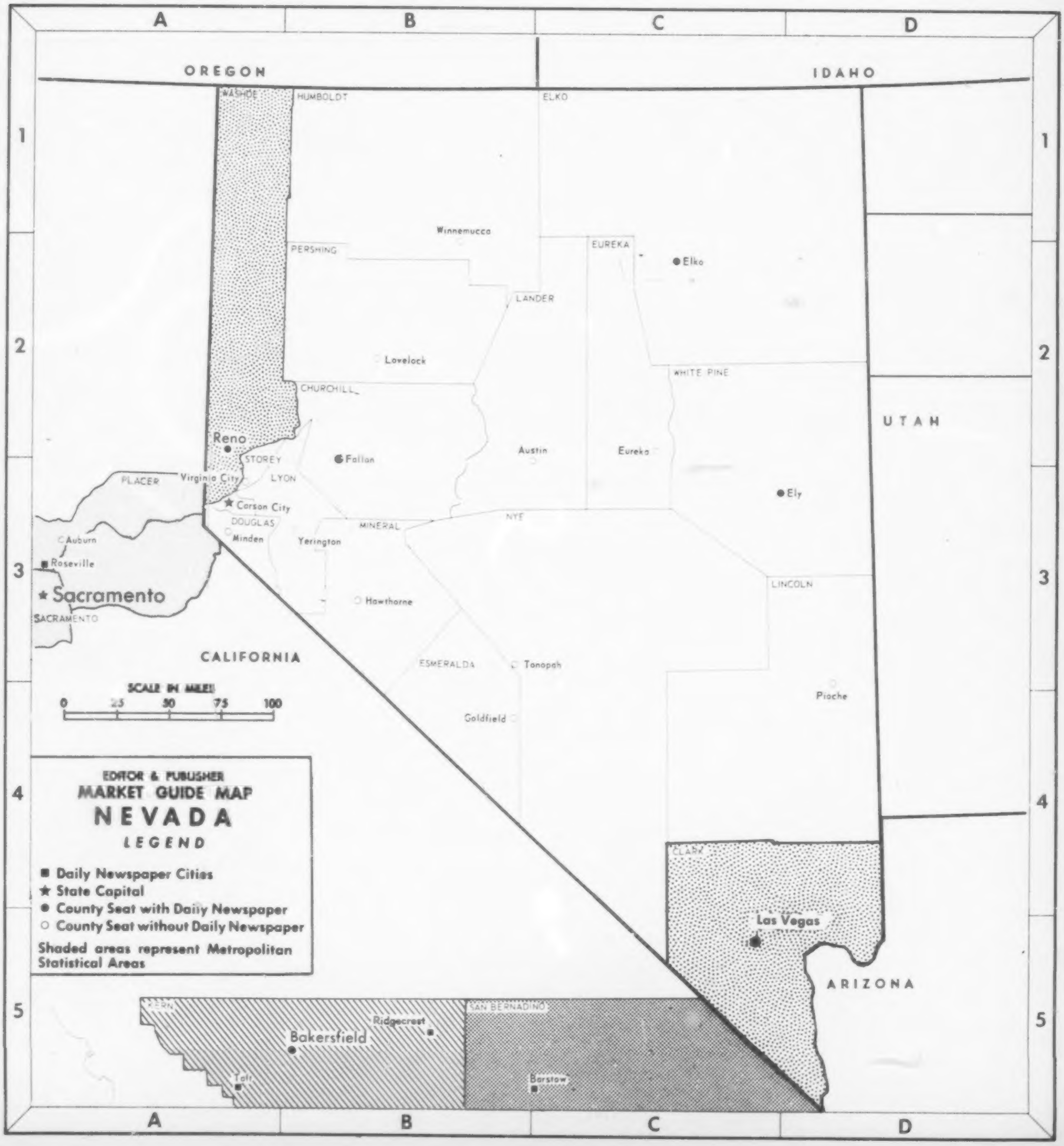
10 - CLIMATE: June 1985 Av. monthly high 102, low 72; Dec. 1985 Av. monthly high 60, low 36; High temp. 1985, 116. Rainfall 1985, 1.27 in.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Las Vegas is divided east/west by the strip with Boulevard Mall with 85 merchants in the east & Meadows Mall with 144 merchants in the west. The third major mall is The Fashion Show on the Las Vegas Strip with 140 merchants.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Tropicana E. Ctr. (18)	NA	Albertsons, Ole's Plus
Green Valley	NA	Smith's Food King
Commercial Ctr.	NA	Aaron Bros.
Mission Ctr.	NA	Lucky, Osco, Toys R Us
Park Place	NA	Vons, Mervyns,


A
B
C
D
1
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4
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OREGON
IDAHO
UTAH
ARIZONA
CALIFORNIA
WASHOE
HUMBOLDT
ELKO
PERSHING
Winnemucca
EUREKA
Elko
LANDER
Lovelock
WHITE PINE
CHURCHILL
Reno
STOREY
Fallon
Austin
Eureka
Ely
PLACER
Virginia City
LYON
Carson City
DOUGLAS
Minden
MINERAL
NYE
Auburn
Yerington
Roseville
LINCOLN
Sacramento
SACRAMENTO
Hawthorne
ESMERALDA
Tonopah
Pioche
Goldfield
SCALE IN MILES
0
25
50
75
100
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEVADA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
CLARK
Las Vegas
KERN
SAN BERNADINO
Ridgecrest
Bakersfield
Taft
Barstow

		Service Merchandise
Renaissance Ctr. E.	NA	Skaggs Alpha Beta
Spring Oaks Plz.	NA	Lucky, Pic 'N Save
Spanish Oaks	NA	Albertson's, Osco
Decatur Meadows	NA	Vons, Aaron Bros.
Civic Ctr. Plz.(32)	NA	Smith's Food King
College Pk.	NA	Lucky, Osco, Miller's Outpost
Nellis Crossing	NA	Target, Mervyn's
Charleston Plz. Mall	NA	Home Club, Osco

13 - RETAIL OUTLETS: Department Stores-Broadway Southwest; Bullock's; Dillard's; Goldwaters; JCPenney; Montgomery Ward; Mervyn's; Neiman Marcus; Saks Fifth Avenue; Sears.
Discount Stores-K mart; Wonder World; Target; Home Express.
Variety Stores-Woolworth; Sprouse-Reitz; Pic 'N Save.
Chain Drug Stores-Thrifty; White Cross; Osco.
Chain Supermarkets-Albertsons 11; Skaggs Alpha Beta 4; Lucky 12; MayFair; Safeway 9; Smiths Food King 13; Vons 7.
Other Chain Stores-B. Dalton; Breuner's Home Furnishers; Carpet Barn; Chandlers Shoes; C.H. Baker; Checker Auto Parts; Chess King; Color Tile; Fashion Conspiracy; Fischer's Ethan Allen Gallery; Florsheim; Foxmoor Casuals; Fredericks; Gallenkamp's; Hallmark; Harris & Frank; Hickory Farms; Houston Home Lumber; Household Finance; House of Fabrics; J. Herbert Hall; Judy's; Kinneys; Leeds-Qualicraft; Lerner; Merle Norman; McMahan's Furn.; Millers Outpost; Naturalizer; Ole's; Pittsburgh Paints; Radio Shack; RB Furn.; Red Cross Shoes; Sees Candy; Silverwoods; Singer; Size 5-7-9; Standard Brands; Stride Rite; Tandy Leather; Wallpaper To Go; Western Auto; Zale's; Marshalls; Wherehouse Records; Payless Cashways; Chief Auto Parts; Pep Boys; Builder's Square; Club Wholesale; Home Club; Costco.

14 - NEWSPAPERS: REVIEW-JOURNAL (all day-mon to fri) 114,269; (m-sat) 107,638; (S) 135,407; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Jack Harpster, Adv. Dir., REVIEW-JOURNAL, PO Box 70, Las Vegas, NV 89125; Tel. (702) 383-0365.
National Representative: Papert Companies.
SUN (m-mon to fri) 60,274; (m-sat) 99,076; (S) 60,487; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Jim McGlasson, Adv. Dir., SUN, 121 S. Highland; PO Box 4275, Las Vegas, NV 89127; Tel. (702) 395-3111.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

RENO

1 - LOCATION: Washoe County, E&P Map A-2 (In Reno MSA). Situated at the eastern base of the Sierra Nevada Mountains. 32 mi. NW by N of Carson City; Reno is 227 hwy. mi. E of San Francisco, CA via I-80. On U.S. Hwys. 395, I-80.

2 - TRANSPORTATION: Railroads-Southern Pacific; Western Pacific; Union Pacific; Amtrak.
Motor Freight Carriers-19.
Intercity Bus Lines-Continental Trailways; Citifare; Grayline Scenic Tours; Greyhound; Las Vegas-Tonapall-Reno (LTR) Stage Lines; Nevada Central Motor Lines.
Airlines-United; Air California; American; Delta; PSA.

3 - POPULATION:
Corp. City 80 Cen. 100,756; E&P 87 Est. 117,543
NDM-ABC: (80) 245,066
County/MSA 80 Cen. 193,623; E&P 87 Est. 238,693
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 43,705; E&P 87 Est. 51,471
County/MSA 80 Cen. 77,204; E&P 87 Est. 93,413
NDM-ABC: (80) 96,664

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	6	$1,081,254,768
Commercial	5	$2,481,824,823

6 - PASSENGER AUTOS: County 132,546

7 - ELECTRIC METERS: Residence & Bus. 83,010

8 - GAS METERS: Residence & Bus. 47,810

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (AV. Wkly. Wage)-Constr. 8,900 ($457); Mfg. 8,600 ($257); Trans., Commun. & Util. 7,700 ($324); Total Trade 22,700 ($214); Finance, Insurance & Real Estate 5,800 ($203); Hotel, Amusement & Personal Service 44,400 ($178); Gov't 15,000 ($307); Educ. 5,600 ($232).
Principal Industrial Pay Days-10-20, 15-30.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 46-89; Fall 31-70; Winter 16-45. First killing frost, Aug. 29; last killing frost, June 29.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; 10 blocks on Virginia St. and Sierra St. and connecting sts. Park Lane; Plumb Lane; Meadowood Mall (S. Virginia).
Neighborhood Shopping Centers-Value Ctr., S Virginia St.; Keystone Sq., Keystone Ave.; Lakeside Plz., Plumb Lane; Plz., 4th St.; Pyramid Park, Kietzke Lane; Ideal Moana Lane; Old Town Mall-S. Virginia; Meadowood Mall-S. Virginia Vlg., California Ave.; Clarkson's Plz., Gentry Way; Town & Country, Vassar Way; Del Monte, S Virginia St.; Moana East, Moana Lane; Greenbrae, Greenbrae St.; K mart, Oddie Blvd.; Grand Central, Oddie Blvd.; Sterling Vlg., Denslow Dr.; Bonanza Sq., N. Virginia St.; Oddie Mall, Oddie Blvd.; Silver State Plz., Prater Way; Ross Plz., Rock Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lakeside Plz.(21)	NA	Albertson's, Thrifty
Park Lane(64)	NA	Sears, Weinstock's
Moana West(30)	NA	
Shoppers Sq.(51)	NA	Mayfair, Osco
Old Town Reno(50)	NA	Breuner's, Eagle
McCarran Plz.(19)	NA	Mervyn's, Safeway, Osco, Warehouse
Meadowood(110)	NA	Macy's, JCPenney

Principal Shopping Days-Department Stores-Thur., Fri. & Sat.; Food-Thur., Fri.
Stores Open Evenings-Food-Every night.
Stores Open Sundays-Food and 35% retail.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; Weinstock; Mervyn's; Macy's.
Variety Stores-Woolworth 2; Sprouse-Reitz 3.
Discount Stores-K mart 2; Osco.
Chain Drug Stores-Thrifty; Raley's 5; Rexall 4.
Chain Supermarkets-Safeway 4; Raley's 6; Albertson's 4; Mayfair 2; Warehouse Mkt. 10; 7-Eleven 17; Target 2.
Other Chain Stores-The Fashion; Karl's; Leeds; Rogers; Lerner's; Lanz; Zale's; Thom McAn; Pay 'N Pak; Singer; The Tall Shop; McMahon's; Kinney Shoes; Huston's Shoes; Red Wing Shoes; Breuner's; See's Candy; Radio Shack; House of Fabrics; Swiss Colony; Weisfield's; Shaw's Candy; Goodyear; Waldenbooks; Baskin-Robins; Alber's; B.F. Goodrich; Save Time; Little Professor; Hallmark; Ethan Allen; RB Furn.

14 - NEWSPAPERS: RENO GAZETTE-JOURNAL (m-mon to fri) 60,402; (S) 72,436; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Bennett, Adv. Dir.; John C. Green, Mktg. Dir., RENO GAZETTE-JOURNAL, 955 Kuenzli Lane; Box 22000, Reno, NV 89520; Tel. (702) 788-6200.
National Representative: Gannett National Newspaper Sales.

NEW HAMPSHIRE SURVEYS

METROPOLITAN STATISTICAL AREAS

Manchester-Manchester city; Bedford and Goffstown towns in Hillsborough County; Allenstown and Hooksett towns in Merrimack County; Auburn and Candia towns in Rockingham County.
Portsmouth-Dover-Rochester, NH-ME-Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns in Rockingham County, NH; Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns in Strafford County, NH; Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns in York County, ME.

PRIMARY METROPOLITAN STATISTICAL AREAS

Lawrence-Haverhill, MA-NH-Lawrence, Newburyport and Haverhill cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West New-

TO DELIVER LAS VEGAS YOU NEED THE SUN.

Las Vegas is a two newspaper city, where 61% of the population reads the paper.* To reach the other 39% you need to utilize all the broadcast media, outdoor, yellow pages and more.

And with two newspapers, not only can you reach over half of the population, you're reaching them with media that gives them different points of view from different perspectives.

But to reach 61% of this dynamic market with your message you must use the Sun, with an unduplicated circulation of 52,000.*

For marketing information contact:
Deanna Wolfe, (702) 383-7261, or write
P.O. Box 4275, Las Vegas, NV 89127.
TeleFax: 702-383-7264

*UNLV Center for Business and Economic Research Study, (1987)

Las Vegas Sun
500,000 Nevadans
Divorce 'refs' take
Superfight booke
Cities ready C

In Las Vegas, the Sun delivers. Customers.

bury towns in Essex County, MA; Atkinson, Brentwood, Danville, Derry, East Kingston, Hamstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns in Rockingham County, NH

Lowell, MA-NH-Lowell city; Billerica, Chelmsford, Dracut, Sunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns in Middlesex County, MA; Pelham town in Hillsborough County, NH

Nashua-Nashua City; Amherst, Brookline, Hollis, Hudson, Litchfield, Merrimack, Milford, Mont Vernon and Wilton towns in Hillsborough County, Londonderry town in Rockingham County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Boston-Lawrence-Salem, MA-NH-Includes Boston, MA PMSA; Brockton, MA PMSA; Lawrence-Haverhill, MA-NH PMSA; Lowell, MA-NH PMSA; Nashua, NH PMSA; and Salem-Gloucester, MA PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	65	63	71
5-14 Years	149	145	166
15-24 Years	126	171	196
25-44 Years	171	266	305
45-64 Years	149	175	201
65 and Over	78	103	118
TOTAL	738	923	1,059

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr	240	332	744
General Mdse	353	525	941
Food	826	1,252	1,991
Automobiles	649	949	2,185
Gasoline Stations	237	398	472
Apparel	135	244	421
Furniture	122	192	421
Eat-Drink Places	253	418	756
Drugs	78	133	234
TOTAL SALES	3,387	5,354	9,449

CLAREMONT

1 - LOCATION: Sullivan County, E&P Map B-5. Shpg. Ctr. for 35 mi. radius in NH and VT. Ctr. for machine tool industry. 100 mi. from Boston. On State Hwys. 11, 12, 103; Near I-91 & I-89.

2 - TRANSPORTATION: Railroads-Boston & Maine; Claremont & Concord.
Motor Freight Carriers-13.
Intercity Bus Lines-Vt. Transit; Greyhound; Sullivan County Transit.
Airlines-Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 14,557; E&P 87 Est. 14,969
CZ-ABC: (80) 14,557
RTZ-ABC: (80) 54,917
County 80 Cen. 36,063; E&P 87 Est. 39,523
City & RTZ-ABC: (80) 69,474
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,967; E&P 87 Est. 5,102
County 80 Cen. 16,486; E&P 87 Est. 15,087
CZ-ABC: (80) 5,653
RTZ-ABC: (80) 19,991
City & RTZ-ABC: (80) 25,644

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$74,280,402
Commercial	5	$63,807,641

6 - PASSENGER AUTOS: County 26,347

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 1,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durables & Precision Machine in VT 3,000 ($225); NH 3,300 ($215); Non-Durable-Textiles, Plastics, Paper in VT 1,000 ($175); NH 2,300 ($180).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-66; Summer 54-93; Fall 24-58; Winter 8-40. First killing frost, late Sept.; last killing frost, May 20.

11 - TAP WATER: Acid, soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Pleasant; 3 on Tremont; 2 on Broad; 2 on Main.
Neighborhood Shopping Centers-6 blocks on Washington St.; 1 on Maple Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Upper Valley Plz.	25	Rich's, Purity Supreme, K mart
Lebanon Mall	25	IGA
Newport	10	Ames, Aubuchon, IGA
Springfield Plz.(22)	16	Young's, Sears, P&C, Ames
Sugar River Plz.(12)	10	Violette's AG, Rite Aid
Washington St. Plz.	NA	K mart, Fayva, Grand Union

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri. Super Markets every evening until 11:00 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; Ames; Furman's; Marson's; JCPenney; Britts.
Variety Stores-Woolworth; K mart.
Chain Drug Stores-Rexall; Adams; CVS; Brooks; Duffys; General Sales; Cus. MD; Rite Aid; Carls.
Chain Supermarkets-Jiffy Marts; IGA; P&C; Grand Union.
Other Chain Stores-W. E. Aubuchon Hdwe.; Sherwin-Williams; Goodyear; Radio Shack; Dunkin Donuts.

14 - NEWSPAPERS: EAGLE TIMES (e-mon to fri) 9,655; (S) 10,460; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Phyllis Crawford, Adv. Dir., EAGLE TIMES, 19 Sullivan St., Claremont, NH 03743; Tel. (603) 542-5121.
National Representative: Landon Associates.

CONCORD

1 - LOCATION: Merrimack County, E&P Map C-5. State Capital. County Seat. Railroad, mining, manufacturing, and financial center. South Central part of state. 75 mi. from Boston. At hub of U.S. Hwys. I-89, I-93, 3-4, 202; State Hwys. 3A, 9, 13, 36, 103, 106.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-10.
Intercity Bus Lines-Capital; Vermont Transit; Greyhound; Concord Trailways; Whitney's; Interstate.

3 - POPULATION:
Corp. City 80 Cen. 30,400; E&P 87 Est. 32,642
CZ-ABC: (80) 30,400
RTZ-ABC: (80) 84,159
County 80 Cen. 98,302; E&P 87 Est. 111,154
City & RTZ-ABC: (80) 114,559

4 - HOUSEHOLDS:
City 80 Cen. 11,471; E&P 87 Est. 11,939
County 80 Cen. 34,674; E&P 87 Est. 41,108
CZ-ABC: (80) 11,471
RTZ-ABC: (80) 29,084
City & RTZ-ABC: (80) 40,555

5 - BANKS	NUMBER	EST. DEP.
Savings	4	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 80,626

7 - ELECTRIC METERS: Residence 14,050

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't 7,344 ($310); Mfg. 4,542 ($299); Trans., Util., Commun. 584 ($359); Trades 5,178 ($236); Fin., Ins., R.E. 2,668 ($339); Servs. 5,326 ($287); Contracting/Bldg. 616 ($278). Total employed in Concord, 26,258 ($285).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-55; Summer 56-79; Fall 38-59; Winter 12-33. First killing frost, Sept. 28; last killing frost, May 5.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main; 3 on State; 2 each on Pleasant, Warren, School.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol(12)	NA	Zayre, DeMoulas, Rite Aid
Eddy Plaza(9)	NA	Osco, Shaws, Rich's
Eagle Square	NA	
Bradlees	NA	DeMoulas, Bradlees, JCPenney

Other Neighborhood Shopping Centers-Penacook; West Concord; East Concord; Concord Heights; South St. at Clinton and Broadway.
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Thur., Fri. Some, every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Howlands.
Discount Stores-Bradlees; Rich's; Zayre.
Chain Drug Stores-CVS; Walgreens; Rite Aid; Osco.
Chain Supermarkets-A&P 2; Mr. Grocer 3; IGA; Shaw's; DeMoulas 2.
Other Chain Stores-Scott Jewelry; Sherwin-Williams; Endicott-Johnson; Goodyear; So-Fro Fabrics; Toy City; Solomons; Allied Radio Shack; Grossman's Lumber; Merrimack Furniture; Ralph Pill Electric; Martin's Hosiery; Tru-Value Hdwe.; Wilber's Servistar; Treisman's; Rich's; Steenbeke's Home Supply; Prism Photo; Artisan Outlet; Perfecta Camera; Tom Ray Office Supply; Major Brands; Goulet Supply; Fayva Shoe; Rooks; Dexter Dunham; Bass Shoe.

14 - NEWSPAPERS: MONITOR (e) 21,501; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Ebbets, Adv. Dir.; Kim Nolan-Tremblay, Ret. Mgr., MONITOR, 3 N. State St., Concord, NH 03301; Tel. (603) 224-5301.
National Representative: Landon Associates.

DOVER

1 - LOCATION: Strafford County (In Portsmouth-Dover-Rochester, NH-ME MSA), E&P Map D-5. County Seat. On Cocheco River; 11 mi. NW of Portsmouth; in SE part of state; midway bet. Boston and Portland. Gateway to White Mtns. at entrance of Spaulding Tpke.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-32.
Intercity Bus Lines-Trailways; Greyhound; C&J Airport Limousine Service; C.O.A.S.T.

3 - POPULATION:
Corp. City 80 Cen. 22,377; E&P 87 Est. 23,982
County 80 Cen. 85,408; E&P 87 Est. 95,459
NDM-ABC: (80) 90,023
MSA 80 Cen. 188,060; E&P 87 Est. 218,069
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,378; E&P 87 Est. 8,771
County 80 Cen. 29,104; E&P 87 Est. 33,881
MSA 80 Cen. 67,630; E&P 87 Est. 79,882
NDM-ABC: (80) 30,651

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$48,491,000
Savings & Loan	1	$37,568,000
Savings	2	$132,972,000

6 - PASSENGER AUTOS: County 62,488

7 - ELECTRIC METERS: Residence 11,658

8 - GAS METERS: Residence 892

9 - PRINCIPAL INDUSTRIES: Tools & Dies; Die Making; Electronic Parts & Accessories; Meters & Transformers; Electroplating; Elect. Components; Fiber Goods; Motors & Blowers; Presses; Urethane moulded products for automotive industry; Sales Registers & Printed Forms; Textile Prods.; Mica Prods.; Steel Fabricators; Leather Prods.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dover(50)	NA	Shaw's, Shop 'N Save
Newington Mall(70)	15	Mont. Ward, Shaw's, CVS, Bradlees
Fox Run Mall(109)	15	Sears, Filene's, JCPenney, Jordan Marsh

Principal Shopping Days-Sat., Sun.
Stores Open Evenings-Discount, Variety & Food.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Rich's; Jordan Marsh; K mart; JCPenney; Service Mdse.; Sears; Filene's.
Discount Stores-Off Price Outlets; Bradlees; Pease Air Base PX; Zayre.
Chain Drug Stores-Osco; Welby's; Brooks; CVS.
Chain Supermarkets-Shaw's 2; Shop 'N Save 2; DeMoulas 2; Prescott Farms.
Other Chain Stores-Western Auto; Radio Shack; Rivers Camera Store 5; P.C. Paint; Factory Outlet; Yield House; Red's Shoe Barn.

14 - NEWSPAPERS: FOSTER'S DEMOCRAT (e) 27,583; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Chick, Sales/Mktg. Dir., FOSTER'S DEMOCRAT, 333 Central Ave., Dover, NH 03820; Tel. (603) 742-4455.
National Representative: Landon Associates.

HANOVER
See LEBANON

KEENE

1 - LOCATION: Cheshire County, E&P Map B-6. County Seat. Industrial & retail ctr. in SW part of State on State Hwys. 9, 10, 12, 101. 92 mi. NW of Boston; 55 mi. from Manchester.

2 - TRANSPORTATION: Motor Freight Carriers-25.
Intercity Bus Lines-People's; Vermont Transit.
Airlines-Precision; Eastern Express.

3 - POPULATION:
Corp. City 80 Cen. 21,449; E&P 87 Est. 22,668
NDM-ABC:(80) 62,116
County 80 Cen. 62,116; E&P 87 Est. 68,656

4 - HOUSEHOLDS:
City 80 Cen. 7,601; E&P 87 Est. 7,411
County 80 Cen. 21,832; E&P 87 Est. 24,822
NDM-ABC:(80) 21,832

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$370,988,000
Savings & Loan	1	$106,000,000
Commercial	2	$183,810,000

6 - PASSENGER AUTOS: County 43,700

7 - ELECTRIC METERS: Residence 13,750

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 9,404 ($389); Durable goods 6,630 ($403); Nondurable goods 2,773 ($356); Non-mfg. 19,110 ($270). Total all industry 28,514 ($309).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-77; Summer 41-94; Fall 18-79; Winter-12-51. First killing frost, Oct. 5; last killing frost, May 8.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Center-Central Sq.; 4 blocks on Main St.; 2 on West St.; 1 on Roxbury St.; 1 on Washington St.; 1 on Marlboro St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colony Mill(40)	NA	Joe Jones Ski & Sport, Cherry Webb & Touraine
Fairbanks(15)	NA	Super Place, Walgreens
Keene Plz.(2)	NA	Edward's, Heartland Drug
Riverside Plz.(18)	NA	Bradlees
West St.(13)	NA	Rich's, CVS

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri., Main St.; Shopping Centers every night.
Stores Open Sunday-12 noon to 6.

13 - RETAIL OUTLETS: Department Stores-Goodnow's; Bradlees; Rich's.
Variety Stores-Woolworth.
Discount Stores-Jupiter.
Chain Drug Stores-Rexall; Walgreens; CVS; Brooks; Heartland.
Chain Supermarkets-Edward's; Super Place; Wilbers 2; Sun Foods.
Other Chain Stores-Agway Farm & Garden Center; [illegible]ss; Blue Seal Feeds & Needs; Cherry Webb & Touraine; DeOrsey's Home Entertainment Center; Dexter; Dunham; Fayva; Goodyear; Grossman's; Hilson's Home Centers; Joe Jones Ski & Sports Shop; McAuliffe Office Supplies; Micro Services of New England; Perfecta Camera; Radio Shack; R & R Jewelry; Sears; Sherwin-Williams; So-Fro Fabrics; Jo-Ann Fabrics; Poore Simons.

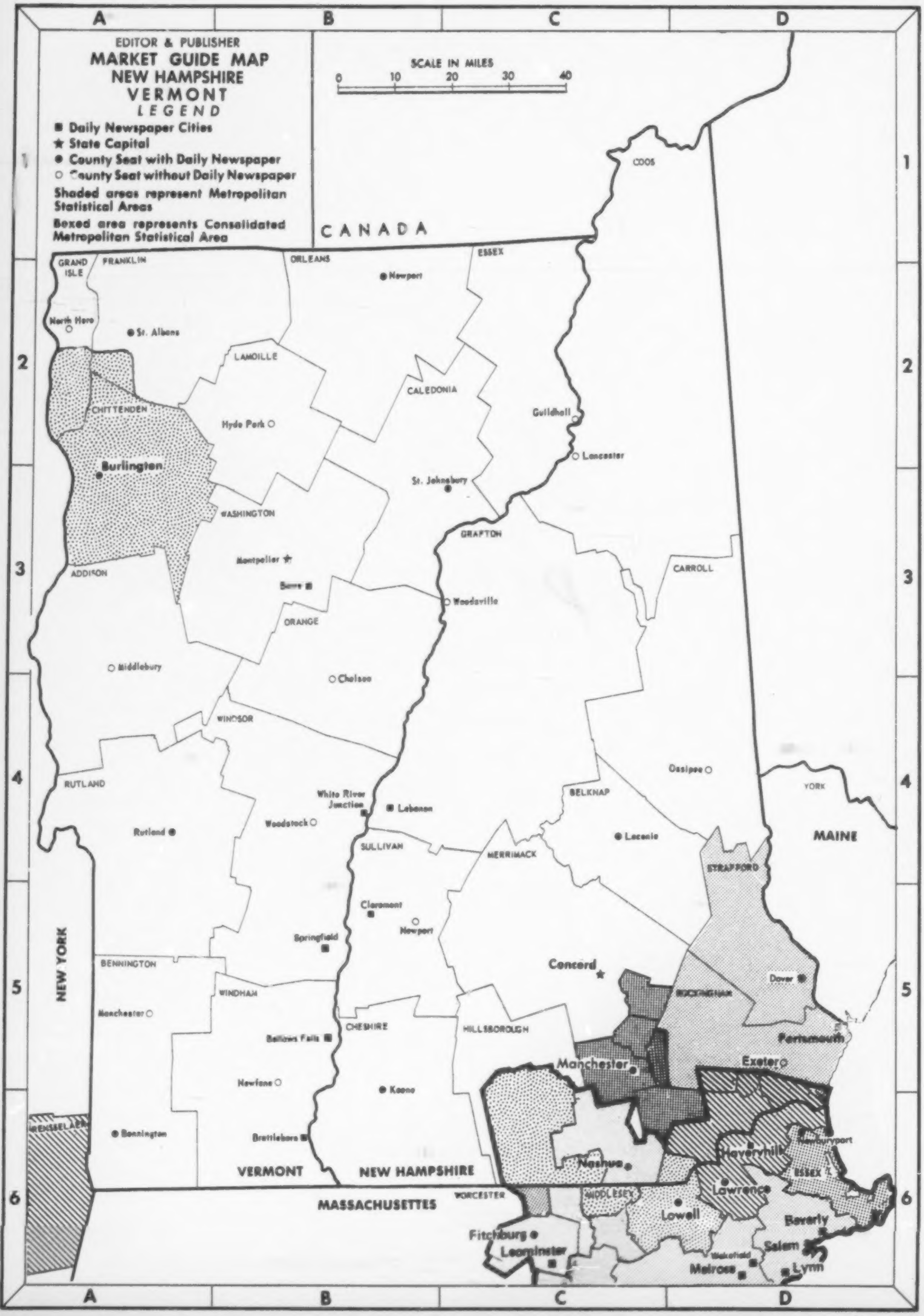
14 - NEWSPAPERS: SENTINEL (e) 15,685; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Colin R. Lyle, Adv. Dir., SENTINEL, 60 West St., Keene, NH 03431; Tel. (603) 352-1234.
National Representative: Landon Associates.

LACONIA

1 - LOCATION: Belknap County, E&P Map C-4. County Seat. In central New Hampshire on Daniel Webster Hwy. U.S. Route 3.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-8.
Intercity Bus Lines-Interstate; Trailways; Concord Coach.
Airlines-Precision.

3 - POPULATION:
Corp. City 80 Cen. 15,575; E&P 87 Est. 17,486
CZ-ABC: (80) 15,575


A
B
C
D
1
2
3
4
5
6
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW HAMPSHIRE
VERMONT
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0 10 20 30 40
CANADA
COOS
GRAND ISLE
FRANKLIN
ORLEANS
ESSEX
North Hero
St. Albans
Newport
LAMOILLE
CALEDONIA
CHITTENDEN
Hyde Park
Guildhall
Lancaster
Burlington
St. Johnsbury
WASHINGTON
GRAFTON
CARROLL
Montpelier
Barre
ADDISON
Woodsville
ORANGE
Middlebury
Chelsea
WINDSOR
Ossipee
RUTLAND
YORK
White River Junction
Lebanon
BELKNAP
Woodstock
Rutland
Laconia
MAINE
SULLIVAN
MERRIMACK
STRAFFORD
Claremont
Newport
NEW YORK
Springfield
BENNINGTON
Concord
Dover
WINDHAM
ROCKINGHAM
Manchester
CHESHIRE
HILLSBOROUGH
Portsmouth
Bellows Falls
Exeter
Manchester
Newfane
Keene
RENSSELAER
Bennington
Brattleboro
Haverhill
Newburyport
VERMONT
NEW HAMPSHIRE
Nashua
ESSEX
MIDDLESEX
Lawrence
WORCESTER
MASSACHUSETTES
Lowell
Beverly
Fitchburg
Leominster
Salem
Wakefield
Melrose
Lynn

RTZ-ABC: (80) 81,304
County 80 Cen. 42,884; E&P 87 Est. 48,890
City & RTZ-ABC: (80) 96,879

4 - HOUSEHOLDS:
City 80 Cen. 5,632; E&P 87 Est. 5,150
County 80 Cen. 15,573; E&P 87 Est. 18,491
CZ-ABC: (80) 5,632
RTZ-ABC: (80) 29,886
City & RTZ-ABC: (80) 35,518

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$85,016,000
Savings	2	$122,634,794
Savings & Loan	1	$51,700,000

6 - PASSENGER AUTOS: County 34,511

7 - ELECTRIC METERS: Residence 15,000

8 - GAS METERS: Residence 1,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Engineering 125; Woodstove Mfg. 65; Woodworking 250; Knitting 235; Gen. Mfg. 746; Electronics 400.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: First killing frost, Oct. 1; last killing frost, May 15.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 1 on Court St.; 1 on Union Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Keller's Plaza(4)	4	Timberline Shoes
Lake Region(14)	4	Osco, K mart, Radio Shack, Sears
Belknap Mall(15)	1	Shaw's, Zayre, CVS
Franklin	10	Rite Aid, Steenbek, Newberry
Capital(12)	26	Britt's
Concord	26	Shaws, Howlands, Rich's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-O'Shea's; Zayre.
Variety Stores-Newberry.
Discount Stores-Globe; K mart.
Chain Drug Stores -Rexall 2; Osco; CVS; Value Plus.
Chain Supermarkets-IGA; Dan's Star Mkt.; Shaw's; Mr. Grocer.
Other Chain Stores-Sanel; Lynch Paints; Fletchers Paint; Lynch's; Signal Auto; Sherwin-Williams; Singer Co.; Sears (catalog); Endicott-Johnson; Grossman's; Diamond National; R&R Jewelry.

14 - NEWSPAPERS: CITIZEN (e) 10,210; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: C. Richard Buckman, Adv. Mgr., CITIZEN, 171 Fair St.; PO Box 40, Laconia, NH 03246; Tel. (603) 524-3800.
National Representative: Landon Associates.

LEBANON-HANOVER, NH-WHITE RIVER JUNCTION, VT

1 - LOCATION: Grafton County, NH, Windsor County, VT. E&P Map B-4. Mfg. & industrial ctr. At junction of Mascoma, Connecticut & White Rivers, 123 mi. from Springfield, MA; 142 mi. from Boston, MA; 203 mi. from Montreal, Que. On U.S. Hwys. 4, 5, I-89, I-91; NH Hwys. 120, 10, 12A; VT Hwys. 14, 10A.

2 - TRANSPORTATION: Railroads-Boston & Maine; Vermont Central; Canadian Pacific; Canadian National; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-White River; Vermont Transit; Boston & Main; Greyhound.
Airlines-American Eagle; Eastern Express.

3 - POPULATION:
Corp. Cities 80 Cen. 22,835; E&P 87 Est. 24,230
Lebanon, NH 80 Cen. 11,134; E&P 87 Est. 11,612
Hanover, NH 80 Cen. 9,119; E&P 87 Est. 9,778
White River Junction, VT 80 Cen. 2,582; E&P 87 Est. 2,840
Counties 80 Cen. 116,836; E&P 87 Est. 127,884
Grafton, NH 80 Cen. 65,806; E&P 87 Est. 73,507
Windsor, VT 80 Cen. 51,030; E&P 87 Est. 54,377
NDM-ABC: (80) 30,614
RTZ-ABC: (80) 36,118
Total NDM & RTZ-ABC: (80) 66,732

4 - HOUSEHOLDS:
Cities 80 Cen. 6,729; E&P 87 Est. 6,575
Lebanon, NH 80 Cen. 4,504; E&P 87 Est. 3,679
Hanover, NH 80 Cen. 2,225; E&P 87 Est. 1,887
White River Junction, VT 80 Cen. N.A.; E&P 87 Est. 1,009
Counties 80 Cen. 42,275; E&P 87 Est. 47,961
Grafton, NH 80 Cen. 23,221; E&P 87 Est. 26,872
Windsor, VT 80 Cen. 19,054; E&P 87 Est. 21,089
NDM-ABC: (80) 10,594
RTZ-ABC: (80) 13,197
Total NDM & RTZ-ABC: (80) 23,791

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	N.A.
Commercial	22	N.A.

6 - PASSENGER AUTOS: Grafton, NH 47,047; Windsor, VT 303,560 (statewide)

7 - ELECTRIC METERS: Residence 7,864

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Tools 2,500; Educational 3,500; Medical 3,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-53; Summer 54-77; Fall 37-57; Winter 9-29.

11 - TAP WATER: Alkaline, very soft; fluoridated and chlorinated.

12 - RETAILING: Principal Shopping Center-Several blocks in each town in City Zone. Upper Valley Shpg. Plz.; West Lebanon Shpg. Plz.; Powerhouse Mall; Glen Rd. Plz.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri., Mon., through Sun. in Plzs.

13 - RETAIL OUTLETS: Department Stores-Surprise; Ward's; JCPenney.
Discount Stores-Rich's; K mart.
Variety Stores-Newberry; Woolworth.
Chain Drug Stores-Rexall 3; CVS; Carl's.
Chain Supermarkets-P&C 5; IGA; Purity Supreme; Hanover Consumer Co-op; Grand Union; Wing's Mkt.; George's A&G.
Other Chain Stores-Aubuchon; Agway; Western Auto; Sears; Midas Muffler, Trustworthy; Tru-Value; Radio Shack; Sherwin-Williams; Nugents; Fayva Shoe; Dexter Shoe; Beaconway; Carroll Reed; Singer; Dunham Shoe; Billicks; Bass Shoe; Hoffmans Furniture; Hallmark Card Yard; Carvelle's Ice Cream; NAPA.

14 - NEWSPAPERS: VALLEY NEWS (e) 17,733; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Terri Dudley, Adv. Dir., VALLEY NEWS, PO Box 877, White River Junction, VT 05001; Tel. (603) 298-8711.
National Representative: Landon Associates.

MANCHESTER

1 - LOCATION: Hillsborough County, E&P Map C-6 (MSA). Industrial, whol. & ret. ctr.; 55 mi. NW of Boston, 65 mi. NNE of Worcester, in S central part of state. On U.S. Hwy. 3, 3A; State Hwys. 28, 101, 114; I-93, 293.

2 - TRANSPORTATION: Railroads-B&M.
Motor Freight Carriers-39.
Intercity Bus Lines-Vermont Transit; Concord Trailways.
Airlines-USAir; Business Express; Eastern Express; United.

3 - POPULATION:
Corp. City 80 Cen. 93,500; E&P 87 Est. 99,978
CZ-ABC: (80) 135,961
RTZ-ABC: (80) 247,609
County 80 Cen. 276,608; E&P 87 Est. 318,031
MSA 80 Cen. 129,305; E&P 87 Est. 145,589
City & RTZ-ABC: (80) 383,570
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 34,334; E&P 87 Est. 38,759
County 80 Cen. 95,820; E&P 87 Est. 114,118
MSA 80 Cen. 46,233; E&P 87 Est. 54,834
CZ-ABC: (80) 48,240
RTZ-ABC: (80) 85,746
City & RTZ-ABC: (80) 133,986

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$534,967,000
Savings & Loan	1	$305,000,000
Commercial	6	$702,000,000

6 - PASSENGER AUTOS: County 226,706

7 - ELECTRIC METERS: Residence 59,726

8 - GAS METERS: Residence 18,438

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber, Wood Prods., Furn. 650 ($209); Elect., Electronic, Mach. 5,950 ($223); Metal Prods. 750 ($242); Printing, Paper 900 ($315); Textiles & Apparel 1,950 ($192); Food 1,100 ($239).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24; last killing frost, May 17.

11 - TAP WATER: Slightly acid, very soft.

12 - RETAILING: Principal Shopping Centers-30 blocks on Elm St., N to S, Webster to Queen City Ave.; Easterly and Westerly 2 blocks; excepting Bridge, 3 blocks; Hanover, 4 blocks.
Neighborhood Shopping Centers-Granite St. S Main 6 blocks; Pinard St. & Mast Rd., 7 blocks; Cartier St. & Kelley, 10 blocks; Silver St. & Wilson, 4 blocks; S Maple St., & S. Willow, 14 blocks; W Bridge St. & McGregor, 3 blocks; Valley St. & Mammoth Rd., 3 blocks; Lake Ave. & Massabesic St., 3 blocks; Webster St. & D.W. Hwy. N, 16 blocks.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
The Mall of N.H (88)	5	Sears, Filene's, Lechmere
Manchester	1	Woolworth, Star Mkt.
Victor Plaza(5)	2	Alexander's, Richs
Bedford Mall(26)	5	Alexander's, Jordan Marsh, Mont. Ward
Hampshire Plz.(20)	NA	Radio Shack, Naturalizer Shoes
Family Center	4	Star Mkt., Osco
South Willow	3	Bradlees, Alexander's
K mart(Hooksett)	5	K mart, Shaw's
K mart(S. Willow) (11)	5	K mart, Filene's Basement Store
McGregor St.	2	Osco, Star Mkt.
Goffstown Plz.(12)	6	Stuart's, Shaw's, Radio Shack

Principal Shopping Days-Thur., Sat., Sun., Mon.
Stores Open Evenings-Shpg. ctrs., discount stores, supermarkets, neighborhood.
Stores Open Sundays-Shpg. ctrs., supermarkets, neighborhood.

13 - RETAIL OUTLETS: Department Stores-Sears; Jordan Marsh; Moreau's; Filene's; Lechmere; Bon Ton; Montgomery Ward.
Variety Stores-Woolworth.
Discount Stores-Zayre; Bradlees; CVS; Osco; Caldor; 606; K mart; Stuart's; Richs; Building 19.
Chain Drug Stores-Gosselin 5; Osco 2; Hospital Phcy. 3; Brooks 3; Rite Aid; Mall Drug.
Chain Supermarkets-Star Mkt. 5; Alexander's 4; Bi-Wise 2; Shaw's 4; Sully's 2.
Other Chain Stores-Aubuchon Hdwe.; Radio Shack; Stowells; Sherwin-Williams; Red Cross Shoe; Fanny Farmer; Hudson's; Anderson Little; Hallmark; Herman's Sport; Field's Hosiery; Richard's Shoe; Wallach's; Curtis Mathes; Agway; Grossman's; Florsheim Shoe; Kay Jewelers; Karten's; Hickory Farms; A.S. Beck; Touraine Dress; Fotomat; Tech Hi Fi; Paperback Booksmith; Diamond International; Book Gallery; Tweeter; Scandinavian Design; Cumberland Farms; Docktor Pet; Photo Corral; Mothercare; Zale's Jewelers; Spencer Gifts; Pearle Vision; B. Dalton Bookseller; ADAP Auto Parts; Robbins Auto; T.J. Maxx; Marshall's; So-Fro Fabrics; Sullivan Tire; Toys R Us; Dexter Shoe; Sanel Auto Parts; Footwear House; Perfecta Camera; Prism Photo.

14 - NEWSPAPERS: UNION LEADER (m) 68,597; NEW HAMPSHIRE SUNDAY NEWS (S) 86,788; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Francis J. Brennan, Adv. Dir., UNION LEADER and NEW HAMPSHIRE SUNDAY NEWS, 35 Amherst St., Manchester, NH 03105; Tel. (603) 668-4321.
National Representative: Sawyer-Ferguson-Walker.

NASHUA

1 - LOCATION: Hillsborough County (PMSA). E&P Map C-6, County Seat. At junction of Nashua and Merrimack Rivers. 40 mi. N of Boston. On Daniel Webster Hwy. Route 3.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways of NE; Hudson; Vermont; Community.
Intracity Bus Lines-City Bus.

3 - POPULATION:
Corp. City 80 Cen. 67,865; E&P 87 Est. 78,012
CZ-ABC: (80) 95,004
RTZ-ABC: (80) 67,894
County 80 Cen. 276,608; E&P 87 Est. 318,031
PMSA 80 Cen. 142,527; E&P 87 Est. 166,765
City & RTZ-ABC: (80) 162,898
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,489; E&P 87 Est. 28,746
County 80 Cen. 95,820; E&P 87 Est. 114,118
PMSA 80 Cen. 47,725; E&P 87 Est. 58,136
CZ-ABC: (80) 32,382
RTZ-ABC: (80) 21,464
City & RTZ-ABC: (80) 53,846

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$498,001,103
Savings & Loan	2	$234,701,102

6 - PASSENGER AUTOS: County 226,706

7 - ELECTRIC METERS: Residence 38,771

8 - GAS METERS: Residence 18,901

9 - PRINCIPAL INDUSTRIES: Computers; Coated and Wax Paper; Shoes; Pulp, Paper and Plastic Moulding Machines; Paper Boxes; Phonograph and Vaccine Needles; Lumber and Wood Prods.; Steel Cabinets; Steel Toys; Greeting Cards; Screws; Bread & Candy Wrappers; Gummed Sealing Tape; Paper Napkins; Plates; Tape Dispensing Machines; Toys; Plastic Garments; Knitted Garments; Electronic Research & Components; Luggage; Plastic Packaging Units; Custom Hdwe.; Language Trainers; Packaging Materials; Chem.; Laboratory Equip.; Federal Aviation Control Center; Graphic Arts.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-58; Summer 52-83; Fall 41-65; Winter 22-42. First killing frost, Oct. 4; last killing frost, May 26.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pheasant Lane Mall	4	Sears, Jordan Marsh, JCPenney, Lechmere
Nashua Mall(51)	1	Mont. Ward, Almy's Dept., Bradlees
Southgate(7)	4	Stuart's, DeMoulas Mkt.
Royal Ridge Mall(14)	3	Marshall's, Purity Supreme, Pharmacity
Hudson Mall(6)	3	Alexander's Mkt.
Simoneau Plz.(15)	NA	Bradlees, JCPenney, McQuade's
Turnpike Pl.(7)	2	First Natl., Rich's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers every evening until 9:30.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; McQuade's; Rich's; Miller's; Almy's; Marshall's; JCPenney.
Discount Stores-Kimrick Mills; Bradlees; Rich's; Stuart's; CVS; Marshall's; Zayre.
Chain Drug Stores-MD Stores; CVS; Pharmacity; Osco.
Chain Supermarkets-Shaw's; Kealey Farms; Soucy's Mkts. 3; Alexander's 3; DeMoulas 4; Purity Supreme.

14 - NEWSPAPERS: TELEGRAPH (e) 29,953; (S) 30,124; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jack Von Deck, Adv. Mgr., TELEGRAPH, PO Box 1008, Nashua, NH 03061; Tel. (603) 882-2741.
National Representative: Landon Associates.

PORTSMOUTH

1 - LOCATION: Rockingham County (In Portsmouth-Dover-Rochester, NH-ME MSA). E&P Map D-5. County Seat. 57 mi. NE of Boston; 50 mi. SW of Portland. On U.S. Hwys. 1, 1A, 18, 4. State Hwys. 16, 95, 101, 108, 151. Starting point of NH toll road. Resort area.

2 - TRANSPORTATION: Motor Freight Carriers-3.
Intercity Bus Lines-Timberlane.

3 - POPULATION:
Corp. City 80 Cen. 26,254; E&P 87 Est. 29,319
CZ-ABC: (80) 41,452
RTZ-ABC: (80) 109,549
County 80 Cen. 190,345; E&P 87 Est. 227,545
MSA 80 Cen. 188,060; E&P 87 Est. 218,069
City & RTZ-ABC: (80) 151,001
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,424; E&P 87 Est. 9,913
County 80 Cen. 65,951; E&P 87 Est. 81,906
MSA 80 Cen. 67,630; E&P 87 Est. 79,882
CZ-ABC: (80) 14,705
RTZ-ABC:(80) 39,452
City & RTZ-ABC: (80) 54,157

5 - BANKS	NUMBER	DEPOSITS
Savings	8	$1,164,484,121
Commercial	4	$658,795,918

6 - PASSENGER AUTOS: County 174,814

7 - ELECTRIC METERS: Residence 8,476

8 - GAS METERS: Residence 2,665

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronic 1,200; Civil Serv. 8,000; Shoe & Leather 500; Ins. 550; Wire & Cable 550; Fish Proc. 300; Misc. Mfg. 500; Military 5,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24; last killing frost, May 17.

11 - TAP WATER: Moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Congress; 1 on Vaughan Mall; 1 on Fleet; 2 on Market; 3 on Daniel; 3 on Pleasant; downtown area (110 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lafayette Plz.(4)	3	Channel Home Ctr.
Artisan Outlet(5)	3	Artisans
White Birch Plz.(12)	4	Trend-Lines
Newington Mall(72)	3	Anderson Little, CVS, Bradlees, Shaws, Mont. Ward
Southgate Plz.(7)	3	Shaws, Brooks
K mart Plz.(10)	2	K mart, Marshall's, Osco, DeMoulas
Fox Run Mall(105)	3	Jordan Marsh, Filene's, JCPenney
Maine		
Kittery Outlet(8)	3	Totes, Royal Dalton
Spruce Creek(8)	3	Jonathan Logan
Kittery Factory Stores(12)	3	Bass Shoe, American Tourister
Maine Outlet(20)	3	Mikasa, Dress Barn
Tidewater Mall(4)	4	Lenox China

Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Kimball's; Porteous Mitchell; Filene's; Jordan Marsh; Sears; JCPenney.
Variety Stores-Newberry, Woolworth.
Discount Stores-K mart; Rich's; Bradlees; Marshall's.
Chain Drug Stores-General Sales; Osco; Laverdier; CVS; Welby; Brooks.
Chain Supermarkets-A&P; Shaw's; DeMoulas; Shop & Save.
Other Chain Stores-Thom McAn; Barbara Moss; Tweeter; Ross Jewelers; Stowell's Jewelers; Karten's Jewelers; Singer Co.; Atherton's; Radio Shack; Touraine's; Artisan; Anderson Little; Hickory Farms; Scott's; Zale's; Hanover Shoes; Cumberland's; Fanny Farmer.

14 - NEWSPAPERS: HERALD (e) 13,191; (S) 13,199; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Azio J. Ferrini, Gen. Mgr., HERALD, 111 Maplewood Ave., Portsmouth, NH 03801; Tel. (603) 436-1800.
National Representative: Thomson Newspapers.

NEW JERSEY SURVEYS

METROPOLITAN STATISTICAL AREAS

Allentown-Bethlehem, PA-NJ-Carbon, Lehigh and Northampton Counties, Pa; Warren County, NJ
Atlantic City-Atlantic and Cape May Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Bergen-Passaic-Bergen and Passaic Counties.
Jersey City-Hudson County.
Middlesex-Somerset-Hunterdon-Hunterdon, Middlesex and Somerset Counties.
Monmouth-Ocean-Monmouth and Ocean Counties.
Newark-Essex, Morris, Sussex and Union Counties.
Philadelphia, PA-NJ-Bucks, Chester, Delaware, Montgomery and Philadelphia Counties, PA; Burlington, Camden and Gloucester Counties, NJ
Trenton-Mercer County.
Vineland-Millville-Bridgeton-Cumberland County.
Wilmington, DE-NJ-MD-New Castle County, DE; Cecil County, MD; Salem County, NJ

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

New York-Northern New Jersey-Long Island, NY-NJ-CT-Includes Bergen-Passaic, NJ PMSA; Bridgeport-Milford, CT PMSA; Danbury, CT PMSA; Jersey City, NJ PMSA; Middlesex-Somerset-Hunterdon, NJ PMSA; Monmouth-Ocean, NJ PMSA; Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Norwalk, CT PMSA; Orange County, NY PMSA; and Stamford, CT PMSA.
Philadelphia-Wilmington-Trenton, PA-NJ-DE-MD-Includes Philadelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millville-Bridgeton, NJ PMSA; Wilmington, DE-NJ-MD PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	590	463	486
5-14 Years	1,404	1,117	1,172
15-24 Years	1,122	1,285	1,348
25-44 Years	1,748	2,018	2,117
45-64 Years	1,613	1,624	1,704
65 and Over	694	870	913
TOTAL	7,171	7,377	7,740

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Camden-Cherry Hill	154	30	19.2
Elizabeth	106	28	26.7
Jersey City	224	42	18.6
Newark	329	61	18.6
Passaic-Clifton	127	43	34.2
Paterson	138	40	28.7
Perth Amboy-Woodbridge	129	53	40.7
Union City	56	36	63.9
Vineland	54	8	18.2

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr	918	1,324	2,667
General Mdse	3,009	3,621	5,834
Food	5,838	8,433	12,046
Automobiles	4,225	6,114	12,654
Gasoline Stations	1,804	3,158	3,366
Apparel	1,440	2,258	3,492
Furniture	1,122	1,688	3,321
Eat-Drink Places	2,148	3,160	5,136
Drugs	609	1,001	1,585
TOTAL SALES	24,287	36,307	57,582

ASBURY PARK

1 - LOCATION: Monmouth County, (In Monmouth-Ocean PMSA), E&P Map C-3. Trading ctr. for two counties (Monmouth and Ocean). 50 mi. from New York City; 65 mi. from Philadelphia. At Garden State Pkwy.

2 - TRANSPORTATION: Railroads-Conrail; New York and Long Branch (passenger and freight).
Motor Freight Carriers-43.
Intercity Bus Lines-Asbury Park-New York; Boro Buses (Asbury Park-Red Bank); Mercer Metro.
Airlines-Scheduled flights from Monmouth County Airport to JFK Intl., Washington Natl.

3 - POPULATION:
Corp. City 80 Cen. 17,015; E&P 87 Est. 17,569
NDM-ABC:(80) 849,211
County 80 Cen. 503,173; E&P 87 Est. 558,064
PMSA 80 Cen. 849,211; E&P 87 Est. 961,468
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,207; E&P 87 Est. 8,034
County 80 Cen. 170,130; E&P 87 Est. 195,772
NDM-ABC: (80) 298,434
PMSA 80 Cen. 298,434; E&P 87 Est. 350,931

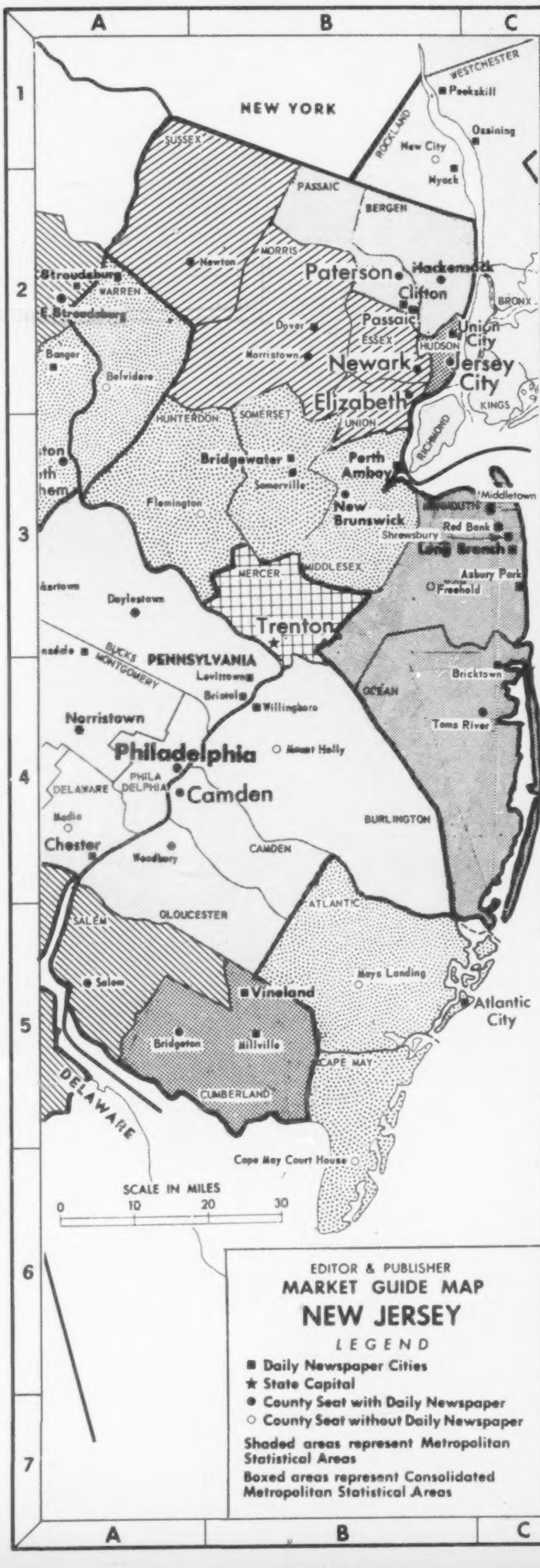
5 - BANKS	NUMBER	DEPOSITS
Commercial	35	N.A.
Savings & Loan	30	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Monmouth Co. 219,968; Ocean Co. 170,858

8 - GAS METERS: Monmouth Co. 125,000; Ocean Co. 102,000

9 - PRINCIPAL INDUSTRIES: Electronics; Util.; Glass, Apparel & Needlepoint; Foods; Horse Breeding; Recreation; Financial Institutions; Pub-


A
B
C
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NEW YORK
WESTCHESTER
Peekskill
ROCKLAND
New City
Ossining
Nyack
SUSSEX
PASSAIC
BERGEN
MORRIS
Newton
Paterson
Hackensack
Clifton
Passaic
BRONX
Union City
Jersey City
Stroudsburg
E.Stroudsburg
WARREN
Dover
ESSEX
HUDSON
Morristown
Newark
Bangor
Belvidere
Elizabeth
KINGS
HUNTERDON
SOMERSET
UNION
RICHMOND
Bridgewater
Somerville
Perth Amboy
Flemington
New Brunswick
Middletown
MONMOUTH
Red Bank
Shrewsbury
Long Branch
MIDDLESEX
Asbury Park
Freehold
MERCER
Doylestown
Trenton
BUCKS
MONTGOMERY
PENNSYLVANIA
Levittown
Bristol
Willingboro
Bricktown
OCEAN
Norristown
Toms River
Philadelphia
Mount Holly
DELAWARE
PHILA DELPHIA
Camden
Media
BURLINGTON
Chester
Woodbury
CAMDEN
ATLANTIC
SALEM
GLOUCESTER
Salem
Mays Landing
Vineland
Atlantic City
Bridgeton
Millville
CAPE MAY
DELAWARE
CUMBERLAND
Cape May Court House
SCALE IN MILES
0
10
20
30
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW JERSEY
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas

lishing; Educ.; Retailing; Light Mfg.; Chem.; Military installations; Farming; Mach.; Plastics; Metal Prod.; Real Estate; Constr.; Tourism; Boat Building; Commercial Fishing.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 64-78; Fall 49-63; Winter 26-39. First killing frost, Oct. 29; last killing frost, Apr. 8.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ocean Co. Mall (102)	30	JCPenney, Sears, Macy's
Lacey Mall(21)	40	Shop-Rite
Brick Plz.(33)	20	A&P, Steinbach, Jamesway, Caldor
Dover Mall(31)	25	Shop-Rite, Bradlees
Toms River(19)	30	Acme, Radio Shack, Caldor, Foodtown
Seaview Sq.(140)	4	Stern's, Sears, Steinbach
Lakewood Plz.	20	Foodtown, Shelby
Bradlee Hazlet Plz.	20	Bradlees
Laurel Sq.(30)	14	K mart, Pathmark
Shrewsbury(15)	7	Acme
Monmouth(155)	6	Macy's, Hahne's, Abraham & Straus, Caldor, JCPenney
Middlebrook(20)	5	Channel Home Ctr.
Manalapan Mall (20)	NA	CVS, Steinbach's
Peddler's Vlg.(8)	NA	
K mart Plz.	NA	K mart

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evenings-All stores are open Wed., Fri. evenings (city); 6 nights at shpg. ctrs.

13 - RETAIL OUTLETS: **Department Stores**-Monmouth and Ocean Counties: Steinbach Co. 4; Sears 3; Caldor 3; Macy's 2; JCPenney 2; Bradlees 4; K mart 5; Rickel's 4; Jamesway 4; Channel Lumber 12; Hahne's; Best Products 2; Consumer Dist. 4.

Variety Stores-Newberry; Green.

Chain Drug Stores-Parke; Rite Aid; Genovese.

Chain Supermarkets-Acme 8; Cumberland Farms 63; Grand Union 6; Shop Rite 14; Foodtown 28; 7-Eleven 34; Pathmark 7; Kwik Check; Krauzer 32; Wawa 22.

Other Chain Stores-Kinney 8; Thom McAn 3; Shoetown 9; Goodyear 11; Radio Shack 20; Cloth World 2; Baker's 2; Lerner's 4; Marshall's 2; Braddock's; Firestone 12; Brick Church 3; Arthur's; Castro Convertible 2; Singer 8; Sherwin-Williams 7; Reed Jewelers 2; Fanny Farmer; Littman Jewelers 3; Gordon Jewelers 2; Hickory Farms 3; Medi-Mart; Flower Time 2; Watchung Pool 2.

14 - NEWSPAPERS: PRESS (e) 139,954; (S) 205,007; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Richard Allen, Adv. Mgr., ASBURY PARK PRESS, 3601 Highway 66, Neptune, NJ 07754; Tel. (201) 922-6000.

National Representative: Sawyer-Ferguson-Walker.

ATLANTIC CITY

1 - LOCATION: Atlantic County (MSA). E&P Map B-5. Casino resort, vacation, and convention center. On Atlantic Ocean; end of the Atlantic City Expressway; 8 mi. E of Garden State Pkwy.; 5 mi. E of U.S. Hwy. 9. On U.S. Hwy. 30, 40, 322. Atlantic City is 60 mi. E of PA; 120 mi. S of NY; 179 mi. N of Washington.

2 - TRANSPORTATION: **Railroads**-Amtrak.

Motor Freight Carriers-23.

Bus Lines-N.J. Transit; Adventure Trails; Capitol; Gray Line; Greyhound; Harran; Leisure Line; Lion Tours; Shortline; Trailways.

Airlines-Allegheny Commuter (Bader Field).

Waterways-Cape May-Lewes Ferry.

3 - POPULATION:
Corp. City 80 Cen. 40,199; E&P 87 Est. 36,509
NDM-ABC: (80) 406,589
County 80 Cen. 194,119; E&P 87 Est. 209,917
MSA 80 Cen. 276,385; E&P 87 Est. 307,428

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,736; E&P 87 Est. 16,487
County 80 Cen. 71,806; E&P 87 Est. 80,610
NDM-ABC: (80) 149,241
MSA 80 Cen. 104,153; E&P 87 Est. 120,580

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$11,833,026,000
Savings	7	$5,621,768,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence County 90,000

8 - GAS METERS: Residence County 50,098

9 - PRINCIPAL INDUSTRIES: Casinos; Ret. Trade; Hotel/Motel; Eating & Drinking Places; Contact & Special Trade Constr.; Mfg., Stone, Clay & Glass Prods.; Trans.; Whol. Trade; Fin., Ins. & R.E.; Business Servs.; Health Servs.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-63; Summer 65-74; Fall 40-53; Winter 28-43. First killing frost, Nov. 5; last killing frost, Apr. 10.

11 - TAP WATER: Acid, soft; 45% fluoridated, 55% not fluoridated.

12 - RETAILING: **Downtown Shopping**-10 blocks on Atlantic Ave.; 8 on Pacific Ave.; 10 on Boardwalk; Ocean One Ctr.

Neighborhood Shopping-Absecon; Brigantine; Cape May; Linwood; Margate; Northfield; Ocean City; Pleasantville; Ventnor; Vineland; Wildwood.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cardiff Center	10	Pathmark, T.J. Maxx, Rickels, Bradlees
Central Sq.(42)	10	
Court House Vlg.	33	Murphy Mart, Super Fresh
Cumberland Mall	40	Bradlees, JCPenney, The Dry Goods
Hamilton Ctr.	14	Macy's, Sears, JC Penney
Hammonton Plz.	28	Jamesway, Acme, Eckerd
Heathercroft Sq.	8	SuperFresh
Jamesway Plz.	33	Jamesway, Acme
Manahawkin Plz.	40	K mart, Reynolds, Rite Aid
Ocean Co. Mall	60	Macy's, Sears, JCPenney, CVS
Pleasantville Ctr.	8	K mart, Acme, Thrift
Rio Mall	39	K mart, Thrift, SuperFresh
Shore Mall	10	Steinbach's, Foodtown, Thrift
Silo Plaza	8	Silo, Annie Sez
Somers Point Plz.	20	Jamesway, Acme, Thrift
Tilton Ctr.	8	Thriftway, Jamesway
Toms River Plz.	60	Caldor, Reynolds, Foodtown
Ventnor Plz.	1	Shop-Rite, Bradlees
Village Shops	39	Reynolds
Vineland Ctr.	40	Sears, Eckerd

Principal Shopping Days-Sun., Mon., Thur., Fri.

Stores Open Evenings-Ret.: Wed.; Food: Mon.-Fri. About 80% Ret. and Food open Sun.

13 - RETAIL OUTLETS: **Department Stores**-Macy's; Steinbach's; Sears; JC Penney; House & Garden; Bradlees; Caldor; Jamesway; K mart; Reynolds; The Dry Goods.

Chain Supermarkets-Acme; Foodtown; Pathmark; Shop-Rite; Super Fresh; Thriftway.

Other Chain Stores-American Appliance; Anderson Little; Baker's; Belden Jewelry; B Dalton Booksellers; Brooks; Bob Kislin; Buten; Carvel; Casual Corner; Color Tile; Command Performance; Cumberland Farms; Dee's Appliance; Dunkin Donuts; Encore Books; Endicott-Johnson; Ethan Allen Galleries; Father & Son Shoes; Florsheim Shoes; Footlocker; Foxmoor; The Gap; Goodyear; Hickory Farms; Hit or Miss; Jack Lang; Kaybee Toy and Hobby; Kinney; Lady Footlocker; Lane Bryant; Lerner; Lerner Woman; Littman Jewelers; MAB Paints; Mothercare; Motherhood Maternity; Morton's Jewelcor; Naturalizer; Ormond; Paul Harris; Payless Shoes; Pep Boys; Penn Jersey; Radio Shack; Rafters; Record World; Rickels; Sam Goody; Sherwin-Williams; Singer; Spencer Gifts; The Limited; Limited Express; This End Up; Tiny Tots; Thom McAn; Victoria's Secret; Waldenbooks; WaWa; 7-Eleven; 84 Lumber.

14 - NEWSPAPERS: PRESS (m) 77,534; (S) 87,382; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Cliff Madsen, Natl. Adv. Mgr., PRESS, 1900 Atlantic Ave., Atlantic City, NJ 08404; Tel. (609) 345-1234.

National Representative: Sawyer-Ferguson-Walker.

BRICKTOWN
See TOMS RIVER

BERGEN COUNTY
See HACKENSACK

BRIDGETON

1 - LOCATION: Cumberland County. (In Vineland-Millville-Bridgeton PMSA). E&P Map A-5. County Seat. Farming and glass manufacturing center. State Hwys. 77, 49; 40 mi. S of Philadelphia, PA. 40 mi. W of Atlantic City.

2 - TRANSPORTATION: **Railroads**-N.J. Central (frt.).

Motor Freight Carriers-10.

Intercity Bus Lines-Transport of N.J.; Garden State Coachway.

3 - POPULATION:
Corp. City 80 Cen. 18,795; E&P 87 Est. 18,677
NDM-ABC: (80) 49,721
County/PMSA 80 Cen. 132,866; E&P 87 Est. 137,523

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,681; E&P 87 Est. 6,900
County/PMSA 80 Cen. 44,287; E&P 87 Est. 47,607
NDM-ABC: (80) 16,685

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$109,981,768
Savings & Loan	2	$75,464,176

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 8,570

8 - GAS METERS: Residence 2,870

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 1,450 ($204); Glass Mfg. 1,350 ($265); Textiles 1,840 ($174); Mach. 150 ($180).

Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-63; Summer 62-83; Fall 45-66; Winter 22-44. First killing frost, Nov. 4; last killing frost, Apr. 21.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Commerce St.; 4 on Laurel St.; 3 on Pearl St.

Neighborhood Shopping Centers-Broad and W. Pk. Dr.; 1 block on N. Pearl St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bridgeton(10)	NA	Acme, Thrift Drug
Jamesway Plz.(8)	NA	Thriftway, Eckerd, Jamesway
Hopewell(8)	NA	Cusano's Variety

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Dept. Stores-Mon., Fri., Food-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Wax Bros.; JCPenney; Rovner's.

Variety Stores-Woolworth; Jamesway; Ames; Family Dollar.

Chain Drug Stores-Rite Aid; Eckerd; Thrift.

Chain Supermarkets-Thriftway; Acme; IGA; Chiari's 2; Eatmor; Fishers Mkt.; Shop 'N Bag.

Other Chain Stores-Sears (catalog); I.S. Raub Shoes; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 11,923; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: James G. Homan, Adv. Dir., NEWS, 100 E. Commerce St.; PO Box 596, Bridgeton, NJ 08302; Tel. (609) 451-1000.

National Representative: Landon Associates.

BRIDGEWATER

1 - LOCATION: Somerset County (In Middlesex Somerset-Hunterdon PMSA). E&P Map B-3. 34 mi W of New York City on U.S. Hwy. 22 and I-287; 1 mi. N of Garden State Pkwy. and NJ Tpke.

2 - TRANSPORTATION: **Railroads**-Erie-Lackawanna; Conrail; Amtrak.

Motor Freight Carriers-22.

Intercity Bus Lines-Transport of NJ; Somerset Greyhound; Continental Trailways; Suburban Transit; Martz.

Airlines-All at Newark Airport.

3 - POPULATION:
Township 80 Cen. 29,175; E&P 87 Est. 29,972
NDM-ABC: (80) 390,875
PMSA 80 Cen. 886,383; E&P 87 Est. 957,047
County 80 Cen. 203,129; E&P 87 Est. 219,270

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Township 80 Cen. 8,804; E&P 87 Est. 9,272
County 80 Cen. 67,368; E&P 87 Est. 75,535
PMSA 80 Cen. 647,317; E&P 87 Est. 328,298
NDM-ABC: (80) 129,510

5 - BANKS	NUMBER	DEPOSITS
Savings	5	N.A.
Savings & Loan	13	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: County Est. 47,000

8 - GAS METERS: County Est. 38,000

9 - PRINCIPAL INDUSTRIES: (NDM)-Chem. Apparel; Textiles; Fab. Metals; Printing; Pub.; Pharmaceuticals; Elect. Prods.; Constr.; Rubber; Plastics; Cosmetics; Farming; Food Proc.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-80; Summer 44-95; Fall 25-90; Winter 6-55. First killing frost, Oct. 23; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Downtown Shopping Areas (NDM)**-Plainfield, Westfield, Scotch Plains; Berkeley Heights; Somerville; North Plainfield; Bound Brook; Bernardsville; Manville; Flemington; Dunellen, Middlesex; South Plainfield; Piscataway.

Shopping Centers (NDM)-Middlesex Mall, Blue Star Ctr.; Somerset Shpg. Ctr; Bardy Farms Ctr.; Turntable Junction Ctr.; Liberty Vlg.; Lyons Mall; Golden Acres Shpg. Ctr.; Granetz Plz.; Hillsborough Shpg. Plz.; Rustic Mall; Stirling Plz.; Whitehouse Shpg. Ctr.; Far Hills Ctr.; Finderne Shpg. Ctr.; Berkeley Heights Shpg. Ctr.; Stagehouse Village Ctr.; Middlesex Shpg.; Bernardsville Ctr.; Pheasant Run; A 16 mi. shopping strip along Route 22 from Springfield to Somerville, over 50 diversified ret. outlets.

Shopping Centers in Entire Market Area Include-Menlo Park Mall; Woodbridge Mall; Short Hills Mall; Rutgers Plz.; Montgomery Plz.

13 - RETAIL OUTLETS: **Department Stores (NDM)**-Sears; Bamberger's; Hahne's; Stern's; Epsteins; Marshalls.

Variety Stores-Woolworth.

Discount Stores-K mart; Channel Lumber; Laneco; Bradlees.

Chain Drug Stores-Sav-on; CVS; Rexall; Walgreens; Pathmark; Drug Fair.

Chain Supermarkets-A&P 13; Acme 5; Foodtown 7; Grand Union 3; Laneco 2; Pathmark 4; Plus Discount 3; Shop-Rite 9; Stop N Shop 2.

Other Leading Stores & Chain Stores-Huffman-Koos; Mirons; Fabric Land; Firestone; Roth & Schlengers; Goodyear; Penn Jersey; B.F. Goodrich; Pep Bros.; Midas Muffler; Singer Sewing; Imperial Magnavox; Brick Church; Miles Shoes; Thom McAn; Florsheim; Shoe Town; Kinney; Hermans Sporting Goods.

14 - NEWSPAPERS: COURIER-NEWS (e) 51,538; Mar. 29, 1987 ABC.

NOTE: Sunday edition started Sept. 20, 1987.

Local Contact for Advertising and Merchandising Data: David J. Enstad, Adv. Dir., COURIER-NEWS, 1201 Route 22, Bridgewater, NJ 08807; Tel. (201) 722-8800.

National Representatives: Gannett National Newspaper Sales; U.S. Suburban Press; Publishers' Representatives of Florida.

BURLINGTON
See WILLINGBORO

CAMDEN-CHERRY HILL

1 - LOCATION: Camden County (In Philadephia, PA-NJ, PMSA). E&P Map A-4. Camden is County Seat; on Delaware River opposite Philadelphia. A port with 14.3 mi. of navigable water front. Industrial ctr., On U.S. Hwys. 30, 130; State Hwys. 38, 41, 42, 70, 168, 295. Walt Whitman Bridge between S Phila. & Gloucester links with Penna. Tpke. via Schuylkill Expwy. Benjamin Franklin Bridge between Center City, Phila. and Camden. Betsy Ross Bridge between NE Phila. and Pennsauken, Rte. 130. The City of Camden is 58 mi. from Atlantic City; 34 mi. from Trenton; 83 mi. from Newark; 2 mi. from Philadelphia; 98 mi. from Baltimore; 135 mi. from Washington; 93 mi. to New York; 35 mi. to Wilmington.

2 - TRANSPORTATION: **Railroads**-Conrail; Patco High Speed line.

Motor Freight Carriers-244.

Intercity Bus Lines-Transport of New Jersey; Trailways.

Airlines-At Airport in Philadelphia.

3 - POPULATION:
Corp. Cities 80 Cen. 153,695; E&P 87 Est. 153,150
Camden 80 Cen. 84,910; E&P 87 Est. 82,686
Cherry Hill 80 Cen. 68,785; E&P 87 Est. 70,464
NDM-ABC: (80) 733,896
PMSA 80 Cen. 4,716,818; E&P 87 Est. 4,771,429
County 80 Cen. 471,650; E&P 87 Est. 501,806
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 50,059; E&P 87 Est. 53,511
Camden 80 Cen. 28,204; E&P 87 Est. 30,849
Cherry Hill 80 Cen. 21,855; E&P 87 Est. 22,662
County 80 Cen. 162,508; E&P 87 Est. 179,612
PMSA 80 Cen. 1,639,330; E&P 87 Est. 1,715,334
NDM-ABC: (80) 249,114

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	N.A.	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg., Durable Goods 38,800 (Av. Hrly. Wage $9.18); Mfg., Non Durable Goods 28,400 (Av. Hrly. Wage $10.60); Non-Mfg. 277,300.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-62; Summer 66-83; Fall 50-66; Winter 29-42.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Districts**-Downtown shopping areas in Camden, Pennsauken, Haddonfield, Mt. Holly, Burlington, Woodbury, Glassboro.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Haddonfield	8	
Black Horse Pike(40)	5	Bradlees, JCPenney
Brooklawn(26)	8	K mart
Burlington	16	Sears, Strawbridge & Clothier
Cherry Hill Mall (113)	5	Macy's, Strawbridge & Clothier, JCPenney
Deptford Mall(130)		Sears, Macy's, Wanamaker's
Echelon Mall	10	Strawbridge & Clothier, JCPenney, Stern's
Moorestown Mall(85)	10	Wanamaker, Stern's, Sears
Stratford(14)	10	Clover
Westmont(34)	3	Clover, Super Fresh
Woodcrest(15)	9	Shop'n Bag
Airport Circle(4)	2	K mart

Principal Shopping Days-Dept. Stores-Thur., Fri., Sat., Food-Wed., Thur., Sat.
Stores Open Evenings-Dept.-Mon. to Sat.; Food-Tues. through Fri.; Shopping Ctrs.-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Strawbridge & Clothier 3; Macy's; Stern's; Wanamaker's; Ports.
Discount Stores-Clover Stores; K mart; Dry Goods; Bradlee's; Caldor; T.J. Maxx; Marshall's; Filene's Basement.
Specialty Stores-Charles David; Diane Furs; Zinman Furs; Lillian Albus; Town & Country; Fashion Bug; Lane Bryant; Country Set; Marianne; Loehmann's; Samar Fashions; Talbots; Marshalls.
Variety Stores-Ben Franklin; Woolworth; McCrory's.
Furniture Stores-Bellmawr; DiMona's; Doughertys'; Howard Hill; Menchel-McDonald; Nastasi's; Newman's Home Furnishings; Philmor; Ressa Bros.; Sullivan Furniture Co.; Robert I. Weir; Levitz; Levin's; Seamann's; Macy's.
Electrical Appliance Stores-Electrical Center; Hubbs Corner; Dee's; Pearlman's; Nastasi's; Moffa's; A B C Discount Appliances; American Appliances; Sam's Appliances; Silo; Shuman's; Stereo Discounters; Crazy Eddie.
Chain Drug Stores-Lincoln; Quality 6; SupeRx; Thrift 8; Worner; Rite Aid; Eckerd; CVS; Drug Emporium; Cost Cutters.
Chain Supermarkets-Acme; Shop-Rite; Shop 'N Bag; Pathmark; SuperFresh; Talk of the Town; IGA; Save-A-Lot.
Corporate Chains-Frankford-Quaker; Thriftway; Perlof Bros.; 7-Eleven; Wa-Wa Markets; Plus Foods; AM-PM Mini Mart.
Other Chain Stores-Automotive: B.F. Goodrich, Firestone, Goodyear, Pep Boys, Rayco Auto Seat Cover Co., Midas Muffler Co., Rem Auto Supply, Aamco; Car Rentals: Hertz, Avis Rent-A-Car, Biddle Car & Truck Rental, Budget Rent-a-Car, Automotive Rentals, Inc.; Candy: Dairy Maid, Bayard's Chocolate Houses, Bowers Candies; Flooring: Best Tile Co., Allied Floor Covering, Tile City; General Merchandise: Singer Sewing Machines, Hanscom's Bakery, Kiddie Mart, Rickles; Jewelry: Zale's, Littmann's, Kellmer, Baily, Banks & Biddle, Merrill's, Tappins; Men's Apparel: Jack Lang, Jackman's, Dodd's, Jack King, Clothing Whse., Turl's, Mr. Good Buys, Builder's Square, Best Products, Men's Loft; Women's Apparel: Holly Stores, Joy Hosiery, Charming Shoppes, Fashion Bug; Marshall's; Metal Fences: Anchor Fence, Cyclone Fence; Paints: Buten Paints, Sherwin-Williams, M.A. Bruder & Son, DuPont, Dutch Boy, Benjamin Moore, Finnaren and Haley, Pittsburgh, Spred-Glidden, Martin Paint; Shoes: Martin, Baker's, A.S. Beck, Buster Brown, Father & Son, Florsheim, Hanover, Thom McAn, Burts, Chandler's, Regal, Flagg, Hardy, Shoe-Town; Fayva.

14 - NEWSPAPERS: COURIER-POST (e-mon to fri) 99,419; (m-sat) 96,628; (S) 98,497; Mar. 29, 1987 ABC.

Local Contact for Advertising and Merchandising Data: John E. Ziomek, Adv. Dir., COURIER-POST, 301 Cuthbert Blvd.; PO Box 5300, Cherry Hill, NJ 08034; Tel. (609) 663-6000.

National Representative: Gannett National Newspaper Sales.

CHERRY HILL

See CAMDEN

CLIFTON

See PASSAIC

DOVER

1 - LOCATION: Morris County, E&P Map B-2, (In Newark PMSA). Mfg. & military center: NW part of state; 45 mi. E of NYC.

2 - TRANSPORTATION: **Railroads**-NJ Transit.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Public Trans. of NJ; Lakeland: West Morris; Transit.

3 - POPULATION:
Corp. City 80 Cen. 14,681; E&P 87 Est. 14,931
NDM-ABC: (80) 157,582
PMSA 80 Cen. 1,878,294; E&P 87 Est. 1,846,093
County 80 Cen. 407,630; E&P 87 Est. 432,280
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,901; E&P 87 Est. 5,159
County 80 Cen. 131,820; E&P 87 Est. 145,265
PMSA 80 Cen. 647,317; E&P 87 Est. 658,481
NDM-ABC: (80) 51,279

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$232,105,000
Savings & Loan	7	$401,131,062

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 126,161

8 - GAS METERS: Residence 26,800

9 - PRINCIPAL INDUSTRIES: Industry, No of Wage Earners-Arsenal 8,500; Appliances 400; Glass 300; Paperboard 1,100; Drugs 2,800; Electronics 4,000; Plastics 400; Timers 400; Packaging Mach. 350; Pipe & Ceramics 500; Clothing 800; Aircraft Radio 650.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-80; Summer 53-85; Fall 29-58; Winter 16-56.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dover(30)	NA	JCPenney, Sears
Ledgewood Circle(2)	NA	A&P, Endicott Johnson
Ledgewood Mall(55)	NA	Jamesway
Town Sq.	NA	JCPenney, Hahne's, Macy's

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Newberry; Hahne's; Macy's.
Discount Stores-K mart.
Chain Supermarkets-A&P; Acme; Foodtown; Shop-Rite; Pathmark; Grand Union.
Other Chain Stores-Goodrich; Firestone; Littman Jewelry; Kinney Shoes; Zale's; Channel; Rickel; Brick Church; Thrift Drug; Thom McAn; Sherwin-Williams; Loft Candy; Wicke's Lumber.

14 - NEWSPAPERS: NORTH JERSEY ADVANCE (m-mon to fri) 9,437; (S) 9,728; Mar. 31, 1987 ABC.
Lcoal Contact for Advertising and Merchandising Data: Julius Tiritilli, Ret. Adv. Mgr., ADVANCE, PO Box 800, Flanders, NJ 07836; Tel. (201) 347-5400.

National Representative: Landon Associates.

ELIZABETH

1 - LOCATION: Union County (in Newark PMSA), E&P Map B-2, County Seat. 5 mi. S of Newark on N.J. Tpke., connecting with Holland and Lincoln Tunnels and George Washington Bridge. On Arthur Kill and Newark Bay; U.S. Hwys. 1, 9.

2 - TRANSPORTATION: **Railroads**-NJ Transit; Rahway Valley; Amtrak; Conrail.
Motor Freight Carriers-14.
Intercity Bus Lines-Green Flyer; Greyhound; Aro; Transport of N.J.; Safeway Trailways; Edwards Lake to Sea; Lincoln; Quaker City; American; Somerset.
Airlines-American; Eastern; Trans World; USAir; United; Aero; Flying Tiger; Slick; TWA; Pan Am; Delta; Piedmont; N.Y. Airways; Continental.

3 - POPULATION:
Corp. City 80 Cen. 106,201; E&P 87 Est. 105,781
NDM-ABC: (80) 504,094
County 80 Cen. 504,094; E&P 87 Est. 496,024
PMSA 80 Cen. 1,878,294; E&P 87 Est. 1 846,093

4 - HOUSEHOLDS:
Corp. City 80 Cen. 38,878; E&P 87 Est. 40,755
County 80 Cen. 177,973; E&P 87 Est. 181,263
PMSA 80 Cen. 647,317; E&P 87 Est. 658,481
NDM-ABC: (80) 177,973

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	8	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 41,345

8 - GAS METERS: Residence 39,965

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Gas and Chem. 3,310; Pharmaceutical Prods. 9,768; Auto 5,206; Cookies 900; Electrical Equip. 3,700.

10 - CLIMATE: Av. Temp.-Spring 56; Summer 73; Fall 46; Winter 31. First killing frost, Oct. 30; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Half mile south from Penna. Railroad arch on Broad St. to Washington Ave. and same distance on Elizabeth Ave. from Broad St. to Scott Pl. and Route 27, E to Union Sq. Many fine stores on first blocks of most cross sts. off Broad St. E and W to Elizabeth Ave. and N of Elizabeth Ave. to W. Jersey St.
Neighborhood Shopping Centers-6 ctrs. throughout city. Neighborhood stores located near all residential sections.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cranford	4	
Linden	4	
Roselle(22)	3	Foodtown
Garwood	5	Medi-Mart
Menlo Park(86)	8	Macy's, Alexanders
Short Hills(140)	9	Bloomingdale's, Lord & Taylor, W&J Sloane, B. Altmans, Bonwit Teller
Woodbridge(121)	7	Steinbach, Hahne, A&S; Stern's, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Furniture-nightly (ex. Sat.); Other retail-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Variety Stores**-Newman's 3; Green; C. H. Martin; McCrory; K mart; Bradlees 3.
Discount Stores-Daffy Dan's; Seaman's Furn.; Brick Church; Trader Horn.
Chain Drug Stores-Rite Aid 4; Shor's 2; Medi-Mart; CVS 3.
Chain Supermarkets-A&P 9; Pathmark 6; Foodtown 12; Shop-Rite 6; Acme 6; IGA.
Other Chain Stores-Thom McAn; Roth & Schlenger; Goodyear; Firestone; Fanny Farmer; Loft's; Adams Hats; Singer Co.; Canadian; General Nutrition; Father & Son; Shoe Town; Toys 'R' Us; Channel.

14 - NEWSPAPERS: JOURNAL (e) 31,549; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Tom Donahue, Adv. Dir., JOURNAL, 295 N. Broad St., Elizabeth, NJ 07207; Tel. (201) 354-5000.
National Representative: None.

HACKENSACK-BERGEN COUNTY

1 - LOCATION: Bergen County, E&P Map B-2 (In Bergen-Passaic PMSA), County Seat. On Hwys. 1, 3, 4, 9, 17, 46, 80. 8 mi. from New York; 9 mi. E of Paterson; 14 mi. N of Newark; Garden State Pkwy.; N.J. Tpke.

2 - TRANSPORTATION: **Railroads**-NJ Transit; Main/Bergen County, Pascack Valley Line.
Intercity Bus Lines-Academy Bus Tours; Community Bus; Carefree Bus; De Camp Bus Lines; NJ Transit Bus Operations; Hudson Transit (Short-line); Hudson Bus Corp.; Greyhound: Rockland (Red & Tan); Adirondack Trailways; Fairlawn Transportation; Leisure Line; Transit Charter Service.
Airlines-Emery; Federal Express (fght.); Purolator; Air National; Alfa Aero Freight; Teterboro Airport N.Y. and all airports.

3 - POPULATION:
Corp. City 80 Cen. 36,039; E&P 87 Est. 35,331
County 80 Cen. 845,385; E&P 87 Est. 827,695
MSA 80 Cen. 1,292,970; E&P 87 Est. 1,266,055
NDM-ABC: (80) 845,385
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,827; E&P 87 Est. 16,264
County 80 Cen. 300,410; E&P 87 Est. 305,695
MSA 80 Cen. 453,873; E&P 87 Est. 461,889
NDM-ABC: (80) 300,410

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	27	$8,567,109,000
Savings & Loan	28	$5,324,677,000
Savings	4	$1,429,433,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence County 253,090

8 - GAS METERS: Residence County 256,798

9 - PRINCIPAL INDUSTRIES: Industry, No. of Plants-Misc. Plastic Prods. 39; Lithographic Commercial Printing 29; Letterpress Commercial Printing 25; Electronic Components 23; Pharmaceutical Preparations 18; Toilet Preparations 18; Sheet Metal Work 17.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 60-90; Fall 45-65; Winter 25-55; First killing frost, Oct. 1; last killing frost, Apr. 20.

11 - TAP WATER: Moderately alkaline, moderately soft; not fluoridated.

12 - RETAILING: **Principal Shopping District**-Garden State Plz., 131 Stores; Bergen Mall, 82 Stores; The Fashion Ctr., 30 Stores; Paramus Pk., Paramus, 122 Stores; Riverside Sq. Hackensack, 93 stores.
Additional Shopping Areas-Hackensack; Ridgewood; Tenafly; Bergenfield; Rutherford; Teaneck; Englewood; Fort Lee; Westwood; Cliffside Park; Paramus.
Neighborhood Shopping Areas-Municipality.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Garden State Plz.(131)	NA	Macy's, Hahne's - JCPenney
Bergen Mall(82)	NA	Stern's, Steinbach, J.J. Newberry
Chestnut Ridge(24)	NA	Grand Union
Paramus Pk.(122)	NA	Abraham & Straus,
Riverside Sq.(93)	NA	Sears, Bloomingdale's, Saks, Conrans
The Fashion Ctr.(30)	NA	B. Altman, Lord & Taylor
Mall At IV(42)	NA	Filene's Basement, Royal Silk
Caldor Ctr.(14)	NA	Caldor
Linwood Plz.(26)	NA	Foodtown
Mahwah Plz.(20)	NA	A&P
Fair Ridge(15)	NA	A&P
Urban Farms(18)	NA	
Park Ridge(11)	NA	A&P
Interstate(32)	NA	Sears, Grossman's
Rochelle Pk.(10)	NA	Shop-Rite
Allendale(16)	NA	A&P
Foster Vlg.(28)	NA	Grand Union
Closter Plz.(37)	NA	Woolworth's, K mart, Grand Union
Cresskill Plz.(6)	NA	King's Super Mkt.

Pascack Valley(21)	NA	Channel, Grand Union
Elmwood(15)	NA	Walgreens, Channel
Ramsey Sq.	NA	Bradlees, Channel
Saddle Brook Mall(21)	NA	Bradlees
Passaic County		
Willowbrook Mall(179)	NA	Macy's, Steinbach, Stern's, Sears
West Belt Mall(41)	NA	JCPenney, Fortunoff
Preakness(46)	NA	Sterns, Rickel
Wayne Hills(43)	NA	Meyer Bros., K mart

Stores Open Evenings-Food & Dept. Stores, Bergen County Shpg. Ctrs. Mon. through Sat.; Passaic County Shpg. Ctrs. Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-County: Sears; Lord & Taylor; B. Altman; Packard's; Macy's; Hahne's; Steinbach; Stern Bros.; Alexander's; Bloomingdale's; Saks Fifth Ave.; Abraham & Straus; Fortunoff; JCPenney.
Variety Stores-Woolworth; Kresge; Newberry.
Discount Stores-Valley Fair; Bradlees; K mart; Toys-R-Us; Caldors; Marshall's.
Chain Lumber/Hardware-Channel Industries; Rickel Home Ctr.; Kay's.
Chain Drug Stores-Rexall 3; Genovese 4; Walgreens 5; Rite Aid 14; CVS 16.
Chain Supermarkets-Acme 3; A&P 16; Grand Union 22; Kings 4; Shop-Rite 18; Foodtown 15; Pathmark 6; IGA 5; Fine Fair 2; C-Town; Packards.
Other Chain Stores-Shoes: Miles, A. S. Beck, Baker's, Thayer McNeil, Globe, Florsheim, Shoe Town, Red Cross, National Coward's, Chandler's, Thom McAn, Kinney; Candy: Loft's, Fanny Farmer, Russell Stover; Clothing: He Man Shops, Lowits, Lane Bryant, MacHughe's, Roaman's, Florence Shop, Sealfon's, Plymouth Shops, Ann Taylor Sportswear, Syms, Susan Ives, Roger Kent, Lorry's, Bond's, Wallach's, National Shirt, Lerner, Melburn; Jewelry: Baily, Banks & Biddle Jewelers, Marcus Jewelers, Fortunoff; Others: Adler's, Radio Shack, Trader Horn, Friendly Frost, Sam Goody, Roots, Field Bros., Conrans; Furniture: Carlyle, Einstein Moomjy, Huffman-Koos, Kaufman, Levitz; Sporting Goods: Morsan's, Herman's; Marshalls; Britches; Filene's Basement.

14 - NEWSPAPERS: RECORD (e-mon to fri) 159,151; SUNDAY RECORD (S) 231,030; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Kimball, Adv. Dir., RECORD, 150 River St., Hackensack, NJ 07601; Tel.(201) 646-4000; In NYC (212) 279-8484.
National Representative: Sawyer-Ferguson-Walker.

JERSEY CITY

1 - LOCATION: Hudson County (PMSA), E&P Map B-2, County Seat. Industrial, wholesale, residential & educational center. Occupies 14.65 square mi. on peninsula formed by Hudson River & Upper N.Y. Bay on E & S & Hackensack River & Newark Bay on W.

2 - TRANSPORTATION: Railroads-Journal Sq. Trans. Ctr.; Lehigh Valley, Hoboken Shore & Path.
Motor Freight Carriers-117
Intercity Bus Lines-Inter City; Interstate; Transport of New Jersey; Hudson; Boulevard; North Blvd.; DeCamp; Lincoln; Greyhound; American; Safeway; Frank Martz; Royal Blue; Edwards Lakes to Sea; Domenico; Central Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 223,532; E&P 87 Est. 205,902
CZ-ABC: (80) 507,072
RTZ-ABC: (80) 420,104
County/PMSA 80 Cen. 556,972; E&P 87 Est. 522,293
City & RTZ-ABC: (80) 927,176
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 80,720; E&P 87 Est. 78,994
CZ-ABC: (80) 189,779
RTZ-ABC: (80) 160,112
County/PMSA 80 Cen. 207,857; E&P 87 Est. 202,261
City & RTZ-ABC: (80) 349,891

5 - BANKS	NUMBER	EST. DEP.
Savings	9	$2,451,650,000
Savings & Loan	15	$3,464,108,000
Commercial	21	$5,104,200,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: City Residence 196,512

8 - GAS METERS: City Residence 196,480

9 - PRINCIPAL INDUSTRIES: Metro Area-Container Port; Pharmaceutical Prods.; Lamps; Food Packing; Radio & TV Sets; Iron Prods.; Candy; Soap; Carbon; Chem.; Wearing Apparel; Paper Prods.; Auto & Aircraft Parts; Oil Ref. Equip.; Truck Terminal; Warehousing; Oil Refining; Fin./Ins.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 60-100; Fall 40-80; Winter 10-50.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hudson Plz.(40)	3	Toys 'R Us, Bradlees
Stadium Plz.(2)	4	Rickels, K mart, Pathmark
Harmon Meadows (34)	6	Annie Sez
Twin City Plz.(12)		Acme, McCrory
Channel Shoprite(3)	NA	Channel Lumber

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri., Mon.

13 - RETAIL OUTLETS: Department Stores-Sears.
Variety Stores-Woolworth; Grand; McCrory; Home Fair; Jupiter 2; Odd Lots 4.
Discount Stores-Bradlees; K mart 2; Wonder Store 4; C.H. Martin 4; TSS Seedman 2.
Chain Drug Stores-Rexall 5; Rite Aid 7; Drug Guild; Rite Way 12; Rock Bottom.
Chain Supermarkets-A&P 14; Shop-Rite 15; Food Town 7; Pathmark 3; Acme 3; Shelley's 2; IGA; Basics; Met 5.
Other Chain Stores-Parts Unlimited; Miles; Thom McAn; Rainbow; Singer Co.; Martin Paints; National Shoes; Midas; A.S. Beck; Kinney Shoes; Kay Jewelers; Lynn; Allied Radio Shack; Channel Co.; Shoe Town; Knapp; Fayva; Zale's Jewelers; Mandee; Rickels; Beauty Barn; Hit or Miss; GNC; Consumers; Trader Horn; Joyce Leslie; Brick Church Appliance; Modells; Annie Sez; Casual Woman; Lerner Shops.

14 - NEWSPAPERS: JERSEY JOURNAL (e-mon to fri) 59,193; (e-sat) 56,936 Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Alvin G. Schub, Adv. Dir., JERSEY JOURNAL, 30 Journal Sq., Jersey City, NJ 07306; Tel. (201) 653-1000.
National Representative: Newhouse Newspapers Metro Suburbia.

MIDDLETOWN
See RED BANK

MILLVILLE

1 - LOCATION: Cumberland County (In Vineland-Millville-Bridgeton PMSA), E&P Map B-5, Industrial ctr. On State Hwys. 47 and 49 at the head of navigation on the Maurice River 41 mi. from Philadelphia; 47 mi. from Atlantic City; 130 mi. from NYC.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-11.
Intercity Bus Lines-Public Service; Bridgeton; New Jersey Transit; Garden State Coachways.

3 - POPULATION:
Corp. City 80 Cen. 24,815; E&P 87 Est. 26,127
CZ-ABC: (80) 24,815
RTZ-ABC: (80) 13,170
County/PMSA 80 Cen. 132,866; E&P 87 Est. 137,523
City & RTZ-ABC: (80) 37,985

4 - HOUSEHOLDS:
City 80 Cen. 9,007; E&P 87 Est. 9,651
County/PMSA 80 Cen. 44,287; E&P 87 Est. 47,607
CZ-ABC: (80) 9,007
RTZ-ABC: (80) 4,071
City & RTZ-ABC: (80) 13,078

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$53,000,000
Savings & Loan	2	$31,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 10,905

8 - GAS METERS: Residence 4,997

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Glass Mfg. 4,700; Textile Mfg. 600; Sand Mining 560; Airworks & Aircraft Repairs.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-63; Summer 62-83; Fall 45-66; Winter 22-24.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on High, Main and Broad Sts.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Delsea(2)	6	Sears
Cumberland Mall(60)	NA	Bradlees, Wilmington Dry Goods, Pathmark

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept.-Fri. Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Fath's.
Variety Stores-Woolworth; K mart.
Chain Drug Stores-Rite Aid.
Chain Supermarkets-Acme; Pathmark; Thriftway; IGA.
Other Chain Stores-Endicott-Johnson (shoes); Diana Shop; Goodyear; Firestone.

14 - NEWSPAPERS: DAILY (e) 6,385; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Brad Borton, Adv. Dir., DAILY, 22 E. Vine St., Millville, NJ 08332; Tel. (609) 825-3456.
National Representatives: Landon Associates; Robert Hitchings & Co.

MORRISTOWN

1 - LOCATION: Morris County (In Newark PMSA), E&P Map B-2, County Seat. Manufacturing & education center.

2 - TRANSPORTATION: Railroads-Morristown & Erie; NY, Susquehanna & Western; Conrail; County of Morris Railroad.
Motor Freight Carriers-1.
Intercity Bus Lines-Morristown; Public Service; De-Camp.

3 - POPULATION:
Corp. City 80 Cen. 16,614; E&P 87 Est. 17,122
NDM-ABC: (80) 359,857
PMSA 80 Cen. 1,878,294; E&P 87 Est. 1,846,093
County 80 Cen. 407,630; E&P 87 Est. 432,280
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,534; E&P 87 Est. 6,943
County 80 Cen. 131,820; E&P 87 Est. 145,265
PMSA 80 Cen. 647,317; E&P 87 Est. 658,481
NDM-ABC: (80) 117,051

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$351,031,802
Savings & Loan	4	N.A.
Commercial	2	$697,811,109

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 137,348

8 - GAS METERS: Residence 24,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Public Trans./Public Util. 5,232; Pharmaceutical & Chem. Prods. 9,442; Printing 1,281; Constr. 570; Rubber 1,314; Food 4,129; Paper 1,547; Engin. 2,891.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-75; Summer 60-97; Fall 32-80; Winter 28-50. First killing frost, Oct.; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midtown(9)	NA	A&P
Baldwin Manor(11)	NA	Baldwin Phcy., Foodtown
Troy(19)	NA	Pathmark, K mart
Morris County Mall(77)	3	Bradlees, Stop & Shop
Rockaway Town Sq.(204)	16	Macy's, Sears, JCPenney

Principal Shopping Days-Fri., Wed., Sat.
Stores Open Evenings-Wed., Fri.

13 - RETAIL OUTLETS: Department Stores-Macy's; M. Epstein; Sears; JCPenney; Salny Brothers.
Discount Stores-Jamesway; Rockaway Sales 2; K mart; Bradlees; Caldors.
Variety Stores-Woolworth.
Chain Drug Stores-Thrift; CVS; Drug Fair; Rite Aid.
Chain Supermarkets-A&P 6; Acme 2; Pathmark 4; Foodtown 7; Shop Rite 11; Kings 2.

14 - NEWSPAPERS: RECORD (m) 59,825; (S) 72,150; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Linnea Mescall, Mktg. Res. Mgr., RECORD, 55 Park Pl., Morristown, NJ 07960; Tel. (201) 538-2000.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

NEW BRUNSWICK

1 - LOCATION: Middlesex County (In Middlesex-Somerset-Hunterdon PMSA), E&P Map B-3, County Seat. Industrial and educational center, 32 mi. from New York City; 25 mi. from Trenton. Skirted by U.S. Hwy. 1, State Hwy. 26; Lincoln Hwy., New Jersey Tpke., Rt. 287.

2 - TRANSPORTATION: Railroads-Conrail; N.J. Transit.
Motor Freight Carriers-71.
Water-Raritan River.
Intercity Bus Lines-Transport of N.J.; Continental Trailways; Suburban; Greyhound; Middlesex; Star.

3 - POPULATION:
Corp. City 80 Cen. 41,442; E&P 87 Est. 41,585
CZ-ABC: (80) 189,428
RTZ-ABC: (80) 206,086
County 80 Cen. 595,893; E&P 87 Est. 638,099
City & RTZ-ABC: (80) 395,514
PMSA 80 Cen. 886,383; E&P 87 Est. 957,047
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,244; E&P 87 Est. 14,265
County 80 Cen. 196,708; E&P 87 Est. 218,927
CZ-ABC: (80) 63,544
RTZ-ABC: (80) 66,229
City & RTZ-ABC: (80) 129,773
PMSA 80 Cen. 292,591; E&P 87 Est. 328,298

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$607,284,000
Savings & Loan	11	$471,290,000
Commercial	13	$1,603,440,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 17,090

8 - GAS METERS: Residence 14,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pharmaceuticals 4,830; Medical Goods 3,210; Elect. 2,160; Apparel 4,830; Trans. 3,840.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-93; Summer 44-95; Fall 25-84; Winter 6-61. First killing frost, Oct. 20; last killing frost, Apr. 18.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brunswick(26)	2	Caldor, Grand Union, Woolworth
No. Brunswick Sq.(85)	8	Macy's, JCPenney
Kilmer Plz.	4	Acme, Save-on Drugs, Tops Appliance
Menlo Park Mall(80)	10	Alexander's, Macy's
Middlesex Mall(52)	8	Pathmark, Stern's, K mart
MidState Mall	6	Best, Acme, Shop-Rite, Newberry's
Village Green(27)	7	He-Man Shop
Woodbridge Ctr. (233)	13	Abraham & Straus, Stern's, JCPenney, Hahnes, Steinbach
Rutgers(13)	3	K mart, Foodtown, Thrift Drug
Market Place(14)	10	
Sayrewoods(25)	12	Channel, JCPenney
Shoppers(24)	4	Channel, Foodtown, Loehman's, Toys 'R Us
Bradlee's E.B.(4)	5	Bradlees, Olivers, T.J. Maxx, Hermann's
Bradlees, No. Brunswick(5)	2	Bradlees, A&P
American Mall(8)	4	Crazy Eddie, Eyelab
Hadley Ctr.(26)	8	Caldor's, CVS, Foodtown
Quakerbridge Mall (142)	15	Macy's, Hahne's, Sears, JCPenney
Sears Center	2	Sears
Route 18 Ctr.	7	The Wiz, Kids R' Us, The Gap, Conran's
Princeton Market Fair	18	Cohoes
Princeton Forrestal Vlg.	17	Ralph Lauren Polo Shop
Fashion Plz.	2	Pergament, Burlington Coat Factory
Wick's Center	2	Pathmark

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Most Mon. through Fri.; some on Mon. & Thur. only.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Hahne's; Macy's; Alexander's; Steinbach; Abraham & Straus; Sterns; Bradlees.
Variety Stores-Newberry; McCrory; Woolworth.
Discount Stores-Channel; Rickel; K mart; Pergament 2; Caldor; Mr. Goodbuys; Jamesway.
Chain Drug Stores-Drug Fair 3; Sav-On; Walgreens; Rexall; Sunray 2; Thrift; Pathmark; Mandell's; Rite Aid; Metro Drugs.
Chain Supermarkets-A&P 7; Shop-Rite; Foodtown 6; Acme; Pathmark; Mayfair 3; Grand Union.
Other Chain Stores-Shoes: Thom McAn, National, A.S. Beck, Miles, Kinney, Florsheim, Selby, Baker's, Hush Puppy, Knapp, Shoe Town, Dollar Discount, Naturalizer, Regal; Clothing: Bond, Rogers, Wallachs, Fashion Bug, Brooks, The Limited, The Gap, Chess King, Lane Bryant; Auto Supplies: Firestone, Lee Miles, Midas, Rayco, Atlas, Aamco, 1001 Auto, Auto-Rite, R&S Auto, Goodyear; Misc.: Singer Co., Zales, Weiss & Lambert.

14 - NEWSPAPERS: HOME NEWS (e) 59,052; (S) 74,657; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Steve Ward, Natl. Adv. Mgr., HOME NEWS, 123 How Lane; PO Box 551, New Brunswick, NJ 08903; Tel. (201) 246-5604.
National Representative: Sawyer-Ferguson-Walker.

NEWARK

1 - LOCATION: Essex County (In Newark PMSA). E&P Map B-2. County Seat. Industrial, wholesale and retail center on U.S. Hwys. 1, 9, 22; State Hwys. 21, 24, 25, 27, 78, 82, 280, N.J. Tpke. & linked with Garden State Pkwy.

2 - TRANSPORTATION: Railroads-NJ Transit; Central of New Jersey; Erie-Lackawanna; Hudson & Manhattan (passenger).
Motor Freight Carriers-30.
Intercity Bus Lines-Public Service; Trailways; Greyhound; American; De Camp; Borough; N.Y. & Long Branch; Somerset; Martz; Consolidated Shore.
Airlines-USAir; American; Delta; Eastern; TWA; United; NY Air; Continental; Pan Am; Piedmont; World Airways; Northwest Orient.

3 - POPULATION:
Corp. City 80 Cen. 329,248; E&P 87 Est. 295,947
CZ-ABC: (80) 1,003,370
RTZ-ABC: (80) 4,224,906
County 80 Cen. 850,451; E&P 87 Est. 791,711
PMSA 80 Cen. 1,878,294; E&P 87 Est. 1,846,093
City & RTZ-ABC: (80) 5,228,276

4 - HOUSEHOLDS:
City 80 Cen. 110,912; E&P 87 Est. 107,073
County 80 Cen. 299,934; E&P 87 Est. 289,999
PMSA 80 Cen. 647,317; E&P 87 Est. 658,481
CZ-ABC: (80) 355,706
RTZ-ABC: (80) 1,454,690
City & RTZ-ABC: (80) 1,810,396

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	11	$1,350,000,000
Savings & Loan	88	$1,840,000,000
Commercial	16	$50,229,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: 324,991

8 - GAS METERS: County 343,974

9 - PRINCIPAL INDUSTRIES: Estimated No. of Employees, Essex, Union & Morris Counties-Prim. Metal Ind. 10,700; Fab. Metal Prods. 21,300; Mach. (ex. Elect.) 25,500; Elect. Mach. 38,500; Trans. Equip. 10,800; Instruments & Rel. Prod. 4,500; Other Durable Goods 19,900; Food & Kindred Prods. 22,000; Textile-Mill Prods. 3,400; Apparel & Textile Prods. 14,600; Paper & Prods. 6,600; Printing & Publishing 11,700; Chem. & Prods. 34,100; Rubber & Plastic Prods. 9,200; Leather & Prods. 4,000; Other Nondurable Goods 3,400; Mining 900; Constr. 28,400; Trans. & Pub. Util. 110,900; Whol. & Ret. Trade 136,200; Fin., Ins. & R.E. 48,400; Service & Misc. 110,900; Gov't 85,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 60-90; Fall 45-65; Winter 20-40. First killing frost, late Oct.; last killing frost, early Apr.

11 - TAP WATER: Alkaline, soft to medium.

12 - RETAILING: Downtown Shopping Areas-Newark; Livingston; Montclair; Orange; Plainfield; Morristown; Summit; Irvington; East Orange; Elizabeth; Dover; Madison; Maplewood; Westfield; Union; Bloomfield; Somerville.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
In Essex Co.:		
The Common(24)	NA	Lane Bryant
Livingston(127)	NA	Bamberger's, Sears, Hahne's, Epsteins
Oakwood Mall(6)	NA	Kings
The Mall, Short Hills (140)	NA	Bloomingdale's, Abraham & Straus, Bonwit Teller, B. Altman
Pilgrim Plz.(15)	NA	Newberry, Sav-on Drug
Essex Mall(17)	NA	Marshall's, Stop & Shop
West Caldwell(27)	NA	A&P
Essex Green(42)	NA	Woolworth, Shop-Rite
In Morris Co.:		
Dover(30)	NA	Woolworth, JCPenney JCPenney
Morris Co. Mall(77)	NA	Bradlees, JCPenney, Stop & Shop
Morris Hill Plz.(5) Plz.(5)	NA	Rexall Drug, Sherwin-Williams
Rockaway Town Sq.(150)	NA	Bamberger's, Hahne's, Sears, JCPenney
In Union Co.:		
Murry Hill Sq.(45)	NA	
Parkway Plz	NA	Grand Union, Kresges

Outside Metro Area-Bergen Mall, Paramus; Menlo Park; Blue Star, Watchung; East Brunswick, Woodbridge, Eatontown, Valley Fair constitute a shpg. ctr. in themselves, in Somerset County. A 15 mi. shpg. strip along Rt. 22, 40 stores.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Wed., Fri. Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-(Metro Area)-Bamberger's; Steinbach's; Hahne's; Sears; Bloomingdale's; B. Altman; Abraham & Straus; JCPenney; Sterns.
Discount Stores-Carr's; J.M. Fields; Newberry; Rickel Bros.; Valley Fair; Channel; K mart; Bradlees; Caldor.
Chain Drug Stores-Rubin Bros. 6; Weisbard Bros. 2; Thrift Drug; Sav-on; CVS; Medi-Mart; Schwartz; Rite Aid 2; Winsor; Angelo 2.
Chain Supermarkets-A&P; Acme; Food Fair; Finast; Grand Union; Shop-Rite; Foodtown; King's; Valley Fair; Pathmark.
Other Leading Stores-Canadian Fur; Loft's Candy; McCrory; Lerner's; Woolworth; Bond's; Wallach's; A.S. Beck; Howard Clothes.
Suburban-B. Altman; Lord & Taylor; Saks Fifth Ave.; Franklin Simon; Huffman-Koos; Harrison Bros.; Marshall's; M. Epstein; Teppers; Wiss Jewelers; Levitz.

14 - NEWSPAPERS: STAR LEDGER (m-mon to fri) 461,080; (m-sat) 416,492; (S) 681,802; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Walter J. Schwartz, Gen. Adv. Mgr., STAR LEDGER, Star Ledger Plaza, Newark, NJ 07101; Tel. (201) 877-4141.
National Representatives: Newhouse Newspapers Metro Suburbia; Leonard Co.; American Publishers' Representatives.

NEWTON

1 - LOCATION: Sussex County, (In Newark PMSA). E&P Map A-2, County Seat. Recreation, agricultural, manufacturing NW portion of state. 58 mi. NW of NYC; 48 mi. NW of Newark.

2 - TRANSPORTATION: Railroads-2 (Freight).
Motor Freight Carriers-15.
Intercity Bus Lines-Lakeland.
Airports-4, plus 1 Heliport.

3 - POPULATION:
Corp. City 80 Cen. 7,748; E&P 87 Est. 7,665
NDM-ABC: (80) 125,421
County 80 Cen. 116,119; E&P 87 Est. 126,078
PMSA 80 Cen. 1,878,294; E&P 87 Est. 1,846,093
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,995; E&P 87 Est. 2,610
County 80 Cen. 37,221; E&P 87 Est. 41,954
NDM-ABC: (80) 40,313
PMSA 80 Cen. 647,317; E&P 87 Est. 658,481

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	$736,347,000
Savings & Loan	7	$260,807,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: County 64,000

8 - GAS METERS: County 3,320

9 - PRINCIPAL INDUSTRIES: industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't & Educ. 1,000 ($400); Retailers & Service 600 ($280); Professional & Staff 500 ($400); Mfg. & Fabrics 300 ($265).
Principal Industrial Pay Day-Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 45-90; Fall 26-60; Winter 0-45.

11 - TAP WATER: Neutral to alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Clinton St.(10)	NA	Rockaway Sales
Spring St.(49)	NA	Shelby's
Ames/Big N(12)	NA	Ames/Big N, Shepards Fashions
Sussex County Mall(8)	NA	A&P
Newton	NA	Shop-Rite
Sparta Centre(12)	NA	Acme
Franklin(7)	NA	Shop-Rite
Tri-States(10)	NA	Jamesway
Vernon(8)	NA	A&P
Gristmill(6)	NA	A&P
Wantage(3)	NA	Foodtown

Principal Shopping Days-Mon., Thur., Fri., Sun.
Stores Open Evenings-Ames/Big N; Jamesway; A&P; Acme; Grand Union; Foodtown; Rockaway Sales; Shelby's; Shop-Rite.
Stores Open Sundays-Ames/Big N; A&P; Acme; Grand Union; Shop-Rite; Shepards; Jamesway; Foodtown; Rockaway Sales; Shelby's; Sanders.

13 - RETAIL OUTLETS: Department Stores-Shelby's.
Discount Stores-Jamesway; Rockaway Sales; Ames/Big N.
Variety Stores-R.J. Mars.
Chain Drug Stores-Thrift; Rite Aid; Genovese.
Chain Food Stores-A&P 5; Acme 2; Grand Union 3; Shop-Rite 3; Foodtown.

14 - NEWSPAPERS: HERALD (e-mon to fri) 18,612; (S) 25,922; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ronald R. Waer, Adv. Dir., HERALD, 2 Spring St.; PO Box 10, Newton, NJ 07860; Tel. (201) 383-1500.

National Representatives: Landon Associates; U.S. Suburban Press.

PASSAIC-CLIFTON

1 - LOCATION: Passaic County (In Bergen-Passaic PMSA). E&P Map B-2. Industrial center 12 mi. W of New York; 9 mi. N of Newark. On U.S. Hwy. 46; State Hwys. 3, 21.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-74. Transfer point, train to truck deliveries. Carriers unloaded for truck delivery to N.Y. City, Long Island & Westchester.
Intercity Bus Lines-Manhattan; Inter-City; De-Camp; Greyhound; Public Transport of N.J.
Airlines-At Teterboro Airport-915 acres; 5,000 ft. x 100 ft. runways; 13 hangars; Heliport service to midtown NYC and N.Y. airports. Passenger service at Newark Airport, all airlines (8 mi.).

3 - POPULATION:
Corp. Cities 80 Cen. 126,851; E&P 87 Est. 123,354
Passaic 80 Cen. 52,463; E&P 87 Est. 51,560
Clifton 80 Cen. 74,388; E&P 87 Est. 71,794
NDM-ABC: (80) 917,305
County 80 Cen. 447,585; E&P 87 Est. 438,360
PMSA 80 Cen. 1,292,970; E&P 87 Est. 1,266,055

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 48,048; E&P 87 Est. 47,926
Passaic 80 Cen. 19,161; E&P 87 Est. 19,514
Clifton 80 Cen. 28,887; E&P 87 Est. 28,412
County 80 Cen. 153,463; E&P 87 Est. 156,194
NDM-ABC: (80) 325,793
PMSA 80 Cen. 453,873; E&P 87 Est. 461,889

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial(PMSA)	45	$9,535,450,000
Savings & Loan(PMSA)	47	$6,826,264,000
Mutual Savings(PMSA)	8	$1,498,377,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: PMSA 477,170

8 - GAS METERS: PMSA 512,179

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage N.A.)-Fab. Metals 5,300; Non-elect. Mach. 5,400; Elect. Mach. 11,400; Other Durable Goods 6,700; Food 3,200; Printing & Pub. 3,400; Chem. 10,600; Rubber 4,000; Other Nondurable Goods 16,200; Constr. 5,500; Trans. & Util. 6,500; Trade 42,000; Fin., Ins., R.E. 9,300; Servs. 29,000; Gov't 2,800.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 66-85; Fall 46-66; Winter 24-39.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Heavy traffic to all parts of Paterson-Clifton-Passaic Metro area as well as Newark and New York.
Shopping Centers-Passaic-Clifton: Main Ave. & Intersecting Sts.; Clifton-Allwood Shpg. Ctr.; Clifton Plz. Shpg. Ctr.; Elmwood Shpg. Ctr.; Garden State Plz.; Styertowne & Bergen Mall; Preakness; Willowbrook; Fashion Ctr.; Paramus Park; West Belt Mall; Riverside Sq.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Preakness(42)	NA	Sterns
Elmwood(15)	5	Walgreens, Grand Union, K mart
Fashion Center	10	Lord & Taylor, Altmans, W.J. Sloane
Garden State Plaza(120)	5	Macy's JCPenney
Styertown(32)	2	Grand Union, Rowe Manse
Bergen Mall(74)	6	Steinbach's, Sterns
Willowbrook(175)	9	Macy's, Sears, Sterns, Steinbach's
Paramus Park(117)	7	Sears, A&S, Fortunoff
Clifton Plaza	3	Acme, Channel
West Belt Mall(37)	9	JCPenney, Fortunoff
Riverside Sq.(90)	7	Saks, Bloomingdale's
Wayne Hills(32)	6	Meyer Brothers

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri. Closed Sun. in Bergen County; open Sun. in Passaic County.

13 - RETAIL OUTLETS: Department Stores-Alexander's; B. Altman; Macy's 2; Bloomingdale's 3; Canadian Furs; Fortunoff; Meyer Bros.; Steinbach's 2; JCPenney 2; Sears 4; Sterns 4; Lord & Taylor; J.M. Towne; The Fair; A&S; Saks; Marshall's; Caldor 30.
Discount Stores-K mart; National Family Stores; Bradlees.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Walgreens; Rite Aid; Medi-Mart; CVS; Drug Fair; Genovese.
Chain Supermarkets-A&P 7; Shop-Rite 4; Grand Union 7; Acme Super Saver 2; Pathmark 5; Foodtown 10.
Other Chain Stores-Shoes: Burts, Red Cross, Regal, Miles, Thom McAn, Chandler's, Florsheim, Selby, Bostonian, Stenchever, Baker; Clothing: Bond, Rogers, Wallach's, Lane Bryant, Canadian; Auto Supplies: Firestone, Uniroyal, Goodrich, R&S, Pep Boys, Goodyear, Scott, General Auto, Midas, Stern's Auto, Western Auto, Garden State Tire; Others: Trader Horn, Radio Shack, Singer Co., Prince Range, Channel Lumber, Rickel Bros., Siperstein, Best Bros. Paints; Jewelry: Littman's, Wiss, Corbo's, Marcus, Zale's; Furniture: Castro, Huffman-Koos 3, W&J Sloane, Dover, Bograd Bros., National, Levitz, Faber Bros., Seaman's, Barney's.

14 - NEWSPAPERS: HERALD-NEWS (e) 45,283; NORTH JERSEY SUNDAY (S) 63,344; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Tom DiChiara, Adv. Dir., HERALD-NEWS, 988 Main Ave.; PO Box 1019, Passaic, NJ 07055; Tel. (201) 365-3000; In NYC (212) 594-6310.
National Representative: Landon Associates.

PATERSON

1 - LOCATION: Passaic County (In Bergen-Passaic PMSA). E&P Map B-2. County Seat. Diversified mfg., 15 mi. W of New York; 10 mi. N of Newark. On U.S. Hwys. 46, 80; State Hwys. 3, 4, 20, 23, 208; Garden State Pkwy.

2 - TRANSPORTATION: Railroads-Transport of New Jersey; Conrail.
Motor Freight Carriers-76.
Intercity Bus Lines-Transport of N.J.; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 137,970; E&P 87 Est. 133,094
CZ-ABC: (80) 249,443
RTZ-ABC: (80) 499,085
County 80 Cen. 447,585; E&P 87 Est. 438,360
City & RTZ-ABC: (80) 748,528
PMSA 80 Cen. 1,292,970; E&P 87 Est. 1,266,055
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 46,113; E&P 87 Est. 46,455
County 80 Cen. 153,463; E&P 87 Est. 156,194

CZ-ABC: (80) 85,615
RTZ-ABC: (80) 164,153
City & RTZ-ABC: (80) 249,768
PMSA 80 Cen. 453,873; E&P 87 Est. 461,889

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$2,737,241,550
Savings & Loan	11	$4,644,570,555

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 41,212; City 100,519

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 4,800; Trans. & Utility 5,900; Trade 39,700; Fin., Ins. & R.E. 39,700; Service & Misc. 28,200; Gov't 23,900; Fabricated Metals 5,200 ($318); Non-Elect. Mach. 4,500 ($201); Electrical Mach. 9,700 ($157); Chemicals 9,500 ($241); Food 2,800; Print. & Pub. 4,100; Rubber & Plastics 3,600; Other Nondurables 18,500; Other Durables 6,200.
Principal Industrial Pay Days-Thur.; Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 60-100; Fall 30-70; Winter 10-60. First killing frost, Sept. 15-Oct. 15; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Main St., 7 on Market St., 5 on Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elmwood(15)	3	Walgreens, Grand Union
Garden State Plz.(110)	6	Macy's, JCPenney
Bergen Mall(74)	7	Sterns, Steinbach's
Willow Brook(120)	5	Macy's, Sears, Steinbach's, Sterns
Preakness(42)	4	Stern's, A&P
Midland Park	6	Grand Union
Fashion Ctr.	5	Lord & Taylor, B. Altman
Wayne Hills Mall(14)	4	Meyer Bros., K mart
West Belt Mall(37)	5	Fortunoff's, JCPenney
Paramus Park(122)	5	A&S, Sears

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Meyer Bros.; Jacob's.
Discount Stores-Bradlees; K mart; Caldor.
Variety Stores-Woolworth; Martin's; Kresge.
Chain Drug Stores-Walgreens; Rite Aid 2; CVS 4.
Chain Supermarkets-A&P 41; Acme 3; Foodtown 16; Grand Union 17; Pathmark 4; Quick Check 4; Shop Rite 10; 7-Eleven 4.
Other Chain Stores-Singer; Goodyear; Pep Boys; Roger's; Firestone; R&S Auto; Shoes: Thom McAn, Hanover, Regal, National, Miles, Shoetown, Bakers, Chandler.

14 - NEWSPAPERS: NEWS (m-mon to fri) 39,852; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Tom Di Chiara, Natl. Adv. Dir., NEWS, News Plaza & Straight St., Paterson, NJ 07509; Tel. (201) 684-3000.
National Representative: None.

PERTH AMBOY-WOODBRIDGE

1 - LOCATION: Middlesex County. (In Middlesex-Somerset-Hunterdon PMSA); E&P Map B-3. Suburban-Industrial Area. At the mouth of Raritan River, SW of NYC; 18 mi. S of Newark; 11 mi. E of New Brunswick. On U.S. Hwys. 1, 9, I-287 & I-95; State Hwy. 35; New Jersey Tpke.; Garden State Pkwy.

2 - TRANSPORTATION: **Railroads**-Amtrak; NJ Transit.
Intercity Bus Lines-Transport of NJ; Marathon; Hudson; Suburban.
Motor Freight Carriers-43.
Airlines-Almost all at Newark Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 129,025; E&P 87 Est. 134,110
Perth Amboy 80 Cen. 38,951; E&P 87 Est. 39,332
Woodbridge 80 Cen. 90,074; E&P 87 Est. 94,778
County 80 Cen. 595,893; E&P 87 Est. 638,099
NDM-ABC: (80) 356,869
PMSA 80 Cen. 886,383; E&P 87 Est. 957,047

Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 42,914; E&P 87 Est. 46,043
Perth Amboy 80 Cen. 13,617; E&P 87 Est. 14,334
Woodbridge 80 Cen. 29,297; E&P 87 Est. 31,709
County 80 Cen. 196,708; E&P 87 Est. 218,927
NDM-ABC: (80) 118,421
PMSA 80 Cen. 292,591; E&P 87 Est. 328,298

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	1	$425,000,000
Savings & Loan	5	$250,000,000
Commercial	3	$300,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 44,217

8 - GAS METERS: Residence 47,111

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Precious Metals 1,000 ($500); Oil Ref. 250 ($450); Ceramicware 512 ($350); Packing 495 ($300); Wearing Apparel 3,000 ($225); Major Appliances, Steel Making 500 ($400); Service Related; Fin., Legal, etc.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 57-92; Fall 35-84; Winter 12-60.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-12 blocks on Smith St.; 4 on Madison Ave.; 3 on State St.; 3 on New Brunswick Ave.; Menlo Park; Sayreville; Carteret; Woodbridge Ctr.
Neighborhood Shopping Centers-3 blocks on Outer Smith St.; 3 on Amboy Ave.; 4 on Hall Ave.; Woodbridge 3 on Main St.; Metuchen 3 on Main St.; Edison; South Amboy; Keyport; Matawan.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Woodbridge(256)	2	A&S, Stern's, Steinbach's, JCPenney, Hahnes
Menlo Park(86)	6	Macy's, Alexander's
Sayre Woods(38)	8	JCPenney
South Amboy	8	
Middlesex Mall(17)	12	Pathmark, K mart, Stern's
Oakwood Plz.	NA	Marshall's, Drug Fair

Principal Shopping Days-Thur., Fri., Sat., Sun.
Most Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Macy's; Alexander's; JCPenney; Abraham & Straus; Steinbach's; Sterns; Marshall's; Hahnes.
Variety Stores-Woolworth; McCrory; Mickey Finn.
Discount Stores-Bradlees; K mart; Caldor; Service Mdse.; Consumers Distributing.
Chain Drug Stores-Sav-On; Walgreens; Drug Fair; Pathmark; Thrift; Rite Aid; CVS.
Chain Supermarkets-A&P 16; Foodtown 16; Acme 11; Grand Union 2; Shop-Rite 7; Pathmark 3; Discount Food 2.
Other Chain Stores-Shoes: Knapp, A.S. Beck, Baker, Chandler, National, Kinney, Father & Son, Thom McAn, Shoetown 2, Fayva; Auto Supply: R&S, Auto-Rite, Western Auto; Clothing: Lerner's, Rogers, Wallachs, Bond, Canadian Fur, Field Bros.; Candy: Loft, Barracini; Furniture: Seamann's; Levitz; Scandinavian Galleries; This End Up.

14 - NEWSPAPERS: NEWS TRIBUNE (e-mon to fri) 50,988; (S) 50,895; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Lou Stancampiano, Adv. Mgr., NEWS TRIBUNE, One Hoover Way, Woodbridge, NJ 07095; Tel. (201) 442-0400.
National Representative: Sawyer-Ferguson-Walker.

PHILLIPSBURG
See EASTON, PA

RED BANK-MIDDLETOWN-SHREWSBURY

1 - LOCATION: Monmouth County (In Monmouth-Ocean PMSA). E&P Map C-3. Trading center (427 square mi. area); on Shrewsbury-Navesink River and Garden State Pkwy. and State Hwys. 34, 35, 36; 40 mi. S from New York City; 45 mi. from Trenton.

2 - TRANSPORTATION: **Railroads**-Conrail (freight & passenger).
Motor Freight Carriers-All Met.
Intercity Bus Lines-North & South Jersey Bus Co.; N.Y. Keansburg-Long Branch; Asbury Park-N.Y. Transit; Boro Buses; Rollo Transit; Daily Tpke. Express Service to N.Y. & Newark.
Airlines-Commercial & Flight Schools; Air Taxi Service to Newark, Kennedy and LaGuardia Airports; Colt's Neck Airport; Monmouth Airport, Wall Township, Preston Airport, Marlboro; Deep Run Aviation, Marlboro; Gibson Air Academy, Neptune; Lakewood.

3 - POPULATION:
Corp. Cities 80 Cen. 77,567; E&P 87 Est. 87,187
Red Bank 80 Cen. 12,031; E&P 87 Est. 12,379
Middletown 80 Cen. 62,574; E&P 87 Est. 71,930
Shrewsbury 80 Cen. 2,962; E&P 87 Est. 2,878
NDM-ABC: (80) 243,052
County 80 Cen. 503,173; E&P 87 Est. 558,064
PMSA 80 Cen. 849,211; E&P 87 Est. 961,468

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 24,744; E&P 87 Est. 27,544
Red Bank 80 Cen. 4,908; E&P 87 Est. 5,122
Middletown 80 Cen. 18,841; E&P 87 Est. 21,490
Shrewsbury 80 Cen. 995; E&P 87 Est. 932
County 80 Cen. 170,130; E&P 87 Est. 195,772
NDM-ABC: (80) 77,607
PMSA 80 Cen. 298,434; E&P 87 Est. 350,931

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings, Commercial, Savings & Loan	149	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Res./County 189,815

8 - GAS METERS: Residence 120,000

9 - PRINCIPAL INDUSTRIES: Electronics; Education, Army Signal School; Naval Ammunition Depot; Cosmetics; Race Horse Breeding; Apparel; Paper Prods.; Constr.; Electric Mach. Equip.; Lumber Equip.; Fab. Metal Prods.; Instruments; Lumber & Wood Prods.; Printing & Pub.; Boats; Soft Drinks; Medical Equip.; Real Estate; Whol. & Ret. Nurseries; Fruits; Poultry; Dairying; Trucking & Farming; Perfumes; Securities Trading.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-58; Summer 63-81; Fall 47-64; Winter 26-42. First killing frost, Oct. 25; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Neighborhood Shopping Areas**-Shrewsbury, Red Bank, Atlantic Highland, Keyport, Fair Haven, Little Silver, Middletown, Hazlet, Matawan, Colts Neck, West Long Branch, Lincroft, Ocean.
Shopping Centers (County)-Eatontown; Monmouth Mall; Seaview; Square Shopping Mall; Ocean Township; Shrewsbury-Market Place; Shrewsbury Plaza; Holmdel Plaza; Union Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Red Bank(175)	3	Steinbach, Foodtown
Monmouth(145)	6	Macy's, A&S, JCPenney, Hahnes
Middletown(100)	6	A&P, Sears, Channel, Bradlees
Lincroft(5)	3	Acme
Little Silver(11)	2	A&P
Fair Haven	3	Acme
Hazlet(16)	12	K mart, Pergament, Service Mdse., Rickel's
Middlebrook(20)	5	Food Town, Channel
Marlboro	5	A&P
Matawan	14	Nichols Discount City, Drug Fair
Seaview Sq.(140)	7	Sterns, Sears, Steinbach
Eatontown	1	Rickels, A&S, Macy's, Hahne's
Colts Neck Towne Shoppes	6	
Shrewsbury Plz. (15)		Marshalls, CVS, Acme
W. Long Branch(6)	5	Shop Rite, A&P, K mart

Principal Shopping Days-Wed., Sat.
Stores Open Evenings-Food, drug, service, retail.

13 - RETAIL OUTLETS: **Department Stores**-Macy's; A&S; Steinbach; Sterns; JCPenney; Consumers Dist. Co.; Hahne's; Sears; Caldor; Service Mdse.; Arthur's; Best.
Variety Stores-Prown's; Windsor; 5 J's; Franklen Stores; -Ro Inc.; L & S; West End; Deal; Woolworth.
Discount Stores-Bradlees; K mart; Thrifty Cut Rate; Marshalls; Annie Sez; Best Products; Market Place; Kinkel's; Cost Cutters; Burlington Coat Factory.
Chain Drug Stores-Genovese; Grand Union; CVS; Pathmark; Rite Aid; Shop Rite; Sun-Ray; Thrift; Family Pharmacy.
Chain Supermarkets-A&P 12; Acme 8; Foodtown 14; Grand Union 6; Pathmark 3; Shop Rite 10; Foodland 3; 7-Eleven 11; Cumberland Farms; Krauszers; Welsh's.
Other Chain Stores-Auto: Rite Auto, Goodyear, Pep Boys, Firestone, Star Auto, Western Auto; Clothing: Roots, Bond, Braddock's, Natelson's, Lerner's, Ormond, Red Bank Youth Center, Oliver's Kids, Lady of Fashion Maternity Boutique, Lane Bryant; Shoes: Postur-Line, A.S. Beck, Baker's, Duane's, Florsheim, Hanover, Buster Brown, Kinney, Thom McAn, Naturalizer, Nunn-Bush, Shoe-Town, Melco, Feet First, Stride-Rite; Feet First; Miscellaneous: Huffman-Koos, Castro Convertible, Fanny Farmer, Loft's, Alpines, Bargainland, Rickels, Channel, Kresge, Arthur Murray Dance Studios, Baskin-Robbins, Friendly Ice Cream, Buxton's, Investors Loan, Beneficial Finance, Four Seasons Gift Shop, Household Finance, Littman's Jewelers, Sherwin-Williams Paints, Singer Co., Paint-N-Place, Reed's Jewelers, Halle & Stieglitz, Canadian Furs, Pearle Vision Ctr., Pergament, Tool-A-Thon, Flowertime, Sam Goody, Crazy Eddie.

14 - NEWSPAPERS: REGISTER (e-mon to fri) 19,939; (S) 20,833; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dick Polity, Group Adv. Dir., THE REGISTER, One Register Plaza, Shrewsbury, NJ 07701; Tel. (201) 542-4000.
National Representatives: Landon Associates; U.S. Suburban Press.

SALEM

1 - LOCATION: Salem County (In Wilmington, DE-NJ-MD-PMSA), E&P Map A-5. County Seat. Manufacturing & agricultural center; SW portion of state. Historical City. 34 mi. SW of Philadelphia; on State Hwys. 49, 45, 5 mi. S of I-295, U.S. 40 N.J. Turnpike.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Transport of New Jersey.
Motor Freight Carriers-19.

3 - POPULATION:
Corp. City 80 Cen. 6,959; E&P 87 Est. 7,325
PMSA 80 Cen. 524,108; E&P 87 Est. 561,111
County 80 Cen. 64,676; E&P 87 Est. 67,738

4 - HOUSEHOLDS:
City 80 Cen. 2,567; E&P 87 Est. 2,859
County 80 Cen. 22,330; E&P 87 Est. 24,286
PMSA 80 Cen. 180,986; E&P 87 Est. 200,862

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	$250,000,000
Savings & Loan	3	$90,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence/County 28,197

8 - GAS METERS: Residence/County 5,485

9 - PRINCIPAL INDUSTRIES: Floor Coverings; Chem.; Glass; Canned Foods; Farming (Tomatoes & Vegetables).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-88; Summer 47-98; Fall 29-81; Winter 10-68. First killing frost, Nov. 1; last killing frost, Apr. 5.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pennsville(50)	NA	Ames, K mart, Acme
Christiana(100)	NA	Macy's, Strawbridges, JCPenney
Salem(20)	NA	Acme, G.C. Murphy, JCPenney, IGA
Woodstown(15)	NA	Acme
Penns Grove(25)	NA	IGA

13 - RETAIL OUTLETS: **Department Stores**-Macy's.
Discount Stores-K mart.
Chain Supermarkets-IGA.

14 - NEWSPAPERS: TODAY'S SUNBEAM (m-mon to fri) 11,722; (S) 10,800; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Rollin Iles, Adv. Mgr., TODAY'S SUNBEAM, 93 Fifth St., Salem, NJ 08079; Tel. (609) 935-1500.
National Representative: Landon Associates.

SHREWSBURY

See REDBANK

TOMS RIVER

1 - LOCATION: Ocean County, (In Monmouth-Ocean PMSA). E&P Map C-4. Apparel. Food Processing. Shipbuilding and Resort Center. Central eastern portion of state. 60 mi. from New York; 58 mi. from Philadelphia, PA. Garden State Pkwy., N.J. Tpke., State Hwy. 9.

2 - TRANSPORTATION: Motor Freight Carriers-20.
Intercity Bus Lines-Transport of New Jersey.

3 - POPULATION:
Corp. City 80 Cen. 7,303; E&P 87 Est. 8,007
NDM-ABC: (80) 293,160
County 80 Cen. 346,038; E&P 87 Est. 403,404
PMSA 80 Cen. 849,211; E&P 87 Est. 961,468

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,860; E&P 87 Est. 2,821
NDM-ABC: (80) 108,446
County 80 Cen. 128,304; E&P 87 Est. 155,159
PMSA 80 Cen. 298,434; E&P 87 Est. 350,931

5 - BANKS	NUMBER	DEPOSITS
Commercial	29	$1,314,000,000
Savings & Loan	15	$1,060,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 139,000

8 - GAS METERS: Residence 90,000

9 - PRINCIPAL INDUSTRIES: Military Installation; Farming; Boating; Real Estate; Financial, Insts.; Publishing; Util.; Light Mfg.; Constr.; Educ.; Chem.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 64-88; Fall 49-63; Winter 26-39. First killing frost, Oct. 29; last killing frost, Apr. 8.

11 - TAP WATER: Well water, hard.

12 - RETAILING: **Principal Shopping Centers**-Ocean County Mall 96 units-Sears; JCPenney; Macy's; Brick Plz. 22 units; Kennedy Mall 11 units; Brick Mall 9 units; Laurel Sq. 20 units; Riviera Plz. 9 units; Birchwood 10 units; Dover Mall 25 units; Toms River Shpg. 17 units; Bellcrest Mall 5 units; Shop Rite East 6 units; Oak Ridge 18 units; Dorado 12 units; Silverton 6 units; Beachwood Plz. 19 units; Berkeley Plz. 7 units; Lacey Mall 16 units; Bay Harbor 9 units; A&P Shopping Plz. 18 units; Lakewood Plz. 20 units; H&O 7 units; Brook Plz. 15 units; Toms River Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eatontown	20	Macy's, Hahne's
Toms River(17)	7	A&P, Shop-Rite
Manasquan Cir. Plz.(25)	8	Grand Union
Point Pleasant(11)	6	Grand Union

Principal Shopping Days-Food: Wed., Thur., Sat.; Dept. Stores: Mon., Wed., Fri., Sat., Sun.
Stores Open Evenings-Most until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Steinbachs; JCPenney; Sears; Bamberger's.
Discount Stores-Bradlees; K mart; Rickels; Channel; Best Products; Caldor.
Variety Stores-H.L. Green; Woolworth; McCrory.
Chain Drug Stores-Lanes; Rexall; Thrift; CVS.
Chain Supermarkets-A&P; Shop-Rite; Grand Union; Foodtown; Pathmark.
Other Chain Stores-Firestone; Goodyear; Penn-Jersey; Western Auto; Atlantic Appliance; Prince Range; R&S; Kinney Shoes; Shoetown; Singer Co.; Sherwin-Williams; M.A.B. Paints; Diamond Pools; Consumers Distributing; Ethan Allen; Toys R Us.

14 - NEWSPAPERS: OBSERVER (m-mon to fri) 24,600; (S) 23,796; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Judy A. Sergent, Adv. Dir., OBSERVER, 8 Robbins St., Toms River, NJ 08753; Tel. (201) 349-3000.
National Representative: Landon Associates.

TRENTON

1 - LOCATION: Mercer County, (PMSA). E&P Map B-3. County Seat. State Capital. Fort Dix Training Center. 60 mi. to NY; 30 mi. to PA. On U.S. Hwy. 1 & Lincoln Hwy. & State Hwys. in all directions.

2 - TRANSPORTATION: Railroads-Conrail; Reading; Amtrak.
Airlines-Allegheny Commuter.
Motor Freight Carriers-100.
Intercity Bus Lines-Greyhound; Continental Trailways; Safeway Trails; Blue; Starr; Trenton-Philadelphia Coach; Suburban Transit; New Jersey Transit.

3 - POPULATION:
Corp. City 80 Cen. 92,124; E&P 87 Est. 93,324
CZ-ABC: (80) 255,519
RTZ-ABC: (80) 415,408
County/PMSA 80 Cen. 307,863; E&P 87 Est. 325,221
City & RTZ-ABC: (80) 670,927
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,463; E&P 87 Est. 35,852
County/PMSA 80 Cen. 105,819; E&P 87 Est. 116,350
CZ-ABC: (80) 88,538
RTZ-ABC: (80) 134,635
City & RTZ-ABC: (80) 223,173

5 - BANKS	NUMBER	DEPOSITS
Savings	1	N.A.
Savings & Loan	12	$1,892,455,544
State	4	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: 122,950

8 - GAS METERS: 87,316

9 - PRINCIPAL INDUSTRIES: Metal Prods.; Ceramics; Rubber; Non-Electric Mach.; Clay, Stone & Glass; Chem. & Allied Prods.; Elect. Mach.; Equip. & Supplies; Fab. Metal Prods.; Leather Prods.; Lumber & Wood Prods.; Paper & Allied Prods.; Textile; Brewery; Automotive; Gov't.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-95; Summer 43-98; Fall 21-89; Winter 11-67. First killing frost, Nov. 9; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on State St.; 5 on Broad St.
Neighborhood Shopping Centers-4 at E. State & Clinton; 3 on Hermitage Ave.; 6 on S. Broad St.; 2 on Brunswick Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ewing(17)	2	Woolworth, Shop Rite, Shop'N Bag, Silo
Princeton(56)	12	Epstein's
Levittown(60)	8	Ports of the World
Home & Fashion	4	Einstein-Moojy
Lawrence(36)	2	S.P. Dunham, Acme, Channel, CVS, McCrory
Hamilton Sq.(9)	5	Jamesway, Shop-Rite
Country Club(25)	NA	Sav-On, Tile Discount
Clover Mall	NA	Clover, Thriftway
Independence Mall(29)	NA	G.C. Murphy, Thrift Drug, S.P. Dunham
Oxford Valley Mall(140)	6	Macy's, Wanamaker JCPenney
Morrisville(25)	NA	Acme, Clover, Shop'N Bag, S.P. Dunham
Neshaminy Mall	NA	Strawbridge & Clothier
Hamilton Twp.(9)	3	K mart, Acme
Quakerbridge Mall(140)	NA	Sears, Macy's, JCPenney, Hahne's, Bradlees, Caldor

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Dept.-Mon., Sat.; Food-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-S.P. Dunham 3; Sears; Macy's 2; Hahne's; JCPenney 2; Clover 2; Pomeroy's; Wanamaker; Epstein's; Montgomery Ward; Strawbridge; Ports of the World.
Variety Stores-Woolworth; Kresge; Murphy; McCrory.
Discount Stores-K mart 2; Jamesway 2; Bradlees; Caldors.
Chain Drug Stores-Thrift 3; Sav-On 3; Rite Aid; Medicine Shoppe; Liggett Rexall; Drug Emporium; Cost Cutters.
Chain Supermarkets-A&P 2; Acme 8; Shop-Rite 5; Thriftway 7; Shop 'N Bag 5; Pathmark; Super Fresh 3.
Other Chain Stores-National Shoes; Thom McAn; Flagg Bros.; Firestone; Goodyear; Goodrich; Famous Maid; Singer; Father & Son Shoes; M.A.B. Paint; Kinney; LeRoy; Anderson Little; Red Cross Shoes; Howard Johnson; Rustler; Lazy-Z-Boy; Ethan Allen; Gordon Jewelers; Spiegel (catalog); Roger's Clothes; Norton Paint; Shoetown; Herman Brooks; Sporting Goods; Einstein-Moojy; Block Shoes; Kiddie City; Levitz Furn.; Sandler & Worth; Allen Carpet; In Jeans; Bailey, Banks & Biddle; Zale's.

14 - NEWSPAPERS: TIMES (m) 65,479; (S) 84,117; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Eric Goltzer, V.P. Adv., TIMES, 500 Perry St.; PO Box 847, Trenton, NJ 08605; Tel. (609) 396-3232.
National Representative: Newhouse Newspapers Metro Suburbia.
THE TRENTONIAN (m) 68,532; (sat) 66,242; (S) 65,582; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: James E. Keller, Mktg. Dir., THE TRENTONIAN, Southard at Perry St., Trenton, NJ 08602; Tel. (609) 989-7800.
National Representative: Landon Associates.

UNION CITY

1 - LOCATION: Hudson County (In Jersey City PMSA). E&P Map B-2. 21 minutes from Times Sq., NY; border lines of Hoboken, West New York, North Bergen, Secaucus, Guttenberg, Weehawken, Jersey City and Union City adjoin.

2 - TRANSPORTATION: Railroads-NJ Transit.
Motor Freight Carriers-98.
Intercity Bus Lines-Trailways; Greyhound; NJ Transit; Hudson Bus; Orange & Black.
Airlines-All major lines at Newark Airport.

3 - POPULATION:
Corp. City 80 Cen. 55,593; E&P 87 Est. 53,169
CZ-ABC: (80) 269,119
RTZ-ABC: (80) 428,570
County/PMSA 80 Cen. 556,972; E&P 87 Est. 522,293
City & RTZ-ABC: (80) 697,689
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,781; E&P 87 Est. 20,038
County/PMSA 80 Cen. 207,857; E&P 87 Est. 202,261
CZ-ABC: (80) 107,91[illegible]
RTZ-ABC: (80) 152,1[illegible]
City & RTZ-ABC: (80) [illegible]0,083

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$3,524,852,066
Savings & Loan	14	$1,345,485,168
Savings	3	$1,632,878,887

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 26,381

8 - GAS METERS: Residence 24,448

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 6,852 ($300); Embroidery 3,535 ($290); Furn. 111 ($290); Truck 1,195 ($350); Elect. 1,128 ($300); Chem. 331 ($300); Clothing Textile 3,840 ($279); Printing 1,414 ($350); Food 1,067 ($280); Toiletries 136 ($285); Automotive 2,700 ($283); Lumber 108 ($278); Jewelry 625 ($295).
Principal Industry Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 63-83; Fall 46-65; Winter 24-39.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Newport Centre, 44 blocks on Bergenline Ave.; 27 blocks on Summit Ave.; Anderson Ave., Cliffside Park; Fairview.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Modell's Sporting Goods; Sears; K mart; Sterns; JCPenney; Caldor.
Variety Stores-Woolworth 2.
Discount Stores-Wonder 4; Bargainland 4; Marburn Warehouse; Radio Shack.
Chain Drug Stores-Rite Aid 10; Rite-Way; CVS.
Chain Supermarkets-A&P 9; Acme 3; Shop-Rite 8; Foodtown 7; Pathmark 2.
Other Chain Stores-Channel Lumber; Thom McAn 3; Loft Candy 3; Singer Co. 2; National Shoes 2; Sylvette Specialty 2; Father & Son Shoes.

14 - NEWSPAPERS: DISPATCH (m) 30,644; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Janet Verriest, Natl. Adv. Mgr., DISPATCH, 409 39th St., Union City, NJ 07087; Tel. (201) 863-2000.
National Representative: None.

VINELAND

1 - LOCATION: Cumberland County (In Vineland-Millville-Bridgeton PMSA). E&P Map B-5. Agricultural center. In Southern Part of State 35 mi. SE of Philadelphia, 35 mi. NW of Atlantic City, 120 mi. S of New York. Point of meeting for four counties: Cumberland, Atlantic, Gloucester & Salem.

2 - TRANSPORTATION: Railroads-New Jersey Central (freight); Conrail.
Intercity Bus Lines-Trailways; Transport of N.J.; Garden State Coachways.

3 - POPULATION:
Corp. City 80 Cen. 53,753; E&P 87 Est. 55,041
CZ-ABC: (80) 58,958
RTZ-ABC: (80) 67,460
County/PMSA 80 Cen. 132,866; E&P 87 Est. 137,523
City & RTZ-ABC: (80) 126,418

4 - HOUSEHOLDS:
City 80 Cen. 17,393; E&P 87 Est. 18,025
County/PMSA 80 Cen. 44,287; E&P 87 Est. 47,607
CZ-ABC: (80) 19,180
RTZ-ABC: (80) 21,674
City & RTZ-ABC: (80) 40,854

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$577,649,957
Savings & Loans	3	$244,500,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 19,437

8 - GAS METERS: Residence 10,051

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 3,700 ($280); Clothing 3,300 ($290); Food 1,100 ($290).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-87; Summer 42-98; Fall 22-92; Winter 0-73. First killing frost, Oct. 7; last killing frost, Apr. 13.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping District-500-600 blocks on Landis Ave.
Neighborhood Shopping Centers: W. Landis Ave. from West Ave. to Orchard Rd. and along Delsea Dr., Route 47. Also North Main Rd. near Oak Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Mall(60)	8	Bradlees, JCPenney, Wilmington Dry Goods, Pathmark
Vineland Plaza(13)	NA	Eckerd, Sears

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Newberry; Wilmington Dry Goods; Bradlees.
Discount Stores-K mart; Jamesway; Ames.
Chain Drug Stores-Eckerd 2; Thrift; Rite Aid; CVS.

Chain Supermarkets-Shop-Rite 2; Thriftway; Shop N' Bag.
Other Chain Stores-Shoes: Hanover, Kinney, Endicott-Johnson; Tires: Bridgestone, Toyo, Dayton, Dunlop, General, Wilhelm, Uniroyal, Firestone, Goodyear; Auto Supply: Pep Boys, Penn-Jersey; Jewelry: Crosby's, Horowitz Jewelers; Paint: M.A. Bruder; Sherwin-Williams.
Wholesale Distributors-M. Zuckerman (groceries); Vineland (groceries).

14 - NEWSPAPERS: TIMES-JOURNAL (e) 16,608; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Brad Borton, Adv. Mgr., TIMES-JOURNAL, 891 E. Oak Road, Vineland, NJ 08360; Tel. (609) 691-5000.
National Representatives: Landon Associates; Robert Hitchings & Co.

Buy
the E&P
Market Guide
for latest
marketing
facts.

WILLINGBORO-BURLINGTON

1 - LOCATION: Burlington County. (In Philadelphia, PA-NJ PMSA). E&P Map B-4. On Delaware River. On Route 130.

2 - TRANSPORTATION: Railroads-NJ Transit.
Motor Freight Carriers-36.
Intercity Bus Lines-Holly; Camden-Burlington; Mt. Holly-Burlington; Transport of N.J.; Phila.-Burlington; Mt. Holly-New York; Garden State Coachways; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 50,158; E&P [illegible] Est. 50,376
Burlington 80 Cen. 10,246; E&P 87 Est. 10,614
Willingboro 80 Cen. 39,912; E&P 87 Est. 39,762
CZ-ABC: (80) 126,584
RTZ-ABC: (80) 200,223
City & RTZ-ABC: (80) 326,807
County 80 Cen. 362,542; E&P 87 Est. 395,114
PMSA 80 Cen. 4,716,818; E&P 87 Est. 4,771,429
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,556; E&P 87 Est. 15,127
Willingboro 80 Cen. 10,915; E&P 87 Est. 10,948
Burlington 80 Cen. 3,783; E&P 87 Est. 4,179
County 80 Cen. 114,890; E&P 87 Est. 130,131
PMSA 80 Cen. 1,639,330; E&P 87 Est. 1,715,334
CZ-ABC: (80) 40,241
RTZ-ABC: (80) 61,785
City & RTZ-ABC: (80) 102,026

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	15	$198,720,000
Savings	4	N.A.
Commercial	15	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 12,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Steel Prods.; Food; Textiles; Electronic Equip.; Ceramics; Chem.; Explosives; Sand & Gravel; Plastics; Rubber; Constr.; Pipe; Computers; Engineering; Metal-Working; Heating Equip.; Boats.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 70-100; Fall 30-88; Winter 0-45. First killing frost, Oct. 31; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Burlington; Mt. Holly; Riverside; Bordentown; Willingboro; Moorestown.
Neighborhood Shopping Centers-Burlington, 2 mi.; Mt. Holly, 7 mi.; Riverside, 4 mi.; Bordentown, 9 mi.; Moorestown, 8 mi.; Trenton, 14 mi.; Cherry Hill, 17 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(28)	NA	IGA
Willingboro Plz.(42)	NA	Woolworth, Ports
Moorestown(85)	NA	Wanamaker's, Stern's, Sears
Cinnaminson(20)	NA	
Willingboro Vlg. Mall(2)	NA	Caldor, Thrift Drug Acme
Outlet Sq.(30)	NA	Clover
Burlington Ctr. Mall(125)	NA	Strawbridge & Clothier, Sears

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Daily.

13 - RETAIL OUTLETS: Department Stores-Sears 2; Ports; Stern's; Wanamaker's; Strawbridge-Clothier 2; Humdingers.
Discount Stores-Gregory 2; K mart 4; Clover Stores 2; Bradlees 3; Caldor 2; Dees 2; Silo 2.
Chain Drug Stores-Thrift; Rite Aid; Pathmark; CVS.
Chain Supermarkets-Acme 8; Pathmark; Shop-Rite 3; Shop 'n Bag 8; Cumberland Farms 26; Red Robin 5; 7-Eleven 14; Super Fresh 3; Wawa 19.

14 - NEWSPAPERS: BURLINGTON COUNTY TIMES (e-mon to fri) 42,451; (S) 47,098; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jack DeHaven, Adv. Dir., BURLINGTON COUNTY TIMES, Route 130, Willingboro, NJ 08046; Tel. (609) 871-8085.
National Representative: Sawyer-Ferguson-Walker.

WOODBRIDGE
See PERTH AMBOY

WOODBURY

1 - LOCATION: Gloucester County (In Philadelphia, PA-NJ PMSA). E&P Map A-4, County Seat.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Public Service; Transport of NJ.

3 - POPULATION:
Corp. City 80 Cen. 10,353; E&P 87 Est. 10,303
NDM-ABC: (80) 199,917
County 80 Cen. 199,917; E&P 87 Est. 214,850
PMSA 80 Cen. 4,716,818; E&P 87 Est. 4,771,429
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,827; E&P 87 Est. 4,073
County 80 Cen. 65,129; E&P 87 Est. 72,816
PMSA 80 Cen. 1,639,330; E&P 87 Est. 1,715,334
NDM-ABC: (80) 65,129

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$455,065,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Petroleum Refining; Elect. Equip.; Chem.; Fab. Metal Prods.; Agric.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deptford Mall(107)	NA	Macy's, Wanamaker, Sears, Hechinger's
Woodbury Hts. Plz.(3)	NA	Pathmark, Thrift Drug, Caldor
Sickel's(6)	NA	Shop-Rite, Gaudios
Woodbury(6)	NA	Thriftway, Ames
Collegetown-Glassboro(25)	NA	Grossman's, Gaudios, K mart
Woodbury Hts.(2)	NA	Bradlees
Turnersville	NA	Bradlees, Builder's Square

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Tues., Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Macy's; Wanamaker; Caldor; Bradlees.
Variety Stores-Woolworth.
Discount Stores-K mart.
Chain Drug Stores-Quality; Thrift; Eckerd; Rite Aid; CVS.
Chain Supermarkets-Acme; Shop-Rite; 7-Eleven; Pathmark; Thriftway; Shop 'N Bag; Cumberland Farms; Jewel Discount.
Other Chain Stores-Firestone; Pep Boys; Fashion Bug; Sherwin-Williams; S&H Green Stamps; Singer Co.; Diana Shops; Penn-Jersey Auto; Jamesway; Edison Bros.; Channel Home Ctrs.; Shoe Town.

14 - NEWSPAPERS: GLOUCESTER COUNTY TIMES (e-mon to fri) 30,026; (S) 29,418; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Richard M. Duncovich, Adv. Mgr., TIMES, 309 S. Broad St., Woodbury, NJ 08096; Tel. (609) 845-3300.
National Representatives: Landon Associates; U.S. Suburban Press.

NEW MEXICO SURVEYS

METROPOLITAN STATISTICAL AREAS

Albuquerque-Bernalillo County.
Las Cruces-Dona Ana County.
Santa Fe-Los Almos and Santa Fe Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	97	114	134
5-14 Years	242	228	268
15-24 Years	188	257	302
25-44 Years	241	361	425
45-64 Years	178	229	270
65 and Over	70	116	137
TOTAL	1,016	1,305	1,536

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Albuquerque	332	112	33.8

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr	250	391	771
General Mdse	451	575	1,108
Food	839	1,488	2,076
Automobiles	934	1,256	2,541
Gasoline Stations	366	614	634
Apparel	187	323	488
Furniture	182	241	463
Eat-Drink Places	345	616	979
Drugs	110	160	248
TOTAL SALES	4,022	6,319	9,838

ALAMOGORDO

1 - LOCATION: Otero County, E&P Map C-4, County Seat. Home of Holloman Air Force Base.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines-Texas-OK-NM Transportation.
Airlines-Mesa.

3 - POPULATION:
Corp. City 80 Cen. 24,024; E&P 87 Est. 28,043
CZ-ABC: (80) 26,546
RTZ-ABC: (80) 18,119
County 80 Cen. 44,665; E&P 87 Est. 50,765
City & RTZ-ABC: (80) 44,665

4 - HOUSEHOLDS:
City 80 Cen. 8,921; E&P 87 Est. 9,338
County 80 Cen. 14,608; E&P 87 Est. 17,192
CZ-ABC: (80) 9,472
RTZ-ABC: (80) 5,136
City & RTZ-ABC: (80) 14,608

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$190,965,238
Savings & Loan	3	$98,993,310

6 - PASSENGER AUTOS: County 24,638

7 - ELECTRIC METERS: Residence 13,393

8 - GAS METERS: Residence 10,388

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Air Force Base 6,637 (An. Payroll $168,018,593); Civil Service 1,412 (An. Payroll $29,240,258); Lumber Prods. 208; Elect. Appliance Mfg. 187; Bus Air Conditioners 160; Gov't Contractors 446.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 52-96; Fall 46-93; Winter 28-66. First killing frost, Oct. 1; last killing frost, Apr. 15. An. Rainfall 10.6 inches.

11 - TAP WATER: Alkaline, hard. Not fluoridated.

12 - RETAILING: Principal Shopping Center-White Sands Mall (28 stores-K mart, JCPenney, Beall's).
Neighborhood Shopping Centers-Security Center (15 stores-Hastings, Goodyear, TG&Y, Anthony's); Granada Center (23 stores); Downtown 3 Blocks-Radio Shack, Sears (catalog).
Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Shopping centers.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Beall's; Bonanza City.
Variety Stores-Mott's.
Discount Stores-TG&Y; Surplus City; Value Plus; K mart.
Chain Drug Stores-Revco; Furr's.
Chain Supermarkets-Safeway; Furr's; Big 8.
Other Chain Stores-Goodyear; Firestone; Western Auto; Sherwin-Williams; Hallmark; Hastings; T-Bird Home Centers; Good Housekeeping; 84 Lumber; White Auto; Singer; Sears (catalog); Checker Auto; Payless Shoes; Radio Shack; Zale's; Baskin-Robbins; 7-Eleven; Circle K; General Tire; Gordon Jewelers; Emphasis; Royal Optical; General Nutrition; Stevenson's; Books Galore; NAPA; Do It Center; Foxworth Galbraith; Regis Salon; Computer Works; Peanut Shack; Gold Mine; Kay-Bee Toys.

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,190; (S) 10,212; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Sharon Smith, Adv. Mgr., NEWS, 24th & Eudora St.; PO Box 870, Alamogordo, NM 88310; Tel. (505) 437-7120.
National Representative: Papert Companies.

ALBUQUERQUE

1 - LOCATION: Bernalillo County. (In Albuquerque MSA) E&P Map B-2. In N central New Mexico. In the middle Rio Grande Valley, about equidistant from E and W state boundaries. At crossroads of I-40 and 25. Home of Kirtland Air Force Base.

2 - TRANSPORTATION: Railroads-AT&SF.
Motor Freight Carriers-37.
Intercity Bus Lines-Continental; New Mexico; Greyhound.
Airlines-Trans-World; Continental; Ross; American; Eastern; Southwest; United; Delta; Air Midwest; Pacific Southwest; America West; Mesa Air; Trans Colorado; Airways of N.M.; Sun West; Pioneer; West Air.

3 - POPULATION:
Corp. City 80 Cen. 331,767; E&P 87 Est. 379,284
NDM-ABC: (80) 890,798
County/MSA 80 Cen. 419,700; E&P 87 Est. 485-,889

4 - HOUSEHOLDS:
City 80 Cen. 124,032; E&P 87 Est. 146,944
NDM-ABC: (80) 302,426
County/MSA 80 Cen. 151,037; E&P 87 Est. 181-,372

5 - BANKS	NUMBER	EST. DEP.
Commercial	12	$2,797,872,000
Savings & Loan	6	$2,208,686,000

6 - PASSENGER AUTOS: County 257,913

7 - ELECTRIC METERS: Residence 160,718

8 - GAS METERS: Residence 141,928

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Whol. & Ret. 51,300; Servs. & Misc. 53,000; Fin., Ins. & R.E. 12,500; Gov't 43,500; Trans., Util., Commun. 11,600; Constr. 15,300; Mfg. 19,100; Educ.-Schools, Univ.; Research & Development.
Principal Pay Days-1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-81; Summer 64-90; Fall 40-68; Winter 26-51. First killing frost, Oct. 23; last killing frost, Apr. 20.

11 - TAP WATER: Aklaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on 3 sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Academy Plz.(13)	NA	Grand Central Michall's, Samon's Tiger Stores
Altura(3)	NA	Safeway
B&H(8)	NA	Russell's Bakery
North Towne(30)	NA	Safeway
Juan Tabo Plz.(15)	NA	Safeway, Thrifty Drug
Coronado(150)	NA	Sears, Broadway, Goldwater's, Sanger Harris
Corrales Ctr.(20)		Safeway, Walgreens
Eastdale(28)	NA	Safeway, Skaggs
Fair Plz.(20)	NA	Skaggs, Foodway
Fidelity Sq.(34)	NA	Sleepworld
Five Points(13)	NA	Zale's, Shop Rite
Franklin Plz.(14)	NA	Safeway, Thrifty Drug
First Plz.(55)		Country Casuals, Design Discovery
Foothills(16)		Alco, Thrifty
Hoffmantown(36)		Fabric Works, Campbell Drug
Goff Plz.(6)	NA	Big Value Drugs
Arrowhead(26)	NA	Grand Central, Albertson's
La Mesa(14)	NA	Foodway
Los Altos(15)	NA	Buy-Low Auto Supply
Manzano(20)	NA	Safeway, TG&Y
Monterey Plz.(11)	NA	Piggly Wiggly, Sprouse-Reitz
Montgomery Plz. (51)	NA	Safeway, Anthony
Nob Hill(18)	NA	Nob Hill Super Mkt.
Northdale(28)	NA	TG&Y, Foodway
Old Town(10)	NA	Safeway, TG&Y
Parkland Hills(15)	NA	Foodway
Sandia Plz.(10)	NA	TG&Y, Stoller
Tennin Ctr.(12)		Furr's Family Ctr., Pizza Inn
Town & Country(8)	NA	31 Flavors
Westway Plz.(6)		[illegible]

Wyoming Mall(30)	NA	Woolco
Princess Jeanne (23)	NA	TG&Y, Foodway
Snow Heights(7)	NA	Furr Foods
South San Pedro	NA	Central Super Mkt.
Winrock(124)	NA	Mont. Ward, JCPenney, Dillards, Ben Franklin, Walgreens

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Kistler Collister; C.R. Anthony; Dillard's; JCPenney; Sears; Montgomery Ward; Sanger Harris; Broadway; Goldwater's; Mervyn's.
Discount Stores-Gibson; K mart 5; Grand Central.
Variety Stores-Sprouse-Reitz; Ben Franklin; TG&Y; Wray's.
Chain Drug Stores-Walgreens; Payless 13; Skagg's 3; Thrifty 3; Alpha Beta 4.
Chain Supermarkets-Safeway 22; Smith's Food King 5; Furr Food 8; Bag 'N Save 4; Save 'N Gain 4; Circle K Corp. 57; Albertson's 4.
Other Chain Stores-7-Eleven 22; Alsups 23; Firestone; Goodrich; Goodyear; Lerner's Shops (Women's); Sweetbriar (Women's); Maternity Modes; Thom McAn; Kinney; Stover Candy; Singer; White's Auto.

14 - NEWSPAPERS: JOURNAL (m) 111,331; TRIBUNE (e) 42,283; JOURNAL (S) 147,993; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Thompson H. Lang, Gen. Adv. Mgr., Albuquerque Pub. Co., 7777 Jefferson N.E., Albuquerque, NM 87109; Tel. (505) 823-7777.
National Representative: Branham/Newspaper Sales.

ARTESIA

1 - LOCATION: Eddy County, E&P Map C-4. Situated 40 mi. S of Roswell; 35 mi. N of Carlsbad; 85 mi. W of Hobbs.

2 - TRANSPORTATION: **Railroads**-AT&SF.
Intercity Bus Lines-New Mexico.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 10,385; E&P 87 Est. 12,118
County 80 Cen. 47,855; E&P 87 Est. 55,902
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,761; E&P 87 Est. 4,475
County 80 Cen. 16,669; E&P 87 Est. 20,175

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$250,000,000
Savings & Loan	2	$200,000,000

6 - PASSENGER AUTOS: County 24,831

7 - ELECTRIC METERS: Residence 3,710

8 - GAS METERS: Residence 3,450

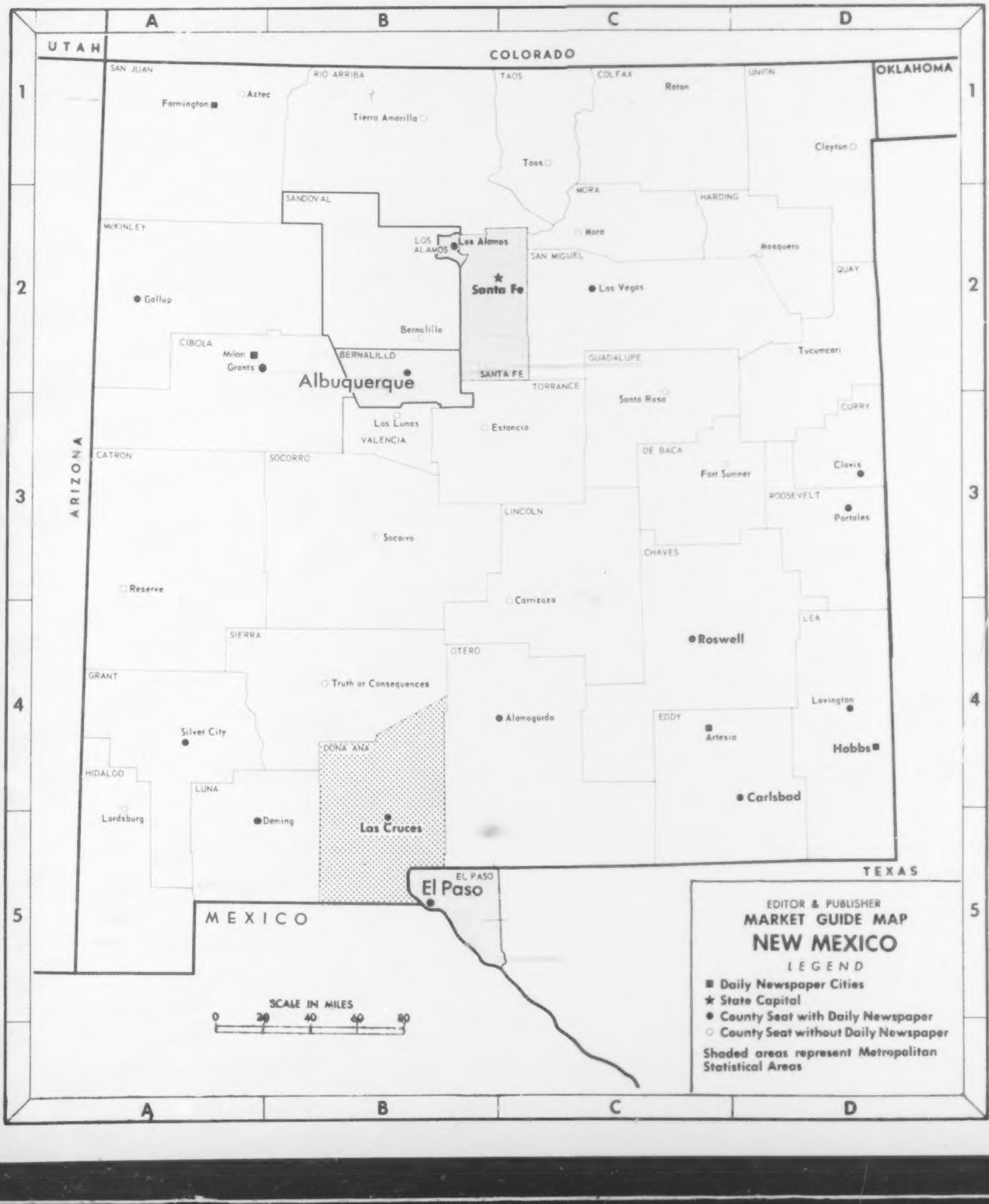
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Oil & Gas 2,000 ($350); Agric. 812 ($200); Constr. 75 ($400); Trade Servs 1,700 ($160); Potash Mines 75 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-86; Summer 61-92; Fall 31-61; Winter 28-63. First killing frost, Nov. 1; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Districts-7 blocks on Main; 3 blocks on Quay.
Neighborhood Shopping Centers-Abo Center, S 13th St.; TG&Y; K mart; Blue Quail Shpg. Ctr., W. Main.
Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Main Place.
Variety Stores-TG&Y; Sprouse-Reitz.
Discount Stores-K mart.
Chain Drug Stores-Walgreens; Revco.


A
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UTAH
COLORADO
OKLAHOMA
ARIZONA
TEXAS
MEXICO
SAN JUAN
RIO ARRIBA
TAOS
COLFAX
UNION
Farmington
Aztec
Tierra Amarilla
Raton
Clayton
Taos
MORA
HARDING
SANDOVAL
McKINLEY
LOS ALAMOS
Los Alamos
Mora
Mosquero
SAN MIGUEL
QUAY
Gallup
Santa Fe
Las Vegas
Bernalillo
CIBOLA
Milan
Grants
BERNALILLO
Albuquerque
SANTA FE
GUADALUPE
Tucumcari
TORRANCE
Santa Rosa
CURRY
Los Lunas
VALENCIA
Estancia
CATRON
SOCORRO
DE BACA
Fort Sumner
Clovis
ROOSEVELT
Portales
LINCOLN
Socorro
CHAVES
Reserve
Carrizozo
LEA
SIERRA
Roswell
OTERO
GRANT
Truth or Consequences
Lovington
Alamogordo
EDDY
Artesia
Silver City
DONA ANA
Hobbs
HIDALGO
LUNA
Carlsbad
Lordsburg
Deming
Las Cruces
EL PASO
El Paso
SCALE IN MILES
0
20
40
60
80
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW MEXICO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

Chain Supermarkets-Safeway; Allsups; Sack N Save.
Other Chain Stores-Tru Value; Sears (catalog); T-Bird.

14 - NEWSPAPERS: PRESS (e-mon to fri; S) 3,912; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: Gary Scott, Pub., PRESS, 503 W. Main, Artesia, NM 88210; Tel. (505) 746-3524.
National Representative: Landon Associates.

CARLSBAD

1 - LOCATION: Eddy County, E&P Map D-4, County Seat. On Pecos River near center of county. Southeastern section of state.

2 - TRANSPORTATION: Railroads-AT&SF (Clovis, NM).
Motor Freight Carriers-3.
Intercity Bus Lines-Texas; New Mexico & Okla. Coaches; New Mexico Trans.
Airlines-Mesa.

3 - POPULATION:
Corp. City 80 Cen. 25,496; E&P 87 Est. 29,506
CZ-ABC: (80) 26,767
RTZ-ABC: (80) 6,568
City & RTZ-ABC: (80) 33,335
County 80 Cen. 47,855; E&P 87 Est. 55,902
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,811; E&P 87 Est. 10,805
County 80 Cen. 16,669; E&P 87 Est. 20,175
CZ-ABC: (80) 9,656
RTZ-ABC: (80) 1,935
City & RTZ-ABC: (80) 11,591

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$261,788,000
Savings & Loan	4	$38,872,000

6 - PASSENGER AUTOS: County 24,831

7 - ELECTRIC METERS: Residence 14,816

8 - GAS METERS: Res. & Bus. 11,047

9 - PRINCIPAL INDUSTRIES: Tourism; Potash Mining & Refining 1,500; Emp. Av. Wkly. Wage-$350. Annual Payroll $55,000,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 63-105; Fall 46-79; Winter 29-67. First killing frost, Oct. 20; last killing frost, Mar. 29.

11 - TAP WATER: 18.9 grains per gal.

12 - RETAILING: **Principal Shopping Centers**-Downtown Carlsbad between Greene and Mermod and between S. Halagueno and Main St. Shopping Center, 158,000 sq. ft., West Pierce St.; Carlsbad Mall (20 stores).
Neighborhood Shopping Centers-Northgate on Roswell Hwy. (13 stores-Furr's, Winns, Trisha's Fashions, Anthony's, Burton Drug); N. Canal St. Stores-Cindy's).
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Sundays-Drug; Variety; Supermarkets; Carlsbad Mall.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; JCPenney; Bealls.
Variety Stores-Sprouse-Reitz; Woolworth.
Chain Drug Stores-Revco.
Discount Stores-Farmers Market; Carlsbad Surplus City; K mart; Winn's; Wal-Mart.
Chain Supermarkets-Safeway; Albertson's; Furr's; Circle K; IGA Foodliner.
Other Chain Stores-Checker Auto; Payless Shoes; Goodyear; Sears (catalog); Zale's; True Value Hdwe.; Emphasis; Morrey A.; Kinney Shoes; Regis Hairstylist; Western Auto; Peanut Shack; Gordon's Jewelers; Aladdin; Stevenson's; Castle.

14 - NEWSPAPERS: CURRENT-ARGUS (e-mon to fri) 8,520; (S) 9,184; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Margaret Wade, Adv. Dir., CURRENT-ARGUS, 620 S. Main St.; PO Box 1629, Carlsbad, NM 88220; Tel. (505) 887-5501.
National Representative: None.

CLOVIS

1 - LOCATION: Curry County, E&P Map D-3, County Seat. Cattle buying & selling center. East central part of state. 110 mi. SW of Amarillo; 113 mi. NE of Roswell; 110 mi. NW of Lubbock; 220 mi. E of Albuquerque.

2 - TRANSPORTATION: **Railroads**-AT&SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound, Tex., N.M. & Okla. Coaches.
Airlines-Mesa Air.

3 - POPULATION:
Corp. City 80 Cen. 31,194; E&P 87 Est. 33,178
CZ-ABC: (80) 31,194
RTZ-ABC: (80) 49,405
County 80 Cen. 42,019; E&P 87 Est. 43,324
City & RTZ-ABC: (80) 80,599
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,268; E&P 87 Est. 12,298
County 80 Cen. 14,419; E&P 87 Est. 15,378
CZ-ABC: (80) 11,268
RTZ-ABC: (80) 16,406
City & RTZ-ABC: (80) 27,674

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$197,119,635
Commercial	4	$337,041,656

6 - PASSENGER AUTOS: County 21,728

7 - ELECTRIC METERS: Residence 14,778

8 - GAS METERS: Residence 13,150

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 188; Constr. 709; Mfg. 530; Trans. 573; Trans. Railroad 850; Meat Packing; Milk Plant; Cannon AFB 3,500-home of 4,200 personnel.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-71; Summer 62-93; Fall 42-76; Winter 21-50. First killing frost, Oct. 26; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Grand; 6 on Metchell; three Shopping Centers; 60 store mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Highland(9)	NA	Stansel's Mkt.
Hilltop Plaza(15)	NA	TG&Y, Alco
North Plains Mall (29)	2	JCPenney, Wal-Mart Beall's

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Von's; Sears; Woody's; C.R. Anthony; Beall's.
Discount Stores-TG&Y; K mart; Gebo's; Wal-Mart; Alco.
Chain Drug Stores-Rexall; Walgreens; Highland.
Chain Supermarkets-Safeway; Affiliated 5; Albertson's; Save & Gain.
Other Chain Stores-Otasco; Goodyear; Shaw (jewelry); Sherwin-Williams; Firestone; Zale's; Gordon's Jewelers; Allsup's 11; Circle K 2; Kinney Shoes; Radio Shack 2; Town & Country.

14 - NEWSPAPERS: NEWS-JOURNAL (e-mon to fri) 10,123; (S) 11,574; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bob Martin, Natl. Adv. Mgr., NEWS-JOURNAL, 6th & Pile Sts.; PO Box 1689, Clovis, NM 88101; Tel. (505) 763-3431.
National Representative: Papert Companies.

DEMING

1 - LOCATION: Luna County, E&P Map A-5, County Seat. General farming, livestock. South central portion of state. On U.S. Hwys. 70, 80, I-10.

2 - TRANSPORTATION: **Railroads**-AT&SF; Southern Pacific.
Motor Freight Carriers-Merchants' Motor Lines.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,964; E&P 87 Est. 11,261
County 80 Cen. 15,585; E&P 87 Est. 19,073

4 - HOUSEHOLDS:
City 80 Cen. 3,527; E&P 87 Est. 4,068
County 80 Cen. 5,557; E&P 87 Est. 7,033

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$78,419,000
Savings & Loan	1	$71,321,125

6 - PASSENGER AUTOS: County 8,131

7 - ELECTRIC METERS: Residence 6,020

8 - GAS METERS: Residence 4,083

9 - PRINCIPAL INDUSTRIES: Agriculture.

10 - CLIMATE: Min. & Max. Temp.-Summer 50-100; Winter 30-70.

11 - TAP WATER: 99% pure.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: **Department Stores**-K mart.
Discount Stores-Surplus City; Ben Franklin; V&S Variety; Revco.
Chain Supermarkets-Safeway; Shur-Sav.

14 - NEWSPAPERS: HEADLIGHT (e-mon to fri) 3,418; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Walter L. Green, Pub., HEADLIGHT, 219 E. Maple; PO Box 881, Deming, NM 88030; Tel. (505) 546-2611.
National Representative: Landon Associates.

FARMINGTON

1 - LOCATION: San Juan County, E&P Map A-1. Oil, gas, electric power, uranium, coal & irrigated farming, shopping and trade center for the San Juan Basin & Four-Corners region of NM, CO, AZ & UT. 185 Hwy. mi. NW of Albuquerque; 123 mi. N of Gallup; 400 mi. SW of Denver, CO; 400 mi. NE of Phoenix, AZ and 34 mi. from Navajo Lake recreation area on San Juan River.

2 - TRANSPORTATION: **Intercity Bus Lines**-Continental Trailways.
Motor Freight Carriers-5.
Airlines-Mesa Air; Continental Express; United Express.

3 - POPULATION:
Corp. City 80 Cen. 30,729; E&P 87 Est. 37,922
CZ-ABC: (80) 31,222
RTZ-ABC: (80) 50,211
County 80 Cen. 80,833; E&P 87 Est. 97,692
City & RTZ-ABC: (80) 81,433

4 - HOUSEHOLDS:
City 80 Cen. 10,665; E&P 87 Est. 12,646
CZ-ABC: (80) 10,804
RTZ-ABC: (80) 14,216
County 80 Cen. 24,859; E&P 87 Est. 31,047
City & RTZ-ABC: (80) 25,020

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$380,937,000
Savings & Loan	2	$119,958,000

6 - PASSENGER AUTOS: County 35,507

7 - ELECTRIC METERS: Res. & Comm. 15,371

8 - GAS METERS: Res. & Comm. 13,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Gas 5,500 ($400); Agric. & Fruit Growing 1,800 ($160); Constr. 2,400 ($320); Trade Serv., Fin. 2,300 ($270); Trans. & Util. 1,400 ($350).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 55-98; Fall 25-75; Winter 0-55. First killing frost, Oct. 8; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-24 blocks on Main St.; 14 blocks on Broadway; Valle Grande Ctr., in Valle Grande subdiv.; Village Square, Ute St. at N. Orchard; Palmer Plaza, Broadway & Main; San Juan Plaza, Main & Clayton Blvd.; Orchard Valley, Farmington Ave. & Main; Animas Valley Mall, 4601 E. Main St.; Mesa Shopping Center, 1000 N. Butler Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Animas Valley Mall(110)	NA	Sears, JCPenney, Beall's, LaBelle's
American Plz.(25)	NA	American Home Furn.
West Main St.(15)	NA	Safeway
Brookside(5)	NA	Sprouse-Reitz
San Juan Plaza(60)	NA	K mart, Safeway, Wal-Mart
Orchard Valley(8)	NA	Revco, Furr's

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony; Britt's; Beall's; La Belle's; Dillard.
Variety Stores-F.S. Rasco; Sprouse-Reitz; Ben Franklin.
Chain Drug Stores-Farmington; Thrifty; Walgreens, Revco.
Discount Stores-K mart; Wal-Mart.
Chain Supermarkets-7-Eleven 18; Safeway 2; Furr Food; Sack 'N Save; Thrifty Discount Mkt. 2; Smith's Food King.
Other Chain Stores-Sears; Houston Lumber; Western Auto; Firestone; Hacienda Home Centers, Inc.; Sweetbriar; Construction Supply; Mode O'Day; Kinney Shoes; Komac Paint; Singer Co.; Zale's; Gamble's; Furr's Cafeteria; Kings Table.

14 - NEWSPAPERS: TIMES (e) 16,451; (S) 18,215; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bill Vincent, Adv. Dir., TIMES, 201 N. Allen; PO Box 450, Farmington, NM 87499; Tel. (505) 325-4545.
National Representative: Landon Associates.

GALLUP

1 - LOCATION: McKinley County, E&P Map A-2, County Seat. Trading center. 135 mi. W of Albuquerque; 21 mi. E of Arizona State line; 700 mi. from Los Angeles. On U.S. Hwys. I-40 (66), 666; State Hwy. 32.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Mesa (4 flights daily).

3 - POPULATION:
Corp. City 80 Cen. 18,167; E&P 87 Est. 21,189
CZ-ABC: (80) 18,167
RTZ-ABC: (80) 95,094
County 80 Cen. 54,950; E&P 87 Est. 62,732
City & RTZ-ABC: (80) 113,261

4 - HOUSEHOLDS:
City 80 Cen. 6,014; E&P 87 Est. 6,328
County 80 Cen. 14,671; E&P 87 Est. 17,338
CZ-ABC: (80) 6,014
RTZ-ABC: (80) 21,947
City & RTZ-ABC: (80) 27,961

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$195,000,000
Savings & Loan	2	$60,000,000

6 - PASSENGER AUTOS: County 15,111

7 - ELECTRIC METERS: Residence 9,400

8 - GAS METERS: Residence 6,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Federal 2,210; Mining 750; Trade 2,356; Services 1,292; Other 1,438.
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-82; Summer 53-86; Fall 33-66; Winter 12-46. First killing frost, Oct. 6; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Coal; 4 on 66th; Malls N. 666.
Neighborhood Shopping Centers-Uptown Plaza; Downtown Plaza; Little Bear; Zecca Plaza; Rio West Mall; Cedar Hills Plaza.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food: Daily; Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Aaronson; Beall's; Alexander's.
Variety Stores-Sprouse-Reitz 2; Winn's; TG&Y.
Chain Drug Stores-Thrifty 2; Revco 2.
Chain Supermarkets-California 3; Dan Dee; Albertson; Safeway.
Other Chain Stores-Big O Tire; Goodyear; Yellow Front 2; Gamble's; Regis; Payless; Gallenkamp; Kinney; S&H Green Stamps; Houston Lumber; Zale's; Gordon's; K mart; G.N.C.; Midas; Fox Photo; Kwik Kopy; Crown TV (Bruce's); Radio Shack 2; Allsups 5; Record Bar; Coach House; Pure Jean Yes; Waldenbooks; Wal-Mart; Sears (catalog).

14 - NEWSPAPERS: INDEPENDENT (e) 13,762; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Charles Pullin, Adv. Mgr., INDEPENDENT, PO Box 1210, Gallup, NM 87301; Tel. (505) 863-6811, or Continental U.S. (800) 545-3817.
National Representative: Branham/Newspaper Sales.

GRANTS-MILAN

1 - LOCATION: Cibola County, E&P Map B-1/B-2. Both cities were formerly in Valencia County which was divided into two separate counties, Valencia and Cibola, in July 1981. County Seat of Cibola County is Grants.

2 - TRANSPORTATION. **Railroads**-AT&SF.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 15,198; E&P 87 Est. 11,134
  Grants 80 Cen. 11,451; E&P 87 Est. 8,629
  Milan 80 Cen. 3,747; E&P 87 Est. 2,505
Counties 80 Cen. 61,115; E&P 87 Est. 59,921
  Valencia 80 Cen. 30,768; E&P 87 Est. 32,272
  Cibola 80 Cen. 30,347; E&P 87 Est. 27,649
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,710; E&P 87 Est. 3,372
  Grants 80 Cen. 3,559; E&P 87 Est. 2,624
  Milan 80 Cen. 1,151; E&P 87 Est. 748
Counties 80 Cen. N.A.; E&P 87 Est. 19,351
  Valencia 80 Cen. 19,040; E&P 87 Est. 11,562
  Cibola 80 Cen. N.A.; E&P 87 Est. 7,789

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$55,745,000
Savings & Loan	1	$17,500,000

6 - PASSENGER AUTOS: Counties: Cibola 8,802; Valencia 19,309.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-(Av. Wkly. Wage)-Uranium Mining 38,410 ($314); Uranium Milling 44,129 ($345); Tourism 1,800 ($216).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baties'(20)	NA	Gambles, Shop-Rite, McClellan's, Alco
Hillcrest(6)	NA	Winn's, Mode O'Day, Anthony's, Furn. Mart
Lobo Canyon(20)	NA	TG&Y, Smith's

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri. (some); Sat.
Stores Open Sundays-Food.

13 - RETAIL OUTLETS: Department Stores-McClellan's, Anthony's.
Chain Supermarkets-Handy Andy Quick Stops 2; Shop-Rite; Sturges 2; Smith Foodway.
Other Chain Stores-Aaronson Bros.; Gamble's; White's; Winn's; Alco; TG&Y.

14 - NEWSPAPERS: BEACON (e-mon to fri) 4,050; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Bertha Cisneros, Adv. Mgr., BEACON, 300 N. 2nd, Grants, NM 87020; Tel. (505) 287-4411.
National Representative: Papert Companies.

HOBBS

1 - LOCATION: Lea County, E&P Map D-4. Carlsbad, 75 mi. SW; Roswell, 120 mi. NW; Clovis, 126 mi. N; Midland, TX, 111 mi. SE; Lubbock, TX, 110 mi. NE.

2 - TRANSPORTATION: Railroads-Texas & New Mexico.
Motor Freight Carriers-5.
Intercity Bus Lines-TNMO; Greyhound.
Airlines-Mesa; Crown.

3 - POPULATION:
Corp. City 80 Cen. 28,794; E&P 87 Est. 37,114
CZ-ABC: (80) 29,153
RTZ-ABC: (80) 42,013
County 80 Cen. 55,634; E&P 87 Est. 69,690
City & RTZ-ABC: (80) 71,166
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,948; E&P 87 Est. 13,122
CZ-ABC: (80) 10,109
RTZ-ABC: (80) 13,678
County 80 Cen. 18,786; E&P 87 Est. 24,452
City & RTZ-ABC: (80) 23,787

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$447,125,661
Savings & Loan	3	$42,452,000
Commercial	NA	$447,125,661

6 - PASSENGER AUTOS: County 30,715

7 - ELECTRIC METERS: Residence 18,679

8 - GAS METERS: Residence 11,175

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Equip. and Supply 28,000; Welding; Acidization; Rig Bldg.; Housing & Trucking; Farm Produce Processing; Space Probing Antennas; Truck Beds; Men's Clothing Mfg.; Refining; Chemical Processing Plant; Livestock Feed Lots.

10 - CLIMATE: Av. Winter, 27-57; Av. Summer 65-93; Rel. Humidity, Summer, 30%

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-10 blocks from downtown; Broadmoor; Corner of Grimes & Bender, Hobbs Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel Aire(7)	NA	Sears, Winn's, Anthony's
Broadmoor(40)	NA	Dunlaps, Anthony's, JCPenney, Furr's Food
Hobbs Plaza(16)	NA	Skaggs Alpha Beta
Covered Mall(42)	NA	
Mini Mall(14)	NA	

Principal Shopping Days-Mon., Wed., Sat.; Best grocery day-Wed.
Stores Open Evenings-Discount stores.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony 2; JCPenney; Dunlap.
Variety Stores-Winn's.
Chain Drug Stores-Broadmoor; Gibson Pharmacy; Cashmart Pharmacy; Reese 2; Norte Vista; Revco; Safeway Pharmacy.
Discount Stores-Wal-Mart; K mart; Allwoods.
Chain Supermarkets-Furr's Food; Safeway; Allsup's 10; Foodway; Tooties Hom-Ond; Skaggs Alpha Beta; The Sox; All American Meat & Produce.
Other Chain Stores-Radio Shack; Sears; Payless Shoes; Sherwin-Williams; Callaway Lumber & Furniture; Smith Furniture; Woods Furniture; Miller-Waldrop Furn.; Whites Auto; Western Auto; Circle K 5; Roadrunner 8.

14 - NEWSPAPERS: NEWS-SUN (e-mon to fri) 9,974; (S) 11,767; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Paul Carter, Adv. Mgr., NEWS-SUN, PO Box 860, Hobbs, NM 88240; Tel. (505) 393-2123.
National Representative: None.

LAS CRUCES

1 - LOCATION: Dona Ana County (MSA), E&P Map B-5, County Seat. Space, missile, educational & agricultural center. 22 mi. E to White Sands Missile Range. 45 mi. N of El Paso, TX. On U.S. Hwys. 70, 80, 82, 85, 180; State Hwy. 28; Interstates 10 & 25.

2 - TRANSPORTATION: Railroads-AT&SF.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Whitfield, N.M. Transportation; Continental Trailways.
Airlines-Mesa; 5 major airlines at El Paso.

3 - POPULATION:
Corp. City 80 Cen. 45,086; E&P 87 Est. 58,326
CZ-ABC: (80) 45,086
RTZ-ABC: (80) 51,254
County/MSA 80 Cen. 96,340; E&P 87 Est. 131,961
City & RTZ-ABC: (80) 96,340

4 - HOUSEHOLDS:
City 80 Cen. 16,165; E&P 87 Est. 21,464
CZ-ABC: (80) 16,165
RTZ-ABC: (80) 14,237
County/MSA 80 Cen. 30,402; E&P 87 Est. 43,302
City & RTZ-ABC: (80) 30,402

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$291,169,000
Savings & Loan	7	$156,048,000

6 - PASSENGER AUTOS: County 57,684

7 - ELECTRIC METERS: Residence 17,774

8 - GAS METERS: Residence 15,630

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-University Education 630 faculty, 701 non-teaching-total 1,331 ($300); Missile Range 4,205 government civilian, 1,406 military, 2,218 contractor-total 7,829 ($300); Agric. and Food Processing $84 million annually; Hosiery Mfg. 966 ($200); Nurseries 300 ($200); Microswitches 100; Constr. 1,000 ($300).

10 - CLIMATE: Min. & Max. Temp.-Summer 60-90; Winter 20-60.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mesilla Valley Mall(114)	NA	Sears, Dillard, JCPenney, Wilson's, Walgreens, Beall's
Loretto(32)	NA	
Brazito Mall(22)	NA	Albertson's, Thrifty Drug
Solano Square(16)	NA	Motts
Midway(7)	NA	Goodyear, S&H
Cruces Norte(13)	NA	Albertson's, Revco
University Hqts.(4)	NA	Motts, Furr's
Madrid(10)	NA	Safeway, TG&Y, Rexall
Pan Am Plz.(22)	NA	Furr's, Revco

Principal Shopping Days-Thur. through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Popular Dry Goods; United Fashion; Anthony; Sears; Dillard; Wilsons; Beall's.
Variety Stores-TG&Y; Mott's 2.
Discount Stores-K mart; Furr's; Bonanza City; Wal-Mart.
Chain Drug Stores-Skagg's; Fed-Mart; Baker 2; Thrifty; Skiller; Rexall; Walgreens; Revco 2.
Chain Supermarkets-Safeway; Furr's 3; Pic Quik 18; Quick Chek 2; Albertson's 2; Circle K 4; Smith Food King.
Other Chain Stores-Firestone; Zale's; Feder's; American Furniture; Sprouse-Reitz; Goodyear; True Value; Western Auto; Cashway; Samon's; Singer; Ace Hdwe.

14 - NEWSPAPERS: SUN-NEWS (e-mon to fri) 18,007; (S) 19,019; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Barnes, Adv. Dir., SUN-NEWS, 256 W. Las Cruces Ave.; PO Box 1749, Las Cruces, NM 88004; Tel. (505) 523-4581.
National Representative: Landon Associates.

LAS VEGAS

1 - LOCATION: San Miguel County, E&P Map C-2. County Seat. Wholesaling & distributing center. 127 mi. from Albuquerque; 105 mi. from Tucumcari. On U.S Hwys. 84, 85; State Hwys. 3, 65.

2 - TRANSPORTATION: Railroads: Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,322; E&P 87 Est. 16,265
County 80 Cen. 22,751; E&P 87 Est. 25,882

4 - HOUSEHOLDS:
City 80 Cen. 4,706; E&P 87 Est. 4,768
County 80 Cen. 7,370; E&P 87 Est. 8,607

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$90,000,000
Savings & Loan	1	$40,000,000

6 - PASSENGER AUTOS: County 9,961

7 - ELECTRIC METERS: Residence 5,671

8 - GAS METERS: Residence 2,401

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-University Educ. 330 ($250); State Hosp. 916 ($200); Convalescent Care ($200); State Hwy. Dept. 354 ($200); Fiber Board Plant 200 ($200).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-78; Summer 50-89; Fall 30-68; Winter 15-56. First killing frost, Sept.; last killing frost, May.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gamble's; California; TG&Y; K mart; Taichert's; Fashion Tree; Broadway Fashions.
Variety Stores-Wacker's.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-Safeway; Furr's; Food Saver Warehouse Foods; Columbia.
Other Chain Stores-Prices Furniture & Hardware; Popular Dry Goods; Nancy's Apparel.

14 - NEWSPAPERS: OPTIC (e-mon to fri) 4,292; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Hazel Hancock, Adv. Mgr., OPTIC, 612 Lincoln, Las Vegas, NM 87701; Tel. (505) 425-6796.
National Representative: Papert Companies.

LOS ALAMOS

1 - LOCATION: Los Alamos County, (In Santa Fe MSA). E&P Map B-2, County Seat. Nuclear Research Center in North central part. 35 mi. NW Santa Fe; on State Hwy. 4. Los Alamos is an incorporated county and contains no incorporated cities.

2 - TRANSPORTATION: Motor Freight Carriers-4.
Airlines-Ross Aviation.

3 - POPULATION:
Los Alamos Divn. 80 Cen. 11,039; E&P 87 Est. 12,799
County 80 Cen. 17,599; E&P 87 Est. 19,780
MSA 80 Cen. 92,905; E&P 87 Est. 110,559
Demographic Information available from Newspaper See paragraph 14.

4 - HOUSEHOLDS:
Los Alamos Divn. 80 Cen. 4,538; E&P 87 Est. 5,183
County 80 Cen. 6,283; E&P 87 Est. 7,329
MSA 80 Cen. 32,555; E&P 87 Est. 40,316

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$31,000,000
Building & Loan	1	$30,000,000
Credit Unions	4	$61,000,000

6 - PASSENGER AUTOS: County 14,260

7 - ELECTRIC METERS: Residence 7,985

8 - GAS METERS: Residence 6,514

9 - PRINCIPAL INDUSTRIES: Nuclear/scientific research 7,500 employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-58; Summer 55-90; Fall 35-62; Winter -5-45. First killing frost, Oct. 1; last killing frost, May 1.

11 - TAP WATER: Soft, salty.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central(6)	NA	Metzger's Hdwe., Anthony's
Community(30)	NA	Sears, Goodyear
The Village(22)	NA	Ed's Food Market
White Rock(15)	NA	Smith's
Mari-Mac(30)	NA	TG&Y, Revco, Safeway

13 - RETAIL OUTLETS: Variety Stores-McCrory's.
Discount Stores-Anthony's.
Chain Drug Stores-Los Alamos; Revco.
Chain Supermarkets-Speedway; Safeway; Smith's; Ed's Food Market.

14 - NEWSPAPERS: MONITOR (e-tues to fri) 4,914; (S) 5,270; sworn Sept. 30, 1986.

Local Contact for Advertising and Merchandising Data: Holly Vigil, Adv. Mgr., MONITOR, 256 D.P. Rel.; PO Box 1268, Los Alamos, NM 87544; Tel. (505) 662-4185.
National Representative: Landon Associates.

LOVINGTON

1 - LOCATION: Lea County, E&P Map D-4; County Seat in SE part of state. On U.S. Hwys. 82, 62; State Hwy. 18.

2 - TRANSPORTATION: Railroads-Texas & New Mexico.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-At Lovington Airport.

3 - POPULATION:
Corp. City 80 Cen. 9,727; E&P 87 Est. 13,213
County 80 Cen. 55,634; E&P 87 Est. 69,690

4 - HOUSEHOLDS:
City 80 Cen. 3,165; E&P 87 Est. 4,335
County 80 Cen. 18,786; E&P 87 Est. 24,452

5 - BANKS	NUMBER	EST. DEP.
Comm./Savings	NA	$268,795,000

6 - PASSENGER AUTOS: County 30,715

7 - ELECTRIC METERS: City Residence 3,200

8 - GAS METERS: City Residence 3,298

9 - PRINCIPAL INDUSTRIES: Oil and Gas Production; Refineries; Irrigated Farming; Ranching.

10 - CLIMATE: Mild, sunny; Summer mean 84; Winter mean 53.

11 - TAP WATER: Alkaline, medium hard, 3,100 meters in use in city.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St. (13 stores).
Principal Stores-Sears.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lovington Sq.(6)	1	TG&Y, Safeway, C.R. Anthony
Mini Mall(6)	1	General Telephone
Town & Country(4)	2	Kentucky Fried Chicken
Apaula Ctr.(3)	2	One Shop Convenience
Plains Plz.(4)	1	Lovington Vacuum
June Ctr.(9)	2	Thrifty Drug, Bob's Supermarket

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Sears; Otasco.
Chain Drug Stores-Thrifty.
Chain Supermarkets-Safeway; Furrs; One Stop; Allsups 4; Circle K 2; Roadrunner.
Other Chain Stores-TG&Y; Western Auto.

14 - NEWSPAPERS: DAILY LEADER (e-tues to fri; S) 2,640; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: John Graham, Pub.; Kathy Jennings, Circ. Mgr.; Joyce Clemens, Adv. Mgr., LEADER, 14 W. Ave. B; PO Box 1717, Lovington, NM 88260; Tel. (505) 396-2844.
National Representative: Papert Companies.

MILAN

See GRANTS

PORTALES

1 - LOCATION: Roosevelt County, E&P Map D-3. County Seat. Agriculture, dairying, oil, education and livestock. Shipping center 120 mi. SW of Amarillo, TX; 98 mi. N of Roswell, NM on U.S. Hwy. 70; State Hwys. 18, 88.

2 - TRANSPORTATION: **Railroads**-AT&SF.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; New Mexico Trans.; Yellow Transit; CA-IL Express; Apex.

3 - POPULATION:
Corp. City 80 Cen. 9,940; E&P 87 Est. 10,992
County 80 Cen. 15,695; E&P 87 Est. 17,552

4 - HOUSEHOLDS:
City 80 Cen. 3,580; E&P 87 Est. 3,966
County 80 Cen. 5,645; E&P 87 Est. 6,363

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$76,694,000
Savings & Loan	2	$51,112,575

6 - PASSENGER AUTOS: County 7,419

7 - ELECTRIC METERS: Residence 3,871

8 - GAS METERS: Residence 4,112

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farming 500 ($125); Dairying 125 ($200); Farm Proc. 160 ($100); Ranching 75 ($150); Casing Factory 60 ($150); Peanut Mills 143 ($115); Meat Packing Plants 15 ($125); Feed Mills 15 ($125); Univ. Educ. 680 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 58-89; Summer 54-99; Fall 22-74; Winter -5-52.

11 - TAP WATER: Alkaline, very hard; naturally fluoridated.

12 - RETAILING: **Shopping Centers**-Sands (Foodtown); Safeway.
Principal Shopping Days-Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Anthony's; Turner's.
Variety Stores-Sprouse-Reitz.
Discount Stores-Alco.
Chain Drug Stores-Walgreens; B&J; Thrifty.
Chain Supermarkets-Safeway; Food Town; Home Town 3.
Other Chain Stores-White's.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri; S) 3,587; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Wanda Pettus, Adv. Dir., NEWS-TRIBUNE, 101 E. First St.; PO Box 848, Portales, NM 88130; Tel. (505) 356-4481.
National Representative: Papert Companies.

ROSWELL

1 - LOCATION: Chaves County, E&P Map C-4. County Seat. Agricultural. 210 mi. SE of Albuquerque; 210 mi. NE of El Paso; 215 mi. SW of Amarillo. On U.S. Hwys. 70, 285 & 380.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Atchison.
Motor Freight Carriers-5.
Intercity Bus Lines-Texas, New Mexico, Oklahoma Coaches.
Airlines-Mesa; Continental Express.

3 - POPULATION:
Corp. City 80 Cen. 39,676; E&P 87 Est. 47,748
CZ-ABC: (80) 40,376
RTZ-ABC: (80) 60,169
County 80 Cen. 51,103; E&P 87 Est. 61,223
City & RTZ-ABC: (80) 100,545

4 - HOUSEHOLDS:
City 80 Cen. 14,519; E&P 87 Est. 17,804
CZ-ABC: (80) 14,847
RTZ-ABC: (80) 20,499
County 80 Cen. 18,194; E&P 87 Est. 22,667
City & RTZ-ABC: (80) 35,346

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$402,535,004
Savings & Loan	4	$658,278,219

6 - PASSENGER AUTOS: County 27,840

7 - ELECTRIC METERS: Residence 18,255

8 - GAS METERS: Residence 14,134

9 - PRINCIPAL INDUSTRIES: Cotton Seed and Oil; Concrete Block; Apparel; University Educ.; Bus. Mfg.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-67; Summer 60-91; Fall 59-83; Winter 28-54. First killing frost, Oct. 24; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main St.; 4 on 2nd St.; 3 on 3rd St.; 1 on 4th St.
Neighborhood Shopping Centers-Main & McGaffey Sts.; Second & Missouri; Second & Atkinson; Main & Reed; Washington Ave. & Hobbs Sts.; Second & Sunset; Main & Mescalcro Rd.; Main & Pine Lodge St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor(6)	1	Sears, Anthony's
Del Norte(1)	2	Allwoods
Highland(6)	1	
Monterey(4)	1	
Plains Park(10)	1	Alco, Farmers Ctr. Mkt.
Sunset(3)	2	Sunset Appliance
Union Plaza(4)	1	Primm Drug
Wilshire(2)	1	Furr's Mkt.
Roswell Mall(30)	10	JCPenney, Anthony's, Bealls, Wal-Mart

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Anthony; JCPenney; White's.
Discount Stores-Alco; K mart; Wal-Mart.
Chain Drug Stores-Primm; Medicine Shop; Roswell; Gibson's; Walgreens; Wal-Mart.
Chain Supermarkets-Safeway 2; Furr Food 2; Albertson's; Save N' Gain.
Other Chain Stores-Firestone; Zale's; Checker Auto; Radio Shack; Bealls; Oshman's; Gordon's; Allwoods; Sonic; Big O Tires; Sprouse-Reitz; Factory 2-U.

14 - NEWSPAPERS: RECORD (m-mon to fri) 14,405; (S) 15,141; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Pettit, Adv. Mgr., RECORD, 2301 W. Main; PO Box 1897, Roswell, NM 88201; Tel. (505) 622-7710.
National Representative: Papert Companies.

SANTA FE

1 - LOCATION: Santa Fe County (MSA), E&P Map C-2. State Capital; County Seat. 68 mi. N of Albuquerque. On U.S. Hwys. 64, 84, 85, 285; I-25.

2 - TRANSPORTATION: **Railroads**-AT&SF; Amtrak-New Mexico.
Motor Freight Carriers-6; Northwest Transport; ABF Freight; Consolidated Freight.
Intercity Bus Lines-Greyhound; Continental Trailways; Sierra Stage Lines; Chama Valley; New Mexico Trans.
Airlines-Albuquerque Intl. Airport: American; Continental; Eastern; Texas Intl.; TWA; Southwest; America West; Delta; PSA; United. Local: Air Midwest; Crown; ZIA.

3 - POPULATION:
Corp. City 80 Cen. 48,899; E&P 87 Est. 57,287
CZ-ABC: (80) 52,840
Bal. in NDM-ABC: (80) 61,205
County 80 Cen. 75,306; E&P 87 Est. 90,779
MSA 80 Cen. 92,905; E&P 87 Est. 110,559
Total NDM-ABC: (80) 114,045
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,836; E&P 87 Est. 21,566
CZ-ABC: (80) 19,214
Bal. in NDM-ABC: (80) 20,043
County 80 Cen. 26,272; E&P 87 Est. 32,987
MSA 80 Cen. 32,555; E&P 87 Est. 40,316
Total NDM-ABC: (80) 39,257

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$691,921,000
Savings & Loan	5	$104,681,000

6 - PASSENGER AUTOS: County 48,050

7 - ELECTRIC METERS: Residence 26,500

8 - GAS METERS: Residence 21,455

9 - PRINCIPAL INDUSTRIES: Clothing; Instruments; Mills; Scientific Labs.; State Capitol Offices; Tourism 4,647; Total Mfg. 1,372; Gov't 8,446; Schools 1,200.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-59; Summer 52-82; Fall 35-61; Winter 10-43. First killing frost, Oct. 1; last killing frost, June 1.

11 - TAP WATER: Neutral, soft in summer; hard in winter; mt. streams and reservoirs.

12 - RETAILING: **Principal Shopping Centers**-12 blocks on 2 Sts. and Cordova and 5 blocks Northwest at Paseo Peralta and Jefferson.
Neighborhood Shopping Centers-Old Santa Fe Trail; Cordova Rd.; Pen Rd.; Cerrillos at Rodeo Rd.; West Alameda; St. Michaels Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
DeVargas(55)	1	TG&Y, Albertsons, Mont. Ward
St. Michaels Vlg.	2	K mart, Safeway
Cordova Road	2	Skaggs, Kinney Shoes
Pen Road	1	Bonanza, Surplus City
Kaunes Ctr.	1	Kaunes Food Town
Cerrillos Rd.	4	
Coronado Ctr.	2	Furr's, TG&Y, Anthonys, Walgreens
College Plaza	5	Albertson's, Wal-Mart
Villa Linda Mall(104)	10	Dillard's, Mervyn's, JCPenney
Plaza Princesa	6	Smith's Foodway
Casa Solana	1	Warehouse Market
Downtown		Dunlaps, Sears, Guarantee

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Dunlaps; JCPenney; Sears; Montgomery Ward; Guarantee; Anthonys; Dillard's; Bealls.
Variety Stores-Woolworth; TG&Y.
Discount Stores-K mart; Bonanza; Surplus City.
Chain Drug Stores-Walgreens; Payless 2; Rexall; Skaggs; Capital; G & C Super Drug 2; Revco.
Chain Supermarkets-Kaunes 2; Smith's Foodway; Safeway 3; Furr's; 7-Eleven; Speedway 4; Albertson's 2; Bag 'N' Save.
Other Chain Stores-Ace Auto; Leed's Shoes; Sweetbrier; Firestone; Goodrich; Western Auto; Singer Co.; Radio Shack; Zale's; Big O Tires; Coopers Western Wear; House of Fabrics; Corbins Draperies; Margos; Hickory Farms; Kinney Shoes; B. Dalton Bookseller's; Brooks; Casual Corner; Musicland; Seifert's; Waldenbooks.

14 - NEWSPAPERS: NEW MEXICAN (m) 16,934; (S) 18,012; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: George J. Wetzel, Adv. Dir., NEW MEXICAN, 202 E. Marcy; Box 2048, Santa Fe, NM 87501; Tel. (505) 983-3303.
National Representative: Gannett National Newspaper Sales.

SILVER CITY

1 - LOCATION: Grant County, E&P Map A-4. County Seat. 160 mi. NW of El Paso, TX. On U.S. Hwy. 180; State Hwy. 90.

2 - TRANSPORTATION: **Motor Freight Carriers**-5.
Airlines-Mesa.

3 - POPULATION:
Corp. City 80 Cen. 9,887; E&P 87 Est. 12,098
County 80 Cen. 26,204; E&P 87 Est. 28,241

4 - HOUSEHOLDS:
City 80 Cen. 3,388; E&P 87 Est. 4,125
County 80 Cen. 8,586; E&P 87 Est. 9,536

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	3	$126,490,000
Savings & Loan	2	$48,960,000

6 - PASSENGER AUTOS: County 12,390

7 - ELECTRIC METERS: County 11,294

8 - GAS METERS: County 7,284

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Copper; Gold; Silver; Molybdenum; Cattle Raising; Lumber; Farming; Mining and Smelting-2,900 ($450).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-95; Fall 42-85; Winter 15-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Shopping Centers**-(No. of Miles from Downtown)-Hudson St., 10 stores; Silver Heights, 4 stores (9); Hurley (18); Tyrone (5).
Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Maxwell House; JCPenney; C.R. Anthony; Factory 2-U.
Variety Stores-Sprouse-Reitz.
Discount Stores-K mart; Wonder World.
Chain Drug Stores-Rexall; Rx Fee System; Savon.
Chain Supermarkets-Safeway; Furr's; Snappy Mart 12; Albertson's.

14 - NEWSPAPERS: PRESS & INDEPENDENT (e) 6,435; sworn Oct. 3, 1986.
Local Contact for Advertising and Merchandising Data: William F. Ely, Natl. Adv. Mgr., PRESS & INDEPENDENT, Box 740, Silver City, NM 88062; Tel. (505) 388-1576.
National Representative: None.

NEW YORK SURVEYS

METROPOLITAN STATISTICAL AREAS

Albany-Schenectady-Troy-Albany, Greene, Montgomery, Rensselaer, Saratoga and Schenectady Counties.
Binghamton,-Broome and Tioga Counties.
Elmira-Chemung County.
Glens Falls-Warren and Washington Counties.
Poughkeepsie-Dutchess County.
Rochester-Livingston, Monroe, Ontario, Orleans and Wayne Counties.
Syracuse-Madison, Onondaga and Oswego Counties.
Utica-Rome-Herkimer and Oneida Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Buffalo-Erie County.
Nassau-Suffolk-Nassau and Suffolk Counties.
New York-Bronx, Kings New York, Putnam, Queens, Richmond, Rockland and Westchester Counties.
Niagra Falls-Niagra County.
Orange County-Orange County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Buffalo-Niagra Falls-Includes Buffalo PMSA and Niagra Falls PMSA.
New York-Northern New Jersey-Long Island, NY-NJ-CT-Includes Bergen-Passaic, NJ PMSA; Bridgeport-Milford, CT PMSA; Danbury, CT PMSA; Jersey City, NJ PSMA; Middlesex-Somerset-Hunterdon, NJ PMSA; Monmouth-Ocean, NJ PMSA; Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Norwalk, CT PMSA; Orange County, NY PMSA; and Stamford, CT PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	1,488	1,170	1,201
5-14 Years	3,393	2,615	2,683
15-24 Years	2,949	3,124	3,206
25-44 Years	4,421	4,728	4,852
45-64 Years	4,039	3,758	3,856
65 and Over	1,951	2,180	2,237
TOTAL	18,241	17,575	18,035

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
New York	7,071	1,407	19.9

RETAIL SALES ESTIMATES
(Millions)

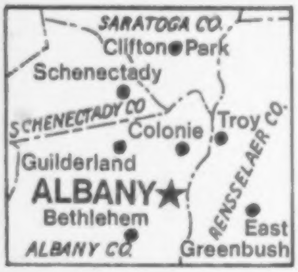
Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr	1,752	2,510	5,035
General Mdse	6,645	7,574	12,161
Food	12,611	17,046	24,262
Automobiles	7,512	9,743	20,091
Gasoline Stations	2,984	4,415	4,689
Apparel	3,342	5,229	8,058
Furniture	2,266	3,485	6,830
Eat-Drink Places	4,953	7,268	11,770
Drugs	1,629	2,524	3,984
TOTAL SALES	50,698	72,267	114,201

ALBANY

1 - LOCATION: Albany County (In Albany-Schenectady-Troy MSA). E&P Map F-4. State Capital. On West bank of Hudson River, 143 mi. N of NYC. State Capital. On U.S. Hwys. 20, 5, 9, 9W & Rt. 87 (northway) N.Y. State Thruway.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail Freight.
Motor Freight Carriers-120.
Intercity Bus Lines-Adirondack-Trailways; Arrow Line; Greyhound; Capital District Transit Authority; Vermont Transit; Yankee Trails; Mountain View Lines; Bonanza; Village Transportation.
Airlines-American; USAir; Eastern; Air North; Mall Airways; Command Airways; Aztec Air East; Bar Harbor; Piedmont; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 101,727; E&P 87 Est. 100,118
CZ-ABC: (80) 198,266
RTZ-ABC: (80) 548,380
County 80 Cen. 285,909; E&P 87 Est. 293,598
MSA 80 Cen. 835,880; E&P 87 Est. 856,375
City & RTZ-ABC: (80) 746,646
Demographic Information available from Newspaper. See paragraph 14.



Albany Times Union/
Knickerbocker News
Comb. (m&e) 116,373
(S) 175,532 ABC 3/29/87

4 - HOUSEHOLDS:
City 80 Cen. 40,767; E&P 87 Est. 43,530
CZ-ABC: (80) 75,625
RTZ-ABC: (80) 194,524
County 80 Cen. 106,589; E&P 87 Est. 113,387
MSA 80 Cen. 302,191; E&P 87 Est. 320,083
City & RTZ-ABC: (80) 270,149

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	9	$3,423,448,000
Savings & Loan	3	$246,769,000
Commercial	20	$2,362,944,000

6 - PASSENGER AUTOS: County 155,028

7 - ELECTRIC METERS: Residence 75,081

8 - GAS METERS: Residence 48,440

9 - PRINCIPAL INDUSTRIES: State Gov't (Capital); Banking; Ins.; Educ.; Electronics; Housecare; Precision Tools; Printing; Steel Foundries.
Principal Industrial Pay Days-Thur., Fri.; N.Y. State Employees: every 2nd Wed. (Depts.), Fri. (Institutions).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 57-79; Fall 38-58; Winter 18-35; First killing frost, late Sept.; last killing frost, early May.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on N. Pearl St.; State St.; Broadway; 10 on Central Ave.; Robinson Square-Hamilton St.
Neighborhood Shopping Centers-3 blocks on Madison Ave.; 2 on New Scotland Ave.; 6 on Delaware Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Century II Mall(15)	NA	
Loudon Ctr.(16)	NA	Convenient Mkt.
Westgate(26)	NA	Grand Union
Elsmere(20)	NA	Grand Union, Woolworth
Latham Circle Mall(55)	NA	JCPenney, Grand Union
Stuyvesant(35)	NA	Caldor, Flah's, Grand Union
Mid City(4)	NA	Price Chopper
Colonie Ctr.(72)	NA	Macy's, Sears
Crossgates Mall(100)	2	JCPenney, Caldor, Filenes, Jordan Marsh
Northway Mall(36)	NA	Mont. Ward, Tehans
Mohawk Mall(88)	NA	Boston Store, Bradlees, Mont. Ward
K mart(2)	NA	K mart, Price Chopper
Loehman's Plz.(16)	NA	Loehman's
Wolf Rd. Pk.(12)	NA	Service Mdse.

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thur., Downtown: Mon. through Sat., Shopping Centers.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Boston Store; Macy's; Sears; Flah's; Marshall's; Cohoes; Barbizon's; Filenes; Jordan Marsh.
Discount Stores-Boardman; K mart; Joy Discount; Present Co.; Service Mdse.; Bradlees; Caldor; Ames.
Chain Drug Stores-CVS; Hall Drug (Lee) 3; Branche 2; Medical Center 2; Rite Aid 2; Fay's 10.
Chain Supermarkets-Trading Port 7; Grand Union 28; Shop-Rite 5; Star 9; Price Chopper 41; P&C 2.
Other Chain Stores-Thom McAn; Firestone; Lerner; Shoe Town; Carl Co.

14 - NEWSPAPERS: TIMES UNION (m) 87,446; KNICKERBOCKER NEWS (e-mon to fri) 28,927; (e-sat) 21,948; TIMES UNION (S) 175,532; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: C. J. Cunningham, Natl. Adv. Mgr., TIMES-UNION, KNICKERBOCKER NEWS, Box 15000, Albany, NY 12212; Tel. (518) 454-5680.
National Representatives: Sawyer-Ferguson-Walker; American Publishers' Representatives; Publishers' Representatives of Florida.

AMSTERDAM

1 - LOCATION: Montgomery County (In Albany-Schenectady-Troy MSA). E&P Map E-3. 1/4 mi. to New York Thruway; on State Hwys. 5, 5-S, 67, 30; 16 mi. W of Schenectady; 34 mi. W of Albany; 114 mi. E of Syracuse; 185 railroad mi. from NYC.

2 - TRANSPORTATION: **Railroads**-Conrail; Amtrak.
Waterway-Terminal of N.Y. State Barge Canal.
Motor Freight Carriers-6.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 21,872; E&P 87 Est. 20,446
CZ-ABC: (80) 21,872
RTZ-ABC: (80) 38,954
County 80 Cen. 53,439; E&P 87 Est. 51,786
MSA 80 Cen. 835,880; E&P 87 Est. 856,375
City & RTZ-ABC: (80) 60,826
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,908; E&P 87 Est. 8,721
CZ-ABC: (80) 8,957
RTZ-ABC: (80) 13,413
County 80 Cen. 19,845; E&P 87 Est. 19,979
MSA 80 Cen. 302,191; E&P 87 Est. 320,083
City & RTZ-ABC: (80) 22,370

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$270,000,000
Savings & Loan	1	$27,000,000
Commercial	5	$168,000,000

6 - PASSENGER AUTOS: County 27,789

7 - ELECTRIC METERS: Residence 14,000

8 - GAS METERS: Residence 9,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mohasco Industries Executive Offices 100; Printing 325; Gloves 485; Dresses 300; Plastics Fiberglass 125; Christmas Trees; Lawn Furn. and Chairs 175; Warp Knitting 425; Toys 425; Recreational Prods. (pools, video games, home computers) 1,500; Laminated Fabrics 175; Men's Apparel 175; Radio and Auto Antennas 175; Furn. Refinishing Prods. 175; Waterbed Furn. 100; Automotive Lifts 50.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-55; Summer 55-81; Fall 40-60; Winter 16-34. First killing frost, Sept. 28; last killing frost, Apr. 25.

11 - TAP WATER: Acid, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on E. Main St. New 60 Store Downtown Enclosed Mall.
Neighborhood Shopping Centers-Reid Hill Section, Fifth Ward Section, Route 30 Section, K mart Plaza; Nichols Plaza 2; Price Chopper; Fay's Plaza; Amsterdam Mall: McCrory, Endicott, Fayva, Radio Shack, Present Co., Fashion Bug, JCPenney (catalog), Carl Co.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Reid Hill(3)	1	Carls Drug, P&C
Rt. 30 Plz.	1	Price Chopper, Fay's, Radio Shack, Red-Barn, National Auto
Downtown Amsterdam	NA	Grand Union, CVS, McCrory, Endicott, Fayva, Radio Shack
K mart Plaza	2	K mart, Chicago Mkts., JoAnn Fabrics, Bag 'N Save
Nichols Disc. City	2	Nichols
Pyramid Mall, Johnstown(9)	13	Price Chopper, Fay's, Jamesway

Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Downtown Mall Mon. through Sat.; most major stores open every night and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Carl Co.
Discount Stores-Nichols; Fay's; K mart; Present Co.
Chain Drug Stores-Daw/Rite Aid; Carl's; Fay's; CVS.
Chain Supermarkets-P&C; Bag 'N Save; Price Chopper; Grand Union 2; Lou's Mkt.
Other Chain Stores-Radio Shack; Jo-Ann Fabrics; Big A Auto Parts; Agway; National Auto; So-Fro Fabrics; JCPenney (catalog); Fashion Bug; Endicott-Johnson; Fayva.

14 - NEWSPAPERS: RECORDER (e) 14,413; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Patricia J. Beck, Adv. Dir., RECORDER, 1 Venner Rd., Amsterdam, NY 12010; Tel. (518) 843-1100.
National Representative: Landon Associates.

AUBURN

1 - LOCATION: Cayuga County, E&P Map D-3. County Seat. Diversified manufacturing center. Rich dairy. 26 mi. SW of Syracuse on U.S. Hwy. 20; N.Y. State Hwy. 5 (junction).

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Onondaga Coach Lines; Centro Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 32,548; E&P 87 Est. 32,567
CZ-ABC: (80) 32,548
RTZ-ABC: (80) 62,931
County 80 Cen. 79,894; E&P 87 Est. 82,759
City & RTZ-ABC: (80) 95,479
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,672; E&P 87 Est. 11,045
CZ-ABC: (80) 11,672
RTZ-ABC: (80) 20,541
County 80 Cen. 26,896; E&P 87 Est. 28,836
City & RTZ-ABC: (80) 32,213

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$300,000,000
Commercial	3	$250,000,000

6 - PASSENGER AUTOS: County 39,129

7 - ELECTRIC METERS: Residence 11,414

8 - GAS METERS: Residence 10,594

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal & Metal Prods. 2,795; Shoes 575; Plastics 290; Foods 380; Electronics 400; Bottling 300.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 40-90; Fall 30-70; Winter 0-50. First killing frost, Oct. 10; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Genesee St.; 2 on State St.; 2 on North St.
Neighborhood Shopping Centers-At the Five Points; 2 blocks on Lower State St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Auburn Plaza(30)	NA	Ames, Central Tractor
Finger Lakes Mall(90)	3	Choppell's, Sears, JCPenney, K mart, Carl's Drugs, Anderson Little
Grant Ave. Plz.(10)	NA	K mart
Seminary Plaza(4)	NA	Fay's
Westside Plaza(5)	NA	Westside Phcy.

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Thur., Fri. (most Thur.); Food, 7 days.

13 - RETAIL OUTLETS: **Department Stores**-Argersinger's.
Discount Stores-K mart; Ames; Nichols.
Chain Drug Stores-Rite Aid 3; Fay's; Westside; Carl's Drugs; CVS.
Chain Supermarkets-P&C 2; Super Duper; Tops; Wegmans.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 15,597; (S) 16,030; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Anthony Panetta, Jr., Adv. Dir., CITIZEN, 25 Dill St., Auburn, NY 13021; Tel. (315) 253-5311.
National Representative: Landon Associates.

BATAVIA

1 - LOCATION: Genesee County, E&P Map B-3. Midway bet. Buffalo & Rochester. Agricultural & shipping center in Western New York. 30 mi. W of Rochester; 33 mi. E of Buffalo. On Hwys. 5, 33, 63, 98 & N.Y.S. Thruway.

2 - TRANSPORTATION: **Railroads**-Conrail; Lehigh Valley; Erie-Lackawanna.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,703; E&P 87 Est. 16,652
NDM-ABC: (80) 22,268
RTZ-ABC: (80) 63,504
County 80 Cen. 59,400; E&P 87 Est. 61,298
Total NDM & RTZ-ABC: (80) 85,772
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 8,152; E&P 87 Est. 6,221
NDM-ABC: (80) 8,122
RTZ-ABC: (80) 20,110
County 80 Cen. 20,111; E&P 87 Est. 21,403
Total NDM & RTZ-ABC: (80) 28,232

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$125,000,000
Savings & Loan	2	$39,000,000

6 - PASSENGER AUTOS: County 31,569

7 - ELECTRIC METERS: County 22,500

8 - GAS METERS: County 11,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shoes 350; Condensers 370; Steel Metal Prods. 175; Road Mach. 500; Sprayers 300.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-70; Summer 41-93; Fall 22-95; Winter 0-60.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Genesee Country Mall.
Neighborhood Shopping Centers-Ellicott & Liberty Sts.; W. Main St.; E. Main St.

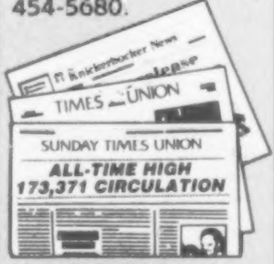
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Court St. Plz.(5)	NA	Miners
Eastown Plz.(10)	1	K mart, Bell's, Lane Drug
Ames Plaza(24)	1	Bell's, Fay Drugs, Ames, Natl. Auto

Principal Shopping Days-Thur., Fri., Sat.

REACH A TOP TEST MARKET

The Albany-Schenectady-Troy MSA's #1 media buy delivers over 100 GRPs in virtually every key demographic category. For details call Chris Cunningham Jr. at (518) 454-5680.



NOBODY COVERS NEW YORK'S CAPITAL LIKE
New York's CAPITAL NEWSPAPERS
TIMES UNION
Mornings and Sunday
Knickerbocker News
Evenings

Stores Open Evenings-Thur., Fri.; Mall Plazas every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney 3, C.L. Carr; Ames.
Discount Stores-Century; K mart; Zayre's.
Variety Stores-Newberry.
Chain Drug Stores-Fay's; CVS.
Chain Supermarkets-Bell's; Super Duper; Tops.
Other Chain Stores-National Auto; Endicott-Johnson; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (e) 15,618; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth A. Holloway, Gen. Mgr., NEWS, PO Box 870, Batavia, NY 14020; Tel. (716) 343-8000.
National Representative: Landon Associates.

BEACON
See NEWBURGH

BINGHAMTON

1 - LOCATION: Broome County (MSA). E&P Map D-4. County Seat. 64 mi. NE of Scranton; 76 mi. S of Syracuse; 188 mi. NW of New York City; 200 mi. SE of Buffalo; 140 mi. SW of Albany. On U.S. Hwys. 11, 81, 88; State Hwys. 7, 17, 12. Junction point of Chenango and Susquehanna Rivers. Rail, college, wholesale and industrial center.

2 - TRANSPORTATION: Railroads-Conrail; D&H; New York; Susquehanna & Western.
Motor Freight Carriers-78.
Intercounty Bus Lines-Interstate; Capitol-Trailways; Greyhound; Short Line.
Airlines-USAir; New York Air Connection; Allegheny Commuter; Brockway-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 55,860; E&P 87 Est. 51,906
CZ-ABC: (80) 175,518
RTZ-ABC: (80) 197,839
County 80 Cen. 213,648; E&P 87 Est. 206,844
MSA 80 Cen. 263,460; E&P 87 Est. 259,865
City & RTZ-ABC: (80) 373,357
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,314; E&P 87 Est. 21,748
CZ-ABC: (80) 64,482
RTZ-ABC: (80) 66,837
County 80 Cen. 76,809; E&P 87 Est. 76,417
MSA 80 Cen. 93,329; E&P 87 Est. 94,604
City & RTZ-ABC: (80) 131,319

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	N.A.
Commercial	9	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 121,070

7 - ELECTRIC METERS: Binghamton Metro Area 101,000

8 - GAS METERS: Residential 59,381

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 36,800 ($501); Durable Goods 30,400 (N.A.); Metals & Mach. 25,900 (N.A.); Other Durable Goods 4,400 (N.A.); Non-Durable Goods 6,400 (N.A.); Constr. 5,300 ($421); Trans. & Pub. 4,100 ($489); Whol. & Ret. 26,200 ($221); Fin., Ins. & Real Estate 3,900 ($338); Serv. & Misc. 21,800 ($256); Gov't. 21,400 ($349).
Principal Pay Days-Mon., Fri.

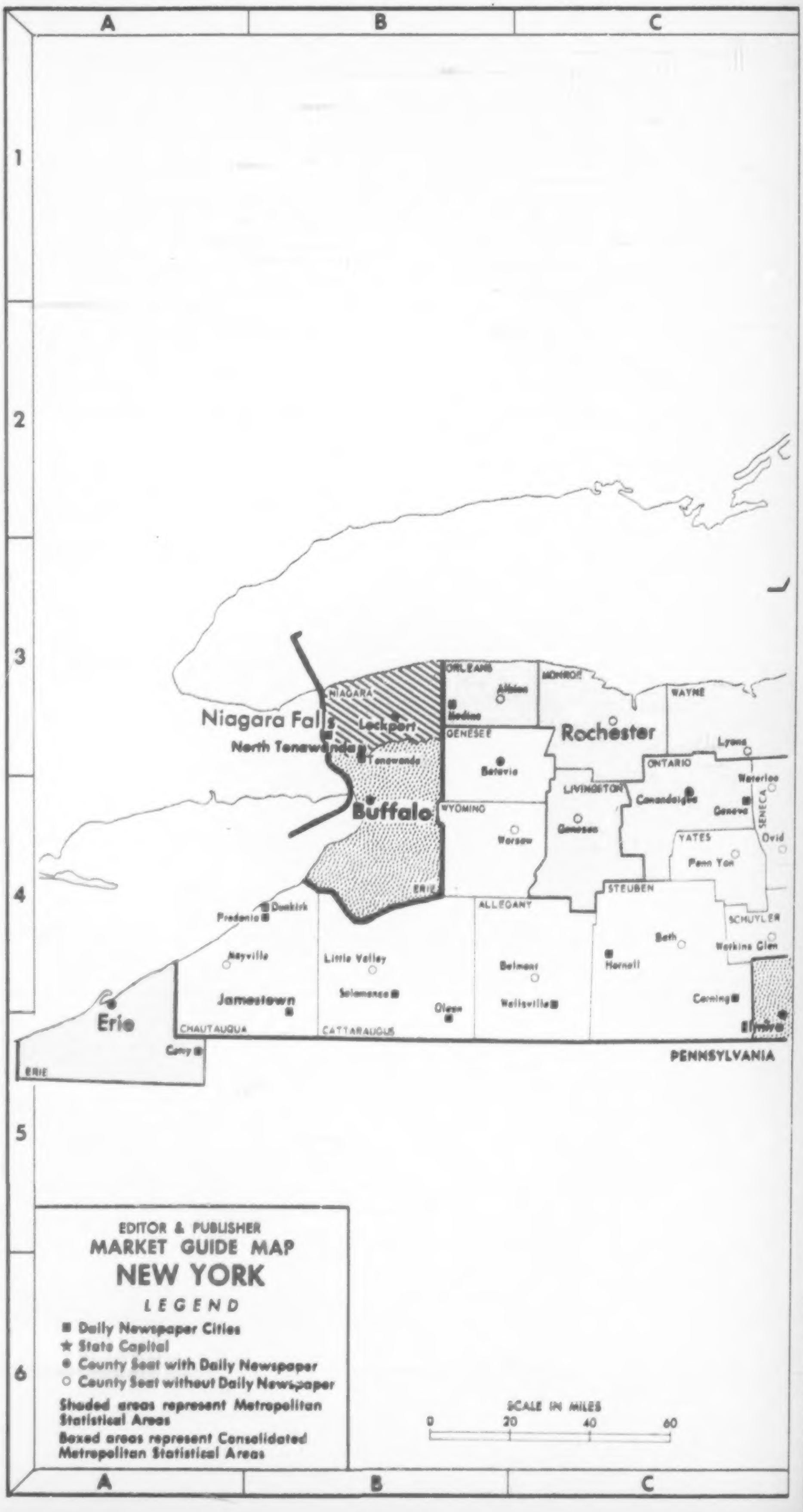
10 - CLIMATE: Min. & Max. Temp.-Spring 35-52; Summer 57-76; Fall 41-57; Winter 16-30. First killing frost, Oct. 8; last killing frost, May 4.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Binghamton (75 stores-14 blocks); Downtown Endicott (80 stores-6 blocks); Johnson City (20 stores-8 blocks).
Neighborhood Shopping Centers-19 blocks at Clinton St.; 5 at Main & Beethoven Sts.; 3 at S. Washington St. & Vestal Ave.; 6 at Robinson St. & Broad Ave.; 2 at Chenango & West State St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Chenango Plaza(17)	3	Brooks Drug, Great American
Vestal Plz.(45)	1	Grand Union, K mart, Brook's Drug
Campus Plz.(8)	2	Sugerman's Great American, Fay's Drug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NIAGARA
Lockport
North Tonawanda
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ERIE
ORLEANS
Albion
Medina
MONROE
Rochester
WAYNE
Lyons
GENESEE
Batavia
ONTARIO
Waterloo
Canandaigua
Geneva
SENECA
Ovid
LIVINGSTON
Geneseo
WYOMING
Warsaw
YATES
Penn Yan
STEUBEN
SCHUYLER
Watkins Glen
Bath
Hornell
Corning
Elmira
ALLEGANY
Belmont
Wellsville
CATTARAUGUS
Little Valley
Salamanca
Olean
CHAUTAUQUA
Dunkirk
Fredonia
Mayville
Jamestown
Erie
Corry
ERIE
PENNSYLVANIA
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW YORK
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
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40
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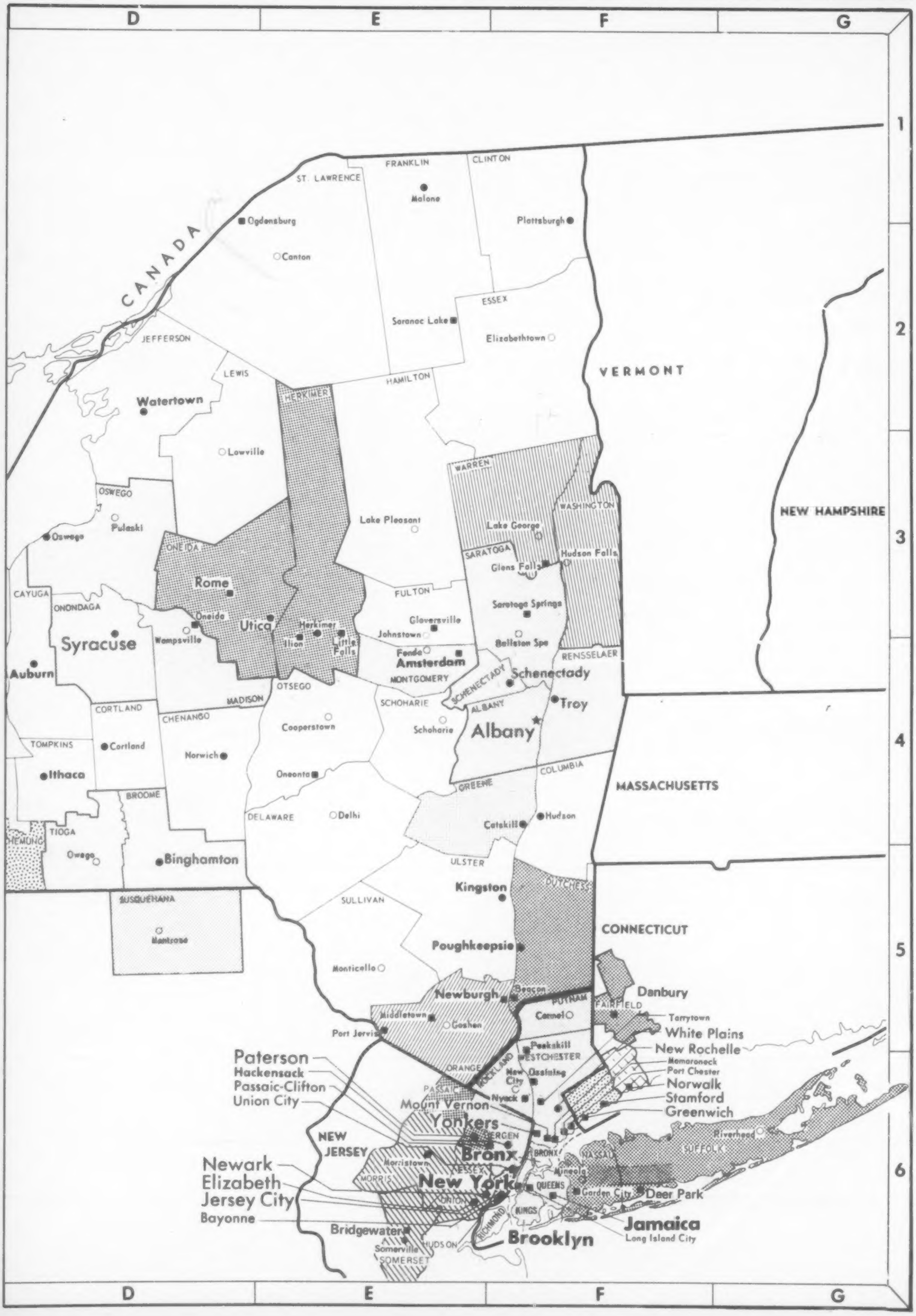
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CANADA
ST. LAWRENCE
FRANKLIN
CLINTON
Malone
Ogdensburg
Plattsburgh
Canton
ESSEX
Saranac Lake
Elizabethtown
JEFFERSON
LEWIS
HAMILTON
VERMONT
Watertown
HERKIMER
Lowville
WARREN
WASHINGTON
OSWEGO
Pulaski
Lake Pleasant
NEW HAMPSHIRE
Oswego
ONEIDA
Lake George
SARATOGA
Hudson Falls
Glens Falls
Rome
FULTON
CAYUGA
ONONDAGA
Oneida
Utica
Gloversville
Saratoga Springs
Herkimer
Johnstown
Syracuse
Wampsville
Ilion
Little Falls
Ballston Spa
Fonda
Amsterdam
RENSSELAER
Auburn
MONTGOMERY
SCHENECTADY
Schenectady
OTSEGO
MADISON
SCHOHARIE
CORTLAND
ALBANY
Troy
CHENANGO
Cooperstown
Schoharie
Albany
TOMPKINS
Cortland
Norwich
Ithaca
Oneonta
GREENE
COLUMBIA
MASSACHUSETTS
BROOME
DELAWARE
Delhi
Catskill
Hudson
CHEMUNG
TIOGA
Owego
Binghamton
ULSTER
DUTCHESS
SUSQUEHANA
Kingston
SULLIVAN
Montrose
CONNECTICUT
Poughkeepsie
Monticello
Danbury
Newburgh
Beacon
PUTNAM
Middletown
Goshen
Carmel
FAIRFIELD
Tarrytown
Port Jervis
White Plains
Paterson
Peekskill
WESTCHESTER
New Rochelle
Hackensack
ORANGE
Mamaroneck
Port Chester
Passaic-Clifton
ROCKLAND
New City
Ossining
Norwalk
Union City
PASSAIC
Nyack
Stamford
Mount Vernon
Greenwich
Yonkers
Riverhead
NEW JERSEY
BERGEN
SUFFOLK
Bronx
BRONX
NASSAU
Newark
Morristown
ESSEX
Mineola
Elizabeth
MORRIS
New York
QUEENS
Garden City
Deer Park
Jersey City
UNION
KINGS
Bayonne
RICHMOND
Jamaica
Bridgewater
HUDSON
Brooklyn
Long Island City
Somerville
SOMERSET

Binghamton Plz.(40)	1	K mart, CVS, Grand Union
Endicott Plz.(12)	7	K mart, CVS, Grand Union
Northgate Plz.(17)	2	Ames, Carl's Drug, Grand Union
Oakdale Mall(126)	3	Sears, Mont. Ward, Bon-Ton/Fowlers, Bradlees, JCPenney
Park Manor Plz.(9)	5	Zayre, Grand Union, Carl's Drug
Giant-Oakdale Plz.(8)	3	Giant Market, Rite Aid

Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Mon. & Thur.; Plaza & Malls: Mon. through Sat.; Food: Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Bon/Town; Fowler's; Boscov's; Montgomery Ward; Sears; JCPenney; Burts; Howland's.
Discount Stores-Philadelphia Sales 3; Sugerman's; Bradlees; Ames; K mart 3; Zayre.
Variety Stores-Woolworth, McCrory.
Chain Drug Stores-CVS 9; Brooks 6; Fay's 4; Crone's SupeRx 2; Rite Aid; Carl's 4.
Chain Supermarkets-Grand Union 6; Great American 13; Giant Food 11; P & C Foods; Norman's; Food King.
Other Chain Stores-Goodyear; Barbara Moss; Henry Wilson Jewelers; Endicott-Johnson; Sherwin-Williams; Loft; Firestone; Rayco; Cole's Mufflers; Wall to Wall Sound & Video; Golden Value Stores; Allied Radio Shack; Grossman's; Wicke's; Agway; 84 Lumber; Anderson Little; General Nutrition; Clifford's Jewelers; KayBee Toys; Kay's Jewelers; Listening Booth; Richards & Co. Jewelers; Kinney Shoes; Ormond Shops; Recordland; Rosenbaums; So-Fro Fabrics; Thom McAn; Waldenbooks; Herman's; Catalog: Present Co., Service Mdse.

14 - NEWSPAPERS: PRESS & SUN-BULLETIN (m) 65,738; (S) 87,930; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Palmer, Natl. Adv. Mgr., PRESS & SUN-BULLETIN, Vestal Pkwy. East, Binghamton, NY 13902; Tel. (607) 798-1234.
National Representative: Gannett National Newspaper Sales.

BUFFALO

1 - LOCATION: Erie County, (In Buffalo PMSA). E&P Map B-4, County Seat. Industrial, wholesale and retail distribution, financial, educational, research and transportation center. Western part of the state on Lake Erie and Niagara River on U.S.-Canada border; 72 mi. W of Rochester; 187 mi. NE of Cleveland; 254 mi. E of Detroit; 382 mi. NW of N.Y. City; 526 mi. E of Chicago. On N.Y. State Thruway. First St. Lawrence Seaway port on Lake Erie. Point of entry for trade with Canada.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Delaware & Hudson; Chessie System; Norfolk Southern; South Buffalo Railway, Canadian National; Tonawanda Island; Buffalo Southern; New York & Lake Erie; Toronto, Hamilton & Buffalo; Arcade & Attica; Baltimore & Ohio.
Motor Freight Carriers-327.
Freight Steamship Lines-5.
Intercity Bus Lines-Greyhound; Bluebird; D&F; Cottrell; NFTA Metro; Trailways; Grand Island Transit.
Airlines-American; United; USAir; Eastern; Federal Express; Piedmont; Empire; Republic; Allegheny Commuter; Continental.

3 - POPULATION:
Corp. City 80 Cen. 357,870; E&P 87 Est. 313,187
CZ-ABC: (80) 671,318
RTZ-ABC: (80) 752,799
County/PMSA 80 Cen. 1,015,472; E&P 87 Est. 935,930
City & RTZ-ABC: (80) 1,424,117
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 104,954; E&P 87 Est. 133,048
CZ-ABC: (80) 253,562
RTZ-ABC: (80) 253,236
County/PMSA 80 Cen. 365,217; E&P 87 Est. 346,927
City & RTZ-ABC: (80) 506,798

5 - BANKS	NUMBER	EST. DEP.
Savings	5	$3,919,670,000
Savings & Loan	2	$5,181,542,000
Commercial	12	$6,289,957,000

6 - PASSENGER AUTOS: County 521,551

7 - ELECTRIC METERS: Residence 438,000

8 - GAS METERS: Residence 371,755

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 70,700 ($556); Stone, Clay, Glass & Concrete 4,000 ($446); Primary Metals 4,900 ($521); Fab. Metal Prods. 10,600 ($578); Mach. (except elect.) 10,300 ($427); Elect. Equip. 9,500 ($406); Trans. Equip. 21,700 ($721); Other Durable Goods 5,300 (N.A.); Nondurable Goods 36,100 ($407); Food & Allied Prods. 8,000 ($410); Textiles & Apparel 3,200 ($241); Paper & Allied Prods. 2,900 ($347); Printing & Pub. 8,900 ($401); Chem. & Allied Prods. 7,400 ($509); Rubber & Misc. Plastic Goods 4,900 ($489); Other Nondurables 700 (N.A.); Constr. 12,800; Trans. & Public Util. 24,000; Whol. 24,800; Ret. 88,900; Fin., Ins. & R.E. 24,300; Servs. & Misc. 113,900; Gov't 55,100; Local Education 27,300; Misc. Mfg. 2,500; Mining 700.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-63; Summer 59-75; Fall 34-47; Winter 20-34. First killing frost, Oct. 16; last killing frost, May 7.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on Main St., from S. Division St. to Tupper St.; 6 on Broadway from Detroit St. to Sears St.
Neighborhood Shopping Centers-Bailey Kensington Ave. 4 blocks; Hertel Ave. near Parkside 4 blocks; Elmwood Ave. near W. Utica 5 blocks; Jefferson Ave. near E. Utica 4 blocks; Tonawanda St. near Ontario 3 blocks; Delaware Ave. in Kenmore 8 blocks; Seneca St. near Cazenovia 6 blocks; Grant St. near W. Ferry 4 blocks. Ridge Road in Lackawanna 7 blocks; Genesee St. near Moselle 3-blocks.
Large Plaza Centers, No. of Stores-Summit Park Mall, Williams Rd., Niagara Falls 90; Mil-Pine Plaza, Pine Ave. & Rt. 265, Niagara Falls 10; Mid-City Plaza, Payne Ave. & Meadow Dr., N. Tonawanda 26; Sheridan Plaza, Sheridan Dr. & Delaware Ave., Tonawanda 24; Boulevard Mall, Niagara Falls Blvd., Amherst 95; Northtown Plaza & Century Mall, Sheridan Dr., Bailey Ave. & Eggert Rd., Amherst 58; Georgetown Square Plaza Sheridan Dr. & Evans, Williamsville 18; Eastern Hills Mall, Transit Rd., Williamsville 97; Clarence Mall, Main St. & Transit Rd., Clarence 17; Transitown Plaza, Main St. & Transit Rd., Clarence 40; University Plaza, Main St. & Kenmore Ave. 14; Central Park Shopping Plaza, Amherst & Main Sts. 43; Airport Plaza, Genesee St. & Union Rd., Cheektowaga 42; Thruway Mall, Harlem Rd. & Walden Ave., Cheektowaga 86; Apple Tree Mall, Union Rd. between Como Park Blvd. & Bennett Rd., Cheektowaga 47; D & L Plaza, Broadway, Depew 27; Main Place Mall, Main St., between Church & Court Sts. 60; Abbott Road Plaza, Abbott Rd. & Ridge Rd., Lackawanna 32; Seneca Mall, Ridge Rd. at Slade Ave., West Seneca 53; Southgate Plaza, Union Rd. at Seneca St., West Seneca 52; Aurora Village Shopping Center, Grey St., East Aurora 23; South Shore Plaza, Southwestern Blvd. & Rogers Rd., Hamburg 21; Town Hall Plaza, South Park Ave. no. of Clark St., Hamburg 7; Hamburg Shopping Center, between Pine & Buffalo Sts., Hamburg 28; Lockport Mall, S. Transit Rd., Lockport 30 Sheridan-Harlem, Sheridan Dr. & Harlem Rd. 17; Cleve Hill Plaza, Kensington & Eggert Rd. 14; Dick Urban Plaza, George Urban Blvd. & Dick Rd., Checktowaga 13; Grand Island Plaza, Grand Island Blvd. & Baseline Rd., Grand Island 16; Del-Arrow Plaza, Delaware & Great Arrow, Buffalo 18; Del-Ton Plaza, Delaware Ave., Tonawanda 16; Evans-Sheridan Plaza, Sheridan Dr. & Evans St., Amherst 15; Garden Village Plaza, French & Union Rd., Cheektowaga 20; Rainbow Center, 302 Rainbow Blvd., Niagara Falls 55; Factory Outlet Mall, 1900 Military Rd., Niagara Falls 60; Marvin Gardens Plaza, Niagara Falls Blvd. & Treadwell, Tonawanda 13; Pierce Arrow Plaza, Sheridan Dr. & Evan St., Amherst 16; Stuyvesant Plaza, Elmwood Ave. between North & Summer Sts., Buffalo 14; Townedge Square, Transit Rd. near French Rd., Lancaster 15; Wimbledon Plaza, Center Rd. near Seneca St., West Seneca 26; McKinley Mall, McKinley Parkway & Milestrip Rd., Hamburg 75.
Free Standing Stores (Complete Dept. Stores)-Sibley's, Main St. & Eggert Rd.; K mart, Walden Ave., Cheektowaga; Niag. Falls Blvd., Amherst; Southwestern Blvd., Orchard Pk.; Transit & Maple, Amherst; Military Rd., Niag. Falls; Transit Rd. Plaza, Lockpt.; Gold Circle, Walden Ave., Depew; Elmwood Ave., Buffalo; Seneca St., West Seneca; Maple Rd., Amherst; Lake Ave., Blasdell, Camp Rd., Hamburg; Military Rd., Niagara Falls; Hills, Lake Ave., Blosdell; Meadows Dr., North Tonawanda.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown Dept. Stores Thur. Most Plaza stores open nightly.
Stores Open Sunday-Most supermarkets, some plazas, most discount stores.

13 - RETAIL OUTLETS: Department Stores-AM&A 9; Sibley's 4; Sears 3; JCPenney 4; Jenss 4.
Variety Stores-Woolworth 5; G.C. Murphy 3; D&K 8.
Discount Stores-K mart 10; Hills 9; Gold Circle 7; Ames 12.
Chain Drug Stores-Fay 22; Leader Wholesale 42; Peterson 2; Rite Aid 71; CVS 27; Owl 8.
Chain Supermarkets-Super Duper 33; Tops 37; B-Kwik 14; Bell's 40; Wegman's 4.
Other Chain Stores-Appliance/Electronics: Silo, Rosa's, Burnham's, Electra Gas, Radio Shack; Hardware: Value Home Center, Busy Beaver, Hector's Hardware; Tires: Goodyear, Firestone; Toys: Childworld, Toys R Us, Kay Bee; Book Stores: Waldenbooks, B. Dalton, Ulbrich's; Gift Stores: Cavages, Spencer Gifts, Love of Pete, Stewart & Benson; Fabrics: Jo Ann, So Fro; Shoes: Endicott-Johnson, Thom McAn, Kinney, Florsheim, Baker, Liberty, Altiers Naturalizer, Flagg Bros., Goldman's Red Cross, Chandler's, A.S. Beck, The Wild Pair, Whites, Regal, Next Step; Clothing: Chess King, Martin Jacob, The Gap, Casual Corner, Lane Bryant, Gutman's, Ormonds, Stuarts, Jeans West, Richman Bros., Foxmoor, G&G, Jean Nicole, The Limited, Donlevy's, David's, Lerners, Susie's Casuals, 5-7-9 Shop, His Place; Other: Fotomat, Hallmark Cards, Merle Norman, Parklane Hosiery, Fanny Farmer, Hickory Farms, Friendly Ice Cream, Claire's Boutique, Hermans World Sporting Goods.

14 - NEWSPAPERS: NEWS (all day-mon to fri) 321,301; (m-sat & hols) 286,901; (S) 375,897; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Hugh Monaghan, Gen. Adv. Mgr., NEWS, One News Plaza, Buffalo, NY 14240; Tel. (716) 849-3422.
National Representatives: Sawyer-Ferguson-Walker; American Publishers' Representatives of Canada.

CANANDAIGUA

1 - LOCATION: Ontario County (In Rochester MSA), E&P Map C-4, County Seat. Shipping center. In W central part of state on Canandaigua Lake; on Routes 5 and 20. 30 mi. SE of Rochester; 75 mi. W of Syracuse; 88 mi. E of Buffalo.

2 - TRANSPORTATION: Railroads-Amtrak-Freight only.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,419; E&P 87 Est. 11,783
County 80 Cen. 88,909; E&P 87 Est. 96,685
MSA 80 Cen. 971,879; E&P 87 Est. 970,854
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,615; E&P 87 Est. 4,247
County 80 Cen. 30,307; E&P 87 Est. 34,075
MSA 80 Cen. 342,101; E&P 87 Est. 354,046

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 48,715

7 - ELECTRIC METERS: Residence 3,775

8 - GAS METERS: Residence 3,277

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Winery 237; Commun., Indus. & Office Tapes 300; Plastics 1,700; Electric Insulators 310; Paper, Paper Prods. 200; Sporting Goods 320; Veterans Hospital 1,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 67-98; Fall 40-70; Winter -5-36. First killing frost, Sept. 15; last killing frost, Apr. 20.

11 - TAP WATER: Filtrated, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Parkway Plz.(20)	NA	Woolworth
Townline Plz.(14)	NA	Big Wheel
Nichols Plz.(6)	NA	Nichol's
Finger Lake Plz.(10)	NA	Apple's, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-S.E. Nichols; Big Wheel.
Variety Stores-Woolworth.
Discount Stores-Nichol's; Big Wheel.
Chain Drug Stores-Wayne 2; Fays.
Chain Supermarkets-Shurfine; Apple's Market, Wegman's; P&C Mkt.
Other Chain Stores-Endicott-Johnson; Finn Auto; Johnson; Montgomery Ward; Agway Stores; Wickes Lumber; Grossman's Lumber; Central Tractor; Radio Shack; Chase Pitkin.

14 - NEWSPAPERS: MESSENGER (e-mon to fri) 11,883; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Thomas Miller, Vice Pres. Sales, MESSENGER, 73 Buffalo St., Canandaigua, NY 14424; Tel. (716) 394-0770.
National Representative: Landon Associates.

CATSKILL

1 - LOCATION: Greene County, (In Albany-Schenectady-Troy MSA), E&P Map F-4. County Seat. Shopping center for County; small mfg. On W bank of Hudson River. 30 mi. S of Albany; 115 mi. N of NYC.

2 - TRANSPORTATION: Railroads-Conrail to Hudson; West Shore.
Motor Freight-Cross Country Service.
Intercity Bus Lines-Greyhound; Mountain View; Adirondack Transit & Jersey.

3 - POPULATION:
Corp. Village 80 Cen. 4,718; E&P 87 Est. 4,755
County 80 Cen. 40,861; E&P 87 Est. 43,576
MSA 80 Cen. 835,880; E&P 87 Est. 856,375

4 - HOUSEHOLDS:
Village 80 Cen. 1,836; E&P 87 Est. 1,504
County 80 Cen. 14,919; E&P 87 Est. 16,537
MSA 80 Cen. 302,191; E&P 87 Est. 320,083

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$178,325,000
Commercial	2	$141,520,000

6 - PASSENGER AUTOS: County 27,421

7 - ELECTRIC METERS: Residence Village 2,244; Trade Area 16,252

8 - GAS METERS: Residence 2,894

9 - PRINCIPAL INDUSTRIES: Cement Mfg. 589 Emp. ($355 Wkly.); Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-69; Summer 68-90; Fall 50-75; Winter 25-30.

11 - TAP WATER: Neutral.

12 - RETAILING: Shopping Centers-Main St. Shopping Center; Jamesway Plaza, 9 W. Hwy. S.; Spinning Wheels Plz.; Catskill Valley Plz.
Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Newberry, Jamesway; King's; Morton's.
Variety Stores-Newberry.
Discount Stores-Jamesway.
Chain Drug Stores-Mikhitarian; Mall Drugs; Rite Aid.
Chain Supermarkets-Grand Union 2; Joe's Mkt.; Shop-Rite; Arbees; Cumberland Farms 3; Great American 2.

14 - NEWSPAPERS: MAIL (e) 4,734; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Gunther Hafner, Pub., MAIL, 30 Church St., Catskill, NY 12414; Tel. (518) 943-2100.
National Representative: None.

CORNING

1 - LOCATION: Steuben County, E&P Map C-4, SE part of County. 20 mi. W of Elmira. On U.S. Hwy. 15; State Hwys. 17, 414.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Conrail (freight only).
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Blue Bird; Short Line; Capitol Trailways; Continental Trailways; Empire State Trailways.
Airlines-USAir; Piedmont; Pennsylvania Air.

3 - POPULATION:
Corp. City 80 Cen. 12,953; E&P 87 Est. 11,896
CZ-ABC: (80) 26,244
RTZ-ABC: (80) 59,406
County 80 Cen. 99,135; E&P 87 Est. 93,429
City & RTZ-ABC: (80) 85,650
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,394; E&P 87 Est. 4,676
CZ-ABC: (80) 10,243
RTZ-ABC: (80) 19,714
County 80 Cen. 32,121; E&P 87 Est. 34,157
City & RTZ-ABC: (80) 29,957

5 - BANKS	NUMBER	DEPOSITS
Credit Unions	5	$49,722,000
Savings & Loan	2	$72,000,000
Commercial	5	$208,000,000

6 - PASSENGER AUTOS: County 49,474

7 - ELECTRIC METERS: Residence 12,409

8 - GAS METERS: Residence 11,000

9 - PRINCIPAL INDUSTRIES: Glass Prods.; Fibre Boxes; Air Comp.
Principal Industrial Pay Days-Tues., Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-65; Summer 70-100; Fall 30-65; Winter 0-15.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Market St.; 2 on Pine St.; 2 on Denison Pkwy.; 3 on Bridge St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall, Big Flats(130)	NA	JCPenney, McCrory, Rea & Derick, Hess, Sears, Bradlees
Grand Central(20)	NA	K mart
Murphy's Mart Plz.	NA	Murphy's Mart, Radio Shack, Great American
Painted Post(18)	NA	Tallman's
S. Corning Pk.	NA	Corning Bldg. Co., CBC Furniture
Rts. 415 & 17	NA	Nichols

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Food Stores open 7 days & evenings.

13 - RETAIL OUTLETS: Department Stores-Gates-Rockwell.
Variety Stores-Woolworth.
Chain Drug Stores-Rea & Derick; Rite Aid; Fay's; Carl's.
Discount Stores-Nichols; Ames.
Chain Supermarkets-Foodmart; A&P; Great American 2; P&C; Wegmans.
Other Chain Stores-Firestone; Jo Ann Fabrics; Goodyear; Bern Furn.; Wickes; Grossman's; Radio Shack; Central Tractor; Van Heusen; The Corning Store; Beacon Linens; Kidsport; Lush Furniture; Micro Age Computers.

14 - NEWSPAPERS: LEADER (e) 16,290; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William Lee, Adv. Dir., LEADER, 34 W. Pulteney St., Corning, NY 14830; Tel. (607) 936-4651.
National Representative: Landon Associates.

CORTLAND

1 - LOCATION: Cortland County, E&P Map D-4. County Seat. Agriculture & dairy shipping center; miscellaneous manufacturing; college center. Central part of state; 35 mi. from Syracuse; 45 mi. from Binghamton; 220 mi. from N.Y. City. On U.S. Hwys. 11, I-81; State Hwys. 13, 41, 90, 281.

CAYUGA CO
Tully
ONONDAGA CO
MADISON CO
Scott
DeRuyter
Moravia
Preble
Truxton
Locke
Little York
Homer
Pitcher
CORTLAND
Taylor
Groton
McGraw
Freeville
E.Freetowne
Cincinnatus
CHENANGO CO
Dryden
Virgil
Marathon
Harford
TOMPKINS CO
CORTLAND CO
Killawog
BROOME CO
Lisle

Cortland Standard (e)
12,347 ABC 3/31/87

2 - TRANSPORTATION: Railroad-NYS&W (freight).
Motor Freight Carriers-18.
Intercity Bus Line-Greyhound.
Airline-USAir.

3 - POPULATION:
Corp. City 80 Cen. 20,138; E&P 87 Est. 18,795
CZ-ABC: (80) 20,138
RTZ-ABC: (80) 31,537
County 80 Cen. 48,820; E&P 87 Est. 47,161
City & RTZ-ABC: (80) 51,675
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,868; E&P 87 Est. 6,419
CZ-ABC: (80) 6,868
RTZ-ABC: (80) 10,500
County 80 Cen. 16,324; E&P 87 Est. 16,304
City & RTZ-ABC: (80) 17,368

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$226,814,112
Commercial	3	$171,300,000

6 - PASSENGER AUTOS: County 22,922.

7 - ELECTRIC METERS: Residence 7,729.

8 - GAS METERS: Residence 4,956.

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners-Metal Prods. 1,249; Typewriters 2,200; Electronics 426; Printing 103; Corsets & Clothing 555; Sporting Goods 195; Wood Prods. 319; Plastics 515; General Mfg. 581; State Univ. College 1,054; Food 63.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-90; Fall 35-75; Winter-15-34. First killing frost, late Oct.; last killing frost, early Apr.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 1 on Central Ave.; 1 on Clinton Ave.; 1 on Court St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cortlandville(5)	2	K mart, Chappell's
Groton Ave.(15)	1	JoAnn Fabrics, Fay's, Radio Shack, Tops Mkt., Central Tractor
Grand Union Pl.(3)	1	Grand Union, Philadelphia Sales, Carl's Drugs
Riverside Mall(6)	1	P&C Mkts., Fay's, Wheels, Zayre
Cortland Plaza(3)	2	Great American, Kinney Drugs, Ames
Port Watson Pl.(2)	1	Great American, Carl's Drugs

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Food-Mon. through Sun. Others-Thur.; Plazas-Nightly except Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Chappell's.
Variety Stores-Newberry.
Chain Drug Stores-Rite Aid; Fay's 2; Carl's 2; Kinney.
Discount Stores-K mart; Philadelphia Sales; Ames; Zayre.
Chain Supermarkets-Great American 2; IGA 2; Grand Union; P&C; Tops; Payless.
Other Chain Stores-Singer Co.; Endicott Johnson; Sears (catalog); Radio Shack; Action Audio; Central Tractor Sales; JoAnn Fabrics; Goodyear; Pickway Shoes; Grossman's; TSC; Tallmadge Tire; Firestone; Wheels.

14 - NEWSPAPERS: STANDARD (e) 12,347; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Edward J. Rounds, Adv. Dir., STANDARD, 110 Main St.; PO Box 5548, Cortland, NY 13045; Tel. (607) 756-5665.
National Representative: Landon Associates.

DUNKIRK-FREDONIA

1 - LOCATION: Chautauqua County, E&P Map B-4. On S Shore of Lake Erie. 40 mi. SW of Buffalo. Steel, food products, manufacturing center.

2 - TRANSPORTATION: Railroads-Conrail; Erie-Lackawanna; Norfolk & Western.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound; D&F Transit.

3 - POPULATION:
Corp. Cities 80 Cen. 26,436; E&P 87 Est. 21,334
Dunkirk 80 Cen. 15,310; E&P 87 Est. 12,181
Fredonia 80 Cen. 11,126; E&P 87 Est. 9,153
CZ-ABC: (80) 28,020
RTZ-ABC: (80) 28,305
County 80 Cen. 146,925; E&P 87 Est. 139,192
City & RTZ-ABC: (80) 56,325

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 9,544; E&P 87 Est. 7,006
Dunkirk 80 Cen. 6,216; E&P 87 Est. 4,389
Fredonia 80 Cen. 3,328; E&P 87 Est. 2,617
CZ-ABC: (80) 9,544
RTZ-ABC: (80) 9,895
County 80 Cen. 52,817; E&P 87 Est. 51,762
City & RTZ-ABC: (80) 19,439

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$23,427,000
Savings	1	$50,000,000
Commercial	6	$161,000,000

6 - PASSENGER AUTOS: County 70,934.

7 - ELECTRIC METERS: Residence 11,488.

8 - GAS METERS: Residence 12,275.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Stainless Steel 1,200 ($400); Metal Fab. 600 ($325); Foundry 350 ($310); Wood Fab. 100 ($250); Food Processors 700 ($250); Clothing Mfg. 360 ($235); Steel Mfg. 220 ($400); Ice Cream Mfg. 250 ($250); Electronic Mfg. 30 ($375); Printing N.A. ($350).

10 - CLIMATE: First killing frost, Sept. 30; last killing frost, Mar. 15.

Silver Creek
Sheridan
DUNKIRK
Forestville
Van Buren
Gowanda
Brocton
FREDONIA
Laona
Arkwright
Portland
Lily Dale
Hamlet
Cassadaga
Westfield
Stockton
NEW YORK
CHAUTAUQUA CO.
DUNKIRK & FREDONIA

Dunkirk Observer (e)
15,378 ABC 3/31/87

11 - TAP WATER: Alkaline, moderately hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Dunkirk: 3 blocks on Central Ave.; 3 on Main St.; 1 on 4th St.; Fredonia: 3 on Main St.; 10 on Route 60 strip.
Neighborhood Shopping Centers-Zayre Plaza, 8 units; Hills Plaza, 2 units; D&F Plaza, 30 units; West Sheridan Plaza, 6 units; Ames Plaza, 5 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westfield	18	Bells Supermarket, Quality Market
Silver Creek	11	Super Duper, Quality Market
Brocton	9	Country Fair
Cassadaga	11	Super Duper, Red & White

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Most plaza stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sidey's; Brand Names Sales.
Discount Stores-Ames; Hills; Zayre.
Variety Stores-Jupiter; McCrory.
Chain Drug Stores-Leader; Brooks 2; CVS; Fay's Rx.
Chain Supermarkets-Bells; Tops 2; Freshmart; Quality Markets 2; Super Duper.

14 - NEWSPAPERS: OBSERVER (e) 15,378; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Karl T. Davis, Adv. Dir., OBSERVER, 8-10 E. Second St., Dunkirk, NY 14048; Tel. (716) 366-3000.
National Representative: Landon Associates.

ELMIRA

1 - LOCATION: Chemung County (MSA). E&P Map C-4. South central part of state. 235 mi. from N.Y. City; 146 mi. from Buffalo. On U.S. Hwys. 13, 14, 17.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-38.
Intercity Bus Lines-Capitol Trailways; Empire Trailways; T.N.T. Bus Co.; Short Lines; Greyhound.
Airlines-USAir; Elarco (charter); Mall Airways; Brockway Air; Empire; Piedmont; USAir.

3 - POPULATION:
Corp. City 80 Cen. 35,327; E&P 87 Est. 30,973
CZ-ABC: (80) 71,529
RTZ-ABC: (80) 205,073
County/MSA 80 Cen. 97,656; E&P 87 Est. 87,810
City & RTZ-ABC: (80) 276,602
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,603; E&P 87 Est. 11,712
CZ-ABC: (80) 26,033
RTZ-ABC: (80) 70,812
County/MSA 80 Cen. 34,521; E&P 87 Est. 32,149
City & RTZ-ABC: (80) 96,845

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$210,000,000
Savings & Loan	3	$190,400,000
Commercial	4	$437,750,000

6 - PASSENGER AUTOS: County 46,449.

7 - ELECTRIC METERS: Residence 21,000.

8 - GAS METERS: Residence 16,100.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-All Mfg. 8,300 ($360); Durable Goods 6,600 ($375); Non-durable Goods 1,600 ($310).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-58; Summer 54-83; Fall 36-62; Winter 22-38. First killing frost, Oct. 10-20; last killing frost, Apr. 20-30.

11 - TAP WATER: Alkaline; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks E. and W. Water Sts.; 6 on N. Main St.; 1 on Gray St.; 1 on W. Church St.
Neighborhood Shopping Centers-S. Main St.; Bulkhead (S. edge of CZ); Church & Hoffman Sts.; Church & Water Sts.; E. Church & Madison Ave.; Grand Central Plaza, Rt. 17; Horseheads (12 stores); Elmira Hghts.; South Town Shpg. Ctr. (S. edge of CZ); Lakehills Plaza; Diven Plaza (8 stores); Langdon Plaza (10 stores); Midtown Plaza (15 stores); Miller Plaza (4 stores); Arnot Mall, Rt. 17 (NW edge of CZ) (100 stores).
Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; S.F. Iszard; Hess's; Sears; Rosenbaum.
Discount Stores-Nichols; Hills; K mart; Bradlees.
Variety Stores-Newberry.
Chain Drug Stores-Brooks 2; Nichols; Rea & Derick; Fay's 2; Rite Aid 5; Carl's.
Chain Supermarkets-Acme; Great American 2; P&C 2; Super Duper 2; Tops 2; Weis.
Other Chain Stores-Goodyear; Endicott-Johnson; Richman Bros.; Sherwin-Williams.

14 - NEWSPAPERS: STAR-GAZETTE (m) 35,569; (S) 51,163; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ed Murphy, Adv. Dir., STAR-GAZETTE, 201 Baldwin St., PO Box 285, Elmira, NY 14902; Tel. (607) 734-5151.
National Representative: Gannett National Newspaper Sales.

FREDONIA
See DUNKIRK

FULTON
See OSWEGO

GARDEN CITY
See LONG ISLAND

GENEVA

1 - LOCATION: Ontario County (In Rochester MSA). E&P Map C-3. Industrial, agricultural & education center. On U.S. Hwys. 5 & 20; State Hwy. 14.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Onondaga Coach; Elmira; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,133; E&P 87 Est. 14,911

Cortland Standard.
The Only Daily Newspaper in Cortland County
Combined with the Weekly
CONSUMER-NEWS
Gives the best hh. coverage at comb. "savings" rate.
Serving growing Cortland industrial, educational & agricultural area. Located on Interstate 81.
Represented by Landon Associates

CZ-ABC: (80) 15,133
RTZ-ABC: (80) 112,488
County 80 Cen. 88,909; E&P 87 Est. 96,685
MSA 80 Cen. 971,879; E&P 87 Est. 970,854
City & RTZ-ABC: (80) 127,621
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,400; E&P 87 Est. 4,938
CZ-ABC: (80) 5,241
RTZ-ABC: (80) 38,880
County 80 Cen. 30,307; E&P 87 Est. 34,075
MSA 80 Cen. 342,101; E&P 87 Est. 354,046
City & RTZ-ABC: (80) 44,121

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$125,000,000
Commercial	2	$99,348,000

6 - PASSENGER AUTOS: County 48,715

7 - ELECTRIC METERS: Residence 4,555

8 - GAS METERS: Residence 3,998

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Prods. 250 ($180); Printing & Pub. 100 ($275); Primary Metal 130 ($200); Fab. Metal 100 ($250); Mach. 850 ($250); Electronics 100 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 27-94; Summer 36-99; Fall -2-84; Winter -11-59. First killing frost, Oct. 22; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-1 block on Main St.; 4 on Seneca; 4 on Exchange; 2 on Linden.

Nearby Shopping Certers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pyramid Mall(14)	2	K mart, Carl's, Tops
Town & Country Plaza(19)	1	Sears, Bells, Tops, McCurdy
Ames Plaza(2)	4	

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Store-McCurdy.
Variety Store-Woolworth.
Discount Stores-CVS; Present, Inc.; K mart; Ames.
Chain Drug Stores-Fays; Carl's Drug; CVS.
Chain Supermarkets-Red & White 6; IGA 3; Bells; Grand Union; P&C 7; Foodland; Super Duper 2; Tops 2; Wegman's 2.
Other Chain Stores-JCPenney; Kinney; Fannie Farmer; Sears (catalog).

14 - NEWSPAPERS: FINGER LAKES TIMES (e) 19,534; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: K.F. Bauer, Adv. Mgr., FINGER LAKES TIMES, 218 Genessee St., Geneva, NY 14456; Tel. (315) 789-3333.
National Representative: None.

GLENS FALLS

1 - LOCATION: Warren County (MSA), E&P Map F-3. 50 mi. N of Albany on Route 9, halfway between NYC and Montreal. Manufacturing, agricultural, and resort area.

2 - TRANSPORTATION: **Railroads**-D&H.
Motor Freight Carriers-18.
Intercity Bus Lines-Adirondack Trailways; Greyhound; Vermont Transit.

3 - POPULATION:
Corp. City 80 Cen. 15,897; E&P 87 Est. 16,276
CZ-ABC: (80) 30,591
RTZ-ABC: (80) 124,288
County 80 Cen. 54,854; E&P 87 Est. 57,515
MSA 80 Cen. 109,649; E&P 87 Est. 116,039
City & RTZ-ABC: (80) 154,879

4 - HOUSEHOLDS:
City 80 Cen. 6,069; E&P 87 Est. 4,971
CZ-ABC: (80) 11,336
RTZ-ABC: (80) 41,146
County 80 Cen. 19,420; E&P 87 Est. 21,098
MSA 80 Cen. 37,307; E&P 87 Est. 40,786
City & RTZ-ABC: (80) 52,482

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings	4	N.A.

6 - PASSENGER AUTOS: County 31,625

7 - ELECTRIC METERS: Residence 52,864

8 - GAS METERS: Residence 14,680

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prods. 2,200 ($400); Shirts, Dresses 650 ($185); Elect. Prods. 1,725 ($325); Mach. 500 ($200); Ins. 1,200 ($165); Color Pigments 1,080 ($250); Cement 140 ($200); Gloves 75 ($150); Textiles 540 ($125); Surg. Inst. 600 ($210); Print & Pub. N.A. ($325).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 60-90; Fall 25-66; Winter -50-50. First killing frost, Oct. 1; last killing frost, May 5.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Glen St.; 1 on Ridge St.; 1 on Warren St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Aviation Mall(80)	NA	JCPenney, Sears, Caldor
Northway(34)	2	Howland
Midtown(10)	1	Joy, Barbers
Zayre(5)	3	Zayre
Northgate(10)	1	Radio Shack
Glen Square(5)	1	Grand Union
Pyramid Mall(70)	NA	Mont. Ward
Queensbury Plaza(18)	1	Shop-Rite, Rite Aid

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Thur.; Shopping Ctrs. and Discount-Mon. through Sat.; Sun noon-5 p.m.

13 - RETAIL OUTLETS: Department Stores-Steinbach; Sears; Joy; Pearl's; JCPenney; Magram's; Caldor.
Discount Stores-Joy; Zayre.
Variety Stores-Woolworth.
Chain Drug Stores-Rite Aid; CVS; Fay's.
Chain Supermarkets-Grand Union 6; Price Chopper 3; Shop-Rite.
Other Chain Stores-Endicott Johnson; Thom McAn; Kinney; Triangle; Fanny Farmer; Women's Clothing: Erlanger's, Honigsbaum's, Magram's, Barbara Moss, Argersinger's.

14 - NEWSPAPERS: POST-STAR (m) 35,193; Mar. 31, 1987 ABC.
NOTE: As of Apr. 5, 1987 the Post-Star started a Sunday edition. Publisher guarantees circulation of 35,461.
Local Contact for Advertising and Merchandising Data: M. Vern Hellijas, Adv. Mgr., POST-STAR, Lawrence & Cooper Sts., Glens Falls, NY 12801; Tel. (518) 792-3131.
National Representative: Landon Associates.

GLOVERSVILLE-JOHNSTOWN

1 - LOCATION: Fulton County, E&P Map E-3, County Seat. Central New York. 43 mi. W of Albany; 42 mi. E of Utica; 4 mi. N of Barge Canal. On State Hwys. 29, 30A; 5 mi. N of exit 28, N.Y.S. Thruway.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 27,196; E&P 87 Est. 26,654
Gloversville 80 Cen. 17,836; E&P 87 Est. 17,238
Johnstown 80 Cen. 9,360; E&P 87 Est. 9,416
CZ-ABC: (80) 34,739
RTZ-ABC: (80) 47,918
County 80 Cen. 55,153; E&P 87 Est. 56,314
City & RTZ-ABC: (80) 82,657

4 - HOUSEHOLDS:
Cities 80 Cen. 12,982; E&P 87 Est. 9,430
Gloversville 80 Cen. 7,176; E&P 87 Est. 6,194
Johnstown 80 Cen. 5,806; E&P 87 Est. 3,236
CZ-ABC: (80) 13,420
RTZ-ABC: (80) 16,465
County 80 Cen. 20,259; E&P 87 Est. 21,469
City & RTZ-ABC: (80) 29,885

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	N.A.
Commercial	10	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 28,064

7 - ELECTRIC METERS: Residence 29,237

8 - GAS METERS: Residence 11,191

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tanneries 1,200; Gloves 510; Shoes 206; Phono. Records 236; Machine Shops 499; Awnings/Boats/Supplies 270; Knit/Fabric 500; Toys/Electronics 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 60-96; Fall 45-65; Winter 5-45. First killing frost, Oct. 10; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, very soft; Gloversville-fluoridated; Johnstown-not fluoridated.

12 - RETAILING: Principal Shopping Districts-Gloversville: 6 blocks on Main St., 2 on Bleecker St., 2 on W. Fulton St.; Johnstown: 5 blocks on Main St., 2 on Market St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Arterial Plz.(10)	3	Zayre, CVS, P&C
Nichol's Plaza(3)	3	Nichol's
Pyramid Mall(20)	2	Jamesway, Price Chopper, Fay's Drug, Radio Shack
Amsterdam Mall(35)	12	Carl's, CVS, Present Co.
K mart Plz.(12)	11	K mart, Great American

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Fri. Shopping centers 6 nights.

13 - RETAIL OUTLETS: Department Stores-Argersinger; Gould's; Carl's.
Chain Drug Stores-Rite Aid 2; CVS 2; Fay 2; Carl's.
Discount Stores-Nichol's; Jamesway; Zayre.
Variety Stores-Woolworth.
Chain Supermarkets-Grand Union 2; P&C 2; Price Chopper 2; Great American.
Other Chain Stores-Picway Shoes 2; Radio Shack; Grossman's; Agway; Stylish Women; Singer; Woodbury Lumber; Monro Muffler; Midas; Fashion Bug.

14 - NEWSPAPERS: LEADER-HERALD (e) 13,488; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence V. Hadley, Adv. Dir., LEADER-HERALD, 8-10 E. Fulton, Gloversville, NY 12078; Tel. (518) 725-8616.
National Representative: Landon Associates.

HERKIMER-ILION

1 - LOCATION: Herkimer County (In Utica-Rome MSA). E&P Map E-3, County Seat. Midway between NY and Buffalo on State Hwys. 5, 5S, 28; NYS Thruway (Interchange 30) and NY State Barge Canal.

2 - TRANSPORTATION: **Motor Freight Carriers**-16.
Intercity Bus Lines-Central New York; Greyhound; Trailways to Mohawk.
Airlines-USAir; Empire.

3 - POPULATION:
Corp. Cities 80 Cen. 17,573; E&P 87 Est. 18,773
Herkimer 80 Cen. 8,383; E&P 87 Est. 8,360
Ilion 80 Cen. 9,190; E&P 87 Est. 10,413
CZ-ABC: (80) 20,789
RTZ-ABC: (80) 45,925
County 80 Cen. 66,714; E&P 87 Est. 68,642
MSA 80 Cen. 320,180; E&P 87 Est. 315,053
City & RTZ-ABC: (80) 66,714

4 - HOUSEHOLDS:
Cities 80 Cen. 6,553; E&P 87 Est. 6,332
Herkimer 80 Cen. 3,232; E&P 87 Est. 2,901
Ilion 80 Cen. 3,321; E&P 87 Est. 3,431
CZ-ABC: (80) 7,761
RTZ-ABC: (80) 15,921
County 80 Cen. 23,682; E&P 87 Est. 25,325
MSA 80 Cen. 111,682; E&P 87 Est. 113,686
City & RTZ-ABC: (80) 23,682

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	13	$195,000,000
Savings & Loan	3	$21,500,000

6 - PASSENGER AUTOS: County 33,330

7 - ELECTRIC METERS: Residence CZ 8,739

8 - GAS METERS: Residence CZ 6,265

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Apparel 58[illegible]; Mach. 5,084; Textile 284; Metal Fab. 1,597; Furn. & Fixtures 1,112; Computer Components 2,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-66; Summer 55-92; Winter -15-40. First killing frost, Oct. 10; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Districts-Herkimer: 4 blocks on Main St., 3 on Mohawk St., 3 on Albany St., 1 on Park Ave., 1 on Prospect St., 3 on Smith St.; Ilion: 5 on Main St., 2 on Otsego St., 2 on Central Ave., 1 on Morgan St., 2 on First St., 1 on State St.; Mohawk: 2 on Main St., 1 on S. Otsego St.; Frankfort: 4 on Main St., 2 on Litchfield St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Herkimer(9)	NA	
Central Plz.(34)	NA	Fays
Little Falls(6)	NA	CPenney

13 - RETAIL OUTLETS: Discount Stores-Nichol's; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Gallinger; Lennox Bros.; Daw Rite-Aid; Nichols; Burns; Fay's; Wardle's Plz.; Carl's.
Chain Supermarkets-Chicago Mkts.; P&C; Victory 2; Herkimer Chief; Aiello's; Big M 2.
Other Chain Stores-National Auto; Losurdo's Mutual Distributors.

14 - NEWSPAPERS: TELEGRAM (e) 7,182; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Frank R. Lockwood, Pub., TELEGRAM, 111-113 Green St., Herkimer, NY 13350; Tel. (315) 866-2220.
National Representative: Thomson Newspapers.

HORNELL

1 - LOCATION: Steuben County, E&P Map C-4. Industrial Center 90 mi. SE of Buffalo; 65 mi. S of Rochester; 65 mi. NW of Elmira. On State Rts. 70, 21, 36.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound; Genesee Valley; Short Line.

3 - POPULATION:
Corp. City 80 Cen. 10,234; E&P 87 Est. 9,078
County 80 Cen. 99,135; E&P 87 Est. 93,429
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,861; E&P 87 Est. 3,328
County 80 Cen. 35,121; E&P 87 Est. 34,157

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$600,000,000
Savings & Loan	2	$31,300,000

6 - PASSENGER AUTOS: County 49,474

7 - ELECTRIC METERS: Residence 4,206

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 400 ($275); Textiles 400; Mach. 275 ($175); Ret. 1,500 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-85; Fall 45-75; Winter -10-50. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks downtown-Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plz.(6)	NA	K mart
Nichols Plz.(7)	NA	S.E. Nichols
Rt. 21 Plz.(3)	NA	Food Barn

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Tuttle & Rockwell; JCPenney; Sears.
Variety Stores-Woolworth; Servi-Star.
Discount Stores-K mart; S.E. Nichols.
Chain Drug Stores-Brooks; Fay's; Rexall, Rite Aid.
Chain Supermarkets-Super Duper; Acme; Wegman's; Food Barn; Big M.
Other Chain Stores-Singer; Goodyear; Mary Carter Paint; Harold's Army & Navy; Monro Muffler/Brake.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 7,979; (S) 11,834; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Lori Blackwell, Natl. Adv. Mgr., TRIBUNE, 85 Canisteo St., Hornell, NY 14843; Tel. (607) 324-1425.
National Representative: Landon Associates.

HUDSON

1 - LOCATION: Columbia County, E&P Map I-4, County Seat. Industrial and residential center. On E bank of Hudson River, 28 mi. S of Albany; 115 mi. N of New York. On Routes 9, 23, 66, 9G.

2 - TRANSPORTATION: **Railroads**-Conrail; B.&A.; Amtrak.
Intercity Bus Lines-Greyhound.
Airlines-Columbia County Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,986; E&P 87 Est. 8,263
CZ-ABC: (80) 12,015
RTZ-ABC: (80) 47,472
County 80 Cen. 59,487; E&P 87 Est. 63,553
City & RTZ-ABC: (80) 59,487

4 - HOUSEHOLDS:
City 80 Cen. 3,163; E&P 87 Est. 3,071
CZ-ABC: (80) 4,703
RTZ-ABC: (80) 16,622
County 80 Cen. 21,325; E&P 87 Est. 23,683
City & RTZ-ABC: (80) 21,325

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	6	$269,959,000

6 - PASSENGER AUTOS: County 36,574

7 - ELECTRIC METERS: Residence 9,651

8 - GAS METERS: Residence 3,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. (Durable and non-durable goods) 1,131 ($363); Agric. 1,872 ($303); Gov't Employees 455 ($353).

10 - CLIMATE: Temperate, large variations.

11 - TAP WATER: City Zone: Neutral, soft; surrounding area; very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fairview Plaza	1	Ames
Jamesway Plz.	2	Jamesway
Hudson Valley Mall	25	Hess's, K mart, JCPenney

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Variety Stores**-J.J. Newberry.
Discount Stores-Jamesway; Ames.
Chain Supermarkets-Shop-Rite; Price Chopper.
Other Chain Stores-Endicott-Johnson; CVS; Radio Shack; Fays; Grossman's.

14 - NEWSPAPERS: REGISTER-STAR (e-mon to fri) 14,862; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: J. Thomas Martin, Adv. Dir., REGISTER-STAR, 364 Warren St., Hudson, NY 12534; Tel. (518) 828-4355.
National Representative: Landon Associates.

ITHACA

1 - LOCATION: Tompkins County, E&P Map D-4, County Seat. S central part of western state. On State Hwys. 13, 34, 79, 89, 96. Eastern & Southern gateway to the Finger Lakes Region. 240 mi. NW of N.Y.C.; 150 mi. E of Buffalo; 55 mi. SW of Syracuse; 35 mi. NE of Elmira; 30 mi. N of Pennsylvania border. Education; dairy; some fruit and mfg. Home of various agric. enterprises.

2 - TRANSPORTATION: **Railroads**-Lehigh Valley (freight).
Intercity Bus Lines-Interstate; Greyhound.
Airlines-USAir; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 28,732; E&P 87 Est. 28,035
CZ-ABC: (80) 44,754
RTZ-ABC: (80) 42,331
County 80 Cen. 87,085; E&P 87 Est. 91,574
City & RTZ-ABC: (80) 87,085
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,105; E&P 87 Est. 9,080
CZ-ABC: (80) 14,105
RTZ-ABC: (80) 15,443
County 80 Cen. 29,548; E&P 87 Est. 31,933
City & RTZ-ABC: (80) 29,548

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$138,000,000
Savings	1	$102,000,000
Savings & Loan	1	$31,000,000

6 - PASSENGER AUTOS: County 41,615

7 - ELECTRIC METERS: Residence 32,336

8 - GAS METERS: Residence 11,063

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mach. Shop Mfg. 2,850; Textiles 150; Tooling 175; Cornell Univ. 10,000; Ithaca College 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-94; Summer 32-98; Fall 4-82; Winter 2-66. First killing frost, Oct. 9; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on State St., 1 on Green St., 1/2 on Seneca St. (these 3 parallel); 3 on Aurora St., 3 on Tioga St., 3 on Cayuga St. (these 3 crossing).
Neighborhood Shopping Centers-Triphammer, NE; The Plz. to SE College Town (2 blocks on College Ave., 1 on Dryden Rd., 1 on Eddy Cayuga Mall, NE on College Ave., 1 on Dryden Rd., 1 on Eddy St., near Cornell. Univ.); Community Corners, about 3 mi. NE, beyond vlg. of Cayuga Heights; Pyramid Mall NE.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Corners Community(20)	NA	IGA
East Hill(12)	NA	Rite Aid, P&C
Ithaca Plz.(13)	NA	Grand Union
Triphammer(15)	NA	A&P, Sears, Jamesway
Cayuga Mall(8)	NA	Grand Union, Zayre
Pyramid Mall(80)	NA	JCPenney, Howlands, J.W. Rhodes, Hill's, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Thur.; Malls-every night except Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Woolworth; Hills; J.W. Rhodes; Steinbach; Montgomery Ward; Iszard's.
Discount Stores-Jamesway; Clinton; Rite Aid; Down Town; Fay's; K mart.
Chain Drug Stores-The Hills; Rite Aid.
Chain Supermarkets-A&P; Grand Union; P&C 2; Great American; Tops; Payless.
Other Chain Stores-Fanny Farmer; Outdoor; Triangle; Singer Co.; Firestone; Goodyear; Thom McAn; Sears (catalog); Sherwin-Williams; Mary Carter Paints.

14 - NEWSPAPERS: JOURNAL (e) 19,815; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gary Bucciero, Adv. Dir., JOURNAL, 123 W. State St., Ithaca, NY 14850; Tel. (607) 272-2321.
National Representative: Gannett National Newspaper Sales.

JAMESTOWN

1 - LOCATION: Chautauqua County, E&P Map B-4. Wholesale shipping & manufacturing center 70 mi. from Buffalo; 60 mi. from Erie; 150 mi. from Pittsburgh; 140 mi. from Rochester.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Blue Bird; D&F Transit.
Airlines-USAir; Commuter.

3 - POPULATION:
Corp. City 80 Cen. 35,775; E&P 87 Est. 28,886
CZ-ABC: (80) 46,579
RTZ-ABC: (80) 96,345
County 80 Cen. 146,925; E&P 87 Est. 139,192
City & RTZ-ABC: (80) 142,924

4 - HOUSEHOLDS:
City 80 Cen. 14,194; E&P 87 Est. 11,496
CZ-ABC: (80) 18,391
RTZ-ABC: (80) 33,316
County 80 Cen. 52,817; E&P 87 Est. 51,762
City & RTZ-ABC: (80) 51,707

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 70,934

7 - ELECTRIC METERS: City Residence 19,907

8 - GAS METERS: Jamestown Area Residence 27,570

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mach. Shop Mfg. 2,850; Woodworking 3,500; Tooling 175.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-44; Summer 54-91; Fall 51-74; Winter 5-36. First killing frost, Sept. 27; last killing frost, May 20.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Third St., 2 on Main St.; 3 on Second St.; 4 on Fourth St.; 2 in Brooklyn Sq.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
South Side Plz.	2	Eckerd, Quality Mkt., Brand Names
Fairmont Plz.	3	Shopper's Choice
Big N Plz.(8)	2	Ames, Big N,
Super Duper Plz.	5	Super Duper, Jamesway
Zayre Plz.(7)	4	Zayre, Revco, Valu Home Ctr., Gray Drugs
Quality Markets	1	Faye's Drug
Chautauqua Mall(59)	4	Sears, Gray Drugs, Woolworth, Firestone
Fluvanna Plz.	1	Super Duper, Revco

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Drugs; Supermkts. & mall stores; Discount Stores. Downtown-Fri. eve.

13 - RETAIL OUTLETS: **Department Stores**-Carnahan's; Bigelow's; Sears.
Discount Stores-Jamesway; Shopper's Choice; Zayre; Ames; Hills; Brand Name Sales; Big N.
Variety Stores-Woolworth.
Chain Drug Stores-Eckerd 2; Rite Aid; Gray 2; Revco 2; Fay's.
Chain Supermarkets-Bells 2; Super Duper 2; Quality Markets 5.
Other Chain Stores-Thom McAn; Triangle; Richman Bros.; Fashion Factory; Fanny Farmer; Betty Dixon; Radio Shack; Fashion Bug.

14 - NEWSPAPERS: POST-JOURNAL (e) 28,492; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ron Schultz, Adv. Dir., POST-JOURNAL, PO Box 190, Jamestown, NY 14702; Tel. (716) 487-1111.
National Representative: Landon Associates.

KINGSTON

1 - LOCATION: Ulster County, E&P Map F-5, County Seat. Mfg., agriculture, dairy and resort area. On W bank of Hudson River, 83 mi. N of NYC; 54 mi. S of Albany. At Gate 19 on NY Thruway; U.S. Hwy. 9W; State Hwys. 28, 32, 213, 209.

2 - TRANSPORTATION: **Motor Freight Carriers**-6.
Intercity Bus Lines-Mountain View; Adirondack Pine Hill; Eagle; Adirondack Trailway; Acker; Arrow.

3 - POPULATION:
Corp. City 80 Cen. 24,481; E&P 87 Est. 25,014
County 80 Cen. 158,158; E&P 87 Est. 169,777

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,791; E&P 87 Est. 9,047
County 80 Cen. 55,862; E&P 87 Est. 62,124

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$615,576,548
Savings & Loan	2	$212,068,267
Commercial	3	$472,355,185

6 - PASSENGER AUTOS: County 101,040

7 - ELECTRIC METERS: Residence 68,524

8 - GAS METERS: Residence 10,718

9 - PRINCIPAL INDUSTRIES: Computer Equip.; Farm Prods.; Wineries; Apple Orchards; Knit Goods; Apparel; Shirts; Electronics; Cooling Equip.
Principal Pay Days-Mon., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-93; Summer 46-98; Fall 32-82; Winter 5-58. First killing frost, Oct. 18; last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Wall St.; 2 on Fair St.; 2 on John St. & 4 on N. Front St.; Kingston Shopping Center adjacent to uptown business section.
Neighborhood Shopping Centers-Central Shopping Center 10 blocks on Bdwy.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hudson Valley Mall(35)	2	Hess's, K mart, JCPenney
Ulster Plaza(12)	1	Woolworth
Simmons Plaza(8)	9	
New Paltz Plz.(26)		Great American, Rite Aid
Caldor	1	Waldbaums
Kings Mall	1	Marshalls
Kingston Plaza(29)	NA	Sears, Britt's

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-All Fri., many Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Sears; Britt's; Hess's.
Variety Store-Woolworth.
Discount Stores-Shop-Rite; Caldor; Kings Mart; K mart.
Chain Drug Stores-Walgreens; CVS; Fay's; Rite Aid.
Chain Supermarkets-Grand Union; Waldbaums; Weis Markets; Shop-Rite.
Other Chain Stores-National; Nugent's; Standard Furn.; Firestone; Singer Co.; Consumer Distributors; Grossmans; Flah's; Crane's; Pittsburgh Plate Glass.

14 - NEWSPAPERS: FREEMAN (m-mon to fri) 22,056; (S) 29,195; Mar. 31, 1987 CAC.
Local Contact for Advertising and Merchandising Data: John M. Grekiek, Mktg. Mgr., FREEMAN, 79-97 Hurley Ave., Kingston, NY 12401; Tel. (914) 331-5000.
National Representative: Landon Associates.

LITTLE FALLS

1 - LOCATION: Herkimer County (In Utica-Rome MSA), E&P Map E-3. 22 mi. E of Utica. On Hwys. 5, 5S, 167, 169, 170. 2 mi. to New York Thruway.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-21.
Intercity Bus Lines-N.Y. Central Coach; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,156; E&P 87 Est. 5,938
MSA 80 Cen. 320,180; E&P 87 Est. 315,053
County 80 Cen. 66,714; E&P 87 Est. 68,642

4 - HOUSEHOLDS:
City 80 Cen. 3,048; E&P 87 Est. 2,264
County 80 Cen. 23,682; E&P 87 Est. 25,325
MSA 80 Cen. 111,682; E&P 87 Est. 113,686

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$87,000,000

6 - PASSENGER AUTOS: County 33,330

7 - ELECTRIC METERS: Residence 5,750

8 - GAS METERS: Residence 10,686

9 - PRINCIPAL INDUSTRIES: Dairy Equip.; Salada Foods; Shoes; Paper; Knit Goods; Plastic Backing; Leather Finishing; Ladies Dresses; Bookcases; Computer Hdwe.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: First killing frost, Oct. 6; last killing frost, May 9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St.; 2 on Ann St.; 2 on 2nd St.; 2 on Albany St.; 2 on John St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Albany St. Plaza(6)	NA	JCPenney, Great American
Shoppers Sq.(20)	NA	P&C, McCrory

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Wonder; Boston Store; McCrory.
Variety Stores-Lovenheim's; Park Row; Daffy.
Chain Supermarkets-P&C; Great American.
Other Chain Stores-Sears; Genuine Auto.

14 - NEWSPAPERS: TIMES (e) 6,450; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Donald A. Paparella, Pub. or Carson Hotaling, Adv. Mgr., TIMES, 347 S. Second St., Little Falls, NY 13365; Tel. (315) 823-3680.
National Representative: Landon Associates.

LOCKPORT

1 - LOCATION: Niagara County (In Niagara Falls PMSA). E&P Map B-3, County Seat. 26 mi. N of Buffalo 20 mi. E of Niagara Falls. Shipping center for fruit & vegetable growing area. On N.Y. State Barge Canal; State Hwys. 31, 78, 93, 263.

2 - TRANSPORTATION: **Railroads**-Erie-Lackawanna; Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Metro Bus.

3 - POPULATION:
Corp. City 80 Cen. 24,844; E&P 87 Est. 23,088
CZ-ABC: (80) 24,844
RTZ-ABC: (80) 51,718
PMSA/County 80 Cen. 227,101; E&P 87 Est. 205,114
City & RTZ-ABC: (80) 76,562
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,769; E&P 87 Est. 9,193
CZ-ABC: (80) 9,635
RTZ-ABC: (80) 16,568
PMSA/County 80 Cen. 80,156; E&P 87 Est. 75,203
City & RTZ-ABC: (80) 26,203

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$92,126,108
Savings & Loan	1	$12,500,000
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 120,241

7 - ELECTRIC METERS: Residence 10,241

8 - GAS METERS: Residence City & Town 8,480

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive 8,900

($320); Steel 1,000 ($300); Plastics 400 ($175); Wallboard 390 ($175); Chem. 100 ($160); Food Proc. 200.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-55; Summer 57-79; Fall 40-59; Winter 20-39. First killing frost, Oct. 15; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-14 blocks on East Ave. and Main St., centered on Cottage, Pine, Locust, Market Sts.
Neighborhood Shopping Centers-S. side of city; 17 stores served by free parking area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lockport Plz.(17)	1	Valu
Lockport Mall(33)	1	Hills, Mont. Ward, AM&A
Transit Rd. Plz.(4)	1	K mart, Bell's
Transit Plaza(4)	1	Ames, Tops
Zayre Plaza	NA	Zayre, Fay's, Pickway Shoes

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All.

13 - RETAIL OUTLETS: **Department Stores**-AM&A's; Montgomery Ward; Sample; Hills.
Discount Stores-Bell's Family Center; Ames; Quartet Sales; Valu Discount; KML; K mart; Zayre.
Chain Drug Stores-Brooks; Singer's; Peterson; Rite Aid; CVS, Fay's 2.
Chain Supermarkets-Super Duper; IGA 2; Tops 2.
Other Chain Stores-Endicott-Johnson; S.B. Thing; Singer Co.; Mary Carter; Morse Shoe; Kinney Shoes; Waldenbooks; Foxmoor; Jo Ann Fabrics; Stuart's Books; Kaybee Toys; Radio Shack; Brand Names, Pickway Shoes.

14 - NEWSPAPERS: UNION-SUN & JOURNAL (e) 18,294; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: M. Caswell, Adv. Dir., UNION-SUN & JOURNAL, 459-491 S. Transit, Lockport, NY 14094; Tel. (716) 439-9222.
National Representative: Landon Associates.

LONG ISLAND

1 - LOCATION: Nassau & Suffolk Counties. E&P Map F-6, G-5, G-6. Long Island consists of four counties: Kings & Queens which are a part of NYC, Nassau and Suffolk which lie E of the New York City boundary line are a Metropolitan center, a Primary Metropolitan Statistical Area, adjacent to but not part of NYC. At this time, approximately 78 percent of its labor force works & lives within the two counties.

2 - TRANSPORTATION: **Railroads**-LIRR.
Motor Freight Carriers-100.
Intercity Bus Lines-Metropolitan Suburban Bus Authority.
Water Freight Carriers-26.
Airlines-All major Natl. and Intl. Airlines from Kennedy and La Guardia Airports. In Suffolk County: MacArthur Airport in Islip, Republic Airport in Farmingdale, and the Suffolk County Airport near Riverhead are experiencing increased usage by major airlines.

3 - POPULATION:
Corp. Counties/PMSA 80 Cen. 2,605,813; E&P 87 Est. 2,637,718
Nassau 80 Cen. 1,321,582; E&P 87 Est. 1,305,908
Suffolk 80 Cen. 1,284,231; E&P 87 Est. 1,331,810
CZ-ABC: (80) 2,506,949
RTZ-ABC: (80) 98,864
City & RTZ-ABC: (80) 2,605,813
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Counties/PMSA 80 Cen. 809,120; E&P 87 Est. 848,449
Nassau 80 Cen. 423,401; E&P 87 Est. 433,798
Suffolk 80 Cen. 385,719; E&P 87 Est. 414,651
CZ-ABC: (80) 770,721
RTZ-ABC: (80) 38,399
City & RTZ-ABC: (80) 809,120

5 - BANKS	**NUMBER**	**DEPOSITS**
Banking Offices (Main Offices and Branches)		
Commercial	Nassau 277	Suffolk 280
Savings	Nassau 100	Suffolk 62
Savings & Loan	Nassau 92	Suffolk 78
Totals	Nassau 469	Suffolk 420

Deposits in Mutual Savings Bank, Savings & Loan Associations & Commercial Banks in Nassau and Suffolk Counties; Total Est. $322 Billion.
Source: L.I. Research Bureau.

6 - PASSENGER AUTOS: Counties: Nassau 960,818; Suffolk 926,530.

7 - ELECTRIC METERS: Nassau & Suffolk Counties 915,124; Residential 825,740; Commercial & Industrial 85,016; All other 4,368.

8 - GAS METERS: Nassau & Suffolk Counties 397,621; Residential 365,902; Commercial & Industrial 31,719.

9 - PRINCIPAL INDUSTRIES: **Nassau/Suffolk**-Total Non-Agric. employed 1,015,000. In Mfg., 171,000; Larger plants manufacture Cosmetics, Drugs, Bakery Goods, Aircraft, Aerospace Equip. Airplanes & Elect. Motors. Non-Mfg., 843,000.
NOTE: There are 37 Industrial Parks totaling about 2,391 acres in Nassau County; 86 Industrial Parks totaling about 4,966 acres in Suffolk County.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-81; Summer 59-98; Fall 33-64; Winter 26-45. First killing frost, Oct. 28; last killing frost, Apr. 21.

11 - TAP WATER: Varied water source both neutral & alkaline; hard & soft.

12 - RETAILING: **Retail Estab.**-NASSAU COUNTY-Total 18,091. Bldg. Materials & Hdwe. 449; General Mdse. 205; Food Stores 1,707; Automotive Dealers 547; Gasoline Service Stations 1,025; Apparel and Accessory Stores 1,209; Furn., Home Furnishings & Equip. Stores 816; Drug & Propriety Stores 347; Misc. Other Stores 3,126; Hotels, Motels, Camps 84; Personal Servs. (Laundry, Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Funeral Directors, etc.) 2,771; Auto Repairing 1,085; Motion Picture Theatres 121; Other Amusements 1,342; Misc. Repair Servs. 974.
SUFFOLK COUNTY-Total 14,170; Building Materials & Hdwe. 465; Gen. Merchandising 205; Food Stores 1,400; Automotive Dealers 595; Gasoline Service Stations 826; Apparel & Accessory Stores 709; Furn., Home Furnishings & Equip. Stores 609; Drug Stores 250; Misc. Other Stores 2,520; Hotels, Motels, Camps 206; Personal Servs. (Laundry, Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Shoe Shine Parlors, Funeral Directors, etc.) 1,797; Auto Repairing 933; Motion Picture Theatres 64; Other Amusements 815; Miscellaneous Repair Service 873.
Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Department Stores: One to six nights a week. Food: six nights. Many Shopping Ctrs. every evening except Sun.

Nearby Shopping Centers
Principal Stores 75,000 Sq. Ft. or more
NASSAU COUNTY
Manhasset-Abraham & Straus; B. Altman; Bloomingdale's; Lord & Taylor; Filene's.
Garden City-Abraham & Straus; Bloomingdale's; Lord & Taylor; Saks 5th Ave.
Green Acres-Alexander's; JCPenney; Sterns.
Roosevelt Field-Alexander's; Fortunoff's; Macy's; Steinbach's; Marshall's; JCPenney.
Mid Island Plz.-Sterns; Sears.
Nassau Mall-Rickels; Filene's; Pergament; TSS.
Sunrise Mall-Sterns; Macy's; JCPenney; Abraham & Straus; Sears.
SUFFOLK COUNTY
Gardiner Manor Mall-Sterns; Sears.
Walt Whitman-Abraham & Straus; Macy's; Filene's.
Big H/Huntington-Lord & Taylor; Marshall's.
Great South Bay-JCPenney; TSS.
South Shore Mall-Macy's; JCPenney.
Commack/East Northport-Modell's; Sears; Sterns.
Smith Haven Mall-Abraham & Straus; Macy's; Sears; Marshall's; Rickels.

13 - RETAIL OUTLETS: **Department Stores**-Abraham & Straus 6; Alexander's 2; Bloomingdale's 2; Sterns 7; Macy's 5; JCPenney 6; Sears 9; Filene's 3; B. Altman; Saks 5th Ave.; Bonwit Teller; Steinbach's.
Discount Stores-Pergament 23; Rickels 6; TSS 8; Modell's 6; Marshall's 7; Channel Home Ctr. 8; Caldor 4.
Chain Drug Stores-Courtesy 3; Genovese 28; Nescott-Whelan 13; Rite Aid 8; Rexall 5; SuperRx 5; CVS 6.
Chain Supermarkets-A&P 24; Associated Food 10; C-Town 9; Dan's Supreme 3; Finast 5; Food Town 20; Gouz 2; Grand Union 19; IGA 16; Gristede's 8; Key Food 19; King Kullen 46; Met Foods; Pathmark 26; ShopRite 5; Shopwell; Value Plus; Waldbaums 46. Total 250.
Other Chain Stores-Newmark & Lewis; Lerner's; Kinney; Miles; National; Father & Son; A.S. Beck; Thom McAn; Strauss; Lynn's; Ripley; Loft's; Wurlitzer; Firestone; Friendly Frost; Plesser's; Singer Co.; Lafayette; P.C. Richards; Sherwin-Williams; Flagg Bros.; Castro; Bond; Martin; Wallach's; Playworld; Fayva; Radio Shack; Toys-R-Us; Herman's; Child World; Jeffreys; Channel Home Centers; Levitz; Suburban Colonial Shoppes.

14 - NEWSPAPERS: NEWSDAY (e-mon to fri) 624,291; (e-sat) 572,385; (S) 680,618; Mar. 31, 1987 ABC; published in Melville, Suffolk County.
Local Contact for Advertising and Merchandising Data: Peter Deverall, Adv. Mgr., NEWSDAY, 235 Pinelawn Rd., Melville, NY 11747; Tel. (516) 454-2020.
National Representative: Million Market Newspapers/Times Mirror National Marketing.

MALONE

1 - LOCATION: Franklin County. E&P Map E-1. Shipping, light manufacturing and agriculture center. 55 mi. NW of Plattsburgh.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.
Intercity Bus Lines-Greyhound, Adirondack Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,668; E&P 87 Est. 7,557
County 80 Cen. 44,929; E&P 87 Est. 45,584

4 - HOUSEHOLDS:
City 80 Cen. 6,870; E&P 87 Est. 7,307
County 80 Cen. 15,127; E&P 87 Est. 16,030

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$350,000,000

6 - PASSENGER AUTOS: County 20,365

7 - ELECTRIC METERS: Residence 4,872

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shoes 325 ($245); Dresses 65 ($200); Industrial-recreational vehicle distributor 220 ($300).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 38-95; Fall 20-70; Winter -20-60. First killing frost, Sept. 30; last killing frost, May 26.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-16 blocks on 3 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Seaway Plz.(4)	1	Super Duper Mkt., Fay Drug
Ames Center(5)	1	Ames
Malone Plaza(7)	1	Great American, K mart

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-K mart; Empsall's.
Variety Stores-Newberry.
Discount Stores-Ames.
Chain Supermarkets-IGA; Super Duper; Great American; P&C.
Other Chain Stores-Radio Shack; Kinney; Grossman's; Fay.

14 - NEWSPAPERS: TELEGRAM (e) 5,960; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Joyce T. Tavernier, Pub., TELEGRAM, 136 E. Main St., Malone, NY 12953; Tel. (518) 483-4700.
National Representative: Landon Associates.

MAMARONECK

1 - LOCATION: Westchester County. (In New York PMSA). E&P Map F-6. Residential center; 4 mi. N of New Rochelle. On U.S. Hwy. 1 and State Hwy. 127. New England Thruway.

2 - TRANSPORTATION: **Railroads**-Amtrak; Metro North.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 17,616; E&P 87 Est. 16,646
NDM-ABC: (80) 37,397
County 80 Cen. 866,599; E&P 87 Est. 845,042
PMSA 80 Cen. 8,274,352; E&P 87 Est. 8,131,187
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,386; E&P 87 Est. 6,156
NDM-ABC: (80) 13,312
County 80 Cen. 307,450; E&P 87 Est. 309,932
PMSA 80 Cen. 3,197,944; E&P 87 Est. 3,260,296

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	17	$7,330,923,000
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000

6 - PASSENGER AUTOS: County 625,243

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Mamaroneck Ave., 3 on Boston Post Road, Mamaroneck; 1 on Post Rd.; 1 on Chatsworth Ave.; 1 on Larchmont Ave., 3 on Palmer Ave., Larchmont.
Principal Shopping Days-Thur. through Sun.

13 - RETAIL OUTLETS: **Discount Stores**-Home Fair.
Chain Supermarkets-A&P; Grand Union; Finast; Daitch Shopwell; Waldbaum's.
Other Chain Stores-Castro Convertible; Kinney Shoes.

14 - NEWSPAPERS: TIMES (e) 6,509; (S) 5,654; Mar. 28, 1987 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett National Newspaper Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett National Newspaper Sales.

MEDINA

1 - LOCATION: Orleans County (In Rochester MSA). E&P Map B-3. On the N.Y. State Barge Canal. On State Hwys. 31, 63; U.S. Hwy. 104; 41 mi. W of Rochester.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,392; E&P 87 Est. 7,049
MSA 80 Cen. 971,879; E&P 87 Est. 970,854
NDM-ABC: (80) 17,081
County 80 Cen. 38,496; E&P 87 Est. 40,258

4 - HOUSEHOLDS:
City 80 Cen. 2,404; E&P 87 Est. 2,528
County 80 Cen. 12,976; E&P 87 Est. 14,077
MSA 80 Cen. 342,101; E&P 87 Est. 354,046
NDM-ABC: (80) 5,888

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings & Loan	1	$7,630,558
Savings	1	N.A.

6 - PASSENGER AUTOS: County 19,885

7 - ELECTRIC METERS: Residence 22,225

8 - GAS METERS: Residence 1,508

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry 300 ($210); Tool and Die 120 ($200); Insecticides 400 ($156); Automotive 500 ($225); Toys 1,500 ($175); Specialties 200 ($140).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 55-95; Fall 40-75; Winter 0-65. First killing frost, Sept. 30; last killing frost, Apr. 1.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main and Center Sts.; Maple Ridge Plaza.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Crowley's; JCPenney; Ames.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Jay's; Rite Aid.
Chain Supermarkets-Super Duper; Bell's.
Other Chain Stores-Radio Shack; Valu Home Centers.

14 - NEWSPAPERS: JOURNAL-REGISTER (e-mon to fri) 5,086; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David Tiebor, Rtl. Adv. Mgr., JOURNAL-REGISTER, 409-13 Main St., Medina, NY 14103; Tel. (716) 798-1400.
National Representative: Landon Associates.

MIDDLETOWN

1 - LOCATION: Orange County (In Orange County PMSA). E&P Map E-5. Industrial center. 22 mi. from Newburgh; 60 mi. from N.Y.C. On State Hwys. 17 and 84.

2 - TRANSPORTATION: Railroads-Middletown & New Jersey (freight); Conrail; New York, Susquehanna & Western Railway; Metro-North Commuter - Port Jervis Line.
Motor Freight Carriers-6.
Intercity Bus Lines-Short Line.
Airlines-Served by Stewart Intl., Wortsburo & Orange County Airports.

3 - POPULATION:
Corp. City 80 Cen. 21,454; E&P 87 Est. 22,528
CZ-ABC: (80) 46,233
RTZ-ABC: (80) 299,667
County/PMSA 80 Cen. 259,603; E&P 87 Est. 284,079
City & RTZ-ABC: (80) 345,900

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,834; E&P 87 Est. 8,204
CZ-ABC: (80) 15,631
RTZ-ABC: (80) 98,360
County/PMSA 80 Cen. 84,251; E&P 87 Est. 95,820
City & RTZ-ABC: (80) 113,991

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$528,000,000
Savings & Loan	3	$202,419,259
Commercial	4	$127,257,000

6 - PASSENGER AUTOS: County 170,311

7 - ELECTRIC METERS: Residence 9,121

8 - GAS METERS: Residence 7,688

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 14,700; Constr. 3,900; Trans. 5,700; Whol./Retail 25,700; Fin./Ins. 4,000; Service 23,000; Gov't 23,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 45-95; Fall 35-70; Winter 20-50. First killing frost, Nov. 2; last killing frost, Mar. 11. Av. Annual Precip.-45.7 in.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on North St., 4 on E. and W. Main Sts., 1 on King St.; Rt. 211 & Rt. 17m.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lloyd's(9)	3	Lloyd's
Orange Plaza(87)	3	Sears, JCPenney, Woolworth, CVS
Shop-Rite(2)	3	Rickels, Shop-Rite
Jamesway Plz.(6)	NA	Jamesway, Great American
Zayre Plaza(16)	18	Shop-Rite, Zayre
Campbell Plz.(16)	1	Shop-Rite
Mid-Valley(14)	19	JCPenney
Caldor(6)	3	Caldor
Newburgh Mall(60)	16	Sears, Caldor
Apollo Mall(20)	NA	
Playtogs Plz.	1	Waldbaum's, Playtogs
Wallkill Plz.(25)	NA	Bradlees, Shop-Rite

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Stores on 211 & 17M open every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-Green's; Sears; Kassel Bros.; Lloyds; Sullivan's; JCPenney; Howlands; Flahs.
Variety Stores-Woolworth; Caldor 2.
Discount Stores-Playtogs; Lloyd's; North End Sales; Rickel's; Caldor 2; Bradlees; Ames; Jamesway; K mart 2; Zayre.
Chain Drug Stores-CVS; Rite Aid; Fay.
Chain Supermarkets-A&P; Great American 2; Weis Markets; Grand Union 7; IGA 4; Shop-Rite 8; Waldbaum's 2.
Other Chain Stores-Fanny Farmer; Barbara Moss; Hickory Farms; General Nutrition; Fabric Tree; Joyce Leslie; Florsheim; Thom McAn; Father & Son; Book & Record; Zale's; Record World; Firestone; Color Tile; Helen Gallagher; B. Dalton; Grossman's; Consumer Distrib.; Service Mdse.

14 - NEWSPAPERS: TIMES HERALD-RECORD(m) 81,432; SUNDAY RECORD (S) 94,062; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Daniel E. Witt, Adv. Dir., TIMES HERALD-RECORD, 40 Mulberry St., Middletown, NY 10940; Tel. (914) 343-2181.
National Representative: Branham/Newspaper Sales.

MOUNT VERNON

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. E of Yonkers on U.S. Hwy. 1; State Hwy. 22.

2 - TRANSPORTATION: **Railroads**-Metro North; Amtrak.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 66,713; E&P 87 Est. 64,467
NDM-ABC: (80) 106,615
County 80 Cen. 866,599; E&P 87 Est. 845,042
PMSA 80 Cen. 8,274,352; E&P 87 Est. 8,131,187
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 25,377; E&P 87 Est. 25,432
NDM-ABC: (80) 39,509
County 80 Cen. 307,450; E&P 87 Est. 309,932
PMSA 80 Cen. 3,197,944; E&P 87 Est. 3,260,296

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	17	$7,330,923,000
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000

6 - PASSENGER AUTOS: County 625,243

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Acid, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Gramatan Ave.; 3 blocks 4th Ave.
Shopping Centers-Eastchester Shopping Center at Vernon Hills; Pelham Manor.
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Bonwit Teller; Lord & Taylor; Caldor.
Variety Stores-Woolworth; Green.
Chain Drug Stores-Rite Aid.
Chain Supermarkets-Finast; Waldbaums; Pioneer; Shopwell.

14 - NEWSPAPERS: ARGUS (e) 7,945; (S) 9,734; Mar. 28, 1987 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett National Newspaper Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett National Newspaper Sales.

NEW ROCHELLE

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. Residential center, 4 mi. E of Mt. Vernon. On U.S. Hwy. 1 and State Hwy. 1-B; New England Thruway.

2 - TRANSPORTATION: **Railroads**-Metro North; Amtrak.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 70,794; E&P 87 Est. 69,578
NDM-ABC: (80) 96,357
County 80 Cen. 866,599; E&P 87 Est. 845,042
PMSA 80 Cen. 8,274,352; E&P 87 Est. 8,131,187

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 25,789; E&P 87 Est. 25,901
NDM-ABC: (80) 34,611
County 80 Cen. 307,450; E&P 87 Est. 309,932
PMSA 80 Cen. 3,197,944; E&P 87 Est. 3,260,296

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	17	$7,330,923,000
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000

6 - PASSENGER AUTOS: County 625,243

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,400 ($427); Non Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-15 blocks on Main St., 12 on North Ave., New Rochelle; Pelham Manor, Pelham, Larchmont, Eastchester.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New Rochelle Mall(50)	NA	Macy's, Shopwell, McCrory
WyKagyl(11)	NA	
Quaker Ridge(19)	NA	A&P
Scarsdale(19)	NA	

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores-Mon., Thur.; Food-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Macy's.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Liggett; Rite Aid.
Chain Supermarkets-A&P; Shopwell; Caruso's; Pioneer.
Other Chain Stores-Sears; National Shoes; A.S. Beck.

14 - NEWSPAPERS: STANDARD-STAR (e) 11,888; (S) 11,724; Mar. 28, 1987 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett National Newspaper Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett National Newspaper Sales.

NEW YORK

1 - LOCATION: (Bronx, Kings, New York, Queens and Richmond counties). On E&P Map F-6. Eastern seaboard; largest city in USA in manufacturing imports, exports and retail sales; important financial, publishing and garment center. More than 60% of the U.S. garment industry is within the New York Metropolitan area. United Nations Headquarters; approximately 10 million visitors annually.

The Port of New York and New Jersey, the nation's primary gateway for international commerce, handled more than 58.6 billion in trade goods in 1984, nearly half again the value of the second place port. It covers 1,500 sq. mi. in the two states, generally within a 25-mi. radius of the Statue of Liberty.

2 - TRANSPORTATION: **Railroads**-Conrail, with connecting service throughout the U.S., and six terminal railroads, furnishes service to industrial and marine facilities.
Motor Freight Carriers-10,000 registered common carrier trucks serve the Port District each business day. Over 420 carriers provide local and long haul service.
Port Steamship Service-Ships of 110 steamship lines and agencies carry cargos and passengers from and to the leading ports of the world. The New York City Passenger Ship Terminal on the Hudson River between 48th and 52nd Streets served 460,197 passengers in 1984, mostly on cruises.

CARRIERS SERVING THE PORT AUTHORITY BUS TERMINAL

Intercity Bus Lines

Short Haul Carriers
Boulevard Transit Lines, Inc.
CareFree Bus Service
Carey Transportation
Community Transit Lines, Inc.
DeCamp Bus Lines
Domenico Bus Service, Inc.
The Hudson Bus Transportation Co., Inc.
Lakeland Bus Lines, Inc.
North Boulevard Transportation Co.
Rockland Coaches, Inc.

Long Haul Carriers
Academy Lines, Inc.
Adirondack Transit Lines (Adirondack Trailways)
Asbury Park-New York Transit Corp.
Bieber Tourways
Blue & Grey Transit, Inc.
Bonanza Bus Lines, Inc.
Capitol Bus Co.
Evergreen Equipment Corp.
Garden State Coachways
Greyhound Lines, Inc.
Hampton Jitney, Inc.
Hudson Transit Lines, Inc.
International Bus Services, Inc.
Lakeland Bus Lines, Inc.
Leisure Line
Leprechaun Lines
Martz Trailways
NJ Transit Bus Operations, Inc.
Suburban Transit Corp.
Susquehanna Trailways
Trailways, Inc.
Trans-Bridge Lines, Inc.
West Hunterdon Transit Company, Inc.
Source: Port Authority of NY & NJ, Port Authority Bus Terminal, Apr., 1987.

AIRLINES SERVING THE NEW YORK NEW JERSEY METROPOLITAN REGION

Scheduled Airlines and Certified Cargo Carriers
Airports-The regional airport system serving the New York-New Jersey metropolitan area, operated by the Port Authority, comprises John F. Kennedy International and LaGuardia Airports in Queens, and Newark International and Teterboro Airports in northern New Jersey. Kennedy handles most international flights and long distance domestic flights. The Air Cargo Center, the largest in the world, handles approx. one million tons a year between major cities in the U.S. and worldwide markets. LaGuardia handles short and medium range flights. Newark International, recently rebuilt by the Port Authority, handles both domestic and international flights, and has a cargo center second in size only to Kennedy Airport. Teterboro, operated by Pan American World Airways under agreement with the Authority, handles general aviation traffic only.

Mount Kisco

is part of New York's rich Westchester-Rockland suburbs (total population 1.2 million, household income $52,642) covered by the morning, evening and Sunday editions of the

Gannett Westchester Rockland Newspapers

Call 914-694-9300

AIRLINES SERVING METROPOLITAN AIRPORTS

	Kennedy	LaGuardia	Newark
US FLAG AIRLINES:			
Air Canada		*	
Allegheny Commuter	*	*	*
American	*	*	*
American Eagle	*	*	*
American Trans Air	*		
Bahamasair			*
Bar Harbor	*		*
Braniff		*	*
Brockway Air		*	*
Business Express		*	
Catskill		*	*
Challenge International			*
City Express			*
Condor	*		*
Continental	*	*	*
Continental Express			*
Delta	*	*	*
Eastern	*	*	*
Eastern Express		*	*
East Hampton Air		*	
Gull Air		*	
Highland Express			*
Holiday			*
Jetstream			*
Long Island		*	
Mall Airways			*
MGM Grand Air	*		
Midway		*	
Midwest Express		*	
New York Helicopter	*		
Northwest	*	*	*
Pan American	*	*	
Pan American Express	*	*	
Pan American Helicopter	*		*
Piedmont	*	*	*
Precision Airlines		*	*
Princeton Air Link			*
Provincetown Boston		*	*
Resorts International		*	
Total Air	*		
Trans World	*	*	*
United	*	*	*
USAir			*
Virgin Atlantic			*

Source: Port Authority of NY & NJ, Sept., 1987.

	Kennedy	LaGuardia	Newark
AIR CARGO ONLY:			
Air Express International	*		
Airborne Express	*		
Arrow	*		
Federal Express			*
Flying Tigers	*		
COMMUTER AIRLINES:			
Air North (Main Terminal)		*	
Allegheny (Main Terminal)	*	*	*
Bar Harbor (Shuttle Terminal)	*		*
Command Airways (Eastern)		*	
Commuter Airlines (Marine)	*	*	
Island Helicopter (Marine)		*	
Mall Airways (Marine)			*
Montauk Caribbean (Marine)		*	
Pennsylvania Commuter		*	
Piedmont	*	*	*
Pilgrim Airways		*	
Precision (Eastern)		*	*
Provincetown Boston (Eastern)		*	*
Starflite (Marine)		*	

FOREIGN FLAG AIRLINES (serving Kennedy only)
Aer Lingus
Aeroflot
Aerolineas Argentinas
Aeromexico
Air America
Air Atlanta
Air Canada
Air France
Air India
Air Jamaica
Alia-Royal Jordanian
Alitalia
ALM
Arista
Avensa
Avianca (Colombia)
Balair
British Airways
British Caledonian
BWIA
CAAC
China Air
Czechoslovakian Airlines
Dominicana (Dominican Republic)
Ecuatoriana
Egypt Air
El-Al
Finnair
Global
Guyana
Haiti Air
Iberia
Iceland Air
Japan Air Lines
Key Air
KLM
Korean Airlines
Kuwait
Lacsa
Lan Chile
LOT Polish Airlines
LTU
Lufthansa
Martinair
Nigeria
Olympic Airways
Pakistan
Rich International
Royal Air Maroc
Sabena
SAS-Scandinavian Airlines System
Saudia
Spantax
Swissair
TAP (Air Portugal)
Tarom-Romanian Airlines
Tower Air
Varig Airlines (Brazil)
VIASA Airlines (Venezuela)
Yugoslav Airlines

Source: Port Authority of NY & NJ, Sept., 1987

SUPPLEMENTAL AIRLINES (U.S. & Foreign):
Balair
Condor Air Service
LTU (Lufttransport Unternehmen)
Overseas National Airlines
Spantax S.A.
Transamerica

Air Terminals 1986

Totals at the Three Major Airports:	
Plane Movements	1,030,372
Passenger Traffic (total)	78,845,650
Domestic	61,948,916
Overseas	16,896,734
Cargo-Tons	1,445,424
Revenue Mail-Tons	219,877

Kennedy Interna[illegible]	
Plane Movements	279,379
Passenger Traffic (total)	27,223,733
Domestic	11,828,527
Overseas	15,395,206
Cargo-Tons	1,095,559

LaGuardia Airport:	
Plane Movements	350,867
Passenger Traffic (total)	22,188,871
Domestic	21,993,901
Overseas	194,970
Cargo-Tons	50,504

Newark International Airport:	
Plane Movements	400,126
Passenger Traffic (total)	29,433,046
Domestic	28,126,488
Overseas	1,306,558
Cargo-Tons	299,361

Source: Port Authority of New York & New Jersey, Aviation Economics Dept. as of Dec. 31, 1986

3-POPULATION:	**80 Census**	**87 Est.**
Total Corporate City	7,071,030	6,932,822
Bronx	1,169,115	1,156,196
Kings (Bklyn.)	2,230,936	2,098,425
Manhattan	1,427,533	1,418,386
Queens	1,891,325	1,879,501
Richmond	352,121	380,314

City Zone. Consists of corporate limits New York City, plus cities of Bayonne, Hoboken, Jersey City and Union City, towns of Guttenberg and West New York, and township of Weehawken, all in Hudson County, NJ.

Retail Trading Area Populations. Extends North to Cornwall-on-Hudson, NY; east to Patchogue, NY; south to Silverton, NJ; west to Washington, NJ, all of these places being 50 mi. from the heart of Manhattan.

Within this area there are numerous daily newspaper centers that have their own retail trading areas. Users of the Market Guide should consult the surveys of these cities for more detailed information.

Retail Trading Zone. The largest towns in retail trading zone: Yonkers, NY; Mt. Vernon, NY; Newark, NJ; Passaic, NJ; Patterson, NJ; Elizabeth, NJ; The Oranges, NJ.

Corp. City (5 Boros)
80 Cen. 7,071,030; E&P 87 Est. 6,932,822
NEWS:
NDM-ABC: (80) 18,114,705
TIMES and POST:
NDM-ABC: (80) 18,291,134
PMSA 80 Cen. 8,274,352; E&P 87 Est. 8,131,187

4-HOUSEHOLDS:	**80 Census**	**87 Est.**
Total Corporate City	2,788,221	2,839,364
Bronx	429,191	440,880
Kings (Bklyn.)	828,257	810,201
Manhattan	704,259	724,892
Queens	711,940	734,890
Richmond	114,574	128,501

NEWS:
NDM-ABC: (80) 6,511,181
TIMES and POST:
NDM-ABC: (80) 6,574,166
PMSA 80 Cen. 3,197,944; E&P 87 Est. 3,260,296

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings Banks:		
Bronx	3	$5,148,345,000
Brooklyn	11	$26,461,474,000
Manhattan	7	$19,977,526,000
Queens	4	$2,748,861,000
Richmond	3	$1,444,200,000
Total Entire City	28	$55,780,406,000

NOTE: Banking Laws in NY State permit branch banking throughout the city and into adjacent counties, hence accurate figures for a specific portion of this area are not possible.

Number of banks represents headquarter offices only.

Source: Savings Banks Association of NY State, Dec. 31, 1986.

6 - PASSENGER AUTOS: Bronx 237,566; Kings (Brooklyn) 426,044; New York (Manhattan) 181,396; Queens 679,241; Richmond (Staten Island) 197,409; Total Paid Registrations New York City 1986: 1,721,656.
Source: State of N.Y. Dept. of Motor Vehicles, 1986.

7 - ELECTRIC METERS: (Residential): Bronx 307,115; Brooklyn 680,115; Manhattan 495,123; Queens 591,426; Richmond 118,037; Total 2,191,816.
(Commercial & Industrial): Bronx 35,549; Brooklyn 104,591; Manhattan 107,309; Queens 70,262; Richmond 10,566; Total 328,277.
Source: Consolidated Edison Co. of New York, Inc., to the NY State Public Service Commission for the year ended Dec. 31, 1986.

8 - GAS METERS: Brooklyn Union Gas Co., Sept. 30, 1985; Brooklyn 648,829; Queens 336,132; Richmond 99,139; Total: 1,084,100.
Consolidated Edison Co., Dec. 31, 1985 (Residential): 934,783; (Commercial & Industrial): 84,132; (Other): 1,359; (Total): 1,020,274. Long Island Ltg. Co. provides gas in part of Queens County.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (in thousands). New York City-Mfg. 375.4; Durable Goods 99.9; Furn. & Fixtures 8.3; Fabricated Metal Prods. 16.3; Mach., except Elect. 8.7; Elect. Equip. & Supplies 20.3; Instruments & Related Prods. 5.2; Misc. Mfg. Industries 28.9; Non-Durable Goods 275.5; Food & Kindred Prods. 20.6; Textile Mill Prods. 18.6; Apparel & Other Textile Prods. 101.3; Paper & Allied Prods. 11.5; Printing & Publishing 89.0; Chem. & Allied Prods. 19.6; Non-M'g. 3,209.8; Constr. 119.4; General Building Contractors 25.5; Heavy Constr. Contractors 9.2; Special Trade Contractors 84.8; Trans. & Public Util. 213.5; Local & Interurban Pass. Transit 16.0; Air Trans. 45.5; Commun. 66.8; Electric, Gas & Sanitary Servs. 23.0; Whol. & Ret. Trade 635.0; Whol. Trade 235.0; Ret. Trade 399.9; General Merchandise Stores 58.3; Food Stores 67.1; Apparel & Accessories Stores 41.6; Eating & Drinking Places 127.8; Misc. Ret. 59.8; Finance, Insurance & Real Estate 547.1; Banking 169.4; Security & Commodity Brokers 154.9; Insurance Carriers 66.6; Real Estate & Combinations 100.2; Servs. & Misc. 1,108.8; Hotels & Other Lodging Places 31.3; Business Servs. 304.0; Health Servs. 235.0; Legal Servs. 69.5; Educational Servs. 85.0; Social Servs. 120.0; Membership Organizations 55.8; Misc. Servs. 63.7; Government 585.3; Federal 78.3; State 57.7; Local 449.3. Total Non-Agricultural 3,585.2. Av. Wkly. Wage-Durable Goods $343; Non-Durable Goods $345.
Source: NY State Dept. of Labor. Prepared in the NY State Dept. of Commerce, Division of Economic Research & Statistics, July, 1987.

10 - CLIMATE: Normal Mean Temp.-Spring 52.1; Summer 74.5; Fall 57.8; Winter 33.8. An. Av. Temp.-54.5. Av. Annual precipitation 44.12 in.
Source: National Weather Service.

11 - TAP WATER: Three major sources of water supply through the Catskills & Delaware (Neutral, soft, neutral, av. pH 7.0); Croton (Moderately hard, alkaline, av. pH 7.1). Av. consumption per day in City during 1985: 1,413.2 M.G.D.; outside communities 113.9 M.G.D.; Combined 1,527.1 M.G.D. New main city feeder under construction. Water is fluoridated.
Source: Dept. of Environmental Protection Sept. 1986.

12 - RETAILING: Principal Shopping Districts
Bronx Borough (Bronx County)
Retail distribution in the City requires study of shopping districts that have developed from original neighborhood sections to expanded centralized retail areas. Every type of retail outlet from small specialty shops and corner drug stores, to most modern large department stores and national chain outlets, may be found in some of these centers. A partial list follows:
Fordham Road, Grand Concourse E. to 3rd Ave.: Alexander's; Lerners; Plymouth Shops; Woolworth; Sears-Roebuck; Shoes by Regal; National; Kitty Kelly; Miles; Thom McAn; Florsheim; Fayva; Adler; Castro Convertible.
Fordham Road, Jerome Ave. to Grand Concourse: Woolworth; Modell's; Singer; Thom McAn.
149th St. and 3rd Ave.: Howard; Ripley; McCrory; Green's; Sach's Furniture; Castro Convertible; Shoes: National, Florsheim, Flagg Bros., Alexander's.
Department Stores: Alexander's.
Variety Stores: B&L; Frank Bee; Kay & Eff; Woolworth; M.H. Lamston; McCrory.
Discount Stores: Franklin; Honig's Parkway.
Principal Supermarkets: A&P; Altagracia; Baychester Consumer Cooperative; Concourse Food Corp.; D'Urso Supermarkets; Domino Supermarkets; E&B; E&W Foods; Fedco Foods; Food City; Foodrian; Gristede Bros.; Merit Farms; Met Food; Modern Food Centers; Olinsky's Supers; Pioneer Mkts.; Ragonese's IGA; Shopwell, Inc.; Sloan's Associated.
Brooklyn Borough (King's County)
Principal Shopping Area is between Borough Hall and Flatbush Ave. on Fulton St. This section is close by Brooklyn Civic Center Stores.
Department Stores: Abraham & Strauss; Martin's; May's; Alexander's; Sears; Macy's.
Ladies Shops: Lerner's; Plymouth; Goodwin's; Lynns.
Men's Clothing: Bond; Howard; Benhil; Wallach's; B&B Lorry's.
Ladies Shoes: Baker's; Chandler; Carlyle Bootery; Coward; Miles; National; Simco; Fabco; Fayva; Selby.
Men's Shoes: Adler; Florsheim; Flagg; Hardy; Father & Son; Thom McAn; Regal; Wallabee.
Drug Stores: Crown Pathmark; Rexall; Whelan; Silver Rod.
Candy: Barricini; Barton; Loft's; Russell Stover.
Discount Stores: Buy Rite; Century Value Center; Discount City; B.D's; Sid's Bargain Mart; Time Square Stores.
Variety Stores: Lamston; Grand General Stores; Payless; Value City; Thrifty's; King Solomon Stores; Kresge's; Newberry.
Other Chain Stores: Castro; Sachs; Singer Co.; Busch Jewelry.

Retail Centers along Flatbush Ave. at main thoroughfares such as Times Plaza and Park Pl., Rogers, Church and Newkirk Aves. and Cortelyou Rd. and Kings Highway in Flatbush section. Fifth, Sixth and Seventh Avenues in Park Slope Section. In South Brooklyn, a number of blocks on Fifth Ave., Broadway from Myrtle Ave. to the intersection of S. 8th and Havemeyer St., near East River, in Williamsburg and Bushwick sections, mostly local retailers, merging with light industry close to the river. Also Broadway at Flushing Ave. and at Lexington Ave. Others on Knickerbocker, Wilson, Ralph, Reid, Throop, Tompkins, Sumner and Nostrand Aves.

In Bedford section Nostrand, Franklin and Flatbush Aves.; Manhattan Ave. in Greenpoint section; Third, Fourth, Fifth and Seventh Aves. in Bay Ridge; Mermaid Ave. in Coney Island and in shopping center that is part of Gravesend housing project.

In densely populated East New York and Brownsville sections, Pitkin and Sutter Aves. including stores such as Ripley, Thom McAn, Miles.

Other retail sections through Brooklyn are Canarsie, Red Hook, Fort Greene, Bedford-Stuyvesant, Crown Heights, Cypress Hills, Ulmer Park, New Utrecht and East Flatbush.
Principal Supermarkets: A&P; Ahmad; C-Town; Charles Scaturro & Sons; D'Agostino; Danza; Dominick Coluccio; El Faro; Miehle's Key Mkts.; Royal Farms; Speedway Food; Sunnydale Franchise System; Town Fair.
Manhattan Borough (New York County)
Many shopping areas all over the borough.

Most famous is along Fifth Ave., where from 34th to 59th Sts., many well known chain stores are located. Among them: Bergdorf Goodman, Harry Winston, Tiffany, Mark Cross, Ciro Pearls, Steuben Glassware, Elizabeth Arden, Chandler Shoes, Gucci, Fortunoff, Plymouth Shops, Cartier

Jewelry, Saks-Fifth Ave., Scribner's, Doubleday, Wallachs, Hoffritz, Florsheim, Russell Stover, Woolworth, Lerner's, Wise Shoe, Blackton, Lane Bryant, Feminette, Miller, Barton's, Lord & Taylor, Selby Shoes, Miles Shoes, Red Cross Shoes, Bond Clothes, Hallmark, B. Altman.

From Herald Square (34th St. & the Avenue of the Americas) along 34th a most complete shopping area. Stores along the 34th St. area include Macy's, Florsheim 2, Baker's Shoes, Red Cross Shoes, Fanny Farmer, Hoffritz, John Ward, Barton, Barricini, Woolworth, Simco, Miles Shoe, National Shoe, Wise Shoe, Busch Jewelers, Whelan Drug, Sach's Furniture, Castro, Singer.

Other areas on Madison Ave. from 42nd to 59th; 59th St. and Lexington Ave. (Bloomingdale's Dept. Store; Alexander's).

Broadway, longest avenue in city, extends from the Battery at lower end of Manhattan, through entire borough. Character of Broadway changes from financial district around Wall St. to wholesale areas from Chambers St. to about 8th St.; then primarily small retail outlets and office buildings to Columbus Circle with the exception of Union and Herald Squares and the entertainment and theatrical vicinity of Times Square (42nd St.). Above 59th St., Broadway is comprised of smaller retail outlets more typical of residential neighborhoods and centered around the major subway stations. Around Union Square: Mays, The Fair, and others.

Other important shopping districts in Manhattan: 8th Ave. at 125th St., 7th Ave. at 14th St., 23rd St., 3rd Ave. at 23rd St. 34th St., 42nd St., 59th St., 68th St., 79th St., 86th St., 96th St., 110th St., 116th St., 125th St., Lenox Ave. at 116th St., 125th St., 145th St., E. B'way and Division St., 207th St. from 10th Ave. to B'way., 231 St. & B'way.

Department Stores: Mays; Macy's; Altman's; Alexander's; Lord & Taylor; Bonwit Teller; Bergdorf Goodman; Bloomingdale's; Blumstein's; Lane Bryant; Saks-Fifth Ave.; Sears-Roebuck.

Variety Stores: Jay's; Everyone's Stores; M.H. Lamston; McCrory's; G.C. Murphy; Woolworth; 88¢ Stores.

Discount Stores: Amsterdam Discount; Bargain World; Century 21; Mays.

Principal Supermarkets: A&P; Bleecker Super Mkts.; D'Agostino; Federation of Cooperatives, Inc.; Great Way; Gristede Bros.; Kane's; Lisa Super Mkts.; Peer Super Mkts.; Pioneer Super Mkts.; Pueblo International; Red Apple; Shopwell; Sloan's Supers; Smiler's Food Stores; Supermarkets General.

Queens Borough (Queens County)

Jamaica and Flushing have the two main shopping districts serving the borough's extensive single dwelling residential population. Jamaica's business area is along Jamaica Ave. from Sutphin Blvd. to 169th St. and to a lesser degree on Hillside Ave. between 150th and 172nd Sts. Stores include Goodwins, Gertz, Wilbur-Rogers, Michaels Bros., Henshaw, Spear's, Roaman's.

In Flushing from Sanford Ave. to Northern Blvd. and Main St. are Howard, Kays, Wallachs, Thom McAn, Abramson's, Miles, Gertz, Alexander's, Michaels Bros., Lerner Shops. Roosevelt Ave. is shopping thoroughfare leading off of Main St.

Smaller shopping districts include Fresh Meadows, Richmond Hill, Woodhaven, Ozone Park, St. Albans, Forest Hills, Kew Gardens (Queens-Borough Hall), Jackson Heights, Astoria, Queens Village, Ridgeway and Far Rockaway.

Department Stores: G. Gertz; Alexander's; Bloomingdale's; Macy's; Master; Mays; Sears; Abraham & Strauss.

Variety Stores: ABC; B&J; Ben Franklin; Silver Dollar; H.L. Green; Kresge's; Lamston; Woolworth.

Discount Stores: Alexander's; Sunset Stores; Times Square Stores.

Principal Supermarkets: A&P; Carrozza; Conte Super Mkts.; Crystal's Supers; D'Urso; E&B; Federation of Cooperatives; First National; Foodarama; Food Pageant; The Food Warehouse; Grand Union; Gristedes; King Kullen; Man-Dell; Meats & Treats; Melmarkets; Mid-Eastern Co-ops; Olinsky; Pick-Quick Supers; Red Apple; Royal Farms; Charles Scaturo; Shell-Mar Foods; Shopwell; Supermarkets General; Trade Fair; Trunz; Waldbaum's.

Richmond (Staten Island) Borough

Twenty two shopping areas, largest of which is the Staten Island Mall (171 stores).

Other shopping areas include Bryant Plaza, Greenridge Plaza, Hylan Plaza.

There is extensive renovation taking place in the Port Richmond and Stapleton areas which caused the closing of most stores.

Department Stores: Macy's; Sears; Rock Landau; Garber's.

Variety Stores: C.H. Martin; Kresge's; Woolworth; McCrory's.

Discount Stores: K mart; Masters.

Principal Supermarkets: A&P; Acme; Waldbaums; Pathmark; Trunz; Shop Rite.

NEW YORK CITY SHOPPING CENTERS

Name & Location	No. of Stores
Bronx:	
Bazaar Mall(Preston Way & Route 117)	60
Bruckner Plaza (Bruckner Blvd.)	30
Castle Hill (Castle Hill Ave.)	21
Cross County Sq. (Central Park Ave.)	32
Kingsbridge Plaza (B'way 233rd St.)	NA
Shopwell Plz. (Boston Post Rd.)	12
Brooklyn:	
Albee Sq. Mall (De Kalb Ave.)	80
Caeser's Bay Bazaar (Bay & Shore Pkwys.)	NA
Dykers Plz. (535-86 St.)	4
Fort Greene (Myrtle Ave.)	21
Glenwood, (Flatlands & Ralph Ave.)	9
King's Bay, (Nostrand Ave.)	17
King's Plz. Marina (Flatbush & Ave U)	150
Seaview Vlg. (Rockaway Pkwy. & Ave. M)	12
Manhattan:	
Belle Harbor (Beach Channel Dr.)	12
Carlyle (Kissena Blvd.)	9
Herald Center (Herald Sq.)	140
Manati (B'way)	14
Manhattan Plz. (42nd/43rd Sts. 9th/10th Aves.)	NA
Shoreview Towers (1st Ave. & 85 St.)	NA
S. St. Seaport (Fulton & Water Sts.)	NA
Queens:	
Bay Terrace (Bayside)	64
Beach 32nd St. (Far Rockaway)	NA
Beechcroft (Kissena Blvd., Elder Ave.)	14
Breezy Point (Forest Hills)	NA
Crossrds. at Whitestone (Whitestone)	9
Dayton Plz. (Rockaway Beach)	25
Expressway (99th St. Long Island Expwy.)	NA
Far Rockaway (Mott, Central Aves.)	32
Flatlands Mart (S/E/C Flatlands Ave., 108th St.)	12
Glen Oaks (255-55 Union Turnpike)	NA
Jackson Hgts. (31st Avenue)	20
Lefrak City (Junction Blvd. & 57th Ave.)	24
Northridge (Northern Blvd., Jackson Hghts.)	NA
Queens Ctr. (Queens & Woodhaven Blvds., L.I. Expwy.)	75
Queens Plz. North (L.I.C.)	NA
Rego City (57th Ave., 96 & 97 Sts.)	10
Rego Park (Queens Blvd.)	20
Rentar Plz. Mall (Queens)	NA
Whitestone (Cross Island Pkwy.)	NA
Yellowstone (Forest Hills)	NA
Staten Island:	
Bay St.	NA
Bryant Plaza	9
Forest Ave. (Forest Ave. & Decker St.)	37
Fox Hills Ctr. (Targee St.)	17
Greenridge Plz. (Richmond Avenue)	22
Heartland Vlg.(Richmond Avenue)	14
Hylan Plz. (New Dorp)	53
New Springville (Richmond & Yukon)	21
Oakwood (Amboy Rd.)	16
Page & Amboy (Tottenville)	NA
Pathmark Mall	21
Richmond (Richmond)	10
Southgate Ctr. (Forest Ave.)	NA
S.I. Mall (Richmond Ave.)	171

13 - RETAIL OUTLETS: Largest Department Stores

Bronx: Alexander's; Hearn's; Macy's; Sears; Wertheimer.

Brooklyn: Alexander's; Abraham & Strauss; Macy's; Mays; Sears; Times Square Stores.

Manhattan: Alexander's; B. Altman; Bloomingdale; Lord & Taylor; Macy's; Saks Fifth Avenue; Bonwit Teller; Melnikoffs.

Queens: Sterns; Macy's; Abraham & Strauss; Sears; Abramson's; Bloomingdales; Alexander's; Times Square Stores.

Staten Island: JCPenney; Garber's; Sears; Macy's

Leading Chain Drug Stores

Bronx: Baychester Co-op; Circle; Courtesy; Family; Leroy; Metropolitan; K & K; Parkchester; Pathmark; Rite Aid; Stanken; Whelan.

Brooklyn: Courtesy; Pathmark; Harrico; Ketchum Distributors; Neergard; Rexall; Silver Rod; Thriftway; Whelan.

Manhattan: Block; Clearfield; Drug Mart; Duane Reade; Falk Drug Corp.; Liggett-Rexall; Pathmark; Prescriptions Ltd.; Rite Aid; Walgreens; Eastern Co.; Whelan.

Queens: Courtesy; Duane Reade; Genovese; Pathmark; Rexall; Whelan.

Staten Island: Neergaard; Pathmark; Rexall; Sav-On Drugs; Whelan.

Leading Grocery Supermarkets

Bronx: Altagracia 4; Domino 7; Baychester Consumers Co-op 3; Gristedes; Finast; Merit Farms; Food City 11; Pioneer 4; D'Agostino's 3; Grand Union 7; Associated 23; Shopwell 8; Sloans 3; Pathmark 2; Concourse Food Corp. 4; D'Urso 17.

Brooklyn: Danza 4; Bernstein Bros. 6; D'Agostino; Pioneer 3; Speedway 7; Miele-Key Mkts. 3; Associated; Key Food; Met; Waldbaums.

Manhattan: A&P 25; D'Agostino 15; Gristedes 81; Finast 30; Grand Union 6; Shopwell 22; Pathmark; Food Family 2; Food-O-Rama 3; Food Pageant 8; Smilers 10; Sloans; Shop Quick 6; Great Way 2.

Queens: A&P 21; Finast 10; Gristedes; Grand Union 7; Shopwell 5; Pathmark 4; Sloan's.

Staten Island: A&P 5; Pathmark 4; Shop-Rite.

Largest Variety Stores

Bronx: Woolworth; Kresge's; Green; Lamston; Newbern; McCrory 3.

Brooklyn: Woolworth; Kresge's; Green; Lamston; Newbern; McCrory 3.

Manhattan: Woolworth 30; Green 3; Lamston 20; Nichols 3; McCrory 3.

Queens: Woolworth 23; Kresge's 2; Green; Lamston 4; Nichols; McClellan 2; McCrory 3.

Staten Island: Woolworth 2; Kresge's 2; McCrory.

14 - NEWSPAPERS: Contact for Advertising and Merchandising Data Representatives.

Bronx Borough

No daily newspaper published in the Bronx.

Brooklyn Borough

CHALLENGE (m) 80,000; Pub. Est. Sept. 30, 1985 (Latest statement provided). Thomas Watkins, Pub., 1368 Fulton St., Brooklyn, NY 11216; Tel. (718) 636-9500.

National Representative: None.

Manhattan Borough

DAILY WORLD (m-tues to sat) 52,000; sworn Oct. 15, 1986. Thomas Dennis, Gen. Mgr.; Michael Zagarell Editor, 239 W. 23rd St., New York, NY 10011; Tel. (212) 924-2523.

National Representative: None.

JOURNAL OF COMMERCE and COMMERCIAL (m-mon to fri) 21,337; Mar. 31, 1987 ABC. Alan Newborn, V.P. Adv., 110 Wall St., New York, NY 10005; Tel. (212) 425-1616.

National Representative: Direct-through branch offices.

NEWS (m-mon to fri) 1,278,118; (m-sat) 971,384; (S) 1,63,688; Mar. 31, 1987 ABC. Jim Mason, Adv. Dir. 220 E. 42nd St., New York, NY 10017; Tel. (212) 210-2096.

National Representatives: Towmar; Western States Associates.

POST (all day-mon to fri) 740,123; (sat) 550,390; Mar. 31,1987 ABC. Patrick Smith, V.P./Adv., 210 South St, New York 10002; Tel. (212) 349-5000.

National Representative: Branham/Newspaper Sales; Lonard Co.

TIMES (m-mon to fri) 1,056,924; (m-sat) 818,235; (S) 1,65,060; Mar. 31, 1987 ABC. Erich G. Linker, V.P. Adv. Dir., 229 W. 43rd St., New York, NY 10036; Tel. (212) 556-1234.

National Representative: Direct-through branch offices.

TRIBUNE (m-mon to fri) 10,170; sworn Sept. 30, 1986. Bo Hi Pak, Pub., 401 5th Ave., New York, NY 10016; Tel. (212) 532-8300.

National Representative: None.

WALL STREET JOURNAL (Eastern Edition m-mon to fri) 820,501; (Total all editions m-mon to fri) 2,026,276; Mar. 31, 1987 ABC. Lee Heffner, V.P./Adv. Dir., Main Office-22 Cortlandt St., New York, NY 10007; Tel. (212) 285-5000. Ad Offices (NYC)-420 Lexington Ave., 10170; Tel. (212) 808-6600.

National Representative: Direct-through branch offices.

Queens Borough

No daily newspaper published in Queens.

Richmond Borough

STATEN ISLAND ADVANCE (e-mon to fri) 77,654; (e-sat) 75,394; (S) 88,328; Mar. 31, 1987 ABC. Gary V. Cognetta, Display Adv. Mgr., 950 Fingerboard Rd., Staten Island, NY 10305; Tel. (718) 981-1234.

National Representative: Newhouse Newspapers Metro Suburbia.

NEWBURGH-BEACON

1 - LOCATION: E&P Map F-5 (Newburgh in Orange County PMSA; Beacon in Poughkeepsie MSA). Newburgh in Orange County on W bank of Hudson River; Beacon in Dutchess County on E bank of Hudson River; 60 mi. N of N.Y. City; 16 mi. S of Poughkeepsie; 90 mi. S of Albany; 1 mi. from N.Y. State Thruway; I-84.

2 - TRANSPORTATION: **Railroads**-Conrail; Erie-Lackawanna.

Motor Freight Carriers-10.

Intercity Bus Lines-Greyhound; Short; Flying Eagle; Fishkill; Mohawk.

3 - POPULATION:

Corp. Cities 80 Cen. 36,375; E&P 87 Est. 38,057
  Newburgh 80 Cen. 23,438; E&P 87 Est. 24,153
  Beacon 80 Cen. 12,937; E&P 87 Est. 13,904
CZ-ABC: (80) 59,122
RTZ-ABC: (80) 219,658
Counties/PMSA & MSA 80 Cen. 504,658; E&P 87 Est. 547,692
  Dutchess County/MSA 80 Cen. 245,055; E&P 87 Est. 263,613
  Orange County/PMSA 80 Cen. 253,603; E&P 87 Est. 284,079
City & RTZ-ABC: (80) 278,780

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 80 Cen. 12,956; E&P 87 Est. 14,383
  Newburgh 80 Cen. 8,565; E&P 87 Est. 9,595
  Beacon 80 Cen. 4,391; E&P 87 Est. 4,788
CZ-ABC: (80) 20,306
RTZ-ABC: (80) 69,908
Counties/PMSA & MSA 80 Cen. 164,893; E&P 87 Est. 185,435
  Dutchess County/MSA 80 Cen. 80,642; E&P 87 Est. 89,615
  Orange County/PMSA 80 Cen. 84,251; E&P 87 Est. 95,820
City & RTZ-ABC: (80) 90,214

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	4	$273,669,000
Savings & Loan	2	$98,640,000
Commercial	12	$2,080,160,000

6 - PASSENGER AUTOS: Counties: Orange 170,311; Dutchess 166,405.

7 - ELECTRIC METERS: Residence: Newburgh 12,243; Beacon 7,220.

8 - GAS METERS: Residence: Newburgh 12,223; Beacon 9,532.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Newburgh: Textiles 2,440; Electronics 450; Tile 325; Pocketbooks 1,000; Trucking 3,352; Aviation & Cargo Transport 700; Plastics 500; Metropolitan Transit Authority; Military Academy 8,300; Beacon: Research 1,160; Printing 565; Tape Prods. 300; Rubber Prods. 210; Electronics 19,750; Apparel 200; Furniture 154.

Principal Industrial Pay Days-Newburgh: Wed., Thur., Fri.; Beacon: Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-48; Summer 58-95; Fall 55-79; Winter 3-46. First killing frost, Oct. 8; last killing frost, May 1.

11 - TAP WATER: Newburgh: Alkaline, soft; Beacon: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Newburgh-Newburgh Mall; Vails Gate Plaza; Mid-Valley Mall; Beacon-Main Street; Fishkill-Dutchess Mall; South Hills Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid Valley Mall(47)	2	JCPenney, Woolworth
Newburgh Mall(70)	3	Sears, Caldor, Howlands
Zayre Plaza(22)	2	Zayre
Big V Plaza	3	Shop-Rite
Dutchess Mall(75)	8	Service Mdse., Gayne's
South Hills	11	K mart, Sears, Hess

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lloyd's; Caldor; Howlands; Gayne's; Hess.
Variety Stores-Woolworth; Sears; Caldor's; Value City; Howland's; Big V. Albany Market.
Discount Stores-Zayre; Value City; Odd Lot; Service Merchandise; Rosenbaum's; Miron's.
Chain Drug Stores-Rexall; Rite Aid; Fay's; CVS.
Chain Supermarkets-Grand Union 4; Shop-Rite 3; A&P 2; Weiss Markets; Waldbaum's.
Other Chain Stores-Miles; Thom McAn; Radio Shack 2; Firestone 2; General Tire; Regal Shoe; Fayva; Cranes; Royce Shoe; Goodyear; Cumberland Farms; Singer; Wickes Lumber; Lloyd Lumber; Aubuchon 2; Kay Jewelers; Anderson Little; Endicott-Johnson; Casual Corner; Kay-Bee Toys; Upstage Shoes; Tano; Sixteen Plus; Dora Dale; Waldenbooks; Book & Record.

14 - NEWSPAPERS: NEWS (e) 12,735; (S) 13,164; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: George Van Wagner, Adv. Mgr., NEWS, 85 Dickson St., Newburgh, NY 12550; Tel. (914) 561-3000.
National Representative: Thomson Newspapers.

NIAGARA FALLS

1 - LOCATION: Niagara County (PMSA), E&P Map B-3. Niagara Power project site. Electrochemical, abrasive & metallurgical manufacturing center; 23 mi. NW of Buffalo on Niagara River.

2 - TRANSPORTATION: Railroads-Conrail; Lehigh Valley; Erie-Lackawanna; Pere Marquette; West Shore; Mich. Central; Wabash; Canadian Nat. & Niagara Junction (all are freight only).
Motor Freight Carriers-55.
Intercity Bus Lines-Niagara Frontier Transportation (Metro Bus); Greyhound; Canada Coach.

3 - POPULATION:
Corp. City 80 Cen. 71,384; E&P 87 Est. 60,472
CZ-ABC: (80) 95,087
RTZ-ABC: (80) 40,345
County/PMSA 80 Cen. 227,101; E&P 87 Est. 205,114
City & RTZ-ABC: (80) 135,432
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,272; E&P 87 Est. 24,497
CZ-ABC: (80) 34,910
RTZ-ABC: (80) 12,971
County/PMSA 80 Cen. 80,258; E&P 87 Est. 75,203
City & RTZ-ABC: (80) 47,881

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$373,685,000
Savings & Loan	1	$143,132,289
Commercial	5	$245,618,000

6 - PASSENGER AUTOS: County 120,241

7 - ELECTRIC METERS: Residence 47,000

8 - GAS METERS: Residence 30,181

9 - PRINCIPAL INDUSTRIES: Chem. Abrasives, Metallurgical, Paper Prods. (16,684 employees). Av. Wkly. Wage $293.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-54; Summer 60-76; Fall 44-54; Winter 26-44.

11 - TAP WATER: Alkaline, hard; fluoridated.

Editor & Publisher
LIABLE
to help you with libel problems.

12 - RETAILING: Principal Shopping Centers-7 on Main St.; 23 blocks on Pine Ave.; Military Rd. from Pine Ave. to Saunders Settlement Rd., 93-store mall.
Neighborhood Shopping Centers-12 blocks on Buffalo Ave. (La Salle sec); 4 on 18th St.; shopping plazas on N. Main St., Pine Ave., Portage Rd., Military Rd., and at Lewiston; mall on Williams Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rainbow Center		Burlington Coats
Niagara Factory Outlet	8	
Haeberle(6)	NA	Portage Pharmacy
Military Sq. Plz.(11)	NA	Century Housewares
Mil-Pine Plaza(9)	7	Tops Mkt.
Pine Plaza(22)	7	Super Duper
Summit Park Mall(66)	9	AMA's, Jenss, Sears
Factory Outlet Mall(50)	NA	

Principal Shopping Days-Mon., Wed., Thur., Sat.
Stores Open Evenings-City: Mon., Thur., Fri.; Plazas: every eve.

13 - RETAIL OUTLETS: Department Stores-Jenss 2; Sears; AM&A.
Discount Stores-Jupiter; K mart; Brand Names.
Chain Drug Stores-Rexall; Stines; Coulson 2; Rite Aid 4; Brooks; Fays 2.
Chain Supermarkets-Super Duper 2; Bell's; Wilson Farms; Tops 5; B Kwik.
Other Chain Stores-Shoes: Shoetown, Kinney, Gallenkamp, Regal, Thom McAn 2; Clothing: Richmond Bros., Motherhood Maternity, Merry-Go-Round, Chess King, Casual Corner, Lerner's, Norban; Auto Supplies: Firestone, Goodrich, Goodyear, General Tire; Paints: Sherwin-Williams, Color Your World, Crandall; Misc.: Color Tile, Gordon Jewelers, Child World, The Gap, Cavage's, Fredericks of Hollywood, General Nutrition, Jaccord, Zales.

14 - NEWSPAPERS: GAZETTE (m) 27,426; (S) 29,702; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence Chiott, Adv. Dir., GAZETTE, 310 Niagara St., Niagara Falls, NY 14303; Tel. (716) 282-2311.
National Representatives: Gannett National Newspaper Sales; U.S. Suburban Press.

NORTH TONAWANDA-TONAWANDA

1 - LOCATION: Niagara & Erie Counties (Tonawanda in Buffalo PMSA; North Tonawanda in Erie Co. & Niagara Co. & Niagara Falls PMSA). E&P Map B-3. 9 mi. from Niagara Falls; 10 mi. from Buffalo on Hwys. 62, 265, 324, 384, 425, 429; on Erie Barge Canal at junction with Niagara River.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Metro Bus.
Airlines-American; United; USAir; Eastern.

3 - POPULATION:
Corp. Cities 80 Cen. 54,453; E&P 87 Est. 50,329
North Tonawanda 80 Cen. 35,760; E&P 87 Est. 32,990
Tonawanda 80 Cen. 18,693; E&P 87 Est. 17,339
CZ-ABC: (80) 54,453
RTZ-ABC: (80) 114,531
Counties/PMSAs 80 Cen. 1,242,573; E&P 87 Est. 1,141,044
Niagara/PMSA 80 Cen. 227,101; E&P 87 Est. 205,114
Erie/PMSA 80 Cen. 1,015,472; E&P 87 Est. 935,930
City & RTZ-ABC: (80) 168,984

4 - HOUSEHOLDS:
Cities 80 Cen. 19,549; E&P 87 Est. 18,181
North Tonawanda 80 Cen. 12,868; E&P 87 Est. 11,968
Tonawanda 80 Cen. 6,681; E&P 87 Est. 6,213
CZ-ABC: (80) 19,549
RTZ-ABC: (80) 40,731
Counties/PMSAs 80 Cen. 445,373; E&P 87 Est. 422,130
Niagara/PMSA 80 Cen. 80,258; E&P 87 Est. 75,203
Erie/PMSA 80 Cen. 365,217; E&P 87 Est. 346,927
City & RTZ-ABC: (80) 60,280

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Counties: Erie 521,551; Niagara 120,241

7 - ELECTRIC METERS: Residence 20,706

8 - GAS METERS: Residence 16,018

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem., Plastics, Paints 797 ($320); Paper & Allied Prods. 53 ($330); Machine Shop Metal Trades 172 ($340).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-50; Summer 60-94; Fall 45-58; Winter 20-33. First killing frost, Oct. 21; last killing frost, Apr. 27.

11 - TAP WATER: Medium hard.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 1 each on Broad, Young, Niagara Sts., Tonawanda; 2 on Webster St., N. Tonawanda.
Neighborhood Shopping Centers-3 blocks at Oliver and Wheatfield Sts., N. Tonawanda; Wurlitzer Park; Green Acres Plaza; Colvin Eggert Plaza; Parkview Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midcity Plz.(25)	3	Bell's, Sav-Rite
Blvd. Mall(77)	4	Kleinhans, Jenss, JCPenney
Sheridan Plz.(25)	4	AM&A, Bergers
Northtown Plz.	5	AM&A, Bergers
Del-Ton Plz.(15)	2	Rite Aid
Powerline Plaza	2	Rite Aid
Rainbow Centre(65)	11	Beir's
Summit Park Mall(66)	5	Sears, McCrory, Jenss, AM&A

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Sat. until 9 p.m.

13 - RETAIL OUTLETS: Discount Stores-Ames; Valu; Hill's.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Leader; Rite Aid 6; P.K. 2; Brooks; CVS 3; Fay's 2.
Chain Supermarkets-Bell Mkts. 2; Super Duper 2; Tops 2.
Other Chain Stores-Endicott-Johnson; Kinney; Dunlop Tire; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,132; (m-sat) 14,238; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Donn Sinclair, Adv. Dir., NEWS, 435 River Rd., North Tonawanda, NY 14120; Tel. (716) 693-1000.
National Representatives: Landon Associates; U.S. Suburban Press.

NORWICH

1 - LOCATION: Chenango County, E&P Map D-4, County Seat. On Chenango River, 42 mi. N of Binghamton, 50 mi. S of Utica, 65 mi. SE of Syracuse. On State Hwys. 12, 23, 319.

2 - TRANSPORTATION: Railroads-Erie & Lackawanna (freight).
Intercity Bus Lines-Shortline.
Airlines-Midstate; Airport Chartered Service.

3 - POPULATION:
Corp. City 80 Cen. 8,082; E&P 87 Est. 7,959
CZ-ABC: (80) 8,082
RTZ-ABC: (80) 49,185
County 80 Cen. 49,344; E&P 87 Est. 51,692
City & RTZ-ABC: (80) 57,267
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,521; E&P 87 Est. 3,083
County 80 Cen. 16,858; E&P 87 Est. 18,325
CZ-ABC: (80) 3,185
RTZ-ABC: (80) 15,857
City & RTZ-ABC: (80) 19,042

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$270,000,000
Savings & Loan	1	$26,000,000
Mutual Savings	1	$32,000,000

6 - PASSENGER AUTOS: County 25,791

7 - ELECTRIC METERS: County 11,323

8 - GAS METERS: County 3,345

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pharmaceutical 1,200; Textile 400; Aircraft Parts 400; Metal Working 335; Footwear 500; Food Proc.; Storage; Shipping 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-90; Fall 35-75; Winter 15-34.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Great American Plaza(9)	NA	Great American, Ames, Family Bargain
Norwich(15)	NA	Jamesway, Grand Union

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-McLaughlin's.
Discount Stores-Ames; Jamesway.
Chain Drug Stores-Carl; Rite Aid; Fayes.
Chain Supermarkets-Grand Union; A&P; Great American.
Other Chain Stores-Sears (catalog); Bern's; Endicott-Johnson; Natl. Auto; Mila Fabrics; Montgomery Ward; Emily Lawrance; Napa Auto; Champion.

14 - NEWSPAPERS: SUN (e-mon to fri) 6,987; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Marvin Enderle, Gen. Mgr., SUN, 45-47 Hale St., Norwich, NY 13815; Tel. (507) 334-3276.
National Representative: Landon Associates.

NYACK

1 - LOCATION: Rockland County (In New York PMSA). E&P Map F-6. On New York State Thruway; Garden State Pkwy., Routes 59 & 17.

2 - TRANSPORTATION: Railroads-Metro North; New Jersey Transit.
Motor Freight Carriers-1.
Intercity Bus Lines-Mohawk; Rockland; Short Line; Red & Tan.

3 - POPULATION:
Corp. City 80 Cen. 6,428; E&P 87 Est. 6,491
NDM-ABC: (80) 259,530
County 80 Cen. 259,530; E&P 87 Est. 270,979
PMSA 80 Cen. 8,274,352; E&P 87 Est. 8,131,187

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,657; E&P 87 Est. 2,785
NDM-ABC: (80) 77,905
County 80 Cen. 77,905; E&P 87 Est. 84,016
PMSA 80 Cen. 3,197,944; E&P 87 Est. 3,260,296

5 - BANKS	NUMBER	EST. DEP.
Commercial	11	$1,463,153,000
Savings	7	$794,128,000
Savings & Loan	7	$549,762,000

6 - PASSENGER AUTOS: County 184,825

7 - ELECTRIC METERS: County 83,010

8 - GAS METERS: County 65,423

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 15,800 ($506); Constr. 4,200 ($448); Trans. & Public Utilities 4,100 ($585); Whol. & Retail Trade 22,100 ($268); Fin., Insurance & Real Estate 3,700 ($389).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Rockland Plaza, Nanuet Mall, Nanuet; Pacesetter Park, Ponoma; Samsondale Plaza, West Haverstraw; Main St. & Broadway, Nyack; Central Ave., Pearl River; Lafayette Ave., Suffern; Main St., Spring Valley; Main St. & Broadway, Haverstraw; Main St., New City.
Principal Shopping Days-Thur. through Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Caldor; Marshalls; Macy's.
Variety Stores-Woolworth; Newberry.
Chain Supermarkets-Shop-Rite; A&P; Grand Union; Waldbaums; Pathmark; Foodtown; Stop 'N Shop.
Other Chain Stores-National; Firestone; Strauss; Lightning; Pergament Paint; Rickels; Huffman-Koos; Sandler & Worth; Childworld; Channel Lumber; Trader Horn.

14 - NEWSPAPERS: JOURNAL-NEWS (e) 43,525; (S) 51,826; Mar. 28, 1987 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett National Newspaper Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett National Newspaper Sales.

OGDENSBURG

1 - LOCATION: St. Lawrence County, E&P Map D-1. Only U.S. Harbor on the St. Lawrence River. Wholesale & retail center of a three-county area in northern N.Y. Major distribution center for gasoline, oil & coal. Site of St. Lawrence Seaway & Power Projects. Bridge to Canada. 130 mi. N of Syracuse; 60 mi. N of Watertown; 60 mi. S of Ottawa; 115 mi. W of Montreal; 220 mi. E of Toronto.

2 - TRANSPORTATION: Intl. Bridge provides fast truck & car connections with Canada. Also, Ogdensburg Bridge & Port Authority-Port of Ogdensburg.
Motor Freight Carriers-5.
Freight Steamship Lines-2.
Intercity Bus Lines-Thousand Island.
Airport-Broadway Air.

3 - POPULATION:
Corp. City 80 Cen. 12,375; E&P 87 Est. 11,668
County 80 Cen. 114,254; E&P 87 Est. 111,545
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,204; E&P 87 Est. 3,518
County 80 Cen. 35,801; E&P 87 Est. 36,108

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$63,632,393
Savings & Loan	1	$14,342,140
Commercial	3	$198,000,000

6 - PASSENGER AUTOS: County 47,524

7 - ELECTRIC METERS: Residence 4,382

8 - GAS METERS: Residence 3,557

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State Hosp. 1,050 ($269); Correctional Facility 371 ($500); Shade Rollers 150 ($200); Office Equip. 175 ($225); Drapery Hdwe. 100 ($240); Office Supplies 250 (N.A.); Telephone Components 325.
Principal Pay Days-Wed., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 40-94; Fall 40-70; Winter -28-35; First killing frost, Oct. 15; last killing frost, Apr. 1.

11 - TAP WATER: Normal; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on State St.; 1 on Ford St.
Neighborhood Shopping Centers-2 blocks on E. Ford St., 2 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Seaway Ctr.(13)	2	P&C, Sears, Kinney Drugs, K mart, Fay's, Ames
Park Plz.(30)	1	
Charlestown Mall(20)	NA	

Principal Shopping Days-Tues. through Sun.
Stores Open Evenings-Shpg. ctrs. every evening; Sun. 1-6 p.m.

13 - RETAIL OUTLETS: Department Stores-Ames.
Discount Stores-K mart; Hackett's True Value.
Chain Drug Stores-B.O. Kinney; Fays.
Chain Supermarkets-Great American; Eddy's Mkt.; P&C; Super Duper.
Other Chain Stores-Singer Co.; Sperlings Furn.; Goodyear; Agway; Sears; Montgomery Ward; Grossman's; Endicott-Johnson; Natl. Army Stores; Garns Supply; Dixie Lee.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,058; ADVANCE NEWS (S) 8,148; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Patricia Charlebois, Adv. Mgr., JOURNAL and ADVANCE-NEWS, 308-312 Isabella St.; Box 409, Ogdensburg, NY 13669; Tel. (315) 393-1000.
National Representative: Landon Associates.

OLEAN

1 - LOCATION: Cattaraugus County. E&P Map B-4. On State Hwys. 16, 17; on New York-Pennsylvania boundary. 70 mi. S of Buffalo.

2 - TRANSPORTATION: Railroads-Conrail (2).
Motor Freight Carriers-18.
Airports-Olean Municipal; Giermek Executive.

3 - POPULATION:
Corp. City 80 Cen. 18,207; E&P 87 Est. 17,930
CZ-ABC: (80) 33,442
RTZ-ABC: (80) 137,247
County 80 Cen. 85,697; E&P 87 Est. 87,142
City & RTZ-ABC: (80) 170,689
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,793; E&P 87 Est. 6,454
CZ-ABC: (80) 11,521
RTZ-ABC: (80) 46,825
County 80 Cen. 29,280; E&P 87 Est. 30,847
City & PTZ-ABC: (80) 58,346

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings	2	$208,000,000

6 - PASSENGER AUTOS: County 37,537

7 - ELECTRIC METERS: Residence 7,225

8 - GAS METERS: Residence 6,304

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Turbines, Compressors 2,700; Electric Components 1,050; Capacitors, Resistors 700; Ceramic Tile 400; Elect. Protect. Equip. 185; Household Cutlery 150; Precision Machine Work; Tool & Die; Industrial Supplies; Industrial Mach.; Electroplating.
Principal Pay Days-Wed., Thur., Fri., Sat.

10 - CLIMATE: Av. Temp.-Spring 46; Summer 68; Fall 49; Winter 23. First killing frost, Sept. 30; last killing frost, May 5.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allegany(3)	NA	Reids Food Barn, K mart
Zayre(3)	NA	Zayre, JCPenney
Olean Mall(53)	NA	AM&A's, Hills

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown: Wed.; Shopping centers: every night.

13 - RETAIL OUTLETS: Department Stores-AM&A's; Bradner's; Hill's; Sears; JCPenney.
Discount Stores-K mart; Zayre.
Chain Drug Stores-Rite Aid; CVS; Rexall; Fay's.
Chain Supermarkets-Reids Food Barn 2; F.J. Mahar 5; Tops; Quality.
Other Chain Stores-Co-op Grocery; Grossmans; Valu-Homes; Brand Names; 84 Lumber.

14 - NEWSPAPERS: TIMES-HERALD (e) 25,092; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Chris Henzel, Adv. Dir., TIMES-HERALD, 639 Norton Dr., Olean, NY 14760; Tel. (716) 372-3121.
National Representative: Landon Associates.

ONEIDA

1 - LOCATION: Madison County (In Syracuse MSA). E&P Map D-3. Geographic center of State. On State Hwys. 5, 46, 365; 263 mi. from NYC; 26 mi. E of Syracuse; 22 mi. W of Utica. On NYS Thruway.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Central N.Y.

3 - POPULATION:
Corp. City 80 Cen. 10,810; E&P 87 Est. 10,669
County 80 Cen. 65,150; E&P 87 Est. 68,549
MSA 80 Cen. 642,375; E&P 87 Est. 643,713
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,041; E&P 87 Est. 3,837
County 80 Cen. 20,805; E&P 87 Est. 22,740
MSA 80 Cen. 223,642; E&P 87 Est. 231,665

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$2,457,027,000
Savings	2	$1,247,920,136

6 - PASSENGER AUTOS: County 32,987

7 - ELECTRIC METERS: Residence 14,251

8 - GAS METERS: Residence 7,064

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Silverware 2,200; Paper Plates 300; Food Prods. 190; Milking Mach. 110.
Principal Industrial Pay Days-Thur.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 2 on Madison St.; 1 on Lenox Ave.; Famer Ave. & Phelps St.; 3 on Broad St.; 4 New Shpg. Ctrs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big N Plz.(10)	NA	Ames, Fay Drug
Oneida(16)	NA	P&C Mkt., Lynn's, Oneida Men's Shop, Sears
Tops Plz.	NA	Tops Mkts., McLaughlins

Principal Shopping Days-Tues., Thur., Fri.
Stores Open Evenings-Thur.; Grocery, Mon. & Thur.

13 - RETAIL OUTLETS: Department Stores-Ames.
Discount Stores-Alfred's Bargain City; Agway.
Chain Drug Stores-Medical Ctr. Phcy.; Carl's; Fay's; Rite Aid; Colonial.
Variety Stores-H.L. Green; Phillipson's Army-Navy; D&D Sports; Oneida Hdwe.
Chain Supermarkets-P&C; Great American; Tops Market.
Other Chain Stores-Singer Co.; Sears (catalog).

14 - NEWSPAPERS: DISPATCH (e) 10,004; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Ann Campanie, Pub., DISPATCH, 130 Broad St.; PO Box 120, Oneida, NY 13421; Tel. (315) 363-5100.
National Representative: Landon Associates.

ONEONTA

1 - LOCATION: Otsego County, E&P Map E-4. Agricultural and dairy center. 80 mi. SW of Albany; 62 mi. from Binghamton. On I-88 and State Hwys. 28 and 23. 60 mi. S of Utica.

2 - TRANSPORTATION: Railroads-Delaware & Hudson.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Adirondack; Pine Hill.
Airlines-Catskill Airways.

3 - POPULATION:
Corp. City 80 Cen. 14,933; E&P 87 Est. 14,970
CZ-ABC: (80) 16,648
RTZ-ABC: (80) 79,302
County 80 Cen. 59,075; E&P 87 Est. 62,434
City & RTZ-ABC: (80) 95,950
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,431; E&P 87 Est. 4,086
CZ-ABC: (80) 5,162
RTZ-ABC: (80) 27,830
County 80 Cen. 20,228; E&P 87 Est. 22,270
City & RTZ-ABC: (80) 32,992

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$157,000,000
Savings & Loan	1	$140,000,000
Savings	1	$46,000,000

6 - PASSENGER AUTOS: County 29,525

7 - ELECTRIC METERS: Residence 4,123

8 - GAS METERS: Residence 2,919

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Colleges 1,223 ($280); R.R. 172 ($365); Plastics 276 ($180); Electronics 365 ($230); Paper Proc. 142 ($230); Dress Mfg. 190 ($160); Feed Mill 76 ($200); Metal Prods. 85 ($230).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-73; Summer 52-98; Fall 31-72; Winter -12-55. First killing frost, Oct. 12; last killing frost, May 17.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Main St., Chestnut, Broad and Market Sts.
Neighborhood Shopping Centers-E. Main St.; Chestnut St.; River St.; Oneonta Shpg. Plaza; West End Shpg. Center; Route 7; Oneonta Trade Mart; West End; Sidney Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pyramid(8)	2	P&C Mkt., Fays Drug, Nichols
Southside Mall	1	K mart, JCPenney, Great American
Westgate(12)	2	Ames, Rite Aid, Grand Union

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Mon. through Sat. at shopping centers; Thur. downtown. Some stores open Sun.

13 - RETAIL OUTLETS: Department Stores-Bresee's; Argersingers; JCPenney; K mart; Nichols.
Discount Stores-Carl's Drug; Jamesway; Ames.
Variety Stores-Woolworth; Fay's.
Chain Supermarkets-Victory; Grand Union; P&C; Price Chopper; Great American.
Other Chain Stores-Endicott Johnson; Montgomery Ward; Sears (catalog).

14 - NEWSPAPERS: STAR (m) 18,938; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: James Vitale, Adv. Dir., STAR, 102 Chestnut St., Oneonta, NY 13820; Tel. (607) 432-1000.
National Representative: Branham/Newspaper Sales.

OSSINING

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-5. Residential center 30 mi. N of NYC. On U.S. Hwy. 9; State Hwys. 133 & 134.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 20,196; E&P 87 Est. 20,833
NDM-ABC: (80) 60,670
County 80 Cen. 866,599; E&P 87 Est. 845,042
PMSA 80 Cen. 8,274,352; E&P 87 Est. 8,131,187
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,777; E&P 87 Est. 7,697
NDM-ABC: (80) 19,536
County 80 Cen. 307,450; E&P 87 Est. 309,932
PMSA 80 Cen. 3,197,944; E&P 87 Est. 3,260,296

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	$7,330,923,000
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000

6 - PASSENGER AUTOS: County 625,243

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 3; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Area-4 blocks on Main St.; 3 on Spring St.; Croton Ave.
Nearby Shopping Centers-Chilmark (Pleasantville Rd.); Arcadia (S. Highland Ave.).
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Variety Stores-Woolworth; J.J. Newberry.
Chain Drug Stores-Kipp's; Medicine Shoppe 4.
Chain Supermarkets-A&P; Grand Union 4; Finast Shopwell 4; Shop-Rite.

14 - NEWSPAPERS: CITIZEN REGISTER (e) 7,027; (S) 7,948; Mar. 28, 1987 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett National Newspaper Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 751-5300.
National Representative: Gannett National Newspaper Sales.

OSWEGO-FULTON

1 - LOCATION: Oswego County (In Syracuse MSA). E&P Map D-3. County Seat. Shipping center for 2-county agricultural & dairy area. Miscellaneous manufacturing, wholesale & education center (State Univ. of N.Y. at Oswego, 9,500 students). 350 mi. from NYC; 145 mi. from Buffalo; 70 mi. from Rochester. Easternmost U.S. port on Great Lakes. First U.S. port on St. Lawrence Seaway. Lake Ontario terminus on N.Y. State Barge Canal. On State Hwys. 48, 57, 104.

2 - TRANSPORTATION: Railroads-Conrail (freight).
Motor Freight Carriers-4.
Intercity Bus Lines-Watertown-Oswego-Rochester; Syracuse-Fulton-Oswego.

3 - POPULATION:
Corp. Cities 80 Cen. 33,285; E&P 87 Est. 33,022
Fulton 80 Cen. 13,312; E&P 87 Est. 13,620
Oswego 80 Cen. 19,793; E&P 87 Est. 19,402

CZ-ABC: (80) 21,698
RTZ-ABC: (80) 79,000
County 80 Cen. 113,901; E&P 87 Est. 122,886
MSA 80 Cen. 642,375; E&P 87 Est. 643,713
City & RTZ-ABC: (80) 100,698

4 - HOUSEHOLDS:
Cities 80 Cen. 12,417; E&P 87 Est. 11,807
Fulton 80 Cen. 5,088; E&P 87 Est. 5,000
Oswego 80 Cen. 7,329; E&P 87 Est. 6,807
CZ-ABC: (80) 7,855
RTZ-ABC: (80) 25,325
County 80 Cen. 37,238; E&P 87 Est. 41,785
MSA 80 Cen. 223,642; E&P 87 Est. 231,665
City & RTZ-ABC: (80) 33,180

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$95,091,251
Savings & Loan	1	$7,299,948
Commercial	3	$65,000,000

6 - PASSENGER AUTOS: County 56,642

7 - ELECTRIC METERS: Residence: Oswego 12,102; Fulton 7,508

8 - GAS METERS: Residence. Oswego 9,302; Fulton 5,717

9 - PRINCIPAL INDUSTRIES: Beer Brewing; Food Proc.; Aluminum Mfg.; Paper Prods.; Wire Mfg.; Steel; Atomic Energy.
Principal Industrial Pay Days-Oswego-Thur., Fri. Fulton-Tues., Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-83; Summer 45-96; Fall 20-80; Winter 15-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Oswego: 3 blocks on W. Bridge St.; 9 on E. Bridge St.; 3 on W. 1st St.; 3 on W. 2nd St.; 2 on E. 1st St.; 2 on E. 2nd St.; 2 on E. 3rd St.; 2 on S. 1st St.; 1 on Oneida St.; 2 on Cayuga St.; 3 on W. Broadway; 1 on E. Broadway. 1 on W. First St. S.; Canalview Mall; Pyramid Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mid-Town(10)	NA	Half Price Outlet, Fays
Pyramid Mall(10)	NA	Jamesway
Price Chopper	NA	Price Chopper
Oswego Plz.(12)	1	P&C, Fay Drugs, Sears, JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Plaza Stores-Mon. through Sat.
Stores Open Sunday-Many in Plaza.

13 - RETAIL OUTLETS: Department Stores-Kline Bros.; Montgomery Ward.
Variety Stores-McCrory; McLellan; Green's
Discount Stores-KBC; Jamesway.
Chain Drug Stores-Wayne 2; Key; Fay 2.
Chain Supermarkets-P&C Foods 3; Price Chopper 2; Morabito 3; IGA 2; Top's; Super Duper 2.
Other Chain Stores-Endicott-Johnson 2; M. Goldberg & Sons 2; Western Auto 2; Agway Farm 2; Pickway Shoes; JoAnn Fabrics; JCPenney; Midas Muffler; Goodyear; Woolworth; Rosa & Sullivan Appliances.

14 - NEWSPAPERS: PALLADIUM-TIMES (e) 8,614; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Derousle, Adv. Dir., PALLADIUM-TIMES, 140 W. First St., Oswego, NY 13126; Tel. (315) 343-3800.
National Representative: Thomson Newspapers.

PEEKSKILL

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-5. Residential ctr. On E bank of Hudson River. 41 mi. N of NYC. On U.S. Hwys. 6, 9, 202.

2 - TRANSPORTATION: Railroads-Metro North.
Intercity Bus Lines-Liberty Lines; American.
Airlines-Air North; Business Express; Commercial Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 18,236; E&P 87 Est. 18,380
NDM-ABC: (80) 132,026
County 80 Cen. 866,599; E&P 87 Est. 845,042
PMSA 80 Cen. 8,274,352; E&P 87 Est. 8,131,187

4 - HOUSEHOLDS:
City 80 Cen. 6,850; E&P 87 Est. 7,321
NDM-ABC: (80) 42,185
County 80 Cen. 307,450; E&P 87 Est. 309,932
PMSA 80 Cen. 3,197,944; E&P 87 Est. 3,260,296

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000
Commercial	17	$7,330,923,000

6 - PASSENGER AUTOS: County 625,243

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non-Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-44; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-11 blocks on Division, South, Main, Bank & Park Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beach(37)	NA	Woolworth, Grand Union
Westchester Mall(40)	NA	Pergament, Fayva, Radio Shack, Waldbaum's, Jamesway
Hampton Oaks	NA	IGA
Welcher Ave.	NA	A&P
Baldwin Pl.(38)	NA	Sears (catalog), Radio Shack
Yorktown Green(30)	NA	Caldor, A&P, Shopwell
Putnam Square(10)	NA	Shopwell
Jefferson Valley Mall(70)	NA	Reads, Sears

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Howland; Reads; Pergament; Jamesway.
Variety Stores-McCrory; Woolworth.
Discount Store-Caldor.
Chain Drug Stores-Brooks 3; Rite Aid.
Chain Supermarkets-A&P; Grand Union; Shopwell 2; Shop-Rite; Waldbaums 2.
Other Chain Stores-Sears; Shoe-Town; Thom McAn; Singer; Trader Horn; Kinney; Sherwin-Williams.

14 - NEWSPAPERS: STAR (e) 6,926; (S) 9,008; Mar. 28, 1987 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett National Newspaper Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett National Newspaper Sales.

PLATTSBURGH

1 - LOCATION: Clinton County. E&P Map F-1. County Seat. Center of retail, wholesale, industrial and tourist area of NE New York. College center; Air Force Base. On U.S. Rt. 9 I-87, 310 mi. from N.Y.C.; 60 mi. S of Montreal; on western shore of Lake Champlain and bordering Adirondack Forest Preserve.

2 - TRANSPORTATION: Railroads-Delaware & Hudson.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-8.
Airlines-Piedmont Commuter.

3 - POPULATION:
Corp. City 80 Cen. 21,057; E&P 87 Est. 21,851
CZ-ABC: (80) 37,441
RTZ-ABC: (80) 48,979
County 80 Cen. 80,750; E&P 87 Est. 82,750
City & RTZ-ABC: (80) 86,420

4 - HOUSEHOLDS:
City 80 Cen. 6,925; E&P 87 Est. 6,859
CZ-ABC: (80) 11,650
RTZ-ABC: (80) 15,217
County 80 Cen. 24,896; E&P 87 Est. 26,513
City & RTZ-ABC: (80) 26,867

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$288,292,000
Savings & Loan	1	$107,000,000

6 - PASSENGER AUTOS: County 37,611

7 - ELECTRIC METERS: Residence 9,444

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Paper Prods.; Wallpaper; Federal, State Employees; Plastics; Lumber & Wood Prods.; Machine Prods.; Air Force Base (SAC) Population over 10,000.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-74; Summer 50-80; Fall 16-60; Winter -10-39.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Margaret; 2 on Clinton; 2 on Bridge; 1 on Brinkerhof.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pyramid Mall (50)	NA	K mart, JCPenney, Mont. Ward
North Country(40)	NA	A&P, H.L. Green
Plattsburgh Plaza(16)	NA	Zayre, Grand Union
Skyway Corners(15)	NA	Ames, Grand Union, Woolworth
Ames Plaza(8)	NA	Ames, P&C Food, Kinney

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Merkels; Sears; JCPenney; Magram's.
Variety Stores-Woolworth; Green.
Discount Stores-Kinney; Fay's; Ames; K mart.
Chain Supermarkets-Grand Union 3; A&P; P&C Mkts.; Price Chopper.
Other Chain Stores-Bass Shoe; Dexter Shoe; Kinney; Anderson-Little; Zale's Jewelers; Shoe Corp. of America; Endicott-Johnson; Fashion; National Army & Navy; Goodyear; Goodrich; Western Auto; Thom McAn.

14 - NEWSPAPERS: PRESS-REPUBLICAN (m) 23,014; Mar. 31, 1987 ABC.
NOTE: Sunday edition to start Sept. 13, 1987.
Local Contact for Advertising and Merchandising Data: William C. Lundquest, Adv. Dir., PRESS-REPUBLICAN, 170 Margaret St., Plattsburgh, NY 12901; Tel. (518) 561-2300.
National Representative: Branham/Newspaper Sales.

PORT CHESTER

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. Residential center. On U.S. Hwy. 1 and State Hwys. 119, 120, 120A; 9 mi. E of White Plains; New England Thruway; Connecticut Tpke.; Cross-Westchester Expwy.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 23,565; E&P 87 Est. 22,170
NDM-ABC: (80) 71,835
County 80 Cen. 866,599; E&P 87 Est. 845,042
PMSA 80 Cen. 8,274,352; E&P 87 Est. 8,131,187
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,001; E&P 87 Est. 8,725
NDM-ABC: (80) 24,651
County 80 Cen. 307,450; E&P 87 Est. 309,932
PMSA 80 Cen. 3,197,944; E&P 87 Est. 3,260,296

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	17	$7,330,923,000
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000

6 - PASSENGER AUTOS: County 625,243

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main St.; 6 blocks on Westchester Ave.
Principal Shopping Days-Thur. through Sun.
Shopping Centers-Rye Ridge; Finast; Woolworth; Montgomery Ward; Boston Post Rd., 1 mi. south of shopping district; Washington Park Plaza Ctr.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Chain Drug Stores-Rock Bottom; CVS.
Chain Supermarkets-Finast 4; Shopwell 4; Waldbaum's; Pathmark; Food Emporium.
Other Chain Stores-Caldor; Kaplan's; Neisner Bros.; Pergament Paints.

14 - NEWSPAPERS: ITEM (e) 10,384; (S) 11,061; Mar. 28, 1987 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett National Newspaper Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett National Newspaper Sales.

PORT JERVIS

1 - LOCATION: Orange County (In Orange County PMSA). E&P Map E-5. On Delaware River; 88 mi. NW of N.Y. City.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Shortline.

3 - POPULATION:
Corp. City 80 Cen. 8,699; E&P 87 Est. 8,426
County/PMSA 80 Cen. 259,603; E&P 87 Est. 284,079

4 - HOUSEHOLDS:
City 80 Cen. 3,385; E&P 87 Est. 3,316
County/PMSA 80 Cen. 84,251; E&P 87 Est. 95,820

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	N.A.
Savings & Loan	3	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: County 170,311

7 - ELECTRIC METERS: Residence 3,784

8 - GAS METERS: Residence 3,642

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 170 ($275); Cosmetics 800 ($325).

10 - CLIMATE: Min. & Max. Temp.-Spring 39-54; Summer 58-92; Fall 34-68; Winter -10-43.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-Pike; Front; Sussex; and Ball Sts.
Neighborhood Shopping Centers-W. Main St.; Kingston Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Tri State Mall(10)	1	Jamesway, Shop-Rite
Port-Jervis Plaza(7)		K mart, Great American

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; K mart.
Variety Stores-Jamesway.
Chain Supermarkets-Grand Union 2; A&P; Shop-Rite; Great American.

14 - NEWSPAPERS: TRI-STATE-GAZETTE (e) 4,990; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Michael J. Kowal, Adv. Dir., TRI-STATE-GAZETTE, 84-88 Fowler St., Port Jervis, NY 12771; Tel. (914) 856-5383.
National Representative: Branham/Newspaper Sales.

POUGHKEEPSIE

1 - LOCATION: Dutchess County (MSA). E&P Map F-5. County Seat. Industrial center on the E bank of Hudson River. On U.S. Hwy. 9, I-84, 9G; State Hwys. 44 & 55; 75 mi. N of NYC; 75 mi. S of Albany.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-20.
Intercity Bus Lines-Arrow; Greyhound; Mohawk; Mountain View; Trailways; Short Line; Leprechaun Lines.
Airlines-Command Airlines Air Taxi to Kennedy, La Guardia & Newark Airports; Colgan to Washington, DC, and to Raleigh-Durham, NC.

3 - POPULATION:
Corp. City 80 Cen. 29,757; E&P 87 Est. 30,678
CZ-ABC: (80) 69,306
RTZ-ABC: (80) 219,428
County/MSA 80 Cen. 245,055; E&P 87 Est. 263,613
City & RTZ-ABC: (80) 288,734
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,262; E&P 87 Est. 13,042
CZ-ABC: (80) 24,663
RTZ-ABC: (80) 70,454
County/MSA 80 Cen. 80,642; E&P 87 Est. 89,615
City & RTZ-ABC: (80) 95,117

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$909,655,000
Commercial	12	$433,105,000
Savings & Loan	2	$121,346,000

6 - PASSENGER AUTOS: County 166,405

7 - ELECTRIC METERS: County 83,000

8 - GAS METERS: County 18,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Bus. Machines 22,000; Pumps & Separators 800; Printing, Litho. 1,150; Electric Inst. 1,477; Util. 12,264; Elect. Prods. 487.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-56; Summer 64-79; Fall 48-63; Winter 25-38. First killing frost, Oct. 1; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Pedestrian Mall over 6 blocks; Downtown Poughkeepsie.
Neighborhood Shopping Centers-Hooker Ave.; Raymond Ave.; Poughkeepsie Plz., South Rd.; Bradlee Plz., South Rd.; Hudson Plz., South Rd., 44 Plz., Route 44; Red Oaks Mill, Manchester Rd.; Hyde Pk. Mall; South Hills Mall; Imperial Plz.; Nine Mall (Wappingers Falls); Fishkill; Dutchess Mall; Hopewell Junction.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hyde Pk. Mall	4	Shop-Rite, Jamesway
South Hills Mall(72)	5	K mart, Howlands, Sears, Up-To-Date
Dutchess Mall (75)	15	Service Mdse., Shop-Rite, May's
Hopewell Plz.	8	Grand Union
Poughkeepsie(70)	2	Grand Union, Marshall's
Hudson Plz.(20)	2	Mont. Ward, Hermans, Flah's
Bradlees Plz.(25)	2	Bradlees
Dutchess Ctr.	2	K mart, Shop-Rite, Miron Catalogue Ctr.
44 Plz.(25)	1	Edwards, Caldor
9 Mall(23)	6	Caldor, Shop-Rite
Imperial Plz.	7	Grand Union
Fishkill	13	Grand Union
Blodgett Farm Plz.	13	Ames
Dutchess Pk.	15	A&P
Hyde Pk.	4	Grand Union
Rhinebeck	16	Grand Union, A&P, Jamesway
Apple Valley Plz.	4	Grand Union
Red Oaks Mill(9)	4	Rite Aid, A&P, Grand Union
Arthursburg	14	A&P
Wappingers	3	Channel Home Ctr., Waldbaums

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-All Stores, Thur.; Food & Shpg. Ctrs., Mon. through Fri. and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Sears; Howlands; Danish Design; Hess's; G. Fox; Lechmere; JCPenney; Jordan Marsh; Filene's.
Discount Stores-Bradlees; Caldor 2; K mart 2; Jamesway; Ames.
Variety Stores-Woolworth.
Chain Drug Stores-CVS 2; Neustat 6; Liggett Rexall; Rite Aid 2.
Chain Supermarkets-A&P 4; Grand Union 15; Edwards; Stop & Shop; Shop-Rite 4; IGA 2; Waldbaums.
Other Chain Stores-Goodyear 3; Goodrich; Miles; Deltone's Shoes; Thom McAn; Singer Co.; Fanny Farmer; David's; Flah's; Pittsburgh Paint; Grossman's Lumber; Friendly Ice Cream 3; Flannigans; Lloyd Lumber 3; Western Auto; Shoe Town; Up-To-Date; Schwartz & Co.; Stewart's Ice Cream 2; Channel Lumber.

14 - NEWSPAPERS: POUGHKEEPSIE JOURNAL (m) 42,660; (S) 59,457; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Tom Halstead, Adv. Dir., POUGHKEEPSIE JOURNAL, 85 Civic Center Plaza, Poughkeepsie, NY 12602; Tel. (914) 454-2000.
National Representative: Gannett National Newspaper Sales.

ROCHESTER

1 - LOCATION: Monroe County (MSA). E&P Map C-3. County Seat. Third largest city in state. On Lake Ontario, the Genesee River and N.Y. State Barge Canal; also a port of entry for trade with Canada and Seaway. 88 mi. W of Syracuse; 71 mi. E of Buffalo. Distribution center of nine-county agricultural area. Manufacturing scientific equipment, electronics, photographic supplies, optical supplies, men's clothing, food processing. On I-390, I-490, I-590; U.S. Hwys. 15, 104; State Hwys. 31, 33, 47; New York State Thruway.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail; Chessie System.
Motor Freight Carriers-91.
Intercity Bus Lines-Greyhound; Blue Bird; Regional Transit; Trailways; Grand Island Transit.
Airlines-American; Eastern; Mall; Piedmont; United; USAir; Ransom; Pan Am; Northwest; Continental; Skywalker.

3 - POPULATION:
Corp. City 80 Cen. 241,741; E&P 87 Est. 226,399
CZ-ABC: (80) 623,173
RTZ-ABC: (80) 468,811
County 80 Cen. 702,238; E&P 87 Est. 683,842
MSA 80 Cen. 971,879; E&P 87 Est. 970,854
City & RTZ-ABC: (80) 1,091,984
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 102,642; E&P 87 Est. 95,249
CZ-ABC: (80) 229,655
RTZ-ABC: (80) 153,135
County 80 Cen. 264,352; E&P 87 Est. 254,418
MSA 80 Cen. 346,000; E&P 87 Est. 354,046
City & RTZ-ABC: (80) 382,790

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	6	N.A.
Savings & Loan	3	N.A.
Commercial	10	N.A.

6 - PASSENGER AUTOS: County 411,806

7 - ELECTRIC METERS: Residence 281,910

8 - GAS METERS: Residence 228,452

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg./Durable Goods 107,600 ($550); Mfg./Nondurable Goods 29,600 ($376); Constr. 17,500; Trans. & Public Util. 13,600; Whol. & Ret. Trade 98,900; Fin., Ins. and R.E. 20,600; Services and Misc. 106,900; Gov't 65,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-85; Summer 24-91; Fall 9-85; Winter 5-81.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Neighborhood Shopping Centers and Areas-Brighton**: BelAire Plz.; Brighton Commons; Monroe Clover Shopping Ctr.; Red Barn Shopping Ctr.; Southview Commons; Twelve Corners Plz.; West Brighton Plz. **Brockport**: Big N Plz.; Brockport Plz. **Chili**: Chili Ctr. Mart; Chili Paul Plz.; Chili Pixley Plz.; Churchville Commons. **Gates**: Buffalo Road Shopping Ctr.; C & C Plz.; Chili Hinchey Shopping Ctr.; Gates Shopping Ctr.; Gateway Plz.; Gates Colonial Plz.; Spencerport Road Plz.; Tops-Gold Circle Plz.; Westgate Plz.; Westmar Plz. **Greece**: Dewey Stone Shopping Ctr.; English Corners Convenience Ctr.; Greece Towne Mall; Home Furnishing Plz.; Latta Road Plz.; Long Ridge Mall; Mt. Read Maiden Lane Plz.; Northgate Plz.; Ridgecrest Shopping Ctr.; Ridgemont Plz.; Shoremont Convenience Ctr.; Stone & Dewey Shopping Ctr.; Stoneridge Plz.; Street of Shops; West Ridge Shopping Ctr.; Ridgecrest Shopping Ctr. **Henrietta**: Cohoes Commons; Henrietta Town Line Plz.; Quality Plz.; Jefferson Plz.; Wayside Plz.; Wegmans Henrietta Plz.; Westover Plz.; Henrietta K mart Plz.; Henrietta Plz.; Marketplace Mall; Southtown Plz.; Todd Mart Plz.; Winjef Plz.; Suburban Plz. **Irondequoit**: Atrium and Pizza Hut Plz.; Irondequoit K mart Plz.; East Ridge Plz.; Empire Plz.; Georgetown Plz.; Irondequoit Shopping Ctr.; Irondequoit Wegman Plz.; Muxworthy Plz.; Ridge Hudson Plz.; Stutson Bridge Plz.; Sunrise Plz.; Titus Shopping Plz. **Penfield**: Boulevard Plz.; Panorama Outlet Mall; Penn Fair Plz.; Panorama Plz.; Penfield Plz.; Browncroft Corners. **Perinton**: Fairport Village Landing; Country Club Plz.; Hitching Post Plz.; Perinton Hills Mall; Perinton Sq.; Perinton Plz. **Pittsford**: Pittsford Plz. W; Ardan/Marshalls Plz.; Pittsford Colony; Pittsford Pl.; Pittsford Plz.; Clover Commons. **Rochester**: Goodman Shopping Ctr.; Loehmann's Plz.; Highland Hills; Mt. Hope; Mt. Hope Crittenden; Lyell-Mt. Read Shopping Ctr.; Ridgecrest Shopping Ctr.; Bulls Head Plz.; Culver Ridge Plz.; Lyell Shopping Plz.; Merchants-Main Shopping Ctr.; Midtown Plz.; North Park Plz.; Park-Vassar Plz.; Ridge Clinton Plz.; Ridge Seneca Plz.; Waring Road Shopping Ctr.; West Ave. Plz. **Victor**: Eastview Mall. **Webster**: Eastway Plz.; Webster Plz.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Browncroft Corners(15)	5	Super Duper
Chili Ctr. Mart(3)	7	K mart, Bells
Cohoes Commons (10)	6	Cohoes
Country Club(21)	9	Chase-Pitkin, Wegman's
Culver Ridge(30)	6	B. Forman, JCPenney, Woolworth, Rite Aid
Dewey-Stone(4)	7	Super Duper
Eastview(109)	15	Sears, Sibley's, Woolworth, Fay's, McCurdy's
Eastway(21)	9	Sibley's, Wegman's, Chase Pitkin
Empire(3)	4	Apple's
Georgetown(6)	6	Fays
Greece Towne(64)	8	Sibley's, CVS, Gold Circle
Irondequoit(28)	5	Sibley's, Apple's McCurdy's, Fay's
Latta Road Plz.	8	Rite Aid
Loehmann's(8)	3	Loehmann's, Tops
Long Ridge(74)	8	B. Forman, JCPenney, Sears, McCurdy's
Merchants-Main(6)	5	CVS, Wilson Farms
Marketplace(134)	6	B. Forman, Sibley, Sears, McCurdy's, JCPenney
Midtown(95)		B. Forman, McCurdy's, Wegman
Mt. Hope & Crittenden(3)	NA	Wegman's, CVS
Mt. Read & Maiden Lane(10)	8	Chase-Pitkin, Wegman's
Northgate(36)	9	JCPenney, Apple's McCurdy's, Fay's
Panorama(42)	8	Bells, Woolworth
Perinton Sq.(33)	NA	Fay's, K mart, Present Co.
Pittsford Pl.(9)	NA	Lauer's
Pittsford Plz.(44)	5	Woolworth, Almys, JCPenney, B. Forman, Apple's, Lerner's
Ridge-Hudson(16)	5	Bargain Harolds, Western Auto
Ridge-Seneca(11)	4	Fay's
Ridgecrest(18)	6	Tops
Ridgemont(31)	8	Wegman's, K mart, Fay's
Southtown(51)	6	Outlet Center
Stoneridge(29)	6	Present Co., Rite Aid, Toys 'R Us
Stutson(16)	NA	Bells, Fay's
Suburban(19)	7	Fay's
Tops-Gold Circle Plz.(8)	9	Gold Circle, Tops, CVS
Twelve Corners(15)	NA	
Waring Road(14)	4	Fay's
Webster Plz.(14)	15	Ames, Apple's, Fays
Westgate(41)	6	Fay's, Apple's
Westmar(29)	6	Fay's

Principal Shopping Days-7 days a week.
Stores Open Evenings-Most major stores open evenings except Sun.

13 - RETAIL OUTLETS: **Department Stores**-B. Forman 6; JCPenney 5; McCurdy's 7; Sears 3; Sibley's 8.
Variety Stores-McCrory's; Woolworth 10.
Discount Stores-Ames 7; Bargain Harold's 5; Barker's 2; Gold Circle 4; K mart 5; Marshalls 3; S.E. Nichols; Present Co. 7.
Chain Drug Stores-CVS 21; Fay's 23; Freddy's 2; Rite Aid 28; Wegman's 17.
Chain Supermarkets-Apple's 7; Bells 18; Big M 14; Convenient 17; 7-Eleven 13; Stop-N-Go 12; Sugarcreek 24; Super Duper 12; Tops 11; Wegman's 25; Wilson Farms 11.
Other Chain Stores-Altiers 11; Anderson-Little 3; Baker's 5; Biba Shoes 2; Casual Corner 5; Chase-Pitkin 12; Endicott-Johnson 6; Fanny Farmer 12; Johnny Antonelli (Firestone) 12; Flagg Brothers; Florsheim 3; Goodrich; Goodyear 5; Grossman's 7; Kinney 5; Lane Bryant 3; Lerner's 4; Marjax 3; Nobil's; Old West 6; Ormond's 3; Radio Shack 28; Rosa & Sullivan 7; Sherwin-Williams 6; Shoe Racks 4; Silo 4; Thom McAn 5; Western Auto 2; Waldert Opticians 12; Whelpley & Paul 8.

14 - NEWSPAPERS: DEMOCRAT & CHRONICLE (m-mon to fri) 124,993; TIMES-UNION (e-mon to fri) 97,644; DEMOCRAT & CHRONICLE (m-sat) 186,904; (S) 258,494; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William M. Barry, Adv. Dir., GANNETT ROCHESTER NEWSPAPERS, 55 Exchange Blvd., Rochester, NY 14614-2001; Tel. (716) 232-7100.
National Representatives: Gannett National Newspaper Sales; American Publishers' Representatives; Publishers Representatives of Florida.

ROME

1 - LOCATION: Oneida County (In Utica-Rome MSA). E&P Map D-3. County Seat. Industrial and military research-development, supply, and operations center. 15 mi. W of Utica; 40 mi. E of Syracuse, at gateway to Adirondack Mountains. On State Hwys. 26, 69, 46 and 233. Griffiss Air Force Base 4,087 military personnel, 2,922 civilian personnel.

2 - TRANSPORTATION: **Railroads**-Conrail; New York State Barge Canal terminal.
Motor Freight Carriers-10.
Intercity Bus Lines-Utica-Rome-Syracuse; Greyhound.
Canal Freight and Passenger Lines-2.
Airlines-Piedmont; USAir.

3 - POPULATION:
Corp. City 80 Cen. 43,826; E&P 87 Est. 41,981
CZ-ABC: (80) 44,998
RTZ-ABC: (80) 64,593
County 80 Cen. 253,466; E&P 87 Est. 246,411
MSA 80 Cen. 320,180; E&P 87 Est. 315,053
City & RTZ-ABC: (80) 109,591

4 - HOUSEHOLDS:
City 80 Cen. 15,172; E&P 87 Est. 14,400
CZ-ABC: (80) 15,624
RTZ-ABC: (80) 20,425
County 80 Cen. 88,000; E&P 87 Est. 88,361
MSA 80 Cen. 111,682; E&P 87 Est. 113,686
City & RTZ-ABC: (80) 36,050

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$150,000,000
Savings & Loan	1	$85,000,000
Commercial	3	$70,000,000
Credit Union	1	$52,000,000

6 - PASSENGER AUTOS: County 130,450

7 - ELECTRIC METERS: Residence 20,506

8 - GAS METERS: Residence 11,437

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Copper & Brass 1,000 ($182); Wire 1,000 ($184); Gov't 4,560 ($198).
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-95; Summer 41-96; Fall 10-80; Winter 10-48. First killing frost, Oct. 1; last killing frost, May 20.

11 - TAP WATER: Neutral, soft; filtered.

12 - RETAILING: **Principal Shopping Centers**-Liberty Mall; Rome City Ctr. Mall; All Downtown; Freedom Mall; Downtown Mall.
Neighborhood Shopping Centers-At Black River Blvd. & E. Garden St., 18 units; Black River Blvd. & Chestnut St., 24 units; Westgate Manor, 12 units; Thomas and Jay Sts., (1 1/4 mi.) 5 units; Price Chopper Plz., 4 units; Grandway Plz., 4 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
City Ctr. Mart(48)	NA	Zayre, JCPenney
Black River Blvd.	1	Great American, Sears, Kanoffs, Fays Drug
Mohawk Acres(26)	2	Wards, McCrory
Westgate Manor (12)	3	Chicago Market, Radio Shack
Price Chopper	3	Price Chopper
Freedom Plz.(15)	NA	P&C, Zayre, JCPenney
Suburban Plz.	NA	Carls Drug
Riverside Mall, Utica(87)	10	Howlands, Mont. Ward, Bradlees
Sangertown Sq.(125)	15	Hess, Sears, Bradlees, JCPenney, Wallachs
New Hartford (42)	12	Howlands, Doyle-Knower, Zayre, Woolworth, Radio Shack

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Sears; Goldberg's; JCPenney; Zayre; Simpkins.
Variety Stores-McCrory.
Chain Drug Stores-Carl's 3; Rite Aid 2; Fay's.
Chain Supermarkets-Great American; P&C 2; Chicago Mkts. 2; Price Chopper.
Other Chain Stores-Endicott-Johnson; National Auto; Goodyear; Radio Shack; Grossman's; So-Fro Fabrics; Sherwin-Williams; Fashion Factory.

14 - NEWSPAPERS: SENTINEL (e) 19,026; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ronald D. O'Neil, Adv. Dir., SENTINEL, 333 W. Dominick St., Rome, NY 13440; Tel. (315) 337-4000.
National Representative: None.

SALAMANCA

1 - LOCATION: Cattaraugus County. E&P Map B-4. On Allegany River, 62 mi. S of Buffalo; south central part of county. On State Hwys. 17, 353; U.S. Hwy. 219 and 2 hwys. to Buffalo.

2 - TRANSPORTATION: **Railroads (Freight Only)**-C&O (Chessie System); Southern Tier Expressway; NY & Lake Erie (short line).
Motor Freight Carriers-2.
Intercity Bus Lines-Bluebird; Trailways; Intra City-Mini-bus.

3 - POPULATION:
Corp. City 80 Cen. 6,890; E&P 87 Est. 6,829
County 80 Cen. 85,697; E&P 87 Est. 87,142
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,773; E&P 87 Est. 2,391
County 80 Cen. 29,280; E&P 87 Est. 30,847

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$5,433,631
Commercial	2	$163,220,000

6 - PASSENGER AUTOS: County 37,537

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 430 ($140); R.R. 135 ($160); Lumber Mill 121 (N.A.).
Principal Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 61-90; Fall 45-58; Winter 20-33. First killing frost, Sept. 23; last killing frost, May 28.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St. plus downtown shpg. mall; 1 on Church; 1 on River St., 2 on Broad St.
Neighborhood Shopping Areas-Washington & Ctr., Broad & Ctr. 12 units, Broad & Eagle.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allegany	16	K mart, Rite Aid, Reid's Food Barn
Bradner(24)		Loblaw, McCrory
Olean Ctr.(53)	18	A.M.&A., Hills

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Discount Stores**-Hampshire Mills Outlet Store; Fisher's Big Wheel.
Variety Stores-McCrory; Rite Aid.
Chain Supermarkets-Bell; Parkview.
Other Chain Stores-Sears (catalog); True Value Hdwe., Agway; Radio Shack.

14 - NEWSPAPERS: SALAMANCA PRESS (e) 3,213; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Ted Mike, Adv. Mgr., SALAMANCA PRESS, 36-42 River St., Salamanca, NY 14779; Tel. (716) 945-1644.
National Representative: Landon Associates.

SARANAC LAKE

1 - LOCATION: Franklin & Essex Counties. E&P Map E-2. 100 mi. N of Glens Falls; 50 mi. S of Malone; 50 mi. SW of Plattsburgh. On State Hwys. 3, 86, 365.

2 - TRANSPORTATION: **Intercity Bus Lines**-Greyhound; Trailways.
Airlines-Brockway; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 5,578; E&P 87 Est. 5,520
Counties 80 Cen. 81,105; E&P 87 Est. 82,393
Franklin 80 Cen. 44,929; E&P 87 Est. 45,584
Essex 80 Cen. 36,176; E&P 87 Est. 37,709

4 - HOUSEHOLDS:
City 80 Cen. 2,379; E&P 87 Est. 2,081
Counties 80 Cen. 28,006; E&P 87 Est. 29,904
Franklin 80 Cen. 15,127; E&P 87 Est. 16,030
Essex 80 Cen. 12,879; E&P 87 Est. 13,874

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.

6 - PASSENGER AUTOS: Counties: Franklin 20,365; Essex 18,506

7 - ELECTRIC METERS: Residence 5,220

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Medical Research; Hospitals; Wood Prods.; Tourism; Colleges (2); Gov't.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-50; Winter 30-40. First killing frost, Sept. 15; last killing frost, May 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Center**-6 blocks on 2 streets; Shopping Centers 2.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames(5)	1	Radio Shack, Brooks, Grand Union
Tupper Lake(7)	1	A&P, Ames, Aubuchon
Lake Placid	NA	Grand Union

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Dept. Stores: Fri.; Food: Daily.

13 - RETAIL OUTLETS: **Department Stores**-Altman's; Sears; National Army; Grossman's; Woodburys.
Discount Store-Ames.
Variety Store-Newberry.
Chain Drug Stores-Meyer's 3; Brooks; Rite Aid.
Chain Supermarkets-Grand Union 4; A&P 2; IGA 3; Super Duper.
Other Chain Stores-Eastern Mountain Sports; Radio Shack.

14 - NEWSPAPERS: ADIRONDACK ENTERPRISE (e-mon to fri) 5,148; sworn Sept. 26, 1986.
Local Contact for Advertising and Merchandising Data: Catherine Moore, Adv. Dir., ADIRONDACK ENTERPRISE, 61 Broadway, Saranac Lake, NY 12983; Tel. (518) 891-2600.
National Representative: Landon Associates.

SARATOGA SPRINGS

1 - LOCATION: Saratoga County (In Albany-Schenectady-Troy MSA), E&P Map F-3. 30 mi. N of Albany. On U.S. Hwy. 9; I-87.

2 - TRANSPORTATION: **Railroads**-Delaware & Hudson; Amtrak.
Intercity Bus Lines-Greyhound; Trailways.
Airlines Serving City-American; USAir.

3 - POPULATION:
Corp. City 80 Cen. 23,906; E&P 87 Est. 24,807
CZ-ABC: (80) 23,906
RTZ-ABC: (80) 111,471
County 80 Cen. 153,759; E&P 87 Est. 165,721
MSA 80 Cen. 835,880; E&P 87 Est. 856,375
City & RTZ-ABC: (80) 135,377
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,526; E&P 87 Est. 8,790
CZ-ABC: (80) 8,526
RTZ-ABC: (80) 37,037
County 80 Cen. 51,935; E&P 87 Est. 58,143
MSA 80 Cen. 302,191; E&P 87 Est. 320,083
City & RTZ-ABC: (80) 45,563

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan Commercial	3	$64,553,490

6 - PASSENGER AUTOS: County 93,446

7 - ELECTRIC METERS: Residence 21,249

8 - GAS METERS: Residence 7,862

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 300; Electronics 450; Pkg. 600; Seasonal Industries: Racetrack, Apr.-Dec. 250; Racetrack, Aug. 500; Performing Arts Center, July, Aug. 100; Printing 300; Educ. 700.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-86; Summer 45-96; Fall 9-77; Winter -22-47. Last killing frost, May 8-9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Broadway; 1 block on Caroline St.; on Division St.; West Hill Plz.; West Ave. & Rt. 29; Pyramid Mall Rt. 50; Grand Union Plz.-Grand Union, CVS, State Photo, Flavor Land.
Neighborhood Shopping Centers-Washington & Church Sts.; Five Points (Park Pl., Clark St.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonie	25	Macy's, Sears
Latham Circle Mall(75)	20	Boston Store, Mont. Ward, JCPenney
Northway Plz.	18	Mont. Ward
Aviation Mall(53)	18	Caldor, Sears, JCPenney
Northway Mall	25	
Pyramid Mall (67)	NA	Carl's, Albany Public Market
Clifton Country Mall(80)	18	JCPenney, Denby's, Carl Co.
West Hill Plz.(7)	NA	Jamesway Dept., P&C Mkt.
K mart Plz.	NA	K mart, Fay's Drug
Crossgates Mall	NA	Caldor, JCPenney, Brooks Bros.

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.; Mon. through Sat., July and Aug.

13 - RETAIL OUTLETS: **Department Stores**-Boston Store; Carl Co.; JCPenney; Sears; Montgomery Ward; Caldor; Macy's.
Variety Store-Woolworth 2.
Discount Stores-Jamesway; K mart; Joy Store.
Chain Drug Stores-Rite Aid 2; Mac Finn 2; Fays; Carls; CVS.
Chain Supermarkets-Price Chopper 7; Grand Union 10; Albany Public 4.
Other Chain Stores-Standard Furniture; Service Mdse. (catalog store).

14 - NEWSPAPERS: SARATOGIAN (m) 11,566; (S) 17,433; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Majone B. MacElroy, Adv. Dir., SARATOGIAN, 20 Lake Ave., Saratoga Springs, NY 12866; Tel. (518) 584-4242.
National Representative: Gannett National Newspaper Sales.

SCHENECTADY

1 - LOCATION: Schenectady County (In Albany-Schenectady-Troy MSA). E&P Map F-4. County Seat. Barge Canal Terminal, east part of State. 160 mi. from N.Y. City; 715 mi. from Chicago. On U.S. Hwys. 9 and 20; State Hwys. 5, 7, 50, 158 and New York State Thruway, Northway, I-87 and I-88.

2 - TRANSPORTATION: **Railroads**-Amtrak (passenger); D&H and B&M (freight); Conrail.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Schenectady Trans.; Mohawk Valley Transit; Adirondack Trailways; Wade's.
Airlines-Through Albany, N.Y. Airport; American; Page Airways; United; Piedmont; USAir; Eastern; Bar Harbor; Northwest; Continental; Business Express.

3 - POPULATION:
Corp. City 80 Cen. 67,972; E&P 87 Est. 64,912
CZ-ABC: (80) 137,049
RTZ-ABC: (80) 128,666
County 80 Cen. 149,946; E&P 87 Est. 145,626
MSA 80 Cen. 835,880; E&P 87 Est. 856,375
City & RTZ-ABC: (80) 265,715

4 - HOUSEHOLDS:
City 80 Cen. 27,747; E&P 87 Est. 28,197
CZ-ABC: (80) 51,867
RTZ-ABC: (80) 43,071
County 80 Cen. 56,168; E&P 87 Est. 56,348
MSA 80 Cen. 302,191; E&P 87 Est. 320,083
City & RTZ-ABC: (80) 94,938

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$362,000,000
Savings & Loan	1	$95,000,000
Commercial	6	$418,000,000

6 - PASSENGER AUTOS: County 94,016

7 - ELECTRIC METERS: Residence 69,880

8 - GAS METERS: Residence 46,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect., Atomic, Jet Mach. and Materials 25,000; Bakery 330; Plates & Printing 800; Synthetic Resins & Varnishes 300; Knit Gloves 200; Meat Prods. 200; Concrete Prods. 100; Dairy Prods. 250; Gov't 3,780; Plastic 250. Av. Wkly. Wage: $185.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-46; Summer 56-96; Fall 47-67; Winter 0-37. First killing frost, Oct. 10-15; last killing frost, Apr. 15-30.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Area**-4 blocks on State St.; 1 on Jay St.; 1 on Broadway and 1 on N. Broadway. There are 8 neighborhood shpg. areas: Upper State St.; Upper Union St.; Van Vranken Ave.; Albany St.; Upper Broadway; Crane St.; Upper Nott St. and Scotia, N.Y.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mohawk Mall(81)	NA	Bradlees, Mont. Ward, Boston Store
Canal Sq.(22)	NA	Carl Co.
Sheridan Plz.(12)	NA	P&C
Mayfair(11)	NA	Woolworth's, Shop-Rite
Shoporama(9)	NA	Carl Co., Toys for Joy
Royce	NA	Jamesway, Shop-Rite
Crosstown Plz.(12)	NA	Caldor, Fay's
Village Sq.	3	Fay's, Wheels
Loehmann's Plz.(24)	4	Price Chopper
Colonie Ctr.(74)	5	Macy's, Sears
Northway Mall(65)	5	Anderson Little, Mont. Ward
Clifton Country Mall(110)	5	Caldor, Carls, JCPenney
Latham Circle Mall(100)	5	Caldor, Mont. Ward, JCPenney
Crossgates(120)	6	Filene's, JCPenney, Jordan Marsh, Caldor
Stuyvesant Plz.(70)	6	Flahs, Woolworth, Grand Union
Amsterdam Mall(13)	16	Carl Co.

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Carl Co.; Boston Store; Sears; Montgomery Ward; JCPenney.
Discount Stores-K mart; Bradlees; Caldor; Loehmann's; Duane Sales; Joy Dept. Store; Marshalls; Jamesway.
Chain Drug Stores-Brooks 9; CVS 31; Fay's 11; Rite Aid 15.
Chain Supermarkets-Price Chopper 37; Grand Union 18; P&C 2; Shop-Rite 6; Edwards.
Other Chain Stores-Shoes: Fayva, Shoe Town, Endicott-Johnson, Bakers, A.S. Beck, Butler, Kinney, Red Cross Shoes, Thom McAn; Furniture: Standard, Taft, Robinson, Olenders; Clothing: Dash, Laura Ashley, Lerner's, Foxmoor, Casual Corner, Fashion Bug, Dress Barn, Limited, Ormond, Stuarts, Talbots, Weathervane, Gentlemans Wearhouse, Flahs, Benetton; Auto Supplies: Firestone, Goodrich, Goodyear, ADAP, Wheels; Misc.: Consumers, Present Co., Fanny Farmer, Waldenbooks, Woolworth, Radio Shack, Service Merchandise, Grossmans, Abercrombie & Fitch.

14 - NEWSPAPERS: GAZETTE (m) 70,925; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: M.G. Moran, Gen. Adv. Mgr., GAZETTE, 334 State St., Schenectady, NY 12301; Tel. (518) 374-4141.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SYRACUSE

1 - LOCATION: Onondaga County (MSA). E&P Map D-3. County Seat, 4th largest city in state, located near geographic center of New York State.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail.
Motor Freight Carriers-174.
Intercity Bus Lines-Greyhound; Centro; C.N.Y. Coach; Syracuse & Oswego Coach; Onondaga Coach; Bluebird Coach Lines.
Airlines-American; Eastern; USAir; TWA; Mall; United; Piedmont; Continental; Brockway; Northwest; Pan Am Express.

3 - POPULATION:
Corp. City 80 Cen. 170,105; E&P 87 Est. 156,183
CZ-ABC: (80) 367,147
RTZ-ABC: (80) 421,770
County 80 Cen. 463,324; E&P 87 Est. 452,278
MSA 80 Cen. 642,375; E&P 87 Est. 643,713
City & RTZ-ABC: (80) 788,917
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 66,961; E&P 87 Est. 65,249
CZ-ABC: (80) 134,376
RTZ-ABC: (80) 138,200
County 80 Cen. 165,509; E&P 87 Est. 167,140
MSA 80 Cen. 223,642; E&P 87 Est. 231,665
City & RTZ-ABC: (80) 272,576

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	5	N.A.
Savings & Loan	2	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 255,549

7 - ELECTRIC METERS: City 189,548

8 - GAS METERS: City 132,683

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electrical Mach. 12,098; Machinery (nonelectrical) 8,310; Food Prods. 6,362; Transportation Equip. 4,817; Primary Metals 4,345; Printing & Pub. 3,365; Chemicals & Petroleum Prods. 3,195; Fabricated Metals 2,346; Instruments 2,087; Paper & Allied Prods. 1,948; Stone, Clay & Glass 1,752; Rubber and Misc. Plastics and Leather 1,591.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-76; Summer 56-81; Fall 33-72; Winter 16-35.

11 - TAP WATER: Slightly alkaline, moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Salina St.; 5 blocks on Warren St.
Neighborhood Shopping Centers-Westcott St.; Eastwood; Elmwood; Geddes St.; Butternut St.; S. Salina at Brighton; Dewitt; Lyncourt; Mattydale; North Salina St.; Marshall St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairmount Fair	5	Dey Bros., Addis, B. Forman, Marshalls
Westvale Plz.(28)	3	Channel, Ames, P&C
Shoppingtown(125)	5	JCPenney, Dey Bros., Addis, B. Forman, Chappell's
Northern Lights(55)	5	Zayre, Freddy's, Clothing Center
Shop City(43)	3	Chappell's, Natl. Auto, P&C, Peter's, Ames
Camillus Mall(107)	8	JCPenney, Hess, K mart, Sears, Hills
Fayetteville Mall(80)	7	Sibley's, Sears, Hess
Penn Can Mall(100)	7	Hill's, Chappell's
Seneca Mall(30)	10	Chappell's, K mart, Raymours, Price Chopper
Tri-County Mall(24)	12	Price Chopper, Dey Bros., Fay's

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Dept. Stores: Mon., Fri. & Sat. Food: Daily & Sun.

13 - RETAIL OUTLETS: Department Stores-Dey Brothers; Chappells; Sibley's; Sears; Addis; JCPenney; Hess; Flah's (B. Forman).
Variety Stores-Woolworth; McCrory; Ames.
Discount Stores-Ra-Lin; K mart; Service Mdse.; Century House; T.J. Maxx; Hill's; Linens & Things; Gentlemen's Wearhouse; Marshalls; China Towne; Peter Harris; Boltons; Champion; Zayre; Silo; Bargain Harold's; Wheels; Freddy's; Paper Cutter.
Chain Drug Stores-Carl's 12; Fay's 21; Rite Aid 15; CVS 7.
Chain Supermarkets-P&C 20; Price Chopper 8; Wegman's 8; Big M/Midstate 34; Green Hills; Hometown Mkt. 14; Williams Grocery; Pathmark.
Other Chain Stores-Firestone; Fanny Farmer; Lerner's; Endicott-Johnson; Goodrich; Goodyear; Radio Shack; Anderson-Little; Lane Bryant; Florsheim Shoes; Charney's; Chess King; Ormonds; Ups & Downs; Davids; Casual Male; Fashion Bug; Hit or Miss; Stylish Women; Barbara Moss; Altiers; Thom McAn; Casual Corner; Sherwin-Williams; Grossmans; Marjax; Rosa & Sullivan; Silo; Hechinger's; St. Clair Paints.

14 - NEWSPAPERS: POST-STANDARD (m) 84,393; HERALD-JOURNAL (e) 100,634; HERALD-AMERICAN (S) 228,413; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert T. Hennessey, Adv. Dir., HERALD-JOURNAL, POST-STANDARD and HERALD-AMERICAN, Clinton Square; PO Box 4915, Syracuse, NY 13221; Tel. (315) 470-0011.
National Representatives. Newhouse Newspapers Metro Suburbia; American Publishers' Representatives; Leonard Co.

TARRYTOWN

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. On the E bank of the Hudson River, 6 mi. W of White Plains on U.S. Hwy. 9 and State Hwys. 117 and 119.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 10,648; E&P 87 Est. 10,427
NDM-ABC: (80) 29,886
County 80 Cen. 866,599; E&P 87 Est. 845,042
PMSA 80 Cen. 8,274,352; E&P 87 Est. 8,131,187

4 - HOUSEHOLDS:
City 80 Cen. 3,961; E&P 87 Est. 3,953
NDM-ABC: (80) 10,841
County 80 Cen. 307,450; E&P 87 Est. 309,932
PMSA 80 Cen. 3,197,944; E&P 87 Est. 3,260,296

5 - BANKS	NUMBER	DEPOSITS
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000
Commercial	17	$7,330,923,000

6 - PASSENGER AUTOS: County 625,243

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non-Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Broadway N. Tarrytown; 2 blocks Beckman Ave.; Tappan Zee Shopping Center; Main St. & Orchard St.
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Howland's.
Variety Stores-Woolworth; M.H. Fishman.
Chain Drug Stores-Tappan 2.
Chain Supermarkets-Finast; C Town.

14 - NEWSPAPERS: NEWS (e) 4,424; (S) 4,420; Mar. 28, 1987 ABC.
NOTE. Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett National Newspaper Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative. Gannett National Newspaper Sales.

TONAWANDA
See NORTH TONAWANDA

TROY

1 - LOCATION: Rensselaer County (In Albany-Schenectady-Troy MSA). E&P Map F-4. On the E bank of the Hudson River at the head of the tidewater, 150 mi. N of N.Y.C.; eastern terminus of Barge Canal; on State Hwys. 2, 7, 40, 66 & U.S. 4; Interstate 87, 90, & 787.

2 - TRANSPORTATION: Railroads-Conrail; D. & H.; Amtrak; freight service.
Motor Freight Carriers-120.
Intercity Bus Lines-C.D.T.A., Yankee Trails; Greyhound; Trailways; Vermont.
Airlines-American; Eastern; USAir; Bar Harbor; Mall; Command; Wright; Air Vermont; United; Piedmont; Delta; Continental Express; Pan Am Express.

3 - POPULATION:
Corp. City 80 Cen. 56,638; E&P 87 Est. 55,652
CZ-ABC: (80) 113,027
RTZ-ABC: (80) 145,682
County 80 Cen. 151,966; E&P 87 Est. 156,068
MSA 80 Cen. 835,880; E&P 87 Est. 856,375
City & RTZ-ABC: (80) 258,709

4 - HOUSEHOLDS:
City 80 Cen. 20,491; E&P 87 Est. 21,020
CZ-ABC: (80) 41,876
RTZ-ABC: (80) 49,897
County 80 Cen. 52,735; E&P 87 Est. 55,689
MSA 80 Cen. 302,191; E&P 87 Est. 320,083
City & RTZ-ABC: (80) 91,773

5 - BANKS	NUMBER	EST. DEP.
Savings	18	N.A.
Savings & Loan	4	N.A.
Commercial	36	N.A.

6 - PASSENGER AUTOS: County 79,848

7 - ELECTRIC METERS: Residence 56,916

8 - GAS METERS: Residence 36,292

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Technical Engineers 7,880; Life & Physical Scientists 1,788; Mathematical Specialists 381; Engineering Technicians 6,418; Medical Non-Technicians 8,157; Health Technicians/Technologists 2,299; Technicians (non-health, engineering, science) 508; Computer Specialists 1,983; Social Scientists 1,122; Teachers 13,932; Writers, Artists, Entertainers 4,466; Other Professional/Technical Workers (architects, accountants) 15,727; Managers, Non-Farm Proprietors 33,979; Sales Workers 20,098; Secretaries, Stenographers 24,800; Office Machine Operators 4,046; Other Clerical 50,376; Constr. Workers/Craftsmen 41,731; Blue Collar Workers/Supervisors 5,675; Metalworking Craft Workers 3,653; Mechanics, Repairers, Installers 10,498; Printing Trades 1,827; Public Util./Trans. 1,962; Other Craft Workers 4,831; Metalworking Operators 5,231; Semi-skilled Textile Operators 2,280; Semi-skilled Packing 4,191; Other Operators (ex. transport) 18,850; Transport Operators 12,381; Service Workers 41,765; Non-Farm Laborers 16,280; Farm Owners/Mgrs. 1,908; Farm Laborers & Supervisors 1,365.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-52; Summer 45-89; Fall 45-56; Winter 0-35. First killing frost, Oct. 15; last killing frost, early May.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-19 blocks from Congress St. N. to Jacob St., on River, Third & Fourth Sts.; also Broadway, Congress & Fulton St.
Neighborhood Shopping Centers-Upper Congress St. at 14th St.; Pawling Ave.; Lansingburg (northern section of Troy); 5th Ave. & 112th St.; 116th St. & 2nd Ave.; 126th St. & 2nd Ave.; Hoosick St., betw. 10th & 15th Sts.; Hudson Valley Plz.; Cohoes: Seven blocks centering at Ontario & Remsen St.; Watervliet: Broadway from 14th St. N. to 19th St.; Waterford: Broad St. from 2nd to 5th St.; Latham: Latham Corners Mall; Menand's; Broadway; Mechanicville: Park Ave. Hoosick Falls; Downtown Area; Colonie Shpg. Ctr. (84 stores); Northway Mall (60 stores); East Greenbush Fair; Clifton Country Mall (120 stores); Troy Mall; Downtown Troy; Wolf Road Pk., Westgate; Stuyvesant Plz. (62 stores); Cross Gates Mall (125 stores); Cohoes Commons.
Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Dept.-Fri. Some Tues. & Thur.; Shopping Ctr. every evg. & Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Stanleys; Boston Store; JCPenney; Macy's; Sears; Carl Co.; Caldor; Bradlees; Jordan Marsh; Filene's.
Variety Stores-Woolworth 2.
Discount Stores-Jupiter; Stanley's; K mart; Joy.
Chain Drug Stores-CVS Phcy. 5; Rite Aid 3; Fay's 5; Brooks; Pathmark.
Chain Supermarkets-Grand Union 10; A&P 3; Price Chopper 12; Star Super 4; Food Circus 3; Shop-Rite 2; Stewarts 6; Cumberland Farms.
Other Chain Stores-Endicott-Johnson; Bass; Dexter; Dunham's Color Tile; Bombay Co.; Johnson & Murphy; Brookstone Service Mdse.; Present Co.; Lechters; Grossman; Wickes; Ralph Lauren; Lenox; Lee Jay; Cohoes Specialty; Yield House; Outlet Barn; Firestone; Goodyear; Perreault; American Seal Paint; Thom McAn; Waldenbook; Nut Factory; Sterling Optical; Barbizon; Hit or Miss; Color Your World; Shatz Stationery; Union Book; Casual Corner; The Limited; Radio Shack; Field's Hosiery; Herman's; Lechmere; Toys 'R Us; The Gap; David's; Weathervane; Marshalls; ADAP; Wheels; The Talbots; Loehmann's; Carroll Reed; Laura Ashley; Sparrs; B.J.'s Wholesale Club; Standard Furniture; Narragansett; American Eagle; Bennetton; Abercrombie & Fitch.

14 - NEWSPAPERS: TIMES RECORD (e) 44,108; SUNDAY RECORD (S) 46,106; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William R. McDonough, Gen. Adv. Mgr., TIMES RECORD & SUNDAY RECORD, Broadway & 5th Ave., Troy, NY 12181; Tel. (518) 272-2000.
National Representative: None.

UTICA

1 - LOCATION: Oneida County (In Utica-Rome MSA). E&P Map E-3. County Seat. Center of State; on Mohawk Valley; 180 mi. E of Buffalo; 237 mi. NW of NYC. On State Hwys. 5, 12; U.S. Hwy. 20; on N.Y. State Thruway.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Conrail (freight).
Motor Freight Carriers-50.
Intercity Bus Lines-Greyhound; Central N.Y. Coach; Chenango Valley; Utica-Rome; Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 75,632; E&P 87 Est. 69,222
CZ-ABC: (80) 118,482
RTZ-ABC: (80) 233,439
County 80 Cen. 253,466; E&P 87 Est. 246,411
MSA 80 Cen. 320,180; E&P 87 Est. 315,053
City & RTZ-ABC: (80) 351,921
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,897; E&P 87 Est. 27,678
CZ-ABC: (80) 44,074
RTZ-ABC: (80) 77,666
County 80 Cen. 88,000; E&P 87 Est. 88,361
MSA 80 Cen. 111,682; E&P 87 Est. 113,686
City & RTZ-ABC: (80) 121,740

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$452,694,000
Savings & Loan	2	$178,760,000
Commercial	9	$615,973,000

6 - PASSENGER AUTOS: County 130,450

7 - ELECTRIC METERS: Residence 61,039

8 - GAS METERS: Residence 40,891

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Durable Goods 21,600; Non-Durable Goods 11,000; Mach. & Trans. Equip. 10,200; Metals 9,200; Food 1,900; Textiles & Apparel 2,100; Paper Prods. 4,600.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-65; Summer 55-90; Fall 30-55; Winter -10-50. First killing frost, Sept. 20; last killing frost, May 10.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-In Utica: 12 blocks on Genesee St.; 5 on Lafayette St.; 4 on Columbia St.; 8 on Bleecker St. In North Utica: Riverside Mall-83 stores (enclosed mall) Rt. 12, North-Riverside Drive, Charlestown Outlets. Pyramid Mall 85 stores.
Neighborhood Shopping Centers-2 blocks on N. Genesee St.; 2 on Genesee St. at Oneida Sq.; 3 on S. Genesee St.; 2 at Columbia Sq.; 5 on South St.; 5 on James St.; 3 on Varick St.

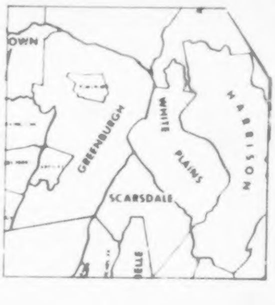
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Whitestown	4	Great American
North Utica(16)	2	Price-Chopper
Grand Way(11)	2	Grand Union
New Hartford	5	Sears, Howland, Grand Way, Bradlees
Chicago Mkt.(9)	2	Chicago Mkt., Rite Aid
Nichols	6	Nichols Discount, Marcy, P&C
Seneca Mall	7	Chicago Mkt.
Colonial (Whitestown)	4	Savings Bank
King Cole(7)	2	Hayes Appl.
Riverside Mall(90)	3	Howlands, Mont. Ward, Bradlees
Pyramid Mall	NA	Sears, Hess, JCPenney

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; Hess; Zayre.
Variety Stores-Woolworth 4.
Discount Stores-Nichols; K mart; Tehans; Mutual Distributors; Bradlees 2.

White Plains



...is part of New York's rich Westchester-Rockland suburbs (total population 1.2 million, household income $52,642) covered by the morning, evening and Sunday editions of the...

Gannett Westchester Rockland Newspapers

Call 914-694-9300

Chain Drug Stores-Rite Aid 8; Carl's 2; Fay 2; CVS.
Chain Supermarkets-Great American Stores (Victory) 2; Grand Union 2; Foodland 14; Chicago Markets 7; Chanatry 2; Hapanowicz Bros.; P&C; Price Chopper 2.
Other Chain Stores-Brooks Store; Endicott-Johnson 2; Thom McAn 2; Fanny Farmer 3; Firestone 2; National Auto; Howland 2; Lerners; Barbara Moss 2; Huckleberry Finn; Hickory Farms; Wicks & Greenman; Casual Corner; Anderson Little 2; Mills Factory; Grossman's; 84-Lumber.

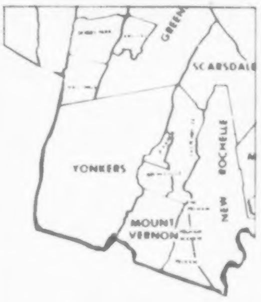
14 - NEWSPAPERS: PRESS (m-mon to fri) 36,299; OBSERVER-DISPATCH (e-mon to fri) 21,479; (sat) 53,190; (S) 63,122; Mar. 29, 1987 ABC.
NOTE: Effective Mar. 30, 1987, the Press (m) merged with the Observer-Dispatch which is now publishing (mS).
Local Contact for Advertising and Merchandising Data: Charles Williams, Natl. Adv. Mgr., OBSERVER-DISPATCH, 221 Oriskany Plaza, Utica, NY 13501; Tel. (315) 792-5000.
National Representative: Gannett National Newspaper Sales; Publishers' Representatives of Florida.

WATERTOWN

1 - LOCATION: Jefferson County, E&P Map D-2, County Seat. Shipping center for industrial & agricultural area. On Black River, in northern part of state, 11 mi. E of Lake Ontario & 30 mi. S of St. Lawrence River & Canadian border. 152 mi. from Rochester; 314 mi. from NYC; 70 mi. from Syracuse. On U.S. Hwy. 11; I-81.

2 - TRANSPORTATION: **Railroads**-Conrail.
Bus Lines-Central Greyhound.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 27,861; E&P 87 Est. 27,527
CZ-ABC: (80) 38,900
RTZ-ABC: (80) 199,363
County 80 Cen. 88,151; E&P 87 Est. 91,322
City & RTZ-ABC: (80) 238,263



Yonkers

is part of New York's rich Westchester-Rockland suburbs (total population 1.2 million, household income $52,642) covered by the morning, evening and Sunday editions of the

Gannett Westchester Rockland Newspapers

Call 914-694-9300

4 - HOUSEHOLDS:
City 80 Cen. 11,630; E&P 87 Est. 8,459
CZ-ABC: (80) 14,192
RTZ-ABC: (80) 64,042
County 80 Cen. 30,792; E&P 87 Est. 33,034
City & RTZ-ABC: (80) 78,234

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$339,990,027
Commercial	5	$621,282,411

6 - PASSENGER AUTOS: County 43,531

7 - ELECTRIC METERS: Residence 43,594

8 - GAS METERS: Residence 11,645

9 - PRINCIPAL INDUSTRIES: Air Brakes; Paper Making Mach.; Clinical Thermometers; Paper; Deodorizers; Elect. Motors; Hydraulic Equip.; Snow Plows; Garbage Trucks; Ski Lifts; Safety Tools; Paper Bags; Coin Cards; Cheese Prods.; Concrete Pipe; Optical Goods; Auto Springs; Pulp & Paper Testing Equip.; Specialty Test Equip.; Burglar Alarm Equip.; Graphic Charts; Canvas Goods; Zinc Die Castings; Perforated Cutting Blades; Skids & Pallets; Log Splitters; Tourism; Dairying.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-40; Summer 60-90; Fall 50-70; Winter 20-32. First killing frost, Oct. 31; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Public Square, State, Arsenal & Court St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Zayre Plaza	NA	
K mart	1	K mart
Northland Plz.(3)	2	A&P, Kinney Drug, Ames
Washington St. Plz.(4)	1	Kinney Drug, Grand Union, Crosby's Super Duper
Seaway Plz.(17)	2	Super Duper, P&C
Watertown Plz.	2	Nichol's, Great American, A&P

Stores Open Evenings-Thur.
Stores Open Sundays-Drug, discount, food, department.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; F.A. Empsall; Smith & Percy; Sears; Howland's.
Discount Stores-Nichols; Zayre; Woolworth; Fay's; K mart.
Variety Stores-Bockman's.
Chain Drug Stores-Kinney; Fay's; Rite Aid 2.
Chain Supermarkets-A&P; Super Duper 2; Red & White; P&C 2; Hilltop Plaza IGA; Great American 2.
Other Chain Stores-Lowe Brothers; Firestone; Goodyear; Singer Co.; Sherwin-Williams; Grossman's; Wickes Home Supply.

14 - NEWSPAPERS: TIMES (e) 40,156; (S) 36,710; Mar. 28, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert C. Cornell, Adv. Dir., TIMES, 260 Washington St., Watertown, NY 13601; Tel. (315) 782-1000.
National Representative: Landon Associates.

WAVERLY
See SAYRE, PA

WELLSVILLE

1 - LOCATION: Allegany County, E&P Map C-4. In Genesee Valley, heart of Allegheny oil & natural gas field on State Hwys. 417, 19; 85 mi. N to Rochester; 87 mi. to Buffalo.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-4.

3 - POPULATION:
City 80 Cen. 8,658; E&P 87 Est. 10,074
County 80 Cen. 51,742; E&P 87 Est. 50,225

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,304; E&P 87 Est. 3,389
County 80 Cen. 16,505; E&P 87 Est. 16,539

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$95,000,000
Savings & Loan	2	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: County 21,060

7 - ELECTRIC METERS: Residence 2,616

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Turbines 1,000; Heat Exchangers 1,000; Oil Well Packers; Outdoor Furn.; C-E Air Preheater.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 45-90; Fall 10-80; Winter -25-60. First killing frost, Oct. 1; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St.
Principal Shopping Days-Thur., Fri.
Shopping Plaza-Ames Big N; K mart; Park Ave. Plz.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Rockwells; Davies.
Variety Stores-Sears; Newberry.
Discount Stores-Latsons; S.S. Kresge; K mart; Ames Big N.
Chain Supermarkets-Giant; Bell's.
Chain Drug Stores-Peterson's; Rite Aid; Fays.
Other Chain Stores-Western Auto; Sherwin-Williams.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 12,189; SPECTATOR (S) 11,834; sworn Oct. 9, 1986.
Local Contact for Advertising and Merchandising Data: Edward Coats, Gen. Mgr., REPORTER and SPECTATOR, 159 N. Main St., Wellsville, NY 14895; Tel. (716) 593-5300.
National Representative: Landon Associates.

WHITE PLAINS

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6, County Seat. 22 mi. N of New York on State Hwys. 22, 119 and Bronx River, Hutchinson; Cross-Westchester Expwy.

2 - TRANSPORTATION: **Railroads**-Metro North.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United; Midway Metrolink; Brockway Air.

3 - POPULATION:
Corp. City 80 Cen. 46,999; E&P 87 Est. 44,253
NDM-ABC: (80) 350,525
County 80 Cen. 866,599; E&P 87 Est. 845,042
PMSA 80 Cen. 8,274,352; E&P 87 Est. 8,131,187
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 18,902; E&P 87 Est. 18,172
NDM-ABC: (80) 114,423
County 80 Cen. 307,450; E&P 87 Est. 309,932
PMSA 80 Cen. 3,197,944; E&P 87 Est. 3,260,296

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	$7,330,923,000
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,001

6 - PASSENGER AUTOS: County 625,243

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,400 ($427); Non-Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 4 on Mamaroneck Ave.; 5 on E. Post Rd.; 2 on Bloomingdale Rd. Yonkers, White Plains, Mount Kisco, New Rochelle.
Shopping Centers-Galleria, White Plains; Midway Shpg. Ctr., Ardsley Rd. (Greenburgh), 14 acres; North White Plains Shpg. Ctr.; Dalewood Shpg. Ctr., Central Ave., Westchester Sq.; Cross Roads Ctr.; Greenburg Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cross Country, Yonkers(81)	NA	Sterns, Finast, Wanamaker
The Mall, New Rochelle(85)	NA	Shopwell, Macy's

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Dept.-Mon., Thur.; Food-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-B. Altman; Macy's; Saks 5th Ave.; Sears; Bloomingdale's; Marshall's; Abraham & Straus; JCPenney; Neiman-Marcus.
Variety Stores-Woolworth.
Discount Stores-Alexander's; Masters; Caldor.
Chain Drug Stores-Rite Aid; Post Road Phcy.; CVS.
Chain Supermarkets-Shopwell; Finast; Gristede; Pathmark; Waldbaum's.
Other Chain Stores-Firestone; Martin Paint; Child World; Thom McAn; Pappagallo; Herman's; Radio Shack; Kinney Shoes; Modell's.

14 - NEWSPAPERS: REPORTER DISPATCH (e) 46,587; (S) 54,539; Mar. 28, 1987 ABC.
NOTE: White Plains is the headquarters for the Gannett Westchester Rockland Newspapers. Combined circulation for all newspapers for the 6-month period to Mar. 31, 1987 was (e) 192,980; (S) 201,255.
Local Contact for Advertising and Merchandising Data: Gannett National Newspaper Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett National Newspaper Sales.

YONKERS

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. North of N.Y. City. On U.S. Hwy. 9; State Hwys. 100, 9A; N.Y. Thruway, Saw Mill River Pkwy.

2 - TRANSPORTATION: **Railroads**-Metro North; Amtrak.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 195,351; E&P 87 Est. 185,682
NDM-ABC: (80) 243,636
County 80 Cen. 866,599; E&P 87 Est. 845,042
PMSA 80 Cen. 8,274,352; E&P 87 Est. 8,131,187
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 73,892; E&P 87 Est. 72,507
NDM-ABC: (80) 91,133
County 80 Cen. 307,450; E&P 87 Est. 309,932
PMSA 80 Cen. 3,197,944; E&P 87 Est. 3,260,296

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	$7,330,923,000
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000

6 - PASSENGER AUTOS: County 625,243

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,400 ($427); Non-Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: 2 sources (1 acid-very soft; 1 acid-hard); fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks at Getty Square incl. Main St., New Main St., S. Broadway, N. Broadway and Palisade Ave.
Neighborhood Shopping Center-South Yonkers-5 blocks on Lower S. Broadway.
Nearby Shopping Center-Cross County (3 mi.)-Wanamaker's, Finast, Stearns. Central Plz.-Alexander's, Caldor's.
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Wanamakers; Stearns; Alexander's; Caldor.
Variety Stores-Green's; Woolworth.
Discount Stores-Trader Horn.
Chain Drug Store-Rite Aid.
Chain Supermarkets-Finast; Waldbaum; A&P; Shopwell; C Town; Pathmark; Pioneer; Shop-Rite; Key Food.

14 - NEWSPAPERS: HERALD STATESMAN (e) 2[illegible]765; (S) 34,341; Mar. 28, 1987 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett National Newspaper Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett National Newspaper Sales.

NORTH CAROLINA SURVEYS

METROPOLITAN STATISTICAL AREAS

Asheville-Buncombe County.
Burlington-Alamance County.
Charlotte-Gastonia-Rock Hill, NC-SC-Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan and Union Counties, NC; York County, SC
Fayetteville-Cumberland County.
Greensboro-Winston-Salem-High Point-Davidson, Davie, Forsyth, Guilford, Randolph, Stokes and Yadkin Counties.
Hickory-Alexander, Burke and Catawba Counties.
Jacksonville-Onslow County.
Raleigh-Durham-Durham, Franklin, Wake and Orange Counties.
Wilmington-New Hanover County.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1988
Under 5 Years	437	410	455
5-14 Years	1,017	929	1,030
15-24 Years	984	1,144	1,268
25-44 Years	1,234	1,645	1,824
45-64 Years	1,000	1,158	1,284
65 and Over	412	602	667
TOTAL	5,084	5,888	6,528

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr	1,091	1,482	3,009
General Mdse	1,992	2,482	4,038
Food	3,831	6,003	8,642
Automobiles	3,769	4,673	9,748
Gasoline Stations	1,360	1,899	2,040
Apparel	805	1,356	2,114
Furniture	825	1,156	2,293
Eat-Drink Places	1,177	2,095	3,432
Drugs	558	858	1,370
TOTAL SALES	16,842	25,005	39,981

ABERDEEN

1 - LOCATION: Moore County. E&P Map D-2. U.S. Hwys. 15 & 501. On Southern part of state. 50 mi. from Raleigh; 35 mi. from Fayetteville.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Intercity Bus Lines-Trailways.
Airlines-Mid-South Atlantic.

3 - POPULATION:
Corp. City 80 Cen. N.A.; E&P 87 Est. N.A.
County 80 Cen. 50,505; E&P 87 Est. 59,342

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 87 Est. N.A.
County 80 Cen. 18,623; E&P 87 Est. 22,645

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 32,359

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Textile Mfg.; Tourism.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Overall Av. Temp. 72.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(4)	NA	K mart
Sandhill(7)	NA	Family Dollar
Town & Country(45)	NA	Winn-Dixie, Sears

Principal Shopping Days-Food-Mon., Wed. Retail-Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Belk; JCPenney; Peebies.
Discount Stores-Wal-Mart; K mart; Rose's.
Chain Drug Stores-Eckerd; Revco; Kerr; Rite Aid.
Chain Supermarkets-Kroger; Harris-Teeter; Food Lion; Winn-Dixie; A&P; Big Star; Lowe's Food.

14 - NEWSPAPERS: CITIZEN NEWS-RECORD (e-mon to fri) 5,149; sworn Oct. 7, 1986.
Local Contact for Advertising and Merchandising Data: Ralph C. Baldwin, Jr., Pub., CITIZEN NEWS-RECORD, 202 N. Sandhills Blvd., PO Box 336, Aberdeen, NC 28315; Tel. (919) 944-2356.
National Representative: Landon Associates.

ASHEBORO

1 - LOCATION: Randolph County (In Greensboro-Winston-Salem-High Point MSA). County Seat. E&P Map D-2. 23 mi. S of Greensboro on Hwys. 49, 64, 220.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern.
Intercity Bus Lines-Greyhound, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,252; E&P 87 Est. 16,928
NDM-ABC: (80) 73,051
County 80 Cen. 91,861; E&P 87 Est. 103,085
MSA 80 Cen. 851,984; E&P 87 Est. 935,419

4 - HOUSEHOLDS:
City 80 Cen. 6,130; E&P 87 Est. 7,048
NDM-ABC: (80) 26,618
County 80 Cen. 32,964; E&P 87 Est. 38,340
MSA 80 Cen. 307,207; E&P 87 Est. 350,055

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$187,247,318
Commercial	8	$209,319,444

6 - PASSENGER AUTOS: County 55,481; City 22,163

7 - ELECTRIC METERS: Residence 10,144

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furn.; Textiles; Wood Prods.; Lumber; Wearing Apparel; Mach.; Batteries; Shoes; Paper Board; Elect. Prods.; Hosiery; Radial Tires.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 50-95; Fall 30-85; Winter 10-60.

11 - TAP WATER: Soft, treated.

12 - RETAILING: **Principal Shopping Centers**-Downtown-3 blocks on Sunset Ave.; 3 blocks on S. Fayetteville St. and Randolph Mall on Dixie St.
Neighborhood Shopping Centers-Northgate Plaza-N. Fayetteville St. (10 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hammer Vlg.(10)	NA	Revco, Winn-Dixie, Bur-Mil, Advance
Hillside(8)	NA	Moores Bldg. Supplies
Randolph Mall	NA	Belk's, Rose's, SupeRx Drug, JCPenney
Northgate Plz.(10)	NA	Rose's, Eckerd
Crossroads	NA	Food Lion, Eckerd, Living Well Lady
Lowe's Plaza	NA	Lowe's Foods

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Dept. & discount open nightly until 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Yates; B.C. Moore's; JCPenney.
Discount Stores-Family Dollar; K mart; Rose's.
Variety Stores-Eagle's.
Chain Drug Stores-Revco; Eckerd; Value-Pak; SupeRx; Rite Aid.
Chain Supermarkets-Winn-Dixie; Lowes Foods 10; Harris-Teeter; Food Lion 2.
Other Chain Stores-Sears; Carolina Tire Co.; Advance Stores; Pic 'N Pay Shoes; B.F. Goodrich; Cato's; Kimbrell's Furn.; Moore's Bldg. Supplies; Heilig-Meyers Furn.; Shoe Show; General Nutrition Centers; Disc Jockey; Radio Shack; Mother-Daughter Shops; Kinney Shoes; Bur-Mil Outlet; Auto Shack; Triad Tire; Fine's Mens Shop; Claire's; Lowe's Bldg. Supplies; Anne's; J.E.'s; Tobias; Waldenbooks; Stewart Sporting Goods.

14 - NEWSPAPERS: COURIER TRIBUNE (e-mon to fri) 18,978; (S) 20,617; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Steve A. Stocks, Mktg. Dir., COURIER TRIBUNE, 152 N. Fayettville St.; PO Box 340, Asheboro, NC 27204; Tel. (919) 625-2101.
National Representative: Landon Associates.

ASHEVILLE

1 - LOCATION: Buncombe County (MSA). E&P Map B-2. County Seat. On Blue Ridge Pkwy (connects Shenandoah and Great Smoky Mt. Natl. Parks). 112 mi. W of Charlotte; 112 mi. S of Knoxville, TN. On U.S. Hwys. 19, 23, 25, 70 & 74; I-26 & I-40.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound, Continental Trailways.
Airlines-Piedmont; Wheeler; Atlantic Southeastern; Eastern Metro Express; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 53,281; E&P 87 Est. 61,448
CZ-ABC: (80) 80,523
RTZ-ABC: (80) 406,661
County/MSA 80 Cen. 160,934; E&P 87 Est. 176,714
City & RTZ-ABC: (80) 487,184
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,711; E&P 87 Est. 25,148
CZ-ABC: (80) 31,594
RTZ-ABC: (80) 146,309
County/MSA 80 Cen. 60,274; E&P 87 Est. 68,569
City & RTZ-ABC: (80) 177,903

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$775,362,670
Savings & Loan	8	(incl. above)
Savings	6	(incl. above)

6 - PASSENGER AUTOS: County 93,837; City 54,798.

7 - ELECTRIC METERS: Residence 59,927

8 - GAS METERS: Residence 13,578

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 900; Apparel 2,600; Textile 2,400; Lbr./Wood-Furn./Fabr. Metals 3,100; Printing & Pub./Chem. (Nylon-Rayon & Allied Prods.) 3,600; Elect. Mach. 4,400. (Av. Wkly. Wage $323).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-74; Summer 60-83; Fall 47-68; Winter 39-49. First killing frost, Oct. 17; last killing frost, April 29.

11 - TAP WATER: Acid, very soft, fluoridated.

12 - RETAILING: **Principal Downtown Shopping Centers**-Haywood St.; Patton Ave.; Pack Sq.; Biltmore Ave.; Broadway, Lexington Ave., and Coxe Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Innsbruck Mall(42)	1	Eckerd, Brendle's, Ingles Supermarket
Tri-City(10)	12	Bi-Lo, Western Auto
K mart No. 1(4)	3	K mart, Eckerd, Bi-Lo
K mart No. 2(10)	3	K mart, Winn-Dixie
K mart No. 3	6	K mart, Winn-Dixie, Byrd's
Town & Country	3	Fine Fare, Byrd's
Asheville Mall	3	Sears, Woolworth, Lerner's, Ivey's, Meyers Arnold
South Forest(25)	3	Ingles, Eckerd
Grace Plz.(3)		Winn-Dixie, Eckerd
Westgate(46)	2	
Eastvale(8)	3	Catherine's Stout Shop
Northland	4	Margaret's Fashions, Bur-Carr Interiors, Fresh Market
WNC	13	Ward Drug
Valley View(9)	12	Dollar General, Davis Outlet, Davis Mkt.
Bi-Lo Plaza(2)	12	Bi-Lo, Revco
Ingles West Plz.	4	Revco, Rose's, Pic-N-Pay Shoes, Ingles
Enka Market Place	8	Winn-Dixie.
Westridge	7	Food Lion, Eckerd
River Ridge Mkt. Place	5	Food Lion, Eckerd
Dingles Creek Crossing	6	The Sports Fan, Dundies Outback

Principal Shopping Days-Dept. Stores-Sat., Fri., Sun. Food-Thur., Fri., Sat.
Stores Open Evenings-Some Fri., some Mon. Discount stores and shopping centers open every night & Sun. afternoons.

13 - RETAIL OUTLETS: **Department Stores**-Upton's; Belk's; JCPenney; Ivey's; Sears; Fain's; Byrd's.
Discount Stores-Sky City 4; K mart 3.
Variety Stores-Woolworth; Rose's 2; Davis 2; United; Family Dollar; Dollar General.
Chain Drug Stores-Eckerd 6; Revco 9; Rite Aid 5.
Chain Supermarkets-Winn-Dixie 5; Bi-Lo 6; Ingles 16; Ice Service Stores 14; Food Lion 2.
Other Chain Stores-Goodrich; Firestone 2; Western Auto; Helig Meyers Furn.; Lerner's; Sherwin-Williams 2; Glidden Paints; Moore's; Lowes; 84 Lumber.

14 - NEWSPAPERS: CITIZEN (m-mon to fri) 47,698; (e) 12,973; CITIZEN-TIMES (m-sat) 60,685; (S) 70,729; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert G. Beard, Adv. Dir., CITIZEN and TIMES, 14 O'Henry Ave., Asheville, NC 28802; Tel. (704) 252-5611. Toll free in NC 1-800-452-2841.
National Representative: Sawyer-Ferguson-Walker.

BURLINGTON

1 - LOCATION: Alamance County (MSA). E&P Map D-2. Manufacturing and agricultural center.

2 - TRANSPORTATION: **Railroads**-Southern; Amtrak.
Motor Freight Carriers-31.
Intercity Bus Lines-Carolina Trailways.
Airlines-Eastern; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 37,266; E&P 87 Est. 39,075
CZ-ABC: (80) 55,414
RTZ-ABC: (80) 54,092
County/MSA 80 Cen. 99,136; E&P 87 Est. 107,036
City & RTZ-ABC: (80) 109,506
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,367; E&P 87 Est. 15,435
CZ-ABC: (80) 20,794
RTZ-ABC: (80) 18,627
County/MSA 80 Cen. 35,900; E&P 87 Est. 40,312
City & RTZ-ABC: (80) 39,421

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$1,491,193,647
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 63,965; City 37,169

7 - ELECTRIC METERS: Residence 47,049

8 - GAS METERS: Residence 14,058

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 12,500 ($275); Furn. 600 ($302); Electronics 1,108 ($431); Foods 330 ($302).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 60-97; Fall 32-85; Winter 11-73. First killing frost, Nov. 1; last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St., 2 blocks on Davis, 2 blocks on Front; Burlington Outlet Pk. (40 stores); Burlington Manufacturers Outlet Ctr. (75 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cum-Park Plz.(35)	NA	Winn-Dixie, Rose's
Glen Raven(6)	NA	Winn-Dixie
Holly Hill East(4)	NA	Revco, Food Lion
Holly Hill Mall(43)	NA	Sears, Belk-Beck,
Byrd's(3)	NA	Revco, Byrd's, Family Dollar
K mart Plz.(7)	NA	K mart, Eckerd, Food Lion
Bur-Mil Plz.	NA	
Northgate Plz.(4)	NA	Food World
New Market Sq.	NA	Rose's, Eckerd, Winn-Dixie
Spoon Plz.(5)	NA	Byrd's, Zayre
Edgewood Vlg.(11)	NA	Brendle's, SupeRx, Harris-Teeter
Huffman Mill Vlg.(10)	NA	Ashley Porters

Principal Shopping Days-Mon., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.
Stores Open Sundays-Grocery and Discount.

13 - RETAIL OUTLETS: **Department Stores**-Sellars; JCPenney; Belk-Beck; Sears.
Discount Stores-Super $; Family Dollar; Zayre; Bur-Mil; Mann's Consumer Sales; K mart.
Variety Stores-Rose's 2; Woolworth; Bell's.
Chain Drug Stores-Eckerd 3; SupeRx; Revco 2.
Chain Supermarkets-Byrds 4; Winn-Dixie 2; Food Lion 3; Harris-Teeter.
Other Chain Stores-Advance; Firestone; Goodyear; Lerner's Shop; Butler's; Lowes; Bill Boyce Music; Wills Book Store; Radio Shack; Hickory Farms; Kinney Shoes; Anderson Little; Brooks; Singer; Stereo Village; Wickes; Pic 'N Pay; Brendles; Piece Goods; Big Lots.

14 - NEWSPAPERS: TIMES-NEWS (e-mon to fri) 29,524; (m-sat) 29,214; (S) 31,428; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Jim Garrison, Adv. Dir., TIMES-NEWS, 707 S. Main St., Burlington, NC 27215; Tel. (919) 227-0131.
National Representative: Landon Associates.

CHAPEL HILL

1 - LOCATION: Orange and Durham Counties (In Raleigh-Durham MSA). E&P Map D-2. Residential-agricultural area; home of University of North Carolina. 12 mi. SW of Durham; on U.S. Hwys. 15, 501; State Hwy. 54; I-85 & I-40.

2 - TRANSPORTATION: **Railroads**-Carrboro; Southern.
Motor Freight Carriers-6.
Airlines-(Raleigh-Durham) Pan Am; TWA; United; Eastern; Piedmont; Delta; USAir; American; Ozark.
Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 32,421; E&P 87 Est. 35,616
Counties 80 Cen. 229,840; E&P 87 Est. 256,937
  Orange County 80 Cen. 77,055; E&P 87 Est. 88,263
  Durham County 80 Cen. 152,785; E&P 87 Est. 168,674
MSA 80 Cen. 560,728; E&P 87 Est. 672,784
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,019; E&P 87 Est. 11,260
Counties 80 Cen. 83,658; E&P 87 Est. 95,994
  Orange County 80 Cen. 27,044; E&P 87 Est. 32,288
  Durham County 80 Cen. 55,614; E&P 87 Est. 63,706
MSA 80 Cen. 198,995; E&P 87 Est. 247,594

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	N.A.

6 - PASSENGER AUTOS: Counties: Orange 46,031; Durham 97,454

7 - ELECTRIC METERS: Residence 19,216

8 - GAS METERS: Residence 8,230

9 - PRINCIPAL INDUSTRIES: Education; Med. Servs.; Pub.; Health Ins.; Agric.: Dairy, Wheat, Corn, Tobacco.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55. First killing frost Oct. 29; last killing frost Apr. 13.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(25)	NA	Eckerd, Food Lion
Willow Creek	NA	Food Lion, Eckerd
Glen Lennox(62)	NA	
University Mall(62)	NA	Ivey's, Belk's, Rose's, Kerr Drug
Kroger(12)	NA	Kroger
Village Plaza(15)	NA	Harris Teeter
Carr Mill Mall(15)	NA	Harris Teeter, Revco
Rams Plaza(3)	NA	A&P, Sears, Revco
Plantation Plz.	NA	A&P, Rose's
Timberlyne	NA	Kerr Drugs, Food Lion

13 - RETAIL OUTLETS: **Department Stores**-Sears; Ivey's.
Chain Drug Stores-Eckerd; Revco; Kerr's.
Chain Supermarkets-Food Lion; A&P; Kroger; Harris Teeter; Lowes.
Variety Stores-Belk's; Rose's; Brendle's.

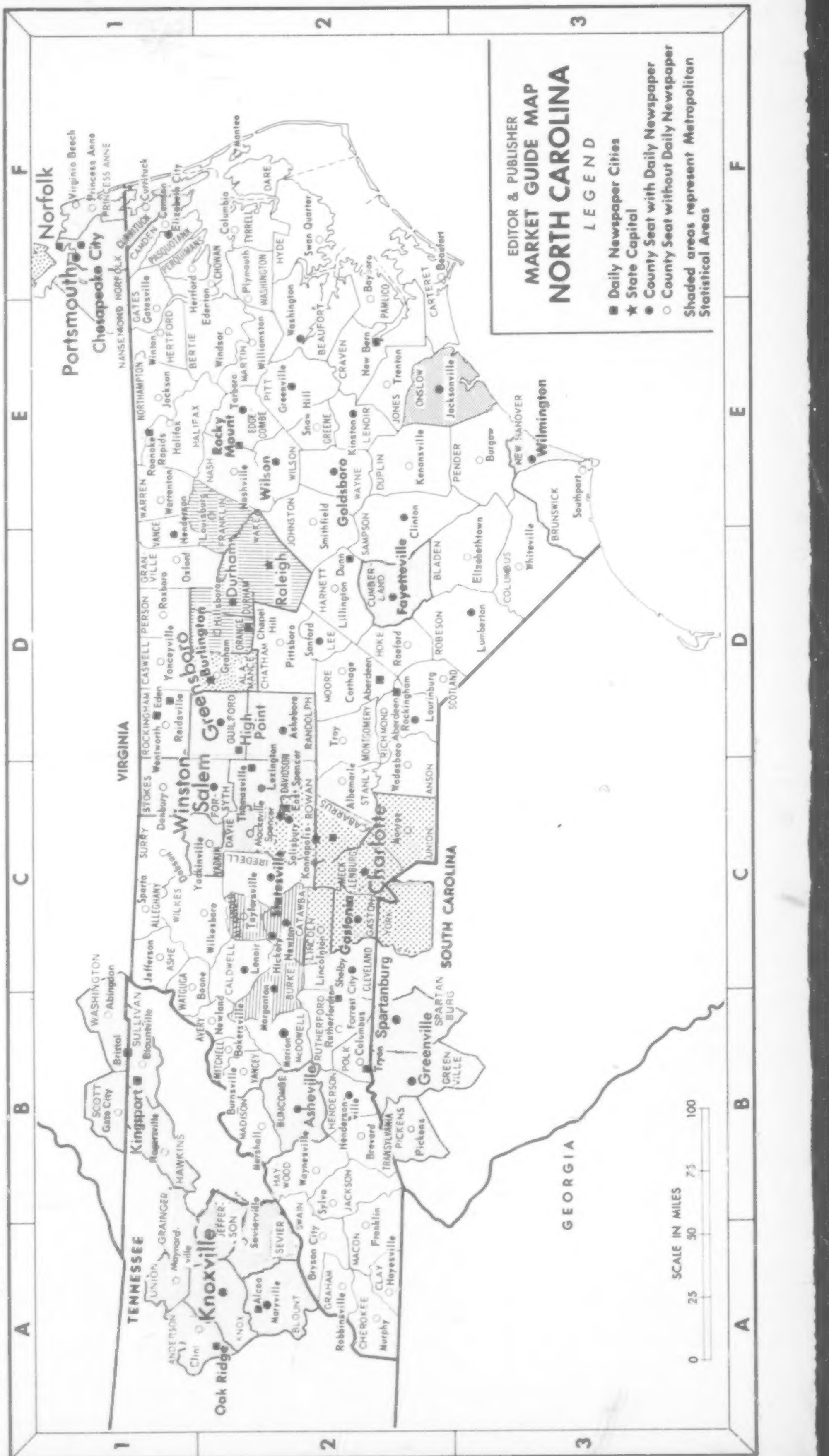
14 - NEWSPAPERS: CHAPEL HILL NEWSPAPER (e-mon to fri) 5,349; (S) 6,447; Sept. 30, 1986 CAC.
Local Contact for Advertising and Merchandising Data: William C. McDonald, Jr., Adv. Dir., CHAPEL HILL NEWSPAPER, 505 W. Franklin St.; PO Box 870, Chapel Hill, NC 27514; Tel. (919) 967-7045.
National Representative: Landon Associates.

CHARLOTTE

1 - LOCATION: Mecklenburg County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2. County Seat. Wholesaling, financial, distribution, medical and industrial center. SW part of state on U.S. Hwys. 21, 29, 74, 521; State Hwys. 16, 27, 49, 51, 160; Interstate Hwys. 77, 85.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline; Amtrak; Southern Railroad.
Motor Freight Carriers-160.
Intercity Bus Lines-Charlotte Transit; Greyhound; Piedmont; Trailways.
Airlines-Air Virginia; American; Atlantis; Bankair; Christman Air; Delta; Eastern; Henson; Ozark; Pan Am; Piedmont; Sunbird; TWA; Tennessee; TranSouth; United; USAir; Wheeler.

3 - POPULATION:
Corp. City 80 Cen. 314,447; E&P 87 Est. 355,719
CZ-ABC: (80) 404,270


EDITOR & PUBLISHER
MARKET GUIDE MAP
NORTH CAROLINA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75 100
VIRGINIA
TENNESSEE
SOUTH CAROLINA
GEORGIA
Norfolk
Portsmouth
Chesapeake City
Winston-Salem
Greensboro
Durham
Raleigh
Charlotte
Wilmington
Fayetteville
Asheville
Knoxville
Kingsport
Spartanburg
Greenville
1 2 3
A B C D E F

RTZ-ABC: (80) 1,034,276
County 80 Cen. 404,270; E&P 87 Est. 462,045
MSA 80 Cen. 971,391; E&P 87 Est. 1,102,621
City & RTZ-ABC: (80) 1,438,546
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 117,817; E&P 87 Est. 136,563
CZ-ABC: (80) 146,967
RTZ-ABC: (80) 355,760
County 80 Cen. 146,967; E&P 87 Est. 173,494
MSA 80 Cen. 342,344; E&P 87 Est. 402,308
City & RTZ-ABC: (80) 502,727

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	10	$1,716,000,000
Commercial	13	$21,043,000,000

6 - PASSENGER AUTOS: County 297,376; City 256,486

7 - ELECTRIC METERS: Residence 170,801

8 - GAS METERS: Residence 60,485

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-MSA-Constr. 14,432 ($314); Trans. & Util. 28,095 ($435); Trade 73,077 ($298); Fin., Ins. & R.E. 21,777 ($384); Servs. 49,810 ($283); Food 5,513 ($332); Textiles 3,777 ($278); Printing 4,765 ($332); Mach. 10,937 ($417).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Spring 60; Summer 77; Fall 61; Winter 42. Av. Annual rainfall, 42.4 in. First killing frost, Nov. 4.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Area-3 blocks on S. Tryon St.; 3 blocks on N. Tryon St.; 3 blocks on E. Trade St.; and 3 blocks on W. Trade St.
Neighborhood Shopping Centers-No. of Stores-Amity Gardens 46; Carmel Commons 34; Central 4808 18; Central Square Shopping Ctr. 13; Chantilly 16; Coliseum Shopping Ctr. 22; The Depot 13; Eastway Shopping Ctr. 28; Foxcroft 6; Freedom Drive 4; Freedom Mart 18; Freedom Plz. 10; Freedom Vlg. 33; Independence Shopping Ctr. 23; K mart Plz. 21; Lanier 13; Loehmann's Plaza 15; Market Pl. 10; Myers Park 15; North Park Mall 28; Olde Towne Vlg. Ctr. 11; Park Pl. 15; Park Rd. 62; Providence Sq. 23; Quail Corners 28; Queensgate 10; Sardia Vlg. 14; Sedgefield 16; Seneca Shopping Ctr. 12; Sharon 11; Specialty Shops on the Pk. 22; Starmount 18; Tyvola 23; University Pk. 12; Vlg. Shopping Ctr. 11; Westerly Hills 20; West Park Mall 25.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Outlet Square(30)	1	Harris Teeter, Eckerd
Cotswold(44)	4	Eckerd, Ivey's, Marshall's, Peebles Harris Teeter, A&P
Eastland Mall(110)	6	Belk's, Eckerd, Ivey's, JCPenney, Sears
Eastridge Mall(110)	6	Eckerd, Ivey's, JCPenney, Belk's
Freedom Mall(50)	3	Peebles, Eckerd, Sears, Surplus, Richway
Monroe Mall(43)	NA	Peebles, JCPenney, Belk's
Overstreet Mall(45)		Belk's, Ivey's
Park Road Ctr.(51)	4	A&P, Colonial, JCPenney
Quail Corners(28)		Eckerd, Harris Teeter's, Ashby's
South Park Mall(89)	6	Belk's, Eckerd, Ivey's, Harris Teeter, Sears
Tryon Mall(42)	4	Eckerd, Peebles
Valley Hills Mall(80)	1	Belk's, Sears

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most large community shopping ctrs.-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's 3; Peebles 3; Ivey's 4; JCPenney 2; Sears 3; Marshall's; T.J. Maxx 2.
Discount Stores-Famous Mart 3; K mart 6; Richway 4; Zayre 2; Service Mdse. 3; Woolworth; Family Dollar 10.
Chain Supermarkets-A&P 7; Bi-Lo 7; Food Lion 9; Harris-Teeter 17; Kroger 8; Park N Shop 2; 3 Guys Ltd. 4; Village Market 2; Winn-Dixie 10.
Other Retail Stores-B. F. Goodrich 2; Casual Corner 2; Firestone 4; Florsheim 2; General Tires 2; Genuine Parts 9; Goodyear 5; Hahn Shoes 2; Havertys 2; J.O. Jones 2; Julies 4; Lowes 3; Montaldos 2; Nationwide Auto Parts; One Price Tire 3; Pic N Pay 6; Queen City TV 6; Thom McAn 2; Western Auto 4; Tart's 3; Circuit City 3; Plaza TV & Appliance 4; Rhodes; Hechinger 2; Moores 2; Handy City 2.

14 - NEWSPAPERS: OBSERVER (m) 218,501; NEWS (S) 275,180; Mar. 31, 1987 ABC.
Local Contact for Advertising and Marketing Data: Gene Williams, V.P.-Mktg. & Sales, KNIGHT PUBLISHING CO., 600 S. Tryon St., PO Box 32188, Charlotte, NC 28232; Tel. (704) 379-6300.
National Representative: Knight-Ridder Newspaper Sales.

CLINTON

1 - LOCATION: Sampson County, E&P Map E-2. County Seat. 60 mi. from Wilmington, 60 mi. from Raleigh, 30 mi. E of Fayetteville. U.S. Hwys. 421, 701; State Hwy. 24.

2 - TRANSPORTATION: Railroads-Seaboard Coastline (freight).
Motor Freight Carriers-10.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,552; E&P 87 Est. 7,189
County 80 Cen. 49,687; E&P 87 Est. 50,594
NDM-ABC: (80) 49,687

4 - HOUSEHOLDS:
City 80 Cen. 2,860; E&P 87 Est. 2,702
County 80 Cen. 16,646; E&P 87 Est. 17,573
NDM-ABC: (80) 16,646

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$120,000,000
Savings	3	$80,000,000

6 - PASSENGER AUTOS: County 24,504; City 11,231

7 - ELECTRIC METERS: Residence 16,319

8 - GAS METERS: Residence 1,230

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Meat Packing 800; Elect. Appliances 750; Wood Prods. 200; Furn. 350; Glass 300; Garments 1400; Stereo Components 100; Yarns 200.
Principal Industry Pay Days-Thur., Fri.

10 - CLIMATE: An. Av. Temp. 62. First killing frost, Nov. 1; last killing frost, Mar. 15.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Coharie Plaza(14)	1	Rose's, Belk's, Revco
Jordan(20)	1	Piggly Wiggly, Mack's
Clinton Plaza	1	Family Dollar
Shamrock Plaza(5)	1	Piggly Wiggly, Eckerd
K mart Plaza	1	K mart, Revco, Wilson's
Northside Plaza	NA	Big Lots, Revco, Food Lion

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Coharie Plaza & K mart Plaza open until 9. All grocery stores open until 9. Piggly Wiggly stores open 24 hours. Northside Plaza open until 10.

13 - RETAIL OUTLETS: Department Stores-Belk's; Leder Brothers.
Variety Stores-Rose's; Eagle's; Mack's; Super Dollar; Family Dollar; Pope's; K mart; Big Lots.
Chain Drug Stores-Eckerd; Butler's Rexall; Reynold's; Valu-Rite; Revco 3.
Other Chain Stores-Scotchman Stores; Big Blue Stores; True Value Hardware; Ace Hardware; Shoe City; D. A. Kelly's; Cato's; Heilig-Meyers; Sherwin-Williams; Wickes; Goodyear; Pic 'N Pay Shoes; Children's Shop; Dossenbach's.

14 - NEWSPAPERS: THE SAMPSON INDEPENDENT (e-mon to fri) 8,649; (S) 9,106; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Debby Butler, Adv. Mgr., SAMPSON INDEPENDENT, 303 Elizabeth St., Clinton, NC 28328; Tel. (919) 592-8137.
National Representative: Landon Associates.

CONCORD

1 - LOCATION: Cabarrus County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2. County Seat. In Piedmont sect. Textile, hosiery & cigarette manufacturing center; agricultural area. Midway between Washington, DC & Atlanta, GA.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Kannapolis Transit; Carolina Trailways.
Airlines-Services by Douglas Airport, Charlotte, NC.

3 - POPULATION:
Corp. City 80 Cen. 16,942; E&P 87 Est. 19,033
CZ-ABC: (80) 31,610
RTZ-ABC: (80) 99,154
County 80 Cen. 85,895; E&P 87 Est. 96,661
MSA 80 Cen. 971,391; E&P 87 Est. 1,102,621
City & RTZ-ABC: (80) 130,764

4 - HOUSEHOLDS:
City 80 Cen. 6,818; E&P 87 Est. 7,512
CZ-ABC: (80) 11,832
RTZ-ABC: (80) 34,543
County 80 Cen. 32,468; E&P 87 Est. 35,788
MSA 80 Cen. 342,344; E&P 87 Est. 402,308
City & RTZ-ABC: (80) 45,375

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$344,712,001
Savings & Loan	4	$396,679,791

6 - PASSENGER AUTOS: County 52,058; City 27,826

7 - ELECTRIC METERS: Residence 13,284

8 - GAS METERS: Residence 8,675

9 - PRINCIPAL INDUSTRIES: Industry, No. of Plants (No. of Wage Earners)-Apparel 6 (300); Brick and Tile 1 (4[illegible]); Food 6 (280); Lumber & Wood 9 (79); Machine Shops 6 (40); Meat Packers 1 (55); Plastic & Boxed 1 (41); Poultry 3 (175); Printing & Pub. 3 (175); Rubber Prods. 1 (60); Textile Prods. 13; Woodworking 3 (75); Hosiery 16 (1,500); Cigarette Mfg. (1,200).
Principal Industrial Pay Days-Wed. & Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-71; Summer 67-89; Fall 49-78; Winter 31-55. First killing frost, Oct. 28; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown shopping, 15 blocks-3 on Union St.; 3 on Cabarrus; 2 on Church; 2 on Corban; 1 on Market; 1 on Barbrick; 1 on Means; 2 on Spring St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carolina Mall(62)	NA	Winn-Dixie, Sears, Belk's
Concord Plz.(3)	NA	
Concord Parkade	NA	Wal-Mart, Watson's
Cloverleaf Plz.(14)	NA	Belk's, Brendle's
Branchview Plz.(8)	NA	Family Dollar Food Lion, Revco

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Some Sun.
Stores Open Evenings-At shopping centers.

13 - RETAIL OUTLETS: Department Stores-Belk's 2; JCPenney; The Hub; Sears; Zimmerman's.
Variety Stores-McClellan's; Mack's; McCrory; Zayre's; K mart.
Chain Drug Stores-Service; Revco; White Star; Eckerd; Medicine Shoppe.
Chain Supermarkets-Winn-Dixie; Harris-Teeter; Checker; Food Lion; Village Food Mart; Bi-Lo.
Other Chain Stores-Jarman; Kimbrell; K-Town; Heilig-Myers; Johnnie's Clocks; Wooten's Jewelry; Sherwin-Williams; Western Auto; Pic 'N Pay; Singer; Family Dollar; Posey Peddler; Pauline's Dress; Merle Norman; Shoe Show; Wrangler Junction Wranch; Lowe's; Moore's.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 12,477; (S) 13,420; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John W. Kennedy, Adv. Dir., TRIBUNE, 125 Union St. S., Concord, NC 28025; Tel. (704) 782-3155.
National Representative: Landon Associates.

DUNN

1 - LOCATION: Harnett County, E&P Map D-2. In south central part of state on U.S. Hwys. I-95, 301, 421 and State Hwy. 55. 190 mi. S of Richmond; 57 mi. S of Durham.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Durham & Southern.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Southern.

3 - POPULATION:
Corp. City 80 Cen. 8,962; E&P 87 Est. 9,423
County 80 Cen. 59,570; E&P 87 Est. 65,571

4 - HOUSEHOLDS:
City 80 Cen. 3,280; E&P 87 Est. 3,429
County 80 Cen. 20,148; E&P 87 Est. 22,918

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$339,684,000
Savings & Loan	2	$90,000,000

6 - PASSENGER AUTOS: County 30,278; City 10,794

7 - ELECTRIC METERS: Residence 4,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Motor Parts 500; Clothing 1,145; Wood Prods. 181; Food Prods. 75; Constr. Prods. 126; Furn. 80; Truck Bodies & Equip. 127.
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harnett Crossing	NA	Belk, Food Lion
Dunn Plaza(14)	NA	Winn-Dixie, Rose's
Wayne Ave.(9)	NA	Sears
Floral Gardens(5)	NA	Pic 'N Pay, Heilig-Meyers Furn.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Belk's; Arnold's; Louis Baer; Sears; Montgomery Ward; The Men's; E. Baer; The Dollar.
Variety Stores-Rose's; Pope's Family Center; Sky City.
Chain Drug Stores-Walgreens; Butler & Carroll; Medicine Shoppe; Eckerd; Kerr; Revco.
Chain Supermarkets-Piggly Wiggly; Winn-Dixie; Lee's Red & White; Byrd's; IGA; Food Lion.
Other Chain Stores-Stanley's; Pic 'N Pay Shoes; Family Dollar; Cheap Joe's Jeans; Woodall's; McDonald Lumber; Hallmark Shop.

14 - NEWSPAPERS: RECORD (e-mon to fri) 8,408; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: Maere Kay Adams, Adv. Dir., RECORD, PO Box 1448, Dunn, NC 28334; Tel. (919) 892-3117.
National Representative: None.

DURHAM

1 - LOCATION: Durham County (In Raleigh-Durham MSA). E&P Map D-2. County Seat. Research Triangle Park. Tobacco, textile, university and medical center. Central part of state. 154 mi. S of Richmond; 134 mi. NE of Charlotte; 56 mi. E of Greensboro. On U.S. Hwys. 70, 15, I-85, I-40, 501; State Hwys. 55, 98, 751, 54.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-19.
Intercity Bus Lines-Carolina Trailways; Greyhound; McBroom's Bus Co.; Southern Coach.
Airlines-American, Delta, Eastern, Ozark, Pan Am, Piedmont, TWA, United, USAir, Continental, Commuter: Piedmont, Air-Lift Associates, American Eagle, Wheeler; Freight Carriers: Air Cargo; Air Couriers International; Airborne; Burlington-Northern; Emery; Federal Express; Flying Tigers; Purolator; WTC Air Freight.

3 - POPULATION:
Corp. City 80 Cen. 100,538; E&P 87 Est. 106,666
CZ-ABC: (80) 112,774
RTZ-ABC: (80) 386,473
County 80 Cen. 152,785; E&P 87 Est. 168,674
MSA 80 Cen. 560,728; E&P 87 Est. 672,784
City & RTZ-ABC: (80) 499,247
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,768; E&P 87 Est. 41,830
CZ-ABC: (80) 41,801
RTZ-ABC: (80) 134,338
County 80 Cen. 55,614; E&P 87 Est. 63,706
MSA 80 Cen. 198,995; E&P 87 Est. 247,594
City & RTZ-ABC: (80) 176,139

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$955,347,000
Savings & Loan	8	$468,794,000

6 - PASSENGER AUTOS: County 97,454; City 95,665

7 - ELECTRIC METERS: Residence 78,000

8 - GAS METERS: Residence 27,561

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 4,575 ($305); Mfg. 28,122 ($568); Trans., Commun. & Util. 4,468 ($474); Trade 13,403 ($193); Service 30,503 ($346); Fin., Ins. & R.E. 4,478 ($378).
Principal Pay Days-Factories: Fri.; Offices and Universities: 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55. First killing frost, Oct. 28; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 4 on Chapel Hill St.; 2 on Parrish St.; 2 on Corcoran St.; 2 on Mangum St.; 2 on Church St.
Neighborhood Shopping Centers-Bragtown: Roxboro Rd.; W. Durham: Ninth St.; E. Durham: Driver & Angier Aves.; Forest Hills: University Drive & Lakewood Ave.; on Broad St. from W. Main to Club Blvd.; on W. Chapel Hill St. from Gregson to Gattis

St.; E. Main & Angier Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Village(50)	3	Pope's Variety, Big Star, Rose's
Northgate(100)	3	Sears, Big Star Thalhimer's, Rose's
Lakewood(34)	4	Winn-Dixie, Kroger
Riverview(20)	6	Big Star
South Sq.(120)	5	JCPenney, Ivey's, Big Star, Belk's
Loehmann's at Croasdaile(35)	4	Loehmann's, Winn-Dixie
Eno Sq.	7	Food Lion
Murdock(10)	3	K mart, Winn-Dixie
N. Duke Mall(39)	5	Rose's, Winn-Dixie
Shannon Plz.(7)	5	Revco Drugs
Triangle Sq.(20)	9	Winn-Dixie, Kerr Drug
Brightleaf Sq.(31)		Morgan Imports
Parkway Plz.(34)	5	K mart, Food Lion
Regency Plaza(22)		Rose's, Kroger
Willowdale(25)		Kerr Drug, Harris-Teeter
Heritage Sq.(8)	1	Winn-Dixie, Family Dollar
Oak Creek(16)	5	T.J. Maxx
Cross Creek(5)	8	Food Lion

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Thalhimer's; Sears; Belk-Leggett; Ivey's; JCPenney.
Variety Stores-Woolworth 2; Pope's; Family Dollar 3.
Discount Stores-K mart 2; Rose's 4.
Chain Drug Stores-Eckerd 5; Kerr Drug 9; Revco 5; Treasury; Rite Aid 3.
Chain Supermarkets-A&P; Winn-Dixie 5; Kroger 4; Byrd's 3; Big Star 4; Food Lion 5; Farm Fresh; Harris Teeter.
Other Chain Stores-Auto: Advance 2, Firestone 2, Western 2; Shoes: Thom McAn, Hahn's, Butler's, Jarman, Roscoe Griffin, Hofheimer's, Baker, Kinney, Regal, Hanover, Endicott-Johnson; Women's Clothing: Brooks, Baldwin's 3, Lerners, Paul Harris, Loehmann's, The Limited, Foxmoor, Marianne, Stuart's, Woman's World, Motherhood Shops, Ups 'N Downs, County Seat; Men's Clothing: Fine's, Chess King, S&K Famous Brands; Others: Radio Shack, Record Bar, Slack 'N Things, Anderson-Little, Camelot Music, Circus World, The Junction, S. Galeski Optical, General Nutrition, K&K Toys, B. Dalton, O'Neill's Card Shop, Waldenbooks, Heritage Jewelers, Zale's Jewelers, Osterman's Jewelers, Kay Jewelers, Reed's Jewelers, Circuit City, Computerland, Goodyear, Ashby's, The Gap, Montaldo's, Bailey Banks & Biddle, Carlyle & Co., Spencer Gifts, Ritz Camera, Toys-R-Us, T.J. Maxx, Tart's.

14 - NEWSPAPERS: HERALD (m) 46,324; SUN (e) 20,224; HERALD-SUN (S) 64,642; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Simpson, Gen. Adv. Mgr., HERALD-SUN, 115-19 Market St., Durham, NC 27702; Tel. (919) 682-8181.
National Representative: Branham/Newspaper Sales.

EAST SPENCER
See SALISBURY

EDEN

1 - LOCATION: Rockingham County. E&P Map D-1, 38 mi. N of Greensboro.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 80 Cen. 15,672; E&P 87 Est. 16,149
County 80 Cen. 83,426; E&P 87 Est. 88,502

4 - HOUSEHOLDS:
City 80 Cen. 6,116; E&P 87 Est. 6,462
County 80 Cen. 29,616; E&P 87 Est. 32,628

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 46,831; City 13,833

7 - ELECTRIC METERS: Residence 10,044

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 5,900 ($189); Brewery 1,100 ($384); Trucking 240 ($280).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-79; Summer 58-100; Fall 30-82; Winter 12-75. First killing frost, Oct. 21; last killing frost, Apr. 20.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center-Eden Mall.
Neighborhood Shopping Centers-Kingsway; Meadow Greens; Eden Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carolina Circle (88)	38	Ivey's, Belk's, Mont. Ward
Four Seasons (102)	41	Ivey's, JCPenney, Thalhimer's
Hanes Mall(90)	50	Sears, Belk's
Piedmont Mall(90)	28	JCPenney, Belk's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's; Sears; Ivey's.
Discount Stores-White Dot; Pope's; Rolane; Cape Craftsman.
Chain Drug Stores-Revco; Rite Aid; Peoples.
Chain Supermarkets-Winn-Dixie; Food Lion; Byrd's.

14 - NEWSPAPERS: NEWS (e) 6,624; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Richard Robertson, Pub.; Clyde Dagenhart, Adv. Dir., NEWS, 804 Washington St.; PO Box 308, Eden, NC 27288; Tel. (919) 623-2155.
National Representative: Landon Associates.

ELIZABETH CITY

1 - LOCATION: Pasquotank County. E&P Map F-1. County Seat.

2 - TRANSPORTATION: Railroads-Norfolk Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Norfolk Southern; Virginia Dare Trans.; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,784; E&P 87 Est. 15,210
CZ-ABC: (80) 14,004
RTZ-ABC: (80) 64,881
County 80 Cen. 28,462; E&P 87 Est. 30,514
City & RTZ-ABC: (80) 78,885

4 - HOUSEHOLDS:
City 80 Cen. 4,963; E&P 87 Est. 5,632
CZ-ABC: (80) 5,054
RTZ-ABC: (80) 22,529
County 80 Cen. 9,723; E&P 87 Est. 10,849
City & RTZ-ABC: (80) 27,583

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	4	$183,643,000
Savings & Loan	3	$43,500,000
Credit Unions		$1,702,000

6 - PASSENGER AUTOS: County 14,421; City 14,692

7 - ELECTRIC METERS: Residence-City 8,847

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Cotton Mills; Hosiery Mills; Ship Lumber; Plastic; Metal; Wood; Furn. Mfg.; Boxes; Excelsior; Lumber; Veneer; Shipyards; Children's Clothing; Machine Shops; Seafood Proc.; Coast Guard Air Base; Coast Guard Repair Base; Toys; Wood Rollers; Plywood; Lawn Furniture; Candy Mfg.; Aircraft Repair; Electronics; Kitchen Cabinets; T.V. Cabinets; Stereo Cabinets; Mobile Homes; Peat Moss; Control Valves & Repair; Airborne Comm. Sys.; Fuel Sys. Components; Gov't Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 60-90; Fall 50-75; Winter 24-54.

11 - TAP WATER: Alkaline, med. hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Southgate Mall (32 stores-JCPenney; Rose's; Sears; Belk-Tyler).
Principal Shopping Days-Mon. Fri. Sat. Some Sun.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; E. S. Chesson; Cader Harris; JCPenney; Sears; Rose's.
Variety Stores-Eagle.
Discount Stores-K mart.
Chain Drug Stores-Apothecary-Rexall; Walgreens; Peoples; Revco.
Chain Supermarkets-Farm Fresh; S&R 5; Open Air; Winn-Dixie; Food Lion.
Other Chain Stores-Mangel's; Sherwin-Williams; Brooks Fashions; Zip Mart; Family Dollar; Pic-Way Shoes; Lowe's; Cato's; Stitches; Wise Fashions.

14 - NEWSPAPERS: ADVANCE (e-mon to fri) 11,465; (S) 12,408; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bob Cary, Adv. Dir., ADVANCE, 216 S. Poindexter St., Elizabeth City, NC 27909; Tel. (919) 335-0841.
National Representative: Thomson Newspapers.

FAYETTEVILLE

1 - LOCATION: Cumberland County (MSA). E&P Map D-2. County Seat. Pope Air Force Base; Fort Bragg (U.S. Army). On Cape Fear River. On U.S. Hwys. 13, 401, 301; I-95; State Hwys. 24, 53, 59, 87, 210.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Norfolk Southern; Aberdeen Rockfish & Cape Fear Railways.
Motor Freight Carriers-26.
Intercity Bus Lines-City Transit Dept.; Greyhound; Carolina Coach; Queen City Trailways.
Airlines-Piedmont; American; Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 59,507; E&P 87 Est. 67,652
CZ-ABC: (80) 167,543
RTZ-ABC: (80) 389,613
County/MSA 80 Cen. 247,160; E&P 87 Est. 257,122
City & RTZ-ABC: (80) 557,156
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,546; E&P 87 Est. 24,816
CZ-ABC: (80) 57,074
RTZ-ABC: (80) 119,414
County/MSA 80 Cen. 74,934; E&P 87 Est. 80,543
City & RTZ-ABC: (80) 176,488

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	14	$478,031,300
Commercial	11	$739,173,000

6 - PASSENGER AUTOS: County 117,702; City 94,100

7 - ELECTRIC METERS: Residence 63,771

8 - GAS METERS: Residence 15,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 11,570.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Av. Temp.-Spring 80; Summer 88; Fall 72; Winter 55. First killing frost, Oct.; last killing frost, Mar.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Person St.; Ft. Bragg Rd.; Bragg Boulevard; Raeford Rd.; Hay St.; Raleigh Rd.; McPherson Church Rd.; Rim Rd.; Hope Mills Rd.; Yadkin Rd.; Cliffdale Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bordeaux(42)	2	Rose's, Winn-Dixie
Cross Creek(90)	4	Belk's, Thalhimer's, JCPenney, Sears
Eutaw Village(60)	2	Big Star, Kerr Drugs
Winding Creek(4)	2	Eckerd, Harris Teeter
Highland(29)	1	Wentz Mkt.
Sycamore Sq.(48)	4	Rose's, Food Lion, Revco, Zayre, Big Lots
Northleigh(1)	4	Sav-A-Center
Tallywood(25)	2	Belk's
Westwood(26)	3	Rose's, Winn-Dixie, Kerr Drug
Montibello(7)	8	Food Lion, Revco
Ponderosa(20)	4	Maxway, Winn-Dixie
Devonwood Plz.(6)	5	Big Star, Revco, Popes
Skyland(18)	7	Maxway, Big Star, Family Dollar
Eastgate(4)	2	Winn-Dixie, Revco, Family Dollar
Pamalee Plz.(8)	5	Winn-Dixie, Family Dollar, Revco
Cliffdale Plz.(27)	5	Sav-A-Center, Kerr Drug
Fayetteville Marketplace(48)	4	S&K Menswear, Linens 'n Things
Cross Pointe Centre(38)	4	Hechinger's, T.J. Maxx
Cape Fear Plz.(12)	2	Food Lion, Revco, Rose's

Principal Shopping Days-Mon. through Sun.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-The Capitol 2; Belk's 2; Sears; JCPenney; Thalhimer's.
Discount Stores-Family Dollar 8; Big Lots 2; Zayre 2; K mart 2; Service Merchandise; Best Products.
Variety Stores-McCrory; Rose's 7; Maxway 5.
Chain Drug Stores-Eckerd 2; Revco 14; Kerr 5; Medicine Shoppe 3.
Chain Supermarkets-Sav-A-Center 3; Winn-Dixie 8; V-Point Grocery 2; Quick Stop 41; Short Stop 12; Big Star 3; Harris Teeter 3; Kroger 3; Food Lion 10; Economy Food Center 2.
Building Supplies-Contractor Wholesale; Parks; Economy; Lowe's; Eighty-Four Lumber; Triangle 2; McDonald Lumber 2; Moore's; Highland Lumber 2; Hechinger; Cape Fear.
Clothing-Diana Shop; Anderson-Little; Lerner; Cato's; T.J. Maxx; Stuart's; The Closet; Catherine's Stout Shoppe; Added Dimensions; Brooks Fashions; Casual Corner; D.A. Kelly's; Foxmoor Casuals; Just Pants; Nowell's; Ormond Shop; Sixteen Plus; Webster's Men's Wear; Lane Bryant; Limited Express; Maurice's Men's Wear; Mitchell's; Stitches; J. Austin Lingerie; Casual Male; Clothesworks; Lots of Labels; Burlington Brands; Vogue International; Plumm's; Petite Shop; Amy Stoudt; The Dress Barn; Kidswear; S&K Famous Brands.
Furniture-Kimbrells 2; Rhodes; Bullard 2; Maxwell Brothers; Tart's; Unfinished Furniture World; Crate American; Carolina Waterbeds.
Jewelry-Jewel Box 2; Reed's; New York; Carlyle & Co.; D.P. Paul; Ole's; Pierced Ear; Gordon's; Personala-tees; Saslow's.
Shoes-Butler; Hanover; Hofheimer's; Kinney; Jarman; Stride Rite; Naturalizer; Thom McAn; Pic 'N Pay 6; Men's Name Brand 2; Footlocker; Hot Feet; Houser; Rack Room; Burlington; Silver Slipper; Lottie's; Barett.
Linen/Fabrics-Linen's & Things; Bell's Linen Closet; Cloth World; Piece Goods Shop 2.
Sporting Goods-Divine's; Clark's 2; Finish Line.
Music/Electronics/Computers-Entre Computer Ctr.; Inacomp Computer Ctr.; Circuit City; Stereo World 2; Radio Shack 6; Camelot Music; Record Bar.
Books/Cards/Gifts-Tinder Box; Waldenbooks; Kirklands; Hallmark 3; Spencer Gifts; Things Remembered; Publisher's Book Outlet.
Toys-K&K Toys; Toys R Us; Toys & Gifts.
Food/Restaurants-Hickory Farms; Bojangles 6; Oh Brian's; Pizza Hut 9; Pizza Inn; Pizza Palace 2; Canton Station; Rax 2; Annabelle's; Chick-Fil-A; McDonalds 11; Burger King 10; Wendy's 6; Morrison's; K&W; Orange Julius; Bennigan's; Shoney's 2; Kentucky Fried Chicken 9; Taco Bell 3; Bar-B-Que Hut 3; Baskin-Robbins Ice Cream 3; Cookie Store/Peanut Shack; Freshen's Yogurt.
Miscellaneous-Wolf Camera; Dan's Fan City; Docktor Pet; Beautiful Impressions; Merle Norman; Pearle Vision Ctr.; Color Tile; Sherwin Williams; Abundant Life; General Nutrition; Lechter's; Frame Warehouse; Belgian Rug; Factory Firsts; Hamilton Luggage.

14 - NEWSPAPERS: OBSERVER (e-mon to fri) 47,014; TIMES (m-mon to fri) 26,644; OBSERVER-TIMES (m-sat) 75,635; (S) 76,197; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jack Glarrow, Adv./Mktg. Dir., OBSERVER-TIMES, PO Box 849, Fayetteville, NC 28302; Tel. (919) 323-4848.
National Representative: Landon Associates.

FOREST CITY

1 - LOCATION: Rutherford County. E&P Map B-2. Manufacturing; SW portion of state. U.S. Primary Hwys. 221 & 74; Interstate 26, 40 & 85.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coastline; Clinchfield.
Intercity Bus Lines-Trailways.
Airlines-Eastern; Piedmont; Delta; Southern; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 7,688; E&P 87 Est. 8,095
County 80 Cen. 53,787; E&P 87 Est. 58,998

4 - HOUSEHOLDS:
City 80 Cen. 2,860; E&P 87 Est. 3,049
County 80 Cen. 19,221; E&P 87 Est. 21,859

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 28,896; City 9,614

7 - ELECTRIC METERS: Residence 4,215

8 - GAS METERS: Residence 2,250

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $264)-Automotive Hose 110; Cotton & Synthetic Fabrics 1,410; Flannel & Terry Cloth 1,770; Children's Garments 415; Hshld. Furn. 600; Upholstery Material 400; Ladies' Apparel 535; Yarn & Fabric 595; Textured Synthe-

tic Yarn 1,800; Roller Bearings 120; Plastics 450.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Av. Temp. Jan 41.1; June 78.5; Av. An. Temp. 59.9. An. Rainfall 49.91 in. First killing frost, Oct. 31; last killing frost, May 1.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tri-City Mall(17)	2	Belk's, Harris-Teeter
White Oak Plz. (12)	3	Winn-Dixie, Wal-Mart
Oak St. Mall(6)	1	Sky City, Ingles
Church St.(4)	1	K mart
Chimney Plaza(4)	1	Food Lion

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Tri-City Mall & 2 Shpg. Ctrs. open until 9.

13 - RETAIL OUTLETS: Department Stores-Belk's; Graham Cash; Dalton-Ward.
Discount Stores-Sky City; K mart; Family Dollar; Wal-Mart.
Variety Stores-Rose's.
Chain Drug Stores-Eckerd; Revco; Smith's; Hardins Drug.
Chain Supermarkets-Winn-Dixie; Ingles; Bi-Lo; Harris-Teeter; Community Cash; A&P; Food Lion.
Other Chain Stores-True Value Hardware; Western Auto; Radio Shack; Lowes Building Supply; Kimbrell's Furn.; Haynes Jones Furn.; Grindstaff's; Heilig-Myers Furn.

14 - NEWSPAPERS: COURIER (e-mon to fri) 10,482; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Jim Deviney, Adv. Dir., COURIER, 1111 Oak St.; PO Box 1149, Forest City, NC 28043; Tel. (704) 245-6431.
National Representative: None.

GASTONIA

1 - LOCATION: Gaston County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2. County Seat. 21 mi. W of Charlotte on State Hwys. 72, 74; U.S. Hwys. 29, 74, 321, 1-85.

2 - TRANSPORTATION: Railroads-Norfolk-Southern; Carolina Seaboard System.
Motor Freight Carriers-58 (County).
Intercity Bus Lines-Gastonia Transit; Greyhound; National Trailways.
Airlines-Eastern; Piedmont; Delta; United; Sunbird; Atlantis; Peoples; American; Wheeler.

3 - POPULATION:
Corp. City 80 Cen. 47,333; E&P 87 Est. 50,349
CZ-ABC: (80) 112,479
RTZ-ABC: (80) 106,027
County 80 Cen. 162,568; E&P 87 Est. 178,335
MSA 80 Cen. [illegible]29,019; E&P 87 Est. 1,102,621
City & RTZ-ABC: (80) 218,506

4 - HOUSEHOLDS:
City 80 Cen. 17,195; E&P 87 Est. 18,712
CZ-ABC: (80) 39,644
RTZ-ABC: (80) 36,066
County 80 Cen. 56,362; E&P 87 Est. 64,111
MSA 80 Cen. 342,344; E&P 87 Est. 402,308
City & RTZ-ABC: (80) 75,710

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	8	$291,700,000
Commercial	28	$7,150,000,150

6 - PASSENGER AUTOS: County 90,829; City 46,083

7 - ELECTRIC METERS: Residence 22,281

8 - GAS METERS: Residence & Commercial 23,074

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 14,500 ($254); Mach. 1,400 ($346); Motor Oil Filters 1,100 ($209); Electronic 450 ($173); Corrugated Box 175 ($205); Chem. 60 ($200); Equip. Mfg. 450 ($185); Plastics 125 ($177); Auto & Truck Assembly ($412).
Principal Industrial Pay Days-Wed., Thur., Fri.

10 - CLIMATE: An. Av. Temp.-Spring 60; An. Av. Precipitation: Rain-43 in. Snow-6 in. First killing frost, Nov. 8; last killing frost, Mar. 24.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main; 10 on Franklin; 3 on Airline; 1 on South; 1 on Oakland; 2 on Marietta Sts.
Neighborhood Shopping Centers-E. Ozark; S. York; West Franklin Ave.; Bessemer City Rd.; E. Franklin Ave.; Wilkinson Blvd.; Linwood Rd; Union Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Akers(41)	NA	Winn-Dixie, Service Mdse., Richway, Eckerd
Cherry	NA	Foodtown
Dixie Village(23)	NA	Eckerd, Winn-Dixie
Franklin	NA	A&P, Family Dollar
Gaston Mall(41)	NA	Harris-Teeter, Brendles
Powell Glenwood(5)	NA	Harris-Teeter
Eastridge Mall(90)	NA	JCPenney, Belk's, Ivey
Forestbrook	NA	Winn-Dixie
Windsor	NA	Winn-Dixie

Principal Shopping Days-Thur. Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Matthews; Belk's; Sears; Ivey's; Rose's; JCPenney.
Discount Stores-Nichols; Richway; K mart; Service Mdse.; Brendle's.
Chain Drug Stores-Smith's 2; Revco 5; Scottie's; Eckerd 5; Nichols; Rite Aid.
Chain Supermarkets-Winn-Dixie 6; Pacemaker 2; Mighty Midget 2; Harris-Teeter 3; Food Lion 5; Ingle's; A&P; Kroger.
Other Chain Stores-Morris (jewelry); Jewel Box; D. P. Paul; Gordon's; Diane; Eleanor; Anderson-Little; Lerner's; Merit (shoes); Endicott Johnson; Kinney (shoes); Star Furn.; Maxwell Bros. 2; Heilig-Meyers; Kimbrell's 2; Western Auto; Zale's Jewelers; Radio Shack 2; Rhodes Furn.; B. Dalton; Waldenbooks; Mr. Sport; GNC; Computerland.

14 - NEWSPAPERS: GAZETTE (e) 40,408; (S) 44,151; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Earl K. Brackett, Adv. Dir., GAZETTE, PO Box 1538; 2500 E. Franklin Blvd., Gastonia, NC 28053; Tel. (704) 864-3293.
National Representative: Landon Associates.

GOLDSBORO

1 - LOCATION: Wayne County, E&P Map E-2. County Seat. Location of Seymour Johnson Air Force Base (TAC & SAC). Agricultural and commercial center. On Neuse and Little Rivers, 52 mi. SE of Raleigh; 89 mi. N of Wilmington. On U.S. Hwys. 13, 70, 117; State Hwys. 111, 581.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Southern (freight).
Intercity Bus Lines-Greyhound; Seashore Transportation.

3 - POPULATION:
Corp. City 80 Cen. 31,871; E&P 87 Est. 36,754
CZ-ABC: (80) 37,369
RTZ-ABC: (80) 91,833
County 80 Cen. 97,054; E&P 87 Est. 99,263
City & RTZ-ABC: (80) 129,202

4 - HOUSEHOLDS:
City 80 Cen. 10,880; E&P 87 Est. 12,673
CZ-ABC: (80) 12,332
RTZ-ABC: (80) 30,820
County 80 Cen. 32,300; E&P 87 Est. 34,265
City & RTZ-ABC: (80) 43,152

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$590,965,000
Savings & Loan	3	$368,199,000

6 - PASSENGER AUTOS: County 48,032; City 33,036

7 - ELECTRIC METERS: Residence County 27,000

8 - GAS METERS: 4,130

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $264) Textile Mfg. 260; Industrial Laundry 194; Metalworking 1,202; Food Prods. 517; Furn. 1,119; Elect. Generating 102; Roofing Materials 167; Textile Finishing 150; Agric. Research 112; Health Care 213; Apparel 2,310; Lumber 472; Auto Parts Mfg. 896; Bakery Equip. Mfg. 173; Distributors 86.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-64; Summer 70-96; Fall 62-78; Winter 28-50.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Center St.; 4 on Walnut St.; 2 on John St.; 1 on Mulberry St.
Neighborhood Shopping Centers-East Ash St. (1700-1800 Block); Seymour-Johnson Homes on Slocumb St. Ext.; Adamsville on Kinston Hwy.; 1 mi. N. on William St.; Beech and Madison Sts.; N. Berkeley Blvd.; S. Berkeley Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berkeley Mall(46)	4	Sears, JCPenney, Belk's, Weils
Oak Square(24)	3	Sherwin-Williams, Tart's TV
Eastgate(22)	3	Rose's, Winn-Dixie
Sunrise(15)	2	Woolworth, Kerr Drug
Ashley Plaza(9)	3	K mart
Barnyard(7)	3	Cloth Barn, Tru Value
Wayne Plaza(4)	2	Clinard, Big Star
Nichols(2)	4	Nichols, Winn-Dixie
Neuse River(4)	6	Winn-Dixie, Kerr's
North Plaza	4	Food Lion, Farm Fresh
Cobblestone Place	14	

Principal Shopping Days-Sat., Fri., Thur.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; JCPenney; Leder Bros.; Weil's; Sears.
Discount Stores-Rose's; Nichols; K mart.
Chain Drug Stores-Eckerd 2; Revco 2; Kerr's 3.
Variety Stores-Woolworth; McClellan; McCrory.
Chain Supermarkets-A&P; Winn-Dixie 3; Piggly Wiggly 3; Big Star; Food Lion; Farm Fresh.
Other Chain Stores-Goodyear 2; Butler Shoes; Diana Shops; Glamour Shop; Kinney Shoe; Jewel Box; Firestone 2; Singer Co.; Sherwin-Williams Paint; Heilig-Meyer's Furn.; Western Auto; S&H Green Stamps; Maxwell Bros. Furn.; Waldenbooks; Deb Shop; Brooks; Radio Shack; Family Dollar 2; Dollar Store; Roscoe Griffin; K&K Toys; Thom McAn; Docktor Pet; General Nutrition; Cato Center; Fine's Men's Shop; Baldwins; Dorothy's Ruffled Originals; Colortyme TV; Burlington Shoes; Sportsman's World; Barnes Jewelers; Zale's.

14 - NEWSPAPERS: NEWS-ARGUS (e-mon to fri) 22,177; (S) 25,186; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Hal Tanner, Jr., Pub., NEWS-ARGUS, PO Box 10629, Goldsboro, NC 27532; Tel. (919) 778-2211.
National Representative: General Advertising Service.

GREENSBORO

1 - LOCATION: Guilford County (In Greensboro-Winston Salem-High Point). E&P Map D-2. County Seat. In center of state, 50 mi. S of VA state line. Manufacturing, transportation, college and insurance center. 200 mi. from Richmond, VA; 329 mi. from Atlanta, GA; 324 mi. from Baltimore, MD. On U.S. Hwys. 29, 70, 421, 220; I-40, I-85. State Hwys. 22, 150, 68, 61, 62, 6.

2 - TRANSPORTATION: Railroads-Norfolk Southern.
Intercity Bus Lines-Southern Greyhound; Carolina Trailways; Duke Transit.
Airlines-American; Eastern; Piedmont; United; Delta; Continental; 3 Commuter Airlines.

3 - POPULATION:
Corp. City 80 Cen. 155,642; E&P 87 Est. 165,063
CZ-ABC: (80) 196,229
RTZ-ABC: (80) 790,595
County 80 Cen. 317,154; E&P 87 Est. 337,904
MSA 80 Cen. 851,984; E&P 87 Est. 935,419
City & RTZ-ABC: (80) 986,824
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 56,702; E&P 87 Est. 62,313
CZ-ABC: (80) 71,114
RTZ-ABC: (80) 281,579
County 80 Cen. 114,084; E&P 87 Est. 125,992
MSA 80 Cen. 307,207; E&P 87 Est. 350,055
City & RTZ-ABC: (80) 352,693

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	10	$763,834,000
Commercial	13	$746,262,000
Credit Unions	29	$64,106,000

6 - PASSENGER AUTOS: County 205,601; City 138,372

7 - ELECTRIC METERS: Residence 104,020

8 - GAS METERS: Residence 30,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Mfg. 152,600; Lumber & Wood 6,100; Furn. & Fixtures 27,300; Stone, Clay & Glass 3,900; Primary & Fab. Metals 8,200; Non-Electrical Mach. 8,300; Other Durable Goods 19,400; Food & Kindred Prods. 5,200; Textiles 28,600; Apparel 11,800; Paper & Allied Prods. 2,600; Other Nondurable Goods 20,600; Non-Mfg. 275,900; Constr. 19,700; Trans., Commun. & Public Util. 23,200; Trade 93,000; Fin., Ins. & R.E. 19,400; Service & Misc. 68,700; Gov't 51,600; Chem. 4,300; Printing & Pub. 6,300.

10 - CLIMATE: Av. Temp.-Spring 66; Summer 75; Fall 49; Winter 42. First killing frost, Oct. 30; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-2 blocks on E. Market and W. Market Sts.; 2 blocks on N. Greene and S. Greene Sts.; 2 blocks on N. Davie and S. Davie Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ashley Sq.(3)	4	Big Star, Revco
Battleground Village(14)	4	Images, Rite Aid
Best(7)	2	Best, Peaches
Caldwell(6)	3	
Carolina Circle Mall(80)	4	Belk's, Ivey's, Mont. Ward
Coliseum(12)	2	Food Lion, Family Dollar
Cook's(3)	3	Handy City, Brendle's
Bessemer(8)	1	
High Point Rd.(14)	2	3 Guys
Forest Oaks(5)	5	Winn-Dixie
Four Seasons(101)	3	Belk's, Ivey's, JCPenney, Winn-Dixie
Friendly Center/ Forum VI(110)	3	Belk's, Thalhimers, Sears, Montaldo's
Golden Gate(33)	2	Bestway, Food Lion, Revco
Greensboro Outlet Mall(35)	4	Dixie Bell, N.Y., Bag & Baggage, Burlongton Coat Fact.
Holden Plaza(4)	4	Food Lion
Irving Park(19)	2	Edmonds
K mart West Market(3)	4	K mart, Food Lion
K mart Randleman	3	K mart, Food Lion, Food World
K mart-E. Cone(2)	4	K mart, Big Star
Kroger(13)	3	Aaron Rents
Oakcrest(9)	5	Omega Sports
O'Henry(6)	2	Winn-Dixie, Zayre
Palmer Plz.(12)	2	Eckerd, Kroger, Lowe's
Price Place(10)	2	Food World, Eckerd
Quaker Village(28)	6	Bestway, Edmonds
Sedgefield(19)	5	Family Dollar, Food World
Spring Valley(23)	2	Eckerd, Food World, Sears Surplus
Sunset Hills(7)	2	Food Rite
Westgate(9)	5	Shoe Town
Westridge Square(10)	5	Kroger, Ashby's, Eckerd
West Market St.(12)	4	Kroger, Marshalls, Revco
Zayre(5)	2	Zayre, Revco, T.J. Maxx

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings & Sundays-Drug; Discount; Department; Grocery; Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-Belk's 3; Ivey's 2; Montgomery Ward; JCPenney; Sears; Thalhimers 2; Marshalls.
Variety Stores-Woolworth 3; McCro[illegible]
Discount Stores-Best; Bradlees [illegible] Family Dollar 4; Service Merchan[illegible] T.J. Maxx 2; Zayre 2; P.H. Rose 2.
Chain Drug Stores-Drug Emporium [illegible] Palace; Eckerd 8; Edmonds 4; Rite Aid 8; [illegible] Medicine Shoppe; K mart Pharmacy 3; Va[illegible] 3.
Chain Supermarkets-Bestway; Big Star 4; [illegible] Rite; Food Lion 7; Harris-Teeter 5; Kroger 5; Winn-Dixie 5; Food Rite 4; Fresh Market 2.
Other Chain Stores-Ashby's; Baker's Shoes; Baskin-Robbins; Brooks; Butler's Shoes; Camera World; Captain D's; Casual Corner; Catherine's Stout Shop; Cato's; Chess King; Darryl's; Elaine Powers; Fine's Men's Shop; Firestone; 5-7-9 Shop; Florsheim Shoes; General Nutrition; General Tire; Glidden Paint; Goodrich; Goodyear; Gordon's Jewelers; Hahn Shoes; Handy City; Hanover Shoes; Hardy Shoes; Hechinger's; Hickory Farms; Hofheimer Shoes; The Hub; Diamond Exchange; The Junction; K&K Toys; Kay's Jewelers; Kinney; Lady Madonna Maternity; Lerner Shop; Levi's Place; The Limited; Limited Express; Lowe's; Mary Carter Paints; Master Auto; Maxwell Home Furnishings; Merle Norman Cosmetics; Moore's Building; Ormond Shop; Radio Shack; Rhodes Furniture; Sherwin-Williams; Singer; Stuarts; Swensen's; Thom McAn; Waldenbooks; Western Auto; Wrangler Wranch.

14 - NEWSPAPERS: NEWS & RECORD (m) 112,292; (S) 127,748; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Alan Ewing, Gen. Adv. Mgr., NEWS & RECORD, 200 E. Market St.; PO Box 20848, Greensboro, NC 27420-0848; Tel. (919) 373 7111.
National Representative: Branham/Newspaper Sales.

GREENVILLE

1 - LOCATION: Pitt County, E&P Map E-2, County Seat. Agricultural, educational, industrial, wholesale and residential center.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline; Norfolk Southern (freight only).
Motor Freight Carriers-10.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 35,740; E&P 87 Est. 38,912
CZ-ABC: (80) 35,740
RTZ-ABC: (80) 83,411
County 80 Cen. 83,651; E&P 87 Est. 101,324
City & RTZ-ABC: (80) 119,151

4 - HOUSEHOLDS:
City 80 Cen. 11,472; E&P 87 Est. 11,681
CZ-ABC: (80) 11,472
RTZ-ABC: (80) 28,880
County 80 Cen. 27,757; E&P 87 Est. 34,978
City & RTZ-ABC: (80) 40,352

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$7,248,630,941
Savings	5	$218,651,785

6 - PASSENGER AUTOS: County 49,259; City 31,350

7 - ELECTRIC METERS: Residence 29,000

8 - GAS METERS: Residence 7,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tobacco Mfg. 2,400; Food Prod. 400; Textile 350; Lumber 175; Chem. 125; Elect. 200; Pharmaceutical 1,200; Boat 150.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Nov. 1 to 10; last killing frost, Mar. 10 to 20.

11 - TAP WATER: Neutral, medium soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 block area in the center of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pitt Plaza(26)	2	JCPenney, Eckerd, Rose's, Kroger
Greenville Sq.(14)	2	A&P, K mart
Carolina East(74)	3	Sears, Belk, Winn-Dixie, Kerr's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Pitt Plaza, Greenville Sq., Carolina East-nightly; Food-Fri.

13 - RETAIL OUTLETS: **Department Stores**-White; Belk; JCPenney; Rose's; Sears.
Discount Stores-Nichol's; K mart; Big Lots.
Chain Drug Stores-Hollowell 4; Eckerd 2; Rite Aid 2; Revco; Kerr.
Chain Supermarkets-Harris 6; A&P; Overton; Winn-Dixie 2, Piggly Wiggly; Kruger; Farm Fresh; Food Lion; Foodland.
Other Chain Stores-Brody's; Carlyle & Co.; Zale's; Butler's; Jolly's; J.D. Dawson Co.

14 - NEWSPAPERS: REFLECTOR (e-mon to fri) 17,445; (S) 19,847; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David J. Whichard, II, Pres., REFLECTOR, 209 Cotanche St., Greenville, NC 27834; Tel. (919) 752-6166.
National Representative: General Advertising Service.

HENDERSON

1 - LOCATION: Vance County, E&P Map D-1, County Seat. Agricultural & manufacturing center. On U.S. Hwys. 1, 158; I-85 in NE part of state. 38 mi. to Raleigh, the state capital.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline; Southern Railway.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound; Trailways.
Airports-Raleigh-Durham.
Airlines-Delta; Eastern; United; Pan Am; TWA; Piedmont; NYAir; Ozark; USAir; Sunbird; American.

3 - POPULATION:
Corp. City 80 Cen. 13,522; E&P 87 Est. 16,714
CZ-ABC: (80) 20,273
RTZ-ABC: (80) 44,305
County 80 Cen. 36,748; E&P 87 Est. 39,722
City & RTZ-ABC: (80) 64,578

4 - HOUSEHOLDS:
City 80 Cen. 4,824; E&P 87 Est. 5,817
CZ-ABC: (80) 6,339
RTZ-ABC: (80) 15,077
County 80 Cen. 12,239; E&P 87 Est. 13,697
City & RTZ-ABC: (80) 21,416

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$195,000,000
Savings & Loan	1	$45,000,000

6 - PASSENGER AUTOS: County 19,343; City 17,503

7 - ELECTRIC METERS: Residence 8,500

8 - GAS METERS: Residence 1,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 3,200 ($250); Tobacco 760 ($200); Stone, Clay, Glass 775 ($450); Public Servs. 513 ($290); Trans. Equip. 300 ($390); Mfg. 2,000 ($260); Whol./Ret. 2,000 ($300).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-60; Jan. 42; June 78.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Garnett St.; 5 on Montgomery St.; 3 on William St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Corbitt Hill(7)	NA	Hill's Clothing
Henderson Mall(27)	NA	JCPenney, Rose's, Eckerd, Leggett's, Big Star
Kings Plz.(2)	NA	A&P, Rose's
Northside Plz.(5)	NA	Food Lion, Revco
Vance Sq.(6)	NA	Winn-Dixie, Revco
Raleigh Rd. Plz.(7)	NA	Food Lion, Gray Drug Fair
Mill Outlet City(8)	NA	Fabric Shop, Cluett Apparel

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food Stores, Mall Stores, Other Shopping Areas.
Stores Open Sundays-4 Supermarkets & some retail.

13 - RETAIL OUTLETS: **Department Stores**-Charles Stores; JCPenney; Leggett's; Baldwin's.
Variety Stores-Rose's; K mart.
Discount Stores-Dollar Store; Family Dollar.
Chain Drug Stores-Eckerd; Henderson 2; Revco 3.
Chain Supermarkets-Big Star; Winn-Dixie; A&P; Fast Fare 218; Byrd's 2; Food Lion 2.
Other Chain Stores-Larkins (clothing); Star Furn.; Penny Furn.; Moores Building Supply; Schewel Furn.; Heileg-Myers Furn.; The Junction (clothing); Perry Bros. Goodyear.

14 - NEWSPAPERS: DISPATCH (e) 9,503; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: W.D. Tharrington, Gen. Mgr., DISPATCH, 304 S. Chestnut St., Henderson, NC 27536; Tel. (919) 492-4001.
National Representative: Landon Associates.

HENDERSONVILLE

1 - LOCATION: Henderson County, E&P Map B-2, County Seat. Agricultural and industrial center and summer resort in W region of state. 21 mi. S of Asheville; 100 mi. W of Charlotte; 40 mi. N of Greenville, SC.

2 - TRANSPORTATION: **Railroads**-Southern (Cincinnati to Columbia, SC) Terminus, Hendersonville-Toxaway Div.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Continental Trailways; Suburban Coach.
Airlines-Piedmont; Wheeler; Eastern Metro; ASA.

3 - POPULATION:
Corp. City 80 Cen. 6,862; E&P 87 Est. 8,249
CZ-ABC: (80) 6,862
RTZ-ABC: (80) 51,718
County 80 Cen. 58,580; E&P 87 Est. 71,671
City & RTZ-ABC: (80) 58,580

4 - HOUSEHOLDS:
City 80 Cen. 2,897; E&P 87 Est. 3,432
CZ-ABC: (80) 2,897
RTZ-ABC: (80) 19,492
County 80 Cen. 22,389; E&P 87 Est. 28,512
City & RTZ-ABC: (80) 22,389

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$83,437,222
Commercial	6	$163,542,170

6 - PASSENGER AUTOS: County 37,765; City 23,586

7 - ELECTRIC METERS: Residence County 19,451

8 - GAS METERS: Residence 2,511

9 - PRINCIPAL INDUSTRIES: Elect. 1,400; Paper 900; Textile 1,867; Constr. 897; Food 878; Apparel 1,789; Chem. 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-67; Summer 60-82; Fall 43-68; Winter 27-49. First killing frost, Oct. 18; last killing frost, Apr. 21.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Main St.; 2 each of 3rd, 4th & 5th Aves.; 3 on 7th Ave. E.; 2 S. of Main & Church Sts.; Four Seasons Boulevard at Dana Road; Spartanburg Hwy. S. of Main & Church Sts.; Blue Ridge Mall (60 stores).
Neighborhood Shopping Centers-Southgate, 1/2 mi. S. of city; Rose's Plz., 2 mi. E. of city; Laurel Park Vlg., 2 mi. W. of city; Sky City Plz., 1/2 mi. S. of city.
Principal Shopping Days-Mon., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belk-Simpson; Schulman's; K mart.
Variety Stores-Rose's; Eagle's; Family Dollar; King's; Sky City; Otasco.
Chain Drug Stores-Eckerd; Revco; Rite Aid; Econo-Mart.
Chain Supermarkets-Winn-Dixie 3; Community Cash 2; Ingle's 3; Bi-Lo 2; Food Lion.
Other Chain Stores-Western Auto; Sherwin-Williams; Sears (catalog); Lowe's Hdwe.

14 - NEWSPAPERS: TIMES-NEWS (m) 17,138; (S) 16,863; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ned Cowart, Adv. Dir., TIMES-NEWS, 1717 Four Seasons Blvd.; PO Box 490, Hendersonville, NC 28793; Tel. (704) 692-0505.
National Representative: Landon Associates.

HICKORY

1 - LOCATION: Catawba County, (MSA). E&P Map C-2, Near Catawba River and Lake Hickory on U.S. Hwys. 40, 70, 321, 64 and State Hwys. 10, 16, 127, 55 mi. N of Charlotte; 80 mi. E of Asheville; 90 mi. SW of Winston-Salem; Interstate I-40.

2 - TRANSPORTATION: **Railroads**-Southern; C&NW.
Motor Freight Carriers-42.
Intercity Bus Lines-Continental Trailways.
Airlines-Piedmont (Commuter to Charlotte, NC).

3 - POPULATION:
Corp. City 80 Cen. 20,757; E&P 87 Est. 25,374
CZ-ABC: (80) 49,626
RTZ-ABC: (80) 195,625
County 80 Cen. 105,208; E&P 87 Est. 117,201
MSA 80 Cen. 202,711; E&P 87 Est. 225,628
City & RTZ-ABC: (80) 245,251

4 - HOUSEHOLDS:
City 80 Cen. 8,164; E&P 87 Est. 10,009
CZ-ABC: (80) 18,305
RTZ-ABC: (80) 67,684
County 80 Cen. 37,308; E&P 87 Est. 43,154
MSA 80 Cen. 71,174; E&P 87 Est. 82,427
City & RTZ-ABC: (80) 85,989

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	41	$1,200,000,000
Savings & Loan	2	$39,279,386

6 - PASSENGER AUTOS: County 66,644; City 37,070

7 - ELECTRIC METERS: Residence 53,451

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Constr.; Mfg.; Trans. & Util.; Whol. & Ret. Trade.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 56-92; Fall 33-85; Winter 5-78. First killing frost, Oct. 17; last killing frost, Apr. 29.

11 - TAP WATER: Slightly alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main Ave. Pl., SW; 1 on Union Sq.; 2 on 3rd St., NW; 2 on 2nd St., NW; 2 on 1st Ave., NW; 1 on Main Ave., NW; 2 on Main Ave., NE.
Neighborhood Shopping Centers-Highland W. Hickory; Brookford; Viewmont; North Pointe & Northgate Plaza on Hwy. 127 North Hickory; Westover Plz.; Southridge Shpg. Ctr., Hwy. 127 S.; Midland 4 blocks Fronting Hwy. 64-70-321; Hickory Plaza; 321 U.S. 64-70; Catawba Mall on Hwy. 64-70 S.W.; Valley Hills Mall; Starmount Plz. Hwy. 64-70 S.E.; St. Stephens Square.
Shopping Centers-Viewmont; 10 blocks distant (Hickman Hdwe., Fresh Air Galaxy No. 2); Lowe's; Harris-Teeter; Winn-Dixie; Villa Park: 12 bldgs.; Lowe's Food.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Catawba Mall(30)	NA	JCPenney, Eckerd, Radio Shack, Belk's, Spainhours
Kroger Center(6)	NA	Kroger, Rose's
Midland(16)	NA	Sky City, Fine Fare, Advance Auto
Northgate Plaza(4)	NA	Revco, Bi-Lo, Rose's
North Pointe(13)	NA	Eckerd, Radio Shack, Harris-Teeter
Valley Hills Mall(90)	NA	Sears, Zale's, Belk's, West-Deal
Hickory Plaza	NA	K mart, Cheap Joe's, Radio Shack

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Spainhour's; Sears; JCPenney; Melville's; Zerden's; Nichol's; Colony Casuals; West-Deal.
Variety Stores-Woolworth; Rose's; Family Dollar.
Chain Drug Stores-Smith's; Eckerd; Viewmont 3; Revco; Peoples; Rite Aid; Crown Drug; Duo Drug.
Chain Supermarkets-Lowe's 2; Fresh Air Galaxy 3; Winn-Dixie 2; Harris-Teeter 2; Kroger Sav-On; Bi-Lo; Fine Fare; Food Lion.
Discount Stores-Sky City; Brendle's; K mart; Wal-Mart.
Other Chain Stores-Butler's Shoes; Kinney Shoes; Clark Tire; Pic 'N Pay Shoes; Lowe's Hdwe.

14 - NEWSPAPERS: RECORD (e) 27,388; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David Millholland, Adv. Dir., RECORD, PO Box 968, Hickory, NC 28603; Tel. (704) 322-4510.
National Representative: Landon Associates.

HIGH POINT

1 - LOCATION: Guilford County (In Greensboro-Winston-Salem-High Point MSA), E&P Map D-2. Center of furniture & hosiery manufacturing. Near center of state on U.S. Hwys. 29, 29A, 70, 70A; I-85; State Hwys. 311, 62, 68. 15 mi. SW of Greensboro; 18 mi. SE of Winston-Salem; 340 mi. from Baltimore, MD; 350 mi. from Atlanta, GA; 736 mi. from Chicago, IL.

2 - TRANSPORTATION: **Railroads**-Southern; High Point, Thomasville & Denton; C&NW; Amtrak.
Motor Freight Carriers-49.
Intercity Bus Lines-Carolina Trailways; Queen City Trailways.
Airlines-Eastern; Piedmont; United; Delta; Ozark; USAir; Continental.

3 - POPULATION:
Corp. City 80 Cen. 63,808; E&P 87 Est. 68,460
CZ-ABC: (80) 81,214
RTZ-ABC: (80) 96,854
County 80 Cen. 317,154; E&P 87 Est. 337,904
MSA 80 Cen. 851,984; E&P 87 Est. 935,419
City & RTZ-ABC: (80) 178,068
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,374; E&P 87 Est. 25,941
CZ-ABC: (80) 29,477
RTZ-ABC: (80) 33,352
County 80 Cen. 114,084; E&P 87 Est. 125,992
MSA 80 Cen. 307,207; E&P 87 Est. 350,055
City & RTZ-ABC: (80) 62,829

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	$203,000,000
Savings & Loan	4	$79,742,918

6 - PASSENGER AUTOS: County 205,601; City 138,372

7 - ELECTRIC METERS: Residence 22,885

8 - GAS METERS: Residence 13,172

9 - PRINCIPAL INDUSTRIES: Furniture; Textiles; Food; Chem.; Machinery; Ore Mfg.; Constr.; Fin., Ins. & R.E.; Servs.; Fab. Metals; Lumber & Wood; Printing & Publishing; Trans. Equip.; Trans., Commun. & Public Util.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-82; Summer 57-87; Fall 38-79; Winter 24-62. First killing frost, Oct. 11; last killing frost, Apr. 25.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St.; 4 on Wrenn St.; 2 on Washington St.; 2 on English; 1 on Montlieu.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Sunday-Some drug, food, discount.
Stores Open Evenings-Principal to 9 p.m. nightly.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Village (24)	2	Food Lion, Allied Radio, Eckerd

East Green Plaza(6)	NA	Rite Aid, Remnant Shop
Fairfield Plaza (11)	3	Winn-Dixie, Sky City, Rite Aid
Southgate(10)	2	Rose's, Harris-Teeter,
Northwood	3	K mart, Food Lion
Westchester Mall(32)	1	Thalhimer's, JCPenney, Belk-Beck, Cloverleaf Mkt.
Eastgate(10)	3	Harris-Teeter, SupeRx, Family Dollar
Southwood Sq.	3	Big Star, K mart, Eckerd
West-Burton, Westchester(32)	3	Zayre, Eckerd, Food World
High Pt. Mall(27)	NA	Rose's, Harris-Teeter, Winn-Dixie
Westchester Commons	1	Kerr Drug, Lowes Food

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Beck, Sears; Rose's 2; Thalhimer's.
Variety Stores-One-Dollar; Family Dollar 3; Sky City; Zayre; K Mart 2.
Chain Supermarkets-Food World 5; Big Star 2; 7-Eleven; Li'l General Stores 3; Columbia 3; Cloverleaf 3; Red Dot 2; Winn-Dixie 3; Food Lion 3; Fresh Market; Kroger; Lowes 2.
Drug Stores-Anderson; Arthur's; Calhoun; Cecil's; Eckerd 3; Hoffman; Leonards; Rite Aid 7; McLarty; SupeRx Washington St. 2; Revco 2.
Other Chain Stores-Shoes: Pic 'N Pay; Pic Way Bell Bros., Birttain's; Women's Apparel: Diana Shop, Tobias, Fashion Shop, Lerner's, Mann's Consumer Catalog; Men's Clothing: Arnoids Craven, Wright's; Jewelry Stores: Friedman's, Zale's, Perkinson, Hughes; Automotive: Goodyear, Firestone, Goodrich, Advance, Western Auto, Boyles, American, Dixie, Sid's, High Point Auto Parts, Motor Parts, Inc., Spencer Auto Supply, Wilson Auto Parts; Radio Shack.

14 - NEWSPAPERS: ENTERPRISE (e) 32,159; (S) 32,823; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Demi L. Foust, A Dir., ENTERPRISE, 210 Church Ave.; PO Box 1009, High Point, NC 27261; Tel. (919) 841-5700.
National Representative: None.

JACKSONVILLE

1 - LOCATION: Onslow County (MSA). E&P Map E-3, County Seat. Near Camp Lejeune, U.S. Marine Corps base. Situated on U.S. Hwys. 17, 258; State Hwy. 24; 51 mi. N of Wilmington; 37 mi. S of New Bern; 40 mi. W of Morehead City.

2 - TRANSPORTATION: Motor Freight Carriers-6.
Intercity Bus Lines-Carolina Trailways; Seashore Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 18,237; E&P 87 Est. 27,387
CZ-ABC: (80) 59,156
RTZ-ABC: (80) 53,628
County/MSA 80 Cen. 112,784; E&P 87 Est. 124,566
City & RTZ-ABC: (80) 112,784
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,108; E&P 87 Est. 8,777
CZ-ABC: (80) 10,434
RTZ-ABC: (80) 19,873
County/MSA 80 Cen. 30,307; E&P 87 Est. 34,722
City & RTZ-ABC: (80) 30,307

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	6	N.A.
Commercial	4	N.A.
Credit Unions	5	N.A.

6 - PASSENGER AUTOS: County 48,271; City 30,254

7 - ELECTRIC METERS: Residence 47,000

8 - GAS METERS: Residence 14,876

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pulpwood 1,500 ($321); Civil Service 4,300 (N.A.); Military 47,000 (N.A.); Lumber Plywood Mill ($321); Garment 1,500 ($145); Boating 300 ($190); Tool & Die ($220).
Principal Industry Pay Days-Fri.; Marine Corps-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 69-95; Fall 40-80; Winter 30-70. First killing frost, Nov. 18; last killing frost, Mar. 15.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: Neighborhood Shopping Center-New Bridge St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Branchwood	NA	Revco, Food Lion
Brynn Marr(10)	NA	Eckerd, Winn-Dixie, Rose's
College Plaza	NA	Food Lion, Revco
Jacksonville Mall	NA	Sears, Belk's, JCPenney
New River(38)	NA	Big Star, Rose's, Brendle's, Peebles, Kerr Drug
Northwoods(40)	NA	Piggly Wiggly, Northwood Drug
Onslow Mall(13)	NA	K mart, Big Star
West Park(8)	NA	Winn-Dixie, Maxway
Piney Green(16)	NA	Food Lion
Sneads Ferry	8	Food Lion, Revco

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: Department Stores-Margolis; Belk; Sears; Boomtown; K mart; Brodys; Peebles; JCPenney.
Variety Stores-Rose's 3; Farm Fresh; K mart; Brendle's; Maxway 2.
Chain Drug Stores-Kerr 3; Johnson's; Rexall 2; Eckerd 2; Walgreens; Revco 3.
Chain Supermarkets-Big Star 2; Piggly Wiggly 2; Winn-Dixie 2; Pollard's; IGA 5; Food Lion 4; Farm Fresh.
Other Chain Stores-Cato's; Brooks; Pic 'N Pay; Lerner's; Endicott-Johnson; Kinney; K&K Toys; Zale's; Carlyle; Reed's Jewelers; Precision Tune; Midas Muffler; Furniture Fair; Advance Auto Parts; Western Auto.

14 - NEWSPAPERS: NEWS (e) 21,981; (S) 21,848; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Karen Fincannon, Adv. Dir., NEWS, PO Box 0196, Jacksonville, NC 28541-0196; Tel. (919) 353-1171.
National Representative: Landon Associates.

KANNAPOLIS

1 - LOCATION: Cabarrus and Rowan Counties, (In Charlotte-Gastonia-Rock Hill NC-SC MSA), Map C-2. Industrial, agricultural center. 25 mi. N of Charlotte; 68 mi. S of Greensboro. On U.S. & State Hwy. 29 & 29A. U.S. 601; I-85.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-National Trailways; Carolina Coach.

3 - POPULATION:
Corp. City 80 Cen. 29,628; E&P 87 Est. 31,914
CZ-ABC: (80) 32,395
RTZ-ABC: (80) 87,122
Counties 80 Cen. 185,081; E&P 87 Est. 205,753
Cabarrus 80 Cen. 85,895; E&P 87 Est. 96,661
Rowan 80 Cen. 99,186; E&P 87 Est. 109,092
City & RTZ-ABC: (80) 119,517
MSA 80 Cen. 971,391; E&P 87 Est. 1,102,621
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,569; E&P 87 Est. 12,223
CZ-ABC: (80) 13,751
RTZ-ABC: (80) 29,469
Counties 80 Cen. 66,559; E&P 87 Est. 76,864
Cabarrus 80 Cen. 30,610; E&P 87 Est. 35,788
Rowan 80 Cen. 35,949; E&P 87 Est. 41,076
City & RTZ-ABC: (80) 43,220
MSA 80 Cen. 342,344; E&P 87 Est. 402,308

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$1,282,316,773
Savings & Loan	4	$80,594,154

6 - PASSENGER AUTOS: Counties: Cabarrus 52,058; Rowan 57,374

7 - ELECTRIC METERS: Residence 16,000

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile spinning and weaving 10,000 ($161); Textile finishing 4,000 ($170); Textile sewing 2,500 ($175).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 75-100; Fall 40-70; Winter 25-50. First killing frost, Nov. 1; last killing frost, Apr. 19.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main St., W. Ave.; Oak St., W. First, W. A St.; Chestnut St.
Neighborhood Shopping Centers-Centerview; North Kannapolis; Jackson Park; Rodgers Park; Royal Oaks; Shadybrook; Lowe's Trading Center; Landis; Enochville; K mart; Zayre.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carolina Mall(62)	NA	Belk's, Eckerd, Radio Shack, Sears
Cabarrus Shopping City(10)	NA	Cook's, Eckerd
Cloverleaf Plz.(14)	NA	Belk's, Brendles
Midway(19)	NA	

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri. Downtown; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Belk's; JCPenney; Malone's; Sears; Budget Fair; McCrory.
Variety Stores-Family Dollar 2.
Discount Stores-Cook's; K mart; Zayre; Brendles.
Chain Drug Stores-Drug Center 2; Eckerd 2, Revco 2; Medical Center.
Chain Supermarkets-A&P; Winn-Dixie; Food Lion 3; Bi-Lo; Harris Teeter; 3 Guys.
Other Chain Stores-Shoes: Butler's; Phil's Pic 'N Pay, Shoe Show; Auto Supply: Advance, Goodyear; Clothing: Diana Shop; Furniture: Sterchi's, K-Town, Carolina Interior; Building Supplies: Lowe's, Moore's; Factory Outlets: Bed 'n Bath, Corning, Amity Leather, Hamilton Luggage, EVA Fashions, Aileen Fashions, Clothes Works, Decoration Accessories, Kitchen Collection, Sugar Hill Farms, Carter Outlet, Banister Shoes; Others: Virginia's; Carter's; Van Heusen, Cannon Home Fashions.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 12,421; (S) 13,212; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Anne B. Lyerly, Adv. Dir., INDEPENDENT, 123 N. Main, Kannapolis, NC 28081; Tel. (704) 932-3131.
National Representative: Landon Associates.

KINSTON

1 - LOCATION: Lenoir County, E&P Map E-2, County Seat. Residential center 78 mi. SE of Raleigh; on Neuse River. On U.S. Hwys. 70 & 258; State Hwys. 11, 55, 58.

2 - TRANSPORTATION: Railroads-Atlantic & East Carolina Railroad Co.
Motor Freight Carriers-12 (Terminal for 4 Trucking Lines).
Intercity Bus Lines-Seashore Trans.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 25,234; E&P 87 Est. 25,574
CZ-ABC: (80) 25,234
RTZ-ABC: (80) 86,864
County 80 Cen. 59,819; E&P 87 Est. 62,216
City & RTZ-ABC: (80) 112,098

4 - HOUSEHOLDS:
City 80 Cen. 9,081; E&P 87 Est. 9,349
CZ-ABC: (80) 9,081
RTZ-ABC: (80) 29,198
County 80 Cen. 20,674; E&P 87 Est. 22,295
City & RTZ-ABC: (80) 38,279

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$221,000,000
Savings & Loan	2	$167,000,000

6 - PASSENGER AUTOS: County 30,125; City 23,630

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: Residence 4,100

9 - PRINCIPAL INDUSTRIES: Tobacco (seasonal); Chem. Prods.; Constr.; Dacron; Textiles; Foods; Bakeries; Chem. Fertilizers; Meat Packing; Lumber & Wood Prods.; Concrete Prods.; Metal Fab.; Grocery; Furn.; Pharmaceutical Supplies; Industrial Mach.; Consumer Electrical Prods; Distribution; Automotive Prods.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-81; Summer 66-89; Fall 45-68; Winter 6-38. First killing frost, Oct. 20; last killing frost, Mar. 24.

11 - TAP WATER: Alkaline; very soft, Artesian wells, chemically pure, unfiltered. Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Vernon Park Mall(55)	4	JCPenney, Rose's, Belks, Winn-Dixie, Brody's
Kinston Plz.(16)	3	Brendles, Big Star, Eckerd, Family Dollar, Shoe Show
Herritage Plz.(10)	3	Food Lion, Kerr Drug, Radio Shack
Kingston Sq.(10)	2	K mart, Big Lots, Revco
McLewean Sq.(10)	N.A.	Piggly Wiggly, Family Dollar
Frenchman's Creek(15)	1	Piggly Wiggly, Neuse Sport Shop
Parkview Ctr.(10)	1	Swap-A-Book

Principal Shopping Days-Thur., Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-H. Stadiem; Brody Bros.; K mart; White's; JCPenney; Allied; Brendles; Belks.
Variety Stores-Rose's; Dollar Store.
Discount Stores-Super 10; Family Dollar.
Chain Drug Stores-Eckerd 2; Revco 2; Kerr; Rite Aid.
Chain Supermarkets-Winn-Dixie; Big Star; Piggly Wiggly 4; Food Lion 2.
Other Chain Stores-Shoes: Kinney, Butler's, Cato's; Firestone; Advance Store; Belk-Tyler; JCPenney; Dollar Store; Jewel Box; Royal Jewelry; Lowe's; Endicott-Johnson; Baldwins; Waldenbooks; Wickes Lumber; Radio Shack; Pic N Pay.

14 - NEWSPAPERS: FREE PRESS (e-mon to fri) 13,795; (S) 14,411; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Maurice Williams, Pub., FREE PRESS, 2103 N. Queen St., Kinston, NC 28501; Tel. (919) 527-3191.
National Representative: Landon Associates.

LENOIR

1 - LOCATION: Caldwell County, E&P Map B-2, County Seat. 70 mi. N of Charlotte; 75 mi. SW of Winston-Salem; 60 mi. NE of Asheville.

2 - TRANSPORTATION: Railroads-C&NWRR (Southern).
Intercity Bus Lines-Queen City; Greyhound.
Airlines-Sunbird; Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 13,748; E&P 87 Est. 13,894
CZ-ABC: (80) 16,636
RTZ-ABC: (80) 40,376
County 80 Cen. 67,746; E&P 87 Est. 71,877
City & RTZ-ABC: (80) 57,012

4 - HOUSEHOLDS:
City 80 Cen. 5,169; E&P 87 Est. 5,185
CZ-ABC: (80) 6,178
RTZ-ABC: (80) 13,463
County 80 Cen. 23,331; E&P 87 Est. 25,713
City & RTZ-ABC: (80) 19,641

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$47,063,387
Commercial	4	$980,972,180

6 - PASSENGER AUTOS: County 36,554; City 22,593

7 - ELECTRIC METERS: Residence 15,752

8 - GAS METERS: Residence 2,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furn. 9,000; Textile 1,500; Hosiery 785.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Nov. 1; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St., West Ave., West Harper and Mulberry Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crossroads(5)	NA	Sears, Lowe's Foods, TG&Y
Fairway No. 1(5)	NA	Super Dollar Store
Food World Plz.(3)	NA	Food World, Revco Drug, Army Store
Holly Square(7)	NA	Revco, Holly Farms
Lenoir Crossings (6)	NA	Eckerd, Winn-Dixie
Lenoir Mall(48)	NA	Belk's, Woolworth, Spainhour's
Thrift(25)	NA	Family Dollar Store, Lenoir Drug

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoon except Dec.
Stores Open Evenings-Some mall stores Mon. through Sat.; others Fri.

13 - RETAIL OUTLETS: Department Stores-Belk's; Sears; Shields; Spainhour's; Smithey's.
Variety Stores-TG&Y; Family Dollar; Stelen's; Village Casuals; K mart; Mack's.
Discount Stores-Variety Discount; Family Dollar; Scotties; K mart.
Chain Drug Stores-Peoples Drug; Rite Aid 2; Eckerd; Revco.
Chain Supermarkets-Fairway 2; Lenoir & Whitnel; Winn-Dixie 2; Harris-Teeter; Lowe's 3; William's; Food Lion.
Other Chain Stores-Saslow's; The Gold Shop;

Beanhardt-Seagle; Jewelers: Cato's, Kay, Wooten, Tuttles; Sherwin-Williams Paints; Shaw's; Pic-N-Pay; Peterson's; Advance; Goodyear; Western Auto; Firestone; White's Auto.

14 - NEWSPAPERS: NEWS-TOPIC (e) 13,313; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jerry T. Hodge, Adv. Dir., NEWS-TOPIC, 123 Pennton Ave., Lenoir, NC 28645; Tel. (704) 758-7381.
National Representative: Landon Associates.

LEXINGTON

1 - LOCATION: Davidson County (In Greensboro-Winston-Salem-High Point MSA). E&P Map C-2. County Seat. Industrial center. On U.S. Hwys. 29, 70, 52, 64, I-85. In Central part of state. 54 mi. N of Charlotte.

2 - TRANSPORTATION: **Railroads**-Southern; Winston-Salem Southbound.
Motor Freight Carriers-21.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,711; E&P 87 Est. 16,344
CZ-ABC: (80) 15,711
RTZ-ABC: (80) 60,401
County 80 Cen. 113,162; E&P 87 Est. 125,733
MSA 80 Cen. 851,984; E&P 87 Est. 935,419
City & RTZ-ABC: (80) 76,112
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,019; E&P 87 Est. 6,331
CZ-ABC: (80) 6,019
RTZ-ABC: (80) 20,774
County 80 Cen. 40,010; E&P 87 Est. 46,153
MSA 80 Cen. 307,207; E&P 87 Est. 350,055
City & RTZ-ABC: (80) 26,793

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$38,497,541
Commercial	5	$14,061,874,000

6 - PASSENGER AUTOS: County 62,312; City 32,079

7 - ELECTRIC METERS: Residence 19,000

8 - GAS METERS: Residence 4,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Stone, Clay & Glass 800; Textile 3,120; Food 385; Mach. 350; Veneer 540; Apparel 500; Furn. 4,500; Electronics 550; Printing 120; Metals 190; Other 750; Total Mfg. 12,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-76; Summer 72-98; Fall 39-67; Winter 38-61. First killing frost, Nov. 3; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-9 blocks on Main St.; 2 on 1st Ave.; 1 on 2nd Ave.; 1 on Center St.; Lexington Center-Hwy. 64 W. at City Limits.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lexington Sq.(12)	NA	Winn-Dixie, Rose's
Norfex	NA	Thrifty Mart, Sky City, Sears (Mall)
Davidson Plz.(30)	NA	K mart, Thrifty Mart, Eckerd Drug

Principal Shopping Days-Thur. through Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Martin; Rose's; Zimmerman's; National Outlet.
Variety Stores-Mack's.
Discount Stores-Towel Town of America; Bargain Center; Family Dollar; Sky City; K mart.
Chain Drug Stores-Walgreens; Eckerd; Valu Pak; Lexington 2; Rexall 2; Revco; Rite Aid; Crown Drugs.
Chain Supermarkets-Winn-Dixie 2; Food Lion; Thrifty Mart; 3 Guys.
Other Chain Stores-Western Auto; Sears (catalog); Advance Stores; Lowe's; Singer; Pic-N-Pay Shop; Shumaker's; Carolina Tire (Goodyear); Kimbrell's; Firestone; Sherwin-Williams.

14 - NEWSPAPERS: DISPATCH (e) 15,317; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Betty Barnes, Adv. Dir., DISPATCH, 30 E. 1st Ave., Lexington, NC 27292; Tel. (704) 249-3981.
National Representative: Landon Associates.

LUMBERTON

1 - LOCATION: Robeson County, E&P Map D-3. County Seat. On U.S. Hwys. 74, 301 and State Hwys. 41, 72, 211; I-95; 130 mi. E of Charlotte; 72 mi. W of Wilmington; 32 mi. S of Fayetteville; 60 mi. N of Florence.

2 - TRANSPORTATION: **Railroads**-Seaboard Virginia & Carolina Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Queen City Coach.
Airlines-American; Piedmont; Fayetteville Airport 25 miles.

3 - POPULATION:
Corp. City 80 Cen. 18,340; E&P 87 Est. 18,837
CZ-ABC: (80) 18,241
RTZ-ABC: (80) 96,906
County 80 Cen. 101,577; E&P 87 Est. 107,116
City & RTZ-ABC: (80) 115,147

4 - HOUSEHOLDS:
City 80 Cen. 6,494; E&P 87 Est. 6,903
CZ-ABC: (80) 6,455
RTZ-ABC: (80) 29,536
County 80 Cen. 31,370; E&P 87 Est. 34 329
City & RTZ-ABC: (80) 35,991

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$650,000,000
Savings & Loan	3	$40,000,000

6 - PASSENGER AUTOS: County 47,172; City 20,114

7 - ELECTRIC METERS: Residence 5,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Redrying Tobacco 1,120; Textile Mills 550; Garment Mfg. 1,500; Lumber 85; Shoes 2,800; Textile 2,000; Dyeing, Processing 300; Beverages 150.
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: First killing frost, Oct. 29; last killing frost, Apr. 9.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Elm, Chestnut, 2, 3, & 4 Sts.; 5 blocks on N. Elm St., Mall (36 units).
Neighborhood Shopping Centers-North Elm, 3 blocks on Elm St. and 3 blocks on 24th St. (6 units), Nichols Discount City (12 units).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Biggs Park Mall(36)	NA	Eckerd, JCPenney, Winn-Dixie, Belk's, Leders
K mart Plaza	NA	K mart, Revco, Family Dollar

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All Shopping Centers; Discount and Food Stores open until 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Hensdale; Leder Bros.; JCPenney; Sears.
Chain Drug Stores-Eckerd; Hedgpeth 2; Rite Aid; Revco; Medicine Shop.
Discount Stores-K mart; Rose's; Nichol's.
Variety Stores-Family Dollar; Jones Store.
Chain Supermarkets-Big Star; Red & White; Winn-Dixie; Harris-Teeter; Food Town 2; Bo's 3; Hills; Foodland; Piggly Wiggly.
Other Chain Stores-Goodyear; Goodrich; Firestone; Sherwin-Williams; Western Auto; Rent America; Singer; Homeway Furniture; Lowe's; Kimbrells.

14 - NEWSPAPERS: ROBESONIAN (e-mon to fri) 15,453; (S) 17,123; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Dixon, Natl. Adv. Mgr., ROBESONIAN, 121 W. 5th St.; PO Box 1028, Lumberton, NC 28359; Tel. (919) 739-4322.
National Representative: Landon Associates.

MARION

1 - LOCATION: McDowell County, E&P Map B-2, County Seat.

2 - TRANSPORTATION: **Railroad**-Southern Clinchfield.

3 - POPULATION:
Corp. City 80 Cen. 3,684; E&P 87 Est. 3,957
County 80 Cen. 35,135; E&P 87 Est. 37,140

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 87 Est. 1,427
County 80 Cen. N.A.; E&P 87 Est. 13,414

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 17,199; City 12,227

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 3,170 ($270); Furn. 1,480 ($270).

10 - CLIMATE: Av. Temp.-Summer 75; Winter 41.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-Sky City; Marion City Square.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lady Marian Plz.(6)	2	Rose's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belks; B.C. Moore; Sears.
Discount Stores-Rose's; Sky City; Family Dollar.
Chain Drug Stores-Revco; Eckerd; Rite Aid.
Chain Supermarkets-Harris-Teeter; Winn-Dixie; Ingles.

14 - NEWSPAPERS: McDOWELL NEWS (e) 7,193; sworn Sept. 24, 1986.
Local Contact for Advertising and Merchandising Data: Betty Reid, Adv. Dir., McDOWELL NEWS, PO Box 610, Marion, NC 28752; Tel. (704) 652-3313.
National Representative: Landon Associates.

MONROE

1 - LOCATION: Union County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2, 25 mi. SE of Charlotte on U.S. Hwys. 74, 601; State Hwys. 207, 75, 200, 84.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-9.
Airlines-Commercial freight & charter.

3 - POPULATION:
Corp. City 80 Cen. 12,639; E&P 87 Est. 17,976
CZ-ABC: (80) 14,579
RTZ-ABC: (80) 55,857
County 80 Cen. 70,380; E&P 87 Est. 81,735
MSA 80 Cen. 971,391; E&P 87 Est. 1,102,621
City & RTZ-ABC: (80) 70,436

4 - HOUSEHOLDS:
City 80 Cen. 4,471; E&P 87 Est. 6,538
CZ-ABC: (80) 4,471
RTZ-ABC: (80) 18,450
County 80 Cen. 22,921; E&P 87 Est. 27,646
MSA 80 Cen. 342,344; E&P 87 Est. 402,308
City & RTZ-ABC: (80) 22,921

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$163,236,000
Savings & Loan	4	$381,278,543

6 - PASSENGER AUTOS: County 40,956; City 20,843

7 - ELECTRIC METERS: City Residence 5,974

8 - GAS METERS: City Residence 2,232

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 3,500 ($186); Constr. 2,459 ($265); Lumber & Wood Prods. 768 ($221); Fab. Metals 971 ($291); Agric. (N.A.); Mach. 1,114 ($310).
Principal Industry Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-86, Summer 54-93; Fall 34-87; Winter 14-73; Av. Rainfall 43 in yr. First killing frost, Nov. 26; last killing frost, Mar. 17.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Downtown-15 blocks on Main, Jefferson & Franklin Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Monroe Mall(50)	NA	Belk, JCPenney, Peebles, World Bazaar, Harris Teeter Mkt.
Monroe Plz.(10)	NA	Sears, Roses, Eckerd, Radio Shack
Union County(25)	NA	
Union Vlg.(15)	NA	Winn-Dixie, Food Lion, Family Dollar
C & S(2)	NA	Bi-Lo, Sterchi Furn.
Sunset Plz.(3)	NA	Food Town, 3-Guys
K mart/Kroger Strip	NA	K mart, Kroger Sav-On

Stores Open Evenings-Most Shopping Centers Mon.-Sat. until 9:00 p.m.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belks; Sky City; Roses; Peebles; Sears.

Discount Stores-Family Dollar 2; Griffin 88; Pic-N-Pay Shoes; K mart.

Chain Drug Stores-Revco; Eckerd; Rexall; SupeRx.

Chain Supermarkets-Winn-Dixie; Bi-Lo; Food Town; Harris-Teeter; Gamble's; Kroger Sav-On; 3-Guys.

Other Chain Stores-Goodyear; B.F. Goodrich; Firestone; Kimbrells; Maxwell Furn.; Advance Auto; Sterchi Furn.; Kay Jewelers; Thom McAn; Gateway Books; Waldenbooks; General Nutrition Ctr.; Lowes; Brand Jewelers; Radio Shack; True Value Hdwe.; Sentry Hdwe.

14 - NEWSPAPERS: ENQUIRER-JOURNAL (e-mon to fri) 12,777; (S) 13,885; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Steve Stallwitz, Adv. Dir., ENQUIRER-JOURNAL, 500 W. Jefferson; PO Box 70, Monroe, NC 28110; Tel. (704) 289-1541.
National Representative: Landon Associates.

MORGANTON

1 - LOCATION: Burke County, (In Hickory MSA), E&P Map B-2.

2 - TRANSPORTATION: **Railroads**-Southern.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Piedmont; Morganton; Lenoir.

3 - POPULATION:
Corp. City 80 Cen. 13,763; E&P 87 Est. 15,939
CZ-ABC: (80) 15,083
RTZ-ABC: (80) 57,421
County 80 Cen. 72,504; E&P 87 Est. 80,583
City & RTZ-ABC: (80) 72,504
MSA 80 Cen. 202,711; E&P 87 Est. 225,628

4 - HOUSEHOLDS:
City 80 Cen. 4,945; E&P 87 Est. 5,807
CZ-ABC: (80) 4,945
RTZ-ABC: (80) 20,393
County 80 Cen. 25,338; E&P 87 Est. 29,347
City & RTZ-ABC: (80) 25,338
MSA 80 Cen. 71,174; E&P 87 Est. 82,427

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$100,500,000
Commercial	7	$515,000,000

6 - PASSENGER AUTOS: County 38,552; City 21,563

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furn.; Children's Wear; Lingerie; Hosiery; Paper Boxes; Paint & Finishes; Electronics; Shoes; Pianos; Chem.; Upholstery; Custom Marble.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Avery Avenue(7)	NA	Family Dollar
Quaker Meadows	NA	Eckerd
Burkeley Sq.(5)	NA	Bi-Lo, Revco
Morganton Pl.(10)	NA	Rose's, Eckerd
Wes-Mor	NA	Sears, Lowe's, Sky City
Catawba Mall(20)	23	JCPenney, Belk's, K mart
Valley Hill(42)	25	Sears, Belk's
Lenoir Mall(52)	15	Woolworth, Kinney, Rite Aid, Belk's

Principal Shopping Days-Wed.-Sun.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Lazarus; Burand's.
Discount Stores-Family Dollar; K mart; Sky City; Rose's.
Chain Drug Stores-Eckerd; Cornwell 9; Rite Aid; Revco.
Chain Supermarkets-Winn-Dixie 2; Harris-Teeter 2; Ingle; Lowes; Bi-Lo; Food Town 2.
Other Chain Stores-Army Store; John Graham; Lowe's Hardware; Kimbrell's Furn.; Sears; Carolina Tire.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 11,747; (S) 11,188; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Randy Hart, Adv. Dir., NEWS-HERALD, 301 Collett St., Morganton, NC 28655; Tel. (704) 437-2161.
National Representative: Landon Associates.

MOUNT AIRY

1 - LOCATION: Surry County, NW part of state. 40 mi. N of Winston-Salem; 150 mi. from Raleigh; 75 mi. from Charlotte. Hwys. 52, 77, 89, and 601.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-17.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Access to Greensboro and Smith Reynolds Airports.

3 - POPULATION:
Corp. City 80 Cen. 6,862; E&P 87 Est. 7,294
County 80 Cen. 59,449; E&P 87 Est. 64,273

4 - HOUSEHOLDS:
City 80 Cen. 2,836; E&P 87 Est. 3,031
County 80 Cen. 23,216; E&P 87 Est. 23,863

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 33,821; City 18,139

7 - ELECTRIC METERS: Residence County 28,742

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Children's Apparel 1,600 ($205); Men's Apparel 1,100 ($175); Socks 1,800 ($225); Appliances 850 ($220); National-Furn. 425 ($256); Women's Apparel 450 ($225).
Principal Industrial Pay Days-Every two wks.

10 - CLIMATE: Min. & Max. Temp.-Spring 73-80; Summer 80-90; Fall 60-75; Winter 30-45. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-Mayberry Mall (20 stores) Hwy. 52 North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central(4)	NA	Quality Mills Outlet
Mount Airy Plz.(4)	3	Food Lion, Wal-Mart
Mayberry Mall(20)	NA	Belk, K mart
Surry Plaza(10)	2	Food Lion, Advance
Thru-Way(15)	2	Dollar General

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Center Nightly ex. Sun.; Downtown Roses and JCPenney.

13 - RETAIL OUTLETS: **Department Stores**-Belk; JCPenney; Rose's; K mart.
Discount Stores-Wal-Mart; Sky City.
Variety Stores-Family Dollar; Dollar General.
Chain Drug Stores-Eckerd; Revco; Rite Aid.
Chain Supermarkets-Winn-Dixie; Food Lion; Thrift-Mart.
Other Chain Stores-Advance Store; Pic N' Pay; Radio Shack; Cheap Joes; Sherwin-Williams; Lowes Hardware; Carolina Tire; Cato's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,875; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Bernard Flippin, Adv. Mgr., NEWS, PO Box 808, Mount Airy, NC 27030; Tel. (919) 786-4141.
National Representative: Landon Associates.

NEW BERN

1 - LOCATION: Craven County, E&P Map E-2, at confluence of Neuse and Trent Rivers, central part of eastern North Carolina, County Seat. Near two U.S. Marine bases. Cherry Pt. M.C.A.S. On U.S. Hwys. 17, 70; 176 mi. S of Norfolk, VA, 113 mi. E of Raleigh, 276 mi. N of Charleston SC. 13 foot intercoastal waterway connection.

2 - TRANSPORTATION: **Railroads**-A&EC Southern (freight); Seaboard Coast Line.
Motor Freight Carriers-14.
Airlines-Mid-South.

3 - POPULATION:
Corp. City 80 Cen. 14,557; E&P 87 Est. 16,288
NDM-ABC: (80) 91,146
County 80 Cen. 71,043; E&P 87 Est. 80,143
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,863; E&P 87 Est. 6,821
NDM-ABC: (80) 30,380
County 80 Cen. 23,499; E&P 87 Est. 27,494

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$7,000,000
Commercial	4	$80,000,000

6 - PASSENGER AUTOS: County 37,216; City 23,207

7 - ELECTRIC METERS: Residence 8,870

8 - GAS METERS: Residence 2,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 300 (N.A.); Boat Works 450 ($145); Lumber 1,000 (All Timber Prods.) (N.A.); Apparel 750 (N.A.); Stone Prods. 55 (N.A.); Tool Workers 245 ($140); Military 2,450 ($225); 63 Mfg. Establishments in County; 2,800 Employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-66; Summer 76-88; Fall 59-69; Winter 41-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Middle St.; 5 on Broad; 2 on Tryon Palace Drive; 2 on Craven; 2 on Pollock; 9 blocks on Neuse Blvd.; 1 block on Riverside; 4 blocks (5 points) Broad St.; 2 blocks Clarendon Blvd.; Twin Rivers Mall, U.S. 17 S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Twin Rivers Mall(60)	NA	Belk's, JCPenney
Triangle Plaza(3)	NA	Eckerd, Mont. Ward, Piggly Wiggly
Berne(10)	NA	Peoples, Rose's, Winn-Dixie
Neuse Village(9)	NA	Maxwell's

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Montgomery Ward; JCPenney; Charles; Sears.
Discount Stores-Clark's; Family Dollar; Nichols; Lowe's.
Variety Stores-McClellan's; Rose's.
Drug Stores-Bynum's; Pinnix; Anderson's; Professional Drive Drug; Smith's; Medical Arts Phcy.; Scottie's; Rite Aid; Peoples; Eckerd; Revco.
Chain Supermarkets-Big Star; Winn-Dixie; Foodland 5; Parker's; Piggly Wiggly 3; Food Lion.

14 - NEWSPAPERS: SUN JOURNAL (e) 15,578; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Beverly Little, Adv. Mgr., SUN JOURNAL, 226 Pollock St., New Bern, NC 28560; Tel. (919) 638-8101.
National Representative: Landon Associates.

NEWTON

1 - LOCATION: Catawba County (In Hickory MSA). E&P Map C-2, County Seat. Mfg. & agric. area in W Central Piedmont part of state; 35 mi. NW of Charlotte on Hwys. 16, 321, 10. 8 mi. SE of Hickory.

2 - TRANSPORTATION: **Railroads**-C&N; Southern.
Motor Freight Carriers-37.
Intercity Bus Lines-Trailways; Greyhound; Newton-Conover.
Airlines-Piedmont; Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 7,624; E&P 87 Est. 9,732
County 80 Cen. 105,208; E&P 87 Est. 117,201
MSA 80 Cen. 202,711; E&P 87 Est. 225,628

4 - HOUSEHOLDS:
City 80 Cen. 2,859; E&P 87 Est. 3,669
County 80 Cen. 37,308; E&P 87 Est. 43,154
MSA 80 Cen. 71,174; E&P 87 Est. 82,427

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$77,606,000
Commercial	6	$286,718,000

6 - PASSENGER AUTOS: County 66,641; City 11,161

7 - ELECTRIC METERS: Residence 32,600

8 - GAS METERS: Residence 25,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 2,446 ($304); Mfg. 38,583 ($312); Trans., Commun. & Util. 2,428 ($428); Trade 14,876 ($243); Service 6,530 ($287); Gov't 5,588 ($307); Fin., Ins., R.E. 1,357 ($309). Area Manufacturers: Cotton; Rayon Cloth; Hosiery; Yarn; Cottonseed Oil; Fertilizer; Gloves; Brake Lining; Lumber and Furn.; Automotive Glass; Satellite Dishes; Agric. (includes Dairy Prods.); Wheat; Corn; Soybean; Apples.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 70-74; Fall 47-66; Winter 34-47. First killing frost, Oct. 15; last killing frost, Mar. 20.

11 - TAP WATER: Neutral, alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-12 blocks on Hwy. 321; smaller shpg. ctr. 1 1/2 mi. at intersection of Hwys. 321 & 64-70 (combined 21 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Catawba Mall(30)	14	JCPenney, Belk
Midland Plz.(10)	14	Sky City
North Plaza(12)	14	Harris Teeter
Springs Rd. Plz.	20	Lowes Food
Valley Hills(90)	7	Belk, Sears

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shpg. Ctr.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Brendles; Sears; JCPenney.
Discount Stores-Nichols; Crown Drug; TG&Y; Family Dollar; Sky City; Rose's.
Chain Drug Stores-Crown; Rexall; Eckerd; Revco; Rite Aid.
Chain Supermarkets-Winn-Dixie; Lowe's; Harris Teeter; Bi-Lo; Galaxy Stores.
Other Chain Stores-Pic-N-Pay; Goodyear.

14 - NEWSPAPERS: OBSERVER-NEWS-ENTERPRISE (e-mon to fri) 4,062; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: Gayle J. Smith, Gen. Mgr., OBSERVER-NEWS-ENTERPRISE, 309 N. College Ave.; PO Box 48, Newton, NC 28658; Tel. (704) 464-0221.
National Representative: Landon Associates.

RALEIGH

1 - LOCATION: Wake County (In Raleigh-Durham MSA), E&P Map D-2, State Capital and County Seat. Retail and wholesale center of Eastern and Central NC. On U.S. Hwys. 1, 64, 70, 70A, 401; State Hwys. 39, 42, 54, 55, 59. 490 mi. S of NYC; 490 mi. N of Jacksonville; 120 mi. from Atlantic Ocean; I-40 (East-West).

2 - TRANSPORTATION: **Railroads**-Seaboard; Southern; Amtrak.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound; Carolina Trailways; Raleigh Trans. Services.
Airlines-Delta; Eastern; Piedmont; United; USAir; Wheeler; AirLift; Pan Am; Continental; TWA; American; Eagle.

3 - POPULATION:
Corp. City 80 Cen. 149,771; E&P 87 Est. 190,290
CZ-ABC: (80) 152,185
RTZ-ABC: (80) 600,433
County 80 Cen. 300,833; E&P 87 Est. 381,214
MSA 80 Cen. 560,728; E&P 87 Est. 672,784
City & RTZ-ABC: (80) 752,618

4 - HOUSEHOLDS:
City 80 Cen. 54,643; E&P 87 Est. 71,207
CZ-ABC: (80) 55,402
RTZ-ABC: (80) 206,582
County 80 Cen. 106,525; E&P 87 Est. 139,677
MSA 80 Cen. 198,995; E&P 87 Est. 247,594
City & RTZ-ABC: (80) 261,984

5 - BANKS	NUMBER	EST. DEP.
Commercial	14	$1,890,966,000
Savings & Loan	N.A.	$643,543,000
Credit Unions	N.A.	$1,289,988,000

6 - PASSENGER AUTOS: County 241,498; City 166,162

7 - ELECTRIC METERS: County 174,755; City 94,948

8 - GAS METERS: County 53,961

9 - PRINCIPAL INDUSTRIES: Wake County Industry, (No. of Firms), No. of Wage Earners (Av. Wkly. Wage)-Constr. (1,355), 17,043 ($373); Food (17), 1,831 ($374); Textiles (8), 985 ($339); Apparel (17), 1,159 ($189); Printing & Pub. (116), 2,298 ($350); Chem. (13), 627 ($530); Fab. Metal Prods. (30), 1,582 ($459); Mach. ex. Elect. (52), 3,325 ($428); Elect. Equip. & Supplies (39), 7,878 ($511); Instruments & Related Prods. (14), 2,077 ($469); Trans., Commun., Util. (247), 11,532 ($490); Whol. & Ret. Trades (2,686), 50,566 ($365); Fin., Ins., R.E. (890), 13,239 ($426); Servs. (3,308), 41,250 ($306); Federal Gov't (62), 3,189 ($528); State Gov't (111), 25,707 ($424); Local Gov't (20), 15,041 ($324).
Principal Pay Days-1st, 5th, 15th, 20th & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-72; Summer 69-89; Fall 51-73; Winter 35-50. First killing frost, Oct. 27; last killing frost, Apr. 11.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Downtown Shopping Area**-6 blocks long, 4 blocks wide, starting at the State Capitol.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Avent Ferry(15)	2	Food Lion, Rite Aid
Brentwood Sq.(22)	6	Big Star, Rite Aid
Cameron Vlg.(75)	1	Thalhimer's, JCPenney
Cary Vlg. Mall(61)	7	Hudson-Belk, Ivey's
Cary Vlg. Sq.(24)	7	Winn-Dixie, Kerr's
Colony(14)	6	A&P
Crabtree Valley(156)	7	Hudson-Belk, Sears, Thalhimer's
Creedmoor Crossings(18)	9	Food Lion, Eckerd
Eastgate(11)	5	A&P, Kerr Drugs
Falls Village(35)	8	T.J. Maxx, Big Star
Fayetteville Street Mall		Belk-Hudson
Forest Hills(15)	5	Treasury Drug, Food Lion
Glenwood Vlg.(10)	4	Harris-Teeter
Holly Park(16)	3	Roses, Tons 'O Toys, Eckerd, Western Auto
Kidds Hill Plz.(4)	6	Brendle's, Food Lion
Kildaire Plz.(11)	6	Harris Teeter, Revco
Hechinger Plz.(11)	5	Winn-Dixie, Revco, Hechinger's
K mart Plz.(20)	4	K mart, Big Star, Revco
Lake Boone Trail(17)	4	A&P, Kerr Drugs
Longview Gardens(12)	3	Winn-Dixie, Kerr Drugs
Mission Valley(14)	1	Kerr Drugs
North Boulevard Plaza(22)	8	Winn-Dixie, Kerr Drugs, Food Lion, Revco
North Hills Mall & Plaza(68)	5	Ivey's, JCPenney
North Market Sq. (20)	6	N. Market Galleries, Ace Hdwe.
North Plaza(10)	5	Food Lion, Revco
North Ridge(34)	7	Winn-Dixie, Kerr Drugs
Northside(10)	2	Kerr Drugs
Oak Park(24)	7	Kuppenheimer's
Plaza West(20)	4	Harris-Teeter, Revco
Quail Corners(17)	6	Eckerd
The Marketplace	15	Hit or Miss, Rack Room
Ridgewood(22)	4	Winn-Dixie, Kerr
Celebration at Six Forks(5)	8	Revco
Six Forks Station(17)	10	Food Lion, Eckerd
South Hills(70)	6	Kerr Drug
Starmount(8)	5	Stylecraft Furn.
Stonybrook(8)	5	Harris-Teeter
Tower(35)	5	Food Lion, Kerr, Sears Surplus
Towne North(15)	12	Big Star, Kerr Drugs
Townridge(22)	8	K mart, Winn-Dixie, Revco
Tryon(12)	3	Roses, Winn-Dixie, Eckerd
Wakefield Vlg.(16)	4	Big Star, Revco
Western Blvd.(8)	3	A&P, Best Prods.
Stonehenge Marketplace(20)	8	Harris-Teeter, Roses, Eckerd
Shoppes of Kildaire(25)	8	Roses, Winn-Dixie
Greystone Village		A&P, Kerr Drug

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food-Mon. through Sat., Dept.-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Ivey's 2; Hudson-Belk 5; Sears 2; Boylan-Pearce; JCPenney 2; Thalhimer's 2.
Variety Stores-Woolworth; G.C. Murphy; Roses 6.
Discount Stores-K mart 6; Super Dollar; Best Products; Brendles 2; Family Dollar 4.
Chain Drug Stores-Eckerd 11; Treasury 4; Kerr 20; Rite Aid 3; Revco 13; K mart 6; Farm Fresh 3.
Chain Supermarkets-Winn-Dixie 16; A&P 7; Piggly Wiggly 3; Big Star 9; Food Lion 11; Kroger; Farm Fresh 3; Harris-Teeter 6.
Other Chain Stores-Western Auto; Thom McAn; Lerner Shops; Jarman; Goodyear; Goodrich; Firestone; Lowes; Wickes; Sherwin-Williams; General Tire; Baker Shoes; Singer; Jewel Box; Lane Bryant; Anderson-Little; Lillie Rubin; Kinney Shoes; Radio Shack; Circuit City; Hofheimer Shoes; N.Y. Carpet World; Kuppenheimer's; Barry's Mfg.; Hechinger's; Moore's Bldg. Supplies; S&K Famous Brands.

14 - NEWSPAPERS: NEWS & OBSERVER (m) 139,432; TIMES (e) 33,546; NEWS & OBSERVER (S) 182,891; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert L. Oney, Mktg. Res. Dir., NEWS & OBSERVER and TIMES, 215 S. McDowell St.; PO Box 191, Raleigh, NC 27602; Tel. (919) 829-4622.

National Representative: Branham/Newspaper Sales.

REIDSVILLE

1 - LOCATION: Rockingham County, E&P Map D-1. On U.S. Hwys. 29, 158 and State Hwys. 14, 87. 20 mi. N of Greensboro; 21 mi. S of Danville, VA.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-35.

3 - POPULATION:
Corp. City 80 Cen. 12,492; E&P 87 Est. 12,422
County 80 Cen. 83,426; E&P 87 Est. 88,502

4 - HOUSEHOLDS:
City 80 Cen. 4,743; E&P 87 Est. 4,729
County 80 Cen. 29,616; E&P 87 Est. 32,628

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 46,831; City 19,223

7 - ELECTRIC METERS: Res./Ind. 17,797

8 - GAS METERS: Res./Ind. 10,425

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Canning N.A. ($420); Tobacco 2,000 ($390); Textile 900 ($210); Garment 1,110; Plastics 500; Metal Working 400; Home Furnishings 1,700; Light Fixtures 300. Av. Wkly. Wage $200.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-69; Summer 65-86; Fall 47-70; Winter 29-50. An. Av. Temp. 56.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on four sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Penrose Mall(21)	NA	Eckerd, Winn-Dixie
Southwood Vlg.	NA	Revco, K mart

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; JCPenney; Sears; Family Dollar; Super Dollar; K mart.
Variety Stores-Rose's; K mart.
Chain Drug Stores-Eckerd; Revco; Rite Aid; Medicine Shop.
Chain Supermarkets-Winn-Dixie; Big Star; Piggly Wiggly; Food Town; Daniel 2; Harris-Teeter.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 7,700; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Rachel Southard, Adv. Dir., REVIEW, PO Box 2157, Reidsville, NC 27320; Tel. (919) 349-4331.
National Representative: Landon Associates.

ROANOKE RAPIDS

1 - LOCATION: Halifax County, E&P Map E-1. 80 mi. from Raleigh, in NE part of state. State Hwys. 46, 125, 48; U.S. Hwys. 158, I-95.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Intercity Bus Lines-Trailways.
Air Transportation-At Rocky Mount, NC (43 mi.) and Raleigh, NC (80 mi.). Private planes, Roanoke Rapids Airport.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 14,702; E&P 87 Est. 15,333
CZ-ABC: (80) 14,702
RTZ-ABC: (80) 38,386
County 80 Cen. 55,286; E&P 87 Est. 56,826
City & RTZ-ABC: (80) 53,088

4 - HOUSEHOLDS:
City 80 Cen. 5,491; E&P 87 Est. 5,623
CZ-ABC: (80) 5,491
RTZ-ABC: (80) 12,126
County 80 Cen. 18,286; E&P 87 Est. 19,459
City & RTZ-ABC: (80) 17,617

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$106,000,000
Savings & Loan	4	$95,000,000

6 - PASSENGER AUTOS: County 26,131; City 12,519

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 2,075

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 3,400; Paper 680; Lumber & Wood Prods. 715; Elect. Transformers & Molded Prods. 260; Pub. 40; Chip Board 105; Constr. 260; Service 160; Ret. & Whol. Trade 1,100; Trans., Commun. and Util. 110; Gov't 280; Tourist Services 1,124; Milk Prods. 35; Concrete Prods. 24; Chem. 20; Steel 125; Molded Fiber 85; Rubber 95.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 65-100; Fall 45-75; Winter 15-65.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Forest Hills(20)	NA	Drug Barn, Dollar
Oakland(15)	NA	Brendle's, Sears, Winn-Dixie
Park Plaza(8)	NA	Mast Drug, Goodyear, Farm Fresh
Roanoke Rapids(28)	NA	Eckerd, Big Star, Rose's, Peebles, Baldwins, Firestone
Becker Village Mall(34)	NA	Leggett, JCPenney, K mart

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Leggett's; Peeble's; JCPenney; Baldwin's; Rose's; TG&Y.
Discount Stores-Dollar; Drug Barn; Rite Aid; Treasury Drug; Mill Outlet; Stevenstore; Mast Drugs; Value Pak; Pope's; Eagle's; K mart; Brendle's.
Chain Supermarkets-Red & White; Winn-Dixie; Kwik-Pik; Big Star; Mr. Chek; Vaughan's; Fast Fare; Farm Fresh; Byrds.
Other Chain Stores-Goodyear; Heilig-Meyers; Pic 'N Pay; Sherwin-Williams; Star Furn.; Harding and Grizzard; Moore's Bldg. Supplies; Dixie Auto Supply; Sears; Firestone; Fines; Fashion Bug; Kinney; Radio Shack; Waldenbooks; Musicland; Hallmark; The Junction; Endicott-Johnson; Cato's; Peanut Shack; Roscoe; Griffin Shoes; Eckerd's Wise Fashions; Goldmine; Kay Jewelers; Zale's; Fashion Cents.

14 - NEWSPAPERS: HERALD (e-mon to fri) 11,870; (S) 12,886; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kyle Cox, Adv. Dir., HERALD, 916 Roanoke Ave., Roanoke Rapids, NC 27870; Tel. (919) 537-2505.
National Representative: None.

ROCKINGHAM

1 - LOCATION: Richmond County, E&P Map D-2.

2 - TRANSPORTATION: Railroads-Seaboard.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 8,300; E&P 87 Est. 8,835
CZ-ABC: (80) 15,583
RTZ-ABC: (80) 29,898
County 80 Cen. 45,481; E&P 87 Est. 46,193
City & RTZ-ABC: (80) 45,481

4 - HOUSEHOLDS:
City 80 Cen. 3,039; E&P 87 Est. 3,290
CZ-ABC: (80) 5,639
RTZ-ABC: (80) 10,170
County 80 Cen. 15,809; E&P 87 Est. 16,642
City & RTZ-ABC: (80) 15,809

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$10,254,388
Savings & Loan	3	$11,216,201

6 - PASSENGER AUTOS: County 21,201; City 12,068

7 - ELECTRIC METERS: Residence 20,000

8 - GAS METERS: Residence 2,800

9 - PRINCIPAL INDUSTRIES: Textiles; Timber; Paper; Plastic Cups; Farming; Paper; Furn.; R.R.; Total 7,300 employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-84; Summer 60-89; Fall 55-80; Winter 30-55. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Constant pH of 6.7; soft.

12 - RETAILING: Shpg. ctr. 2 mi. from central business district, open nightly; 30 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Richmond Plz.(36)	NA	Belk's, JCPenney, Revco
Tri-City(21)	NA	K mart, A&P, Eckerd
Westside Sq.(6)	NA	Bi-Lo

13 - RETAIL OUTLETS: Department Stores-Belk's; JCPenney; R.W. Goodman; Long's; Kay's; Gaddy's.
Discount Stores-Wickes; Lowe's; Family Dollar; K mart; Wal-Mart.
Variety Stores-Rose; Jones.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-A&P; Harris-Teeter; Bi-Lo; Winn-Dixie; Lowe's; Food King; Food Lion.
Other Chain Stores-Goodyear; Western Auto; Sears (catalog); Singer Co.; Economy Auto; Baxter Clothing; Jewel Box; Cato's; Junction; Shoe Show; Firestone; Sherwin-Williams; Pic 'N Pay.

14 - NEWSPAPERS: RICHMOND COUNTY JOURNAL (e-mon to fri) 8,539; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: W.T. Walls, Gen. Adv. Mgr., RICHMOND COUNTY JOURNAL, PO Box 1888, Rockingham, NC 28379; Tel. (919) 997-3111.
National Representative: Landon Associates.

ROCKY MOUNT

1 - LOCATION: Nash and Edgecombe Counties, E&P Map E-2. On the county line dividing Nash and Edgecombe Counties. 110 mi. S of Richmond; 51 mi. E of Raleigh. On U.S. I-95; U.S. 64.

2 - TRANSPORTATION: Railroads-CSX; Amtrak.
Motor Freight Carriers-13.
Intercity Bus Lines-Carolina Trailways; Seashore Trans.; Greyhound.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 41,283; E&P 87 Est. 49,808
CZ-ABC: (80) 43,314
RTZ-ABC: (80) 88,041
Counties 80 Cen. 123,141; E&P 87 Est. 134,581
Edgecombe 80 Cen. 55,988; E&P 87 Est. 59,720
Nash 80 Cen. 67,153; E&P 87 Est. 74,861
City & RTZ-ABC: (80) 131,355
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,138, E&P 87 Est. 18,401
CZ-ABC: (80) 15,138
RTZ-ABC: (80) 28,986
Counties 80 Cen. 41,867; E&P 87 Est. 47,514
Edgecombe 80 Cen. 18,397; E&P 87 Est. 20,365
Nash 80 Cen. 23,470; E&P 87 Est. 27,149
City & RTZ-ABC: (80) 44,124

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$275,500,000
Savings & Loan	6	$271,000,000

6 - PASSENGER AUTOS: Counties: Nash 40,536; Edgecombe 27,740

7 - ELECTRIC METERS: Residence 17,000

8 - GAS METERS: Residence 8,725

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $315)-Food & Drug Prods. 2,550; Tobacco Proc. (seasonal) 600; Textile Mill Prods. & Apparel 3,300; Lumber & Wood Furn. 1,250; Printing & Pub. 180; Chem. & Prods. 1,050; Stone, Clay, Glass & Concrete 220; Fab. Metal Prods. 1,200; Trans. 400; Constr. 2,080; Elect. Equip. & Supplies 175.
Principal Pay Days-1st, 15th & 30th; Mills, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-82; Summer 63-89; Fall 29-82; Winter 29-55. First killing frost, Nov. 2; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks Main St.; 3 blocks Washington St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Golden East Crossing	2	Belk's, JCPenney, Rose's, Sears
Oakwood(19)	2	Almand, Maxway, Winn-Dixie
Tarrytown Mall(73)	3	Mont. Ward
Westridge Vlg.(34)	4	
Edgecombe Park(5)	3	Rose's, Colortyme
Englewood Sq.(14)	3	Eckerd, Maxwell Furn.
Fairview(6)	NA	Gurganus Bros., Oakwood Pharm.
K mart Plaza(15)	NA	K mart, Radio Shack
Peddler's Vlg.(12)	4	
Raleigh Road(5)	NA	Family Dollar
Walnut(14)	NA	Dollar Store, Piggly Wiggly
Wellongate(8)	3	Convenient Market
Tiffany Square	4	Winn-Dixie, Radio Shack

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Belk's; JCPenney; Baldwin's; Montgomery Ward; Sears.
Variety Stores-McCrory-McClellan; Pope's Dollar Stores; Rose 2; Maxway.
Discount Stores-K mart; Bailey's Discount Jewelry; Family Dollar.
Chain Drug Stores-Almands 3; Kerr 4; Eckerd 3; Raper's 2; Revco.
Chain Supermarkets-Big Star 2; Gurganus 2; Piggly Wiggly 4; White's; Zip Mart 10; Winn-Dixie 3; 7-Eleven; Food Lion 2; Expressway 8; Farm Fresh; Harris-Tester.
Other Chain Stores-Cato's; Lowe's; Singer Co.; Goodyear; Firestone; Jewel Box; Marilyn; Advance Stores; Western Auto Supply; Serotta's, Heilig Meyers; Record Bar; Shoe Show; Maxwell Bros. Furn.; Moore's; Diana Shops; Roscoe Griffin.

14 - NEWSPAPERS: TELEGRAM (e) 13,836; (S) 15,126; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Carl Worsley, Pub., TELEGRAM, Box 1080, Rocky Mount, NC 27802-1080; Tel. (919) 446-5161.
National Representative: Thomson Newspapers.

SALISBURY-
SPENCER-
EAST SPENCER

1 - LOCATION: Rowan County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2, County Seat. Center of industrial and agricultural Piedmont area. 42 mi. NE of Charlotte; 38 mi. S of Winston-Salem; 50 mi. SW of Greensboro. Retail, wholesale, college and medical center. 290 mi. from Atlanta. On U.S. Hwys. 29, 52, 70, 601; State Hwy. 150; I-85.

2 - TRANSPORTATION: Railroads-Norfolk/Southern main line; also Asheville to Cincinnati Div.; & Salisbury to Norwood Div.
Motor Freight Carriers-45.
Intercity Bus Lines-Carolina Trailways; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 27,765; E&P 87 Est. 29,319
Salisbury 80 Cen. 22,677; E&P 87 Est. 23,958
Spencer 80 Cen. 2,938; E&P 87 Est. 2,906
East Spencer 80 Cen. 2,150; E&P 87 Est. 2,455
CZ-ABC: (80) 31,274
RTZ-ABC: (80) 258,066
County 80 Cen. 99,186; E&P 87 Est. 109,092
MSA 80 Cen. 971,391; E&P 87 Est. 1,102,621
City & RTZ-ABC: (80) 289,340
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 10,290; E&P 87 Est. 10,958
Salisbury 80 Cen. 8,398; E&P 87 Est. 8,915
Spencer 80 Cen. 1,178; E&P 87 Est. 1,205
East Spencer 80 Cen. 714; E&P 87 Est. 838
CZ-ABC: (80) 11,622
RTZ-ABC: (80) 92,539
County 80 Cen. 35,949; E&P 87 Est. 41,076
MSA 80 Cen. 343,836; E&P 87 Est. 402,308
City & RTZ-ABC: (80) 104,161

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$290,046,000
Savings & Loan	5	$211,419,000
Credit Unions	5	$4,841,000

6 - PASSENGER AUTOS: County 57,374

7 - ELECTRIC METERS: Residence 36,005

8 - GAS METERS: Residence 6,340

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 3,894 ($243); Chem. & Allied Prods. 2,413 ($421); Apparel & Other Finished Prods. 1,269 ($186); Trans., Commun. & Util. 1,132 ($389); Mach. (excluding electrical) 701 ($312); Fab. Metal 531 ($378); Stone, Clay, Glass and Concrete 519 ($313); Food & Kindred 503 ($257); Lumber & Wood 408 ($301); Rubber & Plastics 387 ($345); Furn. & Fixtures 354 ($258).

10 - CLIMATE: Min. & Max. Temp.-Spring 47-73; Summer 68-91; Fall 48-74; Winter 32-53. Rainfall: 47 in. Snowfall: 6 in. First killing frost, Oct. 30; last killing frost, Apr. 7.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main; 2 on Innes.
Neighborhood Shopping Centers-1 1/2 blocks (one side) 800-900 S. Main, Salisbury; 3 blocks in Spencer; 2 blocks in E. Spencer; S Fulton at Lincolnton Rd. 1 block.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ketner Ctr.(12)	2	Food Lion
Mid Carolina(5)	4	Winn-Dixie, Eckerd, Pic 'N Pay
Rowan Mall(10)	2	Rose's, Eckerd, Winn-Dixie
Towne Mall(28)	1	Sky City, 3 Guys
Park-Plaza(7)	2	A&P
Southgate(6)	2	Mark Drug

Principal Shopping Days-Fri., Sat.
Stores Close-Furniture-Wed. afternoons all year.
Stores Open Evenings-Fri. until 9.

13 - RETAIL OUTLETS: Department Stores-Belk-Harry; JCPenney; Rose's; Zimmerman's.
Variety Stores-Woolworth; Family Dollar 3; Plej's.
Discount Stores-K mart; Sky City.
Chain Drug Stores-Innes Street 3; Mark Drug 2; Eckerd 3; Revco 2; White Star.
Chain Supermarkets-A&P; Winn-Dixie 2; Food Town 5; 3 Guys; Kroger Sav-on.
Other Chain Stores-Shoes: Pic 'N Pay, Endicott-Johnson, Walker; Ladies Wear: Tobias, Gold Shops, Guyes, Diana Shops, Cato's; Jewelers: W.H. Leonard, Friedman; Furniture: Hometown Furniture, K-Town, Rustin's, Sterchi's; Others: Carolina Tire, Advance Stores, Western Auto, Sears (catalog), Montgomery Ward, Radio Shack, Firestone, Sherwin-Williams, New York Carpet, Ed Kelly's.

14 - NEWSPAPERS: POST (e) 25,427; (S) 25,524; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: J.P. Helms, Gen. Adv. Mgr., POST, 131 W. Innes St., Salisbury, NC 28145; Tel. (704) 633-8950.
National Representative: Landon Associates.

SANFORD

1 - LOCATION: Lee County, E&P Map D-2. County Seat. Shipping and Industrial center in central part of state. Approx. 40 mi. SW of Raleigh; 30 mi. NE of Pinehurst; 20 mi. N of Ft. Bragg on U.S. Hwys. 1, 15, 421, 501; State Hwy. 87.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Southern; Norfolk & Southern; Atlantic & Western.
Motor Freight Carriers-16.
Intercity Bus Lines-Carolina Coach; Carolina Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,773; E&P 87 Est. 17,638
CZ-ABC: (80) 14,773
RTZ-ABC: (80) 91,361
County 80 Cen. 36,718; E&P 87 Est. 36,718
City & RTZ-ABC: (80) 106,134

4 - HOUSEHOLDS:
City 80 Cen. 5,545; E&P 87 Est. 6,713
CZ-ABC: (80) 5,545
RTZ-ABC: (80) 32,745
County 80 Cen. 12,914; E&P 87 Est. 15,241
City & RTZ-ABC: (80) 38,290

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$700,000,000
Savings & Loan	2	$240,000,000

6 - PASSENGER AUTOS: County 22,770; City 22,506

7 - ELECTRIC METERS: Residence 6,986

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,375 ($325); Mfg. 6,790 ($225); Trans., Commun., Util. 654 ($245); Trade 3,693 ($220).
Principal Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Av. Daily: Spring 48-70; Summer 69-88; Fall 51-71; Winter 33-51. First killing frost, Oct. 20; last killing frost, Apr. 5.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Steele, Wicker, Moore, Carthage, Horner Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kendale(36)	3	A&P, Sears, Winn-Dixie
Sanford(3)	NA	Food Lion, Revco
Zayre	1	Zayre, Big Star, Revco
Riverbirch Corner(35)	2	Belk's, Winn-Dixie, JCPenney, Rose's, Eckerd

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food-Thur., Fri.; Dept. & Furn. Stores-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Belk; Avent & Thomas; JCPenney; Moore's; Sears; Zayre.
Discount Stores-Family Dollar; Zayre; Revco; Advance; K mart; Big Lots.
Variety Stores-Macks; Maxway 2; Rose's.
Chain Drug Stores-Rite Aid 2; Revco 2; Medicine Shoppe; Eckerd 2.
Chain Supermarkets-A&P; Piggly Wiggly; Cardinal 4; Winn-Dixie 2; Byrd's LoMark; Food Lion 2.
Other Chain Stores-Saslow's Jewelry; H&H Auto Parts; Lowe's; Dossenbach's Finer Furn. 3; Kimbrell's Furn.; Diana Shops; Firestone; Advance; Pic 'N Pay; *Sew 'n Save; Heilig-Meyers; Radio Shack 2*; Pantry 16; D.A. Kelly's; Cato's; Tucker Jones Furn.

14 - NEWSPAPERS: HERALD (e) 13,170; Mar. 31, 1987 ABC.
National Contact for Advertising and Merchandising Data: Norman Branch, Adv. Dir., HERALD, 208 St. Clair Ct., Sanford, NC 27330; Tel. (919) 776-0538.
National Representative: None.

SHELBY

1 - LOCATION: Cleveland County, E&P Map B-2. County Seat. Situated on State Hwys. 18, 74; 45 mi. W of Charlotte; 75 mi. E of Asheville; 40 mi. N of Spartanburg, SC.

2 - TRANSPORTATION: **Railroads**-Southern; Seaboard.
Motor Freight Carriers-30.

3 - POPULATION:
Corp. City 80 Cen. 15,310; E&P 87 Est. 15,123
CZ-ABC: (80) 31,324
RTZ-ABC: (80) 77,066
County 80 Cen. 83,435; E&P 87 Est. 88,912
City & RTZ-ABC: (80) 108,390

4 - HOUSEHOLDS:
City 80 Cen. 5,731; E&P 87 Est. 5,716
CZ-ABC: (80) 11,096
RTZ-ABC: (80) 26,256
County 80 Cen. 28,458l; E&P 87 Est. 31,323
City & RTZ-ABC: (80) 37,352

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$175,000,000
Commercial	4	$300,000,000

6 - PASSENGER AUTOS: County 43,736; City 24,565

7 - ELECTRIC METERS: Residence 7,429

8 - GAS METERS: Residence 4,344

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 13,836 ($303); Constr. 1,178 ($261); Trades 6,238 ($226).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-78; Summer 61-93; Fall 40-84; Winter 24-54. First killing frost, Nov.; last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Center**-City Sq., 3 block radius around square; Cleveland Mall, 3-5 miles E. of Shelby.
Neighborhood Shopping Centers-South Shelby; Dover-Ora Mill Section; Hwy. 74 Bypass; Huxley Village; Shelby Plaza; River Hill Plaza; Bi-Lo Plaza.
Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Hudson's 2; Wray's 2; JCPenney; Belk's; Wise.
Variety Stores-Rose's 2; Blanton's; Scottie's.
Discount Stores-Sky City; Family Dollar 2; K mart.
Chain Drug Stores-Cornwell Drug (Rexall); Eckerd 2; Shelby Drug; Revco 2; SupeRx.
Chain Supermarkets-Harris-Teeter 3; A&P; Winn-Dixie; Lowe's 2; Ingle's; Bi-Lo; Food Lion.
Other Chain Stores-Sears; Goodyear.

14 - NEWSPAPERS: STAR (e) 17,821; Mar. 27, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Rick Sherrill, Adv. Dir., STAR, PO Box 48, Shelby, NC 28150; Tel. (704) 484-7041.
National Representative: Landon Associates.

SPENCER
See SALISBURY

STATESVILLE

1 - LOCATION: Iredell County, E&P Map C-2. County Seat, residential center. On U.S. Hwys. 21, 64, 70, I-40, I-77; State Hwys. 21, 90, 115; 40 mi. N of Charlotte.

2 - TRANSPORTATION: **Railroads**-Southern, Alexander.
Motor Freight Carriers-27.
Intercity Bus Lines-G[illegible]nd; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 18,622; E&P 87 Est. 19,562
NDM-ABC: (80) 98,045
County 80 Cen. 82,538; E&P 87 Est. 91,419

4 - HOUSEHOLDS:
City 80 Cen. 7,056; E&P 87 Est. 7,338
NDM-ABC: (80) 34,477
County 80 Cen. 29,128; E&P 87 Est. 33,498

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	*7*	*$210,975,000*
Savings & Loan	3	$237,400,000

6 - PASSENGER AUTOS: County 50,113; City 29,344

7 - ELECTRIC METERS: City Residence 10,202

8 - GAS METERS: Residence 7,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 4,320 ($231); Apparel 3,210 ($181); Furn. 1,760 ($202); Fab. Metals 910 ($294); Non-electric Mach. 1,200 ($264); Paper 540 ($248); Trades 6,430 ($159); Constr. 1,470 ($218); Food & Agri-business 850 ($212); Heavy Metal 550 ($287).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-80; Summer 65-86; Fall 41-63; Winter 34-58. First killing frost, Oct. 30; last killing frost, Apr. 11.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on 3 central sts.
Neighborhood Shopping Centers-2 blocks on W. Front St.; 1 on N. Center St.; 2 on Davie Ave.; 3 on Broad St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brookdale Sq.(14)	1	Food Lion
Forest Hts.(12)	1	Harris-Teeter
Newtowne Plz.(12)	1	Rose's, Harris-Teeter
Northwinds(6)	3	Bi-Lo, Revco
Signal Hill Mall(30)	2	Belk's, Woolworth, JCPenney, Winn-Dixie
Westgate(7)	2	Lowe's Mkt.
Southland(5)	1	Family Dollar, Food Lion
Westpark(8)	NA	Ingles, Sky City
Cross Roads(4)	4	K mart, A&P

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Thur., Fri., Sat.
Stores Open Sundays-All.

13 - RETAIL OUTLETS: Department Stores-Belk's; S[illegible]our's; JCPenney; Smithey's; Rose's; Mack's.
Discount Stores-Family Dollar; Rose's; K mart.
Variety Stores-Eagle's; Woolworth; Sky City.
Chain Drug Stores-Statesville; Eckerd; Revco 8; Rite Aid 2.
Chain Supermarkets-A&P; Winn-Dixie; Harris-Teeter 2; Lowe's 2; Food Lion 3; Ingle's; Bi-Lo.
Other Chain Stores-Jewel Box; Wooten's (Jewelry); Goodrich; Goodyear; Western Auto; Advance Auto; Piece Goods Shop; Radio Shack; N.Y. Carpet World; Endicott-Johnson; General Nutrition; Lerner; Mr. Sport; Pearl Vision Centers; White Star; R. Gregory, Jeweler.

14 - NEWSPAPERS: RECORD & LANDMARK (e-mon to fri) 17,313; (S) 17,020; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Marilyn Moore, Adv. Dir., RECORD & LANDMARK, 220 East Broad St., Statesville, NC 28677; Tel. (704) 873-1451.
National Representative: Landon Associates.

TARBORO

1 - LOCATION: Edgecomb County, E&P Map E-2.

2 - TRANSPORTATION: Railroads-Seaboard System; Amtrak.
Motor Freight Carriers-16.
Intercity Bus Lines-Carolina Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 8,634; E&P 87 Est. 11,663
County 80 Cen. 55,988; E&P 87 Est. 59,720

4 - HOUSEHOLDS:
City 80 Cen. 3,243; E&P 87 Est. 4,324
County 80 Cen. 18,397; E&P 87 Est. 20,365

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$71,500,000
Savings & Loan	3	$82,600,000

6 - PASSENGER AUTOS: County 27,740; City 11,219

7 - ELECTRIC METERS: Residence 5,229

8 - GAS METERS: Residence 2,208

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastic Prods. 700; Power Tools 850; Textile Prods. 2,000; Farm Mach. 500; Masonite Prods. 250; Misc. 100; Commun. 500; Wire & Cable Prods. 250; Furn. Prods. 500; Av. Wkly. Wage $262.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-95; Fall 30-70; Winter 25-50. First killing frost, Oct. 31; last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Centers**-30 blocks on 14 streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fairview(11)	NA	Goodyear, Revco, Piggly Wiggly
Parkhill Mall(32)	NA	Belk-Tyler, A&P, K mart, Radio Shack
Tarboro(14)	NA	Kerr, Big Star

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Tyler; Clark's; Alder's; Shugar's; Deena Casuals.
Variety Stores-Eagle Store; Dollar Store; K mart; TG&Y; G.C. Murphy.
Discount Stores-Family Dollar; Value Pak; Pic'N Pay Shoes.
Chain Drug Stores-Bryan Discount; People's; Kerr; Revco.
Chain Supermarkets-A&P; Harris; Piggly-Wiggly; Big Star; Food Lion.
Other Chain Stores-Goodyear; Radio Shack; FCX; Cato's; Heilig-Meyers; Pope's.

14 - NEWSPAPERS: SOUTHERNER (e-mon to fri) 6,111; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: J. Creech, Pub., SOUTHERNER, PO Box 1199, Tarboro, NC 27886; Tel. (919) 823-3106.
National Representative: General Advertising Service.

THOMASVILLE

1 - LOCATION: Davidson County (In Greensboro-Winston-Salem-High Point MSA). E&P Map C-2. Industrial and agricultural area in Central Piedmont section. 7 mi. from High Point; 24 mi. from Greensboro; 20 mi. from Winston-Salem; on U.S. Hwys. 29, 70, I-85.

2 - TRANSPORTATION: Railroads-Southern (Main Line); High Point, Thomasville & Denton.
Motor Freight Carriers-20.
Intercity Bus Lines-Carolina Trailways; Queen City Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,144; E&P 87 Est. 15,529
CZ-ABC: (80) 23,401
RTZ-ABC: (80) 61,593
County 80 Cen. 113,162; E&P 8/ Est. 125,733
MSA 80 Cen. 851,984; E&P 87 Est. 935,419
City & RTZ-ABC: (80) 84,994
Demographic Information available from Newspaper. See Paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,164; E&P 87 Est. 5 594
CZ-ABC: (80) 8,479
RTZ-ABC: (80) 21,822
County 80 Cen. 40,010; E&P 87 Est. 46,153
MSA 80 Cen. 307,207; E&P 87 Est. 350,055
City & RTZ-ABC: (80) 30,301

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 62,312; City 19,798

7 - ELECTRIC METERS: Residence 11,116

8 - GAS METERS: Residence 760

9 - PRINCIPAL INDUSTRIES: Textiles 4,210 Emp.; Furn. 4,269 Emp.

10 - CLIMATE: Av. An. Temp.-58; Av. An. rainfall 48 in.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Erwin Heights(3)	NA	Thrifti-Mart, Revco
Randolph St.(5)	NA	A&P, Family Dollar
South Gate(34)	NA	K mart, Eckerd, Winn-Dixie
Sky City Ctr.	NA	Food Lion, Big Lots, Sky City

13 - RETAIL OUTLETS: **Chain Drug Stores**-Revco 2; Eckerd; Rite Aid 2; Sky City.
Discount Stores-Family Dollar; K mart; Big Lots.
Chain Supermarkets-A&P; Winn-Dixie; Food Lion; Lowes.

14 - NEWSPAPERS: TIMES (m) 8,259; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dan Holland, Adv. Mgr., TIMES, 512 Turner St., Thomasville, NC 27360; Tel. (919) 472-9500.
National Representative: Landon Associates.

TRYON

1 - LOCATION: Polk County, E&P Map B-2., 30 mi. NW of Spartanburg.

2 - TRANSPORTATION: **Railroads**-Southern.

3 - POPULATION:
Corp. City 80 Cen. 1,796; E&P 87 Est. 1,997
County 80 Cen. 12,984; E&P 87 Est. 14,840

4 - HOUSEHOLDS:
City 80 Cen. 807; E&P 87 Est. 906
County 80 Cen. 5,023; E&P 87 Est. 5,949

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 8,269

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Resort Area; Pine & Hardwood Timber; Mfg. of Cotton Goods, Cotton Yarn Knitting; Hand Weaving; Agric.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Shopping Center**-Tryon Plaza (Community Cash, Sears, Family Dollar Store).

13 - RETAIL OUTLETS: **Variety Stores**-Family Dollar; Popes United Variety; The Shop of Thomas; Blue Ridge Weavers.
Chain Supermarkets-A&P; Community Cash; Smith's; Fast Fare; The Pantry; Cowan's; Food Lion.
Other Chain Stores-Western Auto; Sears (catalog); Ward Auto Supply; Car Parts, Inc.

14 - NEWSPAPERS: BULLETIN (m-mon to fri) 3,437; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Seth M. Vining, Jr., Adv. Mgr., BULLETIN 106 N. Trade St.; PO Box 790, Tryon, NC 28782; Tel. (704) 859-9152.
National Representative: None.

WASHINGTON

1 - LOCATION: Beaufort County, E&P Map E-2. 135 mi. S of Norfolk, VA; 104 mi. E of Raleigh; navigable Pamlico River; U.S. Hwys. 17 (Ocean Hwy.), 264; 3 State Hwys.

2 - TRANSPORTATION: **Railroads**-Atlantic Coast Line; Norfolk Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Seashore Trans.; Trailways.
Waterways-Pamlico River; Tar River.

3 - POPULATION:
Corp. City 80 Cen. 8,418; E&P 87 Est. 9,469
CZ-ABC: (80) 9,409
RTZ-ABC: (80) 70,920
County 80 Cen. 40,266; E&P 87 Est. 44,163
City & RTZ-ABC: (80) 80,329

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,191; E&P 87 Est. 3,292
CZ-ABC: (80) 3,396
RTZ-ABC: (80) 24,628
County 80 Cen. 14,212; E&P 87 Est. 16,225
City & RTZ-ABC: (80) 28,024

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$193,000,000
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 20,864; City 11,558

7 - ELECTRIC METERS: Residence 9,338

E&P
serves
the
newspaper
world
weekly.

8 - GAS METERS: Residence 2,150

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber 381; Shirts 198; Worsted Mill 350; Dressmaking 85; Furn. 260; Truck Body 42; Textile & Apparel 977; Lumber & Wood Prods. 162; Trans. Equip. 65; Phosphate Mining 600; Elect. Appliance 500; Heavy Mach. 100; Boat Building 250; Filters 200; Direct Mail 150.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Spring 62; Summer 77; Fall 64; Winter 47. First killing frost, Oct. 15; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.; Market and Gladden Sts.; Washington Square Mall (28 Stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Scott's; Buckman's; Cato; Rice's; Belk-Tyler; Charles White; Rose's; Lewis'; Save Mart.
Variety Stores-McClellan's; K mart; Family Dollar.
Chain Supermarkets-Foodland; Big Star; Smith Brothers; Scott's; Food Lion; Byrd's; Food King.
Chain Drug Stores-Peoples; Tayloe's; Hospital Phcy.; Revco; Rite Aid; May's.
Other Chain Stores-Kinney (shoes); Charles Stores; Helig-Meyers Furn.; Roscoe Griffin; Southern States; True Value Hdwe.

14 - NEWSPAPERS: NEWS (e) 10,249; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Daryl Daughtry, Adv. Dir., NEWS, 217 Market St., Washington, NC 27889; Tel. (919) 946-2144.
National Representative: Landon Associates.

WILMINGTON

1 - LOCATION: New Hanover County, (In Wilmington MSA). E&P Map E-3. In SE part of State on Cape Fear River; 10 mi. from ocean on U.S. Hwys. 17, 74, 76, 117, 421; 90 mi. S of Goldsboro; 125 mi. SE of Raleigh; 200 mi. E of Charlotte; 165 mi. N of Charleston.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-48.
Intercity Bus Lines-Greyhound; Seashore Transportation; Carolina Trailways.
Airlines-Piedmont; United; Eastern Metro Express (Commuter); American Eagle (Commuter).

3 - POPULATION:
Corp. City 80 Cen. 44,000; E&P 87 Est. 43,830
CZ-ABC: (80) 94,947
RTZ-ABC: (80) 161,267
County/MSA 80 Cen. 103,471; E&P 87 Est. 116,981
City & RTZ-ABC: (80) 264,738
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,418; E&P 87 Est. 17,928
CZ-ABC: (80) 37,691
RTZ-ABC: (80) 54,754
County/MSA 80 Cen. 37,691; E&P 87 Est. 43,830
City & RTZ-ABC: (80) 92,445

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$551,590,000
Savings & Loan	8	$288,151,000

6 - PASSENGER AUTOS: County 64,857; City 57,578

7 - ELECTRIC METERS: Residence 67,829

8 - GAS METERS: Residence 7,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 8,218; Lumber & Wood 430; Metals 240; Mach. 1,930; Food 600; Textiles 183; Apparel 1,050; Chem. 2,290; Constr. 3,530; Trans., Commun., & Pub. Util. 3,351; Trade 14,917; Fin., Ins. & R.E. 2,190; Service 10,820; Gov't 10,030; Agric. 660.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-70; Summer 71-86; Fall 55-74; Winter 40-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-20 blocks on Front, Grace, Chestnut, Princess, Market, Second and Third Sts.
Neighborhood Shopping Centers-Castle St.; N. 4th St.; 17th & Market; 17th & Dawson; 5th & Red Cross; Glen Meade; Port City; S. Front.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Azalea Plaza(5)	3	Winn-Dixie, Peoples Drug
Cape Fear(8)	3	Family Dollar, Hills Food
College Sq.(12)	4	Winn-Dixie, Revco
Cotton Exchange(30)		
Hanover Ctr.(23)	3	Rose's, Eckerd, Hills Food
Independence Mall(70)	3	Belk-Berry, Sears, JCPenney
Kings Plaza(3)	3	Rose's, Revco, Hills Food
Long Leaf Mall (40)	4	Radio Shack, Rose's, Eckerd
Market Plaza(18)	3	Hills Food, Radio Shack
Market Street(7)	1	
Murreysville Road(6)	6	Food Lion, Eckerd
North 17(30)	3	Family Dollar, Food Lion
Pine Valley(2)	5	Food Lion, Peoples
Plaza East(29)	9	Maxway, Hills Food

13 - RETAIL OUTLETS: **Department Stores**-Sears; Belk-Beery; JCPenney.
Discount Stores-Family Dollar 4; Buy-Rite; Rose's 4; K mart 2.
Variety Stores-Maxaway 2.
Chain Drug Stores-Eckerd 4; Rexall 4; Revco 8; Peoples 3; Kerr Drug.
Chain Supermarkets-Winn-Dixie; Hilis 8; Wilson's 4; Harris-Teeter 3; Food Lion 5; Kroger Sav-On.
Other Chain Stores-Firestone; Goodrich; Goodyear 2; Lowe's; Maxwell Bros.; Cloth World; Wicke's; Rhodes; Pic-Way; Lerner; Radio Shack 5; Thom McAn; Best Products, Inc.; Hahn Shoes; Hickory Farms; Kinney Shoes; Thomplinson; Pier I Imports; Haverty's; Tart's; Brendle's.

14 - NEWSPAPERS: STAR (m) 46,848; STAR-NEWS (S) 54,564; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dave Schuette, STAR/STAR-NEWS, PO Box 840, Wilmington, NC 28402; Tel. (919) 343-2311.
National Representative: Branham/Newspaper Sales.

WILSON

1 - LOCATION: Wilson County, E&P Map E-2. County Seat. Agricultural & Manufacturing Center 46 mi. from Raleigh, State Capital and 140 mi. S of Richmond, VA. On U.S. Hwys. 301, I-95; 264, 117; State Hwys. 42, 58.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Norfolk & Southern; Amtrak.
Motor Freight Carriers-32.
Intercity Bus Lines-Carolina Trailways; Seashore Trans.
Airlines-Mid South.

3 - POPULATION:
Corp. City 80 Cen. 34,424; E&P 87 Est. 36,153
CZ-ABC: (80) 34,424
RTZ-ABC: (80) 64,459
County 80 Cen. 63,132; E&P 87 Est. 66,114
City & RTZ-ABC: (80) 98,883

4 - HOUSEHOLDS:
City 80 Cen. 12,343; E&P 87 Est. 13,080
CZ-ABC: (80) 12,343
RTZ-ABC: (80) 21,327
County 80 Cen. 21,549; E&P 87 Est. 23,467
City & RTZ-ABC: (80) 33,670

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$175,000,000
Commercial	12	$250,000,000

6 - PASSENGER AUTOS: County 34,449; City 25,332

7 - ELECTRIC METERS: Residence 13,810

8 - GAS METERS: Residence 6,097

9 - PRINCIPAL INDUSTRIES: Tobacco Proc.; Textile Fab.; Meat Proc.; Auto Tire Mfg.; Feed & Grain Proc.; Bus & Truck Bodies; Fertilizers; Glass Containers.
Principal Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 60-102; Fall 32-70; Winter 24-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown 8 Blocks on Nash St., 2 blocks deep Ctr. 32 Post; Parkwood Mall.
Main Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers. Downtown: *Belk-Tyler; Drugs; Mall Stores; Other Downtown Stores Fri. night.*

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Stantonburg	12	Baker's, Bailey's Gardners
Elm City	6	McKeel's, Cobb's
Bailey	13	W.H. Farmer, Clarks, Hagwood's
Brentwood Ctr.	3	Food Lion, Eckerd
Sims	9	Whitley's, Boykins
Lucama	8	Bass Bros.
Nichols City	NA	Nichols Discount, Food King
Kenly	26	J. Dobbin Bailey, IGA
Boulevard Plz.(13)	NA	Eckerd, Cook's, Family Dollar
Gold Park(11)	NA	Family Dollar, Revco
K mart Plaza(10)	NA	Maxwell's, Revco
Parkwood Mall (72)	NA	JCPenney, Winn-Dixie, Rose's, Belk-Tyler
Village(Lucama)	NA	Countryside Furn., Village Grocery
Winoca(18)	NA	Sears, Tucker's Furn.
Wren Village(23)	NA	Winn-Dixie, Bissette's Drug
Regency Plz.	4	Food Lion, Western Steer, Brendle's, Revco

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Leder's, Inc.; Belk-Tyler; Sears.
Discount Stores-Cook's; S.E. Nichols; Brendle's.
Variety Stores-Rose's; Value Pak.
Chain Drug Stores-Eckerd 2; Kerr 2; Revco 3.
Chain Supermarkets-Big Star 2; Food Lion 2; Piggly Wiggly; Winn Dixie 3; IGA; Food King 2.
Other Chain Stores-Firestone; Western Auto; Kinney Shoes; Heilig-Meyers Furn.; Tucker's Furn. 2; Maxwell Furn.; Radio Shack; Lowes Building Materials; Singer Co.; Diana Shops; Scotties; Zale's; Sherwin-Williams; Fast Fare Convenient Foods; Zip Mart; Shearer's; Carpetland; Family Dollar; Carolina Builders Supplies; Rosco-Griffin Shoes; Durham Sporting Goods; K&K Toys; General Nutrition Center; Saslow's Jewelers; Baskin-Robbins; Cato's; Short-Stop Mart.

14 - NEWSPAPERS: TIMES (e) 17,364; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Christopher C. Taylor, Adv. Dir., TIMES, 2001 Downing St., Wilson, NC 27893; Tel. (919) 243-5151.
National Representative: Landon Associates.

WINSTON-SALEM

1 - LOCATION: Forsyth County (In Greensboro-Winston-Salem-High Point MSA). E&P Map C-2, County Seat. Center of important tobacco market. Retail trading, college and medical center; halfway bet. Washington, DC and Atlanta. On U.S. Hwys. 421, 52, 311, 158, I-40 and State Hwys. 8, 66, 67, 109 and 150.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern; Norfolk & Western; Winston-Salem Southbound; Union Pacific.
Motor Freight Carriers-55.
Intercity Bus Lines-Greyhound; Piedmont; Trailways.
Airlines-Piedmont; Eastern; United; Delta; American; USAir; Ozark.

3 - POPULATION:
Corp. City 80 Cen. 131,885; E&P 87 Est. 149,479
CZ-ABC: (80) 174,733
RTZ-ABC: (80) 491,504
County 80 Cen. 243,683; E&P 87 Est. 270,754
MSA 80 Cen. 827,252; E&P 87 Est. 935,419
City & RTZ-ABC: (80) 666,237
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 50,338; E&P 87 Est. 59,312
CZ-ABC: (80) 63,357
RTZ-ABC: (80) 176,230
County 80 Cen. 90,146; E&P 87 Est. 104,094
MSA 80 Cen. 298,620; E&P 87 Est. 350,055
City & RTZ-ABC: (80) 239,587

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	7	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 159,845; City 119,245

7 - ELECTRIC METERS: Residence 134,774

8 - GAS METERS: Residence 21,503

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tobacco N.A.; Textile Mill Prods. 5,661; Elect. Equip. & Supplies 7,891; Food & Kindred Prods. 42,291.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Spring 67; Summer 74; Fall 49; Winter 42. First killing frost, Nov. 14; last killing frost, Apr. 3.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hanes Mall(121)	NA	Sears, JCPenney, Belk's, Thalhimer's
Cloverdale Plz.(14)	NA	Zayre, Kroger
Northside(35)	NA	Eckerd
Old Town(17)	NA	Food Fair
Parkview(27)	NA	Rose's, Winn-Dixie
Parkway Plz.(40)	NA	Eckerd, Food Fair
Pine Ridge Plz.(11)	NA	Rose's, Thrifti-Mart
Reynolds Manor(27)	NA	Brendle's, Davis
Sherwood Plz.(22)	NA	Food Fair, Revco, Ross
Thruway(54)	NA	Rose's, Food Fair, Winn-Dixie, Thalhimer's
Winston-Salem Marketplace(40)	NA	Burlington Shoe, Hanes Mill Outlet

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; K mart; Davis; JCPenney; Sears; Thalhimer's.
Discount Stores-Zayre; Brendle's; Best; K mart; Rose's; Keymid; T.J. Maxx.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Eckerd 10; Revco 14; Crown 12; SupeRx 2.
Chain Supermarkets-Food Fair 12; Harris-Teeter 4; Kroger 3; Winn-Dixie 5; Food Lion 10; Thriftimart 4; Mount Tabor 3.
Other Chain Stores-Mother and Daughter 5; Advance 2; Western Auto 5; Firestone 3; Goodyear 2.

14 - NEWSPAPERS: JOURNAL (m) 91,571; (S) 102,800; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Richard Hickman, Natl. Adv. Mgr., JOURNAL, PO Box 3159, Winston-Salem, NC 27102; Tel. (919) 727-7418.
National Representative: Sawyer-Ferguson-Walker.

NORTH DAKOTA SURVEYS

METROPOLITAN STATISTICAL AREAS

Bismarck-Burleigh and Morton Counties.
Fargo-Moorhead, ND-MN-Cass County, ND; Clay County, MN
Grand Forks-Grand Forks County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	51	56	60
5-14 Years	135	100	106
15-24 Years	114	133	141
25-44 Years	130	168	179
45-64 Years	122	116	123
65 and Over	66	81	86
TOTAL	618	654	695

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr	244	242	423
General Mdse	217	347	491
Food	370	559	697
Automobiles	559	818	1,481
Gasoline Stations	202	361	336
Apparel	130	171	233
Furniture	97	132	229
Eat-Drink Places	190	283	403
Drugs	69	95	132
TOTAL SALES	2,250	3,367	4,751

BISMARCK

1 - LOCATION: Burleigh County (MSA). E&P Map B-3. State Capital and County Seat. Electrical generation, manufacturing, distribution, wholesale and educational center 200 mi. W of Fargo, ND; 108 mi. W of Jamestown, ND; 410 mi. W of Minneapolis.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Soo Line.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Star.
Airlines-Northwest Orient; Continental; Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 44,485; E&P 87 Est. 49,701
CZ-ABC: (80) 59,998
RTZ-ABC: (80) 109,171
County 80 Cen. 54,811; E&P 87 Est. 63,517
MSA 80 Cen. 79,988; E&P 87 Est. 90,523
City & RTZ-ABC: (80) 169,169

4 - HOUSEHOLDS:
City 80 Cen. 16,424; E&P 87 Est. 18,919
CZ-ABC: (80) 21,783
RTZ-ABC: (80) 36,462
County 80 Cen. 19,420; E&P 87 Est. 23,421
MSA 80 Cen. 27,949; E&P 87 Est. 32,939
City & RTZ-ABC: (80) 58,245

5 - BANKS	NUMBER	EST. DEP.
State	3	$497,219,000
Savings & Loan	5	$231,756,000
Commercial	4	$203,653,000

6 - PASSENGER AUTOS: County 36,349

7 - ELECTRIC METERS: Residence 19,599

8 - GAS METERS: Residence 15,568

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Printing 165; Trucking 300; Farm Mach. Mfg. 520; Machine Shops 90; Elect. Power 420; Gov't 4,500; Wood Working 150; Brick & Tile 200; R.R. 60.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-55; Summer 33-104; Fall 29-91; Winter 28-47. First killing frost, Oct. 22; last killing frost, May 8.

11 - TAP WATER: Medium hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main Ave.; 4 on Broadway; 2 on 5th St.; 4 blocks on 4th St.; 4 Shopping Ctrs.-3 neighborhood, 2 Regional.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northbrook(19)	2	Red Owl, Dayton's
Arrowhead(12)	1	Dan's Super Valu
Kirkwood Plz.(100)		Mont. Ward, JCPenney, Target Dayton's
K mart	2	K mart
Gateway Mall(55)	2	Super Valu, Osco, Gateway, Sears

Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Dept. Mon.; Food Mon. through Sun.; Shopping Ctr. Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Sears; JCPenney; Herberger's; Labelles; Dayton's.
Discount Stores-K mart; Red Owl; Target.
Variety Stores-Ben Franklin.
Chain Drug Stores-Rexall; White; Osco.
Chain Supermarkets-Red Owl 2; Super Valu 4; Holiday Store; Warehouse Market.
Other Chain Stores-Bismarck; Firestone; Morrey-Alans; Stevensons; Singer; Goodyear; General Tire; Ace Hardware; Hardware Hanks.

14 - NEWSPAPERS: TRIBUNE (e) 28,341; (S) 28,823; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mike Kment, Adv. Dir., TRIBUNE, 707 E. Front St., Bismarck, ND 58501; Tel. (701) 223-2500.
National Representative: Branham/Newspaper Sales.

DEVILS LAKE

1 - LOCATION: Ramsey County, E&P Map C-2. County Seat. Agricultural and livestock center. On Devils Lake; 95 mi. WNW of Grand Forks.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Minneapolis S.P. and S.S.M. (Branch).
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 7,442; E&P 87 Est. 7,768
County 80 Cen. 13,048; E&P 87 Est. 13,313
CZ-ABC: (80) 7,442
RTZ-ABC: (80) 20,615
City & RTZ-ABC: (80) 28,057

4 - HOUSEHOLDS:
City 80 Cen. 2,764; E&P 87 Est. 2,882
County 80 Cen. 4,618; E&P 87 Est. 4,906
CZ-ABC: (80) 2,764
RTZ-ABC: (80) 7,406
City & RTZ-ABC: (80) 10,170

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$23,356,447
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 7,255

7 - ELECTRIC METERS: Residence 2,434

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Railroad Shops; Small Farm Implements; Fiber Glass Mfg.; Liquid Fertilizers.

10 - CLIMATE: Min. & Max. Temp.-40-110.

11 - TAP WATER: New Supply, Potable; not fluoridated.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; S&L; Brauns.
Discount Stores-TBA Wholesalers; Gateway Direct; White Mart; K mart.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreens; Rexall; White's.
Chain Supermarkets-Red Owl; Super Valu.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,399; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Chris Wegerle, Adv. Mgr., JOURNAL, 3rd & 4th Ave., Devils Lake, ND 58301; Tel. (701) 662-2127.
National Representative: Papert Companies.

DICKINSON

1 - LOCATION: Stark County, E&P Map A-3. County Seat. Agricultural, Wholesale and educational center on I-94; U.S. Hwy. 10; State Hwy. 22, 300 mi. W of Fargo.

2 - TRANSPORTATION: **Motor Freight Carriers**-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,924; E&P 87 Est. 19,599
CZ-ABC: (80) 15,924
RTZ-ABC: (80) 26,369
County 80 Cen. 23,697; E&P 87 Est. 28,924
City & RTZ-ABC: (80) 42,293

4 - HOUSEHOLDS:
City 80 Cen. 5,473; E&P 87 Est. 6,969
County 80 Cen. 7,832; E&P 87 Est. 9,943
CZ-ABC: (80) 5,473
RTZ-ABC: (80) 8,788
City & RTZ-ABC: (80) 14,261

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$117,400,000
Savings & Loan	3	$109,350,000

6 - PASSENGER AUTOS: County 13,365

7 - ELECTRIC METERS: Res. & Comb. 7,104

8 - GAS METERS: Residence 5,425

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 340 ($250); Constr. 530 ($225); Mfg. 520 ($215); Trans., Commun. & Public Util. 460 ($230); Whol. Trade 360 ($175); Ret. Trade 1,730 ($175); Fin., Ins. & R.E. 300 ($275); Servs. 1,560 ($180); Gov't 1,220 ($225); Oil Related 400 ($375).
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-64; Summer 51-71; Fall 34-67; Winter -7-16. First killing frost, Sept. 17; last killing frost, May 20.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on 1st St.; 7 blocks on Villard St.
Shopping Centers-King's Royale Plz.; 4 blocks E.; TSC, Anfinsons 1.5 mi. E.; TSC Store 1 mi. E.; Fairway Vlg. Ctr. 10 Blks. W.; Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Sky(13)	1	True Value Hdwe., Dickinson TV, Goldie's Furn.
Prairie Hills Mall(45)	2	Herberger, K mart, JCPenney

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Thur.
Stores Open Sundays-Groc., Drug.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; S&L; Sears; Stevenson's; Brauns; Desmonds.
Variety Stores-Woolworth.
Discount Stores-TSC; Anfinson's; K mart.
Chain Drug Stores-White; Walgreens.
Chain Supermarkets-Red Owl; King's; Buttreys; Fairway Vlg.; Dan's County Mart.
Other Chain Stores-Coast-to-Coast; Firestone; Goodyear; Hardware Hank.

14 - NEWSPAPERS: PRESS (m-tues to sat) 7,861; (S) 8,264; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ed J. Hauck, Pub., PRESS, 127 W. First St., Dickinson, ND 58601; Tel. (701) 225-8111.
National Representative: Landon Associates.

FARGO, ND-MOORHEAD, MN

1 - LOCATION: E&P Map D-3 (In Fargo-Moorhead, ND-MN MSA). Fargo, County Seat of Cass County, ND; Moorhead, County Seat of Clay County, MN; E&P Map D-3. Manufacturing, distributing, retail, wholesale, processing & medical center on E boundary of ND sugar beet plant, manufacturing, wholesale & college center on W boundary of MN. Both cities are in heart of Red River Valley. Transcontinental Hwys. 10, 52, 75, 81 and I-94 and I-29 serve both cities; 250 mi. NW of Minneapolis, St. Paul.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Jack Rabbit; Doyle.
Airlines-Northwest Orient; United; Continental.

3 - POPULATION:
Corp. Cities 80 Cen. 91,306; E&P 87 Est. 97,905
  Fargo 80 Cen. 61,308; E&P 87 Est. 67,852
  Moorhead 80 Cen. 29,998; E&P 87 Est. 30,053
CZ-ABC: (80) 104,065
RTZ-ABC: (80) 126,499
Counties/MSA 80 Cen. 137,574; E&P 87 Est. 148,899
  Cass Co. ND 80 Cen. 88,247; E&P 87 Est. 98,164
  Clay Co. MN 80 Cen. 49,327; E&P 87 Est. 50,375
City & RTZ-ABC: (80) 230,564

4 - HOUSEHOLDS:
Cities 80 Cen. 33,371; E&P 87 Est. 36,491
  Fargo 80 Cen. 23,567; E&P 87 Est. 26,540
  Moorhead 80 Cen. 9,804; E&P 87 Est. 9,951
CZ-ABC: (80) 37,729
RTZ-ABC: (80) 44,137
Counties/MSA 80 Cen. 48,812; E&P 87 Est. 54,508
  Cass Co. ND 80 Cen. 32,613; E&P 87 Est. 37,295
  Clay Co. MN 80 Cen. 16,199; E&P 87 Est. 17,213
City & RTZ-ABC: (80) 81,866

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$1,675,382,000
Commercial	6	$492,900,000

6 - PASSENGER AUTOS: Counties: Cass (ND) 59,497; Clay (MN) 22,008

7 - ELECTRIC METERS: Residence 42,206

8 - GAS METERS: Residence 14,940

9 - PRINCIPAL INDUSTRIES: Creameries; Newspaper; Structural Steel & Tanks; Sugar Refining; Colleges; Medical; Tractor Mfg.; Beet Sugar Mfg.; Malting Plant; Printing; Skid-Steer Loaders.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-92; Summer 39-114; Fall -16-93; Winter -36-53. First killing frost, Sept. 25; last killing frost, May 12.

11 - TAP WATER: Fargo-Alkaline, soft; fluoridated. Moorhead-Alkaline, softened; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Fargo: 5 blocks on Broadway; 2 on Main Ave.; 2 on N.P. Ave. and 1st Ave. N; 2 on 2nd Ave. N Moorhead: 4 on Ctr. Ave.; 5 on Main Ave.
Neighborhood Shopping Centers-Fargo: K mart Plz. 10; South Plz. 18; Southside 1-13; Southside 2 -14; Park Place Plz. 15, Southgate Area 64; 13 Ave. S 35. Moorhead: South of the Border 35; K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookdale(10)	2	Country Store, Northwest Fabrics
Buttrey/Osco(6)	3	Osco Drugs, Buttrey Foods
Holiday Mall(15)	2	Piggly Wiggly, Foss Drug, Coast-to-Coast
Moorhead Ctr. Mall(24)	NA	Herberger's, Foss Drug
Northport(6)	4	Hornbacher Foods
Village West(12)	5	Hornbacher Foods, Northwest Fabrics
West Acres(112)	5	DeLendrecie's, Sears, Dayton's, JCPenney
Southside(12)	3	Hornbacher Foods

LaBelles Plz.(8)	4	LaBelles
Outlet Mall(12)	5	

Principal Shopping Days-Mon. evening. Malls open evenings Mon. through Fri. Moorhead stores open Sun. 1-5. Food: 24 hours, 6 days a week.

13 - RETAIL OUTLETS: Department Stores-Dayton's; DeLendrecie's; Sears; JCPenney; Herberger's.
Discount Stores-K mart 4; Target; LaBelle's.
Variety Stores-Woolworth; Ben Franklin 4.
Chain Drug Stores-Osco 3; Foss 2; Walgreens.
Chain Supermarkets-Fairway; Jack & Jill 2; Piggly Wiggly 5; Super Valu; Hornbacher 3; Country Store 2; Buttrey 3; Stop-n-Go 9.

14 - NEWSPAPERS: FORUM (m) 55,446; (S) 66,986; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Hiemenz, Adv. Dir., FORUM, PO Box 2020, Fargo, ND 58102; Tel. (701) 235-7311.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

GRAND FORKS, ND-E. GRAND FORKS, MN

1 - LOCATION: Grand Forks County, Polk County, MN (In Grand Forks MSA) E&P Map D-2, County Seat. Wholesale distribution, shipping center for 2-county potato-sugar beet area. Milling, regional medical center, education center (University of ND). 14 county retail trade center. Eastern border of state in Red River Valley. 250 mi. to Duluth; 300 mi. to Minneapolis; 150 mi. to Winnipeg. On U.S. Hwy. 2; I-29.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Triangle; Star Bus.
Airlines-Northwest; Republic.

3 - POPULATION:
Corp. Cities 80 Cen. 52,302; E&P 87 Est. 51,732
  Grand Forks, ND 80 Cen. 43,765; E&P 87 Est. 43,932
  E. Grand Forks, MN 80 Cen. 8,537; E&P 87 Est. 7,800
CZ-ABC: (80) 52,302
RTZ-ABC: (80) 161,510
Counties 80 Cen. 100,944; E&P 87 Est. 102,294
  Grand Forks, ND 80 Cen. 66,100; E&P 87 Est. 68,475
  Polk, MN 80 Cen. 34,844; E&P 87 Est. 33,819
City & RTZ-ABC: (80) 213,812
MSA 80 Cen. 66,100; E&P 87 Est. 68,475
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,602; E&P 87 Est. 18,463
  Grand Forks, ND 80 Cen. 15,577; E&P 87 Est. 15,769
  E. Grand Forks, MN 80 Cen. 3,025; E&P 87 Est. 2,694
CZ-ABC: (80) 18,602
RTZ-ABC: (80) 55,398
Counties 80 Cen. 34,262; E&P 87 Est. 35,421
  Grand Forks, ND 80 Cen. 22,108; E&P 87 Est. 23,195
  Polk, MN 80 Cen. 12,154; E&P 87 Est. 12,226
City & RTZ-ABC: (80) 74,000
MSA 80 Cen. 22,108; E&P 87 Est. 23,195

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	5	$3,000,000,000
Commercial	7	$500,000 000

6 - PASSENGER AUTOS: Counties: Grand Forks (ND) 35,525; Polk (MN) 16,037

7 - ELECTRIC METERS: Residence 23,000

8 - GAS METERS: Residence 9,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Sugar Refining 450 ($277); Flour Milling 120 ($350); Potato Prods. Mfg. 600 ($280); Air Base 5,822.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-64; Summer 50-70; Fall 17-30; Winter 7-21. First killing frost, Sept. 25; last killing frost, May 16.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 3rd St.; 3 on 4th St.; 5 on DeMers Ave.; Gateway Dr., South Forks, 32 blocks on S. Washington St.; East Grand Forks, 3 blocks on DeMers Ave.; 1/2 mile Hwy. 220 N.

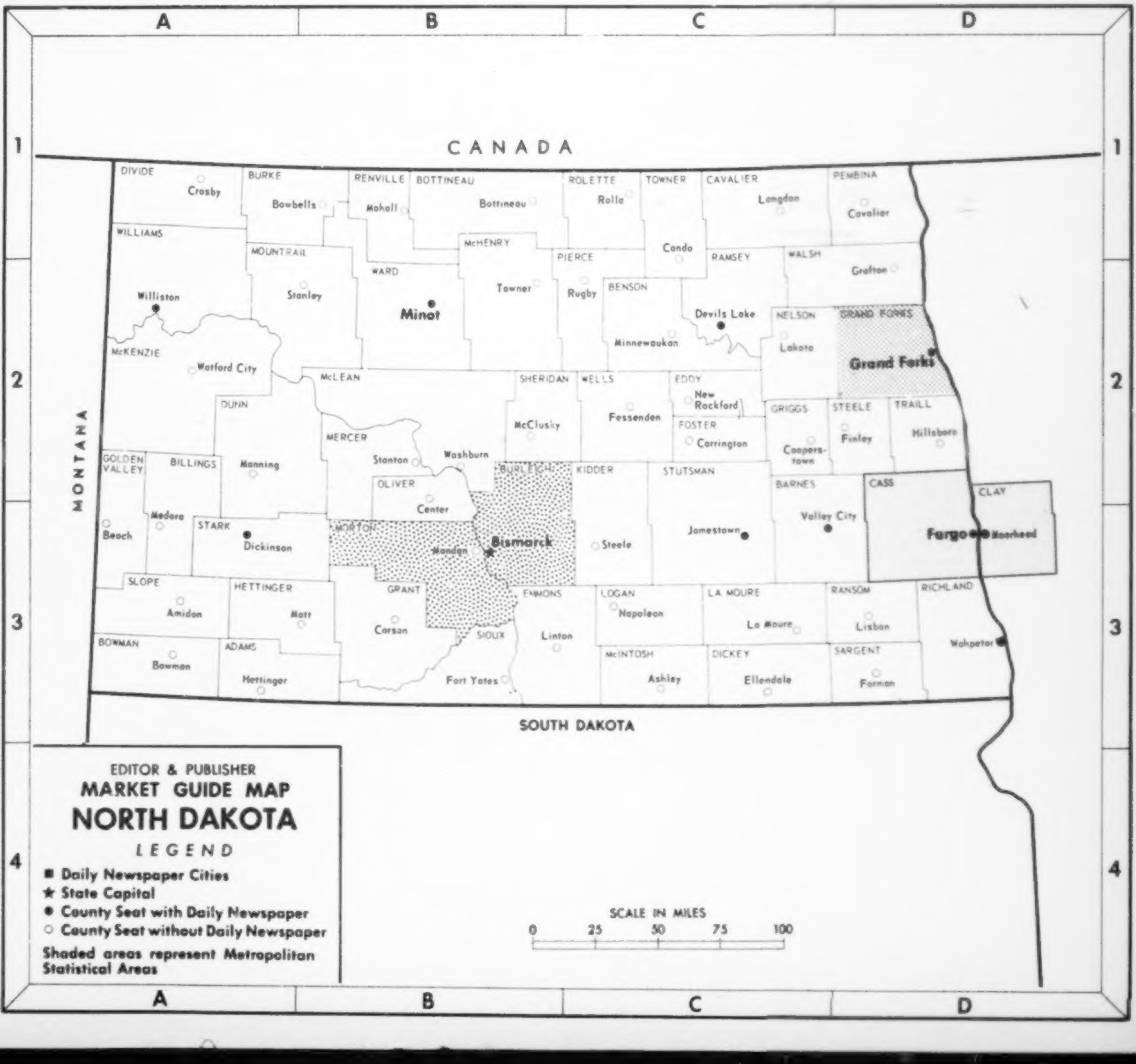
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Baseview(11)	12	Millers Super Mkt.
Columbia Mall(80)	5	Daytons, JCPenney, Target
S. Forks Plz.(50)	3	Sears, K mart
Town & Country (12)	3	Miller's Super Fair
Holiday Mall(6) (E. Grand Forks)	1	White Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-Herberger's; Dayton's; JCPenney; Sears.
Discount Stores-Home of Economy; K mart; White Mart; Target; La Belle's.
Variety Stores-Ben Franklin.
Chain Drug Stores-White 2; Osco.
Chain Supermarkets-Hugo's 5; Country Store 2; Miller's Fairway 3; Food Bonanza (Nash Finch); Albertson's.
Other Chain Stores-Sherwin-Williams; Kinney's 2; Tradehome Shoes; Stevenson's 2; Seifert's; Payless Shoes; Maurice's; Young America; Spencer Gifts; Joyce Selby Stores; Rings 'n Things; Jeans West; Baker Shoes; Hallmark; Fanny Farmer Candies; B. Dalton Booksellers; County Seat Stores; Stuart's Clothing; Hickory Farms; Morrow's Nut House; Susie's Casuals; Footlocker Shoes; Helzberg Jewelers; Claire's Boutique; Shirt Works; Thom McAn; Team Electronics; Braun's; Sir John Barleycorne; Straus; Mandels; Brown Photo; Firestone; Berman Leather; The Closet; The Better Half; Waldenbooks.

14 - NEWSPAPERS: HERALD (m) 38,770; (S) 39,950; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Tom Kuchera, Jr., Adv. Dir., HERALD, 120 N. 4th St., Grand Forks, ND 58201; Tel. (701) 780-1160.
National Representative: Knight-Ridder Newspaper Sales.


A
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CANADA
MONTANA
SOUTH DAKOTA
DIVIDE
Crosby
BURKE
Bowbells
RENVILLE
Mohall
BOTTINEAU
Bottineau
ROLETTE
Rolla
TOWNER
CAVALIER
Langdon
PEMBINA
Cavalier
WILLIAMS
Williston
MOUNTRAIL
Stanley
WARD
Minot
McHENRY
Towner
PIERCE
Rugby
BENSON
Minnewaukan
Cando
RAMSEY
Devils Lake
WALSH
Grafton
NELSON
Lakota
GRAND FORKS
Grand Forks
McKENZIE
Watford City
McLEAN
Washburn
SHERIDAN
McClusky
WELLS
Fessenden
EDDY
New Rockford
FOSTER
Carrington
GRIGGS
Cooperstown
STEELE
Finley
TRAILL
Hillsboro
DUNN
Manning
MERCER
Stanton
GOLDEN VALLEY
Beach
BILLINGS
Medora
OLIVER
Center
BURLEIGH
Bismarck
KIDDER
Steele
STUTSMAN
Jamestown
BARNES
Valley City
CASS
Fargo
CLAY
Moorhead
STARK
Dickinson
MORTON
Mandan
SLOPE
Amidon
HETTINGER
Mott
GRANT
Carson
SIOUX
Fort Yates
EMMONS
Linton
LOGAN
Napoleon
LA MOURE
La Moure
RANSOM
Lisbon
RICHLAND
Wahpeton
BOWMAN
Bowman
ADAMS
Hettinger
McINTOSH
Ashley
DICKEY
Ellendale
SARGENT
Forman
EDITOR & PUBLISHER
MARKET GUIDE MAP
NORTH DAKOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100

JAMESTOWN

1 - LOCATION: Stutsman County, E&P Map C-3, County Seat. On U.S. Hwys. 10, 20, 52, 281 and I-94.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Intercity Bus Lines-Greyhound; Jack Rabbit.
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 16,280; E&P 87 Est. 16,034
County 80 Cen. 24,154; E&P 87 Est. 23,547

4 - HOUSEHOLDS:
City 80 Cen. 5,980; E&P 87 Est. 5,954
County 80 Cen. 8,648; E&P 87 Est. 8,782

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$307,065,619

6 - PASSENGER AUTOS: County 13,270

7 - ELECTRIC METERS: Residence 7,098

8 - GAS METERS: Residence 4,655

9 - PRINCIPAL INDUSTRIES: Constr.; Farming; Farm Prods.; Aerospace Prods.; Farm Equip.; Steel Bldg. Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 56-96; Fall 19-80; Winter -30-65; Av. Temp. 40.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Buffalo(40)	NA	K mart, JCPenney, Bostwick's
Jamestown(16)	NA	Leevers, White's Home Ctr., Maurice's
Park Plaza(11)	28	White Drug, County Market

Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fair Store; Bostwick's; Feinstein's; Coast-to-Coast.
Discount Stores-Pamida; K mart.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-White Drug 2; Medicine Shoppe.
Chain Supermarkets-County Market; Super Valu; Red Owl.

14 - NEWSPAPERS: SUN (e) 9,972; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Wayne Deery, Adv. Mgr., SUN, 122 2nd St. N.W., Jamestown, ND 58401; Tel. (701) 252-3120.
National Representative: Landon Associates.

MINOT

1 - LOCATION: Ward County, E&P Map B-2, County Seat. 125 mi. W of Devils Lake; 130 mi. E of Williston; 115 mi. N of Bismarck; 60 mi. S of Canadian-U.S. border. On U.S. Hwys. 2, 52, 83.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo Line; Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Interstate Trans.; JB Shortway; B&B Bus Line; D&J Bus Line; Turtle Mountain Line.
Airlines-Northwest; Continental.

3 - POPULATION:
Corp. City 80 Cen. 32,843; E&P 87 Est. 37,630
CZ-ABC: (80) 32,843
Bal. in NDM-ABC: (80) 81,795
County 80 Cen. 58,392; E&P 87 Est. 61,552
Total NDM-ABC: (80) 114,638

4 - HOUSEHOLDS:
City 80 Cen. 12,270; E&P 87 Est. 14,121
CZ-ABC: (80) 12,270
Bal. in NDM-ABC: (80) 27,523
County 80 Cen. 19,892; E&P 87 Est. 21,522
Total NDM-ABC: (80) 39,793

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$389,000,000
Savings & Loan	3	$2,414,520,000

6 - PASSENGER AUTOS: County 32,256

7 - ELECTRIC METERS: Residence 13,331

8 - GAS METERS: Residence 12,276

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. 530; Medical Ctrs. 1,489; Creameries 100; Meat Packing 49; Air Force Base 6,172; (An. payroll $116.47 million); Oil & Grease Compounding; Grain Elevators; Farm Mach.; Plastics; Insulated Windows.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-45; Summer 50-105; Fall 40-65; Winter 20-40; First killing frost, Sept.; last killing frost, May.

11 - TAP WATER: Neutral, medium 8-9 grains hardness; fluoridated.

12 - RETAILING: Principal Shopping Center-Main and Side Streets Area, 6 blocks by 4 blocks.
Neighborhood Shopping Areas-South Broadway 35 blocks; North Broadway 22 blocks; 3rd St. N.E.; Oak Park-Garden Valley on 4th Ave. N.W.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arrowhead(22)	2	Piggly Wiggly, White Drug
Town & Country(34)	2	Sears, Piggly Wiggly
K mart	2	K mart, Miracle Mart
Dakota Square(80)	4	JCPenney, Target, Herberger's

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Downtown Thur.; Shpg. Ctrs. & Food stores nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Herberger's.
Discount Stores-K mart; Home of Economy; Air Force P-X; Peavey/Thunderbird; Big Bear; Target.
Chain Drug Stores-White's 2; Osco.
Chain Supermarkets-Red Owl; Piggly-Wiggly 3; Circle Foods 14; Jack & Jill (area) 4; Miracle Mart; Albertson's.
Other Chain Stores-Firestone; Sherwin-Williams; Stevenson's; Kinney Shoes; Mann's Automotive; Coast-to-Coast Hdwe.; Scheels Hdwe.; Payless Shoes; Allied Radio Shack; Team; Young America; K-G; Red Wing Shoes; Northwest Fabrics; Maurice's; Great Plains Supply; Better Half; Brauns; Samuels Jewelers; Baker Shoes; Coach House Gifts; Foxmoor Casuals; General Nutrition; Lerner; Jeans West; Musicland; Seiferts; Spencer Gifts; Thom McAn; B. Dalton; Clara's Boutique; Duling Optical; Century Eyewear; The Closet; Hallmark 3; Footlocker; Kay Bee Toys; So-Fro Fabrics; Susie's Casuals; Zale's Jewelry; Rand's Shoes; Gordon's Jewelry; Riddle's Jewelry; Vanity; RCC Western Store; Hardware Hanks; Ben Franklin; Conlins Furniture; Nutri Systems; Diet Center; Benetton; Simolv Slim; Bermans Leather; Circus World; Lane Bryant.

14 - NEWSPAPERS: NEWS (e) 26,524; (S) 24,995; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gerald W. Robison, Adv. Dir., NEWS, 301-04 4th St. S.E., Minot, ND 58701; Tel. (701) 852-3341.
National Representative: Papert Companies.

VALLEY CITY

1 - LOCATION: Barnes County, E&P Map C-3, County Seat. Agricultural Center. On Sheyenne River, 60 mi. W of Fargo; 35 mi. E of Jamestown; I-94; U.S. Hwys. 10, 52; State Hwys. 1, 9.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo Line.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Northwest (at Fargo); Republic.

3 - POPULATION:
Corp. City 80 Cen. 7,774; E&P 87 Est. 7,180
County 80 Cen. 13,960; E&P 87 Est. 12,844

4 - HOUSEHOLDS:
City 80 Cen. 2,987; E&P 87 Est. 2,678
County 80 Cen. 5,094; E&P 87 Est. 4,880

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$94,806,000
Savings & Loan	2	$72,100,000

6 - PASSENGER AUTOS: County 7,406

7 - ELECTRIC METERS: Residence 3,205

8 - GAS METERS: Residence 1,654

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State College 105 ($410); Therapy Tables 12 ($285); Hospital Care 150 ($350); Plastic Bottle Mfg. ($200); Circuit Board Mfg. ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring -10-55; Summer 45-94; Fall 28-96; Winter -28-37. First killing frost, Sept. 20; last killing frost, Apr. 1.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Central Ave.; 4 on Main St.; 3 on 2nd Ave. E.; 6 on 2nd St. N.; 3 on 3rd St. N. Hub-Mac Center (9 units); Main St.; Straus Building (8 units); Central Ave. (downtown).
Stores Open Evenings-Dept. Mon.; Food every evening.
Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Pamida; JCPenney; The Fair; Straus; Sears; Anthony's; Foss; Stevens.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Pamida; Archies.
Chain Drug Stores-Rexall; Foss.
Chain Supermarkets-Jack & Jill; J&L Super Valu; Red Owl.
Other Chain Stores-Gamble's; Ace Hdwe.; Coast-to-Coast Hdwe.; Goodyear; Montgomery Ward.

14 - NEWSPAPERS: TIMES-RECORD (e-mon to fri) 4,110; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Janice Olafson, Adv. Mgr., TIMES-RECORD, 146 3rd St. N.E., Valley City, ND 58072; Tel. (701) 845-0463.
National Representative: American Newspaper Representatives.

WAHPETON, ND-BRECKENRIDGE, MN

1 - LOCATION: Wahpeton, ND. E&P Map D-3, in Richland County, County Seat, Southeast corner of the state. Agricultural, retail, wholesale, manufacturing area; State College 125 acres, 3,000 enrollment, BIA School; Breckenridge, MN. E&P Map (MN) A-3, in Wilkin County, County Seat. Agriculture; railroad; retail; hospital; processing center. Both at the head of the Red River; Breckenridge is on U.S. Hwy. 75 with connections on State Hwy. 210 to I-94. Wahpeton is on U.S. Hwy. 81 with connections on State Hwy. 210 W to I-29; Airport is the Harry Stern Airport with charter, instruction, ambulance service, hard surface for small multi-engine aircraft; 225 miles NW of Minneapolis-St. Paul.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Jack Rabbit.

3 - POPULATION:
Corp. Cities 80 Cen. 12,973; E&P 87 Est. 13,932
Wahpeton, ND 80 Cen. 9,064; E&P 87 Est. 10,373
Breckenridge, MN 80 Cen 3,909; E&P 87 Est. 3,559
Counties 80 Cen. 27,589; E&P 87 Est. 27,568
Richland, ND 80 Cen. 19,207; E&P 87 Est. 19,767
Wilkin, MN 80 Cen. 8,382; E&P 87 Est. 7,801

4 - HOUSEHOLDS:
Cities 80 Cen. 4,264; E&P 87 Est. 4,491
Wahpeton, ND 80 Cen. 2,816; E&P 87 Est. 3,204
Breckenridge, MN 80 Cen. 1,448; E&P 87 Est. 1,287
Counties 80 Cen. 9,322; E&P 87 Est. 9,640
Richland, ND 80 Cen. 6,413; E&P 87 Est. 6,865
Wilkin, MN 80 Cen. 2,909; E&P 87 Est. 2,775

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$266,427,277
Savings & Loan	3	(incl. above)

6 - PASSENGER AUTOS: Counties: Richland (ND) 10,052; Wilkin (MN) 3,820

7 - ELECTRIC METERS: Wahpeton and Breckenridge Counties 4,980

8 - GAS METERS: 1,372

9 - PRINCIPAL INDUSTRIES: Agric. & Processing Ctr. (wheat; corn; barley; sugar beets; soybeans; flax oats; sunflowers); Fabricating; Printing; Agricultural Mach. Mfg.; College, Bureau of Indian Affairs, School; Whol. Auto Parts; Medical Ctr.; Video Cassette Cartridges; Tele-Commun. Equip.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-92; Summer 38-110; Fall 55-92; Winter -35-52. First killing frost, Sept. 26; last killing frost, May 10. Mean annual temp. 43; Average annual rainfall 20.38 inches.

11 - TAP WATER: Alkaline; fluoridated.

12 - RETAILING: Principal Shopping Centers-Wahpeton; 6 blocks. Breckenridge; 3 blocks.
Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Thur.; Pamida Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Pamida; Holiday; Simonson's.
Variety Store-Ben Franklin.
Chain Drug Stores-Rexall 2; Snyder.
Chain Supermarkets-Super Valu; Bob's Foods; EconoFoods.
Other Chain Stores-Goodyear; Coast-to-Coast; Gamble's; Sears (catalog); Auto Franchises 6; Farm Equipment Dealers 5; Stevenson's; Bostwick's; Arrow (catalog); True Value Hdwe.

14 - NEWSPAPERS: NEWS (m-tues to sat) 5,883; (S) 5,816; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Roger Harty, Adv. Mgr., NEWS, 601 Dakota Ave.; PO Box 1018, Wahpeton, ND 58075; Tel. (701) 642-8585.
National Representatives: American Newspaper Association; Minnesota Newspaper Association.

WILLISTON

1 - LOCATION: Williams County. E&P Map A-2. In NW corner of state. On State Hwys. 2, 85. Center of vast Williston Oil Basin.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak.
Motor Freight Carriers-4.
Airlines-Big Sky; Aircraft Charter; SerVair Air Taxi.

3 - POPULATION:
Corp. City 80 Cen. 13,336; E&P 87 Est. 17,701
County 80 Cen. 22,237; E&P 87 Est. 29,763

4 - HOUSEHOLDS:
City 80 Cen. 4,879; E&P 87 Est. 6,300
County 80 Cen. 7,939; E&P 87 Est. 11,039

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$207,527,000
Savings & Loan	3	$92,210,000

6 - PASSENGER AUTOS: County 13,431

7 - ELECTRIC METERS: Residence 6,766

8 - GAS METERS: Residence 5,139

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad Shops 30 ($300); Oil Well Serv. 84 ($300); Trans., Commun. and Util. 637 ($150); Oil 320 ($350); Salt Plant 39 ($250); Oil Refinery 73 ($350); Ret. & Whol. 2,655; Gov't 1,095; Serv. 2,134; Agric. 32; Constr. 359; Fin., Ins. & R.E. 416; Other Mfg. 276.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-51; Summer 55-80; Fall 28-55; Winter 0-22.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks.
Neighborhood Shopping Centers-N. Main St.
Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; G.M. Hederich; Sears (catalog).
Discount Stores-Home of Economy; Gibson's; K mart.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Service; N.D. Pharmacy.
Chain Supermarkets-County Market; Buttrey's.
Other Chain Stores-Northern Auto; Western Auto; TCS Store; Sherwin-Williams; Maurices; American Man.

14 - NEWSPAPERS: HERALD (e-mon to fri; S) 6,338; Mar. 31, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Rick Schneider, Adv. Dir., HERALD, 14 W. 4th St.; PO Box 1447, Williston, ND 58801; Tel. (701) 572-2165.
National Representative: Landon Associates.

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OHIO SURVEYS

METROPOLITAN STATISTICAL AREAS

Canton-Carroll and Stark Counties.
Columbus-Delaware, Fairfield, Franklin, Licking, Madison, Pickaway and Union Counties.
Dayton-Springfield-Clark, Greene, Miami and Montgomery Counties.
Huntington-Ashland, WV-KY-OH-Cabell and Wayne Counties, WV; Boyd, Carter and Greenup Counties, KY; Lawrence County, OH.
Lima-Allen and Auglaize Counties.
Mansfield-Richland County.
Parkersburg-Marietta, WV-OH-Wood County, WV; Washington County, OH.
Steubenville-Weirton, OH-WV-Jefferson County, OH; Brooke and Hancock Counties, WV
Toledo-Fulton, Lucas and Wood Counties.
Wheeling, WV-OH-OH and Marshall Counties, WV; Belmont County, OH.
Youngstown-Warren-Mahoning and Trumbull Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Akron-Portage and Summit Counties.
Cincinnati, OH-KY-IN-Includes Clermont, Hamilton and Warren Counties, OH; Boone, Campbell and Kenton Counties, KY; and Dearborn County, IN
Cleveland-Cuyahoga, Geauga, Lake and Medina Counties.
Hamilton-Middletown-Butler County.
Lorain-Elyria-Lorain County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Cincinnati-Hamilton, OH-KY-IN-Includes Cincinnati, OH-KY-IN PMSA and Hamilton-Middletown, OH PMSA.
Cleveland-Akron-Lorain-Includes Akron PMSA; Cleveland PMSA; and Lorain-Elyria PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	922	787	793
5-14 Years	2,189	1,708	1,722
15-24 Years	1,848	2,013	2,029
25-44 Years	2,517	2,923	2,947
45-64 Years	2,188	2,197	2,213
65 and Over	993	1,172	1,183
TOTAL	10,657	10,800	10,887

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Lorain	75	11	14.4

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr	1,694	1,804	3,304
General Mdse	5,451	6,136	8,996
Food	7,8381	10,956	14,238
Automobiles	7,713	7,881	14,838
Gasoline Stations	3,117	5,309	5,148
Apparel	1,363	1,925	2,709
Furniture	1,547	1,749	3,131
Eat-Drink Places	3,105	4,611	6,819
Drugs	1,043	1,626	2,343
TOTAL SALES	35,563	46,315	66,845

AKRON

1 - LOCATION: Summit County (PMSA). E&P Map C-2. County Seat. College center; NE central part of state; 35 mi. S of Cleveland; 117 mi. from Pittsburgh; 119 mi. from Columbus; 14 mi. S of Ohio Tpke.; on U.S. Hwys. 224, I-77, I-76, I-71; State Hwys. 8, 18 and 91.

2 - TRANSPORTATION: Railroads-Conrail; Akron & Barberton Belt Line; Chessie System; Norfolk/Southern.
Motor Freight Carriers-146.
Intercity Bus Lines-Greyhound; Akron; Metropolitan Regional Transit Authority; Continental Trailways.
Airlines-United; Piedmont; Eastern; TWA; American; Delta; Pan Am; Northwest; USAir; Republic; Midway.
Airports-Akron Fulton Municipal; Akron-Canton & Cleveland Hopkins Intl.

3 - POPULATION:
Corp. City 80 Cen. 237,177; E&P 87 Est. 210,231
CZ-ABC: (80) 512,978
RTZ-ABC: (80) 333,828
County 80 Cen. 524,472; E&P 87 Est. 483,296
PMSA 80 Cen. 660,328; E&P 87 Est. 624,413
City & RTZ-ABC: (80) 846,806

4 - HOUSEHOLDS:
City 80 Cen. 90,576; E&P 87 Est. 84,046
CZ-ABC: (80) 187,102
RTZ-ABC: (80) 107,807
County 80 Cen. 189,850; E&P 87 Est. 180,544
PMSA 80 Cen. 234,064; E&P 87 Est. 227,577
City & RTZ-ABC: (80) 294,909

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$49,038,423,921
Savings & Loan	9	$6,385,200,000

6 - PASSENGER AUTOS: County 354,300

7 - ELECTRIC METERS: Residence 282,508

8 - GAS METERS: Residence 192,881

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 67,500 ($446); Trans. Util. 12,700 ($446); Constr. 6,200 ($517); All Industries Total Employment 249,000.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost, Oct. 22; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Downtown: 14 blocks, Main St.
Neighborhood Shopping Centers-6 blocks on W Market & Exchange Sts.; 3 on Highland Sq. on W Market St.; 4 on W Market from Valley St. to Maple St.; 2 on Wooster & Hawkins; 3 on Copley Rd. & Hawkins; 1 on Copley Rd. at Madison; 8 on Maple & W Exchange St.; 7 on Wooster Rd. bet. Pine & Moon Sts.; 7 on Kenmore Blvd. bet. 12th & 19th Sts.; 3 on Stanton & S Main St.; 3 on Mapledale & S Main St.; 5 on Arlington bet. Welton & 2nd Ave.; 2 on Eastland Ave. & North St.; 2 on Eastland Ave. & Arnold Ave.; 2 on Bingham & Shawnee Sts.; 6 on Akron Canton Rd. at Albrecht Ave.; 8 on Main St bet. Ora Ave. & Campbell St., South; 3 on Waterloo Rd. & S Arlington St.; 11 on E Market bet. Carroll St. & Detroit. Cuyahoga Falls & Barberton directly north and south of Akron have own Principal Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Akron Square(8)	6	Gen. Nutrition, Mont. Ward
Arlington Plz.(26)	5	Kresge, Darrow Foods, JCPenney
Bel Par(17)	NA	Brown Derby, Ethel Wilson
Belden Vlg.(85)	5	Sears, O'Neil's, Stern & Mann's, Higbee's, Fazio's
Carnation Mall(40)	NA	K mart, Revco
Chapel Hill(75)	4	Sears, Woolworth, O'Neil's, Zayre, JCPenney
Coventry Plaza(7)	10	Sparkle, Stambugh's
Eastgate Plaza(7)	6	Home Fair, Nobil's
Edison Park(12)	10	Fisher's Big Wheel, Aid Drug, IGA
Evaporator Works(25)	19	The Bootery, Hood & Hoover
Fairlawn Plaza(40)	7	Woolworth, Fazio's, Bisson's, Gray Drug, Home Center
Great Oaks(23)	15	Big Wheel, Buehler's
Hawkins Plaza(18)	3	Acme
Hudson Plaza(16)	15	Acme
Lakemore Plaza(24)	9	Gray Drug, JCPenney, May Bros.
Liberty Commons (19)	4	Carnaby St. Inn
Magic City Plz.(18)	10	Acme, JoAnn Fabric
Midway Plaza(24)	5	Home Center
Northfield Plz.(23)	14	Gray Drug, JCPenney
Norton Village(18)	15	Acme, Revco
Quaker Sq.(50)	NA	Tavern In the Sq.
Rolling Acres Mall (134)	11	Sears, JCPenney, O'Neils, Mont. Ward
South Plaza(16)	4	Home Center, Gray Drug
State Road(27)	5	Mont. Ward, JCPenney, Firestone
Stow Kent(27)	12	O'Neil's, Home Center, Stambaugh's
Streetsboro Plz.(21)	9	Sparkle, Fisher's Big Wheel
Summit Mall(93)	5	Higbees, Jewel Mart, Woolworth, O'Neil's
University Plz.(19)	13	Acme, Western Auto

Principal Shopping Days-Dept.-Thur., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon.-Sat. Food-Thur., Fri., Sat.; some open every evening until 9. Shopping Centers open until 9:30

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; O'Neil's; JCPenney; Sears; Higbees; Stern & Mann's.
Variety Stores-Woolworth.
Discount Stores-Click 10; K mart 16; Zayre 3; Gold Circle 8; Fisher's Big Wheel 3.
Chain Drug Stores-Aid 11; Family Discount 6; Fazios 4; Gray Discount 11; Gold Circle; Revco 13; Union Prescription 4; Youngfellow 21; K mart 3.
Chain Supermarkets-IGA 27; Acme/Click 23; Sparkle 26; Fazio's 11; Stop 'N Shop; Buehler's 4; Darrow's 4; Bisson's 3; May Bros. 2; Giant Eagle 6.
Other Chains Stores-Firestone; General; Goodrich; Goodyear; Kinney Shoes; Nobil Shoes; Richman Bros.; Thom McAn; Western Auto; Winkelman's; Casual Corner; Foxmoor; Limited; Baker's Shoes; Hickory Farms; Lerner's Shops.

14 - NEWSPAPERS: BEACON JOURNAL (e) 153,581; (S) 227,462; Mar. 31, 1987 ABC.
NOTE: Effective July 17, 1987, the Beacon Journal switched to a (mS) publication.
Local Contact for Advertising and Merchandising Data: Rick Brouse, Adv. Dir., BEACON JOURNAL, 44 E. Exchange St., Akron, OH 44328; Tel. (216) 375-8111.
National Representative: Knight-Ridder Newspaper Sales.

ALLIANCE

1 - LOCATION: Stark County (In Canton MSA). E&P Map C-6. 17 mi. NE of Canton on Hwys. 62, 183, 173, 225.

2 - TRANSPORTATION: Railroads-Conrail; C&P.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,315; E&P 87 Est. 22,700
CZ-ABC: (80) 33,896
RTZ-ABC: (80) 52,051
County 80 Cen. 378,823; E&P 87 Est. 368,875
MSA 80 Cen. 404,421; E&P 87 Est. 395,959
City & RTZ-ABC: (80) 85,947
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,099; E&P 87 Est. 8,873
CZ-ABC: (80) 12,548
RTZ-ABC: (80) 16,950
County 80 Cen. 134,094; E&P 87 Est. 135,234
MSA 80 Cen. 142,674; E&P 87 Est. 144,623
City & RTZ-ABC: (80) 29,498

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$650,000,000
Commercial	4	$1,150,700,000

6 - PASSENGER AUTOS: County 244,030

7 - ELECTRIC METERS: Residence 11,000

8 - GAS METERS: Residence 13,744

9 - PRINCIPAL INDUSTRIES: City Zone-Aluminum Prods.; Machinery; Elect. Appliances; Tools; Research; Steel Forging; Paint; Millwork; Rubber Prods.; Fertilizers; Insulation; Bleach; Brick; Plastics; Traveling Cranes.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard, municipal water softener; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alliance Plz.(4)	NA	Rite Aid, Murphy's
Carnation City(9)	NA	Grove Refrigeration
College Plz.(22)	NA	Sears, Woolworth, Stambaugh
Carnation Mall	NA	K mart, Carlisles, JCPenney

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Value City; Sears; Roberts; Carlisles.
Discount Stores-Jupiter; Murphy; Heck's; Value City; Buds Deep; Value City
Variety Store-Woolworth.
Chain Drug Stores-Rite Aid; Cunningham; Peoples; Revco.
Chain Supermarkets-Sparkle 2; Quaker City; Buckeye; Super Duper; No Frills Food & Drugs.

14 - NEWSPAPERS: REVIEW (e) 13,271; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Don Peterson, Jr., Adv. Dir., REVIEW, 40 S. Linden Ave.; PO Box 2180, Alliance, OH 44601; Tel. (216) 821-1200.
National Representative: Papert Companies.

ASHLAND

1 - LOCATION: Ashland County, E&P Map B-2, County Seat. 60 mi. SW of Cleveland; 80 mi. N of Columbus; 90 mi. SE of Toledo; 40 mi. SW of Akron. On U.S. Hwys. 42, 71, 250 and State Roads 58, 60, 96 and 511.

2 - TRANSPORTATION: Railroads-Ashland.
Motor Freight Carriers-15.

3 - POPULATION:
Corp. City 80 Cen. 20,326; E&P 87 Est. 20,323
CZ-ABC: (80) 24,606
RTZ-ABC: (80) 25,378
County 80 Cen. 46,178; E&P 87 Est. 48,272
City & RTZ-ABC: (80) 49,984

4 - HOUSEHOLDS:
City 80 Cen. 7,346; E&P 87 Est. 7,544
CZ-ABC: (80) 8,735
RTZ-ABC: (80) 8,521
County 80 Cen. 15,913; E&P 87 Est. 17,280
City & RTZ-ABC: (80) 17,256

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$202,469,183
Savings & Loan	3	$115,243,113

6 - PASSENGER AUTOS: County 27,910

7 - ELECTRIC METERS: Residence 12,906

8 - GAS METERS: Residence 10,136

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rubber 1,589; Printing 762; Pipe Fittings 981; Water Systems 893; Bathroom China & Fixtures 625; Industrial/Residential Pumps 700.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 60-82; Fall 43-63; Winter 21-36. First killing frost, Oct. 7; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main; 1 on Center; 2 on Orange; 10-12 blocks on Claremont.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ashland Plz.(2)	NA	Big Wheel
K mart	NA	K mart, Neff's Cardinal
Luray(4)	NA	Harlows, SupeRx

Principal Shopping Days-Mon., Tues., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney.

Discount Stores-Harlows; K mart; Fisher's Big Wheel.

Chain Drug Stores-Rexall; SupeRx; Peoples; Family Independent Pharmacy.

Chain Supermarkets-Kash 'N Karry (Seaway Foods); Neff's Cardinal; Hawkins Mkts. 2; Lawson 2; Quick Chek.

Other Chain Stores-Ashland Tire; Sears; Goodyear Auto Center; Bumper to Bumper Auto Parts; Wendy's; McDonald's; Pizza Hut; Friendly's; Taco Bell; Little Ceasars; Hardee's; Long John Silver; Dairy Queen.

14 - NEWSPAPERS: TIMES-GAZETTE (e) 12,097; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ellen Kauffman, Adv. Mgr., TIMES-GAZETTE, 40 E. Second St., Ashland, OH 44805; Tel. (419) 281-0581.
National Representative: Papert Companies.

ASHTABULA

1 - LOCATION: Ashtabula County, E&P Map C-1. Third largest lake port in Ohio. Mfg. & R.R. center; chemicals. NE part of State; on U.S. Hwy. 20 & I-90, 40 mi. W of Erie; 60 mi. E of Cleveland on South shore of Lake Erie.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western; Bessemer and Lake Erie.
Motor Freight Carriers-19.
Freight Steamship Lines-28. 3 Docks; Great Lakes; International import/export shipping.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 23,449; E&P 87 Est. 22,049
NDM-ABC: (80) 104,215
County 80 Cen. 104,215; E&P 87 Est. 101,003

4 - HOUSEHOLDS:
City 80 Cen. 8,679; E&P 87 Est. 7,932
County 80 Cen. 35,825; E&P 87 Est. 36,067
NDM-ABC: (80) 35,825

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$1,207,356,625
Savings & loan	2	$534,219,004

6 - PASSENGER AUTOS: County 60,954

7 - ELECTRIC METERS: Residence 12,900

8 - GAS METERS: Residence 10,186

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber & Plastics 2,698 ($370); Fabricated Metal 889 ($397); Electronics 1,057 ($483); Trans. & Pub. Utilities 1,575 ($522); Primary Metals 964 ($499); Chemicals & Allied Prods. 1,407 ($550).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-83; Summer 48-95; Fall 40-98; Winter 4-56. First killing frost, Oct. 20; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, medium.

12 - RETAILING: **Principal Shopping Centers**-Main Ave.; W 46th; Park Ave.; Center St.-146 stores.
Neighborhood Shopping Centers-No. of Stores-Lake Ave. and 5th St. in Harbor 74; Station Ave. W 32nd 11; Nappi's Plaza West Ave. 13; Nappi's Plaza, W 11th & Thayer 3; Edgewood Plaza State Rd. 19; Rt. 20 East 23; K mart Plaza 1; Nichols Plaza 10; W Prospect and W Ave. 16; Edwards Plaza 6.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Saybrook Plz.(32)	3	Fischer's Whse., Hill's Dept., Big Lots
Ashtabula Plaza(23)	1	Valu Drug, Gray Drug
N. Kingsville Plaza(5)	8	Conley's, Golden Dawn
Conneaut Plaza(10)	15	Fisher's Big Wheel, Valu King

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Downtown Fri.; Shopping Centers-Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Carlisle's; Sears; JCPenney; Hills; K mart; Dahlkemper's.
Variety Stores-Harbor Emporium.
Discount Stores-Nichol's Discount City; Big & Small Lots.
Chain Drug Stores-Gray 2; Revco 2; Walgreens.
Chain Supermarkets-Fisher's Whse., Edwards Whse.; Fazio's; Golden Dawn 2; Super Duper 2; Valu-King; Convenient Food 6; Lawsons/Dairy Mart 9.
Other Chain Stores-Fashion Bug; Betty Dixon Candy; Firestone; Goodyear; Pic-Way Shoes; Monro Muffler; Midas Muffler; JoAnn Fabric; Radio Shack; Fashion Barn; Payless Shoes; GNC; 84 Lumber; Stambaugh; Sherwin-Williams; Dean & Barry; Endicott-Johnson; Rent-a-Center; Color Tyme.

14 - NEWSPAPERS: STAR-BEACON (e) 18,563; SUNDAY PAPER (S) 29,119; Mar. 31, 1987 ABC.
NOTE: The Sunday Paper is sold in combination with the Chardon Geauga Times Leader and the Conneaut News-Herald.
Local Contact for Advertising and Merchandising Data: Ron Anthony, Adv. Mgr., STAR-BEACON & SUNDAY PAPER, 4626 Park Ave., Ashtabula, OH 44004; Tel. (216) 998-2323
National Representative: Landon Associates.

ATHENS

1 - LOCATION: Athens County, E&P Map C-3, County Seat. Education (Ohio University, Hocking Technical College), business, industrial, agricultural and dairying center. On Hocking River 76 mi. SE of Columbus; 155 mi. E of Cincinnati. On Rte. 33 & Johnson Rd., 3 mi. N of Athens.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 19,743; E&P 87 Est. 21,289
CZ-ABC: (80) 25,706
RTZ-ABC: (80) 39,714
County 80 Cen. 56,399; E&P 87 Est. 60,654
City & RTZ-ABC: (80) 65,420

4 - HOUSEHOLDS:
City 80 Cen. 5,496; E&P 87 Est. 5,834
CZ-ABC: (80) 7,525
RTZ ABC: (80) 13,972
County 80 Cen. 18,356; E&P 87 Est. 20,059
City & RTZ-ABC: (80) 21,497

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$258,931,000
Savings & Loan	1	$26,000,000

6 - PASSENGER AUTOS: County 27,171

7 - ELECTRIC METERS: Residence 6,307

8 - GAS METERS: Residence 5,496

9 - PRINCIPAL INDUSTRIES: Business Machines and Systems; Printing.

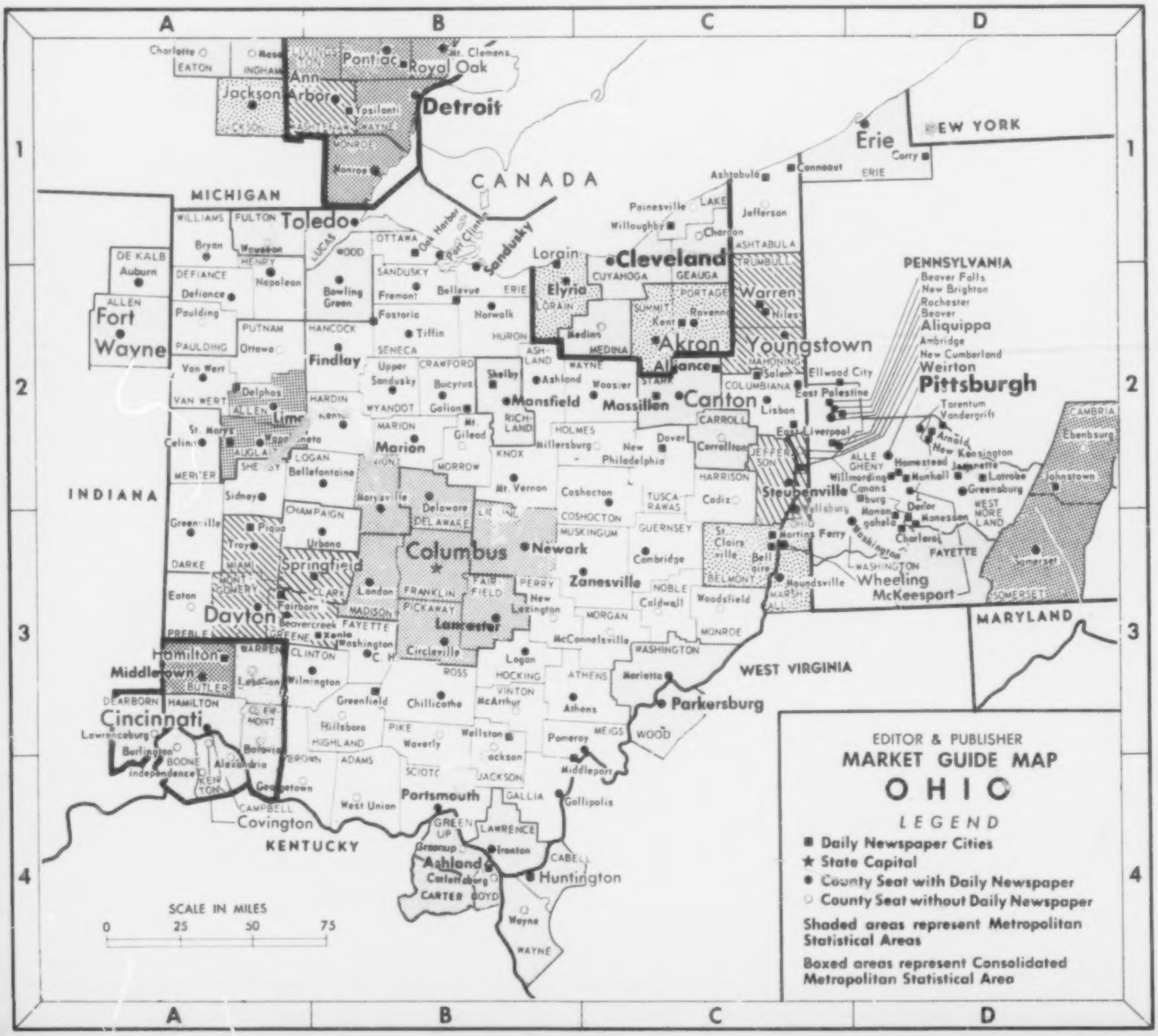
10 - CLIMATE: Min. & Max. Temp. Recorded-20 to 95. Coldest month, Jan. (Av. 31). Warmest month, July (Av. 75). First killing frost, Oct. 11; last killing frost, May 6.

11 - TAP WATER: Alkaline, softened.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Court St.; Athens Mall (15 stores).
Neighborhood Shopping Centers-2 blocks on Stimson Ave.; 3 blocks on Richland Ave.; 3 blocks on East State St.; 1 block on The Plains.
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Athens Mall 6 nights (closed Sun.).

13 - RETAIL OUTLETS: **Department Stores**-Marting's; Elberfeld's (Logan).
Discount Stores-Heck's; Ames.
Variety Stores-Woolworth; Odd Lots; General Dollar; Family Dollar.
Chain Drug Stores-Revco; SupeRx; Gray Drug.
Chain Supermarkets-Kroger 4; Big Bear; Super Duper.
Other Chain Stores-Sherwin-Williams; Robert's Men's Shop; Steppe's Beauticians; Sears; Follett Books; Radio Shack; B. Dalton; JoAnn Fabrics; Kinney Shoes; Ford's Jewelers; Fashion Bug; Auto Works; Firestone; Goodyear.

14 - NEWSPAPERS: MESSENGER (e-mon to fri) 13,746; (S) 16,770; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising


A
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MICHIGAN
CANADA
NEW YORK
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INDIANA
KENTUCKY
WEST VIRGINIA
MARYLAND
Detroit
Ann Arbor
Pontiac
Royal Oak
Jackson
Toledo
Fort Wayne
Sandusky
Lorain
Elyria
Cleveland
Akron
Canton
Youngstown
Warren
Erie
Pittsburgh
Aliquippa
Weirton
Steubenville
Wheeling
McKeesport
Mansfield
Findlay
Lima
Marion
Columbus
Newark
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Springfield
Dayton
Hamilton
Middletown
Cincinnati
Covington
Portsmouth
Ashland
Huntington
Parkersburg
Lancaster
Athens
SCALE IN MILES
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75
EDITOR & PUBLISHER
MARKET GUIDE MAP
OHIO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Area

Data: Fred Weber, Mktg. Dir., MESSENGER, Rte. 33 North & Johnson Rd., Athens, OH 45701; Tel. (614) 592-6612.
National Representative: None.

BEAVERCREEK

1 - LOCATION: Greene County, (In Dayton-Springfield MSA). E&P Map A-3. Residential, light industrial. Adjacent to Wright Patterson AFB. SW quadrant of OH, on U.S. Hwy. 35; I-675. 4 mi. E of Dayton; 4 mi. W of Xenia.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-96.
Intercity Bus Lines-Greyhound (Dayton).
Airlines-American; Delta; Republic; TWA; United; USAir; Eastern; Pan Am; Piedmont; Wright Airlines through Cox Municipal Airport; Commuter service at a private Greene County airport.

3 - POPULATION:
Corp. City 80 Cen. 31,589; E&P 87 Est. 35,382
County 80 Cen. 129,769; E&P 87 Est. 135,060
MSA 80 Cen. 942,083; E&P 87 Est. 905,034

4 - HOUSEHOLDS:
City 80 Cen. 9,922; E&P 87 Est. 11,245
County 80 Cen. 43,078; E&P 87 Est. 46,030
MSA 80 Cen. 340,279; E&P 87 Est. 337,856

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$3,391,557,073
Commercial	5	$2,240,062,061

6 - PASSENGER AUTOS: County 89,223

7 - ELECTRIC METERS: Residence and Business 13,212

8 - GAS METERS: Residence and Business 1,571

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Research & Technology 1,271 ($400); Light industry.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-72; Summer 61-85; Fall 34-77; Winter 21-39.

11 - TAP WATER: Alkaline, hard, iron present.

12 - RETAILING: **Principal Shopping Center**-One block, Beaver Valley Centre (27 stores).
Neighborhood Shopping Centers-Knollwood, two mi.; Bellfair Country Store, 1/4 mi. (6 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beavercreek Plz. (20)	NA	Kroger, Chakers
Beaver Sq. Vlg.(6)	NA	Tiffany Shoppe
Spicer	3	Eaveys
Indian Ripple	4	K mart, Fulmer's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Discount Stores-K mart.
Variety Stores-Dunnigans Hardware.
Chain Drug Stores-Revco; Fidelity; Medicine Shoppe.
Chain Supermarkets-Kroger; Lofinos 2; Fulmer's.
Other Chain Stores-Main Auto; Wear House; Famous Recipe; Cassanos; El Bee; JoAnn Fabrics; Lawsons 2; Foto Fair 3; Noble Roman's; Capitol Cleaners; Animal Castle; Carter Plumbing; Carter Lumber; Odd Lots; Wickes Lumber; Perry & Derrick; Dunkers Delight; G.D. Ritzy's; Warehouse Paint; Radio Shack; PIP; Fine Cleaners; Pantorium; Pro-Kut 2; Hair Happening; Gemini Optical; Coast-to-Coast Hardware; Fox Cleaners; U-Tote-M 2; Stop-N-Go; Hallmark Cards 2; Quality Garden Center.

14 - NEWSPAPERS: BEAVERCREEK DAILY NEWS (e) 5,404; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: James J. Cain, Adv. Dir., DAILY NEWS, 1342 N. Fairfield Rd., Dayton, OH 45432; Tel. (513) 426-5222.
National Representatives: General Advertising Service; American Newspaper Representatives.

BELLAIRE

See MARTINS FERRY

BELLEFONTAINE

1 - LOCATION: Logan County, E&P Map B-2, County Seat. Industrial and agricultural center. In west central part of state on U.S. Hwys. 33, 68 and State Hwys. 47, 117; 55 mi. NW of Columbus, 33 mi. N of Springfield; 31 mi. S of Lima; 100 mi. from Cincinnati.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound.
Airlines-Community Airport.

3 - POPULATION:
Corp. City 80 Cen. 11,888; E&P 87 Est. 12,354
CZ-ABC: (80) 11,888
RTZ-ABC: (80) 27,551
County 80 Cen. 39,155; E&P 87 Est. 40,891
City & RTZ-ABC: (80) 39,439
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,576; E&P 87 Est. 4,059
CZ-ABC: (80) 4,576
RTZ-ABC: (80) 9,777
County 80 Cen. 14,261; E&P 87 Est. 15,422
City & RTZ-ABC: (80) 14,353

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$209,614,000
Savings & Loan	3	$146,212,000

6 - PASSENGER AUTOS: County 26,119

7 - ELECTRIC METERS: Residence 4,712

8 - GAS METERS: Residence 3,617

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rail Term. 50 ($488); Elect. Motor & Circuit Breakers ($312); Automotive 1,200 ($560); Bearings 750 ($400); Commercial Printing & Publishing 221 ($268); Alum. Extrusions & Plat. 80 ($321); Sleeve Bearings 740 ($300); Food 408 ($268); Industrial Rubber Hose 325 ($318).
Principal Industrial Pay Days-Thur.; Fri.; 12th & 27th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-98; Fall 55-70; Winter 10-40. First killing frost, Sept. 23; last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 3 on Columbus St.; 2 on Chillicothe St.; 2 on Detroit St.; 1 on Court St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fontaine Plz.(14)	NA	Kroger, Murphy's Mart, Sears, Odd Lots
Hyland Hills Rinks Plaza(15)	NA	

Principal Shopping Days-Mon., Fri., Sat.
Stores Close-Wed. afternoon during Summer.
City Zone Stores Open-Fri. and Mon. evenings.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Uhlman's.
Variety Stores-Murphy's Mart.
Discount Stores-Rink's Bargain City; Gray's.
Chain Drug Stores-Rexall; SupeRx; Lane's; Revco.
Chain Supermarkets-Kroger; IGA 2; Food Mart; Trout Wine's (Super Value).
Other Chain Stores-Merit Shoes; Goodyear; Sears (catalog); Quality Farm and Fleet; TSC Store.

14 - NEWSPAPERS: EXAMINER (e) 10,889; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John A. Smith, Gen. Adv. Mgr., EXAMINER, 127 East Chillicothe Ave., Bellefontaine, OH 43311; Tel. (513) 592-3060.
National Representative: Landon Associates.

BELLEVUE

1 - LOCATION: Huron and Sandusky Counties, E&P Map B-2. Agricultural, railroad center. 15 mi. from Sandusky; 45 mi. SE of Toledo; 68 mi. W of Cleveland.

2 - TRANSPORTATION: Railroads-Norfolk & Southern.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 8,187; E&P 87 Est. 8,337
Counties 80 Cen. 117,875; E&P 87 Est. 116,843
Huron Co. 80 Cen. 54,608; E&P 87 Est. 55,706
Sandusky Co. 80 Cen. 63,267; E&P 87 Est. 61,137
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,997; E&P 87 Est. 3,063
Counties 80 Cen. 40,243; E&P 87 Est. 41,147
Huron Co. 80 Cen. 18,690; E&P 87 Est. 19,731
Sandusky Co. 80 Cen. 21,553; E&P 87 Est. 21,416

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$101,912,000
Savings & Loan	2	$119,666,000

6 - PASSENGER AUTOS: Counties: Huron 33,938; Sandusky 39,630

7 - ELECTRIC METERS: Residence 5,011

8 - GAS METERS: Residence 3,359

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railroads 800; Safes; Toys 250; Bean Proc. 200; Plastic 200; Metal Stamping 280.

10 - CLIMATE: Mean Temp. 50 degrees.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sandusky	18	JCPenney, Sears, Gray's, May Co.
Fremont	18	Fisher's Big Wheel, Heck's, Gray's
Norwalk	12	K mart

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin.
Chain Drug Stores-Rexall; SupeRx.
Chain Supermarkets-Hogue Super Mkt.; Whitely's Cardinal; Food Town.

14 - NEWSPAPERS: GAZETTE (e) 3,800; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Tom Smith, Gen. Mgr., GAZETTE, 107 N. Sandusky St., Bellevue, OH 44811; Tel. (419) 483-4190.
National Representative: Landon Associates.

BOWLING GREEN

1 - LOCATION: Wood County (In Toledo MSA). E&P Map B-2, County Seat. Agricultural, residential, university area; some manufacturing. 23 mi. S of Toledo.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.
Airlines-At Wood County Airport.

3 - POPULATION:
Corp. City 80 Cen. 25,728; E&P 87 Est. 25,398
CZ-ABC: (80) 25,728
RTZ-ABC: (80) 73,804
County 80 Cen. 107,372; E&P 87 Est. 112,867
MSA 80 Cen. 616,864; E&P 87 Est. 588,143
City & RTZ-ABC: (80) 99,532

4 - HOUSEHOLDS:
City 80 Cen. 7,130; E&P 87 Est. 7,154
CZ-ABC: (80) 7,130
RTZ-ABC: (80) 25,513
County 80 Cen. 43,078; E&P 87 Est. 38,830
MSA 80 Cen. 220,252; E&P 87 Est. 216,663
City & RTZ-ABC: (80) 32,643

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$658,000,000
Savings & Loan	3	$393,000,000

6 - PASSENGER AUTOS: County 67,231

7 - ELECTRIC METERS: Residence Est. 8,463

8 - GAS METERS: Residence 4,546

9 - PRINCIPAL INDUSTRIES: Power Floor Machines; Potato Chips; Auto and Sport Parts; Rubber Parts for Autos; Liquid Filtration Equip.; Elect. Terminal Blocks and Fuse Holders; Metal Assembly Stampings. Average hourly rate, $12.45 Education: BGSU; 2,250 full time employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 58-82; Fall 39-63; Winter 20-38. First killing frost, early Oct.; last killing frost, early May.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks; 4 on Main St., 2 on Wooster, 2 on Court, 1 on Oak and 1 on Clough St.
Neighborhood Shopping Centers-1000 & 1200 block of N. Main St., 800 and 1100 block of S. Main; 1600 block of E. Wooster St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
G.C. Murphy	NA	Murphy's Mart
B.G. Center(8)	NA	Kroger
Stadium Plz.(12)	NA	
Crossroads Plz.(6)	NA	K mart, Churchill's
Woodland Mall(30)	NA	JCPenney, Elder-Beerman

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Mon., Fri.; Food & Discount nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Uhlman's; Elder-Beerman.
Discount Stores-G.C. Murphy Mart; K mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Lane's; Revco.
Chain Supermarkets-Kroger; Food Town; Churchill's.
Other Chain Stores-Sterling (dairy); Lawson's Dairy; Fashion Bug; JoAnn Fabrics; Convenient Mart; Cato Fashions; Deb Shop; Claire's Boutique; Footlocker; K&K Toys; Kinney Shoes; Maurice's Fashion; Radio Shack; Record Den; Waldenbooks.

14 - NEWSPAPERS: SENTINEL-TRIBUNE (e) 13,979; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: R.M. Reider, Gen. Mgr./Adv. Dir., SENTINEL-TRIBUNE, 300 E. Poe Rd., Bowling Green, OH 43402; Tel. (419) 352-4611.
National Representative: Landon Associates.

BRYAN

1 - LOCATION: Williams County, E&P Map A-1. County Seat. Agricultural and industrial center. 60 mi. W of Toledo; 45 mi. E of Fort Wayne, IN. On U.S. Hwy. 127 and State Hwys. 2, 34 and 15.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-3.
Airlines-Bryan Airport, 3 mi. from city; Bryan-Defiance Airport, 12 mi. from city.

3 - POPULATION:
Corp. City 80 Cen. 7,879; E&P 87 Est. 7,821
CZ-ABC: (80) 7,879
RTZ-ABC: (80) 30,904
County 80 Cen. 36,369; E&P 87 Est. 35,305
City & RTZ-ABC: (80) 38,783

4 - HOUSEHOLDS:
City 80 Cen. 3,139; E&P 87 Est. 3,145
CZ-ABC: (80) 3,139
RTZ-ABC: (80) 10,531
County 80 Cen. 12,896; E&P 87 Est. 12,956
City & RTZ-ABC: (80) 13,670

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 23,328

7 - ELECTRIC METERS: Residence 3,546

8 - GAS METERS: Residence 2,640

9 - PRINCIPAL INDUSTRIES: Lubricating Equip.; Pneumatic Tools; Toys; Candy; Furnaces; Tires.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-60; Summer 58-84; Fall 41-63; Winter 17-33.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Uhlmans; Hawks.
Discount Stores-K mart; Murphys Mart; Lanes Discount; Food Mart; Dollar General; Gray Drug.
Chain Supermarkets-Chief; Super Valu 3; IGA 4.

14 - NEWSPAPERS: TIMES (e) 10,672; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Tom Voigt, Gen. Mgr., TIMES, 127 S. Walnut, Bryan, OH 43506; Tel. (419) 636-1111.
National Representative: None.

BUCYRUS

1 - LOCATION: Crawford County, E&P Map B-2, County Seat. On Lincoln Hwy., U.S. Hwy. 30 N and State Hwys. 4, 19, 98, 100. 60 mi. N of Columbus.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western (freight).
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 13,433; E&P 87 Est. 12,816
CZ-ABC: (80) 13,433
RTZ-ABC: (80) 42,741
County 80 Cen. 50,075; E&P 87 Est. 46,810
City & RTZ-ABC: (80) 56,174

4 - HOUSEHOLDS:
City 80 Cen. 5,221; E&P 87 Est. 5,200
CZ-ABC: (80) 5,221
RTZ-ABC: (80) 15,019
County 80 Cen. 18,167; E&P 87 Est. 17,604
City & RTZ-ABC: (80) 20,240

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$210,900,839
Savings & Loan	2	$109,182,580

6 - PASSENGER AUTOS: County 30,156

7 - ELECTRIC METERS: Residence 5,940

8 - GAS METERS: Residence 5,190

9 - PRINCIPAL INDUSTRIES: Roller Bearings; Rubber & Plastic Hose; Road Mach.; Locomotive & Auto-Cranes; Ditching Machines; Brass Castings; Steel Stampings; Heavy Mach.; Blades; Aluminum Prods.; Plastic Prods.; G.E.C. Glass & Lamps Wks., Hydraulic Precision Components; Whole Poultry & Beef Proc.; Boats; Jewelry; Trans. Seats; Pattern Making; Special Pkg.; Insulation.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-67; Summer 55-84; Fall 39-70; Winter 23-41.

11 - TAP WATER: Alkaline, medium hard; some fluorides.

12 - RETAILING: **Principal Shopping Centers**-Southern Lights; Marion Road-Murphy's Mart; Revco; Fashion Bug; Ponderosa; Jo-Ann Fabrics; Foodtown; K mart-E. Mansfield Road; Bucyrus Plaza-N. Sandusky Ave., Rt. 4-Radio Shack; Walgreens; Bucyrus Ice Co.; Velvet Ice Cream; United Dairy Farmers; Suburban, Hopley Ave.-Geyer's Super Value; Conley's; Near Downtown Center; Fischer's; Revco; Lawsons; Whetstone Plaza; Smith's Dairy; Chicago Dough Works; Adventure Land TV Movies.
Principal Shopping Days-Thur. & Fri.
Stores Close-Wed. afternoon.
Stores Open Evenings-K mart; Murphy's Mart; Odd Lots-Fri.; Geyer's Mkt.; Foodtown; Food Gallery; United Dairy Farmers; Lawsons; Hy-Miler-Mon., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Uhlman's.
Variety Stores-Murphy's Mart; K mart; Odd Lots.
Chain Drug Stores-Revco 2; Walgreens 2; Rexall; Cladys.
Chain Supermarkets-Geyer's Super Valu; Neff's; Foodtown 2.
Other Chain Stores-Sherwin-Williams; True Value; TSC; Goodyear; JoAnn Fabrics; Radio Shack; Fashion Bug; United Dairy Farmers; Brown Derby.

14 - NEWSPAPERS: TELEGRAPH-FORUM (e) 8,002; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: James F. Croneis, Pub., TELEGRAPH-FORUM, 119 W. Rensselaer St., Bucyrus, OH 44820; Tel. (419) 562-3333.
National Representative: Landon Associates.

CAMBRIDGE

1 - LOCATION: Guernsey County, E&P Map C-3. County Seat. On U.S. Hwys. 21, 22, 40, I-70, I-77; 75 mi. E of Columbus; 130 mi. S of Cleveland; 52 mi. W of Wheeling, WV.

2 - TRANSPORTATION: **Railroads**-Chessie System.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,573; E&P 87 Est. 12,248
CZ-ABC: (80) 23,943
RTZ-ABC: (80) 68,265
County 80 Cen. 42,024; E&P 87 Est. 39,742
City & RTZ-ABC: (80) 92,208
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,508; E&P 87 Est. 5,084
CZ-ABC: (80) 8,976
RTZ-ABC: (80) 23,649
County 80 Cen. 15,045; E&P 87 Est. 14,741
City & RTZ-ABC: (80) 32,625

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$170,000,000
Savings & Loan	2	$165,000,000

6 - PASSENGER AUTOS: County 23,396

7 - ELECTRIC METERS: Residence 15,000 (County)

8 - GAS METERS: Residence 7,987

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastics 480; Ceramics 184; Spark Plug 361; Small Motors 305; Ferro Alloys 131; Strip Mining 118; Electronics 1,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-94; Summer 28-99; Fall 13-88; Winter 7-77. First killing frost, Oct. 1; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Wheeling Ave. (60 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cambridge(8)	NA	Party Time
Cambridge Sq.(4)	NA	K mart, Revco, Dewey Ave. Mkt.
Dewey Avenue(5)		
North Star(8)	NA	IGA Foodliner
Southgate Plz.(10)	NA	Kroger, Zayre

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Rink's; Zayre; K mart; Dollar General; Heck's.
Chain Drug Stores-Nelson's; Revco.
Chain Supermarkets-Super Duper; Kroger; IGA Foodliners; Dewey Ave. Mkt.; Stevens One Stop; Convenient; Cardinal Royal Blue; Riesbeck Food Stores; Lawson's.
Other Chain Stores-Sherwin-Williams; Sears (catalog); Arrow Associated; Radio Shack; Rogers Jewelers; Pic Way Shoes; JoAnn Fabrics.

14 - NEWSPAPERS: JEFFERSONIAN (e) 13,634; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Brian Duke, Ret. Adv. Mgr., JEFFERSONIAN, 831 Wheeling Ave., Cambridge, OH 43725; Tel. (614) 439-3531.
National Representative: Papert Companies.

CANTON

1 - LOCATION: Stark County (In Canton MSA). E&P Map C-2. County Seat. Diversified industrial center in NE part of state; 58 mi. S of Cleveland and Lake Erie; 94 mi. W of Pittsburgh and the Ohio River. On I-77 and U.S. Hwys. 30, 62; State Hwys. 800, 43, 153, 687, 172.

2 - TRANSPORTATION: **Railroads**-Conrail; Norfolk & Western (freight); Nickel Plate (freight); Amtrak, Chessie System.
Motor Freight Carriers-90.
Intercity Bus Lines-Greyhound; RTA.
Airlines-United; Piedmont; Allegheny Commuter; Republic; Delta.

3 - POPULATION:
Corp. City 80 Cen. 93,077; E&P 87 Est. 84,473
CZ-ABC: (80) 201,866
RTZ-ABC: (80) 277,045
County 80 Cen. 378,823; E&P 87 Est. 368,875
MSA 80 Cen. 404,421; E&P 87 Est. 395,959
City & RTZ-ABC: (80) 478,911
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 36,394; E&P 87 Est. 34,677
CZ-ABC: (80) 74,388
RTZ-ABC: (80) 92,683
County 80 Cen. 134,094; E&P 87 Est. 135,234
MSA 80 Cen. 142,674; E&P 87 Est. 144,623
City & RTZ-ABC: (80) 167,071

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$1,318,832,800
Savings & Loan	10	$1,551,292,000

6 - PASSENGER AUTOS: County 244,030

7 - ELECTRIC METERS: Commercial & Residence 40,047

8 - GAS METERS: Commercial & Residence 94,905

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metal 11,400 ($470); Fab. Metal 7,000 ($520); Fab. Structural Metal 2,500 ($638); Stone, Clay and Glass 1,900 ($266); Food 4,100 ($407); Util. 2,700 ($515); Nondurable Goods 11,500 ($382).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring -6-94; Summer 36-104; Fall 1-99; Winter -20-73.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Downtown Shopping Center**-64 square blocks located in center of Canton.
Neighborhood Shopping Centers-23 units at Whipple Rd. & 12th St. NW; 24 units at W. Tuscarawas (Route 172) & Whipple Rd.; 48 units on 30th St. NW; 15 units Mahoning Rd. NE; 8 units on 30th NE & Market Ave.; 68 units at W. Tusc. (Rte. 172) & Whipple Rd.; 10 units Raff Rd. SW and Rt. 172; 14 units on Cleveland Ave. S. (Rte. 800) at 30 St. 70 units at Everhard Rd. & Whipple Rd. N.W.I.R. 77.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
County Fair(29)	6	Josef's Furniture, Fleischers, Gray Drug
Plaza, 30th St.	4	Stern & Mann, A & D Foodarama, O'Neil, Stambaughs
Gold Circle(15)	7	Gold Circle
Tip Top Mart(13)	4	Ben Franklin, Peoples Drug
Mahoning(15)	2	Gray's, Jay's Appl.
Myers Lake Plaza (34)	5	Cloth World, A&D Foodarama, Stambaughs, Odd Lots
Mellett Mall(70)	4	JCPenney, Radio Shack, Goodyear, Mont. Ward, O'Neils, Zales
North Canton(8)	5	Acme, Stambaughs
Southgate(20)	3	Ben Franklin
Belden Village(65)	7	Sears, Higbee, O'Neil, Radio Shack, Revco, Peoples Drug
Meyers Lake Plaza	3	Value City, Stambaughs
Buckeye Plaza(8)	7	Peoples Drug, Quik Shop
Harmont Plaza(11)	6	Radio Shack, Firestone
Hillsdale(10)	6	Acme, Price King Drugs
Kimco(6)	7	Zayre
North Plaza(18)	7	Miller Sales

Stores Open Evenings-Department Stores: Mon. through Sun.; Food: Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-O'Neils 3; Stern & Mann 3; JCPenney; Sears; Gold Circle 3.
Discount Stores-Stambaugh's 4; K mart 3; Zayre; Click 2; Conley's 2; Heck's; Odd Lots.
Variety Stores-Woolworth; Aimes; Kresge; Ben Franklin
Chain Drug Stores-Gray's 6; Norman 3; Finney's 3; Kings 2; Davies 2; Rice; People/Lane Drug 15; Revco 3; Price King; Sid's for Less.
Chain Supermarkets-Fisher 6; IGA Foodliner 8; Country Cupboard 2; Fazio's; Edwards; Acme 2; A&D Foodarama 5; Valu King; Associated Grocers 25; Stoll's; Bordner's; Cardinal Foods; Giant Eagle.
Other Chain Stores-Bakers; Cleveland Fabrics; Petri's; Parisian; George Ann's 3; Harvard; Walker's; Richman Bros.; Mr. Ted; Jon's Clothiers; Harry's; Gray Hosiery; Park Lane; Singer Co.; Rogers Jewelry; Zale's; Hanover; Florsheim; Stride-Rite; Ups and Downs; Docktor Pet; Cloth World; Miller Sales; Home Centers; Northeast Appliance.

14 - NEWSPAPERS: REPOSITORY (e) 56,398; (S) 75,273; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Michael J. Miller, Adv. Dir., REPOSITORY, 500 Market Ave. S., Canton, OH 44702; Tel. (216) 454-5611.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

CELINA

1 - LOCATION: Mercer County. E&P Map A-2. 70 mi. N of Dayton; 35 mi. SW of Lima. On U.S. Hwy. 127; State Hwy. 29.

2 - TRANSPORTATION: **Railroads**-Norfolk & Southern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 9,137; E&P 87 Est. 9,090
County 80 Cen. 38,334; E&P 87 Est. 37,477

4 - HOUSEHOLDS:
City 80 Cen. 3,416; E&P 87 Est. 3,225
County 80 Cen. 12,166; E&P 87 Est. 12,366

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$331,917,434
Savings & Loan	1	$34,873,000

6 - PASSENGER AUTOS: County 24,740

7 - ELECTRIC METERS: Residence 5,948

8 - GAS METERS: Residence 4,925

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Furn. 510 ($218); Ins. 452 ($150); Lithography 584 ($201); Bicycles 1,800 ($240).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-79; Summer 55-81; Fall 30-52; Winter 21-40. First killing frost, Sept.; last killing frost, May 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on 4 streets.
Shopping Centers-Plaza Shopping Center (18 stores including Brown Drugs; Radio Shack; Sears; Shastar; Sycamore; Hallmark).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Mon. until 9 p.m.; Food nightly & grocery open Sun.

13 - RETAIL OUTLETS: **Department Stores**-Goldstein's; JCPenney; Style Shop; Pogue's; Male Fashions; Haines Fashions.
Variety Stores-The Barr; Rankin's, Dollar General.
Discount Stores-Harts.
Chain Drug Stores-Hooks; Rite Aid; Celina Sundry.
Other Chain Stores-Radio Shack; Sears; Shasta; Sycamore.

14 - NEWSPAPERS: STANDARD (e) 9,958; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Robin Link, Natl. Adv. Mgr., STANDARD, 126 E. Market, Celina, OH 45822; Tel. (419) 586-2371.
National Representative: Landon Associates.

CHARDON

1 - LOCATION: Geauga County, (In Cleveland PMSA). E&P Map C-1, County Seat. Manufacturing, agriculture & maple products. NE portion of state; 30 mi. E of Cleveland.

2 - TRANSPORTATION: **Railroads**-B&O.
Motor Freight Carriers-1.
Airport-2 mi. South; New County Airport, Middlefield, Ohio-12 mi.

3 - POPULATION:
Corp. City 80 Cen. 4,434; E&P 87 Est. 4,623
NDM-ABC: (80) 74,474
PMSA 80 Cen. 1,898,720; E&P 87 Est. 1,803,216
County 80 Cen. 74,474; E&P 87 Est. 76,456

4 - HOUSEHOLDS:
City 80 Cen. 1,589; E&P 87 Est. 1,688
NDM-ABC: (80) 22,880
County 80 Cen. 22,880; E&P 87 Est. 24,368
PMSA 80 Cen. 694,324; E&P 87 Est. 681,356

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$186,275,000
Savings & Loan	3	$28,000,000

6 - PASSENGER AUTOS: County 53,220

7 - ELECTRIC METERS: Residence County 23,419

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Rubber; Plastics; Maple Prods.; Mining (constr. materials).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 60-82; Fall 40-60; Winter 10-35.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burton	9	IGA
Chardon Plz.(5)	NA	Fisher's, Giant Eagle
Chesterland	8	IGA
Grant Plaza	7	Fisher's Big Wheel, Valu King, Revco
Great Lakes(114)	14	Higbee's, May Co., Sears, JCPenney, Joseph Horne
Middlefield	12	White's, Revco, Value King

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Bostwick's; Higbee's; May Co.; Sears; JCPenney.
Variety Store-Woolworth.
Discount Store-Conley's.
Chain Drug Stores-Rexall; Revco 2; Medic.
Chain Supermarkets-Golden Dawn; Lawson's; Convenient Food Stores; Valu King; White Bros.; Hometown; Bi-Rite; Rogers.
Other Chain Stores-Fisher's Big Wheel.

14 - NEWSPAPERS: GEAUGA TIMES LEADER (e) 7,766; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William Zinn, Adv. Mgr., GEAUGA TIMES LEADER, 111 Water St.; PO Box 349, Chardon, OH 44024; Tel. (216) 286-6101.
National Representative: Landon Associates.

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CHILLICOTHE

1 - LOCATION: Ross County, E&P Map B-3, County Seat. 47 mi. S of Columbus; 90 mi. NE of Cincinnati. On U.S. Hwys. 50, 35, 23. On State Routes 28, 104, 277, 772.

2 - TRANSPORTATION: Railroads-B&O; Norfolk & Western; Chesapeake & Ohio.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Dayton & Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 23,420; E&P 87 Est. 24,570
CZ-ABC: (80) 31,469
RTZ-ABC: (80) 64,181
County 80 Cen. 65,004; E&P 87 Est. 70,929
City & RTZ-ABC: (80) 95,650
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,759; E&P 87 Est. 9,969
CZ-ABC: (80) 11,395
RTZ-ABC: (80) 21,162
County 80 Cen. 22,042; E&P 87 Est. 25,054
City & RTZ-ABC: (80) 32,557

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$126,662,800
Savings & Loan	4	$45,604,494

6 - PASSENGER AUTOS: County 39,389

7 - ELECTRIC METERS: County 18,602

8 - GAS METERS: 10,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum Material 750; Atomic 1,950; Concrete 40; Gov't 1,870; Paper Making 2,600; Steel Springs 41; Heavy Duty Trucks 605; Wheel Mfg. 155; Plastics 40. (Av. Wkly. Wage $270).
Principal Pay Days-Thur., Sat.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 70-95; Fall 35-65; Winter 0-50. First killing frost, Oct. 1; last killing frost, May 11.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Paint St.; 10 on Main St.; 3 on 2nd St.; 3 on Water St.
Neighborhood Shopping Centers-N. High St.; S. Paint St.; E. Main St.; Eastern Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Ctr.(38)	NA	Big Bear, Glick Furn., Woolworth, Gray's
Zane Plz.(25)	NA	Elder-Beerman
Chillicothe Mall(18)	NA	Sears, Big Bear, Woolworth, JCPenney
Western Ave. Plz.(5)	NA	Kroger, SupeRx
K mart Plz.(14)	NA	K mart, Kroger, SupeRx

Principal Shopping Days-Shopping Ctrs. Mon., Thur., Fri., Sat.
Stores Open Evenings-Downtown Dept. Fri.; Food 7 days; Shpg. Ctrs. Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Elder-Beerman; Mack's.
Variety Stores-Woolworth 2.
Discount Stores-K mart; Harts; Hill's.
Chain Drug Stores-Gray's; Thrift Drug; SupeRx.
Chain Supermarkets-Big Bear 2; Kroger Superstores 2; Super Duper; IGA 2.
Other Chain Stores-Wurlitzer (music); Singer Co.; Autoworks; Goodyear; Firestone; Pic-Way; Nationwise (automotive); Moore's (Building Supplies); Radio Shack.

14 - NEWSPAPERS: GAZETTE (e) 15,579; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mike Scobey, Adv. Dir., GAZETTE, 50 W. Main St., Chillicothe, OH 45601; Tel. (614) 773-2111.
National Representative. Gannett National Newspaper Sales.

CINCINNATI

1 - LOCATION: Hamilton County (In Cincinnati, OH-KY-IN PMSA). E&P Map A-3, County Seat. 100 mi. from Indianapolis, Columbus and Louisville. On U.S. Hwys. 22, 25, 27, 42, 50, 52 and 127; State Hwys. (OH) 3, 4, 28, 32, 125, 126, 128, 131, 264, 561, 747; (KY) 8, 9, 10, 16, 17, 20, 177, 236, 237, 445, 1017, 1072, 1120, 1303, 1334; I-74, I-275, I-71, & I-75.

2 - TRANSPORTATION: Railroads-Amtrak; Chessie System; Conrail; Detroit, Toledo & Ironton; Norfolk & Western; Southern.
Freight Forwarding Companies-42.
Motor Freight Carriers-85.
Intercity Bus Lines-Queen City Metro; Transit Authority of Northern Kentucky; Greyhound; Southeastern Trailways.
Water-Ohio River navigable entire year and links Cincinnati with Mississippi River; 8 public water terminals, 41 private.
Airlines-American; Delta; Piedmont; Wright; TWA; North Central; USAir; Republic; ComAir; Pan Am; United.

3 - POPULATION:
Corp. City 80 Cen. 385,457; E&P 87 Est. 347,026
CZ-ABC: (80) 1,058,049
RTZ-ABC: (80) 795,363
County 80 Cen. 873,136; E&P 87 Est. 824,844
PMSA 80 Cen. 1,401,403; E&P 87 Est. 1,379,842
City & RTZ-ABC: (80) 1,853,412

4 - HOUSEHOLDS:
City 80 Cen. 157,677; E&P 87 Est. 151,996
CZ-ABC: (80) 387,832
RTZ-ABC: (80) 264,949
County 80 Cen. 322,199; E&P 87 Est. 315,259
PMSA 80 Cen. 498,649; E&P 87 Est. 506,825
City & RTZ-ABC: (80) 652,781

5 - BANKS	NUMBER	DEPOSITS
Cml. & Savings	N.A.	$7,295,592,000
Savings & Loan	N.A.	$6,166,000,000

6 - PASSENGER AUTOS: County 572,327

7 - ELECTRIC METERS: Residence 497,704

8 - GAS METERS: Residence 366,287

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 144,600 ($441); Constr. 21,500 (N.A.); Trans. & Util. 31,100 ($477); Whol. Trade 39,200 ($365); Ret. Trade 109,300 ($165); Fin., Ins. & R.E. 34,200 ($230); Trans. Equip. 25,500 ($622); Mach. non-elect. 21,400 ($396); Food 12,900 ($378); Chem. 21,000 ($525); Fab. Metals 10,600 ($378); Printing & Pub. 12,100 ($430).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-64; Summer 66-87; Fall 47-69; Winter 22-40. An. Average 54. First killing frost, Sept. 28; last killing frost, May 25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Area-61 blocks on 19 Sts. Bounded by Central Pkwy. on north, 3rd St. on south, Broadway on east and Plum St. on west.
Neighborhood Shopping Centers in Metropolitan Area: Avondale Town Center; Beechmont Mall; Beechmont; Bigg's Place; Brentwood Plaza; Cassinelli Square; Cherokee Center; Cherry Grove Plaza; Clermont; Colerain Hills; Crestview Hills Mall; Delco Plaza (Ft. Wright); Delco Plaza (Groesbeck); Del-Fair; Dillonvale; Eastgate Mall; Edgewood; Erlanger; Evendale Shop-In; Expressway Plaza; Factory Outlet Mall; Florence Mall; Florence Mini-Mall; Forest Park Plaza; Gold Circle Mall; Greenhills; Heritage International; Hyde Park Plaza; Kenwood Mall; Kenwood Plaza; Latonia Plaza; The Market Place of Montgomery; Milford; Monfort-Heights; Montgomery Square; Newport Mall; Newport Plaza; Newport; Northbrook; Northgate Mall; Northland; Norwood Plaza; Princeton Plaza; Promenade; St. Bernard Square; Seven Hills; Seymour Plaza; Shopper's Haven; Spring Hill Center; Springdale Mall; Summit Plaza; Surrey Square; Swifton; Tower Hill Plaza, Tri-County; University Plaza; Valley; Western Hills Plaza; Western Village; Western Woods; White Oak.

13 - RETAIL OUTLETS: Department Stores-Lazarus; L.S. Ayres; Sears; Elder-Beerman; McAlpin; JCPenney; Saks.
Discount Stores-Gold Circle; Zayre; K mart; Van Leunen's; Value City; Service Mdse.; Swallen's; Bigg's; Big & Small Lots.
Variety Stores-Woolworth; J.J. Newberry; Ben Franklin.
Chain Drug Stores-Walgreens; SupeRx; Milo; Drug Emporium; Drug Palace; Revco; Becker; Rite Aid.
Chain Supermarkets-Kroger's; IGA; Thriftway; Marsh; Stop-N-Go; United Dairy Farmers 63; Convenient 23; U-Tote-M.
Other Chain Stores-National Shirt Shops; Richman Bros.; Baker's Shoes; Lerner Shops; Florsheim Shoes; Singer Co.; Lane Bryant; Martin's Town & Country; Firestone; Goodyear; Nobil Shoes; Sherwin-Williams; Levitz Furn.; Foxmoor Casuals; Thayer McNeil; Paul Harris; Casual Corner; Piece Goods; Fabric Circle; Perry-Derrick; Radio Shack; Kinney Shoes; Giddings-Jenney; Gallenkamp Shoes; Carriage Trade; Children's Palace; Waldenbooks; Family Tree; JoAnn Fabrics; The Limited; Hickory Farms of Ohio; B. Dalton; Benetton; T.J. Maxx, Marshall's; Loehman's; Saks Fifth Ave.; Brooks Brothers; J. Riggins; Spare Change; Toys R Us; Talbots.

14 - NEWSPAPERS: ENQUIRER (m) 191,645; (S) 323,390; POST (e) 115,718; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Temmen, Mktg. Dir., ENQUIRER and POST, 617 Vine St., Cincinnati, OH 45202; Tel. (513) 721-2700.
National Representatives: Gannett National Newspaper Sales; American Publishers Representatives (Canada); Leonard Co.; Lenha Hawaii.

CIRCLEVILLE

1 - LOCATION: Pickaway County (In Columbus MSA). E&P Map B-3, County Seat. On U.S. Hwys. 22, 23 and State Hwy. 56. 25 mi. S of Columbus; 100 mi. from Cincinnati.

2 - TRANSPORTATION: Railroads-Norfolk & Southern; CXS System.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,700; E&P 87 Est. 11,704
MSA 80 Cen. 1,243,810; E&P 87 Est. 1,314,767
County 80 Cen. 43,662; E&P 87 Est. 42,302

4 - HOUSEHOLDS:
City 80 Cen. 4,335; E&P 87 Est. 4,448
County 80 Cen. 14,156; E&P 87 Est. 14,247
MSA 80 Cen. 449,260; E&P 87 Est. 494,444

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$95,000,000
Commercial	6	$150,000,000

6 - PASSENGER AUTOS: County 27,258

7 - ELECTRIC METERS: Residence 5,600

8 - GAS METERS: Residence 5,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Containers 512; Feed 213; Elect. Equip. 1,200; Plastic 400; Films 1,242; Synthetic Resins 172; Television Picture Tubes 500.. (Av. Wkly. Wage $300).

10 - CLIMATE: First killing frost, Oct. 4; last killing frost, May 10.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Shopping Centers-Lancaster Pike (Rt. 22E) 7 units; N. Court St. 6 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wacker(14)	2	Heck's, Lowes, Farm Fleet & Supply
North End(11)	1	Big Bear, Murphy's, Super Duper

Principal Shopping Days-Mon. to Sat.
Stores Open Evenings-Fri.; Shopping centers every evening to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Murphy Mart; Sundry Store.
Chain Drug Stores-Risch; SupeRx; Revco.
Chain Supermarkets-Kroger; Cardinal; Super Duper; Big Bear.
Other Chain Stores-Fisher Big Wheel; Heck's; Radio Shack.

14 - NEWSPAPERS: HERALD (e) 9,012; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: William J. Holliday, Pub., HERALD, PO Box 498, Circleville, OH 43113; Tel. (614) 474-3131.
National Representative: Landon Associates.

CLEVELAND

1 - LOCATION: Cuyahoga County, (PMSA). E&P Map C-1. South shore of Lake Erie at the mouth of the Cuyahoga River. One of largest inland ports on St. Lawrence Seaway, 10 mi. of docks on river. City proper area 73.43 sq. mi. 576 mi. W of New York and 338 mi. E of Chicago.

2 - TRANSPORTATION: Railroads-Passenger Service-Amtrak Intercity Rail Service. Freight Only-Chessie System; Norfolk & Western; Conrail; Newburg & South Shore. (These belt-line RRs intersect each RR at or near a freight yard.)
Intercity Bus Lines-Regional Transit Authority; Trailways, Greyhound & Lakefront from Painesville; Brecksville Rd. Transit; Cleve.-Astabula Bus Line; Cleve. Southeastern Trails; Maple Hts. Transit; N. Olmstead Municipal Line.
Motor Coach Routes-99.
Airlines-Air Canada; USAir; Midway; ComAir; Continental; Midstate; American; Delta; Eastern; Northwest; TWA; United; Piedmont; Wright; Texas International; Ozark; Pan Am; New York Air; BAS Airlines.

3 - POPULATION:
Corp. City 80 Cen. 573,822; E&P 87 Est. 507,276
CZ-ABC: (80) 1,498,400
RTZ-ABC: (80) 846,992
County 80 Cen. 1,498,295; E&P 87 Est. 1,386,456
PMSA 80 Cen. 1,898,720; E&P 87 Est. 1,803,216
City & RTZ-ABC: (80) 2,345,392
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 218,297; E&P 87 Est. 207,813
CZ-ABC: (80) 563,478
RTZ-ABC: (80) 277,147
County 80 Cen. 563,401; E&P 87 Est. 540,292
PMSA 80 Cen. 694,324; E&P 87 Est. 681,356
City & RTZ-ABC: (80) 840,625

5 - BANKS	NUMBER	DEPOSITS
Commercial	28	N.A.
Savings & Loan	22	N.A.

6 - PASSENGER AUTOS: County 952,420

7 - ELECTRIC METERS: Residence 695,682

8 - GAS METERS: Residence 601,447

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric., Forestry, Fishing 2,789 (N.A.); Mining 574 ($671); Constr. 23,282 ($509); Mfg. 171,620 ($516); Trans. & Util. 35,923 ($517); Whol. & Ret. N.A.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-56; Summer 62-90; Fall 42-59; Winter 0-36. First killing frost, Nov. 2; last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beechwood Place	11	Saks Fifth Ave., Higbee
Broadview Pleasant Valley(41)	10	Fazio's, Pic-N-Pay, T.J. Maxx
Cedar Ctr.(93)	8	Stop & Shop, Bi-Rite, May Co.
Eastgate(46)	13	Pic-N-Pay, Fazio's, Stop & Shop
Euclid Sq.(106)	11	Higbee, May Co., Fazio's
Great Lakes(92)	21	Higbee, May Co., Sears, JCPenney, Jos. Horne
Great Northern(90)	13	May Co., JCPenney, Sears, Finast, Marshalls
Lake Shore & E. 222nd(100)	12	Fazio's, Bi-Rite, Pic-N-Pay
Parmatown(175)	9	Higbee, May Co., Fazio's, JCPenney
Randall Park Mall(142)	9	JCPenney, Higbee, Sears, May Co., Pic-N-Pay
Richmond(88)	11	JCPenney, Sears, Woolworth's
Severance(75)	7	Higbee, Fazio's
Shaker Sq.(31)	5	Stouffer's
Shoregate(66)	15	Best, Jot's, Feder's, Stop-N-Shop
Southgate(150)	11	May Co., Finast, Fazio's, Stop & Shop, K mart
Southland(100)	10	Sears, Stop-N-Shop
Warrensville/ Van Aken(55)	8	Fazio's
Westgate(82)	9	Jos. Horne, Higbee Jax

Principal Shopping Days-Downtown in order of buying traffic: Thur., Sat. & Mon. Neighborhood Fri. & Sat.
Stores Open Evenings-Neighborhood centers-most stores every night until 9 p.m. Food stores 11 p.m. Mon. through Sat.; Sun. to 6 pm.

13 - RETAIL OUTLETS: Department Stores-Higbee; Horne; May Co.; Sears; JCPenney; Saks Fifth Avenue.
Discount Stores-Value City; Zayre; K mart; Forest City Material Co.; Gold Circle; Fisher's Big Wheel; Silvermans; T.J. Maxx; Best Products; U.S. Merchandise; Builders Sq.; Diy Warehouse; Burlington's; D & K Stores; Marshall's.
Variety Stores-Woolworth; Kresge; Marc's; Cargo Express; Murphy's Mart.
Chain Drug Stores-Gray 49; Leader 11; Medic 20; Revco 63; Discount Drug Mart 10; Fox Drugs 9.
Chain Supermarkets-Pick-N-Pay 26; Fazio 26; Acme/Click 32; Sparkle 23; Heinen's 10; Finast 17; Carl's 5; Dave's 3.
Voluntary Food Chains-Stop-N-Shop 46; Bi-Rite 23; Convenient Food Mart 89; Dairy Mart 112; 7-Eleven 14; SavMor 19; Eagle 27.
Other Chain Stores-Women's: Lane Bryant, Winkleman's, Red Robin, Casual Corner, Petrie Plus, Kelly-Kitt, Lerner's, I.J. Fox, Fashion Bug Plus,

Women's World, Loehman's; Men's: Richman Bros., Diamond's, Davidson's, Kuppenheimer, Gentry, Brooks Brothers, Joseph A. Banks; Shoes: Dallas, Hanover, Flagg Bros., Nunn-Bush, Regal, Thom McAn, Hahn's, Cole, Florsheim, Chandler's, Kinney, Red Cross, Naturalizer, Nobil, Faflik, Pic-Way Shoe Mart, Gussini Shoes, Michael Stern, Golland, Red Wing, Revelations, Stride-Rite; Other: Goodrich, Firestone, Goodyear, Fanny Farmer, Jo-Ann Fabric, Minnesota Fabrics, Singer Co., Uniroyal, General Tire.

14 - NEWSPAPERS: PLAIN DEALER (m-mon to fri) 454,954; (m-sat) 428,907; (S) 562,813; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John C. Maloney, Gen. Adv. Mgr., PLAIN DEALER, 1801 Superior Ave., Cleveland, OH 44114; Tel. (216) 344-4500.
National Representative: Newhouse Newspapers Metro Suburbia.

COLUMBUS

1 - LOCATION: Franklin County, (In Columbus MSA). E&P Map B-3. Capital and County Seat. Manufacturing, retail, wholesale and education center. 145 mi. from Cleveland; 110 mi. from Cincinnati; 185 mi. from Pittsburgh.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Conrail; Chessie.
Motor Freight Carriers-119.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-American; TWA; USAir; Republic; Delta; United; ComAir; Eastern; Commuter Express; Christman; Florida Express; MidState; Simmons; American Eagle; Fisher Bros.

3 - POPULATION:
Corp. City 80 Cen. 564,987; E&P 87 Est. 579,100
CZ-ABC: (80) 869,126
RTZ-ABC: (80) 530,288
County 80 Cen. 869,109; E&P 87 Est. 915,897
MSA 80 Cen. 1,243,810; E&P 87 Est. 1,314,767
City & RTZ-ABC: (80) 1,399,414
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 217,150; E&P 87 Est. 235,642
CZ-ABC: (80) 322,817
RTZ-ABC: (80) 179,922
County 80 Cen. 322,810; E&P 87 Est. 354,279
MSA 80 Cen. 449,260; E&P 87 Est. 494,444
City & RTZ-ABC: (80) 502,739

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	12 ,	$9,587,440,000
Commercial	11	$140,627,280,000

(statewide banking system)

6 - PASSENGER AUTOS: County 618,599

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 104,700; Ret. 137,600; Whol. 35,700; Fin., Ins., R.E. 53,300; Servs. 158,800; Federal/State/Local Gov't 120,000; Trans. and Util. 27,400; Contract Constr. 25,000; Forestry & Fisheries N.A.; Mining N.A.
Principal Pay Days-Fri.; 15th & 30th.

10 - CLIMATE: Av. Temp.-Spring 52; Summer 74; Fall 50; Winter 28. First killing frost, Oct. 31; last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Neighborhood Shopping Centers**-93 different locations throughout the ABC City Zone.

Principal Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastland Mall(72)	7	Lazarus, Sears, JCPenney
Northland Mall(87)	7	Lazarus, Sears, JCPenney
Westland Mall(84)	6	Lazarus, Sears, JCPenney

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Sundays-Most in major shopping areas.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-F&R Lazarus 10; JCPenney 9; Sears 6.
Discount Stores-Andersons 2; Best 2; Gold Circle 6; Harts 9; K mart 9; Marshalls 3; McCrory's 5; Meijer 3; Odd Lots 8; Schottenstein's 2; Service Merchandise 2; T.J. Maxx 3; Woolworth 6.
Chain Drug Stores-Crosby's 3; Dane 10; Drug Emporium 5; Drug World 6; Gray Drug 19; Lynn 6; Mediplex 6; Neil Pharmacy 5; Revco 12; Rite Aid 18.
Chain Supermarkets-Big Bear 27; Cardinal 5; Convenient 13; Cub Foods 2; Food World 3; Gateway 2; Kash-N-Karry 6; Kroger 30; Stop-N-Go 25; Super Duper 15; United Dairy Farmers 22.
Other Chain Stores-The Limited 7; Madison 7.

14 - NEWSPAPERS: DISPATCH (m) 255,976; (S) 383,806; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Leonard A. Zane, Natl. Adv. Mgr., DISPATCH, 34 S. Third St., Columbus, OH 43215; Tel. (614) 461-5000.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

CONNEAUT

1 - LOCATION: Ashtabula County, E&P Map C-1. On Lake Erie Shore; Railroad dividing point, iron ore & coal port, diversified industries. 70 mi. E of Cleveland; 100 mi. W of Buffalo; large surrounding farm area. On Hwys. 20, 7; near Cinn. Freeway.

2 - TRANSPORTATION: **Railroads**-Main div. point; N&W; Conrail; B&LE main lines.
Motor Freight Carriers-All mainline firms operating between Cleveland-Buffalo.
Freight Steamship Lines-15.

3 - POPULATION:
Corp. City 80 Cen. 13,835; E&P 87 Est. 13,095
NDM-ABC: (80) 13,835
County 80 Cen. 104,215; E&P 87 Est. 101,003
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,062; E&P 87 Est. 4,860
NDM-ABC: (80) 5,062
County 80 Cen. 35,825; E&P 87 Est. 36,067

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$67,540,059
Savings & Loan	2	$69,816,000

6 - PASSENGER AUTOS: County 60,954

7 - ELECTRIC METERS: Residence 6,069

8 - GAS METERS: Residence 4,187

9 - PRINCIPAL INDUSTRIES: Plastics & Rubber Mfg.; Docks; Wood Prods.; R.R.
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-90; Fall 40-72; Winter 25-40. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-5 blocks on 4 sts.; Gateway Shpg. Plz.; Conneaut Shopping Plz. Harbor Area; East Conneaut.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Western Auto; Cooper's; Kinney's.
Discount Stores-Fisher Big Wheel; K mart.
Chain Drug Stores-Rite Aid; Revco; Peoples Drug.
Chain Supermarkets-Golden Dawn; Fazio; Valu King.

14 - NEWSPAPERS: NEWS-HERALD (e) 4,059; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Neil Belcher, Adv. Mgr., NEWS-HERALD, Broad St.; PO Box 150, Conneaut, OH 44030; Tel. (216) 593-1166.
National Representative: Landon Associates.

COSHOCTON

1 - LOCATION: Coshocton County, E&P Map C-2, County Seat. Trading center for 30 mi. radius area. Diversified manufacturing center. East central part of state; 70 mi. E of Columbus; 100 mi. S of Cleveland; on U.S. Hwy. 36; State Hwys. 16, 271 and 83.

2 - TRANSPORTATION: **Railroads**-Conrail; Norfolk & Western (freight only).
Motor Freight Carriers-6.
Intercity Bus Lines-Pittsburgh & Weirton.

3 - POPULATION:
Corp. City 80 Cen. 13,405; E&P 87 Est. 13,333
CZ-ABC: (80) 15,415
RTZ-ABC: (80) 42,467

According to Scarborough's 1987 Newspaper Audience Ratings Study

73%

. . . of Columbus, Ohio MSA adults are covered by the Sunday *Dispatch* and 55% daily. This means your advertising reaches more and more of the nearly 1,000,000 Columbus MSA adults.

Coverage in MSA	Total in Market	Percent Reaching Each Weekday	Percent Reaching Each Sunday
Employed	624,100	56	78
Working women	275,200	52	77
College graduates	170,500	68	84
Household income $35,000 up	344,900	60	86

For the whole Columbus story, call Leonard Zane at (614) 461-5183.

The Columbus Dispatch
Morning and Sunday

Represented nationally by
Cresmer, Woodward, O'Mara and Ormsbee, Inc.

AD-SAT

County 80 Cen. 36,024; E&P 87 Est. 37,370
City & RTZ-ABC: (80) 57,882
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,411; E&P 87 Est. 5,499
County 80 Cen. 13,064; E&P 87 Est. 14,067
CZ-ABC: (80) 6,149
RTZ-ABC: (80) 14,347
City & RTZ-ABC: (80) 20,496

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$78,060,807
Savings & Loan	2	$7,728,689

6 - PASSENGER AUTOS: County 21,361

7 - ELECTRIC METERS: Residence 11,849

8 - GAS METERS: Residence 6,742

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Adv. Novelties 600; Steel Pipe 550; Enamel Ware 360; Plastics 1,000; Rub. Gloves 450; Rubber Goods 460; Paper Prod. 268; Canvas & Leather Gloves 230; Metal Acoustic Ceilings 235; Elect. 95; Stainless Steel 125.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-45; Summer 60-95; Fall 30-75; Winter 20-55. First killing frost, Oct. 22; last killing frost, May 24.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on two streets plus downtown shopping plaza.
Neighborhood Shopping Centers-5.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Downtowner Plaza	NA	G.C. Murphy, Radio Shack, Revco

Principal Shopping Days-Fri., Sat.
Stores Close-Thur. afternoon.
Stores Open Evenings-All Stores-Fri.; Food-Fri., Sat.; Some Mon.

13 - RETAIL OUTLETS: Department Stores-M. O'Neil; JCPenney; Montgomery Ward; Newberry.
Discount Stores-Big Wheel; Murphy's Mart.
Chain Drug Stores-Revco.
Chain Supermarkets-Kroger; Riverside IGA; Buehlers.
Other Chain Stores-Tru Valu Hardware; Gallenkamp; Coshocton Hat; Sears; Lawson; Convenience Food.

14 - NEWSPAPERS: TRIBUNE (e) 7,390; (S) 7,670, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Raymond Stipes, Adv. Mgr., TRIBUNE, 550 Main St., Coshocton, OH 43812; Tel. (614) 622-1122.
National Representative: Thomson Newspapers.

DAYTON

1 - LOCATION: Montgomery County, (In Dayton-Springfield MSA), E&P Map A-3, County Seat. Industrial, research, & wholesale center. On Miami River, Interstate Hwys. 70, 75, 675; U.S. Hwys. 35, 40; State Hwys. 4, 48, 49, 201, 202, 440, 444, 725, 741.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System; Detroit-Toledo-Ironton.
Motor Freight Carriers-60.
Intercity Bus Lines-Greyhound; Regional Transit Authority; Trailways.
Airlines-TWA; United; Delta; USAir; ComAir; Piedmont; American; Northwest Orient; Commuter Express; Jetstream.

3 - POPULATION:
Corp. City 80 Cen. 193,536; E&P 87 Est. 170,486
CZ-ABC: (80) 443,945
RTZ-ABC: (80) 498,226
County 80 Cen. 571,697; E&P 87 Est. 535,428
MSA 80 Cen. 942,083; E&P 87 Est. 905,034
City & RTZ-ABC: (80) 942,171
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 84,213; E&P 87 Est. 74,136
CZ-ABC: (80) 168,491
RTZ-ABC: (80) 168,524
County 80 Cen. 211,857; E&P 87 Est. 205,515
MSA 80 Cen. 340,279; E&P 87 Est. 337,856
City & RTZ-ABC: (80) 337,015

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	N.A.
Savings & Loan	12	N.A.

6 - PASSENGER AUTOS: County 393,709

7 - ELECTRIC METERS: Residence County 239,177

8 - GAS METERS: Residence County 173,129

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 30,300 ($532); Trans. Equip. 21,400 ($575); Durable Goods 75,400 ($494); Printing & Pub. 8,700 ($432); Rubber & Plastics 7,800 ($554); Nondurable Goods 29,300 ($466); Total Mfg. 104,700 ($487); Trans. & Util. 15,000 ($539); Whol. Trade 19,100 ($404); Ret. Trade 78,600 ($158); Fin., Ins. & R.E. 117,800 (N.A.); Servs. 105,300 (N.A.); Gov't 74,800 (N.A.); Total Non-Mfg. 329,100 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-28 to 108; Spring 35-92; Summer 40-108; Fall 14-83; Winter -28-71. Av. frost-free period, Apr. 19-Oct. 26.

11 - TAP WATER: City-alkaline, soft; County-alkaline, hard.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St. downtown (110); Arcade-Enclosed Mall (40).
Neighborhood Shopping Centers-No. of Stores-Airway Center 32; Alex-Bell Plaza 20; Beaver Valley Mall Center 31; Breitenstrater Square 17; Broadmoor Plaza 13; Carrollton Plaza 16; Centerville Place 24; Country Square 21; Corners at the Mall 24; Eastown 27; Fairmont Plaza 18; Forest Park Plaza 59; Hills & Dales 68; Huber Heights 33; Indian Ripple 19; Kettering 20; Marian Meadows 12; Miamisburg 26; Miracle Lane 18; North Plaza 14; Northtown 25; Oak Creek Plaza 29; Far Hills Center 42; Page Manor 12; Salem Plaza 11; Salem K mart 10; Skyway Plaza 23; Spin Kemp 10; Van Buren 28; Westown 23; Washington Square 43; Waynetown Plaza 31; Woodlane 21; Xenia Towne Square 28; Park Hills 33; Rikes Kettering 20.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cross Pointe Ctr. (41)	8	Marshall's
Dayton Mall(143)	11	Lazarus, JCPenney, Sears
Northwest Plz.(44)	6	Elder-Beerman, Kroger
Salem Mall(108)	8	Lazarus, Sears, JCPenney
Town & Country(62)	6	The Union, Kroger,
South Town Centre(49)	11	Elder-Beerman, K mart, Children's World

Principal Shopping Days-Wed. through Sun. Most stores open evenings and Sunday.

13 - RETAIL OUTLETS: Department Stores-Lazarus 4; Elder-Beerman 9; JCPenney 3; Sears 3.
Variety Stores-Woolworth 3; McCrory's 3; Ben Franklin.
Discount Stores-K mart 10; Gold Circle 3; Hills 4; Murphy Mart 2; Kroger Sav-on 4; Zayre.
Chain Drug Stores-Revco 16; Gray Drug 17; Rite Aid 17; Medicine Shoppe 3; Fidelity Prescriptions 9; Hook's 5; Drug Mart 4.
Chain Supermarkets-Kroger 23; Fulmers 7; IGA 21; Savey's 3; Stump's 8; Freedom Foods 4; Kash 'N Karry 4; Metro 6.
Other Chain Stores-Major Clothing Stores: Walker's, Donenfeld's; Shoes: Thom McAn, Florsheim, Gallenkamp, Baker's, Fitzharris, Nobil, Butler's Shoe Market, Kinney, Red Cross, Pic-Way, Regal, El-Bee, Hanover, Roderer, Red Wing; Automotive: FAS Auto Works, Standard Auto Parts, Nationwise, Main Auto Parts, Genuine Auto Parts, Goodyear, Firestone; Paints-Lumber: Sherwin-Williams, Warehouse Paints, Wickes, 84 Lumber, Wolohan, Sutherland Lumber, Durrel Paints, PK Lumber, Carter, Furrows, Builders Square; Clothing: Richman Bros., Paul Harris, Lerner, L.S. Ayres, Lane Bryant, Margo's, National Shirts, Brooks, Casual Corner, Tall Fashions, Harry's Men Shop, Maternity Modes, Frederick's of Hollywood, County-Seat, Chess King, T.J. Maxx, Bottom Half, Marshalls; Jewelry: Robinson's, Jaccard's, Mayor's, Leroy Diamonds; Fabrics: Jo-Ann Fabrics, Hancock Fabrics; Other: Radio Shack, Merle Norman, Montgomery Ward, Best Products, Children's Palace, Dollar General, Family Dollar, Toys R Us.

14 - NEWSPAPERS: NEWS/JOURNAL HERALD (all day-mon to fri) 196,417; (m-sat) 190,524; (S) 228,680; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dick Reardon, Display Adv. Mgr., NEWS/JOURNAL HERALD, PO Box 1287, Dayton, OH 45401; Tel. (513) 225-2089.
National Representative: Sawyer-Ferguson-Walker.

DEFIANCE

1 - LOCATION: Defiance County, E&P Map A-2, County Seat. Industrial and dairy products ctr., 45 mi. NE Ft. Wayne; 60 mi. SW of Toledo.

2 - TRANSPORTATION: Railroads-Chessie Systems; Norfolk Southern.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,810; E&P 87 Est. 15,667
County 80 Cen. 39,987; E&P 87 Est. 37,715
CZ-ABC: (80) 16,810
RTZ-ABC: (80) 75,081
City & RTZ-ABC: (80) 91,891

4 - HOUSEHOLDS:
City 80 Cen. 5,839; E&P 87 Est. 5,694
County 80 Cen. 13,306; E&P 87 Est. 13,038
CZ-ABC: (80) 5,839
RTZ-ABC: (80) 74,919
City & RTZ-ABC: (80) 30,758

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$366,417,106
Commercial	3	$200,000,000

6 - PASSENGER AUTOS: County 25,378

7 - ELECTRIC METERS: Residence 6,700

8 - GAS METERS: Residence 4,250

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary & Fab. Metals 7,300; Food Prods. 735; Misc. Mfg. 2,510; Non-Mfg. 1,870.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Spring 37; Summer 70; Fall 49; Winter 26.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Clinton St.; Northwest Mall on North Clinton St.; 2 Blocks on 2nd St.
Neighborhood Shopping Centers-Baltimore Rd.; Clinton & High; Plz. Ctr., E. Second St.; Hopkins & Douglas; N. Clinton at bypass.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kroger Family(12)	NA	Kroger, TG&Y
Northtown Mall(15)	NA	Murphy's, Rinks
Sun Rise Plz.(5)	NA	Lane Drug

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Charles; Sherman's Men's Wear; Elder Beerman.
Variety Stores-Stop 'N Shop.
Discount Stores-Ames.
Chain Drug Stores-Revco; Cooks; Lane's; Medicine Shoppe.
Chain Supermarkets-Kroger; Chief 2; Sterling.
Other Chain Stores-Firestone; Singer Co.; Western Auto; Sears (catalog); Cato; Gallenkamp; Montgomery Ward; Shoe World; Goodyear; Sherwin-Williams; Majestic Paint; Jo-Ann Fabrics; Dollar General; Shoes: Family Owned Stores; Daoust Drugs; Leever Glass, Restaurants: McDonald's; Rax's; Taco Bell; Wendy's; Frisch's; Barnes Family; Black Lantern; Bud's Hamburger Shop; Corner Kitchen; Dairy Queen; Friendly Ice Cream Shop; Kentucky Fried Chicken; Maag's; Domino's Pizza; The Fort; Frankie's Little Caesar's Pizza; Pizza Hut; The Pizza Co.; Kissner, Barley Pop Shoppe; Villa Shoes; Sycamore; Claires Boutique; Royal Optical; Natl. Record Mart; Maurices; Kinney Shoes; Gateway Books; House of Cards; El-Bee Shoes; Sox Plus; Keidman's Jewelry; General Nutrition.

14 - NEWSPAPERS: CRESCENT-NEWS (e) 16,860; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: James Eitniear, Adv. Mgr., CRESCENT-NEWS, PO Box 249, Defiance, OH 43512; Tel. (419) 784-5441.
National Representative: Papert Companies.

DELAWARE

1 - LOCATION: Delaware County (In Columbus MSA). E&P Map B-2, County Seat. 23 mi. N of Columbus; 92 mi. NE of Dayton; 117 mi. SW of Cleveland. On U.S. Hwys. 23, 36, 42 and State Hwy. 37.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,780; E&P 87 Est. 19,783
County 80 Cen. 53,840; E&P 87 Est. 58,451
MSA 80 Cen. 1,243,810; E&P 87 Est. 1,314,767

4 - HOUSEHOLDS:
City 80 Cen. 6,310; E&P 87 Est. 6,907
County 80 Cen. 17,624; E&P 87 Est. 20,148
MSA 80 Cen. 449,260; E&P 87 Est. 494,444

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$165,000,000
Savings & Loan	5	$65,000,000

6 - PASSENGER AUTOS: County 39,195

7 - ELECTRIC METERS: Residence 12,000

8 - GAS METERS: Residence 7,700

9 - PRINCIPAL INDUSTRIES: Truck Bodies; Mach.; Stoves; Heat Control Units; Com. Air Conditioning; Chemical Prods.; Adhesives; Bricks; Iron Castings; Mach. Screws; Pumps; Valves; Cranes; Caskets; Paint; Buses.

10 - CLIMATE: Min. & Max. Temp.-Spring 2-92; Summer 40-104; Fall 10-90; Winter -15-65.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Georgetowne(15)	NA	Ben Franklin, Buehlers
Delaware Ctr.(10)	NA	Kroger, SupeRx
Troy Rd.	NA	IGA
Delaware Sq.(20)	NA	Fisher's Big Wheel, Revco, Fashion Bug

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Harts; JCPenney; Fisher's Big Wheel.
Variety Store-Ben Franklin.
Chain Drug Stores-Revco; SupeRx.
Chain Supermarkets-Kroger; Buehlers; U.S. Store.

14 - NEWSPAPERS: GAZETTE (e) 9,206; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Dierdre Warden, Adv. Dir., GAZETTE, 18 E. William St., Delaware, OH 43015; Tel. (614) 363-1161.
National Representative: Landon Associates.

DELPHOS

1 - LOCATION: Allen & Van Wert Counties, E&P Map A-2 (In Lima MSA). On U.S. Hwys. 30, 30N, 309 and State Hwys. 66, 190 and 697. On the Miami & Erie Canal, 14 mi. NW of Lima.

2 - TRANSPORTATION: Railroads-Conrail; New York, Chicago & St. Louis; Akron-Canton-Youngstown; Norfolk & Western.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,314; E&P 87 Est. 6,835
Counties 80 Cen. 142,699; E&P 87 Est. 135,561
Allen 80 Cen. 112,241; E&P 87 Est. 103,513
Van Wert 80 Cen. 30,458; E&P 87 Est. 32,048
MSA 80 Cen. 154,795; E&P 87 Est. 147,446

4 - HOUSEHOLDS:
City 80 Cen. 2,498; E&P 87 Est. 2,328
Counties 80 Cen. 49,107; E&P 87 Est. 49,162
Allen 80 Cen. 38,168; E&P 87 Est. 37,219
Van Wert 80 Cen. 10,939; E&P 87 Est. 11,943
MSA 80 Cen. 53,700; E&P 87 Est. 52,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$132,969,000
Savings & Loan	2	$58,038,904

6 - PASSENGER AUTOS: Counties: Allen 70,557; Van Wert 19,884

7 - ELECTRIC METERS: Residence 3,300

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Trailers; Galvanized Roofing & Siding; Soybean Prods.; Axle Mfg.; Egg Proc.; Mach. Tools; Filling Station Equip.; Crushed Stone; Screw Mach. Parts; Insulation Prods.; Sheet Metal Stamping; Pickle Processor; Brake Press Dies; Automotive Frames; TV Towers; Grain Hauling Bodies; Pizza Mfg. Co.; Commercial Printing Plant; Military Vehicle Mfg.; Plastic Mfg.; Cml. Uniform & Cleaning Towel Co.; Egg Proc. Plant.

10 - CLIMATE: Min. Temp.-Spring 30; Summer 74; Fall 53; Winter -10.

11 - TAP WATER: Alkaline, hard. Soft water available for manufacturers; 2,350 Meters; not fluoridated.

12 - RETAILING: Principal Shopping Days-Thur.; Fri.; Sat.

13 - RETAIL OUTLETS: Variety Stores-Val Discount.
Chain Drug Stores-Gray Drugs; Rexall Family Independent Phcy.; Delphos Sundry Store.
Chain Supermarkets-IGA; Red & White 2; Meyer's IGA 2; Chief 9.

14 - NEWSPAPERS: HERALD (e) 4,402; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Robert Gillespie, Vice Pres./Adv. Mgr., HERALD, 405 N. Main St., Delphos, OH 45833; Tel.

(419) 692-5050.
National Representative: Landon Associates.

DOVER-NEW PHILADELPHIA

1 - LOCATION: Tuscarawas County, E&P Map C-2. Situated on U.S. Hwys. 21, 250; State Hwys. 8, 39, 211; I-77; 75 mi. S of Cleveland; 110 mi. W of Pittsburgh; 100 mi. E of Columbus.

2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio (both freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 28,409; E&P 87 Est. 29,971
Dover 80 Cen. 11,526; E&P 87 Est. 12,095
New Philadelphia 80 Cen. 16,883; E&P 87 Est. 17,876
CZ-ABC: (80) 39,205
RTZ-ABC: (80) 55,523
County 80 Cen. 84,614; E&P 87 Est. 89,582
City & RTZ-ABC: (80) 94,728
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 11,191; E&P 87 Est. 12,043
Dover 80 Cen. 4,448; E&P 87 Est. 4,695
New Philadelphia 80 Cen. 6,743; E&P 87 Est. 7,348
CZ-ABC: (80) 14,783
RTZ-ABC: (80) 18,882
County 80 Cen. 30,485; E&P 87 Est. 33,540
City & RTZ-ABC: (80) 33,665

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$742,172,000

6 - PASSENGER AUTOS: County 53,671

7 - ELECTRIC METERS: Residence 28,683

8 - GAS METERS: Residence 9,287

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric./Forestry 201 ($174); Mining 1,172 ($480); Constr. 1,076 ($358); Mfg. 8,330 ($401); Wood Prods. 572 ($383); Stone/Clay 1,068 ($367); Primary Metal Prods. 494 ($528); Fabricated Metal Prods. 1,105 ($504); Machinery ¹ 180 ($483); Paper 271 ($416); Printing 356 ($236); Chem. 527 ($548); Rubber/Plastic 1,885 ($312); Trans./Util. 1,026 ($415); Whol./Ret. 7,099 ($206); Finance/Ins./Real Estate 777 ($308); Servs. 4,540 ($225); State/Local Gov't 3,497 ($313).
Principal Pay Days-Tues., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 60-99; Fall 30-75; Winter 10-55. First killing frost, Oct. 17; last killing frost, May 3.

11 - TAP WATER: Alkaline, hard (Dover); Alkaline, soft (New Phila.).

12 - RETAILING: Principal Shopping Center-(Dover)-3 blocks on Third St.; 4 on N. Tuscarawas Ave.; 4 on N. Wooster Ave.; (New Phila.)-2 blocks each way on 4 streets.
Neighborhood Shopping Centers-Dover-Boulevard, 2 blocks; Miracle Lane; 18 unit Plaza; New Phila.-W. High & 7th; E. High & 9th; S. Bway. & Commerce; La Costa Mall; Goshen Dairy Mini Mall; K mart Plaza; Dover Village Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Miracle Lane Plaza(27)	NA	JCPenney
Village Sq.(6)	NA	Peoples Drug, Hecks
Monroe Mall(30)	NA	Radio Shack, S. Kline

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri. (Dover); Thur. & Fri. (New Phila.).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Jaz; Pricewise; Sears; S. Kline.
Discount Stores-Hart's Family Store; S. E. Nichol's; K mart; Big & Small Lots.
Variety Stores-Dollar General; Hecks; Family Dollar; Radio Shack; Hobby Center; Fisher's Big Wheel.
Chain Drug Stores-Peoples Drug; Nichol's; Gray's; Hart's; Marlowe's 2; K mart; Discount Drug Mart.
Chain Supermarkets-Buehler's; Hart's, Teters IGA; Market Basket; Gordon's Fine Foods; Bag-N-Save; Clayland IGA; East High IGA.
Other Chain Stores-Endicott Johnson; House of Stones; Quik Shop; Roberts Men's Stores; Moore's Center; Quality Farm & Fleet; Ziegler Tire; Dean and Barry; Sherwin-Williams; Carter-Lumber-Plumbing; Bobbi Gee; Klars Athletic Supply; Quick Chek; Recordland; Nationwise Auto Parts; Arts Jewelers.

14 - NEWSPAPERS: TIMES-REPORTER (e) 27,960; (S) 28,751; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bill Stien, Natl. Adv. Mgr., TIMES-REPORTER, 629 Wabash Ave. N.W., New Philadelphia, OH 44663; Tel. (216) 364-5577.
National Representative: Branham/Newspaper Sales.

EAST LIVERPOOL

1 - LOCATION: Columbiana County, E&P Map C-2. Industrial, dairy and agricultural area. On the Ohio River (39 mi. NW of Pittsburgh, PA) served by freight boat lines to ports on Ohio, Missouri and Mississippi Rivers. U.S. Hwy. 30; State Hwys. 7, 11, 39, 139, Bridges to Chester and Newell, W. VA.

2 - TRANSPORTATION: Railroads-Cleveland & Pittsburgh Division, Conrail (Freight).
Motor Freight Carriers-16 (4 with local terminals).
Intercity Bus Lines-Interstate; Greyhound; All American.
Airlines-Greater Pittsburgh Airport 45 min. Ohio Turnpike 27 mi. N.

3 - POPULATION:
Corp. City 80 Cen. 16,687; E&P 87 Est. 15,136
CZ-ABC: (80) 40,112
RTZ-ABC: (80) 67,321
County 80 Cen. 113,572; E&P 87 Est. 109,253
City & RTZ-ABC: (80) 107,433

4 - HOUSEHOLDS:
City 80 Cen. 6,323; E&P 87 Est. 6,081
CZ-ABC: (80) 14,756
RTZ-ABC: (80) 22,715
County 80 Cen. 39,996; E&P 87 Est. 39,882
City & RTZ-ABC: (80) 37,471

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	N.A.	$93,615,334
Savings & Loan	N.A.	$116,563,378

6 - PASSENGER AUTOS: County 66,492

7 - ELECTRIC METERS: Residence 17,000

8 - GAS METERS: Residence 9,526

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Dinnerware & Ceramic Prods. 4,400 ($151); Steel & Fab. 5,400 ($252); Brick & Tile 400 ($154).
Principal Pay Days-Steel Mon., Tues., Wed.; Brick Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 60-85; Fall 30-60; Winter 20-30. First killing frost, Oct. 2; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on 5th and 6th Sts.; 2 on Broadway; 2 on Washington St.; 2 on Market St.; 3 on Dresden Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
St. Clair Plaza(10)	3	Hills, Foodland
Skyview Plaza(12)	3	K mart, Giant Eagle, Radio Shack

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Ogilvie; JCPenney; Sears (catalog).
Variety Stores-McCrory's.
Discount Stores-Thrifty-City; K mart; Hills.
Chain Drug Stores-Thrift; Lane; Rite Aid.
Chain Supermarkets-Valu King; IGA; Foodland 2; Convenient Food Mart; Giant Eagle 2.
Other Chain Stores-Goodyear; Sherwin-Williams; Radio Shack; Bobbie Gee; Dollar General; Fashion Factory; Nation Wise; Stop-N-Go; Lawsons; Fagan Lumber; Jo Ann Fabrics; Pic Way.

14 - NEWSPAPERS: REVIEW (e) 13,043; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Nancy K. Andrews, Adv. Mgr., REVIEW, 210 E. 4th St., East Liverpool, OH 43920; Tel. (216) 385-4545.
National Representative: Thomson Newspapers.

ELYRIA

1 - LOCATION: Lorain County (In Lorain-Elyria PMSA). E&P Map B-2, County Seat. On the Black River, 9 mi. from Lorain Harbor on Lake Erie; 25 mi. WSW of Cleveland. Diversified industries, agriculture. On U.S. Hwy. 20; the Ohio Tpke.; State Hwys. 10, 57, 58, 76, 113, 301, 254, I-90, I-480.

2 - TRANSPORTATION: Railroads-Conrail; B&O; Amtrak; Chessie Systems.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound.
Airlines-Most Airlines at Cleveland (14 mi.).

3 - POPULATION:
Corp. City 80 Cen. 57,504; E&P 87 Est. 55,968
NDM-ABC: (80) 138,131
County/PMSA 80 Cen. 274,909; E&P 87 Est. 265,036
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,600; E&P 87 Est. 20,976
NDM-ABC: (80) 44,979
County/PMSA 80 Cen. 90,819; E&P 87 Est. 90,530

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	19	$360,040,000
Savings & Loan	9	$244,215,000

6 - PASSENGER AUTOS: County 174,587

7 - ELECTRIC METERS: Residence 26,950

8 - GAS METERS: Residence 22,450

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Auto Accessories 3,500 ($500); Plastics 433 ($450); Screw Mach. Prods. 1,037 ($425); Foundry 365 ($375); Furnace Mfg. 200 ($400); Spring Mfg. 394 ($400); Chem. 385 ($425).
Principal Pay Days-Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 50-100; Fall 25-90; Winter 0-45. First killing frost, Oct. 12; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Broad St.; 3 on 2nd; 1 on Court St.; 2 on Middle Ave.; 3 on East Ave.; 2 on West Ave.; 3 Blocks on S. Abbe Rd.; 3 Blocks on N. Abbe Rd.
Neighborhood Shopping Areas-All of Cleveland St.; 8 blocks on Lake Ave.; 1 on East Bridge.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sheffield(15)	4	May Co., Edwards
Midway Mall(60)	2	Higbee, Sears, JCPenney
Westgate	14	Higbee, Pic 'N Pay
Oakwood Plaza	6	Fishers
Ridgeview(22)	1	Edwards
W'gate(Lorain)(18)	8	Fishers
Shoreway(28)	8	Woolworth, Kroger
Great Northern	12	JCPenney, Sears, Pic 'N Pay, May Co.
Elyria Plaza(15)	NA	
Northgate(9)	2	Zayre, Revco

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Close-Some on Wed. afternoon.
Stores Open Evenings-Mon., Thur., Fri.
Stores Open Sundays-Sears; JCPenney; Higbee; May Co.; Discount; Dairy; Drug.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; The May Co.; Hill's; Higbees; K mart.

Discount Stores-Elyria City Discount; Zayre; J & B; Discount Drug Mart; Gold Circle.

Variety Store-Woolworth.

Chain Drug Stores-Hess & Hess; Revco 3; Gray's 2.

Chain Supermarkets-Fisher-Fazio 6; Kroger 2; Sparkle; IGA; Foodliner; Convenient Food Mart 20.

Other Chain Stores-Lawson Dairy 12; Bakeries: Omar, Hough 2, Sally Ann Bakery; Jewelry: Hart's, Rose Jewelers; Barricini Candy; Paints: Lowe Bros., Sherwin-Williams 2, Pittsburgh; Singer Co.; Domestic Sewing Center; Auto Supplies: Goodrich, Goodyear, Firestone, Uniroyal; Red Robin; Richman Bros.; Paul Harris Stores; Park Lane Hosiery; Ted Jacobs; Tweed Shop; Shoes: Thom McAn, Nobil 4, Pic-Way Shop, Merit, Miller-United, Baker, Fatlik Regal, Boulevard Juvenile; Leather Goods & Gifts: Memory Lane; Fabrics: Cleveland Fabric Shop; Music: Record World, Melody Manor; Schwede's; Ohio Edison; GE; Appliance Village; Florist; Carek's; Botaman; Puffers; Automobiles: J.R. Dall; Spitzer; Abraham; Stang; Prout; Morris; Dry Cleaners: Allen's, Flash, Jack Knight; Men's Clothing: Powers & Dawley; Sam Klein.

14 - NEWSPAPERS: CHRONICLE-TELEGRAM (e) 35,518; (S) 35,611; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jack Weaver, Adv. Dir., CHRONICLE-TELEGRAM, 225 East Ave., PO Box 4010, Elyria, OH 44036; Tel. (216) 329-7000.
National Representative: Branham/Newspaper Sales.

FAIRBORN

1 - LOCATION: Greene County (In Dayton-Springfield MSA). E&P Map A-3. 12 mi. from Springfield, Dayton and Xenia; on U.S. Hwy. I-675; U.S. Hwy. I-70; SR 444, 235.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Conrail.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 29,702; E&P 87 Est. 29,302
MSA 80 Cen. 942,083; E&P 87 Est. 905,034
County 80 Cen. 129,769; E&P 87 Est. 135,060
NDM-ABC: (80) 44,438
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,050; E&P 87 Est. 11,321
County 80 Cen. 43,078; E&P 87 Est. 46,030
MSA 80 Cen. 340,279; E&P 87 Est. 337,856
NDM-ABC: (80) 15,956

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$283,000,000
Savings & Loan	3	$221,000,000

6 - PASSENGER AUTOS: County 89,223

7 - ELECTRIC METERS: Residence 10,918

8 - GAS METERS: Residence 10,325

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cement 290 ($220); Air Force Base 34,000 (WP AFB); University Educ. (Wright State Univ.).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 65-95; Fall 50-65; Winter 0-65.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown: 6 blocks on Main, 6 blocks on Broad.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park Hills Ctr.(4)	8	Kash-n-Karry, Rite Aid, Odd Lots
Fairborn Plz.(18)	2	Gray Drugs, Fulmers
Skyway Plz.(13)	5	Hook's, McCrory, Eaveys, Elder Beerman
Five Points(7)	NA	Kroger, K mart, Revco

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Food-every night.
Stores Open Sunday-Grocery; drug; discount; major retail.

13 - RETAIL OUTLETS: Variety Stores-Foy's; McCrory; Woolworth; Handyman; K mart; Elder Beerman.
Chain Drug Stores-Gray's; Revco; Rite Aid; Hooks; PK Lumber.
Chain Supermarkets-Kroger; Fulmer; Eaveys; Kash-n-Karry.

14 - NEWSPAPERS: HERALD (e-mon to fri) 6,197; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Janet Knotts, Adv. Dir., HERALD, One Herald Sq., Fairborn, OH 45324; Tel. (513) 878-3993.
National Representatives: Landon Associates; U.S. Suburban Press.

FINDLAY

1 - LOCATION: Hancock County, E&P Map B-2, County Seat. Shopping and residential center. In NW part of state on U.S. Hwys. I-75, 30, 68, 224; State Hwys. 12, 568, 15, 37. 33 mi. NE of Lima; 45 mi. S of Toledo.

2 - TRANSPORTATION: Railroads-Amtrak; Norfolk & Western.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 35,594; E&P 87 Est. 36,961
CZ-ABC: (80) 35,594
RTZ-ABC: (80) 87,283
County 80 Cen. 64,581; E&P 87 Est. 67,225
City & RTZ-ABC: (80) 122,877
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,466; E&P 87 Est. 14,376
CZ-ABC: (80) 13,466

RTZ-ABC: (80) 28,120
County 80 Cen. 23,058; E&P 87 Est. 24,864
City & RTZ-ABC: (80) 41,586

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$299,266,027
Savings & Loan	4	$232,390,574

6 - PASSENGER AUTOS: County 43,893

7 - ELECTRIC METERS: Residence 17,674

8 - GAS METERS: Residence 15,270

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Tires 1,400 ($280); Gas & Oil 2,130 (N.A.); Integrated Circuits 1,100 ($335); Photographic Proc. 190 (N.A.); Plastics 160 ($321); Plastic Tile 217 ($260); Appliances 1,500 ($325); Can Mfg. 385 ($394); Plastic Fab. 280 ($352); Farm Drainage & Excavating Equip. 130 ($300); Rubber-Plastic Appliances 150 ($235).
Principal Pay Days-Fri.; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-50; Summer 50-85; Fall 30-60; Winter 10-50. First killing frost, Nov. 1; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St.; Ft. Findlay Village (26 stores); Market Square; Carriage House Sq.; Northview Plz.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.; Ft. Findlay Village-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Elder-Beerman; Sears; Montgomery Ward; Meijer Sq.
Discount Stores-Pic-Way Shoe Mart; El Bee Shoes, Payless Shoe Source; Hill's; K mart; W.D. Discount; Big Lots.
Chain Drug Stores-Gray; Lane's 3; Revco.
Chain Supermarkets-Foodtown 2; Great Scot 3; Sur-Sav; Kroger.
Farm Supply-Quality Farm & Fleet; Mastersons.

14 - NEWSPAPERS: COURIER (m) 25,323; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gene Weber, Adv. Mgr., COURIER, 701 W. Sandusky; PO Box 609, Findlay, OH 45839-0609; Tel. (419) 422-5151.
National Representative: Landon Associates.

FOSTORIA

1 - LOCATION: Seneca, Hancock, and Wood Counties (In Toledo, MSA). E&P Map B-2. NW of center of state.

2 - TRANSPORTATION: **Railroads**-C&O; N&W; Conrail.

3 - POPULATION:
Corp. City 80 Cen. 15,743; E&P 87 Est. 14,561
Counties 80 Cen. 233,854; E&P 87 Est. 237,273
  Seneca 80 Cen. 61,901; E&P 87 Est. 57,181
  Hancock 80 Cen. 64,581; E&P 87 Est. 67,225
  Wood 80 Cen. 107,372; E&P 87 Est. 112,867
MSA 80 Cen. 616,864; E&P 87 Est. 588,143

4 - HOUSEHOLDS:
City 80 Cen. 5,775; E&P 87 Est. 5,578
Counties 80 Cen. 79,353; E&P 87 Est. 83,595
  Seneca 80 Cen. 20,818; E&P 87 Est. 19,901
  Hancock 80 Cen. 23,058; E&P 87 Est. 24,864
  Wood 80 Cen. 35,477; E&P 87 Est. 38,830
MSA 80 Cen. 220,252; E&P 87 Est. 216,663

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$176,391,000
Credit Union	1	$16,472,345

6 - PASSENGER AUTOS: Counties: Hancock 43,893; Wood 67,231; Seneca 37,171

7 - ELECTRIC METERS: Residence 8,314

8 - GAS METERS: Residence 5,816

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Carbon 400; Foundry; Steel Wire 300; Grain Milling 350; R.R. Signals 25; Rubber Prods. 235; Mach. Tools 300; Elevators, Steel Fab. 35; Mach. Shops; Aluminum Fab. 24; Grain Proc. 47; Fertilizer 71; Crankshafts 950; Local Lighting & Infrared Fixt. 300; Soybean Oil 51; Cement Blocks 500; Printing 208; Jet Blades 460; Refrigeration 300; Automotive 1,000.
Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-49; Summer 60-79; Fall 52-65; Winter 8-30. First killing frost, Oct. 8; last killing frost, May 4.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St., 1 block east and west from Main in the 4 blocks. Outlying shpg. area, 8 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fostoria Plz.(12)	NA	Lane Drug, K mart, Fisher's Big Wheel
K mart Ctr.	NA	

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Dept., Mon., Fri.; Food, Nightly.

13 - RETAIL OUTLETS: **Department Stores**-Hills; JCPenney; Macy's; Sears; K mart.
Variety Stores-Dollar General; Rite Aid.
Discount Stores-K mart; Heck's.
Chain Drug Stores-Lane.
Chain Supermarkets-Kroger; Nye's; Great Scott; Seaway Food Town; IGA.
Other Chain Stores-Sherwin-Williams.

14 - NEWSPAPERS: REVIEW-TIMES (e) 7,412; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Mary Anne Nopper, Adv. Dir., REVIEW-TIMES, 113 E. Center St., Fostoria, OH 44830; Tel. (419) 435-6641.
National Representative: Landon Associates.

FREMONT

1 - LOCATION: Sandusky County, E&P Map B-2. County Seat. NW part of state. 85 mi. W of Cleveland; 32 mi. E of Toledo; 100 mi. N of Columbus; 16 mi. inland from Lake Erie. Retail trading center of county. At intersection of U.S. Hwys. 6 and 20; 4 mi. from interchange 6, Ohio Tpke.

2 - TRANSPORTATION: **Railroads**-Conrail; Norfolk & Western (freight).
Motor Freight Carriers-20.

3 - POPULATION:
Corp. City 80 Cen. 17,834; E&P 87 Est. 16,499
CZ-ABC: (80) 22,440
RTZ-ABC: (80) 37,531
City & RTZ-ABC: (80) 59,971
County 80 Cen. 63,267; E&P 87 Est. 61,137

4 - HOUSEHOLDS:
City 80 Cen. 6,559; E&P 87 Est. 6,135
CZ-ABC: (80) 8,060
RTZ-ABC: (80) 12,212
City & RTZ-ABC: (80) 20,272
County 80 Cen. 21,553; E&P 87 Est. 21,416

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 39,630

7 - ELECTRIC METERS: Residence 21,988

8 - GAS METERS: Residence 12,477

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Employed 28,100 ($328); Agric. 486 ($145); Constr. 654 ($434); Mfg. 8,687 ($527); Trans. 543 ($578); Whol. 496 ($361); Ret. 2,994 ($159); Fin. 586 ($232); Servs. 3,315 ($231); Gov't 2,506 ($287).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-58; Summer 59-83; Fall 42-62; Winter 21-37. Av. an. rainfall 38. Frost-free period, May 10-Oct. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Front St.; 7 on State St.; 4 on Arch St.; 3 on Croghan St.; 1 on Garrison St.; 3 on Justice St.
Neighborhood Shopping Areas-4 blocks on W. State St., Lime St. and White Rd.; 4 on E. State St. from Collinwood to St. Joseph St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fremont Plaza(12)	3	Gray Drugs, Murphy Mart
Potter Village(33)	3	Foodtown, Heck's, Great Scot, Fisher's Big Wheel

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most stores-Fri.; Food (chain) and shopping centers-nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears (catalog); Uhlmans.
Variety Stores-Woolworth.
Discount Stores-Associated Buyers; Heck's; Fisher's Big Wheel; Murphy Mart; Big Lots.
Chain Drug Stores-Revco; Gray's 2; Lane's.
Chain Supermarkets-Shop Rite (Spartan); Kroger; Great Scot 2; Seaway Foodtown.
Other Chain Stores-Fashion Shop; Firestone; Cato (ladies' clothing); 7-Eleven; Lawson's Milk; Osterman Jewelers; Picway Shoes; Radio Shack; Super America.

14 - NEWSPAPERS: NEWS-MESSENGER (e) 13,613; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Genia Lovett, Adv. Dir., NEWS-MESSENGER, 1700 Cedar St., Fremont, OH 43420; Tel. (419) 332-5511.
National Representative: Gannett National Newspaper Sales.

GALION

1 - LOCATION: Crawford County, E&P Map B-2. 80 mi. SW of Cleveland; 60 mi. N of Columbus. On OH Rtes. 309, 61.

2 - TRANSPORTATION: **Railroads**-Conrail; Erie-Lackawanna.
Motor Freight Carriers-3.
Intercity Bus Lines-Galion-Mansfield Transit; Greyhound.
Airlines-USAir Commuter, GCS with 7 times daily feeder to Cleveland Airport.

3 - POPULATION:
Corp. City 80 Cen. 12,391; E&P 87 Est. 11,360
County 80 Cen. 50,075; E&P 87 Est. 46,810

4 - HOUSEHOLDS:
City 80 Cen. 4,852; E&P 87 Est. 4,674
County 80 Cen. 18,167; E&P 87 Est. 17,604

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$51,430,000
Savings & Loan	2	$40,132,000

6 - PASSENGER AUTOS: County 30,156

7 - ELECTRIC METERS: Residence 4,928

8 - GAS METERS: Residence 4,975

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Environmental Control Equip. 465 ($190); Telephonics 2,300 ($192); Road Mach. 745 ($193); Metallic Vaults 210 ($170); Custom Tool 330 ($167); Printing 275 ($148); Hydraulic Components 120 ($140); Custom Uniforms 95 ($136). Annual Payroll $63,000,000
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-72; Summer 63-84; Fall 57-75; Winter 20-50. First killing frost, Oct. 20; last killing frost, Feb. 22.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on 3 sts. (Harding Way).
Neighborhood Shopping Centers-Galion; Murphy's Mart; West.
Principal Shopping Days-Mon., Thur., Sat.
Stores Close-Small stores Wed. p.m.
Stores Open Evenings-All Stores Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Art Nicholls; Bill's TV; Card; K mart; Poland True Value Hdwe.; Galion Sentry Hdwe.
Variety Store-Dean's.
Discount Stores-Murphy's Mart.
Chain Drug Stores-Quay; SupeRx; H-K; Gray.
Chain Supermarkets-Geyer's; Charlie's; Neff Bros.; Galion Food Whse.

14 - NEWSPAPERS: INQUIRER (e) 5,229; sworn Feb. 4, 1987.
Local Contact for Advertising and Merchandising Data: Richard E. Gonnella, Adv. Mgr., INQUIRER, 378 N. Market St., Galion, OH 44833; Tel. (419) 468-1117.
National Representative: Landon Associates.

GALLIPOLIS

1 - LOCATION: Gallia County, E&P Map B-4. County Seat. On Ohio River; midway between Cincinnati and Pittsburgh; 110 mi. SE of Columbus. On U.S. Hwy. 35; State Hwys. 7, 141, 160, 218.

2 - TRANSPORTATION: **Railroads**-Chesapeake & Ohio; Conrail; Baltimore & Ohio.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 5,576; E&P 87 Est. 6,652
County 80 Cen. 30,098; E&P 87 Est. 32,611

4 - HOUSEHOLDS:
City 80 Cen. 2,067; E&P 87 Est. 2,511
County 80 Cen. 10,278; E&P 87 Est. 11,416

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$179,359,240
Savings & Loan	2	$21,824,387

6 - PASSENGER AUTOS: County 17,028

7 - ELECTRIC METERS: Residence 5,900

8 - GAS METERS: Residence 3,710

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electric Prods. 300; Furn. 24; Packing 55; Truck Farming 75; Medical Ctr. 1,000.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-94; Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-Second Ave.; State St.; Third Ave.; Court St., Silver Bridge Plz.; K mart; Murphy's Mart.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Most on Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Gallipolis; Knight's; Dollar General.
Variety Stores-Murphy's Mart 2.
Discount Stores-Small/Big Lots; K mart.
Chain Drug Stores-Revco; Rite Aid.
Chain Supermarkets-Kroger; Foodland 2.
Other Chain Stores-Sears (catalog); Montgomery Ward; JCPenney (catalog).

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 6,164; TIMES-SENTINEL (S) 13,005; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Larry L. Boyer, Adv. Mgr., TRIBUNE, 825 Third Ave., Gallipolis, OH 45631; Tel. (614) 446-2342.
National Representative: Branham/Newspaper Sales.

GREENFIELD

1 - LOCATION: Highland County, E&P Map B-3. 70 mi. E of Cincinnati; 55 mi. SW of Columbus; 70 mi. SE of Dayton. On State Hwys. 70, 41 & 28.

2 - TRANSPORTATION: **Motor Freight Carriers**-Commercial; Hillsboro Trans.

3 - POPULATION:
Corp. City 80 Cen. 5,150; E&P 87 Est. 5,417
County 80 Cen. 33,477; E&P 87 Est. 35,105

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 87 Est. 1,903
County 80 Cen. N.A.; E&P 87 Est. 12,969

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$26,956,465
Savings & Loan	3	$11,221,063

6 - PASSENGER AUTOS: County 20,431

7 - ELECTRIC METERS: Residence 2,574

8 - GAS METERS: Residence 2,160

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Shoe Mfg. 675; Meat Proc. 297; Show Cases 225; Stone 165; Mortuary Supplies 63; Small Tools 30; Printing; Plastics 210; Iron Castings 35.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 50-100; Fall 30-80; Winter -5-55. First killing frost, Oct. 15; last killing frost, Apr. 29.

11 - TAP WATER: Aklaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Jefferson St.; 4 on Washington St.; 1 on N. 4th St.; 1 on S. 4th St.
Neighborhood Shopping Centers-Bainbridge (8 mi.); Leesburg (11 mi.); Frankfort (14 mi.).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri., Sat.
Stores Open Sundays-Food; Drug.

13 - RETAIL OUTLETS: **Department Stores**-United; Sears.
Discount Stores-Wholesale Supply; Mason's; Bays; Sundry.
Chain Drug Stores-Rexall 3.
Chain Food Supermarkets-Kroger; Uhl Bros.; IGA 2; Bob's Super Value 2.
Other Chain Stores-Western Auto; Moore's; Dairy Queen.

14 - NEWSPAPERS: TIMES (e-mon to fri) 4,430; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Jack Schluep, Pub., TIMES, 345 Jefferson St., Greenfield, OH 45123; Tel. (513) 981-2141.
National Representative: Landon Associates.

GREENVILLE

1 - LOCATION: Darke County, E&P Map A-3. In Western central part of State. 35 mi. NW of Dayton; on U.S. Rt. 36; State Rt. 49 & 127.

2 - TRANSPORTATION: **Railroads**-Conrail; Baltimore & Ohio.
Motor Freight Carriers-10.
Airlines-Dayton International Airport, 25 mi.

3 - POPULATION:
Corp. City 80 Cen. 12,999; E&P 87 Est. 12,155
CZ-ABC: (80) 12,999
RTZ-ABC: (80) 46,005
County 80 Cen. 55,096; E&P 87 Est. 52 253
City & RTZ-ABC: (80) 59,004
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,009; E&P 87 Est. 4,781
CZ-ABC: (80) 5,009
RTZ-ABC: (80) 15,345
County 80 Cen. 18,864; E&P 87 Est. 18,507
City & RTZ-ABC: (80) 20,354

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$178,816,000
Savings & Loan	4	$1,374,188,000

6 - PASSENGER AUTOS: County 34,211

7 - ELECTRIC METERS: City 5,906

8 - GAS METERS: City 4,582

9 - PRINCIPAL INDUSTRIES: Industry, (No. of Wage Earners)-Oil Filters (1,200); Dishwashers (97); Sporting Goods (280); Machine Shop (85); Corning Glass (404); Cadillac Gauge (172); Aggregate and Concrete Prods. (125); Plastics (100); Chemicals (125).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-78; Summer 38-101; Fall 30-75; Winter 8-68. First killing frost, Oct. 23; last killing frost, May 9.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-covers ten blocks.
Neighborhood Shopping Centers-Harts; Murphy's Mart; K mart (8); Buckeye Sq. Mall-10 stores. Open eves. until 9 and Sundays.
Nearby Shopping Centers-Salem Mall (Dayton)-Rike's, Sears.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. & Fri. Food and Shopping centers every evening.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Harts; Uhlman's.
Discount Stores-Murphy's Mart; Harts; K mart
Chain Drug Stores-Revco; SupeRx; Bonfiglio's; Medicine Shoppe; Hooks.
Chain Supermarkets-Kroger; Eikenberry 2; Marsh Foodliner; Troutwine.
Other Chain Stores-Sears; Fashion Barn; Endicott-Johnson Shoes; Firestone; Jo-Ann Fabrics; Nationwise Auto; Quality Farm Fleet; Hoithouse Furniture.

14 - NEWSPAPERS: ADVOCATE (e) 8,822; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gary K. Yount, Pub. or Joe Beegle, Adv. Mgr., ADVOCATE, W. Main & Sycamore; PO Box 220, Greenville, OH 45331; Tel. (513) 548-3151.
National Representative: Thomson Newspapers.

HAMILTON

1 - LOCATION: Butler County (In Hamilton-Middletown PMSA). E&P Map A-3. County Seat. Industrial City; rich farm, dairy area. 24 mi. N of Cincinnati on Great Miami. On U.S. Hwy. 127; State Hwys. 4, 129, 177, 138.

2 - TRANSPORTATION: **Railroads**-Baltimore & Ohio; Norfolk & Western.
Motor Freight Carriers-50.
Intercity Bus Lines-All major lines.

3 - POPULATION:
Corp. City 80 Cen. 63,189; E&P 87 Est. 64,057
CZ-ABC: (80) 118,499
RTZ-ABC: (80) 96,817
County/PMSA 80 Cen. 258,787; E&P 87 Est. 273,552
City & RTZ-ABC: (80) 215,316
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,793; E&P 87 Est. 25,047
CZ-ABC: (80) 42,269
RTZ-ABC: (80) 29,041
County/PMSA 80 Cen. 88,130; E&P 87 Est. 96,653
City & RTZ-ABC: (80) 71,310

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	6	$461,922,000
Commercial	4	$354,200,000

6 - PASSENGER AUTOS: County 175,888

7 - ELECTRIC METERS: Residence 23,771

8 - GAS METERS: Residence 23,497

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper Mfg. 4,800; Auto Bodies 2,500; Mach. 2,000; Sales 1,700; Steel 610.
Principal Pay Days-1st & 2nd, Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-74; Summer 58-84; Fall 52-55; Winter 27-46. First killing frost, Oct. 9; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-Downtown area about 16 sq. blocks.
Neighborhood Shopping Centers-Lindenwald, 5 blocks on Pleasant Ave., West Side, 6 on Main St.; Hamilton Plaza; Town & Country; Hamilton West; Fair Plaza; Hicks Manor.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fair Plaza(12)	NA	Hart's, Marsh Mkt.
Hamilton Plaza(19)	NA	Durham, U Save, Odd Lots
Hamilton West(15)	NA	SupeRx, K mart
Town & Country (18)	NA	Woolworth, Marsh
Hicks Manor(15)	NA	Marsh, SupeRx
Tri-County(60)	NA	Sears, Lazarus
Northgate(47)	NA	Sears, McAlpins

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. & Fri.; Supermarkets Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Elder-Beerman; Sears; JCPenney.
Discount Stores-K mart; Van Leunen's; Hart's.
Variety Stores-Woolworth; McCrory's; Odd Lots.
Chain Drug Stores-Revco 3; SupeRx 2; Walgreen's 2.
Chain Supermarkets-Kroger 4; Marsh Foodliners 4; IGA 2.
Other Chain Stores-Shoes: Gallenkamp; Auto Supply: Goodrich, Firestone, Goodyear, Nationwise; Clothing: Lerner's, Fashion Bug, Fashion Discovery; Misc.: National, Singer Co., Spiegel (catalog).

14 - NEWSPAPERS: JOURNAL-NEWS (e) 28,696; (S) 29,968; Mar. 28, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth Corbus, Adv. Dir., JOURNAL-NEWS, Court & Journal Square, Hamilton, OH 45012; Tel. (513) 863-8200.
National Representative: Landon Associates.

IRONTON

1 - LOCATION: Lawrence County (In Huntington-Ashland, WV-KY-OH MSA). E&P Map B-4. On the Ohio River, most southern city in the state. 27 mi. SE of Portsmouth; 20 mi. from Huntington, WV; 128 mi. from Columbus; 140 mi. from Cincinnati. On U.S. Hwy 52; 1 mi. from U.S. Hwys. 23 and 60; and I-64 on State Hwys. 7, 93, 141, 243 and 217.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Chesapeake & Ohio.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-Piedmont; USAir; Delta connection.

3 - POPULATION:
Corp. City 80 Cen. 14,290; E&P 87 Est. 13,577
CZ-ABC: (80) 17,245
RTZ-ABC: (80) 67,717
County 80 Cen. 63,849; E&P 87 Est. 65,319
MSA 80 Cen. 336,410; E&P 87 Est. 325,844
City & RTZ-ABC: (80) 84,962

4 - HOUSEHOLDS:
City 80 Cen. 5,658; E&P 87 Est. 5,575
CZ-ABC: (80) 6,655
RTZ-ABC: (80) 22,485
County 80 Cen. 22,041; E&P 87 Est. 23 432
MSA 80 Cen. 119,007; E&P 87 Est. 119,360
City & RTZ-ABC: (80) 29,140

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$97,353,000
Savings & Loan	4	$72,113,289

6 - PASSENGER AUTOS: County 37,183

7 - ELECTRIC METERS: Residence 18,198

8 - GAS METERS: Residence 11,476

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 1,021 ($310); Stone-Clay 202 ($248); Primary Metals 287 ($198); Trans. & Util. 763 ($270); Whol. 299 ($202); Ret. 2,228 (N.A.).
Principal Pay Days-15th, 30th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 50-100; Fall 36-80; Winter 0-48. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: 7.2-7.6pH alkalinity; 5-10 gr/gal.; fluoridated.

12 - RETAILING: **Principal Shopping Centers**: 5 blocks on 3rd St.; 3 on 2nd St.; 2 on Ctr. & 1 on Park Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mid-Town(17)	6	Krogers
Ashland Plz.(25)	4	Hills, Radio Shack, K mart
K mart Plz.	NA	K mart
Wheelersburg Mall(7)	15	Rink's, Krogers
Greenup Mall(15)	4	G.C. Murphy, K mart
Huntington Mall(23)	23	Sears, JCPenney, Lazarus

Principal Shopping Days-Mon., Fri. Sat.
Stores Open Evenings-Dept. Stores-Mon., Fri.; Food: Ind.-8 on Sat., Chain-Daily to 9.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Store-S.S. Kresge.
Discount Store-Dollar Store.
Chain Drug Stores-Revco; Staley's 2.
Chain Supermarkets-Kroger; Foodland; Little Giant; Key; Tradewell; Gateway.
Other Chain Stores-Artwil (Women's); Goodyear.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 8,319; (S) 8,915; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Tom Rattenbury, Adv. Mgr., TRIBUNE, PO Box 666, Ironton, OH 45638; Tel. (614) 532-1441.
National Representative: Landon Associates.

KENT-RAVENNA

1 - LOCATION: Portage County (In Akron PMSA). E&P Map C-2. Ravenna: 18 mi. E of Akron; 34 mi. SE of Cleveland; on State Hwys. 11, 14, 44, 59. Kent: 11 mi. E of Akron; 32 mi. SE of Cleveland; on State Hwys. 59, 43 and 261.

2 - TRANSPORTATION: **Railroads**-Ravenna and Kent-Conrail; Conrail; Chessie System; Kent-Norfolk & Western.
Motor Freight Carriers-35.

3 - POPULATION:
Corp. Cities 80 Cen. 38,151; E&P 87 Est. 40,163
Kent 80 Cen. 26,164; E&P 87 Est. 28,114
Ravenna 80 Cen. 11,987; E&P 87 Est. 12,049
CZ-ABC: (80) 53,104
RTZ-ABC: (80) 85,813
County 80 Cen. 135,856; E&P 87 Est. 141,117
PMSA 80 Cen. 660,328; E&P 87 Est. 624,413
City & RTZ-ABC: (80) 138,917
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 13,147; E&P 87 Est. 13,016
Kent 80 Cen. 8,655; E&P 87 Est. 9,426
Ravenna 80 Cen. 4,492; E&P 87 Est. 4,590
CZ-ABC: (80) 18,587
RTZ-ABC: (80) 26,652
County 80 Cen. 44,214; E&P 87 Est. 47,033
PMSA 80 Cen. 274,001; E&P 87 Est. 227,577
City & RTZ-ABC: (80) 45,239

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$350,207,512
Savings & Loan	4	$137,420,312

6 - PASSENGER AUTOS: County 87,207

7 - ELECTRIC METERS: Residence Ravenna 5,650; Kent 9,650

8 - GAS METERS: Residence Ravenna 7,383; Kent 8,889

9 - PRINCIPAL INDUSTRIES: Castings; Rubber Prods.; Plastic Prods.; Motors; Nuts & Bolts; G.E. Whse.; Steel Fab.; Hiram College 1,256; Kent State Univ. 20,060; Bohecker's Business College 207.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-86; Summer 44-97; Fall -10-88; Winter -7-59. First killing frost, Oct. 19; last killing frost, May 7.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Area**-Ravenna: 6 blocks on Main St.; 3 on Chestnut; 2 on Meridian; 2 on Prospect; Ravenna Plaza. Kent: 3 on Water St.; 2 on Main St.; 2 on Erie; 1 on Franklin. Streetsboro: Streetsboro Plaza. Aurora: Community Plaza. Stow: Stow-Kent Plaza.
Neighborhood Shopping Centers-Kent State Plaza, 1 mi. E. of Kent; Ravenna Plaza; Rootstown Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brimfield Plz.(10)	NA	Sparke Mkt.
Chapel Hill Mall	8	Sears, O'Neils, JCPenney
University Plz.(26)	NA	Acme
Stow-Kent Plz.(28)	2	Stambaugh
Streetsboro Plz.(22)	8	Big Wheel

Principal Shopping Days-Wed., Thur., Fri., Sun.
Stores Open Evenings-Nightly at shopping centers.

13 - RETAIL OUTLETS: **Department Stores**-Wright's; Kertscher's; O'Neil's.
Discount Stores-Click; Murphy's; Big Wheel; TG&Y; Gold Circle; K mart.
Chain Drug Stores-Revco 3; Gray.
Chain Supermarkets-Acme 3; Giant Eagle 4; Sparkle 4; IGA; Country Counter.
Other Chain Stores-Heinen's.

14 - NEWSPAPERS: RECORD-COURIER (e) 23,821; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ray Drotor, Adv. Dir., RECORD-COURIER, 126 N. Chestnut St., Ravenna, OH 44240; Tel. (216) 296-9657.
National Representative: Landon Associates.

KENTON

1 - LOCATION: Hardin County. E&P Map B-2. County Seat. 25 mi. W of Marion; 26 mi. E of Lima; 65 mi. NW of Columbus; 72 mi. S of Toledo. On U.S. Hwys. 309, 68; State Hwys. 31, 53, 67.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-9
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,605; E&P 87 Est. 8,342
County 80 Cen. 32,719; E&P 87 Est. 31,218

4 - HOUSEHOLDS:
City 80 Cen. 3,306; E&P 87 Est. 3,305
County 80 Cen. 11,131; E&P 87 Est. 11,058

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$156,000,000
Savings	1	$27,816,000
Savings & Loan	2	$24,208,689

6 - PASSENGER AUTOS: County 17,986

7 - ELECTRIC METERS: Residence 3,042

8 - GAS METERS: Residence 2,860

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Tools 205; Gasoline Truck Tanks & Chassis 100; Truck & Trailer Axles 750; Plastic 200; Automotive Switches 400; Signs 75; Ornamental Iron 30; Dies & Molds 40; Fertilizer 20; Metal Forgings 200; Paper Cup 200; Flagpoles 20; Castings 20.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-69; Summer 56-79; Fall 34-54; Winter 12-35.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kenton	9	Uhlmans, TG&Y, K mart, Kroger, SupeRx

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Downtown Fri.; Daily Shpg. Ctr.

13 - RETAIL OUTLETS: **Department Stores**-Uhlman's; TG&Y; K mart.
Variety Stores-Barr; Odd Lots.
Discount Stores-Odd Lots.
Chain Drug Stores-Rexall; SupeRx; Lane Drug.
Chain Supermarkets-Kroger; Super Valu; Sack-N-Save; IGA
Other Chain Stores-Sears (catalog); Sherwin-Williams; Dean & Berry; Hallmark; Coast-to-Coast Hardware; Radio Shack.

14 - NEWSPAPERS: KENTON TIMES (e) 7,568; sworn Sept. 26, 1986.
Local Contact for Advertising and Merchandising Data: Jeff Barnes, Gen. Mgr., TIMES, 201 E. Columbus St., Kenton, OH 43326; Tel. (419) 674-4066.
National Representative: Landon Associates.

LAKE COUNTY

1 - LOCATION: Lake County (In Cleveland PMSA). E&P Map C-1. 18 mi. E of Cleveland on U.S. Hwys. 2, 20 and 90; State Hwys. 6, 84, 91, 271, 283, 306 and 640.

2 - TRANSPORTATION: **Railroads**-Conrail; Nickel Plate.
Intercity Bus Lines-Lake Front.

3 - POPULATION:
Corp. Cities 80 Cen. 61,394; E&P 87 Est. 63,863
Willoughby 80 Cen. 19,329; E&P 87 Est. 20,001
Mentor 80 Cen. 42,065; E&P 87 Est. 43,862
NDM-ABC: (80) 212,801
County 80 Cen. 212,801; E&P 87 Est. 218,777
PMSA 80 Cen. 1,898,720; E&P 87 Est. 1,803,216

4 - HOUSEHOLDS:
Cities 80 Cen. 21,082; E&P 87 Est. 22,560
Willoughby 80 Cen. 7,434; E&P 87 Est. 7,944
Mentor 80 Cen. 13,648; E&P 87 Est. 14,616
NDM-ABC: (80) 72,064
County 80 Cen. 72,064; E&P 87 Est. 76,614
PMSA 80 Cen. 694,324; E&P 87 Est. 681,356

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	N.A.
Savings & Loan	12	N.A.

6 - PASSENGER AUTOS: County 160,559

7 - ELECTRIC METERS: County 82,000

8 - GAS METERS: County 44,304

9 - PRINCIPAL INDUSTRIES: Rubber Prods.; Cranes; Dies and Gauges; Chemicals; Heavy Mach.; Precision Tools; Electronic; Quartz Prods.; Wire Cloth; Key Cutting Mach.; Textiles; Nurseries.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-93; Summer 34-104; Fall 4-86; Winter -19-80. First killing frost, Nov. 8; last killing frost, May 4.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Great Lakes Mall(100)	NA	May Co., Sears, Hornes, JCPenney
Mentor(20)	NA	Higbee, Zayre, Radio Shack
New Market(40)	NA	Carlisles, Revco
Painesville(32)	NA	Finast, Gray's
Richmond Mall(81)	NA	Sears, JCPenney
Euclid Square Mall(80)	NA	Higbee, May Co., Revco
Willo Plaza(32)	NA	Pic-N-Pay, Gray Drugs
Shoregate(67)	NA	Sears, Best Prods., Pic-N-Pay

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Newberry; JCPenney; May Co.; Carlisles; Higbee; Joseph Horne.
Discount Stores-Zayre; K mart; Gold Circle; Forest City; Hecks.
Chain Drug Stores-Revco; Gray's; Medic 3; Discount Drug Mart; Bernie Shulman; Jote's.
Chain Supermarkets-Pick-N-Pay 5; Fazio 5; Finast 2; Heinens 3; Bi-Rite 2; Stop N Shop 3; Giant Eagle.

14 - NEWSPAPERS: NEWS-HERALD (e) 55,092; (S) 63,460; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Richard T. Stenger, Mktg. Dir., NEWS-HERALD, 38879 Mentor Ave., Willoughby, OH 44094; Tel. (216) 951-0000.
National Representative: Branham/Newspaper Sales.

LANCASTER

1 - LOCATION: Fairfield County (In Columbus MSA). E&P Map B-3, County Seat. 30 mi. S of Columbus. On U.S. Route 33.

2 - TRANSPORTATION: Railroads-Chessie.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 34,953; E&P 87 Est. 35,000
CZ-ABC: (80) 34,953
RTZ-ABC: (80) 69,502
County 80 Cen. 93,678; E&P 87 Est. 99,096
MSA 80 Cen. 1,243,810; E&P 87 Est. 1,314,767
City & RTZ-ABC: (80) 104,455

4 - HOUSEHOLDS:
City 80 Cen. 13,345; E&P 87 Est. 13,689
CZ-ABC: (80) 13,345
RTZ-ABC: (80) 22,047
County 80 Cen. 31,776; E&P 87 Est. 34,869
MSA 80 Cen. 397,027; E&P 87 Est. 494,444
City & RTZ-ABC: (80) 35,392

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$186,405,000
Savings & Loan	5	$167,000,000

6 - PASSENGER AUTOS: County 63,912

7 - ELECTRIC METERS: Residence 19,300

8 - GAS METERS: Residence 12,352

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Mfg. 4,792 ($175); Non Elect. Mach. 1,200 ($175); Shoes 400 ($140); Ind. & Electronic Glassware 1,168 ($175); Boiler Equip. 1,150 (N.A.); Food Proc. 285 ($140).

10 - CLIMATE: Min. & Max. Temp.-Spring 10-95; Summer 45-105; Fall 20-95; Winter 0-70. First killing frost, Oct. 15; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-2 blocks on Main St.; 3 on Columbus St.; 3 on Broad St.; Several Shopping Ctrs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Main(4)	NA	SupeRx, Kroger
Hocking Valley Mall(13)	NA	K mart, Kroger
Harts(2)	NA	Big Bear, Harts
Center Point(2)	NA	King's, Anchor Hocking
Town & Country (10)	NA	
Memorial Drive Plaza(25)	NA	JCPenney, Big Bear, Sears, Woolworth

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Dept. Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Stores-K mart; Woolworth.
Discount Stores-Lancaster Sales; Harts; Value City; Heck's; Odd Lots.
Chain Drug Stores-Gray's; SupeRx; Heritage Walgreens; Rexall 2.
Chain Supermarkets-Big Bear 2; Lancaster; Kroger 2; Bay's R&W 2.
Other Chain Stores-Moore's; Lowes; Quality Fleet; Pic-Way; Scott Lumber; Lawsons 3; Stop N Go 3; Convenient Food Market 2.

14 - NEWSPAPERS: EAGLE-GAZETTE (e) 17,242; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gregory Cheslock, Adv. Mgr., EAGLE-GAZETTE, 138 W. Chestnut St.; PO Box 848, Lancaster, OH 43130; Tel. (614) 654-1321.
National Representative: Thomson Newspapers.

LIMA

1 - LOCATION: Allen County (In Lima MSA). E&P Map A-2, County Seat. Between Toledo and Dayton, 75 mi.; Columbus, 93 mi.; Ft. Wayne, 65 mi. On U.S. Hwy. 309; I-75; State Hwys. 117, 65, 81.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Norfolk Southern (freight); Conrail (freight); Detroit; Toledo & Ironton (freight); Baltimore & Ohio (freight); Spencerville & Elgin (freight).
Motor Freight Carriers-34.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 47,381; E&P 87 Est. 42,768
CZ-ABC: (80) 81,344
RTZ-ABC: (80) 226,412
County 80 Cen. 112,241; E&P 87 Est. 103,513
MSA 80 Cen. 154,795; E&P 87 Est. 147,446
City & RTZ-ABC: (80) 307,756

4 - HOUSEHOLDS:
City 80 Cen. 19,050; E&P 87 Est. 16,587
CZ-ABC: (80) 29,169
RTZ-ABC: (80) 75,410
County 80 Cen. 39,168; E&P 87 Est. 37,219
MSA 80 Cen. 53,700; E&P 87 Est. 52,800
City & RTZ-ABC: (80) 104,579

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$947,841,000
Savings & Loan	5	$502,419,000

6 - PASSENGER AUTOS: County 70,557

7 - ELECTRIC METERS: County 44,424

8 - GAS METERS: County 29,785

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 16,885 ($560); Trans. & Util. 2,225 ($490); Whol., Ret. Trade 12,065 ($225); Constr. 2,290 ($513).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 63-90; Fall 36-63; Winter -10-50. First killing frost, Oct. 14; last killing frost, May 4.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-1 block on 6 sts.: Main, Market, High, North, Elizabeth, West Sts.
Neighborhood Shopping Centers-Cole & North; Main & Kibby.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
American Mall(32)	NA	Odd Lots, Value City
K mart Plaza(8)	NA	K mart, Lane Drug, Warehouse Paint
Lima Mall(65)	NA	JCPenney, Woolworth, Sears Elder Beerman, Lazarus
Northland Plz.(43)	NA	Odd Lots, Ray's, Kash & Karry, Dollar General
Eastgate(19)	NA	Cooks, Ray's

Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Dept. Mon. through Sat.
Stores Open Sundays-Mall Stores and K mart Plaza.

13 - RETAIL OUTLETS: Department Stores-Elder Beerman; K mart; JCPenney; Sears; Lazarus; Value City; Cooks; Hills.
Variety Stores-Woolworth.
Chain Drug Stores-Thrift; Revco; Lanes; Rite Aid; Phar-Mor.
Chain Supermarkets-Shawnee IGA; Clyde Evans 5; Kash & Karry; Ray's 3; County Market; Pantry Pride 2.
Discount Stores-Odd Lots 2; Value City; Cooks 2; Lima Bargain Ctr.; K mart 2; Hills.
Other Chain Stores-Abrahams; Richman Bros.; Payless Shoes; Radio Shack; Zales; Rogers; Ostermans; Paul Harris; Kinney Shoes; Butler Shoes; Jo-Ann Fabrics; Goodyear; Pittsburgh Plate Glass; Sherwin-Williams; Pic Way Shoes; El Bee Shoes; Warehouse Paint; Regal Shoes; Thom McAn; Waldenbooks; Sills Shoes; Piece Goods; Carpetland U.S.A.; Camelot Music; General Nutrition; Hobby Center; Howard's Camera; Nationwise Auto; Service Merchandise; The Gap; Jean Nicole; Foxmoor; Brooks; Petries; Lerners; The Bottom Half; National Records; Petland; Naturalizer Shoes; Fashion Bug Plus; The Jean Scene; National Health & Nutrition; K & K Toys; Waterbeds II; Gibson Auto; Chic; Deb Shop; D.O.C. Optical; 84 Lumber; Carter Lumber; Firestone; Classic Stereo; Wolohan Lumber; Spencer Gifts; Lane Bryant; Furrows Lumber; Moore's Building Supplies; Curtis Mathes TV; Rex TV; Fiesta Beauty; Waterbed Room; Systems 60; Little World; Videc Biz; Sounds Easy; Poley's Big & Tall; Lazy Boy Showcase Shoppe; Musicland; Fashion Barn; Clothes Hanger; Royal Optical; Mattress Mart; Sycamore; Circus World; Finish Line; Footlocker; Rave Clothes; Card Cage; House of Cards; So-Fro Fabrics.

14 - NEWSPAPERS: NEWS (e) 41,379; (S) 51,288; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gus Stroube, Adv. Dir., NEWS, 121 E. High St., Lima, OH 45802; Tel. (419) 223-1010.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

LISBON

1 - LOCATION: Columbiana County, E&P Map C-2, County Seat. 14 mi. NW of East Liverpool on Lincoln Hwy. 30 and State Hwy. 45.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 3,159; E&P 87 Est. 3,004
County 80 Cen. 113,572; E&P 87 Est. 109,253
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,197; E&P 87 Est. 1,177
County 80 Cen. 39,996; E&P 87 Est. 39,882

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$28,000,000
Savings & Loan	2	$2,700,000

6 - PASSENGER AUTOS: County 66,492

7 - ELECTRIC METERS: Residence 1,350

8 - GAS METERS: Residence 1,400

9 - PRINCIPAL INDUSTRIES: Bronze & Aluminum Foundry; Office Supplies & Equip. & Medical Serv. Equip.; Hoists & Trolleys; Heating & Sheet Metal Work; Pattern Shop; Bridge Constr.; Fab.; Electric Hoists; Buffing Wheels for Belt Sanders; Bldg. Materials & Concrete & Feeds; Goss Community Printing; Coal Mining.

10 - CLIMATE: Average Temp.-Spring 47; Summer 68; Fall 53; Winter 27.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbiana Plz.(7)	NA	Ben Franklin
Columbiana Mall	NA	
St. Clair Plz.(10)	15	Hill's Dept. Store, Bobbi Gee Fashion
Thrifty City Plz.(6)	NA	T.C. Annex
Eastgate Plz.	NA	
Salem Plz.(10)	12	Penneyfare Mkt.
Solon Shpg. Ctr.	NA	Pick-N-Pay
Southeast Plz.(8)	NA	Franklin

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Discount Stores-The Mart.
Variety Stores-Laurette's; Wickett Shoppe; Miller's; Bye & Bye Hardware.
Chain Drug Stores-Morgan's/McKesson.
Chain Supermarkets-Value King; Hillyer's; IGA.
Other Chain Stores-Lawsons; True Value.

14 - NEWSPAPERS: MORNING JOURNAL (mS) 16,619; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Rhonda Geer, Natl. Adv. Mgr., MORNING JOURNAL, 308 Maple St., Lisbon, OH 44332; Tel. (216) 424-9541.
National Representative: Landon Associates.

LOGAN

1 - LOCATION: Hocking County, E&P Map B-3, County Seat. 50 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 93, 664.

2 - TRANSPORTATION: Railroads-C&O.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,557; E&P 87 Est. 7,477
County 80 Cen. 24,304; E&P 87 Est. 25,354
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,615; E&P 87 Est. 2,896
County 80 Cen. 8,591; E&P 87 Est. 9,253

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$63,264,000
Savings & Loan	1	$75,700,000

6 - PASSENGER AUTOS: County 14,532

7 - ELECTRIC METERS: Residence 6,500

8 - GAS METERS: Residence 4,541

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners-Tires 600; Carborundum 92; Metalbestos 126; Mfg. 170; Clay Prods. 214; Oil Drilling 200; Constr. 103; Appliances 197; Metal Prods. 100.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-49; Summer 55-100; Fall 30-75; Winter 0-50. First killing frost, Sept.; last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St., 5 on Hunter.
Neighborhood Shopping Centers-West Hunter St. & E. Front St.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Fri.; Food every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-Elberfeld's; JCPenney.
Discount Stores-Leon's; LS Department Store; Super Dollar.
Variety Stores-Murphy's; Logan's.
Chain Drug Stores-Risch 7; Rexall; Revco.
Chain Supermarkets-Super Thrift; Kroger; Super Duper; Fox East 2.
Other Chains Stores-Sears; Stop-N-Go; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 6,228; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Dan Rodenfels, Pub., NEWS, 72 E. Main; PO Box 758, Logan, OH 43138; Tel. (614) 385-2107.
National Representative: Landon Associates.

LONDON

1 - LOCATION: Madison County (In Columbus MSA), E&P Map B-3, County Seat. Primarily Agriculture; Manufacturing; Civil Service. 24 mi. SW of Columbus, 24 mi. SE of Springfield.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Six major companies from Columbus or Dayton; Private planes at local airport. (Madison County Airport).

3 - POPULATION:
Corp. City 80 Cen. 6,958; E&P 87 Est. 8,623
County 80 Cen. 33,004; E&P 87 Est. 36,650
MSA 80 Cen. 1,243,810; E&P 87 Est. 1,314,767
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,631; E&P 87 Est. 3,378
County 80 Cen. 10,661; E&P 87 Est. 12,321
MSA 80 Cen. 449,260; E&P 87 Est. 494,444

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 20,686

7 - ELECTRIC METERS: Residence 3,485

8 - GAS METERS: Residence 2,336

9 - PRINCIPAL INDUSTRIES: Agriculture; Steel Wool Prods.; Ohio Criminal Identification Bureau; Printing; Truck Rebuilding; Plastics; Grain Elevators; Lumber; Agri-Business Fertilizer Plants; Automotive Lighting. Av. Hrly. Wage-Unskilled $3.35/$5.65; Semi-skilled $5.00/$6.50; Skilled $6.00/$10.90; Av. Wkly. Wages-Madison Co. Mfg. $347; Whol.-Ret. $218; Fin.-Ins.-R.E. $269; Servs. (police, fire, janitorial) $268.

10 - CLIMATE: Av. An. Temp. 51.7; Mean Max. Temp. 61.5; Mean Min. Temp. 41.8; First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: 650,000 to 700,000 gallons daily; Capacity 1 1/2 million gallons; Soft (140 mg. per litre). Natural fluoridation and added fluoridation total 1 mg. per litre.

12 - RETAILING: Stores Open Fri. & Sat. to 8:30 or 9.

13 - RETAIL OUTLETS: Variety Stores-Woods Shoe Store; Dwyers Hdwe.; Farm Bureau; TV Stores 3; Auto Firms 4; Cable Communications; Watermelon Patch; Calico Basket; Blue Goose; Carolina Fabrics; Outlet Store; Hunt's Jewelry Shop; Yauger Monument Co.; Camelot Hallmark Gifts; Mabe's Paperback Exchange; Sims Tires; Johnson Florist; Branwell Video; Cottage House; Tim's Carpet; Precision Trans.; London Florist; Crown Hdwe.; London Elect. Supply.
Discount Stores-Bare Bones; K mart; Traders Mart; Sycamore.
Chain Drug Stores-SupeRx; Rexall; Revco; Days.
Chain Supermarkets-Kroger; Cardinal; Super Duper.
Other Chain Stores-Lawsons; Barnhart Firestone; Quality Farm & Fleet; NAPA; Rax; Majestic Paint; Auto Works; Convenient Food Store; Kar Gard; Network Video; Video Barn; Pizza Hut.
Independent Food-Carters; Davis Market; London Super Duper.

14 - NEWSPAPERS: MADISON PRESS (e-mon to fri) 6,500; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Don Hartley, Pub., MADISON PRESS, 30 S. Oak St., London, OH 43140; Tel. (614) 852-1616.
National Representative: Landon Associates.

LORAIN

1 - LOCATION: Lorain County (In Lorain-Elyria PMSA). E&P Map B-1. Shipping center for coal, steel, and iron ore. Heavy and light industry. North central part of the state; 27 mi. W of Cleveland; 76 mi. E of Toledo. Located on Lake Erie and on Black River. On U.S. Hwy. 6; State Hwys. 57, 58, I-90, I-480, 254, 301, 611, 2 and Exit 8 on Ohio Turnpike.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Baltimore & Ohio (freight); Wheeling & Lake Erie (freight); Lake & West Virginia (freight); Lake Terminal; Amtrak.
Water Transport-Great Lakes Freighters for bulk cargoes. Coal, iron Ore, Limestone, Gypsum Sand, Gravel, Fuel Oil, Export steel on foreign freighters.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound.
Airlines-22 mi. to Cleveland Hopkins Airport; Most airlines scheduled; Lorain County Regional Airport.

3 - POPULATION:
Corp. City 80 Cen. 75,416; E&P 87 Est. 69,867
NDM-ABC: (80) 147,423
County/PMSA 80 Cen. 274,909; E&P 87 Est. 265,036
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,578; E&P 87 Est. 25,044
NDM-ABC: (80) 49,321
County/PMSA 80 Cen. 90,819; E&P 87 Est. 90,530

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$1,367,319,000
Savings & Loan	3	$533,110,000

6 - PASSENGER AUTOS: County 174,587

7 - ELECTRIC METERS: Residence 26,954

8 - GAS METERS: Residence 35,589

9 - PRINCIPAL INDUSTRIES: Mfg. (more than 105,000 emp. Av. Wkly. Wage-$406). Auto Trucks; Passenger Cars; Steel; Pipe; Building Prods.; Bearing; Screw Machine Prods.; Electronics; Chem.; Water Purification Equip.; Traffic Signals; Stud Welding Guns.
Principal Pay Days-Mon., Tues., Wed., Fri.

10 - CLIMATE: First killing frost, Oct. 12; last killing frost, May 5.

11 - TAP WATER: Alkaline, 7.6 hardness; fluoridated.

12 - RETAILING: 11 Principal Shopping Centers-downtown, central and south Lorain.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Midway Mall(72)	6	Higbee, Sears, Woolworth, JCPenney
Sheffield(15)	3	May Co., Finast
Oakwood Plaza(14)	3	Fazio's, Rite Aid, U.S. Factory Outlet
Shoreway(15)	5	Rite Aid, Fazio's
Lorain Plaza(16)	3	Fazio's, Revco, T.J. Maxx
Midway Crossings (12)	6	U.S. Mdse., Kids Mart, T.J. Maxx
South Shore(21)	10	Geyer's, Fazio's, Fisher's Big Wheel
Avon Lake(17)	8	Fazio's, IGA
Amherst Plaza(22)	5	K mart, Fazio's, Petries, Revco
North Ridge(6)	17	Revco, Fisher's

Principal Shopping Days-Department Stores: Mon., Fri., and Sat., Food Stores: Thur., Fri. and Sat.
Stores Open Evenings-All major stores.
Stores Open Sundays-All major stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; May Co.; Higbee Co.
Discount Stores-K mart; Gold Circle; Zayre; Hills; Big and Small Lots; Fisher's Big Wheel; Value City; Family Dollar; Dollar General.
Variety Stores-Woolworth.
Chain Drug Stores-Rite Aid; Revco; Discount Drug Mart.
Chain Supermarkets-Geyer's 2; Fazio's 9; IGA 10; Sparkle 5; Eagle 6; Rini's; Finast.
Other Chain Stores-Builder's Square; Wickes'; True Value; Goodrich; Firestone; Goodyear; Nationwise Auto; Carter Lumber; 84 Lumber; Richman Brothers; Zales Jewelry; J.B. Robinson Jewelry; Sherwin-Williams; Northeast Appliance; Radio Shack; Osterman Jewelry; Color Tile; T.J. Maxx; Pearle Vision Center; Union Eye Care; Royal Optical; D.O.C.; Mace Electronics; U.S. Merchandise; Furniture Stores: Jonathan's, Value City, Lee, Barn Door, Kaplan, Wukie, Shane, Statman, Mars, Herman-Kirchner, Dewey, T.N. Molas, Furniture Land; Food Stores: Convenient, 7-Eleven, Dairy Mart; Dunham Sporting Goods; Kids Mart; Toys R Us.

14 - NEWSPAPERS: JOURNAL (e) 44,200; (S) 47,615; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Wayne D. Bryant, Mktg. Dir., JOURNAL, 1657 Broadway, Lorain, OH 44052-3489; Tel. (216) 245-6901.
National Representative: Branham/Newspaper Sales.

MANSFIELD

1 - LOCATION: Richland County (MSA). E&P Map B-2, County Seat, industrial center. In North Central part of state; 60 mi. from Canton; 73 mi. SW of Cleveland; 69 mi. NE of Columbus. On U.S. Hwys. 30N, 30S, 42; State Hwys. 13 and 39. Conneaut to Cincinnati Freeway State Route 1; I-71.

2 - TRANSPORTATION: Railroads-Conrail; B&O; Amtrak.
Motor Freight Carriers-41.
Intercity Bus Lines-Greyhound.
Airlines-G.C.S.

3 - POPULATION:
Corp. City 80 Cen. 53,927; E&P 87 Est. 51,103
CZ-ABC: (80) 86,948
RTZ ABC: (80) 106,412
County/MSA 80 Cen. 131,205; E&P 87 Est. 127,848
City & RTZ-ABC: (80) 193,360
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,702; E&P 87 Est. 20,861
CZ-ABC: (80) 31,739
RTZ-ABC: (80) 36,480
County/MSA 80 Cen. 46,408; E&P 87 Est. 46,833
City & RTZ ABC: (80) 68,219

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$918,917,000
Savings & Loan	4	$986,331,000

6 - PASSENGER AUTOS: County 83,219

7 - ELECTRIC METERS: Residence 23,875

8 - GAS METERS: Residence 17,671

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Stone, Clay & Glass 958 ($290); Metal 2,288 ($298); Fab. Metal Prods. 4,530 ($320); Mach. 1,505 ($318); Elect. 1,370 ($270); Printing & Pub. 1,048 ($260); Rubber & Plastic Prods. 675 ($313); Trans. & Util. 2,460 ($292); Whol. 1,378 ($286); Ret. 7,574 ($162); Banks, Securities & Fin. 616 ($226); Ins. 986 ($254); Servs. 3,185 ($170).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-68; Summer 73-97; Fall 53-92; Winter -20-35. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 5 on Park Ave.; 3 on Third & 4th. Lex.-Springmill Rd. & Rt. 30.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mansfield Sq.(24)	3	Mont. Ward, JCPenney
Johnny Appleseed (31)	4	Neff's
West Park(40)	3	Neff's
Richland Mall(52)	5	Sears, O'Neil's, Lazarus
Eastgate(6)	3	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shpg. Ctrs. Mon.-Sat.; Food Mon.-Sun.

13 - RETAIL OUTLETS: Department Stores-M. O'Neil; Sears; Montgomery Ward; JCPenney; H.L. Reed; Lazarus.
Discount Stores-Odd Lots; Zayre; Swallens; K mart 2; Value City.
Variety Store-Woolworth.
Chain Drug Stores-Gray's 4; Shaw & Ott 2; SupeRx 2; Peoples 3.
Chain Supermarkets-Kroger 3; Foodtown; Super Dollar 4; Neff's Cardinal Mkts. 2; Edwards.
Other Chain Stores-Thom McAn; Pic-Way Shoe; Normans Shoes; Liberty Shoe; Richman Bros.; Goodyear; Firestone; Singer Co.; Jo-Ann Fabrics; Andre Duval; Baker's Shoes; Bressler's 33 Flavors; Brooks Fashions; Casual Corner; Docktor Pet Center, Fanny Farmer; Foxwood Casuals; Hanover Shoes; Helen Gallagher Gifts; Jonathan's; Kinney Shoes; Midas Muffler; Mode O'Day; Mother-To-Be; Parklane Hosiery; Petries; Petty Card Shop; Radio Shack; Silvermans; Waldenbooks.

14 - NEWSPAPERS: NEWS JOURNAL (e) 40,732; (S) 54,775; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Carl Gilbert, Adv. Dir., NEWS JOURNAL, 70 West 4th St.; PO Box 25, Mansfield, OH 44901; Tel. (419) 522-3311.
National Representative: Branham/Newspaper Sales.

MARIETTA

1 - LOCATION: Washington County (In Parkersburg-Marietta, WV-OH MSA). E&P Map C-3, County Seat. Agricultural, manufacturing and dairy area. SE part of State on Ohio River at mouth of Muskingum River. 306 mi. from Indianapolis; 421 mi. from Chicago; 150 mi. from Cleveland; 149 mi. from Pittsburgh; 115 mi. from Columbus I-77; U.S. Hwys. 50 Alt.; State Hwys. 7, 60, 26, 375, 676 and 821.

2 - TRANSPORTATION: Railroads-C & O/Chessie System.
Motor Freight Carriers-22.
Intercity Bus Line-Greyhound.
Airlines-USAir; Christman Air Service.

3 - POPULATION:
Corp. City 80 Cen. 16,467; E&P 87 Est. 16,623
CZ-ABC: (80) 19,562
RTZ-ABC: (80) 55,012
County 80 Cen. 64,266; E&P 87 Est. 66,648
MSA 80 Cen. 157,914; E&P 87 Est. 158,334
City & RTZ-ABC: (80) 74,574

4 - HOUSEHOLDS:
City 80 Cen. 6,204; E&P 87 Est. 6,517
CZ-ABC: (80) 7,332
RTZ-ABC: (80) 18,880
County 80 Cen. 22,358; E&P 87 Est. 24,018
MSA 80 Cen. 56,100; E&P 87 Est. 58,249
City & RTZ-ABC: (80) 26,212

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$57,267,398
Commercial	4	$237,738,701

6 - PASSENGER AUTOS: County 38,198

7 - ELECTRIC METERS: 7,025

8 - GAS METERS: 5,923

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Alloys & Metals 1,256; Plastics, Chem. 1,224; Office Equip. 945; Silos, Bldg. Supplies 711; Art Glass 464; Pipe Fab. 406; Oil, Gas, Drilling 265; Trucking 269; Concrete 194; Util. 141; Dairy 170; Other 689. Av. Wkly. Wage $215.
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-89; Summer 54-98; Fall 8-79; Winter 2-65. First killing frost, Oct. 7-15; last killing frost, May 1-15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Putnam St.; 2 on Third St.; 3 on Second St.; 2 on Front St.; and 2 on Greene St.; Frontier Shopping Center, cor. 7th St. and Glendale Rd.; Washington Sq. Shopping Ctr., Acme & Pike Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Frontier(17)	1	Big Bear, Revco, Hart's, Woolworth
K mart Plaza		K mart

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur., Fri., Shpg. Ctr. & Supermarkets-Every eve. to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Woolworth.
Discount Stores-Hart's; K mart; Big Lots.
Chain Drug Stores-Revco 2; Nelson's; K mart; Rite Aid; Kroger; SupeRx.
Chain Supermarkets-Kroger; B Bear.
Other Chain Stores-Sherwin-Williams; Moore's; Sears; Montgomery Ward; Kremer Shoes; Roberts Mens Shop; Jo Ann Fabrics; Shoe World; Coffman Music; 20/20 Vision.

14 - NEWSPAPERS: TIMES (e) 13,568; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Roger Reynolds, Adv. Dir., TIMES, 700 Channel Ln., Marietta, OH 45750; Tel. (614) 373-2121.
National Representative: Gannett National Newspaper Sales.

MARION

1 - LOCATION: Marion County. E&P Map B-2, County Seat. Industrial Center. 138 mi. S of Detroit; 270 mi. E of Chicago; 143 mi. N of Cincinnati; 183 mi. E of Indianapolis; 87 mi. S of Toledo; 110 mi. S of Cleveland; 45 mi. N of Columbus. On U.S. Hwys. 23, 30S and State Hwys. 95 and 4.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western; Chesapeake & Ohio.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; City Bus Authority.

3 - POPULATION:
Corp. City 80 Cen. 37,040; E&P 87 Est. 34,513
CZ-ABC: (80) 46,388
RTZ-ABC: (80) 66,649
County 80 Cen. 67,974; E&P 87 Est. 64,966
City & RTZ-ABC: (80) 113,037

4 - HOUSEHOLDS:
City 80 Cen. 13,764; E&P 87 Est. 13,455
CZ-ABC: (80) 16,524
RTZ-ABC: (80) 23,108
County 80 Cen. 23,798; E&P 87 Est. 23,586
City & RTZ-ABC: (80) 39,632

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$350,000,000
Savings & Loan	3	$290,000,000

6 - PASSENGER AUTOS: County 39,365

7 - ELECTRIC METERS: Residence 21,239

8 - GAS METERS: Residence 18,047

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Power Shovels 700; Dryers, Air Conditioners 1,416; Brakes, Axles 588; Steel 490; Dog Food 406; Industrial Hose 483; Conveyors 260; Soybean Prods. 123.

10 - CLIMATE: First killing frost, Oct. 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on Center St.; 18 on Main St.; 3 on State St.; 3 on Prospect St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delco Plaza(3)	2	Hills
Marion Plaza(18)	3	Revco, Big Bear, Meijer Square
Southland Mall(52)	3	Food Town, JCPenney, Sears
The Forum(9)	3	Kroger, SuperRx,

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All Stores Mon. & Fri., 9 p.m.; Food (Chain) Mon. to Sat., 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Ulhman's; Sutton & Lightner; Elder-Beerman.
Variety Stores-Woolworth.
Discount Stores-Hills; K mart; Meijer Square; Quality Farm & Fleet; Odd Lots.
Chain Drug Stores-Henney & Cooper (Walgreens) 3; SupeRx; Gray's; Marion Rx Drugs; Schmidt Phcy.; Revco.
Chain Supermarkets-IGA; Big Bear; Kroger 2; Smith Cardinal; Greenwood St. Party Store; Lawson's Milk 5; Borden's Parish Dairy; Nickels; Smith Milk; Food Town; T/A Supermarket; Kash'N Karry Warehouse.
Other Chain Stores-Nobil Shoes; Paints: Sherwin-Williams, Pittsburgh, Hanna, Dean & Berry, Fox-Johnston's, Lowe Bros., Dupont, Dutch Boy; Auto: Goodyear, Firestone, Goodrich, U.S. Royal, United Delco; Misc.: Cashway Lumber, Ohio Edison.

14 - NEWSPAPERS: STAR (e) 17,811; (S) 17,930; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Vicky Besecker, Adv. Dir., STAR, 150 Court St., Marion, OH 43302; Tel. (614) 387-0400.
National Representative: Thomson Newspapers.

MARTINS FERRY-BELLAIRE

1 - LOCATION: Belmont County (In Wheeling WV-OH MSA), E&P Map C-3. Industrial, residential center. 2 mi. NW of Wheeling, WV. On I-70, I-470; State Hwy. 7.

2 - TRANSPORTATION: Railroads-B&O; Chessie; Conrail.
Motor Freight Carriers-36.
Intercity Bus Lines-Greyhound; Trailways; Local Transit Authority.
Airlines-Pittsburgh International Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 17,572; E&P 87 Est. 16,452
Martins Ferry 80 Cen. 9,331; E&P 87 Est. 8,759
Bellaire 80 Cen. 8,241; E&P 87 Est. 7,693
NDM-ABC: (80) 90,837
County 80 Cen. 82,569; E&P 87 Est. 79,815
MSA 80 Cen. 185,566; E&P 87 Est. 175,765
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 6,964; E&P 87 Est. 6,822
Martins Ferry 80 Cen. 3,789; E&P 87 Est. 3,169
Bellaire 80 Cen. 3,175; E&P 87 Est. 3,653
NDM-ABC: (80) 33,329
County 80 Cen. 30,250; E&P 87 Est. 30,174
MSA 80 Cen. 67,532; E&P 87 Est. 65,937

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$500,000,000
Savings	4	$375,000,000

6 - PASSENGER AUTOS: County 45,159

7 - ELECTRIC METERS: Residence 26,641

8 - GAS METERS: Residence 15,187

9 - PRINCIPAL INDUSTRIES: Steel-Making; Blast Furnaces; Coal Mining; Trans., Castings; Elect. Power; Ferro-Alloys.

10 - CLIMATE: Av. Temp.-Spring 45; Summer 77; Fall 60; Winter 20.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:
Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Ohio Valley Mall(150)	10	Sears, K mart, Best Products, Kroger, JCPenney, Hills, Kaufman's

13 - RETAIL OUTLETS: Department Stores-Murphy's; Kaufmann's; May Co.; Sears; JCPenney; Stone & Thomas.
Variety Stores-Woolworth; McCrory.
Discount Stores-Hart's Big Bear; Hills; K mart.
Chain Drug Stores-Bellwood; McKelbey's; Save Rite 2; SupeRx; Rite Aid; Grey.
Chain Supermarkets-Kroger 4; Hart's-Big Bear; Riesbeck's 8; IGA; Co-op Food 8; Convenient; Farm Fresh; AG 4; Giant Eagle.

14 - NEWSPAPERS: TIMES-LEADER (e-mon to fri) 21,350; (S) 23,058; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jeff Herr, Adv. Dir., TIMES-LEADER, 200 S. Fourth St., Martins Ferry, OH 43935; Tel. (614) 633-1131.
National Representative: Landon Associates.

MARYSVILLE

1 - LOCATION: Union County, (In Columbus MSA), E&P Map B-2, County Seat. 28 mi. NW of Columbus.

2 - TRANSPORTATION: Railroads-Conrail; CCC & StL.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,414; E&P 87 Est. 7,504
County 80 Cen. 29,536; E&P 87 Est. 31,455
MSA 80 Cen. 1,243,810; E&P 87 Est. 1,314,767

4 - HOUSEHOLDS:
City 80 Cen. 2,862; E&P 87 Est. 2,973
County 80 Cen. 10,015; E&P 87 Est. 11,061
MSA 80 Cen. 449,260; E&P 87 Est. 494,444

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$80,000,000
Savings & Loan	3	$200,000,000

6 - PASSENGER AUTOS: County 20,858

7 - ELECTRIC METERS: Residence 4,100

8 - GAS METERS: Residence 2,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plumbing Supplies 360; Lawn Seed & Lawn Prods. 870; Research & Control Chem. Labs. 180; Plastic Prods. 70; Highway & Heavy Constr. 64; Elect. Prods. 125; Brake Linings 125; Heavy-duty Conveyor Belting 250; Motorcycle Prods. 350; Hydraulic Piston Pumps & Motors 450; Automobile Prods. 3,000.

10 - CLIMATE: Min. & Max. Temp.-20-80.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Five Points(3)	NA	
Stocksdale Plz.(9)	NA	Community Mkts.
Marysville Plz.(12)	NA	Kroger, Hecks

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Weiss Bros.; Otte's.
Variety Stores-Hecks; Revco; K mart; McAuliffe's.
Chain Supermarkets-Cardinal; Kroger; Community Markets; Short Stop; Lawson's.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e-mon to fri) 6,049; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Peyton Rardin, Adv. Mgr., JOURNAL-TRIBUNE, 207 N. Main St., Marysville, OH 43040; Tel. (513) 644-9111.
National Representative: Landon Associates.

MASSILLON

1 - LOCATION: Stark County (In Canton MSA), E&P Map C-2. Industrial center On U.S. Hwys. 21, 30, 62 & 77. Akron-Canton Airport is located 10 mi.; 12 mi. NE of Massillon.

2 - TRANSPORTATION: Railroads-Norfolk & Southern (freight); Conrail.
Motor Freight Carriers-50.
Airlines-United; Allegheny Commuter; Eastern; Air Wisconsin; Piedmont; Republic.

3 - POPULATION:
Corp. City 80 Cen. 30,557; E&P 87 Est. 29,696
CZ-ABC: (80) 30,557
RTZ-ABC: (80) 98,529
County 80 Cen. 378,823; E&P 87 Est. 368,875
City & RTZ-ABC: (80) 129,086
MSA 80 Cen. 404,421; E&P 87 Est. 395,959

4 - HOUSEHOLDS:
City 80 Cen. 11,431; E&P 87 Est. 11,621
CZ-ABC: (80) 11,431
RTZ-ABC: (80) 32,395
County 80 Cen. 134,094; E&P 87 Est. 135,234
City & RTZ-ABC: (80) 44,366
MSA 80 Cen. 142,174; E&P 87 Est. 144,623

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 244,030

7 - ELECTRIC METERS: Residence 37,352

8 - GAS METERS: Residence & Comm. 19,311

9 - PRINCIPAL INDUSTRIES: Finishing of Steel Bars & Slabs; Paper; Rubber; Containers; Industrial Mach.; Baked Prods.; Whol. Groceries; Meats.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Mayflower; Amherst Ctr.; Meadows Plz.; Towne Plz.; Wales Sq.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amherst Centre (28)	1	Ben Franklin, A&D Foods, Bordner's, IGA
Oaks Centre	NA	Zayre, Bordner's
Belden Vlg.(64)	7	Higbee, Sears, O'Neil
Country Fair(29)	5	Western Auto, Gray Drug
Towne Plaza(13)	NA	Gray Drug, Massillon's
Mayflower(12)	1	Ben Franklin, Bordner's
Meadows Plz.(12)	NA	A&D, Radio Shack, Gold Circle
Mellett Mall(70)	5	JCPenney, O'Neil, Mont. Ward, Gray Drugs

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Dept. 9 p.m.
Stores Open Evenings-Food Thur., Fri.; Dept. Mon., Thur.; Shopping Ctr. every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; O'Neils, Montgomery Ward; Higbees.
Discount Stores-Gold Circle; K mart; Conley; D&K; Zayre; Dollar General.
Variety Store-Ben Franklin.
Chain Drug Stores-Gray; SupeRx; Baltzly 2; Revco; Peoples 2.
Chain Supermarkets-A&D Foodarama 4; Bordner's 3; Valu King; Fisher Foods; Sparkle Markets.

14 - NEWSPAPERS: INDEPENDENT (e) 16,495; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William M. McCarty, Pub., INDEPENDENT, 50 North Ave. N.W., Massillon, OH 44646; Tel. (216) 833-2631.
National Representative: Landon Associates.

MEDINA

1 - LOCATION: Medina County, (In Cleveland PMSA), E&P Map C-2, County Seat. Manufacturing and agricultural center, NE portion of state, 29 mi. SW of Cleveland; 18 mi. W of Akron; 114 mi. N of Columbus, on U.S. Hwy. 42; S.R. 3-57-18 and I-71.

2 - TRANSPORTATION: Railroads-N&S.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 15,268; E&P 87 Est. 16,915
CZ-ABC: (80) 50,257
RTZ-ABC: (80) 44,164
County 80 Cen. 113,150; E&P 87 Est. 121,527
PMSA 80 Cen. 1,898,720; E&P 87 Est. 1,803,216
City & RTZ-ABC: (80) 94,421
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,553; E&P 87 Est. 6,513
CZ-ABC: (80) 15,746
RTZ-ABC: (80) 13,572
County 80 Cen. 35,979; E&P 87 Est. 40,082
PMSA 80 Cen. 694,324; E&P 87 Est. 681,356
City & RTZ-ABC: (80) 29,318

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 82,457

7 - ELECTRIC METERS: Residence 29,030

8 - GAS METERS: Residence 21,000

9 - PRINCIPAL INDUSTRIES: Bee Keeping Supplies; Mattress Mfg.; Plastic Prods.; Auto Speed Equip.; Dairying; Chem. Labs and diversified low employment high inventory specialized industries; Commercial Printing.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost, Oct. 24; last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Medina(27)	2	Sears, Ziegler's
Laurel Square(20)	7	Rexall, Drug Mart, Fazio's
Summit Mall(94)	12	O'Neil, Higbee
Victorian Vlg.(14)	NA	Stop-N-Go, Fabric Attic
Rolling Hills(10)	NA	
Rolling Acres(100)	NA	JCPenney, Sears
K mart Plz.(15)		K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; Brunswick Shpg. Ctr. Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Zieglers; Sears.
Discount Stores-Conley's; Fisher's Big Wheel; K mart.
Chain Drug Stores-Revco; I.D.L.; Rexall; Key's; Discount Drug; Scotts Discount Drug.
Chain Supermarkets-Buehler's; Edwards Food Warehouse; Stop-N-Go 7; Country Counter; IGA; Kroger; Hawkins Mkt.
Other Chain Stores-Auto Accessories: Firestone; LeRoy's Jewelry; Al's Shoes; Goodyear; Open Pantry; Buster Brown Shoes.

14 - NEWSPAPERS: MEDINA COUNTY GAZETTE (m) 15,368; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Norman Rockwell, Adv. Dir., MEDINA COUNTY GAZETTE, 885 W. Liberty; PO Box 407, Medina, OH 44256; Tel. (216) 725-4166.
National Representative: Landon Associates.

MENTOR
See LAKE COUNTY

MIDDLEPORT
See POMEROY

MIDDLETOWN

1 - LOCATION: Butler County (In Hamilton-Middletown PMSA), E&P Map A-3. Industrial center. 35 mi. N of Cincinnati; 90 mi. from Columbus; 25 mi. from Dayton. On U.S. Hwy. I-75 and State Hwys. 4, 73 and State Rte. 122.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System.
Motor Freight Carriers-64.
Intercity Bus Lines-Greyhound.
Airlines-Cincinnati and Dayton International Airports one hour drive by I-75.

3 - POPULATION:
Corp. City 80 Cen. 43,719; E&P 87 Est. 43,560
CZ-ABC: (80) 85,348
RTZ-ABC: (80) 50,783
County/PMSA 80 Cen. 258,787; E&P 87 Est. 273,552
City & RTZ-ABC. (80) 136,131

4 - HOUSEHOLDS:
City 80 Cen. 16,909; E&P 87 Est. 17,595
CZ-ABC: (80) 30,660
RTZ-ABC: (80) 15,386
County/PMSA 80 Cen. 110,790; E&P 87 Est. 96,653
City & RTZ-ABC: (80) 46,046

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 175,888

7 - ELECTRIC METERS: Residence 17,553

8 - GAS METERS: Residence 13,619

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metals 6,889 ($647); Paper & Packaging 5,890 ($548); Fabricated Metal Prods. 5,5´0 ($638); Machinery, Electrical 702 ($506); Machinery, Non-electrical 2,319 ($500); Trans., Utilities 2,400 ($436); Trans. Allied Services 1,761 ($414).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-84; Summer 54-95; Fall 43-71; Winter 10-58.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Middletown(42)	2	McGees, IGA
Target Plaza	1	Target, Super Valu
Wildwood	2	Marsh Foods, Meijer

East Gate	3	K mart, Super Valu
Hill's Plaza(10)	4	Hill's
Towne Mall(59)	4	McAlpin's, Sears Elder Beerman
City Centre Mart(15)	NA	

Principal Shopping Days-Thur., Fri., Mon.
Stores Open Evenings-All except Swallens-closed on Sundays.

13 - RETAIL OUTLETS: **Department Stores**-Sears; McAlpin's; Elder Beerman.
Chain Drug Stores-Revco; Lewis 2; Rite Aid 6; SupeRx 3.
Chain Supermarkets-Kroger 3; Marsh 2; Super Valu 4; IGA 4; Mr. Moneysworth; Meijer.
Discount Stores-Meijer; Hills; K mart; Murphy Mart; Swallens; Target.
Other Chain Stores-Sherwin-Williams; Auto Work; Wicke Lumber; Firestone; Goodyear; Steinberg's; Quality Farm & Fleet; Nationwise; Warehouse Paint; Radio Shack; Odd Lots; Family Dollar; G-Auto; Colortile; JoAnn Fabrics; Picway Shoes; Piece Goods.

14 - NEWSPAPERS: JOURNAL (e) 22,370; (S) 23,902; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Stanton Miller, Adv. Dir., JOURNAL, 52 S. Broad, Middletown, OH 45044; Tel. (513) 422-3611.
National Representative: Thomson Newspapers.

MOUNT VERNON

1 - LOCATION: Knox County, E&P Map B-2, County Seat. 45 mi. N of Columbus. On State Routes 3, 13, 229 and U.S. Hwy. 36. Within 30 minutes of I-70, I-71 and I-77.

2 - TRANSPORTATION: **Railroads**-B&O.

3 - POPULATION:
Corp. City 80 Cen. 14,323; E&P 87 Est. 14,921
CZ-ABC: (80) 15,391
RTZ-ABC: (80) 37,752
County 80 Cen. 46,309; E&P 87 Est. 49,878
City & RTZ-ABC: (80) 53,143
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,657; E&P 87 Est. 5,977
CZ-ABC: (80) 6,041
RTZ-ABC: (80) 12,240
County 80 Cen. 15,900; E&P 87 Est. 17,826
City & RTZ-ABC: (80) 18,281

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$301,921,000
Savings	1	$21,950,000
Savings & Loan	1	$65,450,000

6 - PASSENGER AUTOS: County 27,153

7 - ELECTRIC METERS: Residence 13,200

8 - GAS METERS: Residence 5,348

9 - PRINCIPAL INDUSTRIES: Packaging; Diesel Engines; Turbine & Compressors; Electronic Controls; Cardboard Cartons; Conveyor Systems; Hydraulic Systems; Small Gas Engines; Windows; Gaskets; Auto Parts (trim, brakes, etc.); Educ. (three colleges).

10 - CLIMATE: Mean Annual Temp., 53; Min. & Max. Temp. Est.-Spring 40-85; Summer 65-102; Fall 40-85; Winter 20-60.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart	2	K mart, Harts, Murphy's Mart
Mt. Vernon Plaza(18)	2	Big Bear, Revco, Odd Lots, Corvairs, Kroger, SupeRx

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Uhlmans; JCPenney; J.S. Ringwalt; Harts.
Discount Stores-Murphy's Mart; K mart; Conley's; Odd Lots.
Chain Drug Stores-Revco; SupeRx.
Chain Supermarkets-Kroger; Big Bear; Neff's Cardinal Markets.
Other Chain Stores-Sears (catalog); True Value Hdwe. 3; Sherwin-Williams; Firestone; Carter Lumber; Corvairs; Nationwise; Sutton & Lightner.

14 - NEWSPAPERS: NEWS (e) 10,777; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Phil Burris, Adv. Dir.; Dave Culbertson, V.P. Mktg., NEWS, PO Box 791, Mount Vernon, OH 43050; Tel. (614) 397-5333.
National Representative: Landon Associates.

NAPOLEON

1 - LOCATION: Henry County, E&P Map A-1 & 2, County Seat. Agricultural & Manufacturing Center, NW portion of State, 45 mi. SW of Toledo.

2 - TRANSPORTATION: **Railroads**-Detroit, Toledo & Ironton; Norfolk & Western.

3 - POPULATION:
Corp. City 80 Cen. 8,614; E&P 87 Est. 8,505
County 80 Cen. 28,383; E&P 87 Est. 30,373

4 - HOUSEHOLDS:
City 80 Cen. 3,270; E&P 87 Est. 3,216
County 80 Cen. 9,732; E&P 87 Est. 10,835

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	N.A.
Commercial	3	$98,400,000

6 - PASSENGER AUTOS: County 18,098

7 - ELECTRIC METERS: Residence 3,568

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Agric.; Food; Soups; Auto Parts; Plastics; Machine & Tool Inserts; Chem.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 55-85; Winter 18-37. First killing frost, Oct. 1.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on N. Perry; 3 on W. Washington; 1 on E. Clinton; 1 on N. Scott.
Neighborhood Centers-N. Scott St.; S. Perry St.; Oakwood Ave.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; some every evening.

13 - RETAIL OUTLETS: **Department Stores**-Charles Co.; Uhlman's.
Chain Supermarkets-Chief; Bernicke; County Pride; Super Valu.
Other Chain Stores-Sears; Gamble's; Rexall; Lane's; McCrory; Rite Aid; JCPenney; Sterling's.

14 - NEWSPAPERS: NORTHWEST SIGNAL (e-mon to fri) 5,551; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Dan Smith, Adv. Dir., NORTHWEST SIGNAL, 424 E. Riverview; PO Box 567, Napoleon, OH 43545; Tel. (419) 592-5055.
National Representative: Landon Associates.

NEW PHILADELPHIA
See DOVER

NEWARK

1 - LOCATION: Licking County (In Columbus MSA). E&P Map B-3.

2 - TRANSPORTATION: **Railroads**-Conrail; Chessie System.
Motor Freight Carriers-45.
Intercity Bus Lines-Ashland City Lines.
Airlines-American; Eastern; Delta; United; TWA; ComAir; Republic; Wright; Aeromech; USAir; through Columbus, Ohio.

3 - POPULATION:
Corp. City 80 Cen. 41,200; E&P 87 Est. 42,783
CZ-ABC: (80) 51,348
RTZ-ABC: (80) 77,638
County 80 Cen. 120,981; E&P 87 Est. 130,916
City & RTZ-ABC: (80) 128,986
MSA 80 Cen. 1,243,810; E&P 87 Est. 1,314,767
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,112; E&P 87 Est. 17,397
CZ-ABC: (80) 19,482
RTZ-ABC: (80) 25,488
County 80 Cen. 44,520; E&P 87 Est. 47,519
City & RTZ-ABC: (80) 44,970
MSA 80 Cen. 449,260; E&P 87 Est. 494,444

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$393,746,897
Savings & Loan	4	$224,920,913

6 - PASSENGER AUTOS: County 81,477

7 - ELECTRIC METERS: Residence 46,259

8 - GAS METERS: Residence 29,720

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-$357)-Fiberglass 3,500; Heavy Mach. 1,800; Aluminum 1,000; Air Force Missile Lab 2,800; Plastics 500; Glass 470.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-79; Summer 50-101; Fall 20-79; Winter 7-40. First killing frost, Oct. 8; last killing frost, May 4.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-15 blocks; 2 each on N. & S. Park Pl., 1st to 15th St. E. & W.; 4 each N. & S. 2nd & 3rd Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southgate(33)	3	JCPenney, Heck's, Value City, Sears
Southgate Corners(8)	4	
Colonial(16)	3	Connell's Furn., Gray Drug
Indian Valley(14)	4	Kroger, K mart
Plaza(16)	3	
Dugway(10)	4	Case Cardinal
Rt. 79 & 30th St.(89)	7	Quality Farm & Fleet, Kroger
21st St.(55)	4	Harts, Super Duper, Meijers, Big Bear

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. & Fri.; Food: Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Uhlman's; Sears; JCPenney; Value City; Elder Beerman; Lazarus.
Variety Store-Woolworth.
Discount Stores-Meijer; Heck's; Hart's Family Center; K mart; Sav-On; Hill's; Odd Lots.
Chain Drug Stores-Thrift; Gray 2; Arcade 2; Arensberg 3; Larry's 2.
Chain Supermarkets-Kroger Sav-On 2; Big Bear 3; Case Cardinal; Super Duper 2; Meijer Thrifty Acre.
Other Chain Stores-Shoes: Picway, El Bee, Thom McAn; Auto Supplies: Goodyear, Nationwise, Muffler King, B.F. Goodrich, Corvairs; Women's Apparel: Fashion Bug, Hip Pocket, Abrahms & Sons; Sewing Machines: Singer Co.; Hardware: Sherwin-Williams, Glidden, Majestic; Lumber: Moore's, Scott Lumber, Carter Lumber; Men's Apparel: Robert's Men's Shop, Cornell's Bazaar; Electronic: Radio Shack.

14 - NEWSPAPERS: ADVOCATE (e) 21,239; (S) 20,982; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Stephen E. Bash, Adv. Mgr., ADVOCATE, 25 W. Main St., Newark, OH 43055; Tel. (614) 345-4053.
National Representative: Thomson Newspapers.

NILES

1 - LOCATION: Trumbull County (In Youngstown-Warren MSA). E&P Map C-2. In Mahoning Valley industrial area; 15 mi. from Youngstown; 84 mi. from Pittsburgh; 58 mi. from Cleveland; 50 mi. from Akron.

2 - TRANSPORTATION: **Railroads**-Conrail; B&O (freight).
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound.
Airlines-United (at Youngstown); Piedmont; USAir; Republic.

3 - POPULATION:
Corp. City 80 Cen. 23,088; E&P 87 Est. 22,052
County 80 Cen. 241,863; E&P 87 Est. 231,827
MSA 80 Cen. 531,350; E&P 87 Est. 496,116

4 - HOUSEHOLDS:
City 80 Cen. 8,534; E&P 87 Est. 8,484
County 80 Cen. 84,151; E&P 87 Est. 83,671
MSA 80 Cen. 186,711; E&P 87 Est. 180,497

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$58,000,000
Savings & Loan	2	$69,000,000

6 - PASSENGER AUTOS: County 157,481

7 - ELECTRIC METERS: Residence 11,000

8 - GAS METERS: Residence 7,258

9 - PRINCIPAL INDUSTRIES: Steel; Titanium; Hot Roll Bars; Cold Finish Bars; Metals; Steel Beams; Welding; Steel Doors; Frames; Lath; Metal Lath; Precision Tools & Dies; School Furn.; Dump Conduit; Fire Escapes; Metal Stairs; Stampings; Roofing; Roof Decks & Metal Rooms; Road Bldg. Equip.; Sheet Metal; Pickling; Glass Bulbs and Parts; Fire Brick; Exotic Metals; Plastics; Cmi. Printing; Foundry; Total 1,400 emp.; Av. Wkly. Wage: $346.
Principal Pay Days-Staggered.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-57; Summer 58-81; Fall 41-62; Winter 21-36. First killing frost, Oct. 1; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 1 on Park Ave.; 1 on State St. in downtown Niles, Robbins Ave., and Routes 422 and 169 at McKinley Heights.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Liberty Plaza(42)	7	Hills, JCPenney, Stambaugh-Thompson
Austintown Plaza(35)	5	Stambaugh-Thompson, Isaly's, Gray Drug
McKinley Hts.(5)	NA	Stambaugh-Thompson
Eastwood Mall(92)	NA	Sears, JCPenney, Carlisle's, Woolworth
Village Ctr.	NA	Thrift Drug, Valu King, Maxwells

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Eastwood, Village Center and McKinley Heights every night; Downtown open Fri.

13 - RETAIL OUTLETS: **Department Stores**-Carlisle-Allen; Sears; Strouss; Reisman's; Maxwells; JCPenney.
Discount Stores-Hills; K mart; Best; Jewel Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Thrift; Gray's; Theis; Pharmor.
Chain Supermarkets-Kroger; Fazios; Golden Dawn; Valu King; Sparkle Mkt.; Giant Eagle.

14 - NEWSPAPERS: TIMES (m) 4,501; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Timothy Kay, Adv. Dir., TIMES, 35 W. State St., Niles, OH 44446; Tel. (216) 652-5841.
National Representative: American Newspaper Representatives.

NORWALK

1 - LOCATION: Huron County, E&P Map B-2, County Seat. 58 mi. E of Toledo; 59 mi. W of Cleveland on U.S. Routes 20, 250, 18 & 61; 6 mi. S of OH Tpke Exit 7.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western.
Motor Freight Carriers-14.

3 - POPULATION:
Corp. City 80 Cen. 14,358; E&P 87 Est. 14,635
CZ-ABC: (80) 14,358
RTZ-ABC: (80) 47,797
County 80 Cen. 54,608; E&P 87 Est. 55,706
City & RTZ-ABC: (80) 62,155
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,264; E&P 87 Est. 5,437
CZ-ABC: (80) 5,264
RTZ-ABC: (80) 16,055
County 80 Cen. 18,690; E&P 87 Est. 19,731
City & RTZ-ABC: (80) 21,319

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$267,784,000
Savings & Loan	2	$97,000,000

6 - PASSENGER AUTOS: County 33,938

7 - ELECTRIC METERS: Residence 5,296

8 - GAS METERS: Business & Residence 5,180

9 - PRINCIPAL INDUSTRIES: Food Prods.; Plastic Coloring; Truck Bodies; Furn.; Rubber Prods.; Paper Boxes; Thermostats; Foundries; Bookkeeping Forms; Surgical Instruments; Auto Parts; Candy; Ind. Powder Coatings.

10 - CLIMATE: Min. & Max. Temp -10 & 95.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping District**-4 1/2 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Town Plz.(3)	1	Sherwin-Williams, Radio Shack, SupeRx
Shoppers Sq.(4)	1	Cardinal Foods, Rite Aid, P&R Hdwe.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Store-Woolworth.
Discount Stores-Cooks; K mart; Big-N-Small Lots.
Chain Drug Stores-SupeRx; Kaiser-Wells; Rite Aid.
Chain Supermarkets-Cardinal; Foodtown; Schild's IGA; Fast Food 2; Lawson's 2; Apple's.
Other Chain Stores-Goodrich; Maxie-Firestone; Sears; Gift Gallery; Singer; White Lumber; Wickes; Wolohan; Caryl Crane.

14 - NEWSPAPERS: REFLECTOR (e) 9,584; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Richard Mumford, Adv. Dir., REFLECTOR, 61 E. Monroe, Norwalk, OH 44857; Tel. (419) 668-3771.
National Representative: Landon Associates.

OAK HARBOR
See PORT CLINTON

PIQUA

1 - LOCATION: Miami County (In Dayton-Springfield MSA). E&P Map A-3. On Miami River, 29 mi. N of Dayton; 81 mi. N of Cincinnati; 71 mi. W of Columbus; 125 mi. S of Toledo. On I-75, 36; State Hwys. 66 and 185.

2 - TRANSPORTATION: Railroads-Penna.; B&O.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-TWA; United; Delta; USAir; ComAir; Piedmont; Simmons; Mid-State; Trans-Midwest.

3 - POPULATION:
Corp. City 80 Cen. 20,480; E&P 87 Est. 20,545
CZ-ABC: (80) 22,339
RTZ-ABC: (80) 62,087
County 80 Cen. 90,381; E&P 87 Est. 92,599
MSA 80 Cen. 942,083; E&P 87 Est. 905,034
City & RTZ-ABC: (80) 84,426
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,515; E&P 87 Est. 7,863
CZ-ABC: (80) 8,171
RTZ-ABC: (80) 21,305
County 80 Cen. 31,968; E&P 87 Est. 33,975
MSA 80 Cen. 340,279; E&P 87 Est. 337,856
City & RTZ-ABC: (80) 29,476

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$192,595,000
Savings & Loan	2	$133,894,850

6 - PASSENGER AUTOS: County 62,488

7 - ELECTRIC METERS: Residence 8,965

8 - GAS METERS: Residence 9,921

9 - PRINCIPAL INDUSTRIES: Felts; Underwear; Machinery; Paper Containers; Steel Tubing Mfg.; Industrial Fans; Veneer; Propellers; Business Papers & Gift Wrapping; Electronics; Tool & Die; Quarry; Bearing & Transmission Prods.; Aerosol Pkg.; Zinc Plating. Total employees 8,642.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 65-90; Fall 55-80; Winter 0-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Areas-5 blocks on Main St. (downtown); 4 Shpg. Ctrs.
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Piqua East(35)	NA	Sears, Woolworth, Uhlman's
Sunset Mall(9)	NA	Elder Beerman, Mr. McThrifty, Quality Farm & Fleet
Piqua Plaza(15)	NA	K mart, Kroger

Stores Open Evenings-Downtown Mon. to Fri.; Shopping; Food & Drug on Sun.; Shpg. Ctrs. 6 nights and 7 days.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; JCPenney; Elder Beerman; Sears; McCrory; K mart; Heck's; Quality Farm & Fleet.
Variety Stores-K mart; Woolworth; Odd Lots.
Chain Drug Stores-Revco 2; Crosby's; Kroger.
Chain Supermarkets-Kroger; IGA 3; Super Valu; Mr. McThrifty.
Other Chain Stores-Radio Shack; Warehouse Paint; Goodyear; Sherwin-Williams; Paul Harris; Gallenkamp Shoes.

14 - NEWSPAPERS: CALL (e) 9,742; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Sandy F. Grubb, Adv. Mgr., CALL, 121 E. Ash St., Piqua, OH 45356; Tel. (513) 773-2721.
National Representative: Thomson Newspapers.

POMEROY-MIDDLEPORT

1 - LOCATION: Meigs County. E&P Map C-3. 100 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 7, 124 and 143.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio.

3 - POPULATION:
Corp. Villages 80 Cen. 5,699; E&P 87 Est. 5,613
Pomeroy 80 Cen. 2,728; E&P 87 Est. 2,904
Middleport 80 Cen. 2,971; E&P 87 Est. 2,709
County 80 Cen. 23,641; E&P 87 Est. 24,234

4 - HOUSEHOLDS:
Villages 80 Cen. 2,235; E&P 87 Est. 2,273
Pomeroy 80 Cen. 1,040; E&P 87 Est. 1,163
Middleport 80 Cen. 1,195; E&P 87 Est. 1,110
County 80 Cen. 8,412; E&P 87 Est. 8,908

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$69,480,000

6 - PASSENGER AUTOS: County 13,582

7 - ELECTRIC METERS: Residence 2,384

8 - GAS METERS: Residence 2,633

9 - PRINCIPAL INDUSTRIES: Salt; Elect. Apparatus; Cement Blocks; Steel Rails; Electricity.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-94, Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 25; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Nearby Shopping Centers-Pomeroy Plaza-Kroger.

13 - RETAIL OUTLETS: Department Stores-Elberfeld's; Middleport Dept. Store; Sundry Stores 2.
Chain Supermarkets-Kroger; Foodland; Super Valu.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 5,445; TIMES-SENTINEL (S) 13,005; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Larry Boyer, Adv. Dir., SENTINEL, 111 Court St.; PO Box 729, Pomeroy, OH 45769; Tel. (614) 992-2155.
National Representative: Branham/Newspaper Sales.

PORT CLINTON-OAK HARBOR

1 - LOCATION: Ottawa County. E&P Map B-1. County Seat. Resort, manufacturing, industrial, fishing, mining, hunting, agriculture. 35 mi. E of Toledo; 15 mi. W of Sandusky; 75 mi. W of Cleveland; 15 mi. N of Fremont-Port Clinton interchange on Ohio Tpke.; on State Routes 2, 163, 53; 6 mi. SE of Camp Perry.

2 - TRANSPORTATION: Railroads-Conrail; E&W.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Island.

3 - POPULATION:
Corp. Cities 80 Cen. 9,901; E&P 87 Est. 9,605
Port Clinton 80 Cen. 7,223; E&P 87 Est. 7,097
Oak Harbor 80 Cen. 2,678; E&P 87 Est. 2,508
NDM-ABC: (80) 40,076
County 80 Cen. 40,076; E&P 87 Est. 38,844

4 - HOUSEHOLDS:
Cities 80 Cen. 3,471; E&P 87 Est. 2,438
Port Clinton 80 Cen. 2,703; E&P 87 Est. 1,779
Oak Harbor 80 Cen. 1,038; E&P 87 Est. 659
NDM-ABC: (80) 14,202
County 80 Cen. 14,202; E&P 87 Est. 14,242

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$100,000,000

6 - PASSENGER AUTOS: County 27,361

7 - ELECTRIC METERS: 15,533

8 - GAS METERS: 5,570

9 - PRINCIPAL INDUSTRIES: Aircraft Parts; Gypsum Prods.; Home Bldg. & Constr. Items; Automotive & Truck Engine Parts; Paint; Celotex; Rubber & Plastic Prods.; Vinyl Coated Fabrics.

10 - CLIMATE: Mean Temp. 50; Av. Rainfall 28.72 in.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping District-2 blocks each on Madison, Perry & 2nd St.; Port Clinton Shopping Plaza 8 blocks on E. Perry St. from downtown Port Clinton; Heck's (3 stores).
Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Thur.; Super Mkts. every eve. ex. Sun., 24 hours in summer.

13 - RETAIL OUTLETS: Department Stores-Appel's Fashion Shop; Uhlman's.
Variety Stores-W.R. Thomas, Heck's.
Chain Drug Stores-Green; Dean's; Revco; Gray Lane.
Chain Supermarkets-Great Scot; Kroger; Bassett's; Catawba Foodland; Foodtown.
Other Chain Stores-Bergemer's Men's Wear; Leo Marks Jewelry; Mizener-Dryman Hdwe.; Bistley Jewelers; Young's Floor Covering.

14 - NEWSPAPERS: NEWS-HERALD (e) 5,670; Mar. 28, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David Barth, Gen. Mgr., NEWS-HERALD, 115 W. 2nd St., Port Clinton, OH 43452; Tel. (419) 734-3141.
National Representative: Gannett National Newspaper Sales.

PORTSMOUTH

1 - LOCATION: Scioto County. E&P Map B-4. County Seat. SE part of state. Atomic energy trading center for industrial, agricultural Ohio and Scioto river valleys. 90 mi. S of Columbus, 110 mi. E of Cincinnati. Business and industrial center of Southern Ohio. On U.S. Hwys. 52, 23; State Hwys. 125, 73, 139, 335, 140.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Chesapeake & Ohio; Baltimore & Ohio; Chessie System. Boat connections.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 25,943; E&P 87 Est. 23,181
CZ-ABC: (80) 42,012
RTZ-ABC: (80) 116,398
County 80 Cen. 84,545; E&P 87 Est. 82,704
City & RTZ-ABC: (80) 158,410

4 - HOUSEHOLDS:
City 80 Cen. 10,530; E&P 87 Est. 9,820
CZ-ABC: (80) 16,391
RTZ-ABC: (80) 38,337
County 80 Cen. 29,534; E&P 87 Est. 30,002
City & RTZ-ABC: (80) 54,728

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings & Loan	3	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: County 46,684

7 - ELECTRIC METERS: Residence 25,778

8 - GAS METERS: Residence 14,673

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry 1,250 ($280); R.R. 800 ($190); Pkg. 150 ($170).
Principal Pay Days-Railroad: 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-101, Summer 43-100; Fall 2-94; Winter 13-81. First killing frost, Oct. 25; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on Chillicothe St.; 3 on Gallia St.; 2 on Sixth St.; 1 on Fifth St.; 3 on Second St.; 1 on Market St.
Neighborhood Shopping Area-4 blocks in New Boston; 3 in Sciotoville; 1 on Gallia & 11th St.; Hart's Family Ctr., Rt. 23 North; Wheelersburg Shpg. Ctr. on Rt. 52 East; Kroger and additional ret. outlets.
Shopping Centers-K mart (one of 12 stores).
Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
New Boston Mall(9)	NA	K mart, Revco

Principal Shopping Days-Dept. stores-Mon., Fri., Sat.; Food-Wed., Thur., Fri.
Stores Open Evenings-Dept.-Fri. & Sun. 1-5; Supermkts.-every evening.

13 - RETAIL OUTLETS: Department Stores-Marting's; JCPenney.
Variety Stores-Big & Small Lots; Family Dollar; H.L. Green; Wil-Car Sundry.
Discount Stores-Hart's; Heck's; K mart.
Chain Drug Stores-Revco 2; Rexall 5; Walgreens; Union Prescription Ctr.; Discount Prescription Store; Hart's; Staker's 2; Wil-Car 2; Wurster 2.
Chain Supermarkets-Kroger 2; Royal Blue 1; Foodland 2; Super Value 5; IGA; Big Bear.
Other Chain Stores-Nobils 2.

14 - NEWSPAPERS: TIMES (e) 17,746; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mark D. Fortune, Adv. Mgr., TIMES, 637 Sixth St., Portsmouth, OH 45662; Tel. (614) 353-3101.
National Representative: Thomson Newspapers.

RAVENNA
See KENT

ST. MARYS

1 - LOCATION: Auglaize County (In Lima MSA). E&P Map A-2. On Lake St. Marys & St. Marys River on the Miami and Erie Canal. 22 mi. SW of Lima, on State Hwys. 29, 33 and 66. 17,500 acre Grand Lake, Lake St. Marys.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 8,414; E&P 87 Est. 8,329
County 80 Cen. 42,554; E&P 87 Est. 43,933
MSA 80 Cen. 154,795; E&P 87 Est. 147,446

4 - HOUSEHOLDS:
City 80 Cen. 2,956; E&P 87 Est. 2,983
County 80 Cen. 14,572; E&P 87 Est. 15,581
MSA 80 Cen. 53,700; E&P 87 Est. 52,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$93,092,500
Savings & Loan	2	$20,625,000

6 - PASSENGER AUTOS: County 28,242

7 - ELECTRIC METERS: Residence 2,933

8 - GAS METERS: Residence 2,680

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rubber Prods. 1,300; Foundry 150; Canning 60; Hydraulic Prods. 64; Cotton Mills 260; Meat Packing Plant 31; Farmers Landmark Coop.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart	1	K mart

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.
Stores Open Sundays-3 Supermarkets, 2 Dept.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-K mart.
Chain Supermarkets-Plenty Pride; Super Valu; Cardinal.

14 - NEWSPAPERS: LEADER (e) 6,650; sworn Sept. 24, 1986.
Local Contact for Advertising and Merchandising Data: Dennis DeRossett, Adv. Mgr., LEADER, 102 E. Spring St., St. Marys, OH 45885; Tel. (419) 394-7414.
National Representative: Landon Associates.

SALEM

1 - LOCATION: Columbiana County. E&P Map C-2. Industrial & farm area. 15 mi. from Ohio Turnpike. Midway between Cleveland & Pittsburgh. 20 mi. from Youngstown; 30 mi. from Canton. U.S. Hwy. 62, State Hwys. 9, 14, 45, 344, 558; 6 mi. from Interstate Route 11 exit.

2 - TRANSPORTATION: Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.
Airlines-United; USAir; Eastern; American.

3 - POPULATION:
Corp. City 80 Cen. 12,869; E&P 87 Est. 11,901
CZ-ABC: (80) 17,886
RTZ-ABC: (80) 63,959
County 80 Cen. 113,572; E&P 87 Est. 109,250
City & RTZ-ABC: (80) 81,845
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,574; E&P 87 Est. 4,745
CZ-ABC: (80) 6,678
RTZ-ABC: (80) 21,516
County 80 Cen. 39,996; E&P 87 Est. 39,882
City & RTZ-ABC: (80) 28,194

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$2,392,128,978
Savings & Loan	2	$177,053,220

6 - PASSENGER AUTOS: County 66,492

7 - ELECTRIC METERS: Residence 6,300

8 - GAS METERS: Residence 5,870

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fab. Metal Prods. 1,114; Machine Mfg. Tool & Die 710; Furn. & Fixt. 75; Print. & Pub. 236; Primary Metals Foundry 80; Util. 120; Constr. 75; Food Proc. 300; Total Ind. Employment 3,486.
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Av. Temp. Spring 47, Summer 68, Fall 53, Winter 27. First killing frost, Oct. 2; last killing frost, May 15.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on State St.; 1 block on S. Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Salem Plz.(10)	2	Rite Aid, Foodland, Stambaugh, Heck's
Southeast Plz.(8)	NA	

Principal Shopping Days-Dept. Stores-Mon., Thur., Fri., Sat. Groceries-Mon.
Stores Open Evenings-Food-Mon. through Sun. All others-Thur. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Murphy's Mart; Heck's.
Chain Drug Stores-Rexall; Lanes; Walgreens; Rite Aid.
Chain Supermarkets-IGA; Sparkle; Foodland.
Other Chain Stores-Firestone; Stambaugh; Radio Shack; Sherwin-Williams; Sears (catalog).

14 - NEWSPAPERS: NEWS (e) 9,108; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kelli Eden, Adv. Dir., NEWS, 161 N. Lincoln Ave.; PO Box 268, Salem, OH 44460; Tel. (216) 332-4601.
National Representative: Thomson Newspapers.

SANDUSKY

1 - LOCATION: Erie County, E&P Map B-1, County Seat. Industrial center, seaway port, vacation resort; coal shipping; at mouth of Sandusky Bay, Lake Erie; 60 mi. W of Cleveland; 52 mi. E of Toledo; on U.S. Hwys. 2, 6, 250; State Hwys. 4, 13; 11 mi. N of Ohio Tpke., Interchange 7.

2 - TRANSPORTATION: **Railroads**-Conrail; B&O; N&W (all freight); Amtrak.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound.
Airport-Private & charter service.

3 - POPULATION:
Corp. City 80 Cen. 31,360; E&P 87 Est. 29,714
CZ-ABC: (80) 51,628
RTZ-ABC: (80) 87,289
County 80 Cen. 79,655; E&P 87 Est. 76,770
City & RTZ-ABC: (80) 138,917
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,955; E&P 87 Est. 11,471
CZ-ABC: (80) 18,622
RTZ-ABC: (80) 29,795
County 80 Cen. 27,740; E&P 87 Est. 27,743
City & RTZ-ABC: (80) 48,417

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,305,686,000
Savings & Loan	4	$1,446,259,928

6 - PASSENGER AUTOS: County 51,745

7 - ELECTRIC METERS: Residence 24,000

8 - GAS METERS: Residence 18,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 12,000 ($310); Whol.-Ret. 7,716 ($140); Non-Mfg. 2,350 ($170); Trans. & Util. 988 ($210); Constr. 1,008 ($230); Fin. & Ins. 808 ($145); Mining & Quarrying 117 ($215); All industry 24,987 ($192).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-79; Summer 57-83; Fall 25-75; Winter 21-37. First killing frost, Oct. 20; last killing frost, Apr. 17. Rainfall, 45.03 in.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Downtown Shopping Centers**-10 blocks: 2 on Water St.; 4 on Market St.; 2 on Columbus Ave.; 2 on Washington Row.
Neighborhood Shopping Centers-4 blocks on Hancock St. from E. Madison to Scott Sts.; 3 blocks on W. Washington St. from Fulton to Selby Sts.; 1 block on Columbus Ave. from Hayes Ave.; Neil St.; 14 blocks on Perkins Ave. from Milan to Mills St.; 8 blocks on Cleveland Road from Sycamore Line to Remington Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Perkins Plaza(20)	2	Hill's
Sandusky Pl.(27)	2	Gray Drug
Sandusky Mall(80)	4	Sears, JCPenney, K mart, May Co., Pick 'N Pay, Elder Beerman

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Downtown Fri.; Shpg. ctr. & groc. every night, except Sun.
Stores Open Sundays-JCPenney; Hill's; Heck's; Jupiter; Kroger; Pick-N-Pay; IGA; Foodtown; Lawson's; Revco; K mart; Sears; May Co.; Elder Beerman; Rink's.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; May Co.; Elder Beerman.
Variety Stores-Jupiter; Woolworth.
Discount Stores-Hecks; Hill's; K mart; Rink's.
Chain Drug Stores-Gray 3; Revco; Drug Mart.
Chain Supermarkets-Kroger; Pick-N-Pay 2; Foodtown 2; IGA 2; Sandusky Cardinal.
Other Chain Stores-Firestone; Sherwin-Williams; Singer Co.; Jo-Ann Fabrics; Nobil Shoes; Carter Lumber; Pic Way Shoes; Wickes Lumber; Uniroyal; Radio Shack; Bing's Furniture; El-Bee Shoes; Circus World; Rogers Jewelry; Pearl Vision; Waldenbooks; Hickory Farms; Thom McAn; Spencer's; Cole's Books.

14 - NEWSPAPERS: REGISTER (e) 26,271; (S) 30,147; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: W.E. Gray, Adv. Dir.; James Rusincovitch, Class. Adv. Mgr., REGISTER, Market & Jackson Sts., Sandusky, OH 44870; Tel. (419) 625-5500.
National Representative: Landon Associates.

SHELBY

1 - LOCATION: Richland County (In Mansfield MSA). E&P Map B-2. Halfway between Cleveland and Columbus. On State Hwys. 39, 61 and 96.

2 - TRANSPORTATION: **Railroads**-Conrail; Baltimore & Ohio; and truck lines.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 9,645; E&P 87 Est. 9,395
County/MSA 80 Cen. 131,205; E&P 87 Est. 127,848

4 - HOUSEHOLDS:
City 80 Cen. 3,624; E&P 87 Est. 3,609
County/MSA 80 Cen. 46,408; E&P 87 Est. 46,833

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$68,088,707
Savings & Loan	2	$52,384,376

6 - PASSENGER AUTOS: County 83,219

7 - ELECTRIC METERS: Residence 4,119

8 - GAS METERS: Business & Residence 3,402

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Tubing 850; Bus. Forms 300; Bowling Equip. 250; Machine-Tooling 75; Auto Access. 275; Paper Boxes 100; Elect. Control Systems 200; Ins. 400; Home Hdwe. 75; Household Prods. 100; Warehousing 300; Packing & Shipping 100.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**. 3 1/2 blocks on Main St.; 2 on Gamble; 1 on Mansfield; 1/2 each on Washington & Mohican Sts.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Variety Stores**-Ben Franklin; Big Wheel.
Chain Drug Stores-K-H; People's; Struble's.
Chain Supermarkets-IGA; Great Scot; TJ's Scot Lad.
Other Chain Stores-True Value Hdwe.

14 - NEWSPAPERS: GLOBE (e) 4,246; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Scott Gove, Adv. Dir., GLOBE, 37 West Main, Shelby, OH 44875; Tel. (419) 342-4276.
National Representative: Landon Associates.

SIDNEY

1 - LOCATION: Shelby County. E&P Map A-2, County Seat. 40 mi. N of Dayton; 70 mi. W of Columbus. On State Hwys. 29, 47; I-75.

2 - TRANSPORTATION: **Railroads**-B&O, Conrail.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 17,657; E&P 87 Est. 17,710
CZ-ABC: (80) 18,919
RTZ-ABC: (80) 24,170
County 80 Cen. 43,089; E&P 87 Est. 43,756
City & RTZ-ABC: (80) 43,089

4 - HOUSEHOLDS:
City 80 Cen. 6,373; E&P 87 Est. 6,48[illegible]
CZ-ABC: (80) 6,718
RTZ-ABC: (80) 7,466
County 80 Cen. 14,184; E&P 87 Est. 14,907
City & RTZ-ABC: (80) 14,184

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$208,119,000
Savings & Loan	5	$134,288,000

6 - PASSENGER AUTOS: County 27,407

7 - ELECTRIC METERS: County 14,000

8 - GAS METERS: County 9,000

9 - PRINCIPAL INDUSTRIES: Compressors; Metal Finishing Fab.; Refrigeration; Lathes.
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-66; Summer 51-96; Fall 50-80; Winter 8-50.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-2 city blocks surrounding Court House Sq., W. end of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sidney Plz.(12)	3	Cain's, Heck's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Uhlman's; Heck's.
Chain Drug Stores-SupeRx; Revco; Hooks; Lane.
Chain Supermarkets-Kroger; Cain's; Liberty Foods; Independent.
Other Chain Stores-Western Auto; Radio Shack; Warehouse Paint; P.K. Lumber.

14 - NEWSPAPERS: NEWS (e) 12,683; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Linda K. Coffman, Adv. Dir., NEWS, 911 S. Vandemark Rd.; PO Box 4099, Sidney, OH 45365, Tel. (513) 498-2111.
National Representative: Landon Associates.

SPRINGFIELD

1 - LOCATION: Clark County (In Dayton-Springfield MSA). E&P Map B-3, County Seat. SW part of OH, 45 mi. W of Columbus, OH; 140 mi. E of Indianapolis, IN; 79 mi. NE of Cincinnati. On U.S. Hwys. 40 (I-70), 68 and State Hwys. 4, 41, and 72.

2 - TRANSPORTATION: **Railroads**-Conrail; DT&I.
Motor Freight Carriers-32 (10 local terminals).
Intercity Bus Lines-Greyhound; Continental.
Airlines-American; TWA; United; Delta; USAir; Piedmont; North Central at James M. Cox Airport, Dayton.

3 - POPULATION:
Corp. City 80 Cen. 72,563; E&P 87 Est. 66,561
CZ-ABC: (80) 96,174
RTZ-ABC: (80) 141,783
County 80 Cen. 150,236; E&P 87 Est. 141,947
MSA 80 Cen. 942,083; E&P 87 Est. 905,034
City & RTZ-ABC: (80) 237,957
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,384; E&P 87 Est. 26,495
CZ-ABC: (80) 35,621
RTZ-ABC: (80) 48,825
County 80 Cen. 53,376; E&P 87 Est. 52,336
MSA 80 Cen. 340,279; E&P 87 Est. 337,856
City & RTZ-ABC: (80) 84,446

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$432,310,805
Savings & Loan	6	$373,675,858

6 - PASSENGER AUTOS: County 96,266

7 - ELECTRIC METERS: County 58,132

8 - GAS METERS: County 49,303

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,379 ($330); Mfg. 13,107 ($490); Trans. 1,344 ($477); Whol.-Ret. 10,482 ($198); Fin., Ins. & R.E. 2,580 ($281); Servs. 10,177 ($250).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-91; Summer 35-96; Fall 10-90; Winter 9-67. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Hard, 7 grains per gal.; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Main St.; 3 on High St.; 3 on Limestone; 3 on Fountain; New downtown core area under construction.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Upper Valley Mall(75)	NA	JCPenney, Sears, Lazarus, Block's
Southern Vlg.(28)	NA	Big Bear
Park Shpg.(30)	NA	Harts, Odd Lots
Burnett Rd. Plz.(18)	NA	Meijer Square, Fulmers
Northridge(10)	NA	IGA
Western Plz.(6)	NA	Floor Store
Bushnell Sq.(9)	NA	Pic Way Shoes, Howards
Circus Plz.(12)	NA	Odd Lots
Moorfield Sq.(12)	NA	Kroger, SupeRx
Springfield Plz.(7)	NA	Hills, Fulmers, Gold Circle
Northland(18)		Big Bear, K mart
South Gate Ctr.(8)	NA	Rite Aid, Howards
E. Main Plz.(5)	NA	Kroger, SupeRx

Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Lazarus.
Discount Stores-Meijer Square; Harts; Hills; Gold Circle; K mart; Odd Lots.
Variety Stores-Woolworth.
Chain Drug Stores-Revco 2; SupeRx 3; Brown 2; Whitacre's 4; Drug Castle 2; Rite Aid.
Chain Supermarkets-Big Bear 4; Fulmer's 4; Kroger 3; Super Valu 3.
Other Chain Stores-Firestone; Thom McAn; Richman Bros.; Lowe's; Springfield Rug & Furn.; Goodyear; Jo-Ann Fabrics; Kinney Shoes; Wickes; Roberd's Furn. & Appliance; Nationwise Auto Parts; Warehouse Paint; Carter Lumber; Boobie Gee; Furrows; Perry & Derrick; 84 Lumber; Color Tile.

14 - NEWSPAPERS: NEWS-SUN (m) 37,353; (S) 44,422; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gary Peach, Adv. Dir. or Rob Mercer, Display Adv. Mgr., NEWS-SUN, 202 N. Limestone, Springfield, OH 45501; Tel. (513) 328-0240.
National Representative: Sawyer-Ferguson-Walker.

STEUBENVILLE

1 - LOCATION: Jefferson County (In Steubenville-Weirton, OH-WV MSA). E&P Map C-2, County Seat. 26 mi. N of Wheeling; 39 mi. SW of Pittsburgh. On Ohio River. William Penn Hwy. U.S. 22 and Ohio River Hwy. State 7. Steel and coal mining center.

2 - TRANSPORTATION: **Railroads**-Conrail; Norfolk & Western.
Intercity Bus Lines-Greyhound; Shortway-Ashland lines; Continental Trailways; Steel Valley Transit Authority.
Airlines-TWA; Northwest; United; Eastern; Lake Central; Mohawk (via Greater Pittsburgh, Ohio County, Airports).

3 - POPULATION:
Corp. City 80 Cen. 26,400; E&P 87 Est. 22,584
CZ-ABC: (80) 37,371
RTZ-ABC: (80) 137,086
County 80 Cen. 91,564; E&P 87 Est. 83,148
MSA 80 Cen. 163,099; E&P 87 Est. 149,368
City & RTZ-ABC: (80) 174,457
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,137; E&P 87 Est. 9,064
CZ-ABC: (80) 13,934
RTZ-ABC: (80) 47,279
County 80 Cen. 32,705; E&P 87 Est. 30,713
MSA 80 Cen. 57,577; E&P 87 Est. 54,554
City & RTZ-ABC: (80) 61,213

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	3	$1,038,000,000
Savings & Loan	2	$245,000,000

6 - PASSENGER AUTOS: County 51,381

7 - ELECTRIC METERS: Residence 30,485

8 - GAS METERS: Residence 16,623

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (Av. Wkly. Wage)-Steel 4,279 ($572); Mining 535 ($575); Constr. 1,947 ($528); Trans. & Util. 2,693 ($416); Commun. 386 ($355); Whol. Trade 744 ($338); Ret. Trade 5,188 ($153); Fin., ins. & R.E. 876 ($251); Banking, Fin., Securities 551 ($243); Ins. Carriers & Agents 227 ($320); R.E. & Investment 99 ($130); State Gov't 143 ($320); Local Gov't 2,793 ($263); Lumber & Wood Prods. 69 ($303); Stone, Clay, and Glass Prods. 160 ($351); Fab. Metal Prods. 188 ($324); Mach. (N.A.); Food and Kindred Prods. 120 ($324); Printing and Pub. 183 ($206); Electric, Gas, and Sanitary Servs. 1,656 ($481); Hotels & Lodging 104 ($131); Personal Servs. 368 ($140); Motion Pictures and Recreation 278 ($120); Health Servs. 2,813 ($289).
Principal Industrial Pay Days-Wed., Thur., Fri.; 5th, 10th, 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-87;

Summer 41-100; Fall 8-96; Winter-3-65. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Market St.; 2 on 4th St.; 2 on 5th St.; Fort Steuben Mall.
Neighborhood Shopping Centers-Hollywood Shpg. Ctr., 2200 Block & Sunset Blvd.; Rt. 22 W; 7th St. & Washington to North Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weirton Hgts.(9)	8	A&P, Kroger, Thrift Drug
K mart Plz.(8)	7	K mart
Kusic Ctr.(6)	4	G.C. Murphy, Kroger, Stone & Thomas
Ft. Steuben Mall(85)	5	Kaufmann's, Sears, JCPenney, Woolworth, Hill's
Hart's Family Ctr.	6	Big Bear, Hart's
Heck's Plz.	3	Heck's
Steuben Plz.(2)	NA	Kroger, Treasure Island
Hollywood Plz.(2)	1	K mart, Kroger, SupeRx

Principal Shopping Days-Mon., Thur., Sat., Sun.
Stores Open Evenings-Department-Mon., Thur.; Food & Discount every nite.

13 - RETAIL OUTLETS: **Department Stores**-Kaufmann's; JCPenney; Woolworth; Sears; Denmark's (ladies); Myer & Stone (men's).
Discount Stores-Treasure Island; Hill's; K mart; Harts Family Center; Heck's.
Variety Stores-McCrory; Woolworth; Odd Lots.
Chain Drug Stores-Thrift 2; SupeRx; Rite Aid.
Chain Supermarkets-Kroger 2; Big Bear; Golden Dawn; Convenient Foods; Lawson's; Valu King.
Other Chain Stores-Thom McAn; Kinney Shoes; So-Fro Fabrics; Firestone; Goodyear; Sherwin-Williams; Pic-Way Shoes; Payless Shoes; Regal Shoes; Nobil Shoes; Butler Shoes; Standard Sportwear; Nationwise Auto Parts; Top Value Enterprises; Reichart Furn.; Kelly & Cohen; Fisher's Big Wheel; Kay Jewelers; Rogers Jewelers; Marlinn's Shoes; Weiss Bros.; Curtis-Mathis; General Nutrition; Vitamin World; Hello Shops; Deb Shop; Hickory Farms; County Seat; Radio Shack; Spencer Gifts; Waldenbooks; Cole Books; Fotomat; Susie's Casuals; JoAnn Fabrics; Price's Candies; Mendelson's Children Shops; Pearle Vision; Benson's House of Visions; The Gap; Record Town; National Record Mart; Saxon Jewelers; Wayne Jewelers.

14 - NEWSPAPERS: HERALD-STAR (e) 21,122; (S) 20,538; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mark A. Yocum, Adv. Mgr., HERALD-STAR, 401 Herald Sq., Steubenville, OH 43952; Tel. (614) 283-4711.
National Representative: Thomson Newspapers.

TIFFIN

1 - LOCATION: Seneca County. E&P Map B-2. County Seat. Industrial and agricultural center. On U.S. Hwy. 224; State Hwys. 18, 53, 100, 101; 55 mi. SE of Toledo; 90 mi. N of Columbus; 100 mi. SW of Cleveland.

2 - TRANSPORTATION: **Railroads**-Conrail; Chessie System.
Motor Freight Carriers-13.
Airlines-General Aviation.

3 - POPULATION:
Corp. City 80 Cen. 19,549; E&P 87 Est. 17,702
CZ-ABC: (80) 26,612
RTZ-ABC: (80) 32,585
County 80 Cen. 61,901; E&P 87 Est. 57,181
City & RTZ-ABC: (80) 59,197
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,998; E&P 87 Est. 6,517
CZ-ABC: (80) 9,204
RTZ-ABC: (80) 10,437
County 80 Cen. 20,818; E&P 87 Est. 19,901
City & RTZ-ABC: (80) 19,641

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	4	$3,884,817,000
Savings & Loan	3	$748,910,456

6 - PASSENGER AUTOS: County 37,171

7 - ELECTRIC METERS: Residence 6,847

8 - GAS METERS: Residence 5,750

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Vitreous China Bathroom Fixtures 575; Refractories and Dolomite Stone 575; Elect. Wire and Cable 160; Food Proc. 100; Solar Heating Devices 60; Artificial Abrasive Grinding Wheels 540; Hot and Cold Forging Mach. 760; Sheet Metal Fab., Lockers 185; Hardboard & Flakeboard, Foam Insulation 150; Conveyor and Machinery Mfg. 350. Av. wkly. earnings (Seneca County): All industries-$311; Constr.-$399; Mfg.-$415; Trans. & Util.-$420; Whol. & Ret.-$221; Fin., Ins. & R.E.-$283; Servs.-$243; State & Local Gov't-$269.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Mean An. Temp., 51. Av. rainfall, 36.44". Altitude, 777 ft. above sea level.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Washington St.; 2 blocks each way from Washington on 2 sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Vlg.(32)	2	Sears, Foodtown, Sack N' Save
Tiffin Mall(47)	2	JCPenney, K mart, Kroger

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fri.; Westgate & Tiffin Mall-weekdays.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Uhlman's.
Chain Drug Stores-Lane's; Rite Aid.
Discount Stores-Murphy's Mart; K mart; Odd Lots.
Chain Supermarkets-Foodtown; Kroger; IGA; Sack N' Save.
Other Chain Stores-Sherwin-Williams; Merit; Olan Mills; Radio Shack; JoAnn Fabrics; Osterman Jrs.; Petrie's; Kinney Shoes; Nobil Shoes; Fashion Bug; B. Dalton Books; Hobby Center Toys; Baskin-Robbins; Musicland.

14 - NEWSPAPERS: ADVERTISER-TRIBUNE (e) 10,975; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John T. Elchert, Adv. Dir., ADVERTISER-TRIBUNE, PO Box 778, Tiffin, OH 44883; Tel. (419) 447-4455.
National Representative: None.

TOLEDO

1 - LOCATION: Lucas County, (In Toledo MSA). E&P Map B-1. County Seat. Ocean & Great Lake Port serving major ports of midcontinent U.S.A. Railroad hub. Wholesale center for NW Ohio, SE Mich. & NE Ind. Large heavy industry area; College center Highway mi. to Detroit 55; Cleveland 113; Chicago 234; New York 610. Interstate Freeways 75, 80, 90 (Ohio Turnpike); U.S. Hwys. 20, 23, 24; State Hwys. 2, 51, 65, 120.

2 - TRANSPORTATION: **Railroads**-Amtrak; Chessie System; Conrail; Norfolk & Western.
Motor Freight Carriers-103.
Intercity Bus Lines-Greyhound; Short Way; Trailways; TARTA (Toledo Area Regional Transit Authority).
Airlines-Delta; USAir; United Express; ComAir; TWA; Piedmont; Commuter Express; Northwest AirLink.

3 - POPULATION:
Corp. City 80 Cen. 354,635; E&P 87 Est. 321,859
CZ-ABC: (80) 501,329
RTZ-ABC: (80) 737,558
County 80 Cen. 471,741; E&P 87 Est. 438,495
MSA 80 Cen. 616,864; E&P 87 Est. 588,143
City & RTZ-ABC: (80) 1,238,887
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 133,042; E&P 87 Est. 125,176
CZ-ABC: (80) 182,947
RTZ-ABC: (80) 246,586
County 80 Cen. 172,239; E&P 87 Est. 165,139
MSA 80 Cen. 220,252; E&P 87 Est. 216,663
City & RTZ-ABC: (80) 429,533

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 301,041

7 - ELECTRIC METERS: Residence 276,405

8 - GAS METERS: Residence 149,002

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 7,800 ($526); Trans. & Util. 14,200 ($575); Mach. 6,200 ($482); Primary Metal 3,400 ($507); Fabricated Metal 7,400 ($539).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 38-96; Fall 23-91; Winter 17-54. First killing frost, Oct. 12; last killing frost, May.

11 - TAP WATER: From Lake Erie, fluoridated.

12 - RETAILING: **Nearby Shopping Centers**

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Charm(25)	NA	Foodtown, Rite Aid
Great Eastern(45)	NA	Foodtown, Kroger, Value City
Miracle Mile(48)	NA	Kroger, JCPenney, T.J. Maxx
Parkway Plz.(28)	NA	Centre Market, Value City
Southland(42)	NA	Foodtown, Kroger, JCPenney
Starlite Plz (30)	NA	The Pharm, Churchill's, Damschroder's
Westgate Vlg.(59)	NA	Lion, Elder-Beerman, Sears
Franklin Pk. Mall(80)	NA	JL Hudson's, Jacobson's, JCPenney
North Towne Sq.(90)	NA	Lion, Elder-Beerman, Mont. Ward
Southwyck Mall (100)	NA	Lion, Lion's Home, Mont. Ward
Greenwood Mall(30)	NA	Value City
Woodville Mall(90)	NA	Elder-Beerman
Portside(88)		Sears

13 - RETAIL OUTLETS: **Department Stores**-Elder-Beerman 3; Value City Stores 3; Lion 4; Sears 2; JCPenney 3; J. L. Hudson; Montgomery Ward 2; Jacobson's.
Variety Stores-Woolworth 4.
Discount Stores-K mart 6; TG&Y; The Andersons 2; Hills 4; Big & Small Lots 4; Odd Lot Trading 2.
Chain Drug Stores-Lane's 34; Rexall 14; F.I.P. 12; Rite Aid 7.
Chain Supermarkets-Kroger 13; Foodtown 22; Five Star 10; IGA 3; Centre 6; Churchill's 5; Farmer Jack; Edward's Warehouse Market; Kash and Karry Warehouse Market 9.
Other Chain Stores-Damschroder; Richman 3; Al Thomas 2; Florsheim 2; Thom McAn 4; Pic Way 6; Endicott-Johnson 2; Baker 5; Foot Saver; Kinney 4; Phillips; Famous Footwear 2; Hanover Shoes 3; Athlete's Foot 3; Sneaker Circus 2; Brendamour's 3; Western Auto; Jiffy Mart 13; Sterling Milk 12; Lawson's 11; Open Pantry 9; 7-Eleven 14; J. Riggins 2; Casual Corner 3; The Ltd. 4; Petries 5; Herman's; M-C Sporting Goods 2; Best Prods.; Mu[illegible]s Auto 3; Autoworld 3; Radio Shack 15; T[illegible]-Us; Wickes Lumber 4; 84 Lumber 3; Carter [illegible]mber 3; Builder's Square; B.J. Wholesale; ABC Warehouse 2.

14 - NEWSPAPERS: BLADE (e) 158,047; (S) 220,696; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Donald E. Earnhart, Gen. Adv. Sales Div. Mgr., BLADE, 541 Superior St., Toledo, OH 43660; Tel. (419) 245-6408.
National Representative: None.

TROY

1 - LOCATION: Miami County, (In Dayton-Springfield MSA). E&P Map A-3. 18 mi. N of Dayton; 23 mi. NW of Springfield; 21 mi. SE of Greenville, 15 minutes from Dayton International Airport, I-75; 15 minutes from I-70. State Hwys.: Routes 55, 41, 202, 718.

2 - TRANSPORTATION: **Railroads**-B&O; Conrail; Chessie System.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound.
Airlines-American; TWA; Delta; United; USAir; Eastern; Northwest; Piedmont; Emery Air Freight.

3 - POPULATION:
Corp. City 80 Cen. 19,086; E&P 87 Est. 20,216
CZ-ABC: (80) 19,086
RTZ-ABC: (80) 72,882
County 80 Cen. 90,381; E&P 87 Est. 92,599
MSA 80 Cen. 942,083; E&P 87 Est. 905,034
City & RTZ-ABC: (80) 91,968
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,068; E&P 87 Est. 7,806
CZ-ABC: (80) 7,148
RTZ-ABC: (80) 25,354
County 80 Cen. 32,427; E&P 87 Est. 33,975
MSA 80 Cen. 340,279; E&P 87 Est. 337,856
City & RTZ-ABC: (80) 32,502

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$1,810,365,550
Savings & Loan	3	$251,976,751

6 - PASSENGER AUTOS: County 62,488

7 - ELECTRIC METERS: Residence 14,571

8 - GAS METERS: Residence 14,330

9 - PRINCIPAL INDUSTRIES: Commercial Food Equip.; Meat; Paper Prods.; Arc Welders; Aviation Prods.; Tube Prods.; Ice Cream; Polstyrene Foam Prods.; Auto Manufacturing.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-77; Summer 48-93; Fall 18-86; Winter 1-72. First killing frost, Nov. 25; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-14 blocks on Square. Also 4 Shpg. Ctrs., one each on North and South edges of town, plus two at West edge of town.
Neighborhood Shopping Centers-South Dixie Hwy.; North Dixie Hwy.; Sherwood Manor, N. Market St.; Southbrook, W. Main St.; K mart/Kroger, W. Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sherwood(14)	1	McCrory, Marsh, Coast-to-Coast, M&R Health Mart Drugs
Trojan Vlg.(38)	2	Murphy's Mart, Ray's Supermarket, Radio Shack, Goodyear

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Dept., Discount, Food-every evening.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-McCrory; Family Dollar.
Discount Stores-K mart; Murphy's Mart.
Chain Drug Stores-M&R Health Mart 2; Revco; Gray Drug.
Chain Supermarkets-Marsh; Kroger; Rays; Cardinal Markets; IGA.
Other Chain Stores-Uhlman's; El Bee Shoes; Auto Works; National Video; Lawson's; Radio Shack; Main Auto Parts; Warehouse Paint; Sherwin-Williams; Sycamore Shop; United Dairy Farmers; Shastar-Renting to Own.

14 - NEWSPAPERS: NEWS (e) 10,950; (S) 12,734; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Vicki Yetter, Ret. Adv. Mgr., NEWS, 224 S. Market St., Troy, OH 45373; Tel. (513) 335-5634.
National Representative: Landon Associates.

UPPER SANDUSKY

1 - LOCATION: Wyandot County. E&P Map B-2. County Seat. 60 mi. S of Toledo; 65 mi. N of Columbus on U.S. Hwys. 23, 199, 30N; and State Hwys. 53, 67.

2 - TRANSPORTATION: **Railroads**-Conrail; Chesapeake & Ohio.
Intercity Bus Lines-Great Lakes; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,967; E&P 87 Est. 5,953
County 80 Cen. 22,651; E&P 87 Est. 21,778

4 - HOUSEHOLDS:
City 80 Cen. 2,282; E&P 87 Est. 2,325
County 80 Cen. 7,838; E&P 87 Est. 7,794

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$175,000,000
Savings & Loan	2	$177,000,000

6 - PASSENGER AUTOS: County 14,198

7 - ELECTRIC METERS: Residence 2,742

8 - GAS METERS: Residence 2,545

9 - PRINCIPAL INDUSTRIES: Auto Parts; Small Electric Motors; Precision Tools; Knives; Burial Vaults; Metal Compartments; Plastic Prods.; Dairy Prods.; Fab. Steel; Automotive Glass.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Artz Bros.; Michael's; Armstrong's.
Variety Stores-Ben Franklin; Big Wheel.
Chain Drug Stores-Rexall; Lane's.
Chain Supermarkets-Cardinal; Scot Lad; IGA; Bailey's; A & A Market; Lawson's.

14 - NEWSPAPERS: CHIEF-UNION (e) 4,702; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Tom Martin, Adv. Mgr., CHIEF-UNION, 111 W. Wyandot Ave.; PO Box 180, Sandusky, OH 43351; Tel. (419) 294-2332.
National Representative: Landon Associates.

URBANA

1 - LOCATION: Champaign County, E&P Map B-3, County Seat. 14 mi. N of Springfield; 40 mi. NE of Dayton; 47 mi. W of the State Capital, Columbus. On U.S. Hwys. 36, 68; State Hwys. 29, 54, 55, 56, 296.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,762; E&P 87 Est. 11,257
CZ-ABC: (80) 10,762
RTZ-ABC: (80) 24,540
County 80 Cen. 33,649; E&P 87 Est. 35,069
City & RTZ-ABC: (80) 35,302
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,174; E&P 87 Est. 4,499
CZ-ABC: (80) 4,174
RTZ-ABC: (80) 8,252
County 80 Cen. 11,795; E&P 87 Est. 12,750
City & RTZ-ABC: (80) 12,426

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$94,000,000
Savings	3	$153,000,000

6 - PASSENGER AUTOS: County 22,044

7 - ELECTRIC METERS: Residence 4,400

8 - GAS METERS: Residence 3,950

9 - PRINCIPAL INDUSTRIES: Fine Paper; Aircraft and Airport Lighting Equip.; Machine Tools, Dies, Jigs, Fixtures; Ventilator Screens; Railroad and Automotive Supplies; Farm Feeds; Gravel, Sand and Asphalt Supplies; Molded Plastic Prods.; Electric Controls and Distribution Equip.; Silos; Tungsten Carbide & Cutting Tool Tips; Oil Well Intensifiers; Solar Collectors; Window Fans; Bakery Equip.; Porcelain Enamel; Household Cleaners; Snack Foods.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-86; Summer 42-89; Fall 16-82; Winter 11-63.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-1 block east, 2 south, 1 west and 3 north of Monument Sq.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Upper Valley Mall(80)	14	Sears, JCPenney, Rike, Blocks

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-K mart; TG&Y; Revco; Crosby; Lanes.

13 - RETAIL OUTLETS: **Department Stores**-Uhlman's; Boston.
Variety Stores-McCrory's; K mart.
Chain Drug Stores-Revco; Lanes.
Chain Supermarkets-Kroger; Troutwine's (Super Valu); IGA.
Other Chain Stores-Dean & Barry; Lawson's; Sweeting Tire; JCPenney (catalog).

14 - NEWSPAPERS: CITIZEN (e) 7,686; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Linda Anderson, Adv. Dir., CITIZEN, PO Box 191, Urbana, OH 43078; Tel. (513) 652-2278.
National Representative: Landon Associates.

VAN WERT

1 - LOCATION: Van Wert County, E&P Map A-2, County Seat. 34 mi. SE of Ft. Wayne, IN; 28 mi. W of Lima, on Main Hwys. 30, 127 and 224.

2 - TRANSPORTATION: **Railroads**-Conrail (frt. only).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-Municipal Airport, Charter only.

3 - POPULATION:
Corp. City 80 Cen. 11,035; E&P 87 Est. 11,283
County 80 Cen. 30,458; E&P 87 Est. 32,048
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,363; E&P 87 Est. 4,607
County 80 Cen. 10,939; E&P 87 Est. 11,943

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$155,266,000
Savings & Loan	2	$71,815,460

6 - PASSENGER AUTOS: County 19,884

7 - ELECTRIC METERS: Residence 7,863

8 - GAS METERS: Residence 5,513

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Packaging 548; Mach. Parts 1,877; Food 201; Specialities 240; Ins. 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-87; Summer 39-96; Fall 19-83; Winter 12-60. First killing frost, Oct. 9; last killing frost, May 6.

11 - TAP WATER: Alkaline, soft 5 1/2 grains.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Main St.; 3 on Washington St.; 2 on Central Ave.; 2 on Mkt. St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Summit(17)	NA	Fisher's Big Wheel, Mont. Ward
Van Wert Plz.	NA	Heck's, Lane's

Principal Shopping Days-Fri., Sat.
Stores Open-Fri. & Mon. evenings.

13 - RETAIL OUTLETS: **Department Stores**-Heck's; JCPenney.
Chain Drug Stores-Revco; Derry's; Hook's; Lane's.
Variety Stores-Fisher's Big Wheel.
Chain Supermarkets-Marsh; Chief; Triangle Super-Dollar; Cardinal.
Other Chain Stores-Cato; Sherwin-Williams; Ream-Steckbeck Paint; Sears; Radio Shack; Coast-to-Coast Hdwe.; Ace Hdwe.; Quality Farm & Fleet.

14 - NEWSPAPERS: TIMES-BULLETIN (e) 8,044; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Eugene Laudick, Adv. Dir., TIMES-BULLETIN, 700 Fox Rd., Van Wert, OH 45891; Tel. (419) 238-2285.
National Representative: Landon Associates.

WAPAKONETA

1 - LOCATION: Auglaize County (In Lima MSA). E&P Map A-2, County Seat. In West Central OH, 17 mi. S of Lima; 83 mi. SW of Toledo; 117 mi. N of Cincinnati; 25 mi. from IN state line on State Hwys. 67, 198, 501 and U.S. Hwys. 25, 33, 75.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-15.

3 - POPULATION:
Corp. City 80 Cen. 8,402; E&P 87 Est. 9,078
County 80 Cen. 42,554; E&P 87 Est. 43,933
MSA 80 Cen. 154,795; E&P 87 Est. 147,446

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,226; E&P 87 Est. 3,395
County 80 Cen. 15,504; E&P 87 Est. 15,581
MSA 80 Cen. 53,700; E&P 87 Est. 52,800

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$50,000,000
Savings & Loan	4	NA

6 - PASSENGER AUTOS: County 28,242

7 - ELECTRIC METERS: Residence 3,500

8 - GAS METERS: Residence 2,555

9 - PRINCIPAL INDUSTRIES: Machine Knives; Dairy Prods.; Chrome Plating; Trailer Bodies; Small Tubing & Electronic Supplies; Steel Fab.; Tallow, Hides & Meat Scraps; Floor Covering; Plastic Compounding; Compressor Rebuild.; Grain Meat Packer; Automotive & Airplane Interiors; Rubber Prods.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-65; Summer 70-90; Fall 40-70; Winter 0-40.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Nearby Shopping Center**-4 blocks on Auglaize St.

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grandview Plz.(12)	NA	Coast-to-Coast, Radio Shack, Sycamore, Shastar

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Val Corp.
Chain Drug Stores-Lane's; Rite Aid.
Variety Stores-Wapak Sundry.
Chain Supermarkets-Pantry Pride; Lawsons; Clyde Evans.

14 - NEWSPAPERS: NEWS (e) 5,203; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: L.R. Shaull, Pub./Gen. Mgr., NEWS, 8 Willipie St., Wapakoneta, OH 45895; Tel. (419) 738-3318.
National Representative: Landon Associates.

WARREN

1 - LOCATION: Trumbull County (In Youngstown-Warren MSA). E&P Map C-2, 53 mi. SE of Cleveland; 19 mi. from Youngstown; 90 mi. from Pittsburgh. On U.S. Hwy. 422; State Hwys. 82, 5, 40, 46, 45, 11 & 169.

2 - TRANSPORTATION: **Railroads**-Baltimore & Ohio; Erie-Lackawanna; Conrail.
Motor Freight Carriers-47.
Intercity Bus Lines-Ohio Greyhound; Continental Trailways.
Airlines-United; Piedmont Commuter; Crown; Northwest; Bas Commuter; Allegheny.

3 - POPULATION:
Corp. City 80 Cen. 56,629; E&P 87 Est. 51,627
CZ-ABC: (80) 69,921
RTZ-ABC: (80) 151,976
County 80 Cen. 241,863; E&P 87 Est. 231,827
MSA 80 Cen. 531,350; E&P 87 Est. 496,116
City & RTZ-ABC: (80) 221,897

4 - HOUSEHOLDS:
City 80 Cen. 21,068; E&P 87 Est. 20,204
CZ-ABC: (80) 25,526
RTZ-ABC: (80) 50,072
County 80 Cen. 84,151; E&P 87 Est. 83,671
MSA 80 Cen. 186,711; E&P 87 Est. 180,497
City & RTZ-ABC: (80) 75,598

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$386,702,171
Savings & Loan	7	$222,512,817

6 - PASSENGER AUTOS: County 157,481

7 - ELECTRIC METERS: Residence 54,250

8 - GAS METERS: Residence 36,625

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Steelmaking 12,000 ($200); Steel Fabrication 4,400 ($212); Auto. & Appl. Wiring 12,300 ($217); Aluminum Extrusion; Automobile Assembly 12,300 ($220); Total 45,000 Employees (Annual Payroll $650,450,200).
Principal Pay Days-10th & 25th; Fri.

10 - CLIMATE: Min. & Max. Temp.-Min. -10, Max. 94. First killing frost, Oct. 14; last killing frost, May 3.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 on W. Market; 5 on E. Market; 6 on N. Park; 3 on High St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
McKinley Hts.(5)	NA	Stambaugh-Thompson, Handyman
Warren Plaza(34)	NA	Fazio's
Trumbull Plaza(24)	NA	K mart
Village Plaza(13)	NA	Maxwells
Ridgeview(14)	NA	Mavars
Eastwood Mall(100)	NA	Sears, Kaufmann's, Woolworth, JCPenney, Carlisle
Plaza West(7)	NA	Murphy's Mart
Champion Plz.(10)	NA	Hills
Austin Vlg.(20)	NA	Super Duper, Big Lots
Gretchen Vlg. (16)	NA	Murphy Mart
Howland Plz.(8)	3	Turneys, Valu King
Great East Plz.(10)	5	Sparkle, Best, Pharmor

Principal Shopping Days-Dept. Stores-Mon. & Thur. night.
Stores Open Evenings-Dept.-Mon. & Thur.; Super Mkts. & Shpg. Ctrs.-every night to 9.

13 - RETAIL OUTLETS: **Department Stores**-Kaufmann's; Carlisle; Sears; JCPenney; Maxwells.
Discount Stores-Hills; K mart; Turneys; Murphy's Mart; Best; Big Lots.
Variety Stores-Woolworth.
Chain Drug Stores-Gray 3; Revco 2; Eastgate; Pryce's Champion 3; Rite Aid 3; Pharmor; Thrift; Aid-N-Save 3; Drug Castle.
Chain Supermarkets-Rowlands; Sparkle Markets 7; Valu King 9; Ideal 4; Riverside; Fazio's; Mavars 3; Thornhills; Woodland Market; Howland IGA; Super Duper 4; Giant Eagle 3.

INFLUENCE:
Toledo's newspaper — a strong influence for over 150 years.

The Blade is more than a newspaper. It is a community institution . . . investing itself in the economic, cultural and political life . . . working to set priorities . . . sparking ideas . . . using its influence to help great things happen.

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The Blade's strong influence makes it an effective catalyst for community achievement. It's an influence we share with advertisers in our 14-county market. 3-county Metro area Sunday coverage, 82%; daily coverage 67%.

THE BLADE
One Of America's Great Newspapers
541 Superior St., Toledo, OH 43660

14 - NEWSPAPERS: TRIBUNE-CHRONICLE (e) 41,262; (S) 48,486; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Steve Roszczyk, Mktg. Dir., TRIBUNE-CHRONICLE, 240 Franklin St. S.E., Warren, OH 44482; Tel. (216) 841-1620.
National Representative: Landon Associates.

WASHINGTON COURT HOUSE

1 - LOCATION: Fayette County, E&P Map B-3, County Seat. Agricultural center. Miscellaneous light manufacturing. South Central part of the state. 69 mi. NE of Cincinnati; 42 mi. SW of Columbus; 47 mi. E of Dayton.

2 - TRANSPORTATION: **Railroads**-Grand Trunk Western; Chessie System.
Motor Freight Carriers-5.
Intercity Bus Lines-Pennsylvania Greyhound.
Air Travel-Commercial jets available 40 mi. away. Public airport with 4,000 ft. hard surface located 2 mi. from city.

3 - POPULATION:
Corp. City 80 Cen. 12,682; E&P 87 Est. 12,894
County 80 Cen. 27,467; E&P 87 Est. 28,193

4 - HOUSEHOLDS:
City 80 Cen. 4,898; E&P 87 Est. 5,093
County 80 Cen. 9,781; E&P 87 Est. 10,338

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$58,484,000
Savings & Loan	3	$48,796,478

6 - PASSENGER AUTOS: County 16,455

7 - ELECTRIC METERS: County 18,320

8 - GAS METERS: Residence 8,634

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastics 500; Stairwork 180; Auto Seats 405; Hand Tools 520; Cardboard Containers 115; Manufactured Homes 160; Meat Packing & Proc. 150; Steel Bldgs. 330. Wages-Unskilled ($160); Semiskilled ($200); Skilled ($330).

10 - CLIMATE: Av. Annual Temp. 52, max. 96, min.-10. First killing frost, Oct. 18; last killing frost, May 13.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Court St. (39 stores) 2 blocks on Main St. (12 stores); 2 blocks on Fayette St. (5 stores).

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Washington Sq.(13)	1	Radio Shack, K mart, Revco, Cato, Murphy Mart

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown-Fri., Shopping Centers-nightly.

13 - RETAIL OUTLETS: **Department Stores**-Craig; Foster Haines; JCPenney; Uhlman's.
Discount Stores-Sundry Store; TSC.
Variety Stores-Fisher's Big Wheel; K mart; Murphy Mart.
Chain Drug Stores-Medicine Shoppe; Downtown; Revco; Kroger.
Chain Supermarkets-Kroger; Sack-n-Save; Convenient Mart; Super Duper.
Other Chain Stores-Sears (catalog); Ross Jewelers; Firestone; Cato; Corvair Auto Parts; Radio Shack; Hallmark; Rax; Frisch's; Odd Lots; McDonald's; Wendy's; Long John Silver; Kentucky Fried Chicken.

14 - NEWSPAPERS: RECORD-HERALD (e) 6,991; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: Edward Hourigan, Mktg. Dir., RECORD-HERALD, 138 S. Fayette St., Washington Court House, OH 43160; Tel. (614) 335-3611.
National Representative: Landon Associates.

WILLOUGHBY
See LAKE COUNTY

WILMINGTON

1 - LOCATION: Clinton County, E&P Map B-3; County Seat. 55 mi. NE of Cincinnati; 35 mi. SE of Dayton; 60 mi. SW of Columbus. On U.S. Hwys. 22, 68, I-71; State Hwys. 3, 73, 730. Agricultural section.

2 - TRANSPORTATION: **Railroads**-Conrail; B&O.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.
Airlines-Wilmington Air Park 3 mi.; Clinton Field 5 mi.; Springfield Municipal Airport 35 mi. (Comm.); Sabina 11 mi. (private); Dayton Airport (Vandalia) 35 mi.; Cincinnati 70 mi.; Columbus 60 mi. Air Freight: Airborne Express; Airborne Express Hub.

3 - POPULATION:
Corp. City 80 Cen. 10,431; E&P 87 Est. 10,250
County 80 Cen. 34,603; E&P 87 Est. 33,871

4 - HOUSEHOLDS:
City 80 Cen. 4,018; E&P 87 Est. 3,954
County 80 Cen. 12,148; E&P 87 Est. 12,180

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$101,223,415
Savings & Loan	3	$98,441,002

6 - PASSENGER AUTOS: County 21,322

7 - ELECTRIC METERS: Residence 20,000

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 1,500; Retail 625; Servs. 455; Constr. 150; Util. 100; Quarry 40; Hydraulic Controls; Tools & Dies; Concrete & Concrete Blocks; Aluminum Castings; Furnaces & Air-Conditioning; Aircraft Parts & Assemblies; Wood-Boring Tools & Screw Drivers; Auto Trim & Assemblies; Hospital; Ambulance Furn. & Equip.; Plastics; Electronic Switches; Machine Tools; Commercial Crystals; Airplane Propellers; Paper Bags; Forklift Mfg.; Air Freight Service 2,000.

10 - CLIMATE: Av. Annual Temp.-49; Min. 10; Max. 88. Min. & Max. Temp.-Spring 42-70; Summer 55-95; Fall 32-65; Winter -5-55. First killing frost, Nov. 1; last killing frost, May 10. Rainfall: Annual-39 in.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main and South Sts.; 8 blocks on Rombach Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Wilmington Plz.(18)	NA	Kroger, Revco, Coast-to-Coast
Sout[illegible]	NA	K mart, Radio Shack
Rom[illegible] (9)	NA	SupeRx, Pic-Way Shoes

Principal [illegible]pping Days-Thur., Fri., Sat.
Stores Op[illegible]venings-Shpg. ctr. every evening; Downtown Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Foster-Haines; Murphy-Benham; Heck's; Haines Adairs; Coast-to-Coast.
Variety Stores-K mart; Sundry Store; Odd Lot.
Chain Drug Stores-Revco; SupeRx.
Chain Supermarkets-Kroger; Bob & Carl's Finer Foods.

14 - NEWSPAPERS: NEWS-JOURNAL (e) 7,542; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: Rick Irvin, Adv. Mgr., NEWS-JOURNAL, 47 S. South St., Wilmington, OH 45177; Tel. (513) 382-2574.
National Representative: Landon Associates.

WOOSTER

1 - LOCATION: Wayne County, E&P Map C-2. County Seat. Industrial, agricultural center. On U.S. Hwy. 30; State Hwys. 3, 585, 250. 54 mi. S of Cleveland; 29 mi. SW of Akron; 30 mi. W of Canton; 31 mi. E of Mansfield.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 19,289; E&P 87 Est. 19,735
CZ-ABC: (80) 23,390
RTZ-ABC: (80) 110,348
County 80 Cen. 97,408; E&P 87 Est. 102,440
City & RTZ-ABC: (80) 133,738

4 - HOUSEHOLDS:
City 80 Cen. 7,105; E&P 87 Est. 7,627
CZ-ABC: (80) 8,549
RTZ-ABC: (80) 35,101
County 80 Cen. 32,233; E&P 87 Est. 35,129
City & RTZ-ABC: (80) 43,650

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$152,076,000
Savings & Loan	3	$412,849,000

6 - PASSENGER AUTOS: County 59,745

7 - ELECTRIC METERS: Residence 8,781

8 - GAS METERS: Residence 6,993

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brass Couplings 358; Oil & Gas Drilling & Serv. 1,000; Titanium Fab. 261; Common Carriers 150; Constr. 200; Corrugated Containers 225; Cooking Utensils & Appliances 495; Printing & Pub. 123; Potato Chips 343; Truck Bodies 352; Rubber & Plastic Housewares & Auto Equip. 1,756; Steel Tubes 264; Steel Fab. 230; Hydraulic Pumps 483; Paint Brushes 477; Micro-Photos 358; Agric. Research 512; Colleges 760.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-59; Summer 61-81; Fall 45-64; Winter 22-37. First killing frost, Oct. 15; last killing frost, Apr. 2.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Liberty St. and 7 blocks on Market St.
Neighborhood Shopping Centers-U.S. 30 East.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
College Hills(15)	NA	Sears, Woolworth
Portage Sq.(5)	NA	K mart, Radio Shack

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Food: Mon. to Sat.

13 - RETAIL OUTLETS: **Department Stores**-H. Freedlander; Wm. Annat; Sears; Buehler's.
Variety Stores-Newberry; Woolworth; Retzler.
Discount Stores-Heck's; Nichols; K mart; Qual. Farm & Fleet.
Chain Drug Stores-Revco; Gray's.
Chain Supermarkets-Buehler 2; Hawkin's; Smith's; Lawson's 2; Convenient Food; Stop-N-Go; Youngs 2; IGA 2.
Other Chain Stores-Livingston's Furniture; Moore's; Yum Yum Tree; Servex; Radio Shack; Brenner Bros.; Sherwin-Williams; Goodrich; Hammonds; Singer; Carter Lumber; Wayne Auto Parts.

14 - NEWSPAPERS: RECORD (e) 25,068; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Frank Beeson, Mktg. Mgr., RECORD, 210-212 E. Liberty St., Wooster, OH 44691; Tel. (216) 264-1125.
National Representative: Branham/Newspapr Sales.

XENIA

1 - LOCATION: Greene County (In Dayton-Springfield MSA). E&P Map B-3, County Seat. 15 mi. from Dayton; 52 mi. from Columbus; 51 mi. from Cincinnati. Light manufacturing; agricultural center. On U.S. Hwys. 35, 42, 68; triangulated by I-70, I-71 and I-75.

2 - TRANSPORTATION: **Railroads**-Main line; Junction point; Conrail; Chessie System.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Dayton & Southeastern; Daybrook Lines; Xenia Para-Transit Service.

3 - POPULATION:
Corp. City 80 Cen. 24,653; E&P 87 Est. 24,791
CZ-ABC: (80) 31,971
RTZ-ABC: (80) 64,983
County 80 Cen. 129,769; E&P 87 Est. 135,060
MSA 80 Cen. 942,083; E&P 87 Est. 905,034
City & RTZ-ABC: (80) 96,954

4 - HOUSEHOLDS:
City 80 Cen. 8,703; E&P 87 Est. 9,072
CZ-ABC: (80) 10,523
RTZ-ABC: (80) 20,463
County 80 Cen. 43,078; E&P 87 Est. 46,030
MSA 80 Cen. 340,279; E&P 87 Est. 337,856
City & RTZ-ABC: (80) 30,986

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$73,403,000
Savings & Loan	2	$144,814,430

6 - PASSENGER AUTOS: County 89,223

7 - ELECTRIC METERS: County 34,566

8 - GAS METERS: County 20,854

9 - PRINCIPAL INDUSTRIES: 53,779 total county labor force.
Principal Industrial Pay Days-Fri., Wed.

10 - CLIMATE: Av. Temp. 50. Max.: 94; Min.: -6. Annual rainfall 35.87 in.; Av. snowfall 50 snows/yr. Total precipitation 25.63 in.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Detroit St.; 4 on Main St.; 1 on Green St.; (West Side) 10 units; Allison & Dayton Aves., (West Side) 15 units; Zayre Plaza (South) 6 units; Bellbrook & Charles Sts. (West) 8 units; Kinsey & Old Springfield Pike (North) 5 units; West 2nd St. & Ottawa (West) 5 units, S. Bellbrook & 35 Bypass (West) 7 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ledbetter Rd.(6)	NA	Fulmers, Revco, Zayre
Xenia Plz.(12)	NA	Sears, Revco
Xenia Town Sq.(40)	NA	Fashion Bug, Rite Aid, K mart, Radio Shack
Ames Plz.(2)	NA	Ames, Kroger

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.; Food-Nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Foster Haines.
Discount Stores-K mart; Zayre; Ames.
Variety Stores-Family Dollar; Dollar General.
Chain Drug Stores-Revco; Rite Aid; Hooks.
Chain Supermarkets-Super Valu 3; IGA 2; Stop N' Go 3; Fulmer's; Kroger.
Other Chain Stores-Goodyear; Radio Shack; Quality Farm & Fleet; Wickes Lumber.

14 - NEWSPAPERS: GAZETTE (e) 10,968; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Edward Wooley, Adv. Mgr., GAZETTE, 37 S. Detroit St.; PO Box 400, Xenia, OH 45385; Tel. (513) 372-4444.
National Representative: Thomson Newspapers.

YOUNGSTOWN

1 - LOCATION: Mahoning County, (with part extending into Trumbull County). (In Youngstown-Warren MSA). E&P Map C-2, County Seat. Industrial Center. On Mahoning River about 35 mi. from its junction with Ohio River; 70 mi. SE of Cleveland, approximately halfway between Cleveland and Pittsburgh. On Ohio Tpke.; I-80 & 80S; U.S. Hwys. 422, 62, 224; State Hwys. 11, 18, 164, 170, 616.

2 - TRANSPORTATION: **Railroads**-Erie-Lackawanna; B&O; Conrail; P&LE; Lake Erie; Eastern.
Motor Freight Carriers-72.
Intercity Bus Lines-Western Reserve Transit Authority serves city and surrounding areas; Ohio Greyhound; Pennsylvania Greyhound; Continental Trailways; Edwards Lakes-to-Sears; Bessemer Hillsville.
Airlines-United; Allegheny Commuter; Beaver Aviation (BAS); Piedmont; Republic Express.

3 - POPULATION:
Corp. City 80 Cen. 115,436; E&P 87 Est. 98,817
CZ-ABC: (80) 229,123
RTZ-ABC: (80) 268,514
Counties/MSA 80 Cen. 531,350; E&P 87 Est. 496,116
  Mahoning Co. 80 Cen. 289,487; E&P 87 Est. 264,289
  Trumbull Co. 80 Cen. 241,863; E&P 87 Est. 231,827
City & RTZ-ABC: (80) 497,637

Demographic Information (Limited) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 41,990; E&P 87 Est. 37,780
CZ-ABC: (80) 83,006
RTZ-ABC: (80) 92,997
Counties/MSA 80 Cen. 186,711; E&P 87 Est. 180,497
  Mahoning Co. 80 Cen. 102,560; E&P 87 Est. 96,826
  Trumbull Co. 80 Cen. 84,151; E&P 87 Est. 83,671
City & RTZ-ABC: (80) 176,003

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$2,302,483,000
Savings & Loan	3	$1,202,678,000

6 - PASSENGER AUTOS: Counties: Mahoning 176,380; Trumbull 157,481

7 - ELECTRIC METERS: Residence 142,099

8 - GAS METERS: Residence 135,716

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total All Industries 96,082 ($316); Constr. 2,433 ($367); Mfg. 15,734 ($413); Trans. & Util. 3,735 ($446); Whol. & Ret. 27,471 ($227); Fin., Ins., R.E. 5,289 ($309).
Principal Industrial Pay Days-Staggered.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-88; Summer 44-92; Fall 14-81; Winter 0-80; First killing frost, Oct. 15; last killing frost, Apr. 23. Annual Precipitation 44.50.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Area-Southern Park Mall; Greater Boardman Plz.; 5 blocks on Fed. Plz. East and West; Belmont Ave. Rte. 193; Austintown Plz., Rt. 18.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boardman Plaza(52)	6	Hill's, Sparkle, Jewel Mart, Children's Palace, Stambaugh's
Mahoning	5	Family Dollar, Gray's
Plaza(17)	3	JCPenney
McGuffey Mall(30)	3	D&K, Sparkle
Lincoln Knolls Plaza(30)	4	Hill's, Stambaugh's, Sparkle
Liberty Plaza(42)	4	Big Lots, Hill, Stambaugh's, Jewel Mart
Austintown Plaza(35)	6	Dollar Bargain, Hill's, Stambaugh's
Canfield Colonial(17)	8	Sparkle, Thrift Drug
Struthers 5th Street(16)	7	Sparkle, Valu-King
Village Square	10	Maxwell's, Valu-King
Southern Park Mall(106)	6	Sears, Kaufmann's, Horne's, JCPenney
Eastwood Mall(135)	12	Sears, Kaufmann's, JCPenney, Carlisles
Belmont Plaza(8)	2	Patient Care
Cornersburg Plaza(8)	5	Valu-King, Rite Aid
Valley View Plz.	11	Valley View Dept. Store
Kirkmere Plaza(12)	4	
Markinola(5)	3	Gray Drug
Marwood(8)	3	Yum Yum Tree
Market St. Plz.	6	Sassy Slacks, B&J Sales
Union Square Plaza(24)	3	Radio Shack, Sparkle
Wedgewood Plaza(15)	5	Sparkle, Gray Drug, Bargain Port

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Food, Shopping Plazas and Malls every evening. Some Food Stores open 24 hours.

13 - RETAIL OUTLETS: Department Stores-Kaufmann's 2; Horn's; JCPenney 2; Sears.
Discount Stores-Hill's 5; Bargain Port 3; K mart 3; Valley View; Murphy's Mart 2.
Variety Stores-Woolworth; McCrory; Ben Franklin 2.
Chain Drug Stores-Gray 19; Thrift; Revco 7; Rite Aid 5; Allen's 6; Lester's; Pharmor 2.
Chain Supermarkets-Lawsons 10; Giant Eagle 4; Valu-King 20; United Family 14; Foodland 5; Golden Dawn 5; C. Anzivino's 2; Mahoning Sparkle Mkts. 18; Tic-Toc; Sami Quick Stop 10; Lil Shoppers 10; Mavar's 2; Super Duper 6.
Other Chain Stores-Thom McAn; Color Tile; Firestone 3; Goodyear 4; Pic-Way Shoes; Kinney; Shoe Mkt. 2; Baker's; Regal Shoes; Nobil 4; Hanover; El Bee; Lerner's; Abraham's; Country Casuals; Children's Palace; Catherine's Stout; Fashion Barn; Tops and Bottoms; Birnbaums; Marwen's; Harry's Big & Tall Shop; Richmans; Sherwin-Williams; Glidden Paints 3; Earl Scheib; Aamco Transmission; Singer Co.; Fabric Fair; King's (jewelry) 3; JoAnn Fabrics; The Appliance Store 2; Mace Electronics 2; Bressler Ice Cream; Brooks Fashions; Cowell and Hubbard; Pet Bazaar; Flagg Bros. Shoes; Foxmoor Casuals; Fredericks; Hickory Farms; Joan Bari Bags; Mode O'Day; Ormonds; Parklane Hosiery; Petris; Stambaugh's 8; T.J. Maxx; Spencer Gifts; Waldenbooks; B. Dalton Bookseller; Zale's; Minnesota Fabrics 2; Garment Center; Radio Shack; Homemaker Shops; Maaco Auto; Color Your World; Tempo Fashions; World Wide Auto Stores; Busy Beaver Ctr.; Carter Lumber 4.

14 - NEWSPAPERS: VINDICATOR (e) 93,929; (S) 144,353; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Charles Metzger, Gen. Adv. Mgr., VINDICATOR, PO Box 780; Vindicator Sq., Youngstown, OH 44501; Tel. (216) 747-1471.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ZANESVILLE

1 - LOCATION: Muskingum County. E&P Map C-3. County Seat. Industrial, mining and agricultural area. Junction of Muskingum and Licking Rivers. 52 mi. E of Columbus; 75 mi. W of Wheeling; 125 mi. SW of Pittsburgh; 84 mi. SW of Canton; 725 ft. above sea level. On U.S. Hwys. 40, 22, I-70.

2 - TRANSPORTATION: Railroads-N&W; Chessie; Conrail.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 28,655; E&P 87 Est. 28,339
CZ-ABC: (80) 37,808
RTZ-ABC: (80) 76,108
County 80 Cen. 83,340; E&P 87 Est. 87,306
City & RTZ-ABC: (80) 113,916

4 - HOUSEHOLDS:
City 80 Cen. 11,211; E&P 87 Est. 11,597
CZ-ABC: (80) 14,478
RTZ-ABC: (80) 25,391
County 80 Cen. 29,442; E&P 87 Est. 32,013
City & RTZ-ABC: (80) 39,869

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$262,000,000
Savings & Loan	3	$254,000,000

6 - PASSENGER AUTOS: County 49,309

7 - ELECTRIC METERS: Residence 29,218

8 - GAS METERS: Residence 17,950

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-Mfg. ($226); Trans. & Util. ($29[illegible]); Constr. ($262).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-74; Summer 62-95; Fall 14-71; Winter 5-50. First killing frost, Oct. 8-20; last killing frost, May 1-15.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 2 on 3rd St.; 3 on 4th St.; 5 on 5th St.; 3 on 6th St.; 2 on 7th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colony Square Mall(84)	5	JCPenney, Gray's, Sears, Horne's, Elder Beerman
Country Fair(25)	4	Kroger, Woolworth, Odd Lots
Sunrise Center	2	Heck's, IGA
Zane Trail(18)	3	Big Bear, Hart's

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Downtown Mon., Fri.; Mall Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Nader & Sons; Sears; Elder Beerman; Hornes Of Wheeling.
Discount Stores-Bargain City; Dollar Saver; K mart; Heck's; Odd Lots.
Variety Stores-Woolworth; Hart's.
Chain Drug Stores-Revco 2; Thrift; SuperRx; Hart's; Gray; Nelson; Fox.
Chain Supermarkets-Kroger; Big Bear 3; Apple; Moneysworth.
Other Chain Stores-Moore's; Sherwin-Williams; Stambaugh's; Pittsburgh Plate Glass; Singer Co.; Pic-Way; Robert's Men Store; Radio Shack; Sun TV & Appliances; Kinney Shoes.

14 - NEWSPAPERS: TIMES RECORDER (m) 23,116; (S) 20,780; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bill Overholtzer, Adv. Mgr., TIMES RECORDER, 34 S. Fourth St., Zanesville, OH 43701; Tel. (614) 452-4561.
National Representative: Thomson Newspapers.

OKLAHOMA SURVEYS

METROPOLITAN STATISTICAL AREAS

Enid-Garfield County.
Fort Smith, AR-OK-Crawford and Sebastian Counties, AR; Sequoyah County, OK.
Lawton-Comanche County.
Oklahoma City-Canadian, Cleveland, Logan, McClain, Oklahoma and Pottawatomie Counties.
Tulsa-Creek, Osage, Tulsa, Rogers and Wagoner Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	197	233	255
5-14 Years	492	465	510
15-24 Years	449	568	623
25-44 Years	586	813	891
45-64 Years	537	583	639
65 and Over	299	376	412
TOTAL	2,560	3,038	3,330

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr	542	920	1,504
General Mdse	1,093	1,800	2,354
Food	2,096	3,684	4,272
Automobiles	2,884	3,649	6,107
Gasoline Stations	655	1,110	960
Apparel	549	938	1,178
Furniture	423	693	1,108
Eat-Drink Places	715	1,394	1,840
Drugs	211	337	433
TOTAL SALES	9,228	16,071	20,796

ADA

1 - LOCATION: Pontotoc County. E&P Map E-3. County Seat. Industrial, educational, medical, and residential center of ranching and oil & gas production region. SE quarter of state. On State Hwys. 1, 3, 19, 99. 81 mi. SE of Oklahoma City.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-6.
Intercity Bus Lines-Oklahoma Trans.

3 - POPULATION:
Corp. City 80 Cen. 15,902; E&P 87 Est. 18,046
CZ-ABC: (80) 15,902
RTZ-ABC: (80) 65,844
County 80 Cen. 32,598; E&P 87 Est. 36,906
City & RTZ-ABC: (80) 81,746
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,440; E&P 87 Est. 7,510
CZ-ABC: (80) 6,440
RTZ-ABC: (80) 23,529
County 80 Cen. 12,268; E&P 87 Est. 14,259
City & RTZ-ABC: (80) 29,969

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$90,000,000
Commercial	3	$209,300,000

6 - PASSENGER AUTOS: County 26,001

7 - ELECTRIC METERS: Residence 6,100

8 - GAS METERS: Residence 6,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass containers 440 ($265); Cement 165 ($320); Concrete prods. N.A. ($150); Meat packing 110 ($165); Brick 35 ($150); Garments 175 ($165); Feeds 100 ($200); Plastic cups 450 ($165); Plastic and rubber prods. 350 ($225); Mfg. and service of oilfield drilling tools 100 ($275); Trap & skeet targets 50 ($175); Overhead door mfg. 100 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-92; Summer 68-96; Fall 30-80; Winter 30-60. First killing frost, Nov. 14; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Area-8 blocks on Main St. and Broadway.
Neighborhood Shopping Centers-College: E. Main; 500 E. Main to Miss. Ave.; 400-700 S. Miss. Ave.; Arlington: 800 Arlington Blvd.; 15 units, 600 N. B'dwy.; North Hills Center, Lonnie Abbot & Industrial Blvd.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dillon's; Katz, C.R. Anthony; Bealls; Cato.
Variety Stores-McCrory's.
Discount Stores-Wal-Mart; Wall's; Dollar General; K mart; Family Dollar.
Chain Drug Stores-Revco.
Chain Supermarkets-Safeway; IGA.
Other Chain Stores-Otasco; Goodyear; Singer Co.; Sears (catalog); Sherwin-Williams.

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,202; (S) 9,828; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ronald A. Vodenichar, Pub., NEWS, PO Box 489, Ada, OK 74820; Tel. (405) 332-4433.
National Representatives: Thomson Newspapers; Papert Companies.

ALTUS

1 - LOCATION: Jackson County. E&P Map C-3. County Seat. Situated on U.S. Hwys. 62, 283; 155 mi. SW of Oklahoma City.

2 - TRANSPORTATION: Railroads-Santa Fe; Frisco; Hollis & Eastern.
Motor Freight Carriers-5.
Intercity Bus Lines-Midcontinent.

3 - POPULATION:
Corp. City 80 Cen. 23,101; E&P 87 Est. 22,292
County 80 Cen. 30,356; E&P 87 Est. 28,638

4 - HOUSEHOLDS:
City 80 Cen. 7,918; E&P 87 Est. 7,844
County 80 Cen. 10,543; E&P 87 Est. 10,333

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$159,500,000
Savings & Loan	3	$101,660,000

6 - PASSENGER AUTOS: County 19,380

7 - ELECTRIC METERS: Residence 9,877

8 - GAS METERS: Residence 7,941

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. Fertilizer N.A. ($170); Feed Mfg. 30 ($150); Cotton Seed Proc. 40 ($140); Asphalt Mixing 43 ($175); Cotton Compress 48 (N.A.); Altus AFB 4,183 ($281); Univ. Educ. 650 ($304); Ladies Garments 90 ($137).

10 - CLIMATE: First killing frost, Nov. 7; last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Altus Plaza(24)	NA	JCPenney, Safeway, Zale's, Otasco
Bunker Hill(12)	NA	Anthony, Winn's, Furr's
Park Lane(8)	NA	Winn's, Ashley's, Wonder World

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Sundays-Supermarkets; Winn's; Surplus City; K mart; Wal-Mart; Braum's; JCPenney.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney.
Discount Stores-Altus Surplus City; K mart; Base Exchange; Wal-Mart; Osborne's; Wonder World.
Variety Stores-Winn's 2; Dollar General; Wal-Mart.
Chain Drug Stores-Bunker Hill; United Discount; Altus Drug; Revco.
Chain Supermarkets-United 2; Safeway.
Other Chain Stores-Sherman's Shoes; Otasco; S&H Green Stamps; Goodyear; Firestone; Furr's; Sherwin-Williams; 7-Eleven; Radio Shack; Love's Country Stores.

14 - NEWSPAPERS: TIMES (e-mon to fri) 6,972; (S) 6,972; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Jesse Turner, Adv. Mgr., TIMES, 218 W. Commerce St., Altus, OK 73521; Tel. (405) 482-1221.
National Representative: Papert Companies.

ALVA

1 - LOCATION: Woods County. E&P Map C-1. County Seat. Wheat shipping, cattle raising and feeding (beef), oil and gas production. University Education. 160 mi. from Oklahoma City; 120 mi. from Wichita, KS; On U.S. Hwys. 64, 281.

2 - TRANSPORTATION: Railroads-AT&SF (Santa Fe); CRI & PRR (Rock Island).
Motor Freight Carriers-4.
Intercity Bus Lines-Mid-Continent.

3 - POPULATION:
Corp. City 80 Cen. 6,416; E&P 87 Est. 5,756
County 80 Cen. 10,923; E&P 87 Est. 10,275

4 - HOUSEHOLDS:
City 80 Cen. 2,584; E&P 87 Est. 2,342
County 80 Cen. 4,425; E&P 87 Est. 4,306

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$100,000,000

6 - PASSENGER AUTOS: County 8,165

7 - ELECTRIC METERS: Residence 2,808

8 - GAS METERS: Residence 2,491

9 - PRINCIPAL INDUSTRIES: Industry-Agric.; Meat Packing; Tractors; Radio Airplane Repair & Rebuilding; Educ.; Farm Implement Mfg.
Principal Pay Days-Sat.; 1st & 15th; 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-78; Summer 62-112; Fall 39-72; Winter 15-70. First killing frost, Oct. 30; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Neighborhood Shopping Centers-12 blocks at College & Okla. Blvd.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Anthony's; E.W. Tanner; Montgomery Ward; Sears.
Variety Stores-Wal-Mart.
Discount Stores-Dollar General.
Chain Drug Stores-Rexall; Holder-Southern; Ideal Pharmacy; Safeway Pharmacy.
Chain Supermarkets-Safeway; Ideal.

14 - NEWSPAPERS: REVIEW-COURIER (m-tues to fri) 3,105; (S) 3,105; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: James S. Head, Pub., REVIEW-COURIER, 620 Choctaw; PO Box 668, Alva, OK 73717; Tel. (405) 327-2200.
National Representative: Papert Companies.

ANADARKO

1 - LOCATION: Caddo County, E&P Map D-2. County Seat. 60 mi. Southwest of Oklahoma City. On U.S. Hwys. 62, 281; State Hwys. 8, 9.

2 - TRANSPORTATION: Railroads-Rock Island.
Motor Freight Carriers-3.
Intercity Bus Line-Oklahoma Trans. Co.

3 - POPULATION:
Corp. City 80 Cen. 6,378; E&P 87 Est. 7,535
County 80 Cen. 30,905; E&P 87 Est. 35,048

4 - HOUSEHOLDS:
City 80 Cen. 2,355; E&P 87 Est. 2,800
County 80 Cen. 11,069; E&P 87 Est. 12,996

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$115,427,000
Savings & Loan	2	$61,389,000

6 - PASSENGER AUTOS: County 23,902

7 - ELECTRIC METERS: 3,000

8 - GAS METERS: 2,836

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Carpet Mfg. 471; Elect. Generation 265; Peanut Shelling 50; Bureau of Indian Affairs 313; City employees 113. (Gross payroll yearly $25.8 million.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-85; Summer 69-105; Fall 50-80; Winter 25-65.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Shopping Centers-Southern Plains Plaza (1 mi. from center of town east); Petree Plaza (2 mi. southwest of center of town).
Principal Shopping Days-Fri., Sat.; Food-Wed.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Famous; George's; The Green Apple.
Discount Stores-Wal-Mart; Dollar General.
Chain Supermarkets-Safeway; Warehouse Discount Foods; Dunn's Food Center.
Other Chain Stores-Otasco; Derby Wag-A-Bag; Sears (catalog); Radio Shack; True Value; Western Auto.
Other Stores-Jay's Jewelry; Allen Western Wear; Grady's Shoes; Graham's Jewelry; Calico Patch Fabrics; Yu-Neek Gifts; Jarvis Furn.; Hallmark.

14 - NEWSPAPERS: NEWS (e-mon to fri; wknd) 6,044; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Vic Bryan, Jr., Adv. Mgr., NEWS, 117-119 E. Bdwy., Anadarko, OK 73005; Tel. (405) 247-3331.
National Representatives: Papert Companies; Oklahoma Press Service.

ARDMORE

1 - LOCATION: Carter County, E&P Map D-3. County Seat. In Southern part of state, 33 mi. from TX border; 95 mi. S of Oklahoma City; 100 mi. N of Dallas & Ft. Worth, TX. On U.S. Hwys. 70, 77, I-35; State Hwys. 53, 76, 18, 22.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington Northern.
Motor Freight Carriers-13.
Intercity Bus Lines-America; Okla. Trans.; Trailways; S.W. Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 23,689; E&P 87 Est. 26,068
CZ-ABC: (80) 23,689
RTZ-ABC: (80) 55,880
County 80 Cen. 43,610; E&P 87 Est. 49,640
City & RTZ-ABC: (80) 79,569

4 - HOUSEHOLDS:
City 80 Cen. 9,261; E&P 87 Est. 10,498
CZ-ABC: (80) 9,261
RTZ-ABC: (80) 20,615
County 80 Cen. 16,296; E&P 87 Est. 19,297
City & RTZ-ABC: (80) 29,876

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$417,100,000
Savings & Loan	3	$96,100,000

6 - PASSENGER AUTOS: County 33,797

7 - ELECTRIC METERS: Residence 13,286

8 - GAS METERS: Residence 9,051

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Refining 375; Oil Exploration 1,700; Tires 2,500; Electronic Equip.; Dairy; Concrete; Sportswear; Millwork; Roofing.
Principal Industrial Pay Days-Mon., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-65; Summer 85-100; Fall 60-65; Winter 15-45.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 4 on Broadway; 3 on 1st Ave.; 4 on N. Wash.; 5 on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ardmore Mall(9)	NA	Midwest Showcase, Mont. Ward
Broadlawn(10)	NA	Red & White
Mid-Way(13)	NA	T&M Phmcy., Larrys
Tiffany Plaza(6)	NA	Anthony's, Bestyet Food, TG&Y
Mountain View Mall(24)	NA	K mart, Beall's, JCPenney, United

Principal Shopping Days-Tues., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon.; Food-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Daube's; JCPenney; Montgomery Ward; C.R. Anthony; Beall's.
Variety Stores-TG&Y.
Discount Stores-Wal-Mart; K mart; TG&Y; United.
Chain Drug Stores-Rexall; I.D.L.; Reavis; Family Drugs; Revco.
Chain Supermarkets-Foodway; Safeway; Dicus; IGA; Draper's; Red & White; Bestyet; Winn-Dixie 2.
Other Chain Stores-White's Auto; The Automotive; Goodyear; Firestone; Babcock.

14 - NEWSPAPERS: ARDMOREITE (e-mon to fri) 13,260; (S) 15,928; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Winkler, Adv. Dir., ARDMOREITE, 117 W. Broadway; PO Box 1328, Ardmore, OK 73401; Tel. (405) 223-2200.
National Representative: Landon Associates.

BARTLESVILLE

1 - LOCATION: Washington County, E&P Map E-1. County Seat. Ctr. of large cattle-raising, oil & gas production district. On U.S. Hwys. 75, 60; State Hwy. 123; 49 mi. N of Tulsa, OK; 306 mi. NE of Dallas, TX; 199 mi. S of Kansas City, MO.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Mo., Kans. & Tex.
Motor Freight Carriers-5.
Intercity Bus Lines-K.G. Lines, Inc.

3 - POPULATION:
Corp. City 80 Cen. 34,568; E&P 87 Est. 34,731
CZ-ABC: (80) 41,993
RTZ-ABC: (80) 26,560
County 80 Cen. 48,113; E&P 87 Est. 50,611
City & RTZ-ABC: (80) 68,553

4 - HOUSEHOLDS:
City 80 Cen. 13,761; E&P 87 Est. 14,355
CZ-ABC: (80) 16,527
RTZ-ABC: (80) 10,264
County 80 Cen. 20,742; E&P 87 Est. 20,503
City & RTZ-ABC: (80) 26,791

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$388,760,102
Savings & Loan	3	$236,990,720

6 - PASSENGER AUTOS: County 34,006

7 - ELECTRIC METERS: Residence 14,639

8 - GAS METERS: 14,788

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil co. employees (clerical, engineering, research, plastics) 7,404; Ret. selling 6,060; Oil field supply and mfg. 1,627; Zinc smelting 394. Payroll est. $1,422,380.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Seasonal Averages-Spring 57; Summer 72; Fall 59; Winter 47.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers Downtown-3 blocks on Dewey Ave; 3 on Osage; 3 on Johnstone; 5 on Frank Phillips Blvd.; 85 ret. stores including Martin's, Otasco, Piper Furniture, Brown's Shoe Fit.
Neighborhood Shopping Centers-Limestone Complex; East Bartlesville Complex (22 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastland(38)	NA	Mont. Ward
The Quarters(15)	NA	Specialty Shops
Pennington Hills Plz.	NA	IGA, Otasco, Mays Drug
Washington Park Mall(68)	NA	Dillards, Sears, JCPenney

Principal Shopping Days-Mon., Sat.
Stores Open Sundays-9 Food; 6 Drug. Shpg. Ctrs. open Thur. evenings & Sundays.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Martin's; Montgomery Ward; JCPenney; Sears; Peters; Vandevers; Dillards.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Rexall 2; Mays.
Chain Supermarkets-Bestyet; IGA; Safeway 2; Landers 3; Thrift-T-Wise AG 3; United.
Other Chain Stores-Otasco; Firestone; Mode O'Day; Herrin's; Edward's; Goodyear; Payless Shoes; S&H Green Stamps; Radio Shack; Sherwin-Williams; Zale's Jewelry; Brown's Shoe Fit; Singer Co.

14 - NEWSPAPERS: EXAMINER-ENTERPRISE (e-mon to fri) 12,439; (m-sat) 11,856; (S) 14,241; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kathy Wall, Adv. Dir., EXAMINER-ENTERPRISE, PO Box 1278, Bartlesville, OK 74005; Tel. (918) 336-1500.
National Representative: Papert Companies.

BLACKWELL

1 - LOCATION: Kay County, E&P Map D-1. Residential center on Chickasha River in fine agricultural area. On I-35 70 mi. S of Wichita, KS; 100 mi. N of Oklahoma City; 110 mi. NW of Tulsa; 20 mi. W of Kaw Lake on SH-11.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-11.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,400; E&P 87 Est. 8,619
County 80 Cen. 49,852; E&P 87 Est. 54,463

4 - HOUSEHOLDS:
City 80 Cen. 3,344; E&P 87 Est. 3,622
County 80 Cen. 19,431; E&P 87 Est. 21,970

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 40,711

7 - ELECTRIC METERS: Residence 3,360

8 - GAS METERS: Residence 3,516

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundry 230; Gas 38; Foods 38; Oil 125; Corset 165.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-90; Summer 60-115; Fall 37-90; Winter-2-78.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Graves Drug; Rexall; Safeway; United; Wal-Mart; Anthony's; 7-Eleven.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony's; Peter's.
Chain Drug Stores-Rexall; Graves.
Chain Supermarkets-Safeway; United of Oklahoma.
Other Chain Stores-Wal-Mart; Otasco.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e-mon to fri) 3,730; (S) 3,730; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Dayle E. McGaha, Gen. Mgr., JOURNAL-TRIBUNE, PO Box 760, Blackwell, OK 74631; Tel. (405) 363-3370.
National Representative: Papert Companies.

BROKEN ARROW

1 - LOCATION: Tulsa County (In Tulsa MSA), E&P Map E-2. County Seat. 18 mi. SE of Tulsa. NE portion of state; on I-44; U.S. Hwys. 66, 69; State Hwy. 51.

2 - TRANSPORTATION: Railroads-Missouri; Kansas; Texas.
Motor Freight Carriers-2.
Intercity Bus Lines-Trailways.
Airlines-Major airlines at Tulsa.

3 - POPULATION:
Corp. City 80 Cen. 35,761; E&P 87 Est. 51,788
County 80 Cen. 470,593; E&P 87 Est. 535,037
MSA 80 Cen. 657,367; E&P 87 Est. 765,093

4 - HOUSEHOLDS:
City 80 Cen. 11,618; E&P 87 Est. 17,796
County 80 Cen. 181,620; E&P 87 Est. 213,989
MSA 80 Cen. 246,380; E&P 87 Est. 296,562

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$128,170,482
Commercial	5	$245,583,228

6 - PASSENGER AUTOS: County 400,190

7 - ELECTRIC METERS: Residence 18,000

8 - GAS METERS: Residence 16,000

9 - PRINCIPAL INDUSTRIES: Type of Industry-Oil Field Prods.; Feedmill; Manufactures-Heat exchangers; Plastic molding die castings; Stamping; Speed reducers; Gas fittings; Boat parts; Electronic structure; Atmosphere coolers; Medical Supplies; Thermoweld prods.; Cultured marble. Agric.-Pecans; Grain; Dairy Cattle; Quarterhorses; Apparel.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 70-100; Fall 20-90; Winter 10-80. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Non-alkaline; medium.

12 - RETAILING: Neighborhood Shopping Centers-Alps; Arrow Vlg.; Arrowhead; Aspen Sq.; Boardwalk; Downtown; Broken Arrow Plz.; Broken Arrow Town Ctr.; Central Park; County Line; Elmwood Place; Indian Springs; Laurenwood Sq.; Lynn Lane; Mapleleaf; Market Sq.; Meadow Heights; North Main Plz.; Oakcrest; Oakwood; Washington Sq.; Quail Run; Sequoyah; South Main Plz.; Vlg. at Aspen Creek; Turtle Creek; Vandever Acres; Vandever East; Outlet Malls of America; Mayfair Shoppes; Wal-Mart.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Oakcrest(15)	3	Bud's Thrif-T-Wise
Sequoyah Ctr.	2	Hancock Fabrics, Ben Franklin, IGA
Towne Ctr.	3	Bealls, Skaggs
Woodland Hills	5	Sears, Dillard, JCPenney

Principal Shopping Days-Wed., Fri. & Sat.
Stores Open Evenings-Wal-Mart; K mart.

13 - RETAIL OUTLETS: Department Stores-Anthony's; Bealls.
Discount Stores-K mart; Wal-Mart 2.
Variety Stores-Ben Franklin 2.
Chain Drug Stores-Ross; May's.
Chain Supermarkets-Safeway 2; Warehouse Market; IGA; Skaggs, Bud's Thrif-T-Wise; B.A. Discount; Aspen Discount.
Other Chain Stores-Goodyear; Otasco; Handy Dan.

14 - NEWSPAPERS: LEDGER (e-mon to fri) 7,125; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Renee Demott, Adv. Dir., LEDGER, 524 S. Main St., Broken Arrow, OK 74012; Tel. (918) 258-6688.
National Representative: Landon Associates.

CHICKASHA

1 - LOCATION: Grady County, E&P Map D-2. County Seat. On Washita River (tributary of Red River). 40 mi. SW of Okla. City. On U.S. Hwys. 81, 62; State Hwys. 277, 9, 19, 39, 92; I-44.

2 - TRANSPORTATION: Railroads-Burlington-Northern; DKT-MKT.
Motor Freight Carriers-5.
Intercity Bus Lines-Oklahoma Trans.; Mid-Continent; Denco.

3 - POPULATION:
Corp. City 80 Cen. 15,828; E&P 87 Est. 18,033
CZ-ABC: (80) 15,828
RTZ-ABC: (80) 28,539
County 80 Cen. 39,490; E&P 87 Est. 48,726
City & RTZ-ABC: (80) 44,367

4 - HOUSEHOLDS:
City 80 Cen. 6,229; E&P 87 Est. 7,364
CZ-ABC: (80) 6,229
RTZ-ABC: (80) 9,915
County 80 Cen. 14,302; E&P 87 Est. 18,362
City & RTZ-ABC: (80) 16,144

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$244,000,000
Savings & Loan	4	$1,078,328,000

6 - PASSENGER AUTOS: County 27,419

7 - ELECTRIC METERS: Residence 5,905

8 - GAS METERS: Residence 4,857

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Shops 94; Foods 421; Mobile Homes 800; Trailers 259; Maremont Corp. 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-70; Summer 79-105; Fall 61-75; Winter 39-50.

11 - TAP WATER: Alkaline, very hard (lake water).

12 - RETAILING: **Principal Shopping Center**-4 blocks on Chickasha; 4 on Choctaw; 2 on Kansas; 2 on 3rd; 3 on 4th; 3 on 5th; Shpg. Ctr. at 9th & Grand; Shpg. Ctr. 4th & Grand; Shpg. Ctr. at 1000 Choctaw.
Principal Shopping Days-Dept. Stores-Thur., Sat.; Food-Fri., Sat.
Stores Open Evenings-Thur.; Supermarkets every evening.

13 - RETAIL OUTLETS: **Department Stores**-Dixie; JCPenney; Anthony; Hick's.

Discount Stores-Gibson's; Wal-Mart; TG&Y.
Chain Drug Stores-Rexall; The Medicine Shoppe; Wal-Mart; Revco.
Chain Supermarkets-Safeway; Petty's IGA.
Other Chain Stores-Zale's Jewelers; Otasco; Goodyear; Sears; S&H Green Stamps.

14 - NEWSPAPERS: EXPRESS (e-mon to fri) 5,069; (S) 6,002; Mar. 31, 1987 ABC (FAS FAX).
Local Contact for Advertising and Merchandising Data: Brenda Haney, Adv. Mgr., EXPRESS, 302 N. 3rd St., Chickasha, OK 73018; Tel. (405) 224-2600.
National Representative: Papert Companies.

CLAREMORE

1 - LOCATION: Rogers County (In Tulsa MSA). E&P Map E-1, 27 mi. from Tulsa; NE part of the state. On U.S. Hwy. 66; State Hwy. 88, Will Rogers Tpke., Will Rogers Freeway.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Burlington Northern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 12,085; E&P 87 Est. 16,558
County 80 Cen. 46,436; E&P 87 Est. 60,243
MSA 80 Cen. 657,367; E&P 87 Est. 765,093

4 - HOUSEHOLDS:
City 80 Cen. 4,460; E&P 87 Est. 6,418
County 80 Cen. 15,650; E&P 87 Est. 21,096
MSA 80 Cen. 246,380; E&P 87 Est. 296,562

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$124,363,806
Savings & Loan	2	$78,179,703

6 - PASSENGER AUTOS: County 48,701

7 - ELECTRIC METERS: Residence 6,024

8 - GAS METERS: Residence 6,766

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 300 ($400); Motor Controls 60 (N.A.); Submersible Pump 800 ($420); Glass Coating 175 (N.A.); Cylinder 100 ($320); Cable 125 (N.A.); Custom Stamping 40 ($340); Farm Equip. 18 ($346); Bearings 100 ($400); Steel 125 ($400); Oil Equip. 125 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-85; Summer 63-114; Fall 40-88; Winter 20-70. First killing frost, Nov. 12; last killing frost, Mar. 10.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Will Rogers Blvd.

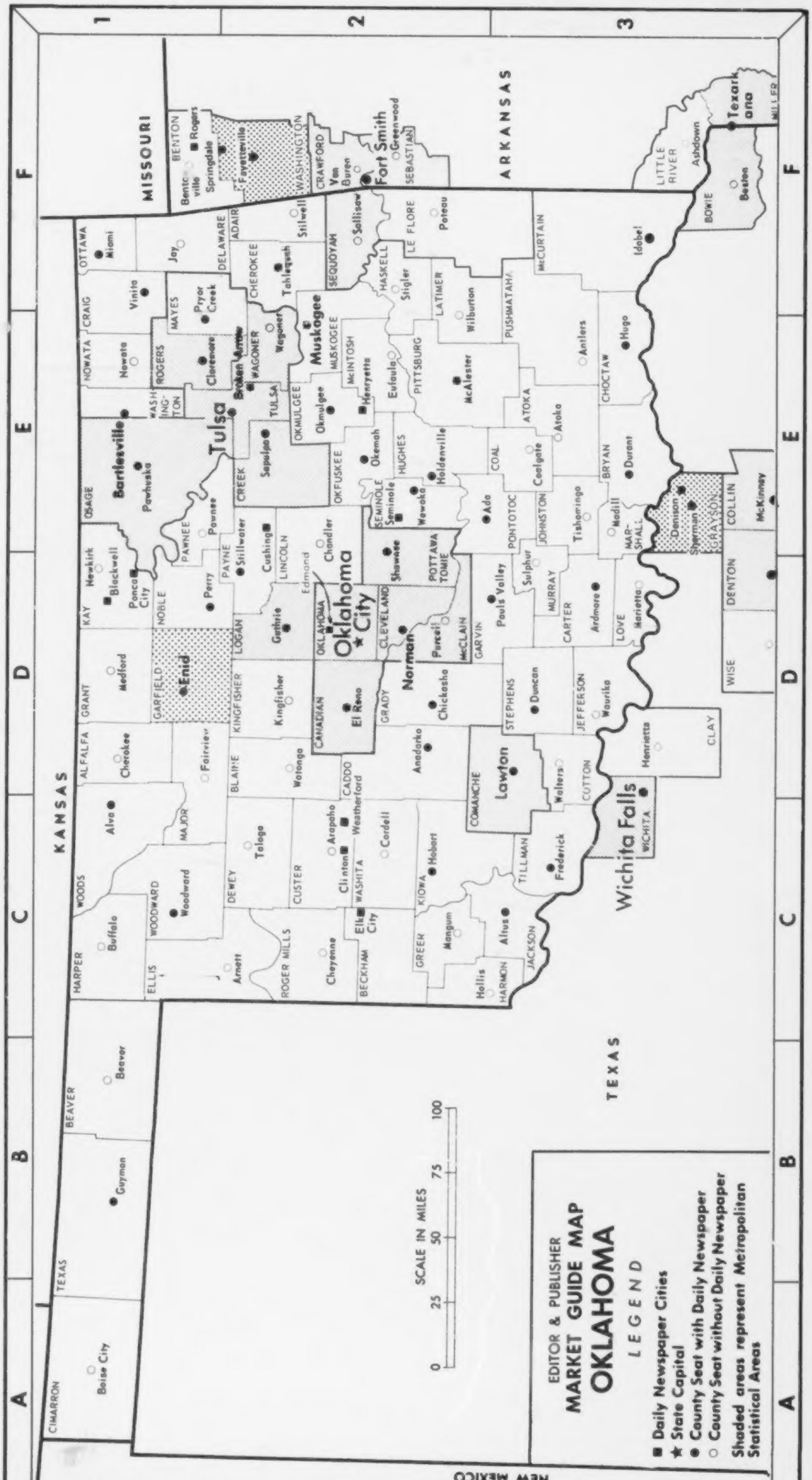
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ne-Mar(24)	NA	Otasco, Sears, Humpty Dumpty, Anthony's
Plaza Ctr.(4)	1	TG&Y, Coast-to-Coast

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony.
Variety Stores-TG&Y.
Discount Stores-Wal-Mart; Discount City.
Chain Drug Stores-Wal-Mart; Warehouse Mkt.
Chain Supermarkets-Safeway; Warehouse; Wells Food; Giant; Hobo.

14 - NEWSPAPERS: PROGRESS (e-tues to fri) 6,880; (S) 6,974; June 30, 1986 VAC.
Local Contact for Advertising and Merchandising Data: Donn Dodd, Gen. Mgr./Ed., PROGRESS, 315 W. Will Rogers, Claremore, OK 74017; Tel. (918) 341-1101
National Representatives: Papert Companies; Oklahoma Press Service.


EDITOR & PUBLISHER
MARKET GUIDE MAP
OKLAHOMA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75 100
KANSAS
MISSOURI
ARKANSAS
TEXAS
NEW MEXICO
Oklahoma City
Tulsa
Lawton
Enid
Norman
Muskogee
Bartlesville
Fort Smith
Wichita Falls
A B C D E F
1 2 3

CLINTON

1 - LOCATION: Custer County, E&P Map C-2. Agricultural, livestock, industrial, distribution and hospital center 85 mi. W of Oklahoma City and 175 mi. E of Amarillo. Junction of U.S. Hwys. 183 and I-40.

2 - TRANSPORTATION: **Railroads**-St. Louis and San Francisco; AT&SF-Santa Fe.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,796; E&P 87 Est. 13,688
County 80 Cen. 25,995; E&P 87 Est. 31,970

4 - HOUSEHOLDS:
City 80 Cen. 3,360; E&P 87 Est. 5,497
County 80 Cen. 9,482; E&P 87 Est. 12,228

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$142,681,263
Savings & Loan	3	$129,364,117

6 - PASSENGER AUTOS: County 19,376

7 - ELECTRIC METERS: Residence 3,601

8 - GAS METERS: Residence 3,694

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. Proc. 693 ($300); Precision Instr. 68 ($295); Mach. Shops 210 ($265); Brick & Tile 233 ($288); Soft Goods 1,001 ($265); Food Proc. 620 ($275); Oil Field Supply 402 ($528); Other 830 ($315).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 72-100; Fall 50-90; Winter 10-65.

11 - TAP WATER: Less than 300 parts per million dissolved solids.

12 - RETAILING: **Neighborhood Shopping Centers**-J.C. Lane; Darko Square West, K mart, Wal-Mart.
Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Simon's; C.R. Anthony; Guthrie's; Sears.
Discount Stores-K mart; Wal-Mart (Weatherford), Wonder World.
Chain Drug Stores-S&D 2; Salisbury's; Safeway.
Chain Supermarkets-Safeway; United; Puckett's.
Other Chain Stores-S&H Green Stamps; Dollar General.

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,331; (S) 5,511; sworn Mar. 27, 1987.
Local Contact for Advertising and Merchandising Data: Chas. E. Engleman, Pub. & Ed., NEWS, 522 Avant Ave.; PO Box 489, Clinton, OK 73601; Tel. (405) 323-5151.
National Representative: None.

CUSHING

1 - LOCATION: Payne County, E&P Map E-2. Situated on State Hwys. 18, 33. 58 mi. W of Tulsa; 76 mi. E of Oklahoma City.

2 - TRANSPORTATION: **Railroads**-Cimarron Valley (Shortline).
Motor Freight Carriers-4.
Intercity Bus Lines-MK&O.

3 - POPULATION:
Corp. City 80 Cen. 7,720; E&P 87 Est. 9,469
County 80 Cen. 62,435; E&P 87 Est. 69,098

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,222; E&P 87 Est. 4,199
County 80 Cen. 22,119; E&P 87 Est. 25,667

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$97,086,400
Savings & Loan	2	$10,000,000

6 - PASSENGER AUTOS: County 42,405

7 - ELECTRIC METERS: Residence 3,153

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil 950; Food 300; Trucking [illegible]; Plastic Bottles 25.
Industrial Pay Days-9th & 24th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-110; Fall 55-80; Winter 10-50.

11 - TAP WATER: Neutral, 15 grains hard; chlorinated.

12 - RETAILING: **Principal Shopping Centers**-15 blocks on Broadway, Cherry, Harrison, Cleveland, Moses & Main Sts.; Summit Ridge, Cushing Plaza (both on East edge of city).
Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; Peters; Sears.
Discount Stores-Wal-Mart.
Chain Drug Stores-City (IDL); Revco; Kew's Health Mart.
Chain Supermarkets-Escott's 2; IGA.
Other Chain Stores-Otasco Supply; Mid-America Dairymen; Hughes Lumber; Meadow Gold Dairy; Coast-to-Coast; Cato's; Radio Shack; Sherwin-Williams; Payless Shoes.

14 - NEWSPAPERS: CITIZEN (e-mon to fri; S) 3,678; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Terry Hoggatt, Assoc. Pub., CITIZEN, 115 S. Cleveland, Cushing, OK 74023; Tel. (918) 225-3333.
National Representative: Papert Companies.

DUNCAN

1 - LOCATION: Stephens County, E&P Map D-3, County Seat. Industrial and residential center. 92 mi. SW of Oklahoma City; 140 mi. NW of Fort Worth. On U.S. Hwy. 81 and State Hwy. 7.

2 - TRANSPORTATION: **Railroads**-Texas-Oklahoma.
Motor Freight Carriers-Mistletoe.
Intercity Bus Lines-Oklahoma Transport.

3 - POPULATION:
Corp. City 80 Cen. 22,517; E&P 87 Est. 24,071
CZ-ABC: (80) 22,517
RTZ-ABC: (80) 26,580
County 80 Cen. 43,419; E&P 87 Est. 47,892
City & RTZ-ABC: (80) 49,097

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,981; E&P 87 Est. 9,892
CZ-ABC: (80) 8,981
RTZ-ABC: (80) 9,750
County 80 Cen. 16,512; E&P 87 Est. 18,870
City & RTZ-ABC: (80) 18,731

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$266,479,521
Savings & Loan	3	$164,715,088

6 - PASSENGER AUTOS: County 33,888

7 - ELECTRIC METERS: Residence 9,136

8 - GAS METERS: Residence 8,384

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Field Services, Research, Development & Equip. Mfg. 3,389 ($371); Farm Equip. Mfg. 40 ($225); Horse Trailer Mfg. 36 ($300); Oil Co. Area Office 20 ($450).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-96; Summer 50-102; Fall 20-92; Winter 0-80. First killing frost, Nov. 25; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main; 3 on Walnut; 2 on 8th; 2 on 9th; 3 on 10th; 23 blocks on U.S. 81 by-pass; 1 block on Bois D-Arc; 1 on Peach; 4 on E. Main.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
McCasland(2)	NA	Duncan Drug
Ward Mall(24)	NA	Jones, Woolworth
Elk Plaza(15)	NA	Goodner's, McCrory C.R. Anthony
Oak Tree	NA	K mart, Video Appliances, RJ's Video, Wilson's
Sledge Center(2)	NA	Goodners, R&S Drug

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Sundays-Food and Drug; some in Ward Mall; K mart, TG&Y; Surplus City; Atwoods.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; JCPenney; Crutcher's; Sears; Watkins; Albin's.
Discount Stores-Surplus City; Gibson's; K mart; TG&Y; Woolworth.
Drug Stores-R&S 3; Duncan Discount Drug; Star Discount Pharmacy 2.
Variety Stores-Dollar General.
Chain Supermarkets-Goodner's (Scrivner, Inc.) 3; Safeway; Jones.
Other Chain Stores-Oklahoma Tire; Firestone; Payless Shoes; Atwoods.

14 - NEWSPAPERS: BANNER (e-mon to fri) 10,483; (S) 12,110; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bill Park, Adv. Dir., BANNER, PO Box 1268, Duncan, OK 73534; Tel. (405) 255-5354.
National Representative: Papert Companies.

DURANT

1 - LOCATION: Bryan County, E&P Map E-3, County Seat. 165 mi. SE of Oklahoma City; 100 mi. NE of Dallas. On State Hwys. 48, 199, 78, 32, 70E; U.S. Hwys. 69, 70, 75.

2 - TRANSPORTATION: **Railroads**-MK&T, main line Burlington Northern; KO&G; Missouri Pacific.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,972; E&P 87 Est. 14,180
County 80 Cen. 30,535; E&P 87 Est. 35,715

4 - HOUSEHOLDS:
City 80 Cen. 4,769; E&P 87 Est. 5,658
County 80 Cen. 11,619; E&P 87 Est. 14,114

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$199,729,000
Savings & Loan	2	$85,514,996

6 - PASSENGER AUTOS: County 24,015

7 - ELECTRIC METERS: Residence 8,838

8 - GAS METERS: Residence 6,449

9 - PRINCIPAL INDUSTRIES: Boxes; Crates; Peanut & Cotton Proc.; Oil; Gas; Comm. Truck & Trailer Body Mfg.; Whol. Grocery Distrib.; Whol. Drug Distrib.; Meat Packers; Sausage Mfgs.; Feed; Peanut Prods.; Toys; Women's Clothing; Rebuilding Turbine Engines.

10 - CLIMATE: Av. Temp.-Spring 63; Summer 82; Fall 65; Winter 44.

11 - TAP WATER: Alkaline, average hardness; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Briarwood(6)	1	TG&Y, Bestyet, Anthony's
Northwest Hts.(5)	1	Winn-Dixie

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; JCPenney; Naifeh's; Durant Mercantile.
Variety Stores-Winn's; TG&Y; K mart; Trails End; Wal-Mart.
Chain Drug Stores-Rexall; Gibson.
Chain Supermarkets-Safeway; Best Yet Foods; Winn-Dixie.
Other Chain Stores-Goodyear; Babcock's; Western Auto; Otasco; Dollar General; Sears (catalog); Payless Shoe Stores; Radio Shack.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri; S) 6,423; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Paula Howell, Adv. Mgr., DEMOCRAT, 200 W. Beech St., Durant, OK 74701; Tel. (405) 924-4[illegible]38.
National Representative: Papert Companies.

EDMOND

1 - LOCATION: Oklahoma County (In Oklahoma City MSA), E&P Map D-2; In Central Oklahoma, 15 mi. N of Oklahoma City at the Junction of U.S. Hwys. 66, 77 & I-35.

2 - TRANSPORTATION: **Railroads**-Amtrak; Rock Island & Sante Fe.
Motor Freight Carriers-41.
Intercity Bus Lines-Continental Trailways; Greyhound; MK&O Lines.
Airlines-American; Continental; TWA; Southwest; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 34,637; E&P 87 Est. 49,351
County 80 Cen. 568,933; E&P 87 Est. 636,180
MSA 80 Cen. 860,969; E&P 87 Est. 1,022,430

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,831; E&P 87 Est. 17,192
County 80 Cen. 220,580; E&P 87 Est. 256,024
MSA 80 Cen. 321,546; E&P 87 Est. 395,382

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$296,160,692
Savings	9	$4,350,000,000

6 - PASSENGER AUTOS: County 587,649

7 - ELECTRIC METERS: Residence 18,361

8 - GAS METERS: Residence 16,922

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educ. 1,362; Furn./Fixtures 197; Food 320; Light 250; Whse. 148.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-88; Summer 50-108; Fall 36-98; Winter 3-86. First killing frost, Oct. 14; last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Downtown on Broadway (27 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Edmond Plaza(17)	1	TG&Y
Bryant Sq.(33)	1	TG&Y, Anthony's, Beall's
Kickingbird Plaza(8)	1	Foodworld
Broadway South(20)	NA	
Market Place(25)	3	Wynn's
North Oaks(13)	2	Hyde Rx, Wynn's
Eagle Crest(2)	4	Food World
Shepherd Mall (83)	14	TG&Y, JCPenney, Dillard
Quail Springs (180)	6	JCPenney, Sears, Dillard
Penn Square(50)	11	Mont. Ward
North Park Mall(40)	7	Streets, Safeway

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Every evening until 9: TG&Y; JCPenney; Montgomery Ward; John A. Brown; Safeway; Sears; Wal-Mart; IGA; Beall's.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Sears; Dillards; John A. Brown; C.R. Anthony; Beall's.
Discount Stores-TG&Y 3; Wal-Mart; Super Saver.
Chain Supermarkets-Safeway 3; Humpty; IGA 3; Foodworld 3.
Other Chain Stores-Goodyear; Firestone; True Value Hardware; Economy Auto Stores; McCalls; Kennemer Shoes; Western Auto; Payless Cashways; Big 'L' Lumber.

14 - NEWSPAPERS: SUN (e-tues to fri; S) 9,476; sworn Sept. 14, 1986.
Local Contact for Advertising and Merchandising Data: Cliff Condy, Adv. Dir., SUN, 123 S. Broadway; PO Box 2470, Edmond, OK 73083; Tel. (405) 341-2121.
National Representatives: U.S. Suburban Press; Oklahoma Press Service.

ELK CITY

1 - LOCATION: Beckham County, E&P Map C-2. Midway on Will Rogers U.S. Hwy. 66 (I-40) between Okla. City and Amarillo.

2 - TRANSPORTATION: **Railroads**-Farmrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Southwestern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,579; E&P 87 Est. 16,477
County 80 Cen. 19,243; E&P 87 Est. 24,965

4 - HOUSEHOLDS:
City 80 Cen. 3,749; E&P 87 Est. 6,479
County 80 Cen. 7,476; E&P 87 Est. 10,107

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$129,000,000
Savings & Loan	3	$175,000,000

5 - PASSENGER AUTOS: County 16,323

7 - ELECTRIC METERS: Residence 8,849

8 - GAS METERS: Residence 4,775

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 3,000 ($500); Food 400 ($240); Machine Shop 54 (N.A.).
Principal Pay Days-Fri., Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-70; Summer 70-100; Fall 52-74; Winter 28-49. First killing frost, Oct. 10; last killing frost, Dec. 4.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main; 5 on Broadway; 16 on Hwy. 66, Fifth and Sixth Sts.
Neighborhood Shopping Centers-Westgate Shpg. Ctr. 2600 to 3000, W. 3rd; 900 to 2200 blocks, W. 3rd (Hwy. 66); 5 blocks, N. Van Buren; 20th to 25th Sts. on S. Main, S. Plaza Shpg. Ctr.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Retail Stores Open Evenings-Wal-Mart; TG&Y; K mart.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony; Saied's; Jones; Khouries;

Ryan & Elliott's; Atwood's; Fashion Corner; Butcher's Shoes; June's; Maurice's.
Variety Stores-TG&Y.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-Family; Puckett's; United; Safeway; Paul Jones; Swartz.
Chain Supermarkets-Safeway; Puckett's; United Super.
Other Chain Stores-Western Auto; Midwest Farms Supply (John Deere); Elk City Lumber (Higgambotham-Barlett); Okla. Tire & Supply; S&H Green Stamps; Case Power & Equip.; Lad n' Lassie; McKesson; Love's 2; Wag-a-Bag 2; Currell's Lumberjack; Western Lumber.

14 - NEWSPAPERS: NEWS (e-mon to fri, S) 6,105; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Bill Ansley, Adv. Dir., NEWS, 200-206 W. Broadway; PO Box 1037, Elk City, OK 73648; Tel. (405) 225-3000.
National Representative: Papert Companies.

EL RENO

1 - LOCATION: Canadian County (In Oklahoma City MSA). E&P Map D-2, County Seat. 30 mi. W of Oklahoma City at Intersection of U.S. Hwys 66, 81 & 270; I-40.

2 - TRANSPORTATION: **Railroads**-Oklahoma, Kansas and Texas (OKT); North Central.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound; Mid-Continent Trailways.
Airlines-30 minutes from Will Rogers Airport connecting with American; Altus; Delta; Eastern; Air Midwest; Ozark; Republic; Southwest; Sunworld; TWA; United; Trio Charter Service. El Reno Air Park.

3 - POPULATION:
Corp. City 80 Cen. 15,486; E&P 87 Est. 19,036
County 80 Cen. 56,452; E&P 87 Est. 79,703
MSA 80 Cen. 860,969; E&P 87 Est. 1,022,430

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,521; E&P 87 Est. 7,041
County 80 Cen. 18,648; E&P 87 Est. 27,448
MSA 80 Cen. 321,546; E&P 87 Est. 395,382

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$137,000,000
Savings & Loan	2	$93,000,000

6 - PASSENGER AUTOS: County 50,214

7 - ELECTRIC METERS: Residence 5,988

8 - GAS METERS: Residence 5,526

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't 480 ($177); Mfg. 540 ($196); Constr. 279 ($172); Mining-Oil & Gas 60 ($290).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 65-107; Fall 54-91; Winter 12-65. First killing frost, Nov. 10; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 or 6 blocks each on Rock Island St., Bickford St. and Choctaw St., all parallel to each other and connected by two blocks each on Hayes St., Woodson St., Russell and Wade St., Canadian Sq. Shpg. Ctr., Rt. 66 & Rt. 81 (4 stores), Country Club Sq. Shpg. Ctr., I-40 & Country Club Dr. (12 stores).
Neighborhood Shopping Centers-Elm Plz.; 3 blocks on Elm and 3 blocks on Choctaw (13 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Yukon	12	Town Plaza
Okarche	10	Eischen's
Calumet	13	Marye's, Wall's
Union City	12	Wright's

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Groceries 4, Drugs, Variety 2; Downtown open Thur. evenings.
Stores Open Sundays-2 drug, 4 groceries.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony.
Variety Stores-Wal-Mart.
Chain Drug Stores-Revco; Health Mart.
Chain Supermarkets-Safeway; IGA 3; Shop N Save.
Other Chain Stores-Goodyear; Cato; Okla. Tire & Supply; El Reno Lumber; Felt's Shoes; National; PayLess Shoes; Sears; Radio Shack; Braums.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 4,843; (S) 4,843; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Sandra Hart, Adv. Dir., TRIBUNE, 201 N. Rock Island, El Reno, OK 73036; Tel. (405) 262-5180.
National Representatives: Oklahoma Press Service; Papert Companies.

ENID

1 - LOCATION: Garfield County (MSA). E&P Map D-1, County Seat. On U.S. Hwys. 60, 64, 81 & State Hwy. 15. 90 mi. N of Olka. City; 129 mi. W of Tulsa.

2 - TRANSPORTATION: **Railroads**-Sante Fe; Burlington Northern; Oklahoma-Kansas-Texas.
Motor Freight Carriers-13.
Intercity Bus Lines-MK&O Lines; Oklahoma Transportation & Trailways.
Airlines-Executive Express.

3 - POPULATION:
Corp. City 80 Cen. 50,360; E&P 87 Est. 52,007
CZ-ABC: (80) 54,327
RTZ-ABC: (80) 55,031
County/MSA 80 Cen. 62,820; E&P 87 Est. 64,714
City & RTZ-ABC: (80) 109,358

4 - HOUSEHOLDS:
City 80 Cen. 19,463; E&P 87 Est. 20,704
CZ-ABC: (80) 20,799
RTZ-ABC: (80) 21,069
County/MSA 80 Cen. 23,844; E&P 87 Est. 25,417
City & RTZ-ABC: (80) 41,868

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 77,684

7 - ELECTRIC METERS: Residence 21,003

8 - GAS METERS: Residence 18,025

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Well Drilling 898 ($357); Constr. 1,180 ($336); Mfg. 2,700 ($305); Public Util. 210 ($273); Trades 5,860 ($210); Fin. and Ins. 800 ($252); Service Industries 2,620 ($221); Misc. 1,080 ($189).
Principal Pay Days-1st, 15th.

10 - CLIMATE: First killing frost, Nov. 4; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-16 blocks on ten streets.
Neighborhood Shopping Centers-3 on E. Broadway; 2 on W. Maine; 1 on W. Broadway; 2 on Owen K. Garriott Rd.; 2 on W. Willow.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Van Buren Sq.(5)	2	Boys Market, Hancock's Sav-Mor
Indian Hills(13)	2	Phillips Drug
Westgate(3)	2	Evans
Sunset Plaza(33)	2	Safeway, Zale's, Anthonys, Otasco
Northgate(5)	2	Evans Drug, United
Varsity Sq.(2)	3	Boys Market, TG&Y
Heritage Hills(19)	3	Plant Patch, The Grocery Store
Oakwood Mall(61)	5	Dillards, JCPenney, Newmans, Eckerd, Service Mdse.
Sycamore Sq.(10)	3	McCartney's, Revco

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Thurs.; Oakwood Mall every weeknight, Sun.

13 - RETAIL OUTLETS: **Department Stores**-Newman's; C.R. Anthony; JCPenney; Montgomery Ward; Sears; Dillard.
Discount Stores-TG&Y Family Center; K mart; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Evans 3; Scheffe's 3; Family Pharmacy; Eckerd; Revco.
Chain Supermarkets-McCartney's; Skaggs Alpha Beta.
Other Chain Stores-Singer Co.; Firestone; Oklahoma Tire; Zale's Jewelers; Bell Jewelers; Davis Paint; Pat Healy Paint; S&H Green Stamps; Pittsburgh Plate Glass; Sutherland Lumber; Sherwin-Williams; Hughes Lumber Co.; Lowe's.

14 - NEWSPAPERS: NEWS (m-tues to fri) 18,361; EAGLE (e-mon to fri) 8,220; NEWS & EAGLE (m-sat) 24,042; NEWS (S) 26,038; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Calvin Wylie, Adv. Mgr., NEWS & EAGLE, PO Box 1192, Enid, OK 73702; Tel. (405) 233-6600.
National Representative: Landon Associates.

FREDERICK

1 - LOCATION: Tillman County, E&P Map C-3, County Seat. Agricultural center in extreme SW corner of state. On U.S. Hwy. 183 and State Hwy. 5. 60 mi. NW of Wichita Falls, TX; 155 mi. from Oklahoma City.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.

3 - POPULATION:
Corp. City 80 Cen. 6,153; E&P 87 Est. 5,501
County 80 Cen. 12,398; E&P 87 Est. 11,322

4 - HOUSEHOLDS:
City 80 Cen. 2,384; E&P 87 Est. 2,154
County 80 Cen. 4,681; E&P 87 Est. 4,401

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	1	$49,368,000
Savings & Loan	2	$29,000,000

6 - PASSENGER AUTOS: County 6,657

7 - ELECTRIC METERS: Residence 2,612

8 - GAS METERS: Residence 2,514

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Leather Goods 260; Cotton Proc. 100; Cotton Seed 40; Hospital 98.
Principal Industrial Pay Days-Wed., Thur., Sat.

10 - CLIMATE: First killing frost, Nov. 9; last killing frost, Mar. 30.

11 - TAP WATER: Neutral, fluoridated.

12 - RETAILING: **Principal Shopping Days**-Wed., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony.
Chain Supermarkets-United; Coy's.
Other Chain Stores-Gibson Discount Center; Sears (catalog).

14 - NEWSPAPERS: LEADER (e-tues to fri) 2,900; (S) 2,900; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Robert Y. Copeland, Gen. Mgr., LEADER, 304 W. Grand, Frederick, OK 73542; Tel. (405) 335-2188.
National Representatives: Papert Companies, Oklahoma Press Service.

GUTHRIE

1 - LOCATION: Logan County, (In Oklahoma City MSA). E&P Map D-2. County Seat. 24 mi. N of Oklahoma City. On U.S. Hwys. 77, 66, 33 & I-35.

2 - TRANSPORTATION: **Railroads**-AT&SF.
Motor Freight Carrier-Mistletoe Express.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,312; E&P 87 Est. 13,647
County 80 Cen. 26,881; E&P 87 Est. 34,645
MSA 80 Cen. 860,969; E&P 87 Est. 1,022,430

4 - HOUSEHOLDS:
City 80 Cen. 3,790; E&P 87 Est. 5,165
County 80 Cen. 9,414; E&P 87 Est. 12,543
MSA 80 Cen. 321,546; E&P 87 Est. 395,382

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$80,598,000

6 - PASSENGER AUTOS: County 17,428

7 - ELECTRIC METERS: Residence 3,200

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Oil Field Equip.; Grain Elevator; Steel Fab. Plant; Fdry. & Mach. Shop; Hydraulic Equip.; Crating Pallets; Boxspring Frames; Caskets; Fertilizers; Animal Feeds; Flowers.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-70; Summer 70-91; Fall 51-73; Winter 30-49.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Days**-Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; JCPenney; Mode O'Day; Sears.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; IGA.

14 - NEWSPAPERS: LEADER (e-mon to fri) 3,885; (S) 4,225; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Don Law, Gen. Mgr., LEADER, 107 W. Harrison, Guthrie, OK 73044; Tel. (405) 282-2222.
National Representative: Papert Companies.

GUYMON

1 - LOCATION: Texas County, E&P Map B-1, County Seat. Feed lot cattle center. Agricultural center. 100 mi. N of Amarillo, TX; 250 mi. E of Wichita, KS. On U.S. Hwys. 54, 64; State Hwy. 3. Largest city in Oklahoma Panhandle.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Cotton Belt.
Motor Freight Carriers-Mistletoe Express; Hofferber Truck Lines (home office); Graves Truck Lines; King Trucking Co.; Shupe Brothers Co.; John Stuard Trucking.

3 - POPULATION:
Corp. City 80 Cen. 8,492; E&P 87 Est. 9,196
County 80 Cen. 17,727; E&P 87 Est. 18,244
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,084; E&P 87 Est. 3,404
County 80 Cen. 6,332; E&P 87 Est. 6,765

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$112,900,000
Savings & Loan	2	$680,344,000

6 - PASSENGER AUTOS: County 13,943

7 - ELECTRIC METERS: Residence 3,695

8 - GAS METERS: Residence 3,468

9 - PRINCIPAL INDUSTRIES: Chem.; Irrigation Equip.; Feed & Fertilizer Mfg.; Heavy Constr.; Natural Gas; Gas Well Serv.; Farm Mach. and Equip.; Oil Well Drilling; Oil Well Service & Supply; Hardface Tools & Equip. Mfg.; Meat Proc. & Packing; Commercial Cattle Feed Lots (Av. Wkly. Wage, all industries; $213); (County av. farm family income, $28,400, highest in Okla., USDA Census).

10 - CLIMATE: Av. Temp.-Spring 55; Summer 78; Fall 44; Winter 35.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northridge(11)	NA	TG&Y, Otasco

Principal Shopping Days-Mon., Wed., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Conrad's; C.R. Anthony; D&J Store; Sears.
Discount Stores-Gibson's.
Variety Stores-TG&Y.
Chain Supermarkets-United Supermarkets; Safeway; Jack & Jill.
Other Chain Stores-Otasco; PayLess Shoes; Radio Shack.

14 - NEWSPAPERS: HERALD (e-mon to fri; S) 4,043; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Tom Quinn, Gen. Mgr., HERALD, 515 N. Ellison St., Guymon, OK 73942; Tel. (405) 338-3355.
National Representative: Papert Companies.

HENRYETTA

1 - LOCATION: Okmulgee County, E&P Map E-2. 85 mi. E of Okla. City; 45 mi. S of Tulsa. On I-40, Indian National Tpke.; Tulsa Bee-Line; U.S. Hwys. 62, 75, 266; State Hwys. 52, 124.

2 - TRANSPORTATION: **Railroads**-Main line Burlington Northern; Missouri-Pacific.
Intercity Bus Lines-Trailways; Southwestern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,432; E&P 87 Est. 6,469
County 80 Cen. 39,169; E&P 87 Est. 41,712

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,613; E&P 87 Est. 2,727
County 80 Cen. 14,314; E&P 87 Est. 15,809

5 - BANKS	**NUMBER**	**EST. DEP.**
City	2	$78,286,000
County	6	N.A.

6 - PASSENGER AUTOS: County 30,503

7 - ELECTRIC METERS: Residence 5,287

8 - GAS METERS: Residence 3,962

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Glass Mfg. 350; Tourism 550; Petroleum Refining 300; Plastics Mfg. 100; Trucking 150; Filtration Mfg. 48; Pipeline X-Ray 30; Draperies & Bedspread Mfg. 70.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 85-105; Fall 40-80; Winter 25-70.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Center**-8 blocks Main St., 5 blocks Tudgeon St., 101 stores.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Archer's.
Chain Drug Stores-Rexall; Associated; Health Mart.
Discount Stores-Dollar General; Wal-Mart.
Chain Supermarkets-Safeway; IGA.
Other Chain Stores-Oklahoma Tire & Supply; Western Auto; Green Light; NAPA Auto Parts.

14 - NEWSPAPERS: FREE-LANCE (e-tues to fri) 3,403; (S) 3,403; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Charlotte Klutts, Adv. Mgr., FREE-LANCE, 812-16 Main St.; PO Box 848, Henryetta, OK 74437; Tel. (918) 652-3311.
National Representative: Papert Companies.

HOBART

1 - LOCATION: Kiowa County, E&P Map C-2, County Seat. 128 mi. SW of Oklahoma City on State Hwys. 9, 44; U.S. Hwys. 1, 183.

2 - TRANSPORTATION: Railroads-Burlington-Northern.

3 - POPULATION:
Corp. City 80 Cen. 4,735; E&P 87 Est. 4,925
County 80 Cen. 12,711; E&P 87 Est. 13,020

4 - HOUSEHOLDS:
City 80 Cen. 1,937; E&P 87 Est. 2,000
County 80 Cen. 5,042; E&P 87 Est. 5,320

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$88,000,000

6 - PASSENGER AUTOS: County 8,331

7 - ELECTRIC METERS: Residence 3,107

8 - GAS METERS: Residence 1,887

9 - PRINCIPAL INDUSTRIES: Feed & Seed; Fertilizers; Rock Quarries; Produce; Oil Seal Mfg.; Polypropylene film; Meat pkg.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-Levine's Main Fair.
Discount Stores-Wal-Mart.
Chain Drug Stores-Gaines Health Mart.
Chain Supermarkets-United; Randy's; IGA.
Other Chain Stores-Dollar General.

14 - NEWSPAPERS: DEMOCRAT-CHIEF (e-tues to fri) 3,042; (S) 3,042; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: W.J. Hancock, Pub., DEMOCRAT-CHIEF, 216 W. Fourth St., Hobart, OK 73651; Tel. (405) 726-3333.
National Representatives: Papert Companies; Oklahoma Press Service.

HOLDENVILLE

1 - LOCATION: Hughes County, E&F Map E-2, County Seat. Center of agricultural, oil & manufacturing area. 75 mi. SE of Oklahoma City. On U.S. Hwy. 270; State Hwy. 48.

2 - TRANSPORTATION: Railroads-Burlington Northern; MKT.
Motor Freight Carriers-6.
Intercity Bus Lines-Interstate; Oklahoma; Ada.

3 - POPULATION:
Corp. City 80 Cen. 5,469; E&P 87 Est. 5,390
County 80 Cen. 14,338; E&P 87 Est. 15,906

4 - HOUSEHOLDS:
City 80 Cen. 2,329; E&P 87 Est. 2,316
County 80 Cen. 5,588; E&P 87 Est. 6,440

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$85,000,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 10,239

7 - ELECTRIC METERS: Residence 2,940

8 - GAS METERS: Residence 2,625

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lingerie 350; Sheet Metal 12; Oil 350; Furn. 15.
Principal Industrial Pay Days-Mon. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 70-109; Fall 20-60; Winter 2-45. First killing frost, Nov. 6; last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 2 blocks on Broadway; Burton's Discount Center; Wal-Mart.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Anthony's; Sharpe's; Dollar General Store.
Variety Stores-Wal-Mart.
Chain Supermarkets-Larry's Red Bud; H&H; IGA.
Other Chain Stores-Otasco; Western Auto.

14 - NEWSPAPERS: NEWS (e-tues to fri; S) 2,940; sworn Sept. 28, 1986.
Local Contact for Advertising and Merchandising Data: Michael Bush, Gen. Mgr., NEWS, 112 S. Creek St., Holdenville, OK 74848; Tel. (405) 379-5411.
National Representative: Papert Companies; Oklahoma Press Service.

HUGO

1 - LOCATION: Choctaw County, E&P Map E-3, County Seat.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Jordan; Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,172; E&P 87 Est. 6,816
County 80 Cen. 17,203; E&P 87 Est. 16,551

4 - HOUSEHOLDS:
City 80 Cen. 2,799; E&P 87 Est. 2,700
County 80 Cen. 6,366; E&P 87 Est. 6,341

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$90,000,000

6 - PASSENGER AUTOS: County 10,180

7 - ELECTRIC METERS: Residence 6,333

8 - GAS METERS: Residence 4,891

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gloves 300 ($150); Gravel Pit 60 ($175); Wood Preserving 100 ($100); Lumber Mfg. 125 ($200); Lumber. Proc. 40 ($200); Dress Mfg. 200 ($90); Rail Car Repair 80 ($200); Elect. Generating 180 ($200).
Principal Pay Days-1st, 10th & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-85; Summer 65-108; Fall 24-80; Winter 15-72. First killing frost, Oct. 27; last killing frost, Mar. 23.

11 - TAP WATER: Soft (lake water).

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sharpes; H&S Apparel; Sherman's; Fashion Crossroads.
Variety Stores-Perry's; Revco.
Discount Stores-Wal-Mart.
Chain Supermarkets-Ford; Safeway; Winn Dixie.
Other Chain Stores-Goodyear; Babcock Bros. Auto; White's Auto; Automotive, Inc.; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (e-mon to fri) 2,790; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Stan Stamper, Pub., NEWS, 128 E. Jackson St., Hugo, OK 74743; Tel. (405) 326-3311.
National Representative: Papert Companies.

IDABEL

1 - LOCATION: McCurtain County, E&P Map F-3, County Seat. Agricultural, manufacturing, timber area. On U.S. Hwy. 259; State Hwys. 3, 37.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 7,622; E&P 87 Est. 7,523
County 80 Cen. 36,151; E&P 87 Est. 35,666

4 - HOUSEHOLDS:
City 80 Cen. 2,870; E&P 87 Est. 2,910
County 80 Cen. 12,366; E&P 87 Est. 12,654

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$94,000,000

6 - PASSENGER AUTOS: County 23,404

7 - ELECTRIC METERS: Residence 2,444

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lumber; Wood Preserving; Home Constr.; Garment Mfg.; Poultry Proc.; Steel Fab.

10 - CLIMATE: Av. an. Temp. 63.7; Av. an. Rainfall 44.3 in.; Snowfall 2.5 in.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-McCurtain Village (22 stores-parks 800 cars); Jumper Shopping Center.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 5,110; (S) 7,045; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Jim Monroe, Pub., GAZETTE, 107 S. Central St., Idabel, OK 74745; Tel. (405) 286-3321.
National Representative: Oklahoma Press Service.

LAWTON

1 - LOCATION: Comanche County (MSA), F&P Map D-3. SW section of state, 92 mi. from Oklahoma City. Wholesale distribution center; Fort Sill (U.S. Army); Goodyear Tire Plant; Light Manufacturing; Cattle Raising; Shipping ctr. On U.S. Hwys. I-44, 62, 277, 281; State Hwy. 7.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-14.
Intercity Bus Lines-Oklahoma Trans.
Airlines Serving City-American Eagle; Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 80,054; E&P 87 Est. 85,627
CZ-ABC: (80) 80,487
RTZ-ABC: (80) 107,927
County/MSA 80 Cen. 112,456; E&P 87 Est. 119,116
City & RTZ-ABC: (80) 186,414

4 - HOUSEHOLDS:
City 80 Cen. 28,129; E&P 87 Est. 31,060
CZ-ABC: (80) 28,287
RTZ-ABC: (80) 34,188
County/MSA 80 Cen. 35,142; E&P 87 Est. 38,624
City & RTZ-ABC: (80) 62,475

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$410,046,272
Savings & Loan	5	$376,551,000

6 - PASSENGER AUTOS: County 79,757

7 - ELECTRIC METERS: Residence 36,840

8 - GAS METERS: Residence 29,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tire Mfg. 1,500 ($400); Clothing Mfg. 300 ($240); Metal Assembly 50 ($250); Military & civilian personnel 28,794.
Principal Pay Days-15th; 30th or 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-92; Summer 65-107; Fall 30-94; Winter 1-65. First killing frost, Nov. 6; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on C; 7 on D; 6 on E; & cross streets between.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Central Mall(64)	NA	Sears, JCPenney, Dillard
Cache Rd. Sq.(25)	NA	Cloth World
Sheridan Mall(4)	NA	Mont. Ward, C.R. Anthony
Erwin Acres(13)	NA	Scott's
Lee Blvd.(8)	NA	Winns
Regency Sq.(20)	NA	Wal-Mart, Kinney
Willow Pk.	NA	Herbs

Principal Shopping Days- Thur., Sat., Sun.
Stores Open Evenings-Dept., food and Central Mall nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; C.R. Anthony; Sears; Meadors; Dillard; Beall's.
Discount Stores-K mart; Gibson's; Wal-Mart.
Variety Stores-McCrory.
Chain Drug Stores-Eckerd.
Chain Supermarkets-Safeway 4; Herbs 6.
Other Chain Stores-Goodyear; Firestone; Otasco; Gordon Jewelers; Zale's; PayLess; Sight & Sound; United Distributors.

14 - NEWSPAPERS: PRESS (m-mon to fri) 15,996; CONSTITUTION (e-mon to fri) 15,476; PRESS (m-sat) 27,950; SUNDAY CONSTITUTION (S) 29,602; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bill Sullivan, Adv. Dir., CONSTITUTION and PRESS, PO Box 648, Lawton, OK 73502; Tel. (405) 353-0620.
National Representative: Landon Associates.

McALESTER

1 - LOCATION: Pittsburg County, E&P Map E-2, County Seat. 90 mi. SE of Tulsa on U.S. 69 & Indian Nations Tpke.; 110 mi. E of Okla. City; 175 mi. N of Dallas. On U.S. Hwys. 69, 170; State Hwy. 31; Rainbow Hwy. and Eastern Tpke. On So. Shore Lake Eufaula (160 sq. miles hydroelectric navigation project).

2 - TRANSPORTATION: Railroads-MKT.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Oklahoma Trans. Co.; Continental Trailways.
Airlines-Executive Express.

3 - POPULATION:
Corp. City 80 Cen. 17,255; E&P 87 Est. 19,315
CZ-ABC: (80) 19,009
RTZ-ABC: (80) 35,221
County 80 Cen. 40,524; E&P 87 Est. 45,609
City & RTZ-ABC: (80) 54,230
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,526; E&P 87 Est. 7,053
CZ-ABC: (80) 7,201
RTZ-ABC: (80) 12,808
County 80 Cen. 15,036; E&P 87 Est. 17,682
City & RTZ-ABC: (80) 20,009

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$365,291,237
Savings & Loan	2	$73,835,097

6 - PASSENGER AUTOS: County 27,942

7 - ELECTRIC METERS: Residence 6,863

8 - GAS METERS: Residence 6,300

9 - PRINCIPAL INDUSTRIES: Mfg. 6,229 (An. Payroll $76,599,000).
Principal Pay Days-1st, 15th, 30th; Fri.

10 - CLIMATE: Mean annual temp. 62.6 degrees; average rainfall 42.45 inches.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-8 blocks on two main thoroughfares.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carl Albert Pkwy.(3)	NA	Gibson's, Otasco
Tandy Town(25)	NA	Ben Franklin, JCPenney, Sears
Eastgate(2)	NA	Wal-Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Tandy Town Mall & Wal-Mart; 9 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Hunt's.
Discount Stores-Dollar General; Gibson's; Wal-Mart; Ben Franklin.
Chain Drug Stores-Rexall; Wood's 2; Clinic Rx; Family Drugs.
Chain Supermarkets-Safeway; AG 2; IGA 2; Nichols Super Saver; Winn-Dixie; Food Whse.
Other Chain Stores-Goodyear; Otasco; Firestone; Sears; Zale's; Williams' Shoes; Brown's Shoes; Nelson Furn.; Radio Shack; Payless Shoes; Braums; Curtis Mathis.

14 - NEWSPAPERS: NEWS-CAPITAL & DEMOCRAT (e-mon to fri) 12,289; (S) 12,538; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Brown, Gen. Mgr., NEWS-CAPITAL & DEMOCRAT, 500 S. 2nd St., McAlester, OK 74501; Tel. (918) 423-1700.
National Representative: Landon Associates.

MIAMI

1 - LOCATION: Ottawa County, E&P Map F-1, County Seat. Residential center.

2 - TRANSPORTATION: Railroads-St. Louis & San Francisco.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; MK&O Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,237; E&P 87 Est. 14,809
CZ-ABC: (80) 20,614
RTZ-ABC: (80) 33,172
County 80 Cen. 32,870; E&P 87 Est. 35,454
City & RTZ-ABC: (80) 53,786
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,480; E&P 87 Est. 5,645
CZ-ABC: (80) 7,904
RTZ-ABC: (80) 12,686
County 80 Cen. 12,244; E&P 87 Est. 13,682
City & RTZ-ABC: (80) 20,590

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$171,323,213
Savings & Loan	2	$70,000,000

6 - PASSENGER AUTOS: County 34,598

7 - ELECTRIC METERS: Residence 5,565

8 - GAS METERS: Residence 5,490

9 - PRINCIPAL INDUSTRIES: Fiberglass Boats; Work Clothing; Springs; Awnings; Machine Supplies; Caskets; Mattresses & Pillows; Furnaces; Metal Containers; Brick & Stone Mfg.; Motor Coaches; Canoes; Meat Packing; Manhole Factory; Steel; Buckles; Burial Vaults; Burial Garments; Florists Supplies; Furn.; Leather Goods; Mushroom Farm; Innertube Factory.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Spring 59; Summer 84; Fall 63; Winter 36. First killing frost, Oct. 23; last killing frost, Apr. 13.

11 - TAP WATER: Deep wells, neutral, very soft.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main; 4 on N. Main; 6 blocks on E. Central; 1 block on W. Central; approx. 120 stores.
Neighborhood Shopping Centers-Wal-Mart Shopping Center (6 stores); Gibson's Shopping Center (2 stores); Thunderbird Strip (8 small businesses).
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Grocery; Gibson; TG&Y; Wal-Mart.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; JCPenney; C.R. Anthony; Sears (catalog).
Discount Stores-Gibson; Wal-Mart.
Chain Drug Stores-Osborn; Wal-Mart Phcy.; Mays.
Chain Supermarkets-Consumers 2; IGA; Love's; Reasor's; Sav-Mor; Quik-Trip; 7-Eleven.
Other Chain Stores-Jeanie's; Kemph's; Hunt's Men's Wear and Fem Fashions; Sally's; Litwin's; Herman Lumber; Radio Shack; Home Furn.; Home Annex; True Value Economy Lumber; Ken's Farm & Home; Oklahoma Furn.; Otasco; Miami Sales Co.; Merle Norman; Goodyear.

14 - NEWSPAPERS: NEWS-RECORD (e-mon to fri) 8,720; (S) 9,056; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Donald Coppedge, Pub. & Gen. Mgr., NEWS RECORD, PO Box 940, Miami, OK 74355; Tel. (918) 542-5533.
National Representative: Papert Companies.

MUSKOGEE

1 - LOCATION: Muskogee County, E&P Map E-1, County Seat. Agricultural & industrial center 54 mi. from Tulsa; 155 mi. ENE of Oklahoma City. On U.S. Hwys. 62, 64, 69; State Hwys. 2, 10, 16.

2 - TRANSPORTATION: **Railroads**-MK&T (freight); Missouri Pacific (freight); Burlington Northern.
Motor Freight Carriers-13.
Intercity Bus Lines-Continental Trailways.
Waterway-Barge canal to Mississippi River.

3 - POPULATION:
Corp. City 80 Cen. 40,011; E&P 87 Est. 44,172
CZ-ABC: (80) 40,011
RTZ-ABC: (80) 104,619
County 80 Cen. 66,939; E&P 87 Est. 72,571
City & RTZ-ABC: (80) 144,630
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,605; E&P 87 Est. 17,904
CZ-ABC: (80) 15,605
RTZ-ABC: (80) 37,000
County 80 Cen. 24,736; E&P 87 Est. 27,822
City & RTZ-ABC: (80) 52,605

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$4,183,945,503
Savings & Loan	2	$782,629,118

6 - PASSENGER AUTOS: County 45,425

7 - ELECTRIC METERS: Residence 19,465

8 - GAS METERS: Residence 14,284

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Automotive Prods. 213; Glass 748; Food Proc. 834; Feed Proc. 116; Structural Steel & Iron 409; Metallurgical 161; Lens Grinding Mach. 165; Corrugated Shipping Containers 156; Ventilating & Cooling 371; Paper 1,000.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-92; Summer 50-104; Fall 15-97; Winter 5-82. First killing frost, Nov. 5; last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-9 blocks on Broadway & Okmulgee St.
Neighborhood Shopping Centers-E. Side Blvd. & Broadway, 1 block; Gibson & York Sts.; Okmulgee & 24th; Eastside Blvd. & Callahan; Fredonia & York; 12th & Broadway; Honor Heights Plaza; Broadway to Okmulgee; 32nd to 33rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broadway(13)	NA	S&H Green Stamps, Weddle's Mkt.
Curt's(55)	NA	Beall's, Anthony's, TG&Y, JCPenney
Honor Heights Plz.(20)	NA	TG&Y, C.R. Anthony
Lakeland(16)	NA	Otasco, TG&Y
Wal-Mart(12)	NA	Wal-Mart

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Dept.-Thur.; Food-every evening; Shpg. ctrs.-Nightly except Sun.

13 - RETAIL OUTLETS: **Department Stores**-Hunt's; JCPenney; Sears; C.R. Anthony 2; Dillard's.

Discount Stores-Wall's; K mart; Wal-Mart.
Variety Stores-TG&Y 2.
Chain Drug Stores-Pierce's 2; Kirk's 4; East Side; West Side; Family; Consumer Phcy.; Economy; Gaddy's Thrifty.
Chain Supermarkets-Safeway 2; Git N-Go 7; Quick-Trip 2; Weddle 4; Muskogee Discount; Circle K; Johnsons 3; 7-Eleven 4.
Other Chain Stores-Goodyear; Goodrich; Okla. Tire 3; Firestone; Consumer's Oil; Felt Family Shoes; Big J Store; S&H Green Stamps; Zale's; Hobby Lobby; Burls Tires; Kinney Shoes; Family Dollar.

14 - NEWSPAPERS: PHOENIX & TIMES-DEMOCRAT (m) 18,213; (S) 19,266; Mar 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Debbie Foliart, Adv. Dir., PHOENIX & TIMES-DEMOCRAT, 214 Wall St., Muskogee, OK 74402; Tel. (918) 682-3311.
National Representative: Gannett National Newspaper Sales.

NORMAN

1 - LOCATION: Cleveland County, (In Oklahoma City MSA), E&P Map D-3, County Seat. 18 mi. S of Oklahoma City. Education, residential, research, light manufacturing, oil & agricultural center. University of Oklahoma. On I-35; U.S. Hwy. 77; State Hwys. 9, 74.

2 - TRANSPORTATION: **Railroads**-Railpax (Santa Fe).
Motor Freight Carriers-7.
Intercity Bus Lines-Continental; Oklahoma Trans.

3 - POPULATION:
Corp. City 80 Cen. 68,020; E&P 87 Est. 83,529
CZ-ABC: (80) 72,094
RTZ-ABC: (80) 19,671
County 80 Cen. 133,173; E&P 87 Est. 175,185
MSA 80 Cen. 860,969; E&P 87 Est. 1,022,430
City & RTZ-ABC: (80) 91,765
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,831; E&P 87 Est. 32,164
CZ-ABC: (80) 26,239
RTZ-ABC: (80) 6,544
County 80 Cen. 45,776; E&P 87 Est. 63,245
MSA 80 Cen. 321,546; E&P 87 Est. 395,382
City & RTZ-ABC: (80) 32,793

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$694,634,350

6 - PASSENGER AUTOS: County 112,091

7 - ELECTRIC METERS: Residence 26,600

8 - GAS METERS: Residence 20,696

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 225 ($250); Univ. of Okla. 6,000 ($400); Research and Development 630 ($160); Light Mfg. 1,700 ($300); Constr. 900 ($300); State Hospital 1,400 ($250).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-90; Summer 65-113; Fall 55-95; Winter 40-65. First killing frost, Oct.; last killing frost, May.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Main St.; 2 on Gray St.; 6 on Campus Corner; 6 on Porter St.
Neighborhood Shopping Centers-Campus Corner; Porter & Hughbert Sts.; Main & Flood; Main & Berry Rd.; Lindsey and South Porter.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Colonial Estates Mall(17)	NA	Safeway, Treasury Drugs
Downtown(13)	NA	TG&Y, Zale's
Heisman Sq.(26)	NA	TG&Y
Hollywood(24)	NA	Safeway
Normandy Creek(19)	NA	Safeway
Sooner Fashion Mall(70)	NA	Dillard, JCPenney, Sears
Stubbeman Vlg.(10)	NA	Fashion Tree
Target(5)	NA	Target

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: **Department Stores**-Wacker's; Lowe's; C.R. Anthony; Sears; JCPenney; Target; Dillard.
Variety Stores-TG&Y 2; Wal-Mart.
Chain Drug Stores-Hyde's; Taylor; Treasury 2.
Chain Supermarkets-Safeway 4; Sterr's; IGA 3; McCall's; Greenleaf; J. Boties 5; Mr. Shortstop 5; Skaggs; Alpha Beta.
Other Chain Stores-Singer Co.; Goodrich; Firestone; Oklahoma Tire; Goodyear; Zale's; PayLess Shoes; Oliver's Shoes; Service Mdse.

14 - NEWSPAPERS: TRANSCRIPT (e-mon to fri) 16,035; (m-sat) 15,748; (S) 17,592; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mike Thompson, Adv. Dir., TRANSCRIPT, 215 E. Comanche St., Norman, OK 73070; Tel. (405) 321-1800.
National Representative: Papert Companies.

OKLAHOMA CITY

1 - LOCATION: Oklahoma County (MSA), E&P Map D-2, State Capital, County Seat. Wholesale & distribution center. Geographical, retail, financial & transportation center of state. Operational headquarters for Mid-Continent oil producing area. 260 mi. S of geographic center of Continental U.S. 98 mi. from Tulsa; 175 mi. from Wichita, KS; 200 mi. from Dallas, TX.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Burlington Northern; MKT.

Motor Freight Carriers-67 regular route & more than 170 irregular route common-carrier lines. City served by more than 800 additional Okla. truck lines operating intra & interstate in all directions.
Intercity Bus Lines-Trailways; Greyhound; Oklahoma Transportation Co.

Airlines-American; Ozark; Republic; Sunworld; TWA; South West; Eastern; Delta; United; Continental; Air Midwest; Altus.

3 - POPULATION:
Corp. City 80 Cen. 403,136; E&P 87 Est. 453,678
CZ-ABC: (80) 657,872
Bal. in MSA-ABC: (80) 203,097
Bal. in NDM-ABC: (80) 1,115,563
Total NDM-ABC: (80) 1,976,532
County 80 Cen. 568,933; E&P 87 Est. 636,180
MSA 80 Cen. 860,969; E&P 87 Est. 1,022,430
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 160,002; E&P 87 Est. 188,848
CZ-ABC: (80) 249,097
Bal. in MSA-ABC: (80) 72,449
Bal. in NDM-ABC: (80) 407,361
Total NDM-ABC: (80) 728,907
County 80 Cen. 220,580; E&P 87 Est. 256,024
MSA 80 Cen. 321,546; E&P 87 Est. 395,382

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	64	$5,983,080,000
Savings & Loan	7	$1,995,440,000

6 - PASSENGER AUTOS: County 587,649

7 - ELECTRIC METERS: 359,373

8 - GAS METERS: 281,233

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 52,500; Mining 17,200; Constr. 17,000; Trans. 10,100; Util. 11,400; Ret. 83,800; Whol. 25,600; Fin./R.E. 27,300; Service 86,000; Gov't 97,200.
Principal Pay Days-1st, 15th, 30th; Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-71; Summer 70-92; Fall 50-71; Winter 30-49. First killing frost, Nov. 7; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Nearby Shopping Centers** (No. of Stores)-Sooner Fashion Mall (73); Almonte (25); Casady Sq. (44); Bryant Sq. (53); Crossroads (129); Del Crest (13); Edmond Plz. (30); Mayfair (38); Economy Sq. (12); 50 Penn Pl. (31); French Mkt. (21); Downtown (MWC/29); Grandview (9); Grant Sq. (24); Heritage Pk. (72); Lakewood (12); Southern Hills (29); Meridian (28); North Pk. Mall (40); City of Moore (25); Penn Sq. (45); Northwest Plz. (17); Quail Plz. (18); Quail Springs (99); Reding (21); Shepherd (97); Shields So. (16); Chisholm West (17); Southwest Plz. (15); Springdale (38); Uptown (33); Westoaks (11); Windsor Hills (24); Lakeside (20).
Principal Shopping Days-Dept.-Mon. & Sat.; Food-Fri. & Sat.
Stores Open Evenings-Mon.-Sat.; Supermarkets every evening.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward 3; Sears 6; JCPenney 5; C.R. Anthony 23; Dillard's 6; Langston 3; Bealls; Foley's 2.
Discount Stores-American Mutual; Gibson's Factory Distributing 2; Target 5; Service Merchandise 2; Walls Bargain Center 2; Wal-Mart 9; Sam's Wholesale Club 2; Venture 3; Sanger Harris 2; Super Saver 2.
Variety Stores-McCory's 21.
Chain Drug Stores-United Discount 4; Hyde's 7; Conrad Marr 4; Rexall 2; TG&Y 11; Gilliam 1; Gibson's 2; Skaggs Alpha Beta 6; Target 4; Sheen's 2; Wheeler & Stuckey 4; Eckerd 13; Treasury Drugs 4; Revco 4; McCartney's; Drugs-For-Less 3; Wal-Mart 8; Venture 2; Thrifty 4.

Chain Supermarkets-Safeway 24; IGA 29; Brannons United Super Mkts. 2; Buchanon 4; Best Yet 8; Stones 2; Skaggs Alpha Beta 5; Buy-for-Less 4; Food-for-Less; Griders 4; Food World 8; Pratts 3; Crest 2.

14 - NEWSPAPERS: DAILY OKLAHOMAN (m-mon to fri) 239,024; (m-sat) 224,949; SUNDAY OKLAHOMAN (S) 334,615; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gates Oliver, Adv. Dir., DAILY OKLAHOMAN, 500 N. Broadway; PO Box 25125, Oklahoma City, OK 73125; Tel. (405) 231-3672.
National Representative: Sawyer-Ferguson-Walker.

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EDITOR & PUBLISHER

OKMULGEE

1 - LOCATION: Okmulgee County, E&P Map E-2, County Seat. Agricultural, mining & mfg. center. On U.S. Hwys. 62, 75; State Hwy. 56.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Intercity Bus Lines-Continental; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,263; E&P 87 Est. 16,694
CZ-ABC: (80) 20,581
RTZ-ABC: (80) 24,866
County 80 Cen. 39,169; E&P 87 Est. 41,712
City & RTZ-ABC: (80) 45,467
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,015; E&P 87 Est. 6,531
CZ-ABC: (80) 7,531
RTZ-ABC: (80) 9,245
County 80 Cen. 14,314; E&P 87 Est. 15,809
City & RTZ-ABC: (80) 16,776

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$131,599,991
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 30,503

7 - ELECTRIC METERS: Residence 9,445

8 - GAS METERS: Residence 5,549

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 455 ($390); Okla. State Tech. 500 ($425); Mfg. 725 ($340).
Principal Pay Days-Mon., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-78; Summer 63-109; Fall 50-101; Winter 6-75. First killing frost, Nov. 2; last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Neighborhood Shopping Centers-30 blocks on 8 sts.; East & West of R.R. on 12 streets.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food, Gibsons & Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Anthony's.
Discount Stores-Wal-Mart, Gibson's.
Chain Drug Stores-Key Rexall.
Chain Supermarkets-Safeway; Warehouse Market; Mission Lane; Thrifty Wise; IGA.
Other Chain Stores-Sears (catalog); Oklahoma Tire; Goodrich.

14 - NEWSPAPERS: TIMES (m-tues to sat) 5,008; (S) 5,163; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Quinn, Gen. Mgr., TIMES, 114 E. 17th St., Okmulgee, OK 74447; Tel. (918) 756-3600.
National Representative: Papert Companies.

PAULS VALLEY

1 - LOCATION: Garvin County, E&P Map D-3. County Seat. 50 mi. S of Oklahoma City. On U.S. Hwys. 77, I-35; State Hwy. 19.

2 - TRANSPORTATION: Railroads-Sante Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Denco; Okla. Trans.; Mid-Continent; SW Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,664; E&P 87 Est. 6,467
County 80 Cen. 27,856; E&P 87 Est. 32,945

4 - HOUSEHOLDS:
City 80 Cen. 2,410; E&P 87 Est. 2,878
County 80 Cen. 10,511; E&P 87 Est. 13,001

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$115,000,000
Savings & Loan	2	$333,014,770

6 - PASSENGER AUTOS: County 22,769

7 - ELECTRIC METERS: Residence 2,722

8 - GAS METERS: Residence 2,720

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 1,050 ($275); Wood Working 40 ($134); Newspaper 20 ($195); Grain Dealers 100 (N.A.); Baking 25 ($134); Tree Nurseries 40 (N.A.); Agric. Fertilizer 5 (N.A.); Bldg. Contractors 50 (N.A.); Concrete 20 (N.A.); Mfg. Light Bulbs 300 ($134); Mfg. Men's Jeans 360 ($134); Mach. Coating (N.A.); Film Pkg. (N.A.); Oil Field Pumps (N.A.); Livestock Handling Equip. (N.A.); Truck Canvas Prods. (N.A.); State School for Mentally Handicapped 750 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-110; Fall 40-80; Winter 0-70.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burr(4)	1	David's Foods, Winns, Anthony's
Valley Plz.(8)	2	Dicus, TG&Y, Circle W Western Wear, Dollar General

Principal Shopping Days-Wed., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Lintz; C.R. Anthony; Reba Jo's; Circle W Western Wear; Cottie's.
Variety Stores-Winns; TG&Y; Dollar General; Wal-Mart.
Chain Drug Stores-Reavis Rexall; Crabtree.
Chain Supermarkets-Safeway; Dicus; David's Discount Foods.
Other Chain Stores-Automotive, Inc.; Okla. Tire; Sears (catalog); Hardee's; Braums; McDonald's; Western Sizzlin'; Mazzio's; Pizza Hut.

14 - NEWSPAPERS: DEMOCRAT (e-tues to fri; S) 3,959; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Mary Ann Probst, Adv. Dir., DEMOCRAT, 108 S. Willow; PO Box 381, Pauls Valley, OK 73075; Tel. (405) 238-6464.
National Representative: Papert Companies.

PAWHUSKA

1 - LOCATION: Osage County (In Tulsa MSA). E&P Map E-1, County Seat. Oil, commercial cattle raising, shipping center; several small manufacturing companies. 275 mi. from Dallas, TX; 262 mi. from Kansas City, MO; 440 mi. from St. Louis, MO; U.S. Hwy. 60; State Hwys. 11, 99.

2 - TRANSPORTATION: Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 4,771; E&P 87 Est. 4,771
County 80 Cen. 39,327; E&P 87 Est. 44,551
MSA 80 Cen. 657,367; E&P 87 Est. 765,093
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,994; E&P 87 Est. 2,292
County 80 Cen. 14,382; E&P 87 Est. 16,893
MSA 80 Cen. 246,380; E&P 87 Est. 296,562

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$40,989,000
Savings & Loan	1	$16,299,758

6 - PASSENGER AUTOS: County 24,934

7 - ELECTRIC METERS: Residence 2,397

8 - GAS METERS: Residence 2,328

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Tool Repairs 50 ($200); Garments 250 (N.A.); Welding & Steel Fab. 21 ($200); Oil & Oil Field Servs. 1,100 ($400); Oil Production 350 ($400).

10 - CLIMATE: First killing frost, Oct. 26; last killing frost, Apr. 3. Av. Temp., 58.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 3 on Kihekah; 2 on Leahy St.; 2 on 6th.
Principal Shopping Days-Mon., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony.
Variety Stores-Whitehair Trading Co.; Clifton's.
Other Chain Stores-Ladies Ready to Wear; The Prairie Flower; Lowry's Clothing; Hub Clothiers; Automotive: Monger Bros., Western Auto; Foods: Safeway, IGA, Wal-Mart.

14 - NEWSPAPERS: JOURNAL-CAPITAL (e-tues to fri) 2,036; (S) 2,181; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Bob Hager, Gen. Mgr., JOURNAL-CAPITAL, 700 Kihekah; PO Box 238, Pawhuska, OK 74056; Tel. (918) 287-1590.
National Representatives: Papert Companies; Oklahoma Press Service.

PERRY

1 - LOCATION: Noble County, E&P Map D-1. County Seat. Shipping center for wheat & cattle. Light manufacturing. North central part of state. 60 mi. N of Oklahoma City; on I-35, U.S. Hwys. 77, 64.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Line-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,796; E&P 87 Est. 6,442
County 80 Cen. 11,573; E&P 87 Est. 12,734

4 - HOUSEHOLDS:
City 80 Cen. 2,385; E&P 87 Est. 2,691
County 80 Cen. 4,348; E&P 87 Est. 4,998

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$125,757,590

6 - PASSENGER AUTOS: County 8,543

7 - ELECTRIC METERS: Residence 2,500

8 - GAS METERS: Residence 2,335

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Field Supplies 25; Ditching Mach. 800; Pipeline Constr. 20; Div. HQ State Highway Dept. 145; Gasoline Proc. Plant Constr. 50.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-81; Summer 57-101; Fall 35-99; Winter 9-74. First killing frost, Oct. 27; last killing frost, Apr. 4.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on Delaware, Cedar, 6th, 7th, Brogan, Flynn Sts.; Perry Plaza 15th St. at Fir Ave.
Neighborhood Shopping Centers-Kaw St.; Fir Ave.
Principal Shopping Days-Thur., Sat.; Community Auction Sale-every Wed. Regular Farm Community Trade-Sat.
Stores Close-Sun.
Stores Open Evenings-Thur.; Supermarkets 7 nights.

13 - RETAIL OUTLETS: Discount Stores-TG&Y; McCrory.
Chain Supermarkets-Safeway; Best Yet.
Other Chain Stores-Western Auto; Coast-to-Coast; Family Dollar.

14 - NEWSPAPERS: JOURNAL (e) 3,360; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Mabel Miller, Adv. Dir., JOURNAL, 714 Delaware, Perry, OK 73077; Tel. (405) 336-2222.
National Representative: None.

PONCA CITY

1 - LOCATION: Kay County, E&P Map D-1. Oil refining and production, manufacturing, stock raising, dairy and agricultural center. In SE part of County, 20 mi. from Kansas state line. On U.S. Hwys. 60, 77; State Hwys. 11, 15, 177. 106 mi. N of Oklahoma City; 98 mi. NW of Tulsa; 90 mi. S of Wichita, KS.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-14.
Intercity Bus Lines-Continental; MK&O.
Airlines-Exec. Express.

3 - POPULATION:
Corp. City 80 Cen. 26,238; E&P 87 Est. 29,413
CZ-ABC: (80) 26,238
RTZ-ABC: (80) 29,835
County 80 Cen. 49,852; E&P 87 Est. 54,463
City & RTZ-ABC: (80) 56,073

4 - HOUSEHOLDS:
City 80 Cen. 11,397; E&P 87 Est. 12,091
CZ-ABC: (80) 10,637
RTZ-ABC: (80) 10,936
County 80 Cen. 19,431; E&P 87 Est. 21,970
City & RTZ-ABC: (80) 21,573

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$276,344,000
Savings & Loan	3	$233,000,000

6 - PASSENGER AUTOS: County 40,711

7 - ELECTRIC METERS: Residence 16,400

8 - GAS METERS: Residence 14,330

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum Refining 719 ($508); Metal Mfg. 1,260 ($341); Agric. Proc. 880 ($336).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 68-90; Fall 52-72; Winter 28-48. First killing frost, Oct. 26; last killing frost, Apr. 7.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Grand Ave.
Neighborhood Shopping Centers-4th & South Ave.; Osage & Highland; Hartford at Seventh; Fourteenth at Hazel; Hartford & 14th, 5th & Hartford.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ponca Plaza(22)	NA	JCPenney, McCrory's, Bealls
Hartford Sq.(8)	NA	Jackson Jewelry
Pioneer(6)	NA	Safeway
Hartford Plz.(6)	NA	H&P Thrif-T-Wise

Principal Shopping Days-Mon. & Thur.
Stores Open Evenings-Dept. Stores-Thur. Food-Daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Sears (catalog); Bealls.
Variety Stores-K mart; Wal-Mart; McCrory's; TG&Y.
Discount Stores-Dollar Saver.
Chain Drug Stores-Graves; Pioneer Pharmacy.
Chain Supermarkets-United; Miller's; H & P Thrif-T-Wise; Safeway 2; Pioneer IGA; Buy-For-Less.
Other Chain Stores-Okla. Tire; Goodyear; Firestone; Sherwin-Williams; Brown Shoe Fit Co.; Lowe's; Wickes; Edwards (women's); Page Sewing Center; PayLess Shoes; Western Auto; S&H Green Stamps; Shafer's; Kinney Shoes; Radio Shack.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,324; (S) 14,424; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ellsworth Rains, Adv. Dir., NEWS, 300 N. Third; PO Box 191; Ponca City, OK 74602; Tel. (405) 765-3311.
National Representative: Landon Associates.

PRYOR

1 - LOCATION: Mayes County, E&P Map E-1, County Seat. On U.S. Hwy. 69; State Hwy. 20. Agriculture, industrial, dairying, broiler & recreation area. 50 mi. E of Tulsa; 200 mi. S of Kansas City.

2 - TRANSPORTATION: Railroads-MKT.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,483; E&P 87 Est. 9,011
County 80 Cen. 32,261; E&P 87 Est. 37,718

4 - HOUSEHOLDS:
City 80 Cen. 3,308; E&P 87 Est. 3,336
County 80 Cen. 11,622; E&P 87 Est. 14,159

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$127,866,462
Savings & Loan	2	$98,686,021

6 - PASSENGER AUTOS: County 26,951

7 - ELECTRIC METERS: Residence 3,300

8 - GAS METERS: Residence 3,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 275; Grand River Dam 121; Chem. 425; Carbide 75; Cement 125; Tools 50; Meat Pkg.; Plastic 75; Heat Exchangers 100.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-65; Summer 60-100; Fall 50-70; Winter 10-55. First killing frost, Oct. 15; last killing frost, Mar. 30.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-4 blocks on Graham Ave.; 2 each side of Graham Ave.
Shopping Centers-Wal-Mart (8 stores-Wal-Mart. Sav-Mor).
Principal Shopping Days-Tues., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Peters; C.R. Anthony; Sharpe's.
Variety Stores-Pryor; McCrory's; Dollar General.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; Sav-Mor; Horner Foods.
Other Chain Stores-Okla. Tire; Western Auto; Goodrich; Goodyear; Sears; Coast-to-Coast.

14 - NEWSPAPERS: TIMES (e-tues to fri) 5,821; (S) 5,940; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Larry Williams, Gen. Mgr., TIMES, Box 308, Pryor, OK 74362; Tel. (918) 825-3292.
National Representative: Landon Associates.

SAPULPA

1 - LOCATION: Creek County (In Tulsa MSA). E&P Map E-2, County Seat. 15 mi. from Tulsa; 100 mi. from Okla. City. On State Hwys. 33, 66, 75, 97, I-44.

2 - TRANSPORTATION: Railroads-Burlington Northern; Tulsa-Sapulpa Union.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; MK&O.

3 - POPULATION:
Corp. City 80 Cen. 15,853; E&P 87 Est. 17,737
CZ-ABC: (80) 15,853
RTZ-ABC: (80) 26,434
MSA 80 Cen. 657,367; E&P 87 Est. 765,093

County 80 Cen. 59,210; E&P 87 Est. 72,152
City & RTZ-ABC: (80) 42,287
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,942; E&P 87 Est. 6,840
CZ-ABC: (80) 5,942
RTZ-ABC: (80) 8,956
City & RTZ-ABC: (80) 14,898
County 80 Cen. 20,960; E&P 87 Est. 26,493
MSA 80 Cen. 246,380; E&P 87 Est. 296,562

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$162,618,982
Savings & Loan	2	$91,470,199

6 - PASSENGER AUTOS: County 45,802

7 - ELECTRIC METERS: Residence 7,161

8 - GAS METERS: Residence 8,638

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 750 ($305); Pottery 25 ($220).
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 65-110; Fall 25-90; Winter 0-80. First killing frost, Oct. 15; last killing frost, Mar.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-21 blocks on eight streets, plus 4 strip shopping centers.
Principal Shopping Days-Sat. & Fri.
Stores Open Evenings-Shopping Ctr. nightly.
Stores Open Sundays-Shopping Centers & Supermarkets.

13 - RETAIL OUTLETS: Department Stores-Morton's; Bayouth's; JCPenney; Anthony's; Sears.
Discount Stores-Wal-Mart.
Chain Drug Stores-Wal-Mart Phcy.; May's.
Chain Supermarkets-Safeway; Family Market; Tru-Discount; Reasor's Discount Foods.
Other Chain Stores-Otasco; Zale's.

14 - NEWSPAPERS: HERALD (e-mon to fri) 7,316; (S) 7,736; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Joy Moore, Adv. Mgr., HERALD, 16 S. Park St., Sapulpa, OK 74066; Tel. (918) 224-5185.
National Representatives: Landon Associates; Oklahoma Press Service.

SEMINOLE

1 - LOCATION: Seminole County, E&P Map E-2. Oil field service & supply center. Situated on U.S. Hwy. 270 & State Hwys. 3, 9 & 99. 54 mi. SE of Oklahoma City.

2 - TRANSPORTATION: Railroads-M.K.& T.
Motor Freight Carriers-4.
Intercity Bus Lines-Okla. Trans.; Midco; Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 8,590; E&P 87 Est. 9,553
County 80 Cen. 27,473; E&P 87 Est. 30,389

4 - HOUSEHOLDS:
City 80 Cen. 3,488; E&P 87 Est. 4,172
County 80 Cen. 10,158; E&P 37 Est. 11,642

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$55,108,000
Savings & Loan	2	$40,855,000

6 - PASSENGER AUTOS: County 21,480

7 - ELECTRIC METERS: Residence 3,844

8 - GAS METERS: Residence 3,568

9 - PRINCIPAL INDUSTRIES: Oil Well Drilling; Oil Prods.; Oil Field Servs. & Sup.; Oil Field Equip. Mfg.; Tank Mfg.; Tool Mfg.; Clothing Mfg.; Food Dist.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-76; Summer 74-93; Fall 52-79; Winter 27-48. First killing frost, Oct. 1; last killing frost, Mar. 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St. & 6 on intersecting streets.
Neighborhood Shopping Centers-Strothers St.; W. Broadway; N. Milt Phillips Ave.
Stores Open Evenings-Some on Sat. evenings.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sharpes; Hammons; Newton Wall; Sears.
Variety Stores-Otasco.
Discount Stores-Wall's Family Bargain Center; Wal-Mart.
Chain Drug Stores-I.D.L.; Wal-Mart.
Chain Supermarkets-IGA; Safeway; Best Yet.
Other Chain Stores-Okla. Tire; Firestone; Goodyear; Neil's; Perry McGee Furn.; Cato; Ace Hdwe.; Sherwin-Williams; Home; Vogue; True Value Hardware.

14 - NEWSPAPERS: PRODUCER (e-tues to fri; S) 5,779; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Jim Keisman, Adv. Dir., PRODUCER, 121 N. Main; PO Box 431, Seminole, OK 74868; Tel. (405) 382-1100.
National Representatives: Papert Companies; Oklahoma Press Service.

SHAWNEE

1 - LOCATION: Pottawatomie County (In Oklahoma City MSA). E&P Map D-2, County Seat. Residential ctr. 42 mi. SE of Oklahoma City. On U.S. Hwys. 177, 270, I-40; State Hwys. 3, 18, 99A.

2 - TRANSPORTATION: Railroads-AT&SF; OCA&A; Missouri, Kansas, & Texas R.R.
Motor Freight Carriers-7.
Intercity Bus Lines-Jordan; O.T.C.; Greyhound; Mid Continent Coaches; Oklahoma Transportation.
Airlines-at Oklahoma City Airport 37 mi. W; American, Continental, Eastern, Southwest, Texas Intl., Trans Central, TWA.

3 - POPULATION:
Corp. City 80 Cen. 26,506; E&P 87 Est. 30,460
CZ-ABC: (80) 26,506
RTZ-ABC: (80) 82,799
County 80 Cen. 55,239; E&P 87 Est. 68,685
MSA 80 Cen. 860,969; E&P 87 Est. 1,022,430
City & RTZ-ABC: (80) 109,305

4 - HOUSEHOLDS:
City 80 Cen. 10,334; E&P 87 Est. 12,479
CZ-ABC: (80) 10,334
RTZ-ABC: (80) 29,535
County 80 Cen. 20,062; E&P 87 Est. 25,969
MSA 80 Cen. 321,546; E&P 87 Est. 395,382
City & RTZ-ABC: (80) 39,869

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$109,000,000
Commercial	4	$480,000,000

6 - PASSENGER AUTOS: County 44,101

7 - ELECTRIC METERS: Residence 11,993

8 - GAS METERS: Residence 9,961

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 430 ($240); Milling 175 ($250); Copper Tubing 300 ($245); Pump Mfg. 200 ($280); Other Mfg. 562 (N.A.); Polyethelene Film 370 (N.A.); Ceramic Magnets 420 (N.A.); Agric.; Mineral Prods.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-95; Fall 45-85; Winter 18-65. First killing frost, Nov. 8; last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Main St.
Neighborhood Shopping Centers-Independence & Harrison 12; Kickapoo & Federal 2; Kickapoo & MacArthur 4; 2300 N. Harrison 4 (K mart); Independence & Kickapoo 3.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Del Plaza(12)	2	Ben Franklin, Brannon, Star Disc.
Northridge Sq.(15)	NA	K mart, Winn Dixie
Shawnee Plz.(7)	NA	Revco, Wal-Mart
N. Harrison	3	K mart, Big-O-Tires, Wendy's, Pratt

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food Stores-Thur., Fri, Sat.
Stores Open Evenings-Dept.-Mon. and Thur.; Food & Discount-nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; C.R. Anthony; W.R. Jones; Newton Wall.
Discount Stores-Wal-Mart; K mart.
Variety Stores-TG&Y 2; Ben Franklin; Dollar General.
Chain Drug Stores-Rexall 6; Shawnee; Tom Coffey; Medical Arts; Campus Star Discount Phcy.; Shawnee Medical Center Phcy.; Doctors Bldg. Phcy.; Medicine Shoppe; Revco.
Chain Supermarkets-Humpty-Dumpty; Safeway; IGA 2; Pratt's 3.

14 - NEWSPAPERS: NEWS-STAR (m-tues to sat) 13,387; (S) 14,595; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: D. Gene Norton, Adv. Mgr., NEWS-STAR, 215 N. Bell, Shawnee, OK 74801; Tel. (405) 273-4200.
National Representative: Landon Associates.

STILLWATER

1 - LOCATION: Payne County, E&P Map D-2, County Seat. Educational (Okla. State Univ.), industrial, agricultural, oil, livestock and dairy center. State Hdqtrs. U.S. Dept. of Agriculture, State Office for Technical Training. 70 mi. NE of Okla. City; 75 mi. W of Tulsa.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-7.
Intercity Bus Lines-MK&O.

3 - POPULATION:
Corp. City 80 Cen. 38,268; E&P 87 Est. 40,609
CZ-ABC: (80) 38,268
RTZ-ABC: (80) 45,732
County 80 Cen. 62,435; E&P 87 Est. 69,098
City & RTZ-ABC: (80) 84,000

4 - HOUSEHOLDS:
City 80 Cen. 12,829; E&P 87 Est. 14,002
CZ-ABC: (80) 12,829
RTZ-ABC: (80) 17,450
County 80 Cen. 22,119; E&P 87 Est. 25,667
City & RTZ-ABC: (80) 30,279

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$317,546,410
Savings & Loan	3	$143,000,000

6 - PASSENGER AUTOS: County 42,405

7 - ELECTRIC METERS: Residence 14,729

8 - GAS METERS: Residence 10,491

9 - PRINCIPAL INDUSTRIES: Grain Elevator & Mills 2; Data Forms Mfg.; Electronics; Poultry Hatchery; Outboard Motor Mfg.; Tire Materials Mfg.; Printing.
Principal Pay Days-1st & 15th; Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 77-82; Fall 49-74; Winter 37-42. First killing frost, Oct.; last killing frost, Mar.

11 - TAP WATER: Slightly alkaline, soft.

12 - RETAILING: Principal Shopping Center-7 blocks on Main St.; 10 on side streets off Main.
Neighborhood Shopping Centers-3 blocks on West 6th; 2 on Washington; 6 on Knoblock; 4 on East 6th; University Square; Cimarron Plaza; Pioneer Square; Rosewood Hills.
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Katz; JCPenney; C.R. Anthony; Gibson's; Sears; Newton Wall; Beall's.
Discount Stores-Gibson's; Wal-Mart; TG&Y.
Variety Stores-Otasco; Ace Hdwe. Mart; Murphy's Hdwe.
Chain Drug Stores-Humpty-Dumpty; Thrifty; Revco; Treasury.
Chain Supermarkets-IGA 3; Humpty Dumpty; Safeway; Bestyet 2.
Other Chain Stores-Goodrich; Goodyear; Firestone; Nelson Furn.; Brown's Shoe Fit; Braum's; Quick Trip; Sherwin-Williams; Zale's; S&H Green Stamps.

14 - NEWSPAPERS: NEWS-PRESS (e-mon to fri) 10,176; (S) 10,939; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth O. Light, Natl. Adv. Dir., NEWS-PRESS, PO Box 2288, Stillwater, OK 74076; Tel. (405) 372-5000.
National Representative: Landon Associates.

TAHLEQUAH

1 - LOCATION: Cherokee County, E&P Map F-2, County Seat. Resort area. Northeastern State College. Forestry, agriculture & farming area, 28 mi. SE of Muskogee, 65 mi. SE of Tulsa. On U.S. Hwy. 62; State Hwy. 51.

2 - TRANSPORTATION: Airlines-All major airlines at Tulsa Airport.

3 - POPULATION:
Corp. City 80 Cen. 9,708; E&P 87 Est. 12,595
County 80 Cen. 30,684; E&P 87 Est. 37,397

4 - HOUSEHOLDS:
City 80 Cen. 3,510; E&P 87 Est. 4,362
County 80 Cen. 10,595; E&P 87 Est. 13,105

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$245,905,935

6 - PASSENGER AUTOS: County 21,623

7 - ELECTRIC METERS: 4,594

8 - GAS METERS: 5,777

9 - PRINCIPAL INDUSTRIES: Agric.; Forestry; Machine Shops; Cannery; Nursery Prods.; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-90; Summer 55-100; Fall 15-95; Winter 5-80. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Box Center	NA	IGA
Cherokee Hills(5)	NA	Wal-Mart
Plaza(8)	NA	

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Hinds; Anthony's; Workman's.

Discount Stores-Wal-Mart; Family Dollar.
Chain Drug Stores-Cherokee Hills Phcy.; Sun Drug.
Chain Supermarkets-Box's IGA; Reasor's; Safeway; Consumers; Food-4-Less.
Other Chain Stores-Doyles Shoes; Sirloin Stockade; Merle Norman; Pay-less Shoes; Ken's Pizza; Kentucky Fried Chicken; Big Cheese; Hardee's; Wendys; McDonald's; Taco Hut; Pizza Hut; Goodyear; Love's; Sears; Fashion Crossroads; Domino Pizza; Western Sizzlin'; Cato's; Charlie's Fried Chicken.

14 - NEWSPAPERS: PRESS (m-tues to fri; S) 7,356; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: M. Gerald Stone, Pub., PRESS, 106 W. 2nd; PO Box 888, Tahlequah, OK 74464; Tel. (918) 456-8833.
National Representatives: Landon Associates; Oklahoma Press Service.

TULSA

1 - LOCATION: Tulsa County (MSA), E&P Map E-2, County Seat. Administrative center for many oil companies; electronics and aviation maintenance center. 262 mi. SW of Kansas City; 276 mi. NE of Dallas, TX; 519 mi. N of Houston, TX; 120 mi. E of Oklahoma City; 174 mi. SE of Wichita, KS. On U.S. Hwys. I-44, 64, 66, 75, 169; State Hwys. 11, 33, 51.

2 - TRANSPORTATION: Railroads-Burlington Northern; Santa Fe; M.K.&T.; Texas S. Pacific.
Motor Freight Carriers-54.
Intercity Bus Lines-Continental Trailways; Greyhound; MK&O; KG Lines.
Airlines-American; Delta; TWA; Ozark; Eastern; Air Midwest; Executive Express; Republic; Scheduled Skyways; Southwest; Total Air; United. (Three Airports).

3 - POPULATION:
Corp. City 80 Cen. 360,919; E&P 87 Est. 388,447
CZ-ABC: (80) 483,484
RTZ-ABC: (80) 452,107
County 80 Cen. 470,593; E&P 87 Est. 535,037
MSA 80 Cen. 657,367; E&P 87 Est. 765,093
City & RTZ-ABC: (80) 935,591
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 145,414; E&P 87 Est. 163,330
CZ-ABC: (80) 185,501
RTZ-ABC: (80) 162,583
County 80 Cen. 181,620; E&P 87 Est. 213,989
MSA 80 Cen. 246,380; E&P 87 Est. 296,562
City & RTZ-ABC: (80) 348,084

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	9	$4,571,148,000
Commercial	38	$4,593,416,000

6 - PASSENGER AUTOS: County 400,190

7 - ELECTRIC METERS: Residence 162,107

8 - GAS METERS: Residence 123,394

9 - PRINCIPAL INDUSTRIES: Metro Area: Industry, No. of Wage Earners-Mfg. 53,400; Mining 20,400; Constr. 13,600; Trans. & Pub. Util. 21,500; Whol. Trade 19,600; Ret. Trade 53,700; Fin., Ins. & R.E. 17,200; Servs. 69,500; Gov't 34,600.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-69; Summer 69-90; Fall 47-69; Winter 35-51. First killing frost, Nov. 3; last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-Downtown from 3rd St. to 10th St. South; Denver Ave. east to Detroit; 21st to 22nd Pl. South; Utica Ave. east to Yorktown; 39th to 43rd St. South; Yale Ave. east to Hudson; Memorial 51st to 71st.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fontana Ctr.(78)	NA	Cort, Ross, Luby's
Promenade(35)	NA	JCPenney, Dillards, Mervyn's
Southroads Mall (69)	NA	Sanger-Harris, Vandever, Renbergs
Utica Sq.(71)	NA	Dillards, Miss Jackson, Saks
Woodland Hill Mall(164)	NA	Dillards, JCPenney, Sanger-Harris, Renbergs, Sears
Alameda(31)	NA	Casa Bonita, Whitlocks
Country Club Plz. (47)	NA	Skaggs, Otasco
Crossing Oaks(36)	NA	Safeway, Target
Kensington Galleria(55)	NA	Dillards
Walnut Creek(60)	NA	Safeway, Furr's, Med-X
Eastland Mall	NA	Dillards, JCPenney, Mervyn's

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Vandever's; Dillard's 3; Woolf Bros.; Renberg's 3; Sears 3; C.R. Anthony 11; JCPenney 3; Montgomery Ward 2; Sanger Harris 2.
Discount Stores-Target 2; K mart 5; Mervyn's 3.
Variety Stores-TG&Y 3.
Chain Drug Stores-Med-X 9; Walgreens 3; Rexall 3; Getman 2; Skaggs 5; Family 4; Mayes 8.
Chain Supermarkets-Thrift-T-Wise & Affiliated Food Stores 10; Safeway 26; Sipes 3; Bestyet; Red Bud 7; Family Markets; McCartney's 3; Superettes Git-N-Go 35; Quick-Trip 39; Okla. Utotem 47; In-N-Out; Sam's 2; 7-Eleven 10.
Other Chain Stores-Jewelry: Boswell's 3, Zale's 3, Moody's 5, Sloan's; Automotive: Firestone 3, Goodyear 10, Otasco 20, Automotive of Tulsa 6, Thrift 3, Midas 3; Paint: Devoe 3, Cook's 6, PPG 10, Pittsburgh Paint 2, Sherwin-Williams 2.

14 - NEWSPAPERS: WORLD (m) 127,857; TRIBUNE (e) 72,106; WORLD (S) 232,837; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kendall Somers, Adv. Dir., Newspaper Printing Corp. (agent) for TRIBUNE and WORLD, 315 S. Boulder Ave.; PO Box 1770, Tulsa, OK 74102; Tel. (918) 581-8511.
National Representative: Branham/Newspaper Sales.

VINITA

1 - LOCATION: Craig County, E&P Map F-1. County Seat. 65 mi. NE of Tulsa. On U.S. Hwys. 69, 60; Will Rogers Tpke.

2 - TRANSPORTATION: Railroads-M.K.&T.; Burlington Northern.
Intercity Bus Lines-Greyhound; Continental Trailways; Natl. Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,740; E&P 87 Est. 6,743
County 80 Cen. 15,014; E&P 87 Est. 15,712
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,514; E&P 87 Est. 2,542
County 80 Cen. 5,685; E&P 87 Est. 5,951

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$112,947,000
Savings & Loan	1	$379,103,054

6 - PASSENGER AUTOS: County 12,204

7 - ELECTRIC METERS: Residence 3,300

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Connector Mfg. 225; Agric.; Flag and Apron Mgr. 40; Eastern State Hospital 851; Tower Manufacturers 43; Automotive Parts 75; Ready Mix Concrete 9; Soft Drinks 42.

10 - CLIMATE: Av. Temp.-Spring 60; Summer 80; Fall 59; Winter 36; Av. Precip.-43.14 in.

11 - TAP WATER: 30 in. line from Grand Lake.

12 - RETAILING: Principal Shopping Days-Sat., Thur., Fri.
Stores Open Evenings-Supermarkets; Wal-Mart; Anthony's.

13 - RETAIL OUTLETS: Department Stores-Draper's; Anthony's; Vanity Fair.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; Warehouse Foods.
Other Chain Stores-Western Auto; Sherwin-Williams; Sears (catalog); Westco; Otasco.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 3,864; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: John M. Turner, Pub., JOURNAL, PO Box 328, Vinita, OK 74301-0328; Tel. (918) 256-6422.
National Representatives: Oklahoma Press Service; Papert Companies.

WEATHERFORD

1 - LOCATION: Custer County, E&P Map C-2. University Community; Agricultural Area; Nursery area; 73 mi. W of Oklahoma City. On I-40; State Hwy. 54.

2 - TRANSPORTATION: Railroads-Farmrail.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Cargo at Thos. P. Stafford Field; Nearest Commercial Airfield at Oklahoma City.

3 - POPULATION:
Corp. City 80 Cen. 9,640; E&P 87 Est. 14,439
County 80 Cen. 25,995; E&P 87 Est. 31,970

4 - HOUSEHOLDS:
City 80 Cen. 3,438; E&P 87 Est. 5,235
County 80 Cen. 9,482; E&P 87 Est. 12,228

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$109,027,000

6 - PASSENGER AUTOS: County 19,376

7 - ELECTRIC METERS: Residence 5,480

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Educ. 450 ($250); Photo. Proc. 100 (N.A.); Printing Prods. 270 (N.A.); Meat Proc. 26 (N.A.); Data Proc. Equip. 200 ($200); Oil & Gas Related ($350); Agric. (N.A.).

10 - CLIMATE: Av. An. Temp. 60.5; Rainfall 27.7; Min. & Max. Temps. Summer 65-105; Winter 10-75.

11 - TAP WATER: Well water; soft.

12 - RETAILING: Principal Shopping Center-7 blocks on Main St. plus shpg. ctr. continuation.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weatherford(14)	NA	Pucketts
Northpark Shoppes (6)	NA	Kwik Korner, Wal-Mart

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Dixie; Anthony's; In Crowd; Kloset; Frankie's; Smart Shop; Sears (catalog).
Discount Stores-Wal-Mart.
Chain Supermarkets-United; IGA.

14 - NEWSPAPERS: NEWS (e-tues to fri; S) 3,820; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Kenneth O. Reid, Pub., NEWS, 118 S. Broadway, Weatherford, OK 73096; Tel. (405) 772-3301.

National Representative: Oklahoma Press Service.

WEWOKA

1 - LOCATION: Seminole County, E&P Map E-2.

2 - TRANSPORTATION: Railroads-Rock Island.
Motor Freight Carriers-4.
Intercity Bus Lines-Oklahoma Trans. Co.

3 - POPULATION:
Corp. City 80 Cen. 5,480; E&P 87 Est. 4,268
County 80 Cen. 27,473; E&P 87 Est. 30,389

4 - HOUSEHOLDS:
City 80 Cen. 2,132; E&P 87 Est. 1,785
County 80 Cen. 10,158; E&P 87 Est. 11,642

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$54,178,128
Savings & Loan	1	$39,035,000

6 - PASSENGER AUTOS: County 21,480

7 - ELECTRIC METERS: Residence 2,600

8 - GAS METERS: Residence 2,425

9 - PRINCIPAL INDUSTRIES: Oil Production; Oil Field Servicing; Clothing Mfg.; Plastic Mfg.; Expanded Steel.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-90; Summer 65-110; Fall 32-80; Winter 0-45. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Wewoka Ave.; 4 blocks on Mekusukey Ave.; all cross streets in between.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Cohen's; Dollar General; Sharpe's.
Chain Supermarkets-Red Bud; IGA.
Other Chain Stores-Nelson (furn.); Otasco (auto & home supplies).

14 - NEWSPAPERS: TIMES (e-tues to fri; S) 1,911; sworn Oct. 3, 1986.
Local Contact for Advertising and Merchandising Data: Marilyn Gibbs, Gen. Mgr., TIMES, 210 S. Wewoka Ave.; PO Box 61, Wewoka, OK 74884; Tel. (405) 257-3341.
National Representatives: Papert Companies; Oklahoma Press Service.

WOODWARD

1 - LOCATION: Woodward County, E&P Map C-1. County Seat. Wholesale and agricultural center on the North Canadian River. On U.S. Hwys. 183, 270; State Hwys. 3, 15, 34. 140 mi. NW of Oklahoma City.

2 - TRANSPORTATION: Railroads-Atchinson, Topeka & Santa Fe; NW Oklahoma.
Motor Freight Carriers-5.
Intercity Bus Lines-Oklahoma Trans.

3 - POPULATION:
Corp. City 80 Cen. 13,610; E&P 87 Est. 15,576
County 80 Cen. 21,172; E&P 87 Est. 23,165

4 - HOUSEHOLDS:
City 80 Cen. 5,068; E&P 87 Est. 5,933
County 80 Cen. 7,582; E&P 87 Est. 8,632

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$171,000,000
Savings & Loan	2	$137,000,000

6 - PASSENGER AUTOS: County 15,555

7 - ELECTRIC METERS: Residence 5,052

8 - GAS METERS: Residence 4,416

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-N.A. (Av. Wkly. Wage-N.A.) Metal Working; Livestock; Meat Packing; Natural Gas; Farming; Oil affiliates; Oil & Gas Drilling & Prod.; Iodine Mfg.; Fertilizer.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-71; Summer 63-93; Fall 29-82; Winter 21-62. First killing frost Oct.; last killing frost, Apr.

11 - TAP WATER: 8 gr. per gal.

12 - RETAILING: Principal Shopping Center-No. of Stores-6 blocks on Main St. Downtown; Westgate 2; Plaza 5; Southgate 5; Westwood 4.
Stores Open Evenings-Food; Discount.
Stores Open Sundays-Food; Discount.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Frost's; Trego's; Oliver's; Star Model; Sears.
Variety Stores-TG&Y Family Store.
Discount Stores-Gibson's; Wal-Mart.
Chain Drug Stores-Bogdahn Rexall 2; Ideal; Gibson's; Safeway; Medco.
Chain Supermarkets-Safeway; Ideal; United.
Other Chain Stores-Otasco; Sweetbriar; Atwood's; S&H Green Stamps; Factory Outlet; Firestone; Radio Shack; Payless Shoes.

14 - NEWSPAPERS: NEWS (m-tues to sat) 7,943; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Gloria Fletcher, Adv. Dir., NEWS, 1222 10th St.; PO Box 928, Woodward, OK 73802; Tel. (405) 256-2200.
National Representatives: Oklahoma Press Service; Papert Companies.

OREGON SURVEYS

METROPOLITAN STATISTICAL AREAS

Eugene-Springfield-Lane County.
Medford-Jackson County.
Salem-Marion and Polk Counties.

PRIMARY METROPOLITAN STATISTICAL AREA

Portland-Clackamas, Multnomah, Washington and Yamhill Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Portland-Vancouver, OR-WA-Includes: Portland, OR PMSA and Vancouver, WA PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	[illegible]
Under 5 Years	[illegible]	[illegible]	[illegible]
5-14 Years	[illegible]	[illegible]	[illegible]
15-24 Years	[illegible]	[illegible]	[illegible]
25-44 Years	[illegible]	[illegible]	[illegible]
45-64 Years	[illegible]	[illegible]	[illegible]
65 and Over	[illegible]	[illegible]	[illegible]
TOTAL	[illegible]	[illegible]	[illegible]

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat. Hdwr.	[illegible]	[illegible]	[illegible]
General Mdse.	[illegible]	[illegible]	[illegible]
Food	[illegible]	[illegible]	[illegible]
Automobiles	[illegible]	[illegible]	[illegible]
Gasoline Stations	[illegible]	[illegible]	[illegible]
Apparel	[illegible]	[illegible]	[illegible]
Furniture	[illegible]	[illegible]	[illegible]
Eat-Drink Places	[illegible]	[illegible]	[illegible]
Drugs	[illegible]	[illegible]	[illegible]
TOTAL SALES	[illegible]	[illegible]	[illegible]

ALBANY

1 - LOCATION: Linn County, E&P Map A-2. County Seat. On Willamette River. 75 mi. S of Portland. NW corner of county. 20 mi. S of Salem; 38 mi. N of Eugene; 12 mi. NE of Corvallis. Wholesale and shipping center for lumber export, heavy metals, dairy & agricultural prods. (primarily grass seed). On U.S. Hwys. 20, 99E & I-5.

2 - TRANSPORTATION: Railroads-Amtrak; Southern Pacific; Burlington Northern (freight).
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Pacific Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,678; E&P 87 Est. 29,164
NDM-ABC: (80) 89,604
County 80 Cen. 89,495; E&P 87 Est. 91,430

4 - HOUSEHOLDS:
City 80 Cen. 10,415; E&P 87 Est. 11,780
NDM-ABC: (80) 32,640
County 80 Cen. 32,773; E&P 87 Est. 34,468

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$148,798,000
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 71,211

7 - ELECTRIC METERS: Residence City 10,500

8 - GAS METERS: Residence City 5,128

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metals 2,480; Wood Prods. 4,795; Food Proc. 1,012; Agric. 1,741; Utilities & Trans. 322; Constr. 1,633.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-69; Summer 56-94; Fall 50-73; Winter 10-45. First killing frost, Oct. 25; last killing frost, Apr. 22.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown: area bounded by 1st and 6th Aves. and Broadalbin & Lyon Sts.; K mart/Mervyn's: I-5 & Pacific Blvd.; Albany Plaza: Santiam Hwy. & Waverly Dr.; Fred Meyer: Santiam Hwy. & Waverly Dr.
Neighborhood Shopping Centers-Santiam Hwy. & Pacific Blvd.; entire length of Pacific Blvd.
Principal Shopping Days-Tues., Thur. and Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; The Broadway; The Emporium; Mervyn's.
Discount Stores-Coastal Farm & Home; Bi-Mart; Fred Meyer; K mart.
Chain Drug Stores-Pay Less; Fred Meyer; Bi-Mart; Tiffany's; Ervin's.
Chain Supermarkets-Safeway; IGA; Fred Meyer; The Market Place; Thriftway 2; Albertson's.

14 - NEWSPAPERS: DEMOCRAT-HERALD (e) 21,367; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William Marcum, Ret. Adv. Mgr.; John Hauck, Mktg. Dir., DEMOCRAT-HERALD, 138 S.W. 6th Ave., Albany, OR 97321-0609; Tel. (503) 926-2211.
National Representative: Branham/Newspaper Sales.

ASHLAND

1 - LOCATION: Jackson County (In Medford MSA). E&P Map A-3. 12 mi. SE of Medford, 22 mi. N of the CA State line on I-5 and Greensprings Hwys.; 290 mi. from Portland, 375 mi. from San Francisco, CA. Tourist & Southern Oregon College center.

2 - TRANSPORTATION: **Motor Freight Carriers**-12.

Intercity Bus Lines-Greyhound; Trailways; Rogue Rapid Transit.

Airlines-United; Horizon; Cascade; PSA.

3 - POPULATION:
Corp. City 80 Cen. 14,943; E&P 87 Est. 15,931
CZ-ABC: (80) 14,943
RTZ-ABC: (80) 5,806
County/MSA 80 Cen. 132,456; E&P 87 Est. 144,781
City & RTZ-ABC: (80) 20,749

4 - HOUSEHOLDS:
City 80 Cen. 5,909; E&P 87 Est. 6,568
CZ-ABC: (80) 5,909
RTZ-ABC: (80) 2,178
County/MSA 80 Cen. 49,011; E&P 87 Est. 55,639
City & RTZ-ABC: (80) 8,087

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$68,835,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 113,141

7 - ELECTRIC METERS: Residence 6,602

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners N.A.-Tourism; Lumbering-Wood Prods. Factory; Steel Tanks; R.R.; Box Factory; Planting Mill; Dental Equip.; Univ. Educ.; Ski Resort; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-81; Summer 48-95; Fall 37-65; Winter 32-59. First killing frost, Oct. 18; last killing frost, May 4.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.

Neighborhood Shopping Centers-Pioneer Vlg., 2 blocks at Pioneer & Oak Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(8)	2	Buy Rite
Commercial Ctr	2	Butler Ford, Town & Country Chev.
Ashland(20)	2	Kacy's
Tolman-66	3	Bi-Mart, Safeway

Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Fortmiller's; Beno's.

Variety Stores-Sprouse-Reitz.

Chain Supermarkets-Kacy's; Buy Rite; Sentry; Safeway; U Mark It.

Chain Drug Stores-Rexall; Bi-Mart; Thrifty.

Other Chain Stores-Taco Bell; Radio Shack; McDonald's.

14 - NEWSPAPERS: TIDINGS (e) 5,705; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Derek Adams, Adv. Mgr., TIDINGS, 1661 Siskiyou Blvd., Ashland, OR 97520; Tel. (503) 482-3456.

National Representative: None.

ASTORIA

1 - LOCATION: Clatsop County, E&P Map A-1. County Seat. On South shore of Columbia River, 10 mi. from mouth; 100 mi. NW of Portland.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.

Motor Freight Carriers-5.

Intercity Bus Lines-Greyhound; North Coast Transit.

Freight Steamship Lines-15.

3 - POPULATION:
Corp. City 80 Cen. 9,998; E&P 87 Est. 9,609
CZ-ABC: (80) 9,998
RTZ-ABC: (80) 37,699
County 80 Cen. 32,489; E&P 87 Est. 33,269
City & RTZ-ABC: (80) 47,697

4 - HOUSEHOLDS:
City 80 Cen. 4,235; E&P 87 Est. 3,607
CZ-ABC: (80) 4,235
RTZ-ABC: (80) 14,705
County 80 Cen. 12,795; E&P 87 Est. 13,508
City & RTZ-ABC: (80) 18,940

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$166,920,000
Savings & Loan	2	(Incl. above)

6 - PASSENGER AUTOS: County 27,289

7 - ELECTRIC METERS: Residence County 15,262

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood Prods. 780; Durable Goods 220; Paper and Allied Prods. 850; Food & Kindred Prods. 600; Contract Constr. 220; Trans., Commun. & Public Util. 590; Trade 2,750; Fin., Ins. & R.E. 460; Servs. & Misc. 2,210; Gov't 2,120.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-58; Summer 53-68; Fall 48-60; Winter 37-48.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Young's Bay Plaza(13)	5	PayLess Drug, Young's Bay Mkt.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Palos.

Variety Stores-J.J. Newberry.

Chain Supermarkets-Safeway; Sentry; Thriftway; AG.

Other Chain Stores-Western Auto; Coast-to-Coast; Maytag Appliances; Firestone; Napa Auto Parts; Bumper to Bumper; Les Schwab Tires; OK Tires; Sears (appliance & catalog).

14 - NEWSPAPERS: ASTORIAN (e-mon to fri) 9,056; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Robert W. Jones, Gen. Mgr., ASTORIAN, 949 Exchange, PO Box 210, Astoria, OR 97103; Tel. (503) 325-3211.

National Representative: Landon Associates.

BAKER

1 - LOCATION: Baker County, E&P Map D-2.

2 - TRANSPORTATION: **Railroads**-Union Pacific.

Motor Freight Carriers-2.

Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,471; E&P 87 Est. 9,000
CZ-ABC: (80) 9,471
RTZ-ABC: (80) 7,093
County 80 Cen. 16,134; E&P 87 Est. 15,633
City & RTZ-ABC: (80) 16,564

4 - HOUSEHOLDS:
City 80 Cen. 3,728; E&P 87 Est. 3,367
CZ-ABC: (80) 3,728
RTZ-ABC: (80) 2,602
County 80 Cen. 6,169; E&P 87 Est. 6,229
City & RTZ-ABC: (80) 6,330

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$38,000,000
Savings & Loan	2	$25,000,000

6 - PASSENGER AUTOS: County 13,751

7 - ELECTRIC METERS: Residence 3,754

8 - GAS METERS: Residence 1,848

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodwork 710 ($210); Agric. 500 ($175).

Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 48-92; Fall 34-62; Winter 19-35. First killing frost, Oct. 3; last killing frost, May 12.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Maxi Mart(4)	2	True Value, Wilson's

Principal Shopping Days-Wed., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Neuberger & Heilner; Big V.

Variety Stores-True Value; Hirsch Value Ctr.

Chain Supermarkets-Safeway; Albertson's.

Other Chain Stores-Coast-to-Coast; Mode O'Day; Western Auto.

14 - NEWSPAPERS: DEMOCRAT HERALD (e) 3,040; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Jack R. Turner, Pub., DEMOCRAT HERALD, 1915 First St., Baker, OR 97314; Tel. (503) 523-3673.

National Representative: None.

BEND

1 - LOCATION: Deschutes County, Central Oregon, E&P Map B-2. County Seat. Wholesale lumbe mfg. & re-mfg., Tourism, Retail sales & service center, area medical center & agriculture 160 mi. SE of Portland, 130 mi. E of Eugene, 320 mi. W of Boise. On junction of U.S. Hwys. 97, 20.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific; USA Amtrak.

Motor Freight Carriers-6.

Intercity Bus Lines-Pacific Trailways; Resort.

Airlines-Horizon Air; PSA.

3 - POPULATION:
Corp. City 80 Cen. 17,263; E&P 87 Est. 18,675
CZ-ABC: (80) 27,232
RTZ-ABC: (80) 54,404
County 80 Cen. 62,142; E&P 87 Est. 71,803
City & RTZ ABC: (80) 81,636

4 - HOUSEHOLDS:
City 80 Cen. 7,011; E&P 87 Est. 7,193
CZ-ABC: (80) 10,726
RTZ-ABC: (80) 19,405
County 80 Cen. 22,976; E&P 87 Est. 27,514
City & RTZ-ABC: (80) 30,131

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$200,645,000
Savings	2	$59,000,000
Savings & Loan	2	$63,000,000

6 - PASSENGER AUTOS: County 62,526

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: Residence County 5,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret. trade & services including medical 12,450; Gov't 4,290; Lumber mfg. 3,170; Mfg. & other 1,350.

Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 43-90; Fall 33-70; Winter 27-42. First killing frost, Sept. 10; last killing frost, May 12.

11 - TAP WATER: pH 7 to 7.5, very soft.

12 - RETAILING: **Principal Shopping Centers**-Downtown shpg. ctr. 10 block area including Wall St., Bond St., Minnesota & Oregon Aves. Approx. 85 retail businesses. 5 mile strip of Third St. (Hwy. 97) approx. 120 retail businesses; 3 mile strip of Greenwood Ave. (Hwy. 20), approx. 45 retail businesses.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bend River Mall(45)	1	The Bon, Sears
Mt. View Mall(48)	2	Emporium, K mart, Food-4-Less, G.I. Joes
Bend Towne Ctr.(15)	2	Safeway, Sprouse-Reitz
Erickson's Ctr.(4)	1	Erickson's Sentry
South Trail Ctr.(2)	3	Food Towne, Coast-to-Coast
Albertson's(2)	1	Albertson's, Longs Drugs
Wagner [illegible]11)	1	Payless, Wagner's

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food Stores-Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-The Bon; The Emporium; JCPenney; Kaufman's.

Chain Supermarkets-Albertson's; Safeway; Food Towne/Value; Food-4-Less; Erickson's Sentry; Wagner's.

Major Retailers and Chain Stores-Sears; K mart; Payless; Bi-mart; Pay 'N Pak; G.I. Joes; Coast-to-Coast; Longs Drugs; Zale's; Waldenbooks; Radio Shack; Kinney Shoes; The Closet; Computerland; Weisfield's Jewelers; The Jean Machine; Volume Shoe Source; Sprouse-Reitz; Hickory Farms.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 20,085; (S) 20,583; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Gregory G. Smith, Adv. Mgr.; Vanessa Johnston, Natl. Clerk, BULLETIN, 1526 N.W. Hill, Bend, OR 97701; Tel. (503) 382-1811.

National Representative: Branham/Newspaper Sales.

COOS BAY-NORTH BEND

1 - LOCATION: Coos County, E&P Map A-3, 219 mi. SW of Portland, 530 mi. N of San Francisco, CA; 125 mi. SW of Eugene. Business and population center for SW sector of Oregon. Lumber port 16 mi. long, landlocked deep water bay, major port between Portland and San Francisco. U.S. Hwy. 101.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.

Motor Freight Carriers-3.

Intercity Bus Lines-Greyhound.

Airlines-Horizon.

3 - POPULATION:
Corp. Cities 80 Cen. 24,203; E&P 87 Est. 23,126
Coos Bay 80 Cen. 14,424; E&P 87 Est. 14,330
North Bend 80 Cen. 9,779; E&P 87 Est. 8,796
CZ-ABC: (80) 28,960
RTZ-ABC: (80) 59,494
County 80 Cen. 64,047; E&P 87 Est. 58,991
City & RTZ-ABC: (80) 88,454

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 9,142; E&P 87 Est. 8,938
Coos Bay 80 Cen. 5,573; E&P 87 Est. 5,663
North Bend 80 Cen. 3,569; E&P 87 Est. 3,275
CZ-ABC: (80) 10,321
RTZ-ABC: (80) 23,137
County 80 Cen. 23,870; E&P 87 Est. 22,741
City & RTZ-ABC: (80) 33,458

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$453,700,000
Savings & Loan	3	$112,700,000

6 - PASSENGER AUTOS: County 48,190

7 - ELECTRIC METERS: Residence 14,275

8 - GAS METERS: Residence 1,284

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber Shipping 1,580 ($275); Logging 1,160 ($300); Plywood 2,070 ($225); Sawmill 2,190 ($260); Wholesale 480 ($200); Retail 3,400 ($175); Constr. 790 ($300); Food Prods. 460. (Wage Averages are State figures).

Principal Pay Days-Lumber 10th & 25th; Retail 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-65; Summer 55-85; Fall 50-75; Winter 25-65. First killing frost, Oct. 15; last killing frost, Nov. 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Broadway; 3 on Central Ave.; 2 on Anderson Ave. (Coos Bay); 2 on Sherman Ave. (North Bend).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Public Square(18)	7	Bi-Mart, Radio Shack
Pony Village(88)	7	Sprouse-Reitz, Pay Less, The Bon, Safeway, H.R. Jeweler
Coos Bay Plz.(20)	NA	K mart, Fred Meyer

Principal Shopping Days-Mon., Fri., Sat.

Stores Open-Mon. through Sun. evening. All stores.

13 - RETAIL OUTLETS: **Department Stores**-Emporium; JCPenney; The Bon.

Variety Stores-Sprouse-Reitz 2; Big Value.

Chain Drug Stores-Pay Less 2; K mart; Bi-Mart; Fred Meyer.

Chain Supermarkets-Safeway 2; Mckays 5; Albertson's; Fred Meyer.

Other Chain Stores-Coast-to-Coast; Firestone; Singer Co.; Viking Sewing Ctr.

14 - NEWSPAPERS: WORLD (e) 15,242; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Jerry Baron, Pub.; Cindi Miller, Adv. Dir., WORLD, 350 Commercial, PO Box 1840, Coos Bay, OR 97420; Tel. (503) 269-1222.

National Representative: Scripps League Newspapers.

CORVALLIS

1 - LOCATION: Benton County, E&P Map A-2. County Seat. Lumber, wood by-products and agri-

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culture. College center, on Willamette River, 35 mi. S of Salem and 85 mi. S of Portland. On U.S. Hwys. 20, 99 W.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 40,960; E&P 87 Est. 39,677
CZ-ABC: (80) 40,960
RTZ-ABC: (80) 21,275
County 80 Cen. 68,211; E&P 87 Est. 67,081
City & RTZ-ABC: (80) 62,235
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,637; E&P 87 Est. 14,924
CZ-ABC: (80) 14,637
RTZ-ABC: (80) 7,427
County 80 Cen. 23,973; E&P 87 Est. 24,813
City & RTZ-ABC: (80) 22,064

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$161,084,000
Savings & Loan	7	$163,603,000

6 - PASSENGER AUTOS: County 47,627

7 - ELECTRIC METERS: Residence 18,500

8 - GAS METERS: Residence 7,265

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total Gov't 10,790; Service & Misc. 4,930; Lumber & Wood 1,330; Mach. 2,600; Fin., Ins., R.E. 1,050; Trade 4,140.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-91; Summer 40-103; Fall 14-81; Winter 12-70. First killing frost, Oct. 25; last killing frost, Apr. 12.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on 2nd St.; 3 on 3rd St.; 2 on 4th St.
Neighborhood Shopping Centers-College Hill, Monroe St. from 15th St. to 26th St.; North Ninth St. & Beca; Kings Blvd. & Fillmore; Ninth St. & Circle Blvd.; Kings Blvd. & Circle Blvd.; 1895 N.W. Ninth St.; 777 N.W. Ninth St.; 815 N.W. Ninth St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Avery Sq.(17)	1	Kaufman's
Circle 9(31)	3	PayLess, Richey's
King Circle(26)	4	Albertson's
Kings Road(8)	4	Sprouse-Reitz
Northgate(8)	2	IGA
Plaza 9(13)	2	IGA

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Most Retail-Fri.; Some Retail-Mon.; Foods-every evening.
Stores Open Sundays-Most Food, Dept. & Discount Stores.

13 - RETAIL OUTLETS: Department Stores-Frederick & Nelson; JCPenney; Fred Meyer; Clothes Tree.
Variety Stores-McGregor's; Kaufman's; Jay Jacobs.
Discount Stores-Bi-Mart; Fred Meyer; PayLess.
Chain Drug Stores-PayLess.
Chain Supermarkets-Safeway; Roth's IGA; Albertson's; Fred Meyer; Richey's; Waremart.

14 - NEWSPAPERS: GAZETTE-TIMES (m) 12,852; (S) 12,480; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Laurence Marino, Ret. Adv. Mgr., GAZETTE-TIMES, 600 S.W. Jefferson, PO Box 368, Corvallis, OR 97339-0368; Tel. (503) 753-2641.
National Representative: Branham/Newspaper Sales.

EUGENE

1 - LOCATION: Lane County (In Eugene-Springfield MSA). E&P Map A-2. County Seat. Lumber, industrial, agricultural and education center. On Willamette River, 110 mi. S of Portland at head of Willamette Valley, 216 mi. N of the California border and 60 mi. E of Pacific Ocean. On U.S. Hwys. 99, 126, I-5; State Hwys. 36, 38 and 58.

2 - TRANSPORTATION: Railroads-Southern Pacific; Burlington Northern; Amtrak.
Motor Freight Carriers-29.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-United; American; Horizon Air; PSA.

3 - POPULATION:
Corp. City 80 Cen. 105,624; E&P 87 Est. 100,640
CZ-ABC: (80) 192,001
RTZ-ABC: (80) 98,245
County/MSA 80 Cen. 275,226; E&P 87 Est. 263,353
City & RTZ-ABC: (80) [illegible]0,246
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 42,323; E&P 87 Est. 41,557
CZ-ABC: (80) 74,003
RTZ-ABC (80) 34,786
County/MSA 80 Cen. 103,525; E&F 87 Est. 103,153
City & RTZ-ABC: (80) 108,789

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	11	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 211,014

7 - ELECTRIC METERS: Residence 55,710

8 - GAS METERS: Residence 14,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 1,400 ($380); Lumber 10,900 ($464); Trans. 2,600 (N.A.); Whol. 4,800 (N.A.); Ret. 19,600 (N.A.); Gov't 22,100 (N.A.); Misc. 35,100 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 39-66; Summer 49-79; Fall 42-64; Winter 32-47. First killing frost, Nov. 7; last killing frost, Apr. 7. Average rainfall, 42.56.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Downtown Shopping Centers-8 blocks on Willamette; 5 on Olive; 5 on Oak St.; 4 each on 7th, 8th, 9th, 10th and 11th.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Coburg Plaza(8)	NA	Safeway, Thrifty's
Edgewood(11)	3	Safeway, Tiffany Drugs
Emerald(10)	3	
Farmdale(10)	4	Safeway
Gilbert(15)	4	Safeway, Sprouse-Reitz
Mohawk Center	6	BiMart
Oakway Mall(40)	1	Albertson's, Tiffany
Riviera(15)	5	U-mark Grocery
Springfield Mall	6	PayLess, Emporium, Albertson's
Valley River(86)	2	JCPenney, Meier & Frank, Ward's, Frederick & Nelson
West 11th(14)	NA	Drive-n-Save Mkt.
Willamette Plaza(12)	3	Emporium, Food Value, Payless

Principal Shopping Days-Thur., Fri., Sat.; Food-Wed. through Sat.
Stores Open Evenings-Most open nightly; Downtown Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; JCPenney; Bon Marche; Meier & Frank; Emporium 3; Frederick & Nelson; Nordstrom Place II; Winston's.
Discount Stores-Fred Meyer 3; Bi-Mart 4; PayLess 3; K mart 2; Jafco; G.I. Joe's.
Variety Stores-Woolworth; Newberry; Tiffany-Davis; Sprouse-Reitz.
Chain Drug Stores-Tiffany-Davis 5; Hirons 2; Payless 3; Thrifty.
Chain Supermarkets-Safeway 14; Albertson's 7; McKay's 5; Thriftway 2; Drive-n-Save 2; IGA 2; United Grocers 2; Waremart 2; Food Value 2.
Other Chain Stores-Weisfield Jewelers; Firestone 3; Leeds Shoes; Goodrich; Gallenkamps Shoes; Arden's; Mode O'Day; Goodyear 3; Kaufman Bros. 2; Burch's Shoes; Rubenstein's; Fabric House; Klopfenstein's; Motherhood Maternity; Memory Lane; Albert's Hosiery; The Clothes Tree; The Blade 2; Hallmark; House of Uniforms; Petries; See's Candies; Thom McAn Shoes; Topps & Trowsers; M. Jacobs Furniture; Brooks; Everbody's Records; Smith's Home Furnishings.

14 - NEWSPAPERS: REGISTER-GUARD (m) 68,237; (S) 71,418; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Fletcher Little, Adv. Dir., REGISTER-GUARD, PO Box 10188, Eugene, OR 97440; Tel. (503) 485-1234.
National Representative: Sawyer-Ferguson-Walker.

GRANTS PASS

1 - LOCATION: Josephine County, E&P Map A-3, County Seat. Lumber and tourist center, 258 mi. S of Portland; 420 mi. N of San Francisco.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-United; PSA; Continental; Horizon.

3 - POPULATION:
Corp. City 80 Cen. 14,997; E&P 87 Est. 16,317
CZ-ABC: (80) 15,032
RTZ-ABC: (80) 57,600
County 80 Cen. 58,820; E&P 87 Est. 67,870
City & RTZ-ABC: (80) 72,632

4 - HOUSEHOLDS:
City 80 Cen. 6,045; E&P 87 Est. 6,708
CZ-ABC: (80) 6,057
RTZ-ABC: (80) 20,871
County 80 Cen. 21,866; E&P 87 Est. 26,123
City & RTZ-ABC: (80) 26,928

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	8	$257,495,000
Savings & Loan	6	$261,000,000

6 - PASSENGER AUTOS: County 54,529

7 - ELECTRIC METERS: Residence County 29,229

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Lumber, Wood Prods., Light Ind., Tourism, Gov't, High Tech Electronic Assemblers. 4,617 Emp.
Principal Pay Days-1st, 10th, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-100; Summer 51-97; Fall 42-62; Winter 20-55. First killing frost, Sept. 28; last killing frost, May 9.

11 - TAP WATER: Neutral, slightly soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on 6th & 7th Sts.; 2 nn G St.; 2 on H St.; 2 on Williams Hwy.
Neighborhood Shopping Centers-1 block on N.W. 6th St., 7 units; Shopping Center on E.F. St., 28 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mart Plz.(7)	NA	K mart
Cavean Plz.(12)	NA	Kacy's
Williams Plz. So.(9)	NA	Payless
Northgate(10)	NA	Drive 'N Save Mkt.
Grant's Pass(34)	NA	Payless, Mont. Ward

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Most on Fri.

13 - RETAIL OUTLETS: Department Stores-Golden Rule; JCPenney; Montgomery Ward; Griffiths.
Variety Stores-Sprouse-Reitz.
Chain Supermarkets-Safeway; Independent 3; Drive 'N Save 2; Albertson's.
Other Chain Stores-Firestone; Payless Drug & Variety; Bi-Mart; Sears; K mart.

14 - NEWSPAPERS: COURIER (e) 16,935; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Wes Van DeWarker, Adv. Dir., COURIER, PO Box 1468, Grants Pass, OR 97526; Tel. (503) 474-3733.
National Representative: None.

KLAMATH FALLS

1 - LOCATION: Klamath County, E&P Map B-3, County Seat. Shipping center for 4-county agricultural and lumbering areas. Wholesale center. Winter and summer recreation and resort area. South central part of the state, 266 mi. from Portland; 241 mi. from Salem, the State Capital; 378 mi. from San Francisco. On U.S. Hwy. 97; State Hwys. 140, 39 (connect with U.S. 395 and 236).

2 - TRANSPORTATION: Railroads-Amtrak; S. Pacific (pass. & freight); Burlington Northern (freight); OC&E (freight).
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Horizon Air; United; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 16,661; E&P 87 Est. 17,359
County 80 Cen. 59,117; E&P 87 Est. 59,117

4 - HOUSEHOLDS:
City 80 Cen. 6,691; E&P 87 Est. 6,229
County 80 Cen. 21,688; E&P 87 Est. 21,132

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$228,165,000
Savings & Loan	5	$230,320,000
Credit Unions	4	$55,390,000

6 - PASSENGER AUTOS: County 49,665

7 - ELECTRIC METERS: Residence 23,000

8 - GAS METERS: Residence 6,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 3,632 ($467); Agric. 3,000 ($206); Trans./Util. 1,040 ($376); Local Gov't 2,340 ($274); Educ. 1,500 ($330).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-87; Summer 30-93; Fall -3-79; Winter -8-64. First killing frost, Sept. 15; last killing frost, June 5.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St.; 4 on Pine St.; 6 on Klamath Ave.; intersecting streets and 7 blocks on Sixth St.; 13 blocks on S. Sixth St.
Neighborhood Shopping Centers-12 blocks on East Main St.; 2 blocks on Oregon Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grocery Whse.	NA	Albertson's Foods
Town & Country(50)	NA	PayLess Drug
K mart Plaza	NA	K mart
Shasta Plz.(24)	NA	JCPenney, Woolworth
Jefferson Sq.(20)	NA	Emporium, PayLess
Campus Square	NA	Market Basket

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri.
Stores Open Sundays-JCPenney; Miller's; Woolworth; PayLess; Big R; Bi-Mart; K mart and most food stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Miller's; Emporium.
Discount Stores-PayLess; Jefferson Square Town & Country; Big R; Bi Mart; K mart.
Variety Stores-Woolworth; Peabody's.
Chain Drug Stores-PayLess 2; Bi-Mart.
Chain Supermarkets-Sherm's Thunderbird; Safeway 2; Gil's Grocery Warehouse; Albertson's.
Other Chain Stores-Firestone; Goodyear; Weisfields (jewelry); Singer Co.; McMahan's; Volume Shoes; Radio Shack; Bistrin's; Kinney's Shoes; LaPointe's; Maurice's.

14 - NEWSPAPERS: HERALD & NEWS (e-mon to fri) 18,340; (S) 18,810; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Peter York, Adv. Dir., HERALD & NEWS, PO Box 788, Klamath Falls, OR 97601; Tel. (503) 883-4000.
National Representative: None.

LA GRANDE

1 - LOCATION: Union County, E&P Map C-1, County Seat. Shipping Center. 257 mi. E of Portland; 189 mi. NW of Boise, ID. On Oregon Trail Hwy. and Wallowa Lake Hwy.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Wallowa Valley Stages.

3 - POPULATION:
Corp. City 80 Cen. 11,354; E&P 87 Est. 12,725
CZ-ABC: (80) 12,223
RTZ-ABC: (80) 18,971
County 80 Cen. 23,921; E&P 87 Est. 25,085
City & RTZ-ABC: (80) 31,194

4 - HOUSEHOLDS:
City 80 Cen. 4,375; E&P 87 Est. 4,927
County 80 Cen. 8,707; E&P 87 Est. 9,473
CZ-ABC: (80) 4,541
RTZ-ABC: (80) 6,979
City & RTZ-ABC: (80) 11,520

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	3	$100,400,000
Savings & Loan	4	$48,418,472

6 - PASSENGER AUTOS: County 19,176

7 - ELECTRIC METERS: 11,364

8 - GAS METERS: 4,278

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 750 ($400); Feed Milling 12 ($250); Logging 300 ($500); Railroad 450 ($600); Food Pkg. 45 ($300); State & Fed. Gov't 1,050 ($400); Chem. 21 ($400); Trailer Mfg. 150 ($350).
Principal Industrial Pay Days-1st, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-75; Summer 43-86; Fall 25-61; Winter 22-50.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Adams Ave.; 5 on Jefferson Ave.; 3 on Washington St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grande Ronde(15)	1	Sprouse-Reitz, PayLess, Maurices

Principal Shopping Days-Mon., Wed., Thur.
Stores Open Evenings-Drug, Food and some neighborhood stores during summer.

13 - RETAIL OUTLETS: Department Stores-Arrow;

JCPenney; Emporium.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Rexall; PayLess.
Chain Supermarkets-Safeway; Albertson's; Ron's.
Other Chain Stores-Mode O'Day (women's); Sears; Maurice's.

14 - NEWSPAPERS: OBSERVER (e) 7,307; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Don Powell, Gen. Mgr., OBSERVER, 1406 5th St., La Grande, OR 97850; Tel. (503) 963-3161.
National Representative: Branham/Newspaper Sales.

MEDFORD

1 - LOCATION: Jackson County (MSA). E&P Map A-3, County Seat. Industrial and wholesale center for S OR and N CA 180 mi. S of Eugene. 75 mi. W of Klamath Falls. 157 mi. N of Redding, CA. 118 mi. E of Pacific Ocean; State Hwys. 62, 238 and feeding 66, 227, 234; I-5 (U.S. Hwy. 99).

2 - TRANSPORTATION: Railroads-Southern Pacific; White City.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Trailways; Rogue Valley Transit.
Airlines-United; Horizon (Alaska); PSA; Continental.

3 - POPULATION:
Corp. City 80 Cen. 39,603; E&P 87 Est. 44,713
CZ-ABC: (80) 54,628
Bal. in NDM-ABC: (80) 77,828
County/MSA 80 Cen. 132,456; E&P 87 Est. 144,781
Total NDM-ABC: (80) 132,456

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,559; E&P 87 Est. 18,191
County/MSA 80 Cen. 49,011; E&P 87 Est. 55,639
CZ-ABC: (80) 20,750
Bal. in NDM-ABC: (80) 28,261
Total NDM-ABC: (80) 49,011

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$621,389,000
Savings & Loan	7	$599,509,050
Credit Union	2	$112,260,357

6 - PASSENGER AUTOS: County 113,141

7 - ELECTRIC METERS: County 50,385

8 - GAS METERS: County 15,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Mfg. 8,470 ($410); Lumber & Wood 5,440 ($455); Non-durable goods 1,400 ($455); Non-Mfg. 38,400 ($419); Trade 13,200; Servs. 9,700; Gov't 8,600.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-65; Summer 54-88; Fall 40-68; Winter 29-44. Av. An. Temp. 54.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Districts-Medford Ctr. Jackson St. at Hawthorne Park (28 acres); Downtown Medford 12 block area between 5th, 9th, Holly St. and Riverside Ave. Big Y District at North City Limits; W Main at Lozier & Ross Lanes; K mart; Barnett at Riverside; Bear Creek Plaza; Biddle at McAndrews; Black Oak; Barnett Road & Black Oak; Fred Meyer; Crater Lake Hwy.; Poplar Sq.; Poplar Ave.; Rogue Valley Mall, junction of McAndrews and Riverside, adjacent to I-5 interchange (54 acres).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Rogue Valley Mall(70)	3	JCPenney
Medford Ctr.(42)	1	Sears
Downtown Medford (52)	NA	Larson's
Big Y	2	Big Y Mkt.
K mart(15)	1	K mart
Bi-Mart	2	Bi-Mart
Bear Creek Plz	2	Albertson's
Thunderbird(4)	1	Sherms
Black Oak(17)	2	Drive 'N Save
Fred Meyer(8)	3	Fred Meyer
Poplar Sq.(25)	3	G.I. Joe's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat.
Stores Open Sundays-Food; Discount; Drug; Dept.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Fred Meyer; Lamonts; Ross Dress for Less; Mervyn's; Meier & Frank.
Variety Stores-Newberry; Woolworth; Sprouse-Reitz.
Discount Stores-K mart; Bi-Mart; Black Bird; Sherms; Fred Meyer; Pay-n-Pak; G.I. Joe's.
Chain Drug Stores-Pay Less; Bi-Mart.
Chain Supermarkets-Drive 'N Save 5; Safeway 2; Albertson's; Sentry 2; Thriftway.
Other Chain Stores-Firestone; Goodrich; Goodyear; Uni-Royal; Kinney; Lerner's; Leed's; JoAnn's Fabrics; Sherwin-Williams; Pittsburgh Plate Glass; Weisfields; S&H Green Stamps; Fabric House; General Tire; The Closet; McMahan's Furn.; Radio Shack 3; Hickory Farms; Fabricland; Color Tile; Copeland Lumber; Friedman's Microwave; Larson's Appliance; Self-Service Furn.; Grover's (Beaver) Electric; Computerland; Emporium; Volume Shoe Source.

14 - NEWSPAPERS: MAIL TRIBUNE (e-mon to thur) 27,717; (e-fri) 36,729; (S) 30,899; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Leroy Tipton, Adv. Mgr., MAIL TRIBUNE, Fir at 6th St.; PO Box 1108, Medford, OR 97501; Tel. (503) 776-4432.
National Representative: Branham/Newspaper Sales.

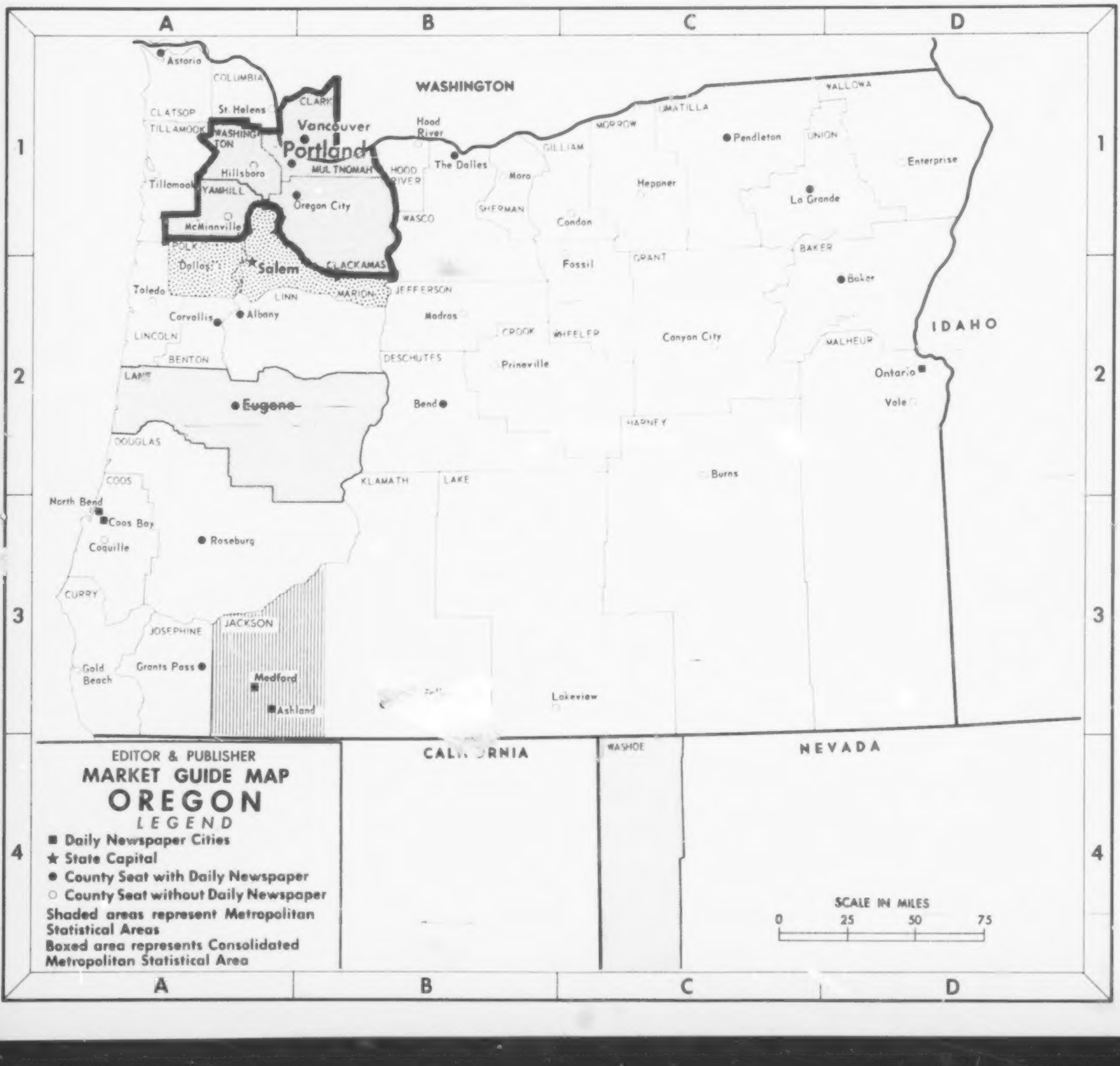
NORTH BEND
See COOS BAY

ONTARIO

1 - LOCATION: Malheur County, E&P Map D-2. 72 mi. SE of Baker, OR; 60 mi. W of Boise, ID in E portion of State; on I-84; U.S. Hwy. 30; State Hwys. 7, 30 & 86.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,814; E&P 87 Est. 9,887
CZ-ABC: (80) 8,814


A
B
C
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WASHINGTON
IDAHO
CALIFORNIA
NEVADA
WASHOE
Astoria
COLUMBIA
CLATSOP
St. Helens
CLARK
Vancouver
TILLAMOOK
WASHINGTON
Portland
Hillsboro
MULTNOMAH
Tillamook
YAMHILL
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LINCOLN
BENTON
LANE
Eugene
DOUGLAS
COOS
North Bend
Coos Bay
Coquille
Roseburg
CURRY
JOSEPHINE
JACKSON
Gold Beach
Grants Pass
Medford
Ashland
Hood River
HOOD RIVER
The Dalles
WASCO
SHERMAN
Moro
GILLIAM
MORROW
Condon
Heppner
UMATILLA
Pendleton
UNION
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JEFFERSON
Madras
CROOK
WHEELER
Canyon City
Prineville
DESCHUTES
Bend
MALHEUR
Ontario
Vale
HARNEY
Burns
KLAMATH
LAKE
Lakeview
EDITOR & PUBLISHER
MARKET GUIDE MAP
OREGON
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
25
50
75

RTZ-ABC: (80) 43,909
County 80 Cen. 26,896; E&P 87 Est. 28,951
City & RTZ-ABC: (80) 52,723
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,305; E&P 87 Est. 3,653
CZ-ABC: (80) 3,305
RTZ-ABC: (80) 15,146
County 80 Cen. 9,279; E&P 87 Est. 10,361
City & RTZ-ABC: (80) 18,451

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	5	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 23,737

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners N.A. (Av. Wkly. Wage N.A.)-Vegetable & Fruit Proc.; Livestock Packing; Lumber Proc. & Finishing; Recreation; Educ. (Treasure Valley Community College); Agric./Food Production.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 50-103; Fall 34-64; Winter 5-58. First killing frost, Oct. 3; last killing frost, May 12.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park Center(7)		Bonanza Variety
W. Park Plaza(30)	1	Albertson's, Sears, Anthony's, Osco, Emporium
K mart Center(2)	1	McDonalds, K mart
Bi-Mart Ctr.(3)	1	Bi-Mart, Paul's

13 - RETAIL OUTLETS: Chain Drug Stores-Osco; Pay Less; Ontario Pharmacy.
Chain Supermarkets-Albertson's; Farmer Jack's; Paul's; Smith's.
Variety Stores-Anthony's; Sprouse-Reitz; Emporium; Bonanza; Bi-Mart; K mart.
Other Chain Stores-Sears; Montgomery Ward; Les Schwab; Pietro's; K-G Men's; Volume Shoe; Hudson's; D&B; Blackers.

14 - NEWSPAPERS: ARGUS OBSERVER (e-mon to fri) 7,329; (S) 7,689; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Francis R. McLean, Pub.; Linda Warren, Adv. Mgr., ARGUS OBSERVER, 1160 S.W. 4th St., PO Box 130, Ontario, OR 97914; Tel. (503) 889-5387.
National Representative: Landon Associates.

OREGON CITY

1 - LOCATION: Clackamas County (In Portland PMSA). E&P Map A-1. County Seat. 12 mi. S of Portland on U.S. Hwy. 99E.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Inter-City Buses Inc., Mollala-Estacada Stages.

3 - POPULATION:
Corp. City 80 Cen. 14,673; E&P 87 Est. 15,763
County 80 Cen. 241,919; E&P 87 Est. 267,889
PMSA 80 Cen. 1,105,292; E&P 87 Est. 1,157,870
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 5,348; E&P 87 Est. 5,846
County 80 Cen. 84,698; E&P 87 Est. 97,146
PMSA 80 Cen. 456,127; E&P 87 Est. 461,528

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	11	$120,000,000
Savings & Loan	5	$95,000,000

6 - PASSENGER AUTOS: County 202,638

7 - ELECTRIC METERS: Tri-City Area 34,390

8 - GAS METERS: Tri-City Area 23,167

9 - PRINCIPAL INDUSTRIES: Paper Industry 1,956 emp.; Batteries; Sawmill; Cannery; Biological Plant; Cutlery; Logging; Fruit Proc.
Principal Pay Days-Paper Mills, every other Tues.; other industries, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-62; Summer 57-78; Fall 48-63; Winter 36-46.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 3 on 7th St.; 2 on 8th; 3 on Washington; 1 on Modalla.
Neighborhood Shopping Centers-6 blocks on Upper 7th St.; 7 on Malalla Ave. Bomber; Oregon City Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Oregon City(36)	NA	Emporium, Payless Drugs
Southridge	NA	Bi-Mart, Albertson's

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-50% open Fri. nites; Shpg. Ctr., every nite, some also Sun.
Stores Open Sundays-Grocery; some in Shpg. Ctrs.; Drugs.

13 - RETAIL OUTLETS: Department Stores-Fred Meyer, G.I. Joes; Bi-Mart.
Variety Stores-Crown Discount.
Chain Drug Stores-Thrifty; Huntley-Draper 2; Olson's; Gary's; Danielson's Super Ctr.
Chain Supermarkets-Danielson's Thriftway 4; Fred Meyer; Tradewell; Prairie Mkts.; Albertson's; Safeway.
Other Chain Stores-Gallenkamps; Sherwin-Williams; Butler Bros.; Columbian Optical; Kinney Shoes; Handyman.

14 - NEWSPAPERS: ENTERPRISE-COURIER (e-mon to fri) 4,354; June 30, 1986 VAC.
Local Contact for Advertising and Merchandising Data: Linda Schafer, Adv. Dir., ENTERPRISE-COURIER, 821 Main St.; PO Box 471, Oregon City, OR 97405; Tel. (503) 656-1911.
National Representative: U.S. Suburban Press.

PENDLETON

1 - LOCATION: Umatilla County. E&P Map C-1. County Seat. Shipping Center for agricultural and lumber area. Wholesale center for Northeastern Oregon. 208 mi. from Portland. On Old Oregon Trail and I-84.

2 - TRANSPORTATION: Railroads-N.P.; U.P.; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Horizon.

3 - POPULATION:
Corp. City 80 Cen. 14,521; E&P 87 Est. 14,302
CZ-ABC: (80) 14,521
RTZ-ABC: (80) 51,859
County 80 Cen. 58,861; E&P 87 Est. 62,397
City & RTZ-ABC: (80) 66,380
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,534; E&P 87 Est. 5,576
CZ-ABC: (80) 5,534
RTZ-ABC: (80) 18,185
County 80 Cen. 21,077; E&P 87 Est. 23,223
City & RTZ-ABC: (80) 23,719

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$87,136,000
Savings & Loan	3	$121,000,000

6 - PASSENGER AUTOS: County 51,798

7 - ELECTRIC METERS: Residence 7,400

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sawmills 800; Furn. 700; Flour Mills & Packing 100; Woolen Mills 175; Canneries (seasonal) 729; Leather Goods 50; Travel Trailers 144.
Principal Pay Days-1st & 15th; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-99; Summer 36-110; Fall 7-101; Winter 18-67.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 4 on Court Ave.; 2 on Dorion Ave.; 3 on Emigrant Ave.; Melanie Square Shopping Ctr.
Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bon Marche; Emporium; Hatfields; K mart; Bi-Mart.
Chain Drug Stores-PayLess.
Chain Supermarkets-Albertson's; Safeway.
Other Chain Stores-Sherwin-Williams; Les Schwab (tires); Radio Shack; Pendleton Tire & Auto Ctr.
14 - NEWSPAPERS: EAST OREGONIAN (e) 12,753; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ken Larson, Adv. Dir., EAST OREGONIAN, 211 S.E. Byers St., Pendleton, OR 97801; Tel. (503) 276-2211.
National Representative: Landon Associates.

PORTLAND

1 - LOCATION: Multnomah County (PMSA). E&P Map A-1. Major Pacific Coast port. Commercial and shipping center. In NW part of state at confluence of Columbia and Willamette Rivers. 47 mi. N of Salem; 173 mi. S of Seattle; 639 mi. N of San Francisco, CA. On U.S. Hwys. 90, 30 and 26. State Hwys. 2, 8, 10, 18, 43, 57, 213, 217, 224, I-5, 84, 205.

2 - TRANSPORTATION: Railroads-Freight: Southern Pacific; Union Pacific; Burlington Northern; Passengers: Amtrak.
Motor Freight Carriers-194.
Steamship Lines-15.
Intercity Bus Lines-Greyhound; Trailways; Tri-Met.
Airlines-Alaska; American; Eastern; Northwest Orient; United; Republic; Emery Air (freight); Federal Express (freight); Continental; Delta; Air California; Cascade; Horizon; TWA; Pacific Southwest; Sunworld Intl.

3 - POPULATION:
Corp. City 80 Cen. 366,383; E&P 87 Est. 351,157
CZ-ABC: (80) 810,920
RTZ-ABC: (80) 576,215
County 80 Cen. 562,640; E&P 87 Est. 543,656
PMSA 80 Cen. 1,105,292; E&P 87 Est. 1,157,870
City & RTZ-ABC: (80) 1,387,135
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 158,847; E&P 87 Est. 157,858
CZ-ABC: (80) 327,725
RTZ-ABC: (80) 200,712
County 80 Cen. 233,135; E&P 87 Est. 232,963
PMSA 80 Cen. 456,127; E&P 87 Est. 461,528
City & RTZ-ABC: (80) 528,437

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	10	$17,285,515,000
Savings & Loan	5	$7,805,991,494

6 - PASSENGER AUTOS: County 376,580

7 - ELECTRIC METERS: Residence 190,160

8 - GAS METERS: Residence 59,904

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 8,100 ($446); Metals 7,900 ($458); Food 7,500 ($418); Paper Prods. 3,800 ($586); Textiles & Apparel 1,400 ($275); Mach. 10,100 ($504); Print. & Pub. 6,500 ($410); Instruments & Related Prods. 13,900 ($484).

10 - CLIMATE: Min. & Max. Temp.-Spring 42-61; Summer 55-77; Fall 44-64; Winter 35-47. First killing frost, Nov. 8; last killing frost, Apr. 2.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-West side of Willamette River: 49 blocks on 3rd to 10th Aves. and Oak to Salmon Sts. Inclusive. East side of Willamette River: 24 blocks on Union and Grand Aves. from Holladay St. to Hawthorne acres on Multnomah St. to B'way and 9th to 15th Ave.

Neighborhood Shopping Centers-Hollywood, NE 42nd & Sandy; Lents-Mt. Scott, SE 82nd & Foster; Montavilla, SE 80th & Stark; Multnomah, SW Capitol Highway; St. Johns; North Jersey; Uptown; 23rd & W Burnside; Walnut Park, NE Union & Killingsworth; Westmoreland, SE Milwaukee & Bybee; Hillsdale; Raleigh Hills; Woodland Park, NE Halsey & 102nd; Parkrose; Burlingame; Laurelhurst Shopping Center; Sylvan; Cedar Hills; Tanasbourne Farmington Mall; Galleria; New Market Theater; John's Landing; Yamhill Market Place; Water Tower.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastport Plz.(48)	4	JCPenney, Mervyn's, Newberry
Gateway(38)	5	Fred Meyer, Mervyn's
Lloyd Center(98)	1	Meier & Frank, Frederick & Nelson, Nordstrom, JCPenney
Oregon City(30)	13	Pay Less, JCPenney
Washington Sq.(104)	9	Sears, Frederick & Nelson, JCPenney, Nordstrom, Meier & Frank, Mervyn's
Mall 205(75)	6	Mont. Ward, Pay Less, Emporium
Jantzen Beach(123)	7	Frederick & Nelson, Mont. Ward, K mart, Pay Less
Beaverton Mall(98)	8	Pay Less, Emporium, G.I. Joe's
Vancouver Mall(110)	21	Meier & Frank, Sears, JCPenney, Mervyn's
Clackamas Town Center(159)	11	JCPenney, Sears, Nordstrom, Meier & Frank, Mont. Ward
Holly Farm Mall(21)	12	Jafco

Principal Shopping Days-Dept. Stores Mon., Fri., Sat.; Food: Wed. through Sat.
Stores Close-Sun ex. Shopping Centers and Super Mkts.
Stores Open Evenings-Dept. & Furn.-Mon., Fri.; Super Mkts. Every evening.

13 - RETAIL OUTLETS: Department Stores-Meier & Frank 5; Montgomery Ward 6; Frederick & Nelson 3; JCPenney 4; Sears 3; Emporium 3; Mervyn's 4; Nordstrom 6; Jafco 3.
Discount Stores-G.I. Joe's 6; K mart 8.
Variety Stores-Sprouse-Reitz; Newberry; Rodgers; Woolworth; Scott's 88 Center 3.
Chain Drug Stores-Pay Less 6; Cent-Wise; Century 3.
Chain Supermarkets-Safeway 21; Fred Meyer 27; Kienow's 13; Thriftway 31; Tradewell 5; Albertson's 18; AG Stores 8; Sentry 3; Prairie Market 7; IGA 5; 8 to 1 Stores; Plaid Pantry's 76; Swift Mart 7; Quick Shop Minute Mart 7; 7-Eleven Food Stores 49.
Other Chain Stores-Bart's Hush Puppies 5; Naturalizer 4; Volume Shoe 4; Goodyear 9; Goodrich; Zell Bros. 3; House of Fabric 7; Firestone 11; Florsheim Shoes 3; Gallenkamp Shoes 2; Pay & Pak 6; Kinney Shoes 9; Lerner Shops 4; Thom McAn 3; Van Duyn Candy 13; Weisfield's 4; Fred Meyer's (apparel, hardware, automotive) 28; J.K. Gill 6; B. Dalton 8; Maurices; Toys R Us 2; I. Magnin.

14 - NEWSPAPERS: OREGONIAN (all day-mon to fri) 326,839; (m-sat) 316,938; (S) 406,717; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Schoenbacher, Adv. Dir., OREGONIAN, 1320 S.W. Broadway, Portland, OR 97201; Tel. (503) 221-8327.
National Representative: Newhouse Newspapers Metro Suburbia.

ROSEBURG

1 - LOCATION: Douglas County. E&P Map A-3. County Seat. 177 mi. S of Portland, on I-5; North Umpqua Hwy., 80 mi. E of Pacific Ocean, 130 mi. N of California state line.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 16,644; E&P 87 Est. 15,744
NDM-ABC: (80) 93,748
County 80 Cen. 93,748; E&P 87 Est. 91,433
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 6,406; E&P 87 Est. 6,178
County 80 Cen. 33,367; E&P 87 Est. 33,709
NDM-ABC: (80) 33,367

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$475,668,000
Savings & Loan	1	$110,840,561

6 - PASSENGER AUTOS: County 77,489

7 - ELECTRIC METERS: Residence 35,866

8 - GAS METERS: Residence 6,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood Prods. 8,555 ($472); Primary Metals 237 ($436); Printing & Pub. 332 ($296); Constr. 731 ($358); Trans., Commun. & Util. 1,429 ($389); Whol. Trade 667 ($309); Ret. Trade 5,421 ($179).

10 - CLIMATE: Min. & Max. Temp.-Spring 41-64; Summer 53-80; Fall 44-66; Winter 36-49. First killing frost, Nov. 13; last killing frost, Apr. 5.

11 - TAP WATER: Neutral, very soft. Trading Area-Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Jackson St.; 5 on Cass St.; 5 on Oak St.; 12 on Stephens St.
Neighborhood Shopping Centers-2 blocks on S. Stephens St. at South City Limits; 7 blocks vicinity of Garden Valley Rd. Jctn., Primary Road Jctn. to suburban Roseburg; 2 blocks on N. Umpqua Rd., 2 mi. E. of City Center; Shopping Center on Harvard Ave., 2 mi. W. of City; Roseburg Plaza, 1 1/2 block area.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Roseburg Valley Mall	2	Sears, The Bon, Pay Less
W. Roseburg	2	Mark N' Save
N.W. Roseburg	2	
Garden Valley(30)	2	Drive-N-Save Mkt., The Hub

N. Roseburg Plaza(31)	1	Albertson's, Pay Less

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Fri., Sat., Sun. in Winter; Fri., Sat. in Summer.
Stores Open Evenings-Food-daily to 9.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Pay Less 3; The Hub; Bi-Mart; Sears; The Bon; K mart; Fred Meyer.
Variety Stores-Newberry.
Chain Drug Stores-Rexall; Pay Less; Bi-Mart; Fred Meyer.
Chain Supermarkets-Safeway 2; Shop'N Kart 2; Drive-N-Save 3; Albertson's; Mark N' Save 2; Dee's; IGA.
Other Chain Stores-Firestone; Fabric House; Lerner's (women's); Radio Shack; Weisfield's (jewelry); Apex Stores.

14 - NEWSPAPERS: NEWS-REVIEW (e-mon to fri) 19,931; (S) 20,038; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Michael N. Pieruccini, Adv. Dir., NEWS-REVIEW, 345 N.E. Winchester, Roseburg, OR 97470; Tel. (503) 672-3321.
National Representative: None.

SALEM

1 - LOCATION: Marion and Polk Counties (MSA). E&P Map A-6. County Seat. Capital of state in heart of Willamette Valley, 47 mi. S of Portland. Farming, food processing center. On I-5 and Willamette River.

2 - TRANSPORTATION: **Railroads**-Amtrak, Southern Pacific; Burlington.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound.
Airlines-Horizon.

3 - POPULATION:
Corp. City 80 Cen. 89,233; E&P 87 Est. 95,383
CZ-ABC: (80) 139,138
Bal. in NDM-ABC: (80) 288,239
Counties/MSA 80 Cen. 249,895; E&P 87 Est. 266,991
Marion 80 Cen. 204,692; E&P 87 Est. 223,828
Polk 80 Cen. 45,203; E&P 87 Est. 43,163
Total NDM-ABC: (80) 427,377
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 34,183; E&P 87 Est. 38,721
CZ-ABC: (80) 52,535
Bal. in NDM-ABC: (80) 103,658
Counties/MSA 80 Cen. 90,656; E&P 87 Est. 100,592
Marion 80 Cen. 74,246; E&P 87 Est. 84,464
Polk 80 Cen. 16,410; E&P 87 Est. 16,128
Total NDM-ABC: (80) 156,193

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	19	$416,298,000
Savings & Loan	8	$380,186,000

6 - PASSENGER AUTOS: Counties: Marion 166,289; Polk 35,305.

7 - ELECTRIC METERS: Residence 49,944.

8 - GAS METERS: Residence 12,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood Prods. 7,790; Food Proc. 5,192; State Admin. 15,551; Federal Gov't 2,184; Fin., Ins., R.E. 5,499.
Principal Pay Days-Canneries: Thur. & Fri.; Pulp, Paper, Ins., 1st., 15th; Gov't. 1st.

10 - CLIMATE: Av. Temp. Jan.-39, Av. Temp. June-61; First killing frost, Oct. 28; last killing frost, Apr. 14.

11 - TAP WATER: Soft mountain water.

12 - RETAILING: **Principal Shopping Center**-14 sq. blocks from Marion St. S. to Ferry St. and Commercial St. E. to High St.
Neighborhood Shopping Centers-4 blocks at Ctr. & Capitol Sts.; Hollywood District Shpg. Area, 1 mi. along Hwy. 99E N. of city; S. Salem Business District about 4 mi. along Hwy. 99E S. of city; 4 blocks 12th & State Sts. 3 mi. at Keizer District; 5 blocks at Canadalaria District, 3 blocks in Liberty District S. of city; 2 on Hwy. 99E outskirts of city; about 5 blocks on Market St. near exit from Interstate Freeway; approx. 8 blocks in West Salem.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol(13)	NA	Sears
Keizer	5	Albertson's, PayLess, Coast-to-Coast, Best Fabrics
Westgate(2)	2	Frey's Thriftway
Sunnyslope(23)	4	IGA
Oak Hills(32)	2	Safeway
Roseland(6)	3	IGA
Keizer Vlg.	4	IGA
Lancaster Mall(53)	2	PayLess, Emporium, The Bon, Wards
Lancaster	NA	Waremart
Fred Meyer North(7)	NA	Fred Meyer Stores
Fred Meyer East(7)	NA	Fred Meyer Stores
Fred Meyer South Salem(7)	NA	Fred Meyer Stores
K mart Plz. N	NA	K mart
K mart Plz. S(4)	NA	K mart
Salem Ctr.	NA	Nordstrom, Mervyn's, Radio Shack

Principal Shopping Days-Dept. Stores: Fri., Sat. & Mon.; Food: Thur., Fri. & Sat.
Stores Open Evenings-Mon., Thur. & Fri.
Stores Open Sundays-Supermarkets; Major Dept. & Drug Stores.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Sears; Meier & Frank; Emporium; Nordstrom; The Bon; Mervyn's.
Variety Stores-Metropolitan; Sprouse-Reitz 4.
Discount Stores-K mart 2; Fred Meyer 3; Pay-N-Pak; Pay Less 4; G.I. Joe's 2; Smith's Furnishing; Jafco; Bi-Mart 3; Ross Dress for Less.
Chain Drug Stores-Rexall 5; Pay Less 4; Fred Meyer 3.
Chain Supermarkets-Safeway 5; IGA 5; Fred Meyer 3; Albertson's 2; Circle K 9; Plaid Pantry 7; Thriftway 4; Waremart 2; IGA 4.
Other Chain Stores-Singer Co.; Coast-to-Coast; Firestone; Leeds; Fuller; Kinney Shoes; Zale's Jewelers; Sure-Fit-Seat Covers; Fabricland; LaPointe's; Hickory Farms; Baskin-Robbins 3; Rubenstein Furn.; Norris Paint; K-G Men's Wear; Perfect Look 2; Orange Julius 2; Merle Norman; Motherhood Maternity Shops; House of Uniforms; Discount Fabrics; Radio Shack 6; Harry Ritchies; See's Candies; Weisfield's; Lerner; Goodyear; Les Schwab; J.K. Gill; Toys R Us; The Limited.

14 - NEWSPAPERS: STATESMAN-JOURNAL (m) 53,655; (S) 58,669; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Richard Cosgrove, Adv. Dir. or Barbara Adams, Mktg. Dir., STATESMAN-JOURNAL, 280 Church St. N.E., PO Box 13009, Salem, OR 97309; Tel. (503) 399-6648.
National Representative: Gannett National Newspaper Sales.

THE DALLES

1 - LOCATION: Wasco County. E&P Map B-1. County Seat. 85 mi. E of Portland. On South bank of Columbia River. On Columbia River Hwy., Old Oregon Trail, U.S. Bridge connects U.S. Hwy. 30 (OR); I-84 (Boise-Portland); U.S. Hwy. 830 (WA); U.S. Hwy. 197 in The Dalles.

2 - TRANSPORTATION: **Railroads**-Union Pacific; S&PS; Great Northern; Northern Pacific; Amtrak (Seattle-Portland-The Dalles-Salt Lake, E & W trains daily.)
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,820; E&P 87 Est. 11,784
County 80 Cen. 21,732; E&P 87 Est. 22,988

4 - HOUSEHOLDS:
City 80 Cen. 4,309; E&P 87 Est. 4,382
County 80 Cen. 8,212; E&P 87 Est. 8,979

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 19,303.

7 - ELECTRIC METERS: Residence 6,000.

8 - GAS METERS: Residence 1,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 320 ($369); Aluminum 250 ($400); Fruit Proc. 300 ($200); Trans. & Util. 370 ($300); Wood Prods. 390 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-100; Summer 40-110; Fall 30-90; Winter 15-65.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Centers**-2nd, 3rd, 4th and W. 6th streets.
Neighborhood Shopping Centers-W. 6th, W. 9th; Trevitt & W. 6th; Kelley Ave. & Chenowith Loop; Cascade Square.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-The Hub; Maurice's; JCPenney.
Variety Stores-Coast-to-Coast; Newberry; Fred Meyer.
Chain Drug Stores-Pay Less.
Chain Supermarkets-Allen's; Easthill Sentry; Safeway; DeHart's Eastgate-Westgate; Fred Meyer Consumer Warehouse; Albertson's.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 4,895; (S) 5,004; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Charlie Thompson, Adv. Mgr., CHRONICLE, PO Box 902, The Dalles, OR 97058; Tel. (503) 296-2141.
National Representative: Scripps League Newspapers.

PENNSYLVANIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Allentown-Bethlehem, PA-NJ-Carbon, Lehigh and Northampton Counties, PA; Warren County, NJ
Altoona-Blair County.
Erie-Erie County.
Harrisburg-Lebanon-Carlisle-Cumberland, Dauphin, Lebanon and Perry Counties.
Johnstown-Cambria and Somerset Counties.
Lancaster-Lancaster County.
Reading-Berks County.
Scranton-Wilkes Barre-Columbia, Lackawanna, Luzerne, Monroe and Wyoming Counties.
Sharon-Mercer County.
State College-Centre County.
Williamsport-Lycoming County.
York-Adams and York Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Beaver County-Beaver County.
Philadelphia, PA-NJ-Bucks, Chester, Delaware, Montgomery and Philadelphia Counties, PA; Burlington, Camden and Gloucester Counties, NJ
Pittsburgh-Allegheny, Fayette, Washington and Westmoreland Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Philadelphia-Wilmington-Trenton, PA-NJ-DE-MD-Includes Philadelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millville-Bridgeton, NJ PMSA; and Wilmington, DE-NJ-MD.
Pittsburgh-Beaver Valley-Includes Beaver County PMSA and Pittsburgh PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1988
Under 5 Years	927	748	759
5-14 Years	2,254	1,738	1,763
15-24 Years	1,931	2,149	2,179
25-44 Years	2,686	3,068	3,111
45-64 Years	2,736	2,646	2,683
65 and Over	1,267	1,531	1,553
TOTAL	11,801	11,880	12,048

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Lancaster	55	7	12.0

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr.	1,720	2,075	3,765
General Mdse.	5,097	6,099	8,854
Food	8,304	11,679	15,033
Automobiles	7,386	8,593	16,023
Gasoline Stations	2,857	4,272	4,103
Apparel	1,832	2,703	3,767
Furniture	1,616	1,896	3,361
Eat-Drink Places	2,992	4,319	6,325
Drugs	1,092	1,662	2,372
TOTAL SALES	37,244	50,776	72,558

ALIQUIPPA
See BEAVER

ALLENTOWN

1 - LOCATION: Lehigh County (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2. County Seat. Industrial & agricultural center. On Lehigh River, 52 mi. NNW of Philadelphia; 86 mi. E of Harrisburg; 92 mi. WSW of New York City. On U.S. Hwys. 22, 78; and State Hwys. 29, 222, 309; NE Ext., PA Turnpike.

2 - TRANSPORTATION: **Railroads**-Conrail (freight); Amtrak.
Motor Freight Carriers-49.
Intercity Bus Lines-Carl Bieber; Eastern Greyhound; Lanta; Trailways; Boro; Trans Bridge.
Airlines-United; Eastern; USAir; Henson/Piedmont; Northwest Republic; Allegheny Commuter; PBA/People (Continental); Suburban.

3 - POPULATION:
Corp. City 80 Cen. 103,758; E&P 87 Est. 106,110
CZ-ABC: (80) 187,333
RTZ-ABC: (80) 318,936
County 80 Cen. 273,582; E&P 87 Est. 287,394
MSA 80 Cen. 636,714; E&P 87 Est. 670,466
City & RTZ-ABC: (80) 506,269
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 41,307; E&P 87 Est. 44,617
CZ-ABC: (80) 71,920
RTZ-ABC: (80) 110,786
County 80 Cen. 101,684; E&P 87 Est. 110,844
MSA 80 Cen. 230,764; E&P 87 Est. 252,275
City & RTZ-ABC: (80) 182,706

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	N.A.	N.A.
Savings & Loan	N.A.	N.A.

6 - PASSENGER AUTOS: County 151,067.

7 - ELECTRIC METERS: County 103,832.

8 - GAS METERS: County 35,500-Same.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary & Fabricated Metals 11,800; Elect. Equip. 7,600; Trans. Equip. 5,400; Apparel & Related Prods. 15,400; Textile Prods. 2,500; Chem. & Allied Prods. 6,600; Food & Related Prods. 6,600; Servs. 63,200; Fin., Ins. & R.E. 10,800; Whol. Trade 11,100; Ret. Trade 48,200; Gov't 30,400. Total Resident Employment 291,400; Av. Wkly. Mfg. Wage $399.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 45-95; Fall 17-84; Winter 2-66.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crest Plz.(21)	NA	Woolworth, Rickel's
Whitehall Mall (60)	NA	Sears, H. Leh, Clover, Woolworth
Lehigh Valley Mall((120)	NA	Macy's, JCPenney, John Wanamaker
Hamilton Mall(55)	NA	Hess's, H. Leh
Parkway(21)	NA	Woolworth
Mountainville(12)	NA	K mart, Channel
South Mall(20)	NA	Hess's, Jamesway
Airport Plz.(9)	NA	K mart
Westgate Mall(44)	NA	Hess's
Bethlehem Plz.(8)	NA	Rea & Derick
Stefko(9)	NA	Lane Dept.
Valley Plz.(22)	NA	Service Mdse.
Allen St.(11)	NA	Foodlane
Whitehall Sq.(18)	NA	Bradlees, Phar-Mor, Rickel's, Kids-R-Us

Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Thur., Fri.
Shopping Centers-Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Hess; Leh's; Sears; Macy's; JCPenney; John Wanamaker; Orr's.
Discount Stores-Laneco Dept. (Lane); Bradlees; K mart; Clover; Jamesway.
Variety Stores-Woolworth; McCrory; Ben Franklin; S & E Novelty; Wertman's.
Chain Drug Stores-CVS; Carriage Drug; Drug Emporium; Revco; Rite Aid Discount; Thrift Drug; Rea & Derick; Phar-Mor.
Chain Supermarkets-Acme; Weis; Foodlane; Pathmark; Super Fresh; ShopRite; Jewel-T; Giant; Thriftway; 7-Eleven; Wawa; PenSupreme.
Other Chain Stores-Auto: Firestone, Pep Boys, Penn Jersey, NAPA. Shoes: Baker's, Dollar, Endicott Johnson, Father & Son, Fayva, Foot Locker, Kinney, Knapp, New York City Shoes, Thom McAn, Hanover, Shoe Rack; Jewelers: Bailey Banks & Biddle, Freeman, Gordon, Kay Littman, Zale; Others: Stover Candies, Allentown Paints, Glidden

Paints, Singer Co., S&H Green Stamps, Pittsburgh Plate Glass, Spencer Gifts, Ormond's, Mother-to-Be, Fabric Center, Levitz Furniture, Moore's; Dries', Triangle Home Centers, Kiddie City, Sherwin-Williams, Goodyear, Channel.

14 - NEWSPAPERS: CALL (m) 134,156; (S) 176,970; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Howard Renner, Adv. Dir., MORNING CALL, 101 N. 6th St.; PO Box 1260, Allentown, PA 18105; Tel. (215) 820-6500.
National Representatives: Million Market Newspapers/Times Mirror National Marketing.

ALTOONA

1 - LOCATION: Blair County (MSA). E&P Map C-3. 99 mi. E of Pittsburgh; 235 mi. W of Phila.; 36 mi. SW of geographical center of state; 34 mi. N of PA Tpke. on Routes 22, 220.

2 - TRANSPORTATION: **Railroads**-Amtrak (passenger); Conrail (freight).
Motor Freight Carriers-6.
Intercity Bus Lines-Amtran; Blue & White; Greyhound.
Airlines-USAir; Penn-Air, Inc.; Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 57,078; E&P 87 Est. 50,377
CZ-ABC: (80) 94,785
RTZ-ABC: (80) 44,510
County/MSA 80 Cen. 136,621; E&P 87 Est. 126,442
City & RTZ-ABC: (80) 139,295

4 - HOUSEHOLDS:
City 80 Cen. 21,156; E&P 87 Est. 19,433
CZ-ABC: (80) 34,456
RTZ-ABC: (80) 15,581
County/MSA 80 Cen. 49,088; E&P 87 Est. 47,073
City & RTZ-ABC: (80) 50,037

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$831,249,000
Savings & Loan	4	$278,041,562

6 - PASSENGER AUTOS: County 66,177

7 - ELECTRIC METERS: Residence 68,000

8 - GAS METERS: Residence 30,787

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Health Services 4,802; Food & Drink 3,559; Food Stores 2,161; Whol. Trade, Nondurable Goods 1,495; Gen. Mdse. Stores 1,392; Printing & Pub. 1,635; Whol. Trade, Durable Goods 1,135; Bus. Servs. 1,264; Gen. Bldg. Contractors 996; Apparel & Textile Prods. 1,137; Trucking & Warehousing 1,092; Mach., except Electrical 1,021; Food & Kindred Prods. 1,048; Misc. Retail 989; Furniture & Fixtures 1,375; Textile Mill Prods. 956; Railroads 1,866.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-85; Summer 44-99; Fall 17-80; Winter -12-47. First killing frost, Oct. 8; last killing frost, Mar 27.

11 - TAP WATER: Alkaline, medium soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown Area-30 stores; 6 blocks on 11th Ave.; 4 blocks on 12th Ave. Principal stores: H & H Appliance & TV; Ford Music; Shirley's Shoe; Meyer Jonasson; Young Men's Shop, Kaufman's Gallery; F.W. Woolworth.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Logan Valley Mall(94)	4	Hess, Sears, JCPenney, G.C. Murphy
Pleasant Valley Shpg. Ctr.(22)	3	Kresge-McCrory, Fishers, Thrift Drug
Pleasant Valley Area(28)	3	Value City, Revco, David Weis, Penn Furn.
Park Hills Plz.(12)	4	Gee Bee, Weis Mkt., Dollar Bargain
Valley View(2)	3	Weis Mkt., Kopp's Drug
Station Mall(34)	NA	Hills Dept. Store, Riverside Market
Wissinger's Shpg. Vlg.(3)	1	Wissinger's IGA
Cricket Field Plz.(1)	NA	Thrift Drug
Orchard Plz.(8)	4	BiLo Mkt., Rex
Plank Rd.(4)	4	K mart, Fiore Furn., Helsel Hdwe.
Meadows Intersection (2)	6	Wissinger's IGA, Lowe's

Principal Shopping Days-Department Stores: Sat., Mon.; Food Stores: Thur., Fri., Sat.; Shopping Centers: Mon., Thur., Fri., Sat., most open Sun.
Stores Close-Downtown: some on Mon. a.m.
Stores Open Evenings-Dept.: Mon., Thur.; Super Mkts., Shpg. Ctrs. every night.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Fisher's; Hills; Hess.
Discount Stores-Unkel Joe's Woodshed; Value City; Revco 4; K mart; Pic-Way Shoe Mart; Gee Bee.
Variety Stores-Woolworth, Kresge's; G. C. Murphy.
Chain Drug Stores-Thrift 3; Kopp's Leader 4; Revco 4.
Chain Supermarkets-Economy 9; Clover Farm 5; Riverside 10; Foodland; IGA 3; Weis 2; Shop 'N Save; U-Save Wholesale; BiLo.
Other Chain Stores-Shoes: Hanover, Payless Shoes, Kinney, Father & Son, Red Cross; Sherwin-Williams, Firestone; Singer Co.; Appliance Store; Kay Jewelers; Richman Bros. Clothes; Ormonds Fashions; Giant Auto; Pittsburgh Paint; General Tire; Fanny Farmer; So-Fro Fabrics; General Nutrition; Fashion Bug; Thom McAn; National Record Mart; Gatlings; Chess King; Claire's Boutique; Deb Shop; Endicott-Johnson; Feel Fine Shops; Fibres I; Foxmoor; The Gap; Gordon Jewelry; Hickory Farms; House of Cards; Kay Bee Toy; Listening Booth; Radio Shack; Fines Sportswear; Teeks; Waldenbooks; Spotts; Motherhood Maternity; Spencer Gifts; Hart's Home Center; B. Dalton; Piece Goods; Rex; TBCY.

14 - NEWSPAPERS: MIRROR (e) 34,065; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William C. Keagle, Adv. Mgr., MIRROR, 1000 Green Ave.; PO Box 2008, Altoona, PA 16603; Tel. (814) 946-7411.
National Representative: Landon Associates.

AMBRIDGE
See BEAVER

ASHLAND
See SHENANDOAH

ATHENS
See SAYRE

BANGOR

1 - LOCATION: Northampton County, (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2. 15 mi. N of Easton. On U.S. Hwy. 611; State Hwy. 191.

2 - TRANSPORTATION: **Railroads**-DL&W; Lehigh & New England.
Motor Freight Carriers-6.
Intercity Bus Line-Keystone Tours.
Airlines-Eastern; TWA; USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 5,006; E&P 87 Est. 5,625
County 80 Cen. 225,418; E&P 87 Est. 237,801
MSA 80 Cen. 636,714; E&P 87 Est. 670,466

4 - HOUSEHOLDS:
City 80 Cen. 1,975; E&P 87 Est. 2,316
County 80 Cen. 80,032; E&P 87 Est. 87,721
MSA 80 Cen. 230,764; E&P 87 Est. 252,275

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$60,000,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 148,271

7 - ELECTRIC METERS: Residence 5,225

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Slate for Roofing and Blackboards; Textile Prods.; Electronics.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Shopping Centers**-Capitol Plz.; Bangor; Laneco; Windgap.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Variety Stores**-G.C. Murphy.
Chain Drug Stores-Hy-Lo; Private; Eisenhart's; Smith's; Ronco; Joseph Pharmacy; Sandt's.
Chain Supermarkets-American Acme; Food Lane; Keppel's; Shop-Rite.
Other Chain Store-Army & Navy (clothing).

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 2,700; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Kathleen J. McFall, Pub., NEWS, 13-15 S. Main, Bangor, PA 18103; Tel. (215) 588-2196.
National Representative: Landon Associates.

BEAVER-ROCHESTER-AMBRIDGE-ALIQUIPPA

1 - LOCATION: Beaver County (PMSA). E&P Map A-2. County Seat. Contiguous urbanized area along Beaver and Ohio River valleys. Industrial and transportation center. 25 mi. NW of Pittsburgh, 45 mi. SE of Youngstown, OH. On U.S. Hwys. 19 and 30; State Hwys. 18, 51, 65, and Pennsylvania Tpke.; Beaver Valley Expwy.; Rte. 60.

2 - TRANSPORTATION: **Railroads**-Conrail (Main-line); Pittsburgh & Lake Erie; Aliquippa & Southern; Baltimore & Ohio.
Motor Freight Carriers-33.
Intercity Bus Lines-Greyhound; Allegheny Port Authority; Inter-City Bus Lines; BCTA.
Airlines-County Airport.
Ohio River Waterway Carriers-32; River Lock Tonnage; Annual 18,000,000 Tons.

3 - POPULATION:
Corp. Cities 80 Cen. 36,869; E&P 87 Est. 31,173
Beaver 80 Cen. 5,441; E&P 87 Est. 4,515
Rochester 80 Cen. 4,759; E&P 87 Est. 3,994
Ambridge 80 Cen. 9,575; E&P 87 Est. 8,151
Aliquippa 80 Cen. 17,094; E&P 87 Est. 14,513
NDM-ABC: (80) 204,441
County/PMSA 80 Cen. 204,441; E&P 87 Est. 183,995

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 14,682; E&P 87 Est. 13,024
Beaver 80 Cen. 2,341; E&P 87 Est. 2,036
Rochester 80 Cen. 1,904; E&P 87 Est. 1,705
Ambridge 80 Cen. 4,054; E&P 87 Est. 3,667
Aliquippa 80 Cen. 6,383; E&P 87 Est. 5,616
NDM-ABC: (80) 71,691
County/PMSA 80 Cen. 71,691; E&P 87 Est. 66,782

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$220,779,292
Savings & Loan	17	$184,800,000
Federal Credit Unions	38	N.A.

6 - PASSENGER AUTOS: County 89,840

7 - ELECTRIC METERS: Residence Co. Est. 37,531

8 - GAS METERS: Residence Co. Est. 42,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Firms (No. of Wage Earners)-Basic Steel 17 (4,300); Steel Fabrication 19 (7,150); Elect. Mach. 2 (3,750); Stone, Clay & Glass 25 (1,400); Chem. 9 (1,270); Non-Elect Mach. (13,475); Food (22,380); Mining (21,390).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Jan. Av. 30; July Av. 73; Average Annual Rainfall: 35 to 39 in. First frost, Oct. 10-20; last frost, Apr. 30-May 10. Growing Season: Average 163 days.

11 - TAP WATER: Varies from 4 to 15 gr.; not fluoridated.

12 - RETAILING: **Principal Shopping Districts**-3 on Third St., Beaver; 6 on Merchant St., Ambridge; 2 on Brighton Ave., Rochester; 4 on Penna Ave., Monaca.
Neighorhood Shopping Districts-3 blocks on Brodhead Rd. at Sheffield Rd., Aliquippa; 6 blocks 7th Ave., Beaver Falls.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaver Valley Mall(108)	NA	Sears, Kaufman's Hornes, Woolworth
Northern Lights(56)	NA	JCPenney, Hill's, Shop-N-Save
Hopewell(23)	NA	Big N Small Lots
Zayre Plaza(5)	NA	Zayre
Gee Bee Plz.(2)	NA	Gee Bee, Giant Eagle
Green Garden Plaza(8)	NA	Hill's, Giant Eagle
K mart Plaza (8)	NA	K mart Auto, Shop-N-Save
Aliquippa(16)	NA	Giant Eagle
Sheffield Plz.(20)	NA	
Chippewa Mall(21)	NA	K mart

Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.
Stores Open Evenings-Aliquippa-Thur., Sat.; Beaver-Mon. & Fri.; Rochester-Fri.; Monaca-Sat.; New Brighton-Fri.; Midland-Tues., Sat., Mon.; Ambridge-Mon. & Sat.; Northern Lights Shpg. Ctr. (Baden) and Hopewell Shpg. Ctr. (Aliquippa); Beaver Valley Mall-Every Night.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Kaufman's; Jos. Horne.
Discount Stores-K mart; Zayre; Hill's; Gee Bee.
Variety Stores-Murphy; Woolworth.
Chain Drug Stores-Thrift 4; Rowse 2; Economy 2; Health City; Revco; Rite Aid.
Chain Supermarkets-Giant Eagle 2; Food Land 10; Shop-N-Save; Stop & Go 4; Valu King 2; Fast 'N Friendly; C&L; IGA 2.
Other Chain Stores-Auto Supplies: Goodyear, Goodrich, Firestone, Sol's 2; Shoes: Kinney, Thom McAn, Jackson's, Nobil's, Bakers, Picway, Hanover, Regal; Men's Apparel: Zeiden, Richman Bros.

14 - NEWSPAPERS: BEAVER COUNTY TIMES (e-mon to fri) 46,653; (S) 50,646; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Terry L. Tolson, Adv. Dir., BEAVER COUNTY TIMES, PO Box 400; 400 Fair Ave., Beaver, PA 15009; Tel. (412) 775-3200.
National Representative: Landon Associates.

BEDFORD

1 - LOCATION: Bedford County. E&P Map C-3. 32 mi. N of Cumberland; 40 mi. S of Altoona; 100 mi. E of Pittsburgh; 95 mi. W of Harrisburg. On U.S. Hwys. 30 and 220 and PA Tpke.

2 - TRANSPORTATION: **Motor Freight Carriers**-6.
Intercity Bus Lines-Greyhound.
Airlines-Connection with Blair-Bedford Airport for USAir.

3 - POPULATION:
Corp. City 80 Cen. 3,326; E&P 87 Est. 3,147
County 80 Cen. 46,784; E&P 87 Est. 47,650

4 - HOUSEHOLDS:
City 80 Cen. 1,430; E&P 87 Est. 1,259
County 80 Cen. 16,301; E&P 87 Est. 17,165

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$544,437,546
Savings & Loan	1	$26,000,000

6 - PASSENGER AUTOS: County 24,176

7 - ELECTRIC METERS: Residence 1,820

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining Tools 398; Telephone Pins 40; Trucking 73; Business Forms 154; Youth Furn. & Wheel Goods 421; Westinghouse 75.
Principal Pay Days-Every second Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 68-87; Fall 50-72; Winter 10-48. First killing frost, Oct. 15; last killing frost, May 5.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Pitt St.; 1 block on S. Juliana St.; 2 blocks on Richard St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bedford Plaza(6)	NA	Riverside Mkt., Thrift Drug, Murphy's Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food: Mon. through Sat. Other stores: Fri.

13 - RETAIL OUTLETS: **Discount Stores**-American Outfitters; Village Fashion Outlet.
Variety Stores-Murphy Mart; Dollar General.
Chain Drug Stores-L.F. Widmann; Health Mart; Rea & Derick; Thrift.
Chain Supermarkets-Lowry's IGA; Riverside; Giant Eagle.
Other Chain Stores-Sears (catalog); JCPenney (catalog).

14 - NEWSPAPERS: GAZETTE (m) 8,173; Dec. 31, 1986 VAC.
Local Contact for Advertising and Merchandising Data: John Nebel, Adv. Mgr., GAZETTE, PO Box 671, Bedford, PA 15522; Tel. (814) 623-1776.
National Representative: Landon Associates.

BELLEFONTE
See STATE COLLEGE

BERWICK
See BLOOMSBURG

BETHLEHEM

1 - LOCATION: Lehigh and Northampton Counties (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2. Contiguous to Allentown. 50 mi. N of Philadelphia; 90 mi. W of NYC.

[illegible] RANSPORTATION: **Railroads**-Conrail.
[illegible]or Freight Carriers-38.
Intercity Bus Lines-Greyhound; Tri-City Coach; Continental Trailways; Trans Bridge; Transport of New Jersey; Boro; Keystone Tours; Carl Beiber.
Airlines-United; Eastern; USAir; Allegheny Commuter; Suburban; Piedmont; PBA; Northwest.

3 - POPULATION:
Corp. City 80 Cen. 70,419; E&P 87 Est. 71,039
CZ-ABC: (80) 108,667
RTZ-ABC: (80) 93,675
Counties 80 Cen. 499,000; E&P 87 Est. 525,195
  Lehigh 80 Cen. 273,582; E&P 87 Est. 287,394
  Northampton 80 Cen. 225,418; E&P 87 Est. 237,801
MSA 80 Cen. 636,714; E&P 87 Est. 670,466
City & RTZ-ABC: (80) 202,342
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 26,177; E&P 87 Est. 27,312
CZ-ABC: (80) 39,366
RTZ-ABC: (80) 32,050
Counties 80 Cen. 181,716; E&P 87 Est. 202,565
  Lehigh 80 Cen. 101,684; E&P 87 Est. 110,844
  Northampton 80 Cen. 80,032; E&P 87 Est. 87,721
MSA 80 Cen. 230,764; E&P 87 Est. 252,275
City & RTZ-ABC: (80) 71,416

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$795,074,000
Savings & Loan	3	$190,064,000

6 - PASSENGER AUTOS: Counties: Lehigh 151,067; Northampton 148,271

7 - ELECTRIC METERS: Residence 34,046

8 - GAS METERS: Residence 16,678

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Apparel 20,300 ($176); Primary Metals 14,200 ($515); Elec. Equip. 10,400 ($400); Textiles 5,300 ($225); Trans. 9,500 ($475); Fab. Metals 8,900 ($515); Food Prods. 5,900 ($412); Printing 4,500 ($328); Stone Cement 2,900 ($376); Mach. 7,900 ($414); Paper 1,900 ($295); Misc. Mfg. 2,000 ($243).
Principal Pay Days-Wed., Thur., bi-wkly.

10 - CLIMATE: Av. Temp.-Spring 29-80; Summer 61-85; Fall 42-75; Winter 19-48. First killing frost, Sept. 24; last killing frost, Apr. 23.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main; 3 on Broad; 1 on New; 3 on 4th St.
Neighborhood Shopping Centers-500 & 600 blocks of W. Broad St.; 700-800 blocks of Linden St.; Stefko Blvd. Lehigh, Westgate Shopping Ctr.; Shoppers Village; K mart Plz.

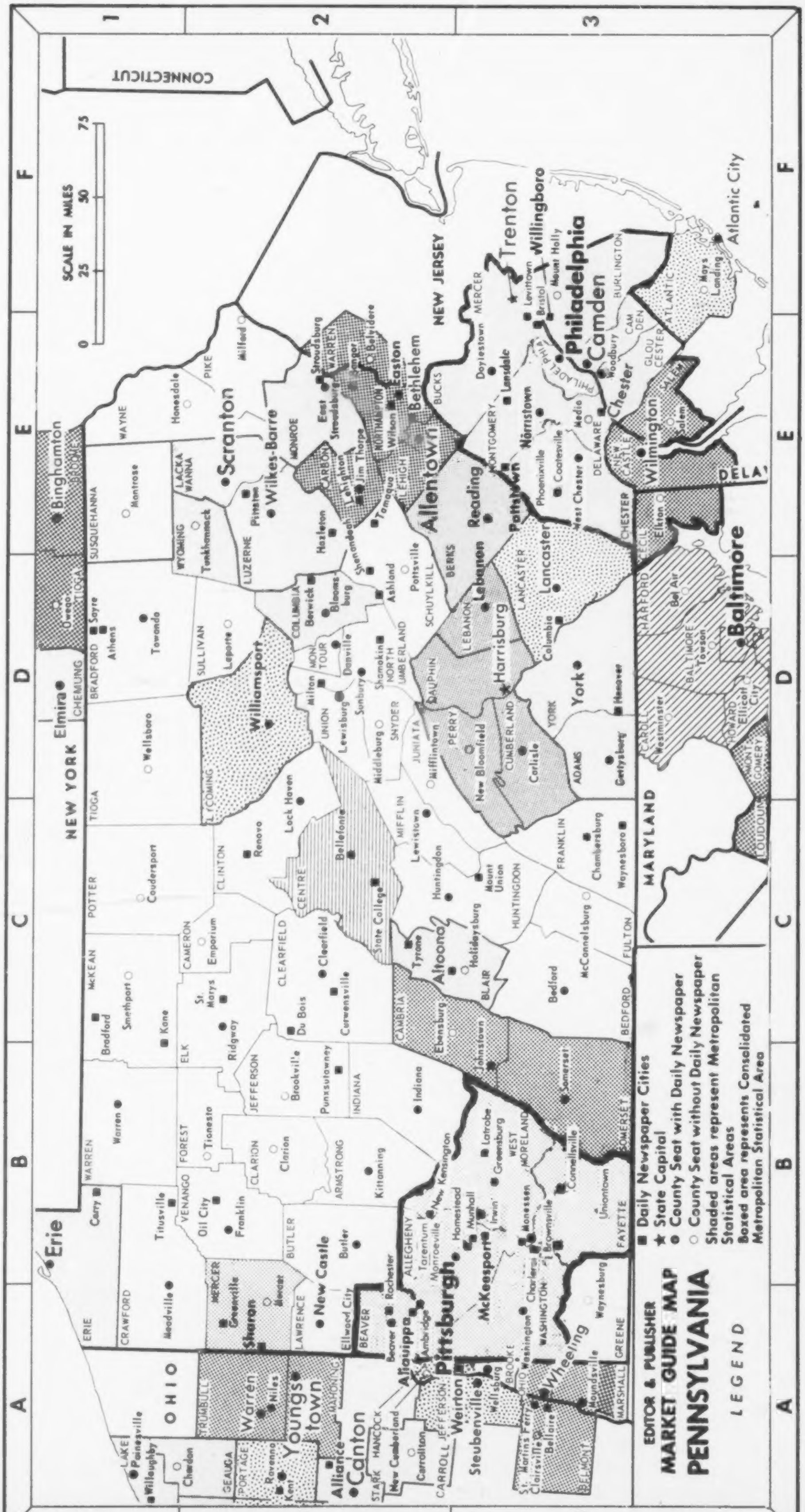
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lehigh(17)	3	Foodlane, Rickels
Shoppers Vlg.(8)	3	Keppel's
Stefco Blvd.(19)	3	G.C. Murphy, IGA, Laneco
Westgate(50)	3	Hess Dept., Thrift Drug
K mart Plaza(10)	5	K mart, Thrift Drug, Food Lane

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Orr's; Hess.
Variety Stores-Woolworth; McCrory; G.C. Murphy.
Discount Stores-K mart; Lane's; Rickel's; Jamesway.
Chain Drug Stores-Rite Aid; Thrift; Regal; Rea & Derick.
Chain Supermarkets-Acme; IGA 2; A&P; Shop-Rite; Food Lane 5; Superfresh.
Other Chain Stores-Triangle Shoe; Sherwin-Williams; Finneran & Haley Inc. (paints); M.A.B. Paints; Penn Jersey (auto); Pic-Way Shoes; Kay Jewelers; Hickory Farms.

14 - NEWSPAPERS: GLOBE-TIMES (e) 22,941; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Larry Hippenstiel, Adv. Dir., GLOBE-TIMES,


EDITOR & PUBLISHER
MARKET GUIDE MAP
PENNSYLVANIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
25
50
75
NEW YORK
NEW JERSEY
OHIO
MARYLAND
CONNECTICUT
Erie
Pittsburgh
Harrisburg
Philadelphia
Allentown
Bethlehem
Easton
Scranton
Wilkes-Barre
Reading
Lancaster
York
Altoona
Johnstown
Williamsport
State College
Baltimore
Trenton
Camden
Wilmington
Youngstown
Binghamton
Elmira

202 W. Fourth St., Bethlehem, PA 18015; Tel. (215) 867-5000.
National Representative: Landon Associates.

BLOOMSBURG-BERWICK

1 - LOCATION: Columbia County. (In Scranton-Wilkes-Barre MSA). E&P Map D-2. (Bloomsburg is County Seat). Along Susquehanna River; on U.S. Hwy. 11; near Interstate 80.

2 - TRANSPORTATION: **Railroads**-Erie Lackawanna; Reading; Conrail.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Continental Trailways; Lakes to Sea.
Airlines-Eastern; USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 23,567; E&P 87 Est. 22,877
Bloomsburg 80 Cen. 11,717; E&P 87 Est. 11,595
Berwick 80 Cen. 11,850; E&P 87 Est. 11,282
County 80 Cen. 61,967; E&P 87 Est. 63,081
MSA 80 Cen. 728,796; E&P 87 Est. 709,633

4 - HOUSEHOLDS:
Cities 80 Cen. 8,449; E&P 87 Est. 8,143
Bloomsburg 80 Cen. 3,705; E&P 87 Est. 3,616
Berwick 80 Cen. 4,744; E&P 87 Est. 4,527
County 80 Cen. 21,678; E&P 87 Est. 22,884
MSA 80 Cen. 263,271; E&P 87 Est. 265,732

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$10,058,450
Commercial	9	$89,763,428

6 - PASSENGER AUTOS: County 33,262

7 - ELECTRIC METERS: Residence Est. 9,500

8 - GAS METERS: Residence Est. 5,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Production 1,800; Apparel 1,309; Textiles 358; Food Prods. 1,221; Tobacco Mfg. 780. Also Mfg. of Carpets, Chemicals, Castings, Printing & Binding, Aluminum Fab., Truck Bodies, Springs, Railroad Car Underframes, Paper Containers.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 70-80; Fall 32-68; Winter 10-65. First killing frost, Oct. 10; last killing frost, Mar. 28.

11 - TAP WATER: Soft, alkaline, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-In Berwick: 4 blocks on Front, Market and Mulberry Sts.; in Bloomsburg: 8 blocks on Main St.
Neighborhood Shopping Centers-9th and Pine; LaSalle; Market and Summerhill Ave.; Poplar and W. Front; 12th & Pine; Rte. 11 at Briar Creek; in Bloomsburg: Market St. Shpg. Ctr. (6 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Scott Town(4)	1	K mart, Rea & Derick, D & R Sports
Nichols Mall	2	Giant Food, Nichols, Radio Shack, Fay's
Berwick (Front St.) (5)	2	Acme, K mart, Revco, Sears, Radio Shack
Market St.(6)	NA	The Medicine Shop, IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears.
Discount Stores-Ames; Nichols Discount City; K mart.
Variety Stores-Newberry; Woolworth; Ben Franklin.
Chain Drug Stores Eppley; Moyer; Rea & Derick; Medicine Shoppe; Fay's Drug; Revco.
Chain Supermarkets-Weis; Acme; Giant; IGA.
Other Chain Stores-Raub's (shoes); Walker's (jewelry); Radio Shack; Tri-County Hardware; Agway (farm supplies); Claster's (building supplies).

14 - NEWSPAPERS: PRESS-ENTERPRISE (m) 21,941; June 30, 1986 CAC.
Local Contact for Advertising and Merchandising Data: Willard Chapin, Adv. Dir., PRESS-ENTERPRISE INC., 3185 Lackawanna Ave., Bloomsburg, PA 17815; Tel. (717) 784-2121.
National Representative: Landon Associates.

Editor & Publisher
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BRADFORD

1 - LOCATION: McKean County. E&P Map C-1. Crude oil production center, 72 mi. S of Buffalo; 158 mi. N of Pittsburgh.

2 - TRANSPORTATION: **Railroads**-Baltimore & Ohio; Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Bluebird; Fullerton.
Airlines-USAir; Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 11,211; E&P 87 Est. 9,774
CZ-ABC: (80) 22,288
RTZ-ABC: (80) 106,356
County 80 Cen. 50,635; E&P 87 Est. 46,332
City & RTZ-ABC: (80) 128,644
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,505; E&P 87 Est. 3,751
CZ-ABC: (80) 8,236
RTZ-ABC: (80) 37,207
County 80 Cen. 18,294; E&P 87 Est. 17,413
City & RTZ-ABC: (80) 45,443

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$550,494,000
Savings & Loan	2	$136,438,000

6 - PASSENGER AUTOS: County 20,618

7 - ELECTRIC METERS: Residence 9,103

8 - GAS METERS: Residence 10,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Fab. 1,824; Refinery 823; Oil Production 3,500; Resistors 837; Cigarette Lighters 571; Electronics 1,200; Silicon 112; Corrugated Container 273; Oil Well Supplies 200.
Principal Pay Days-Mfg.: Tues., Thur.; Offices: Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 50-90; Fall 30-70; Winter 0-40. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: **Principal Shopping Centers**-Main St., intersecting streets and Foster Brook Crossroads.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bradford Mall(30)	NA	Jamesway, K mart
Jacob Moses	NA	

Principal Shopping Days-Tues., Thur., Fri.
Stores Open Evenings-Downtown Fri.; Food and Bradford Mall week nights.

13 - RETAIL OUTLETS: **Variety Stores**-McCrory; Woolworth.
Discount Stores-Big Wheel; K mart; Jamesway.
Chain Drug Stores-Rea & Derick; Ott & McHenry 2; Eckerd; Revco.
Chain Supermarkets-Bells; Sal's; Tops.
Other Chain Stores-Ash Shoe; Sears (catalog); Firestone; Monroe.

14 - NEWSPAPERS: ERA (m) 11,872; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: H.L. Woodruff, Gen. Mgr., ERA, 43 Main St.; PO Box 365, Bradford, PA 16701; Tel. (814) 368-3173.
National Representative: Landon Associates.

BRISTOL
See LEVITTOWN

BROWNSVILLE

1 - LOCATION: Fayette County (In Pittsburgh PMSA). E&P Map B-3. 36 mi. S of Pittsburgh on the Monongahela River. On National Hwy., U.S. Hwy. 40; State Hwy. 88.

2 - TRANSPORTATION: **Railroads**-Monongahela; P&LE; Conrail.
Intercity Bus Lines-California; Brownsville.

3 - POPULATION:
Corp. City 80 Cen. 4,043; E&P 87 Est. 1,360
CZ-ABC: (80) 7,989
RTZ-ABC: (80) 58,288
County 80 Cen. 160,395; E&P 87 Est. 152,164
City & RTZ-ABC: (80) 66,277
PMSA 80 Cen. 2,219,848; E&P 87 Est. 2,070,586

4 - HOUSEHOLDS:
City 80 Cen. 1,593; E&P 87 Est. 590
CZ-ABC: (80) 3,116
RTZ-ABC: (80) 20,794
County 80 Cen. 56,925; E&P 87 Est. 56,004
City & RTZ-ABC: (80) 23,910
PMSA 80 Cen. 885,070; E&P 87 Est. 784,387

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$197,230,430

6 - PASSENGER AUTOS: County 77,803

7 - ELECTRIC METERS: Residence 3,703

8 - GAS METERS: Residence 3,901

9 - PRINCIPAL INDUSTRIES: Coal and Coke; Steel Barges.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Days**-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Karts; Krause's.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Thrift.
Chain Supermarkets-Foodland; Super Dollar; Gee Bee; Shop 'N Save; PSA & White.

14 - NEWSPAPERS: TELEGRAPH (e) 5,775; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William Conway, Adv. Mgr., TELEGRAPH, 16-18 Bridge St., Brownsville, PA 15147; Tel. (412) 785-5000.
National Representative: None.

BUTLER

1 - LOCATION: Butler County. E&P Map B-2. County Seat. 30 mi. N of Pittsburgh; 60 mi. S of Erie; 50 mi. E of Youngstown. On U.S. Hwys. 8 (Wm. Penn) and 422 (Ben Franklin) and State Hwys. 68 and 356.

2 - TRANSPORTATION: **Railroads**-Bessemer & Lake Erie; Chessie System; Conrail.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Lincoln.

3 - POPULATION:
Corp. City 80 Cen. 17,026; E&P 87 Est. 16,302
CZ-ABC: (80) 55,926
RTZ-ABC: (80) 112,158
County 80 Cen. 147,912; E&P 87 Est. 151,794
City & RTZ-ABC: (80) 168,084

4 - HOUSEHOLDS:
City 80 Cen. 13,500; E&P 87 Est. 6,909
CZ-ABC: (80) 20,078
RTZ-ABC: (80) 36,007
County 80 Cen. 49,352; E&P 87 Est. 52,319
City & RTZ-ABC: (80) 56,085

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 78,128

7 - ELECTRIC METERS: Residence 35,400

8 - GAS METERS: Residence 45,977

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Iron Ore Sintering 400; Steel 3,200; Auto Supplies 200; Life Ins. 300; Electronic Control 400; Oil Well Drilling 300; Rubber Spec. 275; Steel Pipe 250; Industrial Gases 75; Garments 300; Metal Stampings 150; Fertilizer 75; Feed & Farm Supplies 150; Recovery Steel Scrap 100; Oil & Gas Well Supplies 75; Hdwe., Auto Supplies 350; Staples 200; Paper 140; Pkg. 100; Poultry & Dairy N.A.

10 - CLIMATE: Av. Temp.-Annual Av. 50; Jan.-Mar. 31; Apr.-June 58; July-Sept. 69; Oct.-Dec. 41.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.; 2 on Jefferson; 2 on Cunningham; 2 on Centre Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bon Aire(15)	1	The Appliance Store, Super Dollar
Butler Mall(34)	2	Mont. Ward, Murphy
Clearview Mall(80)	2	Bon-Ton, Hills, Sears, JCPenney
Greater Butler Mart(26)	NA	Friedman's, Warehouse Sales
Point Plaza(28)	NA	K mart, Friedman's

Principal Shopping Days-Dept. & Clothing-Mon., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur., Fri.; Food-Mon., Sat.; Super Mkt.-Daily to 9; Downtown-Mon. and Fri. to 9; Malls-10 to 9.

13 - RETAIL OUTLETS: **Department Stores**-Troutman's; Montgomery Ward; JCPenney; Sears; Bon-Ton.
Discount Stores-Warehouse Sales; K mart; Murphy Mart; Zayre; Hills.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Eckerd; Thrift 3; White Cross; Rite Aid 2; Revco.
Chain Supermarkets-Friedman's 9; Shop 'N Save 4; IGA; Giant Eagle; Food Arena 2.
Other Chain Stores-Singer; Gallenkamp; Thom McAn; Zale's; Kay Jewelers.

14 - NEWSPAPERS: EAGLE (e) 30,753; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Art Kephart, Adv. Dir. or Vernon L. Wise, Jr., Bus. Mgr., EAGLE, 114 W. Diamond St., Butler, PA 16001; Tel. (412) 282-8000.
National Representative: Landon Associates.

CARLISLE

1 - LOCATION: Cumberland County (In Harrisburg-Lebanon-Carlisle MSA). E&P Map D-3. County Seat. Educational. Light mfg. center 125 mi. from Phila. On U.S. Hwy. 11 and I-81; State Hwys. 233, 34, 74, 641 I-76 (Pennsylvania Tpke.).

2 - TRANSPORTATION: **Railroads**-Conrail; Reading.
Motor Freight Carriers-9.
Intercity Bus Lines-Wolf; Greyhound.
Airlines-TWA; USAir; Altair; United; American; Piedmont; Florida Express.

3 - POPULATION:
Corp. City 80 Cen. 18,314; E&P 87 Est. 20,062
CZ-ABC: (80) 28,099
RTZ-ABC: (80) 30,327
County 80 Cen. 62,624; E&P 87 Est. 71,649
MSA 80 Cen. 555,901; E&P 87 Est. 589,903
City & RTZ-ABC: (80) 58,426
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,879; E&P 87 Est. 7,912
CZ-ABC: (80) 9,971
RTZ-ABC: (80) 10,300
County 80 Cen. 62,624; E&P 87 Est. 70,649
MSA 80 Cen. 200,990; E&P 87 Est. 221,718
City & RTZ-ABC: (80) 20,271

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$1,300,000,000
Savings & Loan	4	$265,000,000

6 - PASSENGER AUTOS: County 114,832

7 - ELECTRIC METERS: Residence 19,500

8 - GAS METERS: Residence 5,889

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rugs/Carpets 1,700; Shoes 300; Tires 600; Crystals 1,096; Misc. 7,123.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Spring 51; Summer 73; Fall 54; Winter 31. First killing frost, Oct. 5; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-10 blocks on Hanover, High, Louther & Pitt Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carlisle Plz.(50)	1	K mart, Giant Food, The Bon-Ton, JCPenney, People's, Sears, Surplus
M.J. Carlisle(42)	1	Mont. Ward, Hills, Peoples Drug, A&P

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Fri.; Food-Mon.-Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Bon Ton; K mart; Hills.
Variety Stores-Woolworth 2.
Chain Drug Stores-Peoples 2; Drug Fair; MGM 3; Rite Aid.

Chain Supermarkets-A&P; Giant 2; Nells; IGA 2; Food Rite 2; Weis; Handy 4; Hattie Harris, 7-Eleven 2.

Other Chain Stores-Sherwin-Williams; Firestone; Andrews Furn.; Feel Fine; Kinney's Shoe; N. B. Liebmans; Radio Shack; Kay Jewelers; Sears; Fashion Bug; Hanover Shoe; Gordan's Jewelry; Jo-Ann Fabrics; Goodyear; Sears Surplus.

14 - NEWSPAPERS: SENTINEL (e) 15,971; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jacques Carter, Adv. Dir., SENTINEL, 457 E. North St., Carlisle, PA 17013; Tel. (717) 243-2611.
National Representative: Landon Associates.

CHAMBERSBURG

1 - LOCATION: Franklin County, E&P Map C-3, County Seat. On U.S. Hwys. 11, 30; I-81 and five PA routes. South central part of state, 84 mi. to Baltimore; Washington, 92 mi.; Philadelphia, 142 mi.; Pittsburgh, 156 mi.; New York City, 226 mi.

2 - TRANSPORTATION: **Railroads**-Western Maryland (freight); Conrail (freight).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,174; E&P 87 Est. 16,320
CZ-ABC: (80) 16,174
RTZ-ABC: (80) 82,489
County 80 Cen. 113,629; E&P 87 Est. 120,392
City & RTZ-ABC: (80) 98,663
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,656; E&P 87 Est. 6,831
CZ-ABC: (80) 6,656
RTZ-ABC: (80) 27,759
County 80 Cen. 39,952; E&P 87 Est. 43,974
City & RTZ-ABC: (80) 34,415

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$640,327,000
Savings & Loan	1	$91,000,000
Credit Unions	2	$65,000,000

6 - PASSENGER AUTOS: County 60,196

7 - ELECTRIC METERS: Residence 6,939

8 - GAS METERS: Residence 4,313

9 - PRINCIPAL INDUSTRIES: Men's & Women's Clothing; Food Proc. & Packaging; Packaging Materials; Hydraulic Hammers; Power Transmission Apparatus; Letterkenny Army Depot (Army); Mobile Homes.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-93; Summer 49-102; Fall 20-89; Winter 3-64. First killing frost, Oct. 31; last killing frost, May 9.

11 - TAP WATER: Acidic, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; Lincoln Way.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southgate Mall(22)	NA	JCPenney, People's Drug, Ames, County Market
Lincoln Way(16)	NA	Thrift Drug, Kennie's, Triangle Bldg. Ctr.
K mart(6)	NA	K mart, Giant Food
Chambersburg Mall(58)	NA	Hess, Gee Bee, Bon Ton/Eyerlys

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Mon., Fri.; Food and Discount every evening.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Bon-Ton/Eyerlys; Hess.
Discount Stores-Central Tractor; Moore's; Nichols; K mart; Gee Bee; Ames; D. E. Jones; McCrory's.
Variety Stores-Newberry.
Chain Drug Stores-Peoples; Thrift; Rite Aid; Drug Fair.
Chain Supermarkets-Associated Grocers 19; Weis Markets; Giant; Cressler's; Sunnyway Foods 2; Kennie's Foods; Butcher Shoppe; County Market; Sav-A-Center.
Other Chain Stores-Agway; Carvel; General Nutrition Center; Camelot Music; Brook Fashions; The Deb Shop; Fashion Bug; Hanover Shoes; Holiday Hair; Goodrich; Montgomery Ward; Essis & Sons; Firestone General Tire; Waldenbooks; Irving Shoes; Pearle Vision Center; Endicott-Johnson; Sherwin-Williams; Lowe's; Carter Lumber; Kinney Shoe; K & K Toys; Claire's Boutique; American Outfitters; Foot Locker; Radio Shack; Lumber Yard; Triangle Building Centers.

14 - NEWSPAPERS: PUBLIC OPINION (e) 19,306; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Donald K. Bixel, Adv. Dir., PUBLIC OPINION, 77 N. Third St., Chambersburg, PA 17201; Tel. (717) 264-6161.
National Representative: Gannett National Newspaper Sales.

CHARLEROI

See MONESSEN

CHESTER

1 - LOCATION: Delaware County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 15 mi. SW of Phila.; 15 mi. NE of Wilmington. Industrial Center; 6 mi. of waterfront on West bank Delaware River. On State Hwys. 252, 320, 420, 352, 452, 491; U.S. Hwys. 13, 322, I-95, I-202.

2 - TRANSPORTATION: **Railroads**-Conrail; Baltimore & Ohio (freight); Reading (freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Pennsylvania Greyhound; Trailways; Red Arrow.
Airlines-All major airlines at Philadelphia Intl. Airport (6 mi.).
Port Facilities-Accommodate largest ocean going vessels.

3 - POPULATION:
Corp. City 80 Cen. 45,794; E&P 87 Est. 42,041
NDM-ABC: (80) 314,071
County 80 Cen. 555,007; E&P 87 Est. 537,097
PMSA 80 Cen. 4,716,818; E&P 87 Est. 4,771,429

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,637; E&P 87 Est. 16,223
NDM-ABC: (80) 106,678
County 80 Cen. 192,332; E&P 87 Est. 193,173
PMSA 80 Cen. 1,639,330; E&P 87 Est. 1,715,334

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	8	$1,635,895,000
Savings & Loan	27	$697,212,000

6 - PASSENGER AUTOS: County 302,035

7 - ELECTRIC METERS: Residence County 139,507

8 - GAS METERS: Residence County 84,190

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. Prods. 1,525 ($260); Elect. Mach. 1,309 ($219); Fab. Metal Prods. 2,378 ($206); Food 1,844 ($203); Non-Elect. Mach. 7,809 ($315); Petroleum Refining 2,552 (N.A.); Paper Prods. 3,115 ($319); Printing & Pub. 1,618 ($202); Trans. Equip. including Aircraft & Shipbuilding 9,914 ($320); Apparel & Fabric 1,137 ($165).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-84; Summer 59-90; Fall 23-77; Winter 24-52. First killing frost, Oct. 31; last killing frost, May 7.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Area**-30 blocks on Welsh, Edgmont, Market and Sproul Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
West End	3	Pickwell
Granite Run(131)	7	Sears, Sterns, JCPenney
Springfield Mall (75)	7	Wanamaker's, Bamberger's
Swarthmore	3	Acme, Shop 'N Bag
Vlg. Green(18)	4	Super Fresh
Springfield	8	Clover, Kresge
Tri-State Mall	NA	The Dry Goods
Northtowne Plz.	5	Jamesway, K mart, Super-Saver, Acme
Glenolden	7	Designer Depot, Bradlees
MacDade Mall(48)	NA	K mart, Acme

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.; Food Stores-Tues. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Strawbridge & Clothier; Wanamaker; Sterns; JCPenney; Bamberger's.
Discount Stores-Bradlees; Clover; Jamesway; K mart.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Thrift Drug; Rite Aid; Tri-State Wholesale 2; CVS.
Chain Supermarkets-Acme 12; Super Fresh 4; Shop 'n Bag; Pathmark 5; Thriftway 6.
Other Chain Stores-Thom McAn; Kinney; Triangle; Hanover; Dial; Kiddie City; Pic-Way, Levitz; Buten's; Sherwin-Williams; M.A. Bruder; Finnaren & Haley; Pittsburgh Plate Glass; Glidden; Firestone; Pep Boys; Penn Jersey; Kay; Gordon; Doubet; Anderson-Little; Eugene Jacobs; B. Gross.

14 - NEWSPAPERS: DELAWARE COUNTY TIMES (m-mon to fri) 61,885; (S) 47,479; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Frank Gothie, Pub., DELAWARE COUNTY TIMES, 500 Mildred Ave., Primos, PA 19018; Tel. (215) 284-7200.
National Representatives: Landon Associates; Robert Hitchings & Co.

CLAIRTON

See MCKEESPORT

CLEARFIELD-CURWENSVILLE

1 - LOCATION: Clearfield County, E&P Map C-2, County Seat. Routes 322, 219, 153. 90 mi. from Pittsburgh, Keystone Shortway Interstate Route 80.

2 - TRANSPORTATION: **Railroads**-Chessie System; Conrail.
Intercity Bus Lines-Fullington's.
Airlines-USAir; Alleghany Commuter.

3 - POPULATION:
Corp. Cities 80 Cen. 10,696; E&P 87 Est. 9,869
Clearfield 80 Cen. 7,580; E&P 87 Est. 6,994
Curwensville 80 Cen. 3,116; E&P 87 Est. 2,875
NDM-ABC: (80) 71,624
County 80 Cen. 83,578; E&P 87 Est. 81,482
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,254; E&P 87 Est. 3,843
Clearfield 80 Cen. 3,085; E&P 87 Est. 2,792
Curwensville 80 Cen. 1,169; E&P 87 Est. 1,051
NDM-ABC: (80) 24,955
County 80 Cen. 29,151; E&P 87 Est. 29,528

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$264,961,000
Savings & Loan	1	$30,000,000

6 - PASSENGER AUTOS: County 37,046

7 - ELECTRIC METERS: Residence 13,074

8 - GAS METERS: Residence, City 964; Bottled Gas 3,920

9 - PRINCIPAL INDUSTRIES: Clay & Brick; Precision Instruments; Machine Shops; Tool & Die; TV Tubes; Apparel; Food; Tannery; Coal; Cabinets; Plastic; Pet Prods.; Heavy Equip.; Trans.
Principal Pay Days-Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-50; Summer 50-90; Fall 40-78; Winter 10-40. First killing frost, Oct. 2; last killing frost, May 31.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Center**-Clearfield: 16 blocks on Second St., Market St., 3rd St., and Nichols St.; Phillipsburg: 8 blocks on Presqueisle, Front and Spruce Sts., Ames Plaza; Curwensville: 4 blocks on State and Filbert Sts.; Ames Discount Dept. Store Plaza between Clearfield & Curwensville; Ames Shopping Plaza between Clearfield & Phillipsburg; Clearfield Mall: 23 stores located 1 mi. E of Clearfield, JCPenney, Murphy's Mart, Fashion Bug, K mart Plaza, Wolf Run Interchange, Holiday Hair, Card Gallery, County Market, Shoe Tree, Just My Price.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Leitzinger's; JCPenney; Sears; Ames.
Discount Stores-Widmann's; Laurel; K mart.
Variety Stores-McCrory.
Chain Drug Stores-L.F. Widmann; Cowdrick's; Walgreens; Rea & Derick; Rite Aid.
Chain Supermarkets-Riverside 4; AG Mkts. 9; IGA Foodliner 3; Super Duper; Comet Mkt.; County Market; J.G. Food Warehouse; Weis.
Other Chain Stores-Singer Co.; J.S. Raub; Wolf Furniture; Sherwin-Williams; Penn Furniture; Kinney's General Nutrition Ctr.

14 - NEWSPAPERS: PROGRESS (e) 16,834; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Patrick P. Domico, Mktg. Dir., PROGRESS, 206 E. Locust St.; PO Box 291, Clearfield, PA 16830; Tel. (814) 765-5581.
National Representative: Landon Associates.

COATESVILLE

1 - LOCATION: Chester County, E&P Map E-2 (In Philadelphia, PA-NJ PMSA). Industrial and farm center; 38 mi. W of Philadelphia; 25 mi. E of Lancaster; 30 mi. S of Reading; 25 mi. N of Wilmington, DE. On Lincoln Hwy., U.S. Hwy. 82 and State Hwys. 162, 273.

2 - TRANSPORTATION: **Railroads**-Reading (freight); Amtrak.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Reeder's; Royal Limo.

3 - POPULATION:
Corp. City 80 Cen. 10,698; E&P 87 Est. 11,536
NDM-ABC: (80) 76,576
County 80 Cen. 316,660; E&P 87 Est. 353,462
PMSA 80 Cen. 4,716,818; E&P 87 Est. 4,771,429

4 - HOUSEHOLDS:
City 80 Cen. 3,928; E&P 87 Est. 4,459
NDM-ABC: (80) 25,247
County 80 Cen. 104,752; E&P 87 Est. 121,486
PMSA 80 Cen. 1,639,330; E&P 87 Est. 1,715,334

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 185,620

7 - ELECTRIC METERS: Residence 15,440

8 - GAS METERS: Residence 3,472

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Mfg. 4,200 ($326); Textiles 700 ($150); Steel Fabrication 800 ($295).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-85; Summer 45-100; Fall 35-85; Winter 0-65.

11 - TAP WATER: Alkaline, moderately soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Lincoln Hwy. between 1st and 4th Aves., 3 blocks between 6th and 8th. East of city on Lincoln Hwy. Shpg. Ctr.-furn., automobile sales serving new housing development.
Nearby Shopping Centers-Thorndale 4 mi. E. of Rt. 30 (9 stores-IGA; Jamesway Discount, Penn Jersey Auto Store, Thrift Drug); Ingleside (Acme Mkt.); K mart; Downingtown Farmers Mkt., 4 mi. E. on Lincoln Hwy.; K mart, 11 mi. E., 15 mi. SE; Exton Sq. Mall, 11 mi. E.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Jamesway; K mart.
Variety Stores-Newberry.
Chain Drug Stores-Thrift; Rite Aid.
Chain Supermarkets-Acme; Super-Thrift Food Bank; IGA; Super Fresh.
Other Chain Stores-Penn Jersey; Atomic Tires; Sherwin-Williams; Jiffy Lube.

14 - NEWSPAPERS: RECORD (e) 6,457; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Timothy V. Biringer, Adv. Dir., RECORD, 204 E. Lincoln Hwy., Coatesville, PA 19320; Tel. (215) 384-4900.
National Representatives: Landon Associates; Robert Hitchings & Co.

COLUMBIA

1 - LOCATION: Lancaster County (In Lancaster MSA), E&P Map D-3. On U.S. Hwy. 30; State Hwy. 462; 12 mi. from Lancaster or York; 72 mi. from Philadelphia.

2 - TRANSPORTATION: **Railroads**-Reading.
Motor Freight Carriers-3.
Intercity Bus Lines-Lancaster-Columbia.

3 - POPULATION:
Corp. City 80 Cen. 10,466; E&P 87 Est. 11,083
County/MSA 80 Cen. 362,346; E&P 87 Est. 396,554

4 - HOUSEHOLDS:
City 80 Cen. 3,877; E&P 87 Est. 4,308
County/MSA 80 Cen. 123,864; E&P 87 Est. 140,571

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$21,500,000
Savings & Loan	3	$15,400,000

6 - PASSENGER AUTOS: County 206,657

7 - ELECTRIC METERS: Residence 3,400

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Malleable Iron 1,200; Clothing 865;

Shoes 150; Smelting 100.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-100; Fall 25-70; Winter 10-50. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-15 blocks on 5 streets.
Neighborhood Shopping Centers-Columbia Plz. and Columbia Shopping Ctr.
Principal Shopping Days-Thur., Fri., Sat.
Some Stores Close-Wed. afternoon.
Stores Open Evenings-Mon., Fri., some open every evening except Sun.

13 - RETAIL OUTLETS: Variety Store-McCrory.
Discount Stores-Jamesway.
Chain Drug Stores-Peoples; Hinkle's; Drug Fair.
Chain Supermarkets-Andy's; Weis; Musser's.
Other Chain Stores-Western Auto; C.A. Herr Howe; Columbia Hdwe.; Motter Supply Co.

14 - NEWSPAPERS: NEWS (e) 4,380; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Christina L. Gatehouse, Adv. Mgr., NEWS, 341 Chestnut St., Columbia, PA 17512; Tel. (717) 684-2125.
National Representative: Landon Associates.

CONNELLSVILLE-SOUTH CONNELLSVILLE

1 - LOCATION: Fayette County. (In Pittsburgh PMSA). E&P Map B-3. 50 mi. S of Pittsburgh. Manufacturing, farming, mining area. 17 mi. from PA Tpke. On State Hwys. 119, 201, 711.

2 - TRANSPORTATION: Railroads-B&O (Mainline); Western Maryland; Lake Erie, Pittsburgh & West Virginia (freight).
Motor Freight Carriers-2.

3 - POPULATION:
Corp. Cities 80 Cen. 12,615; E&P 87 Est. 11,245
  Connellsville 80 Cen. 10,319; E&P 87 Est. 9,143
  S. Connellsville 80 Cen. 2,296; E&P 87 Est. 2,102
CZ-ABC: (80) 12,615
RTZ-ABC: (80) 61,391
County 80 Cen. 160,395; E&P 87 Est. 152,164
City & RTZ-ABC: (80) 74,006
PMSA 80 Cen. 2,219,848; E&P 87 Est. 2,070,586

4 - HOUSEHOLDS:
Cities 80 Cen. 6,017; E&P 87 Est. 4,219
  Connellsville 80 Cen. 5,211; E&P 87 Est. 3,470
  S. Connellsville 80 Cen. 806; E&P 86 Est. 749
CZ-ABC: (80) 4,636
RTZ-ABC: (80) 21,224
County 80 Cen. 56,925; E&P 87 Est. 56,004
City & RTZ-ABC: (80) 25,860
PMSA 80 Cen. 885,070; E&P 87 Est. 784,387

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$152,000,000
Savings & Loan	3	$55,000,000

6 - PASSENGER AUTOS: County 77,803.

7 - ELECTRIC METERS: Residence 21,439.

8 - GAS METERS: Residence 6,000.

9 - PRINCIPAL INDUSTRIES: R.R. Shops 3; Glass Making; Sportswear; Auto Trailers.
Principal Pay Days-Glass & Sportswear-Fri.; R.R. 10-11, 25-26.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-78; Summer 54-84; Fall 34-78; Winter 10-64.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-13 blocks on Crawford Ave.; 4 on Pittsburgh St.
Neighborhood Shopping Centers-8 blocks on W. Crawford Ave.; 1 at E. Crawford & Snyder St.; Rt. 119 at York Ave.; 1-5 mi. N. on 4 Lane Hwy. (4 stores). 4 mi. S. on 4 Lane Hwy. (29 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Laurel Mall(20)	4	Murphy's Mart, Mont. Ward
Connellsville(9)	NA	Thrift Drug
Foodland(5)	NA	Laurel Foods, Fox Groc.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Metzler's.
Variety Stores-McCrory; Green; McClellan.
Discount Stores-Ames.
Chain Drug Stores-Thrift; Burns; Health Mart; Revco; Healthland.
Chain Supermarkets-Red & White 4; Foodland; Super Dollar; Stop 'N Shop; Shop 'n Save 2; Warehouse Grocery.
Other Chain Stores-Sears.

14 - NEWSPAPERS: COURIER (e) 12,565; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert J. Collins, Pub., COURIER, 127 W. Apple St., Connellsville, PA 15425; Tel. (412) 628-2000.
National Representative: Thomson Newspapers.

CORRY

1 - LOCATION: Erie County (In Erie MSA). E&P Map B-1. 37 mi. from Erie; 90 mi. S of Buffalo; 130 mi. N of Pittsburgh. On U.S. Route 6 and State Hwys. 277 and 426.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-8.

3 - POPULATION:
Corp. City 80 Cen. 7,149; E&P 87 Est. 7,497
County/MSA 80 Cen. 279,780; E&P 87 Est. 272,633

4 - HOUSEHOLDS:
City 80 Cen. 2,690; E&P 87 Est. 2,929
County/MSA 80 Cen. 96,820; E&P 87 Est. 97,558

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$21,580,000
Commercial	3	$512,100,000

6 - PASSENGER AUTOS: County 130,766.

7 - ELECTRIC METERS: Residence 4,390.

8 - GAS METERS: Residence 3,450.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Furn. 757 ($310); Springs 654 ($290); Aircraft Parts 350 ($205); Engines & Pumps 310 ($360); Steel Fabrication 138 ($340); Electronics Comp. 190 ($240).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-90; Summer 34-90; Fall-4-82; Winter-10-65. First killing frost, Sept. 26; last killing frost, Apr. 22.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Ctr. St.; 6 on Main St.; 3 on 1st Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Downtown Plz.(6)		Rite Aid
Corry Plz.(8)	NA	Buyers Fair, G.C. Murphy, Bell's

Principal Shopping Days-Mon., Fri., Sat.
Store Close-Wed. afternoon.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Discount Stores-Buyer's Fair; Fisher's Big Wheel; Rite Aid.
Variety Stores-Murphy Mart; Widmann's.
Chain Drug Stores-Eckerd; Rite Aid.
Chain Supermarkets-Bell's; Quality Market; Super Duper; Golden Dawn.
Other Chain Stores-Brown Shoes; Barney's; Firestone; Sears (catalog); Radio Shack; Sherwin-Williams; Kentucky Fried Chicken; McDonald's; Perkins; Pizza Hut.

14 - NEWSPAPERS: JOURNAL (e) 4,006; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: George R. Sample, Pub., JOURNAL, 28 West South St., Corry, PA 16407; Tel. (814) 665-8291.
National Representative: None.

CURWENSVILLE

See CLEARFIELD

DANVILLE

1 - LOCATION: Montour County. E&P Map D-2. County Seat. On Susquehanna River. State Hwy. 54; U.S. Hwys. 11, I-80.

2 - TRANSPORTATION: Railroads-DL&W; Reading.
Motor Freight Carriers-3.
Intercity Bus Lines-Intercity; Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,239; E&P 87 Est. 5,604
County 80 Cen. 16,675; E&P 87 Est. 17,196

4 - HOUSEHOLDS:
City 80 Cen. 2,125; E&P 87 Est. 2,323
County 80 Cen. 5,551; E&P 87 Est. 5,935

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$327,411,000

6 - PASSENGER AUTOS: County 8,886.

7 - ELECTRIC METERS: Residence 4,933.

8 - GAS METERS: Residence 1,192.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 550; Auto Valves 603; Mach. 575; Hospitals 3,425; Textiles 120; Woodworking 225.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-88; Summer 40-102; Fall 30-91; Winter 10-63. First killing frost, Oct. 4; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Mill St.
Neighborhood Shopping Centers-Ferry St.; North Continental Blvd.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.; Food, Thur., Fri.

13 - RETAIL OUTLETS: Discount Stores-Dollar General; Midway Distributors.
Variety Stores-Coles Hdwe.; Ben Franklin.
Chain Drug Stores-Rea & Derick; Thrift.
Chain Supermarkets-Weis.
Other Chain Store-Firestone.

14 - NEWSPAPERS: NEWS (e) 4,177; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: D.F. Jeffrey, Gen. Mgr. or Scott Jeffrey, Adv. Dir., NEWS, 14 E. Mahoning St., Danville, PA 17821; Tel. (717) 275-3235.
National Representative: Landon Associates.

DONORA

See MONESSEN

DOYLESTOWN

1 - LOCATION: In Bucks County. (In Philadelphia PA-NJ PMSA). E&P Map E-3. County Seat. Agricultural center, 28 mi. N of Phila.; 77 mi. from NY City; 32 mi. S of Easton; WNW of Trenton, NJ. On U.S. Hwys. 611, 202; State Hwy. 113.

2 - TRANSPORTATION: Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; SEPTA.

3 - POPULATION:
Corp. City 80 Cen. 8,717; E&P 87 Est. 9,257
NDM-ABC: (80) 340,744
County 80 Cen. 479,211; E&P 87 Est. 529,055
PMSA 80 Cen 4,716,818; E&P 87 Est. 4,771,429

4 - HOUSEHOLDS:
City 80 Cen. 3,516; E&P 87 Est. 3,773
NDM-ABC: (80) 115,274
County 80 Cen. 156,648; E&P 87 Est. 179,544
PMSA 80 Cen. 1,639,330; E&P 87 Est. 1,715,334

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$126,000,000

6 - PASSENGER AUTOS: County 297,347.

7 - ELECTRIC METERS: Residence 2,891.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Clothing; Textiles; Rubber Prods.; Bldg. Materials; Electronics.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-S. Rte. 611 (30 stores-Acme, Jamesway, Direct Drug, Girard Bank).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Doylestown(20)	NA	Hess's, Acme
Montgomery Mall(120)	12	Macy's, Sears, JCPenney, Wanamaker
Willow Grove(170)	15	Bloomingdale's, Abraham & Strauss

13 - RETAIL OUTLETS: Department Stores-J.K. Musselman; Sears; Acme 10; Hess; JCPenney; Bambergers; John Wanamaker; Bloomingdale's; Abraham & Strauss; Artie's; Clover.
Variety Stores-Woolworth; K mart.
Chain Drug Stores-Thrift; Rite Aid; Brooks.
Chain Supermarkets-Acme 9; Shopping Center 3; Super Fresh; Shop-Rite; Pathmark; Thriftway; Supersaver.

14 - NEWSPAPERS: INTELLIGENCER (m-mon to fri) 40,946; (S) 44,040; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William Lynch, Adv. Dir., INTELLIGENCER, 333 N. Broad St., Doylestown, PA 18901; Tel. (215) 345-3000.
National Representative: Sawyer-Ferguson-Walker.

DU BOIS

1 - LOCATION: Clearfield County. E&P Map C-2. 90 mi. from Pittsburgh. On U.S. Hwys. 119, 219, 322 and I-80.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Dufast; Continental Trailways.
Airlines-USAir; Crown Airways Commuter Service.

3 - POPULATION:
Corp. City 80 Cen. 9,290; E&P 87 Est. 8,412
CZ-ABC: (80) 11,125
RTZ-ABC: (80) 50,628
County 80 Cen. 83,578; E&P 87 Est. 81,482
City & RTZ-ABC: (80) 61,753

4 - HOUSEHOLDS:
City 80 Cen. 3,593; E&P 87 Est. 3,188
CZ-ABC: (80) 4,283
RTZ-ABC: (80) 17,450
County 80 Cen. 29,151; E&P 87 Est. 29,528
City & RTZ-ABC: (80) 21,733

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$125,000,000

6 - PASSENGER AUTOS: County 37,046.

7 - ELECTRIC METERS: Residence 6,278.

8 - GAS METERS: Residence 5,240.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 56 ($375); Machine Shop 200 ($320); Meter Mfg. 750 ($325); Auto Springs 225 ($325); Gas Drilling 250 ($400); Graphic Arts 75 ($300); Refractories 40 ($275); Hospitals 500 ($385).
Principal Pay Days-1st, 15th, Fridays.

10 - CLIMATE: First killing frost, Oct. 2; last killing frost, May 16.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Brady St. and Long Ave.; Rte. 219-I-80, Falls Creek Interchange.
Neighborhood Shopping Centers-Sandy Township (S. Brady St. and Dixon Ave.); Main St. Mall, N. Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sandy Plz.(8)	NA	K mart, Revco
DuBois Mall(52)	NA	Mont. Ward, Murphy Mart, JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri. downtown; daily at Mall & Plz.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward, JCPenney, Sears; Town & Country (women's).
Variety Store-McCrory.
Chain Drug Stores-Cowdricks; Thrift; Revco.
Chain Supermarkets-Shop 'N Save; Riverside 2; Gateway Mkt.
Other Chain Stores-Sherwin-Williams; Western Auto; J.S. Raub Shoes; Goodyear; Kinney Shoes; Fashion Bug 2; Kay Jewelers; Endicott-Johnson.

14 - NEWSPAPERS: COURIER-EXPRESS (e) 10,926; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Margaret G. Sloaf, Adv. Mgr., COURIER-EXPRESS, 52-58 W. Long Ave., PO Box 407, DuBois, PA 15801; Tel. (814) 371-4200; Brookville Office (814) 849-6737.
National Representative: Landon Associates.

DUQUESNE

See MCKEESPORT

EAST STROUDSBURG

See STROUDSBURG

EASTON, PA-PHILLIPSBURG, NJ

1 - LOCATION: Northampton County, PA; Warren County, NJ (In Allentown-Bethlehem, PA-NJ MSA).

E&P Map E-2. County Seat (Northampton, PA). 75 mi. W of New York; 55 mi. N of Philadelphia. At junction of Delaware and Lehigh Rivers. On U.S. Hwys. 33, 78, and State Hwys. 115, 191, 45, 611.

2 - TRANSPORTATION: Railroads-Conrail; CRR of N.J.; DL&W; L&H (freight).
Motor Freight Carriers-54.
Intercity Bus Lines-Lanta; Greyhound; Transport of N.J.; Trailways.
Airlines-Eastern; United; USAir; Suburban; Henson; Ransom; Northwest; Allegheny Commuter; Piedmont.

3 - POPULATION:
Corp. Cities 80 Cen. 42,674; E&P 87 Est. 42,945
Easton, PA 80 Cen. 26,027; E&P 87 Est. 26,107
Phillipsburg, NJ 80 Cen. 16,647; E&P 87 Est. 16,838
CZ-ABC: (80) 88,068
RTZ-ABC: (80) 205,703
Counties 80 Cen. 309,847; E&P 87 Est. 327,865
Northampton, PA 80 Cen. 225,418; E&P 87 Est. 237,801
Warren, NJ 80 Cen. 84,429; E&P 87 Est. 90,064
MSA 80 Cen. 636,714; E&P 87 Est. 670,466
City & RTZ-ABC: (80) 293,771

4 - HOUSEHOLDS:
Cities 80 Cen. 15,605; E&P 87 Est. 16,460
Easton, PA 80 Cen. 9,363; E&P 87 Est. 9,996
Phillipsburg, NJ 80 Cen. 6,242; E&P 87 Est. 6,464
CZ-ABC: (80) 31,844
RTZ-ABC: (80) 69,696
Counties 80 Cen. 109,438; E&P 87 Est. 120,291
Northampton, PA 80 Cen. 80,032; E&P 87 Est. 87,721
Warren, NJ 80 Cen. 29,406; E&P 87 Est. 32,570
MSA 80 Cen. 230,764; E&P 87 Est. 252,275
City & RTZ-ABC: (80) 101,540

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$656,250,000
Savings & Loan	5	$299,250,000

6 - PASSENGER AUTOS: Counties: Northampton, PA 148,271; Warren, NJ N.A.

7 - ELECTRIC METERS: Residence 36,929.

8 - GAS METERS: Residence 18,282.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 7,200 ($466); Textile & Apparel 5,257 ($230); Paper & Printing 3,966 ($420); Elect. 1,950 ($547); Chem. Prods. 2,020 ($492); Food 525 ($513).

10 - CLIMATE: Min. & Max. Temp.-Spring 7-94; Summer 44-99; Fall 18-87; Winter -4-72. First killing frost, Nov. 3; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping District-6 blocks on Northampton St.; 6 on Third St.; 2 on Ferry St.
Neighborhood Shopping Areas-4 blocks at Cattell & March Sts.; 2 at Berwick & Centre Sts.; 2 at Washington, Butler & 17th Sts. Phillipsburg, NJ: 8 at South Main St.; 5 at Memorial Parkway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Palmer Park(50)	4	Hess, Clover
25th St. (Easton)(20)	3	Woolworth
K mart Plaza (Easton)	3	K mart, Weis
Wm. Penn Plz.(14)	4	Giant, Thrift Drug
Hillcrest Mall (Phillipsburg) (33)	3	Orr's, Acme, Super Fresh, Channel, Woolworth
Bangor, PA(3)	15	Acme
Washington, NJ	13	Acme, Shop-Rite, Ames
Flemington, NJ	25	Shop-Rite, A&P, Orrs

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept.-Tues. & Fri.; Food-Mon. through Sat., Shopping Centers-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Hess, Orr's 2; Clover.
Discount Stores-Laneco 5; K mart.
Variety Stores-Woolworth 2.
Chain Drug Stores-Rea & Derick; Thrift 4; Straup's 2; Rite Aid; Phillipsburg Phcy. 2.
Chain Supermarkets-Acme; Super Fresh; Weis Mkt.; Food Lane 6; Shop Rite 2; Giant.
Other Chain Stores-Sears; Farr's; Kinney; Penn Jersey Auto; Gordon Jewelers; Sherwin-Williams 2; The Hub; Endicott-Johnson; Karmelkorn; Radio Shack; Hi Fidelty House; Kay's Jewelers; Deb Shops; Hickory Farms; Freeman Jewelers.

14 - NEWSPAPERS: THE EXPRESS (e) 44,906; (S) 47,262; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Edward E. Howard, Dir. of Sales & Mktg., THE EXPRESS, 30 N. 4th St.; PO Box 391, Easton, PA 18042; Tel. (215) 258-7171.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ELLWOOD CITY

1 - LOCATION: Beaver and Lawrence Counties (In Beaver County PMSA), E&P Map A-2. Manufacturing center on W border of state. 38 mi. from Pittsburgh.

2 - TRANSPORTATION: Railroads-Pittsburgh & Lake Erie; Baltimore & Ohio.
Motor Freight Carriers-2.
Intercity Bus Lines-Ellwood; Greyhound; Grove City; Smeal.

3 - POPULATION:
Corp. City 80 Cen. 9,998; E&P 87 Est. 8,853
CZ-ABC: (80) 9,998
RTZ-ABC: (80) 20,889
Counties 80 Cen. 311,591; E&P 87 Est. 282,655
Beaver/PMSA 80 Cen. 204,441; E&P 87 Est. 183,995
Lawrence 80 Cen. 107,150; E&P 87 Est. 98,660
City & RTZ-ABC: (80) 30,887

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,885; E&P 87 Est. 3,563
CZ-ABC: (80) 3,885
RTZ-ABC: (80) 6,941
Counties 80 Cen. 109,192; E&P 87 Est. 102,661
Beaver/PMSA 80 Cen. 71,691; E&P 87 Est. 66,782
Lawrence 80 Cen. 37,501; E&P 87 Est. 35,879
City & RTZ-ABC: (80) 10,826

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$278,000,000
Savings & Loan	3	$481,000,000

6 - PASSENGER AUTOS: Beaver County 89,840; Lawrence County 51,508.

7 - ELECTRIC METERS: Residence 3,631.

8 - GAS METERS: Residence 3,575.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Heavy Steel Mill 420 ($375); Steel Scaffolding 104 ($240); Ornamental Iron Work 35 ($240); Cotter Pins 75 ($240); Mach. Shop Equip. 32 ($240); Safety Shoe Foot Guards 10 ($240); Water Softener 190 (N.A.); Powdered Metal Parts 90; Spec. Steel & Wire 210 ($240); Cement 240 ($350); Wood Patterns N.A. ($240); Chem. Mfg. N.A. ($240), Grey Iron & Bronze Castings N.A. ($240).
Principal Pay Days-Alternate Tues.; Some Mills pay Fri. every week.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 65-90; Fall 35-70; Winter 10-40. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-5 blocks on Lawrence Ave.
Neighborhood Shopping Centers-3 blocks on 5th St.; 2 on 6th St.; 5 in 4th Ward; Lawrence Village Plaza Rt. 65, 5 mi. N. of Ellwood; Christy's Plaza, Rt. 65, 1 mi. S. of Ellwood; Franklin Plaza, 1 mi. E. on Rte. 288.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; dept. & food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fisher's Big Wheel.
Discount Stores-K mart; Ames.
Chain Drug Stores-Rexall; Health Mart.
Chain Supermarkets-Shop 'n Save; Golden Dawn; Giant Eagle.

14 - NEWSPAPERS: LEDGER (e) 7,821; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dom A. Viccari, Adv. Dir., LEDGER, 835 Lawrence Ave., Ellwood City, PA 16117; Tel. (412) 758-5573.
National Representatives: Landon Associates; U.S. Suburban Press.

ERIE

1 - LOCATION: Erie County (MSA), E&P Map B-1. County Seat. On Lake Erie. 100 mi. E of Cleveland; 90 mi. W of Buffalo. Rail, water and motor freight shipping center. Diversified industry. College and resort center.

2 - TRANSPORTATION: Railroads-New York; Nickel Plate; Conrail; Bessemer & Lake Erie; Norfolk & Western.
Freight Steamship lines-24.
Motor Freight Carriers-40.
Intercity Bus Lines-Greyhound; Bluebird.
Airlines-USAir; Piedmont Commuter; Northwest Orient.

3 - POPULATION:
Corp. City 80 Cen. 119,123; E&P 87 Est. 110,927
CZ-ABC: (80) 199,551
RTZ-ABC: (80) 110,595
County/MSA 80 Cen. 279,780; E&P 87 Est. 272,633
City & RTZ-ABC: (80) 310,146

4 - HOUSEHOLDS:
City 80 Cen. 43,639; E&P 87 Est. 42,182
CZ-ABC: (80) 70,803
RTZ-ABC: (80) 36,809
County/MSA 80 Cen. 96,820; E&P 87 Est. 97,558
City & RTZ-ABC: (80) 107,612

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	N.A.

6 - PASSENGER AUTOS: County 130,766.

7 - ELECTRIC METERS: Residence 81,201.

8 - GAS METERS: Residence 73,741.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper, Printing & Pub. 3,100 ($290); Plastics & Rubber 2,700 ($200); Primary Metals 4,800 ($283); Fab. Metal Prods. 6,200 ($266); Furn., Fixt. 1,100 ($150); Non-elect. Mach. & Trans. Equip. 14,100 ($285); Elect. Mach. 5,400 ($229); Food 1,800 ($216).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-87; Summer 42-92; Fall 16-93; Winter -2-66. First killing frost, Oct. 1; last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-State St. from 6th to 18th, 7th through 18th Sts. between French & Peach Sts. (two blocks).
Neighborhood Shopping Centers-5 blocks on Parade St.; 5 on W. 8th St.; several shopping centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
West Erie Plaza(30)	3	Hornes
Perry Plaza(17)	2	Value City
Liberty Plaza(27)	2	Carlisle's
Colony(26)	3	Foodtown
Eastway Plaza(15)	5	Dahlkemper
Central Mall(25)		Revco
Grandview Plz.(8)	2	K mart
Park Plaza(16)	5	Giant Eagle
Zuck Rd. Plz.(2)	4	Rex
Millcreek Mall(153)	5	Sears, JCPenney, Kaufmann, Horne
Village West(11)	5	

Principal Shopping Days-Sat., Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Hornes; Carlisle's; Sears; JCPenney; Kauffman's.
Discount Stores-Value City 2; K mart 3; Hills 2.
Variety Stores-Murphy 2; Woolworth 2; McCrory.
Chain Drug Stores-People's 7; Eckerd 11; Arrow 2; White Cross; Thrift 4; Revco 2.
Chain Supermarkets-Loblaw's 11; Giant Eagle 3; Super Duper 4; Shur Fine 7.
Other Chain Stores-Ladies' Apparel: Lane Bryant, Ups 'N Downs, Jean Nicole, Lerners, Brooks, Chic, Foxmoor, Hit or Miss, Fashion Flair, Ormond's; Men's: Richman Bros., Diamonds; Shoes: Thom McAn 2, Kinney, Nobil, Giant, PickWay, Hanover; Others: Tagway; Pittsburgh Plate Glass; Sherwin-Williams; Singer Co.; Firestone; Goodrich; Goodyear; General Tire; Uniroyal; Radio Shack; S&H Green Stamps.

14 - NEWSPAPERS: NEWS (m-mon to fri) 28,467; TIMES (e-mon to fri) 42,039; TIMES-NEWS (m-sat) 62,340; (S) 103,185; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gerald J. Szorek, Natl. Adv. Mgr. or Owen Toale, Ret. Adv. Mgr., TIMES-NEWS, 205 W. 12th St., Erie, PA 16534; Tel. (814) 456-8531.
National Representative: Landon Associates.

FARRELL
See SHARON

FRANKLIN
See OIL CITY

GETTYSBURG

1 - LOCATION: Adams County, E&P Map D-3 (In York MSA). 31 mi. SW of Harrisburg; 25 mi. W of

The long and short of the matter is that newspapers are the best vehicle to bring shopper and seller together.

E&P

11 West 19th Street
New York, NY 10011
(212) 675-4380

Remember when banking was simple?

Now it's all about CDs, capped mortgages, linked accounts, equity loans, rollovers.

It's enough to leave even a banker unbalanced.

Fortunately, there's newspaper advertising... an investment that's safe as houses. Maybe safer.

Newspapers provide plenty of room for detailed, factual information about financial services. When you're talking to people about their money, glib is out, facts are in.

Newspapers provide a serious business-oriented environment which is ideal for talking about financial opportunities.

And most important, in newspapers the financial marketer reaches people who have the means to use his services. Of those owning their own homes, 67% read a newspaper today. Of those with $30,000+ income, 73% read a newspaper today... and so did 70% of holders of major credit cards.

Even if you're not into high finance, here's an investment tip: buy newspapers. The same qualities that make them right for bankers—room to tell a factual story, serious editorial environment, upscale audience—could put more money in your piggy bank.

Source: SMRB

For more information,
contact Jim Wilson, Sr. V.P.,
National Sales, Newspaper Advertising Bureau, 1180 Avenue of the
Americas, New York, N.Y., 10036. (212)
704-4503

Newspapers. High Interest, Big Dividends.

York; 50 mi. N of Baltimore, MD; 25 mi. E of Chambersburg.

2 - TRANSPORTATION: Railroads-Gettysburg (freight); Western Maryland (freight).

3 - POPULATION:
Corp. City 80 Cen. 7,194; E&P 87 Est. 8,406
CZ-ABC: (80) 11,992
RTZ-ABC: (80) 67,521
County 80 Cen. 68,292; E&P 87 Est. 73,309
MSA 80 Cen. 381,255; E&P 87 Est. 405,034
City & RTZ-ABC: (80) 79,513

4 - HOUSEHOLDS:
City 80 Cen. 2,523; E&P 87 Est. 2,992
CZ-ABC: (80) 4,075
RTZ-ABC: (80) 22,019
County 80 Cen. 22,897; E&P 87 Est. 25,577
MSA 80 Cen. 135,210; E&P 87 Est. 148,929
City & RTZ-ABC: (80) 26,094

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	$300,018,929
Savings & Loan	2	$73,516,829

6 - PASSENGER AUTOS: County 38,619

7 - ELECTRIC METERS: Residence 8,630

8 - GAS METERS: Residence 7,313

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furn. 518; Shoes 1,950; Textile 974; Food Proc. 1,775 full time and 10,500 seasonal; National Park 300; College and Religious Seminary 750; Appliance Mfg. 750; Printing 250; Paper Supplies 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-75; Summer 50-100; Fall 30-70; Winter 10-70.

11 - TAP WATER: Neutral, soft; not fluoridated; chlorinated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
N. Gettysburg(10)	1	Ames, Radio Shack, Rea & Derick
Springs Ave.(9)	NA	Factory Outlet, Discount Fabric, Dollar General
N. Hanover Mall	14	K mart, Sears, Bon-Ton, JCPenney, Value City, Toytown
Chambersburg Mall	17	Hess, Gee Bees

Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Ames; Rea & Derick; Jamesway.
Variety Store-Murphy Mart; Dollar General; Dollar Bargain.
Chain Drug Stores-Rea & Derick 2; Peoples; Rite Aid.
Chain Supermarkets-Kennies 2; Giant; Weis.
Other Chain Stores-Automotive Supply Co.; Benn's; K&W Tires; T&S Factory Outlet; Martins Shoes; Wall & Ochs; Radio Shack; McDonald's; Hardee's; Kentucky Fried Chicken; Bonanza.

14 - NEWSPAPERS: TIMES (e-mon to fri) 8,776; (wknd) 8,525; Mar. 31, 1987 ABC (FAS FAX).
Local Contact for Advertising and Merchandising Data: Marti A. Starner, Adv. Dir./Gen. Mgr., TIMES, 18 Carlisle St.; PO Box 370, Gettysburg, PA 17325; Tel. (717) 334-1131.
National Representative: Landon Associates.

GREENSBURG

1 - LOCATION: Westmoreland County (In Pittsburgh PMSA). E&P Map B-3. County Seat. Manufacturing, agriculture and coal mining. On 2 U.S. & five State Hwys.; 5 mi. to PA Tpke.; 30 mi. E of Pittsburgh.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-34.
Intercity Bus Lines-Greyhound; Lincoln; Penn.
Airports-Greater Pittsburgh International; Westmoreland County/Latrobe.

3 - POPULATION:
Corp. City 80 Cen. 17,558; E&P 87 Est. 16,755
NDM-ABC: (80) 284,599
County 80 Cen. 392,294; E&P 87 Est. 375,645
PMSA 80 Cen. 2,219,848; E&P 87 Est. 2,070,586
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,973; E&P 87 Est. 6,938
NDM-ABC: (80) 99,416
County 80 Cen. 139,233; E&P 87 Est. 137,826
PMSA 80 Cen. 885,070; E&P 87 Est. 784,387

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 189,256

7 - ELECTRIC METERS: Residence County Est. 147,100

8 - GAS METERS: Residence County Est. 85,629

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Whol. Food Dist. 700; Carbide Tungsten Prods. 100; Auto Glass 575; Surgical Supply Distr. 245; Metal Stamping 100; Elect. Util. 1,084.
Principal Pay Days-Fri., 1st & 15th; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 60-90; Fall 30-80; Winter 5-60. First killing frost, Sept. 20; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on both sides of Main St. & Pennsylvania Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Greengate Mall(95)	NA	JCPenney, Hornes, Mont. Ward
K mart Plz.(10)	NA	K mart, Freight Liquidators
Eastgate Plz.(14)	NA	Gee Bee
Greensburg(20)	NA	Tile City
Latrobe	NA	K mart, Jamesway, Foodland
Westmoreland Mall(155)	NA	Pomeroy's, Sears, Kaufman's, Murphy's Mart, Shop-N-Save

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Mon., Thur., Fri. Shpg. Ctrs. every evening.

13 - RETAIL OUTLETS: Department Stores-Sears 3; Pomeroy's; Allied; Langs; Montgomery Ward 3; Hornes; JCPenney 3; Bon-Ton; Kaufmann's.
Variety Stores-Ames 4; G.C. Murphy.
Discount Stores-Gee Bee; K mart 4; Jamesway; Hills; Fisher's Big Wheel; Big Lot.
Chain Drug Stores-Thrift 4; Rite Aid 5; Revco.
Chain Supermarkets-Foodland 6; Red & White 2; Davis Mkt.; Giant Eagle 2; U-Save; Shop-N-Save 9; Country Market.
Other Chain Stores-Thom McAn 3; Kinney 2; Gatling Auto 2; Wayne; Weil; Singer Co.; Islays 2; Kamps Shoes 3; Sun Tile; Richman Bros.; Firestone; Goodyear; Carlton Men's; Standard Sportswear 2; Father & Son Shoe; Mariann; Spencer Gift 2; National Record Mart 2; DeRoy Jewelers 2; Fulton Piano 2; Fashion Hosiery; Beltone; Kelley & Cohen 4; Hart's; Radio Shack 16; Fabric Fair; Baker Shoes 2; Misc. Shop; Foxmoor Casuals; General Nutrition 2; Herrold Jewelers; Penn Furn.; Wickes Lumber; Hickory Farms 2; Fabric Tree; Baskin-Robbins; Elizabeth Addams; Photocoral 2; Toy Mart; Waldenbooks 2; Watchmaker; Tobacco Vlg. 2; Busy Beaver; Fisher's Big Wheel 2; 84 Lumber; Widmann; Hermans; York Steakhouse; Kay Bee Toy; Fotomat; Anderson Little; Casual Corner.

14 - NEWSPAPERS: TRIBUNE-REVIEW (m) 52,857; (S) 80,591; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: H. Robert Schadewald, Mktg. Dir., TRIBUNE-REVIEW, Cabin Hill Dr., Greensburg, PA 15601; Tel. (412) 834-1151.
National Representative: Landon Associates.

GREENVILLE

1 - LOCATION: Mercer County (In Sharon MSA). E&P Map A-2. 75 mi. N of Pittsburgh; 75 mi. E of Cleveland, OH; 30 mi. E of Youngstown, OH; 60 mi. S of Erie PA. On State Hwys. 18, 58 and 358; 15 mi. from I-79; 16 mi. from I-80.

2 - TRANSPORTATION: Railroads-Conrail; Bessemer & Lake Erie; E&P Div.
Motor Freight Carriers-4.
Intercity Bus Lines-1.
Airlines-Youngstown, OH (25 mi.).

3 - POPULATION:
Corp. City 80 Cen. 7,730; E&P 87 Est. 6,846
CZ-ABC: (80) 7,730
RTZ-ABC: (80) 35,391
County/MSA 80 Cen. 128,299; E&P 87 Est. 119,022
City & RTZ-ABC: (80) 43,121

4 - HOUSEHOLDS:
City 80 Cen. 2,787; E&P 87 Est. 2,573
CZ-ABC: (80) 2,787
RTZ-ABC: (80) 11,897
County/MSA 80 Cen. 44,657; E&P 87 Est. 43,054
City & RTZ-ABC: (80) 14,684

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.
Savings & Loan	[illegible]	$286,000,000

6 - PASSENGER AUTOS: County 57,494

7 - ELECTRIC METERS: Residence 5,641

8 - GAS METERS: Residence 3,822

9 - PRINCIPAL INDUSTRIES: Iron Castings; Aluminum Ladders; Stainless Steel Pipe; R.R. Cars; Health; Tourism; Agric.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-94; Summer 30-98; Fall 6-86; Winter 9-68.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Downtown Shopping Center-5 blocks.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Greenville Plz.(22)	NA	Murphy, Jamesway, Bilo Foods
Colonial Plz.(5)	NA	Valu King
Reynolds Plz.(6)	3	

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-L.L. Keck; JCPenney; N.N. Moss; Jamesway.
Variety Store-Murphy Mart; Ames.
Chain Supermarkets-Golden Dawn; Valu King; Bilo Foods.
Other Chain Stores-Sears (catalog); Montgomery Ward; King of Parts; NAPA; Radio Shack; Hallmark; Servistar; True Value; Firestone; Eastern Medical; Rexall; Carter; J.S. Raub.

14 - NEWSPAPERS: RECORD-ARGUS (e) 5,117; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Simons, Adv. Mgr., RECORD-ARGUS, 10 Penn Ave.; PO Box 711, Greenville, PA 16125; Tel. (412) 588-5000.
National Representative: Thomson Newspapers.

HANOVER

1 - LOCATION: York County (In York MSA). E&P Map D-3. 18 mi. W of York; 14 mi. E of Gettysburg; 40 mi. N of Baltimore; 40 mi. SE of Harrisburg.

2 - TRANSPORTATION: Railroads-Maryland-Penna.; Western Maryland.
Motor Freight Carriers-23.

3 - POPULATION:
Corp. City 80 Cen. 14,890; E&P 87 Est. 14,857
CZ-ABC: (80) 25,660
RTZ-ABC: (80) 193,068
County 80 Cen. 312,963; E&P 87 Est. 331,725
MSA 80 Cen. 381,255; E&P 87 Est. 405,034
City & RTZ-ABC: (80) 218,728

4 - HOUSEHOLDS:
City 80 Cen. 6,149; E&P 87 Est. 6,288
CZ-ABC: (80) 9,980
RTZ-ABC: (80) 62,653
County 80 Cen. 112,313; E&P 87 Est. 123,352
MSA 80 Cen. 135,210; E&P 87 Est. 148,929
City & RTZ-ABC: (80) 72,633

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$450,000,000
Savings & Loan	2	$53,000,000

6 - PASSENGER AUTOS: County 184,024

7 - ELECTRIC METERS: Residence 30,850

8 - GAS METERS: Residence & Commercial 9,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Leather 2,369; Paper & Printing 2,452;

Now, A Better Buy...

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(412)834-1151

Represented Nationally By
TURN TO LANDON FOR RESULTS

Textile & Apparel 1,249; Food Proc. 1,999; Primary & Fab. Metal 3,705; Furn. 748; Chem., Rubber, Stone 625.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-90; Summer 55-98; Fall 17-87; Winter 5-75.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clearview(16)	1	People's, Woolworth, A&P
Hanover Plz.(3)	2	Value City, Kiddie City
N. Hanover Mall(66)	2	Bon-Ton, Sears, K mart
South Hanover(8)	3	Nichols, Hill's, Drug Fair

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown: Mon., Fri., Sat.; Shpg. Ctrs.: every night.

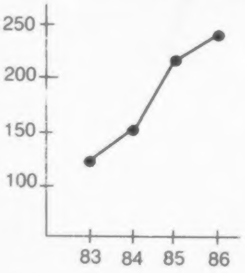
13 - RETAIL OUTLETS: Department Stores-Bon Ton; Sears; JCPenney.
Discount Stores-Nichols; Value City; K mart.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-People's; Thrift; Drug Fair; Rite Aid; Revco.
Chain Supermarkets-A&P; Weis; Giant; Super Thrift.
Other Chain Stores-Columbia Jewelers; S&H Green Stamps; Super Shoes; Goodyear; Goodrich; Lowe's; Lumber Yard; 84 Lumber; Ames.

14 - NEWSPAPERS: SUN (e) 19,811; Mar 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gloria Baker, Adv. Dir., SUN, 135 Baltimore St.; PO Box 514, Hanover, PA 17331; Tel. (717) 637-3736.
National Representative: Thomson Newspapers.

HARRISBURG

1 - LOCATION: Dauphin County (In Harrisburg-Lebanon-Carlisle MSA). E&P Map D-3. State Capital and County Seat. On Eastern bank of Susquehanna River; 100 mi. from Phila.; 81 mi. N of Baltimore, MD. Wholesale center for Central PA on Hwys. 22, 322, 422, 11, 15, 111, 230; Interstates 76, 81, 83, & 283.

A Pennsylvania Advertising Fact.



Total Retail Sales in Hazleton, PA increased at an average rate of 25% per year since 1983, exceeding $246,874,000 in 1986.

Setting the Standard and Growing

Standard Speaker

21 North Wyoming Street
Hazleton, PA 18201

call 717-455-3636

Represented by Landon Associates

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Main Line. Largest freight classification yards on PA System.
Motor Freight-100 Carriers, 65 terminals.
Intercity Bus Lines-Greyhound; Trailways; Capitol Area Transit.
Airlines-TWA; USAir; United; American; Allegheny Commuter; Henson; Florida Express; Air Wisconsin; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 53,264; E&P 87 Est. 51,262
CZ-ABC: (80) 310,597
RTZ-ABC: (80) 167,058
County 80 Cen. 232,317; E&P 87 Est. 242,756
MSA 80 Cen. 555,901; E&P 87 Est. 589,903
City & RTZ-ABC: (80) 477,655
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,024; E&P 87 Est. 24,034
County 80 Cen. 88,088; E&P 87 Est. 95,534
MSA 80 Cen. 200,990; E&P 87 Est. 221,718
CZ-ABC: (80) 116,427
RTZ-ABC: (80) 57,000
City & RTZ-ABC: (80) 173,427

5 - BANKS	NUMBER	EST. DEP.
All Banks	143	$4,214,899,000

6 - PASSENGER AUTOS: County 142,219.

7 - ELECTRIC METERS: Residence 167,982.

8 - GAS METERS: Residence 52,668.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 23,000 ($412); Primary Metals 7,200 ($453); Electric Mach. 3,100 ($380); Non-Durable Goods 27,600 ($336); Food Prods. 11,000 ($414); Trans. and Util. 18,000 ($377); Printing & Pub. 3,800 ($386); State-Local Govt. 52,100; Federal Service 14,300.
Principal Pay Days-Staggered.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-68; Summer 61-92; Fall 43-78; Winter 10. First killing frost, Sept. 28; last killing frost, May 11.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; Strawberry Square Complex, King Blvd., 1 block on Walnut Street.
Major Shopping Centers-Harrisburg East Mall (Paxtang); Capital City Mall (Camp Hill); Colonial Park Mall (Colonial Park); The Point (Union Deposit); Camp Hill Mall (Camp Hill).
Minor Shopping Centers-Derrytown Mall (Hershey), East Park Center (Lawnton), Carlisle Plaza (Carlisle), Summerdale Plaza Shopping Center (Summerdale), Windsor Park Plaza (Mechanicsburg), West Shore Plaza (Lemoyne).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harrisburg East Mall(79)	3	John Wanamaker, Hess, JCPenney
Capital City Mall(83)	5	Hess, Sears, Ames
Kline Vlg.(12)	1	Peoples Drug
West Shore Plz.(29)	2	
Camp Hill(68)	3	Peoples Drug, Boscov's
Colonial Pk.(78)	6	Sears, Pomeroy's, Boscov's
Jamesway Plz.(35)	7	Jamesway
Carlisle Plz.(34)	17	JCPenney, Bon-Ton
Cedar Cliff Mall(14)	4	People's Drug
The Point(38)	5	VFO Fashions, Thrift Drug, Ames
Valley Green(36)	15	Jamesway

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's 3; Sears 2; John Wanamaker; JCPenney 2; Hess 2; Boscov 2; Best.
Discount Stores-K mart 4; Hills 3; Ames 2; Jamesway 2.
Variety Stores-Woolworth; Bills.
Chain Drug Stores-Peoples 20; Rite-Aid 5; Revco 5; Thrift Drugs 4; Drug Fair 2.
Chain Supermarkets-Handy Mkt. 12; Weis 16; A&P 2; Giant 13; Super Thrift 3; IGA 3; 7-Eleven 9; Pathmark 2; Pantry Fresh 2; Hattie Harris 6; Turkey Hill 8; Karns 4; Konhaus 3; Fox's 4.
Other Chain Stores-Irvings; Kinney; Stuarts; Stephenson's; Moore's; Hickory Farms; Maternity Mart; Anderson-Little; Silo; Channel; Lowes; Hechinger; Wickes Lumber; Toys R Us.

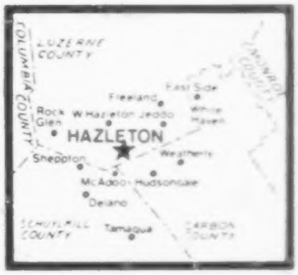
14 - NEWSPAPERS: PATRIOT (m-mon to fri) 51,973; NEWS (e-mon to fri) 53,235; PATRIOT-NEWS (m-sat) 92,789; (S) 169,718; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Colbaugh, Natl. Adv. Mgr., PATRIOT & NEWS, 812 King Blvd., PO Box 2265, Harrisburg, PA 17105; Tel. (717) 255-8277.
National Representative: Newhouse Newspapers Metro Suburbia.

HAZLETON

1 - LOCATION: Luzerne County (In Scranton-Wilkes-Barre MSA). E&P Map E-2. Southern portion of Luzerne County; shopping and wholesale center of a tri-county area (lower Luzerne and northern Carbon and Schuylkill). 125 mi. from NYC; 102 mi. from Philadelphia.

2 - TRANSPORTATION: **Motor Freight Carriers**-34.
Intercity Bus Lines-Hazleton Transit; Luzerne & Carbon County Motor Transportation; Valley Transit; Susquehanna Trailway.

3 - POPULATION:
Corp. City 80 Cen. 27,318; E&P 87 Est. 24,359
CZ-ABC: (80) 47,398
RTZ-ABC: (80) 37,362
County 80 Cen. 343,079; E&P 87 Est. 319,577
MSA 80 Cen. 728,796; E&P 87 Est. 709,633
City & RTZ-ABC: (80) 84,760
Demographic Information available from Newspaper. See paragraph 14.



Hazleton Standard-Speaker (all day)
23,947 ABC 3/31/87

4 - HOUSEHOLDS:
City 80 Cen. 10,762; E&P 87 Est. 9,784
CZ-ABC: (80) 18,432
RTZ-ABC: (80) 12,911
County 80 Cen. 125,502; E&P 87 Est. 121,224
MSA 80 Cen. 263,271; E&P 87 Est. 265,732
City & RTZ-ABC: (80) 31,343

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$8,983,618,000
Savings & Loan	5	$332,504,956

6 - PASSENGER AUTOS: County 173,903.

7 - ELECTRIC METERS: Residence 62,312.

8 - GAS METERS: Residence 5,480.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Shops 1,735; Mining & Stripping 730.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 65-80; Fall 35-59; Winter 23-27. First killing frost, Sept. 20; last killing frost, May 15.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Broad St., on Wyoming St., 2 on N. Laurel St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Church Hill Mall(14)	2	McCrory, Gee Bee, Super Saver
Laurel Mall(40)	4	Boscov's, Martin's, McCrory
Hazleton(8)	1	Super Saver, Sears, McCrory
Hometown Mall(5)	NA	Laneco, Food Lane
Valmont(3)	NA	Hill's

Principal Shopping Days-Dept. Stores-Wed., Fri., Sat.; Food-Wed., Thur., Fri.
Stores Open Evenings-Dept. Stores-Wed., Fri.; Food-daily.

13 - RETAIL OUTLETS: **Department Stores**-Deisroth's; Sears; Boscov's; Gee Bee; Hill's.
Discount Stores-Discountland U.S.A.; Gee Bee; K mart; Zayre.
Variety Stores-Kresge; McCrory.
Chain Drug Stores-Rea & Derick; Rite Aid; Associated Druggist; General Nutrition Center; CVS.
Chain Supermarkets-Super Saver 2; Martin's Pantry Quik 4; Weis; Discountland USA; IGA 4; Freeland Food Mart; Economy; Hazle Park Meats; A-1 Supermarket; Food Lane.
Other Chain Stores-Thom McAn; Triangle; Raub's; Glick's; Sherwin-Williams; Woman's Apparel: Junior Colony; Fashion Colony; Colony II; Fashion Bug; Men's Stores: The Hub; Metallo's; Furn. Stores: Nathan's; Powell's; Pitman's; Fierro's.

14 - NEWSPAPERS: STANDARD-SPEAKER (all day) 23,947; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Edwin Gunshore, Adv. Dir., STANDARD-SPEAKER, 21 N. Wyoming St., Hazleton, PA 18201; Tel. (717) 455-3636.
National Representative: Landon Associates.

HERMITAGE
See SHARON

HUNTINGDON-MOUNT UNION

1 - LOCATION: Huntingdon County. E&P Map C-3. On the Juniata River, 36 mi. E of Altoona, 95 mi. W of Harrisburg, on U.S. Rte. 22. Mount Union is on the Juniata River, 12 mi. E of Huntingdon, 79 mi. W of Harrisburg, on U.S. Rtes. 22 & 522. Location of Raystown Lake, largest man-made reservoir in PA, with boating, fishing, recreational facilities.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. Boroughs 80 Cen. 10,143; E&P 87 Est. 9,311
Huntingdon 80 Cen. 7,042; E&P 87 Est. 6,528
Mount Union 80 Cen. 3,101; E&P 87 Est. 2,785
County 80 Cen. 44,253; E&P 87 Est. 44,722

4 - HOUSEHOLDS:
Boroughs 80 Cen. 3,976; E&P 87 Est. 3,322
Huntingdon 80 Cen. 2,552; E&P 87 Est. 2,335
Mount Union 80 Cen. 1,244; E&P 87 Est. 1,080
County 80 Cen. 14,459; E&P 87 Est. 15,990

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$158,227,000
Savings & Loan	2	$52,740,000

6 - PASSENGER AUTOS: County 28,754.

7 - ELECTRIC METERS: Residence 8,275.

8 - GAS METERS: Residence 2,400.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brick 300; Glass 700; Garment 940; Printing 475; Footwear 495; Electronics 500; Engraving & Mach. Prods. 100; Railroad & Utility 325; State Gov't 450; Sand-Stone 265; Wood Prods. 400.
Principal Industrial Pay Days-Textiles, Thur.; Brick Refractories, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-90; Summer 42-98; Fall 21-90; Winter 11-66. First killing frost, Oct. 6; last killing frost, May 12.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-14 blocks on 5 streets, 7 units.
Principal Shopping Days-Fri., Sat., Thur.
Stores Close-Wed. afternoons all year.
Stores Open Evenings-Huntingdon, Fri.; Mount Union, Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Poser's; Miller's.
Variety Stores-McCrory.
Chain Drug Stores-Hilly's; Rite-Aid 2; Widmann's; Health Mart.
Chain Supermarkets-Weis 2; IGA 4; Riverside 2; Food Rite.
Discount Stores-Widmann's.
Other Chain Stores-Sears (catalog) 2; Western Auto 2; Sherwin-Williams; Wolf Furn.; Montgomery Ward 2; Ames; Murphy Mart.

14 - NEWSPAPERS: NEWS (e) 11,201; Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Lenora M. Harris, Adv. Dir., NEWS, 325 Penn St., Huntingdon, PA 16652; Tel. (814) 643-4040.
National Representative: Landon Associates.

INDIANA

1 - LOCATION: Indiana County, E&P Map B-2. County Seat. 60 mi. NE of Pittsburgh, 50 mi. W of Altoona.

2 - TRANSPORTATION: **Railroads**-Conrail, B&O.
Motor Freight Carriers-2
Intercity Bus Lines-Fullington Trailways; Blue & White; Grove City.

3 - POPULATION:
Corp. City 80 Cen. 16,051; E&P 87 Est. 14,876
CZ-ABC: (80) 29,228
RTZ-ABC: (80) 63,053
County 80 Cen. 92,281; E&P 87 Est. 93,706
City & RTZ-ABC: (80) 92,281
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,473; E&P 87 Est. 4,17[illegible]
CZ-ABC: (80) 9,054
RTZ-ABC: (80) 20,944
County 80 Cen. 29,998; E&P 87 Est. 31,447
City & RTZ-ABC: (80) 29,998

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	7	$878,593,000
Savings & Loan	3	$100,000,000

6 - PASSENGER AUTOS: County 41,937

7 - ELECTRIC METERS: Residence 19,000

8 - GAS METERS: Residence 7,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tires 345 ($351); Aluminum Doors 858 ($426); Medical Instruments 450 ($390); University 1,400 ($400); Coal Mining 5,200 ($552); Highway & Constr. 595 ($330); Generating 1,071 ($516); Mining Equip. 885 ($333); Chalkboards 127 ($275); Cardiac Pacemakers 30 ($300); Conveyors Equip. 700 ($325); Fabricated Metal 1,356 ($310); Utility 1,350 ($550).

10 - CLIMATE: Min. & Max. Temp.-Spring 31-65; Summer 60-90; Fall 25-70; Winter 10-42. First killing frost, Oct. 10; last killing frost, May 1.

11 - TAP WATER: Slightly acidic for indiv. wells, medium pH for city water.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Philadelphia St.
Shopping Centers-Route 119 South, Wayne Ave extension, Route 119 North-4th St.; Regency Mall, Indiana Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rt. 286 S.	NA	David Wais
Riverside Mini Mall(3)	NA	Woolworth, Eckerd, Riverside
Regency Mall(23)	NA	Riverside, Thrift Drug, Mont. Ward, Murphy's Mart, Hills
Indiana Mall(59)	NA	K mart, Bon Ton, Sears, JCPenney

13 - RETAIL OUTLETS: **Department Stores**-Brody Bros.; Montgomery Ward; JCPenney; Hills; Sears; Bon Ton.
Discoun[illegible]-Distributors; Hills; David Weis; Murphy [illegible]mart; Heck's.
Variety Stores-G.C. Murphy; Woolworth.
Chain Drug Stores-Thrift 3; Eckerd; Revco; CVS; Rite Aid 3.
Chain Supermarkets-Riverside 3; Shop & Save 2; Comet; Giant Eagle.
Other Chain Stores-Ben Franklin; Brown's Boot; Penn Furniture.

14 - NEWSPAPERS: GAZETTE (e) 20,439; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Michael Donnelly, Adv. Dir., GAZETTE, 899 Water St., PO Box 10, Indiana, PA 15701; Tel. (412) 465-5555.
National Representative: Landon Associates.

IRWIN

1 - LOCATION: Westmoreland County, E&P Map B-3 (In Pittsburgh PMSA). Manufacturing, coal mining and agricultural area; 20 mi. SW of Pittsburgh, near junction of U.S. Hwys. 30 and I-76.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-10
Airlines-USAir; American; Eastern; Nordair Ltd.; Northwest; TWA; United (all at Pittsburgh).

3 - POPULATION:
Corp. City 80 Cen. 4,995; E&P 87 Est. 4,551
County 80 Cen. 392,294; E&P 87 Est. 375,645
PMSA 80 Cen. 2,219,848; E&P 87 Est. 2,070,586

4 - HOUSEHOLDS:
City 80 Cen. 2,201; E&P 87 Est. 2,119
County 80 Cen. 139,233; E&P 87 Est. 137,826
PMSA 80 Cen. 885,070; E&P 87 Est. 784,387

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	1	N.A.

6 - PASSENGER AUTOS: County 189,256

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Machine Tools; Elect. Equip.; Mine Cars; Foundry and Castings; Farming.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-95; Summer 38-103; Fall N.A.; Winter 20-77. First killing frost, Oct. 20; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Norwin(41)	NA	Thrift Drug, Foodland
Murphy's Mart	NA	Ames, K mart, Giant Eagle
Norwin Hills(20)	NA	Hills, Shop N Save

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: STANDARD OBSERVER (e) 13,005; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Bob Livoric, Adv. Dir., STANDARD OBSERVER, PO Box 280, Irwin, PA 15642; Tel. (412) 863-3601.
National Representative: Landon Associates.

JERSEY SHORE
See LOCK HAVEN

JIM THORPE
See LEHIGHTON

JOHNSTOWN

1 - LOCATION: Cambria County (In Johnstown MSA). E&P Map B-3. In valley formed by the confluence of Stonycreek and Little Conemaugh River; 78 mi. E of Pittsburgh; 38 mi. W of Altoona; 75 mi. N of Cumberland, MD. Steel, coal, regional health service center, Univ. of Pittsburgh at Johnstown.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail; Conemaugh & Blacklick; Johnstown & Stoney Creek.
Motor Freight Carriers-10 local; 27 steel carriers; 23 general commodity carriers.
Intercity Bus Lines-Blue & White; Greyhound; Cambria Co. Transit; De Bolt; Somerset.
Airlines-USAir Commuter.

3 - POPULATION:
Corp. City 80 Cen. 35,496; E&P 87 Est. 30,058
CZ-ABC: (80) 100,456
RTZ-ABC: (80) 250,712
County 80 Cen. 183,263; E&P 87 Est. 165,348
MSA 80 Cen. 264,506; E&P 87 Est. 244,590
City & RTZ-ABC: (80) 351,168
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,211; E&P 87 Est. 12,571
CZ-ABC: (80) 37,135
RTZ-ABC: (80) 84,111
County 80 Cen. 63,375; E&P 87 Est. 59,129
MSA 80 Cen. 91,924; E&P 87 Est. 88,000
City & RTZ-ABC: (80) 121,246

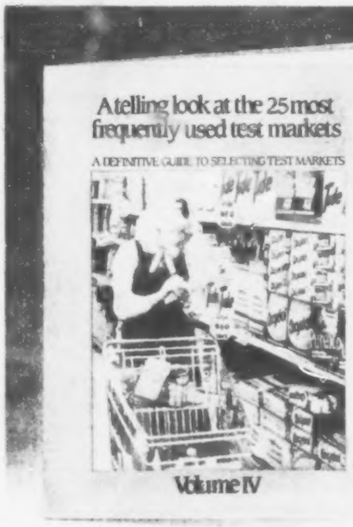
5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$1,822,076,125
Savings & Loan	2	$424,201,446

6 - PASSENGER AUTOS: County 82,872

7 - ELECTRIC METERS: City Residence 12,391

8 - GAS METERS: City Residence 12,062

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metals and Metalworking Industries 5,500 ($357); Mining 5,400 (N.A.); Apparel 3,200 ($187); Health Servs. 7,200 (N.A.).
Principal Pay Days-Thur., Fri.; 15th & 30th.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10 - CLIMATE: Min. & Max. Temp.-Spring 18-92; Summer 36-100; Fall 10-82; Winter -1-66. First killing frost, Oct. 31; last killing frost, Apr. 22.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main; 2 on Market; 2 on Clinton; 2 on Washington; 2 1/2 miles on Rt. 56.
Neighborhood Shopping Centers-4 blocks on Central Ave.; Moham; 3 on Fairfield Ave.; Morrellville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Geistown(11)	3	Ideal
Westmont(41)	3	Gee Bee, Jr. Cambria Hdwe.
Bel-Air(14)	3	Value City, Wolf's, Today's Living
Richland(60)	5	Bi-Lo, Giant Eagle
Westwood(23)	3	U-Save, Hess
University Park(10)	7	JCPenney, Gee Bee, Hills, Phar-Mor, Rex TV
Richland Mall(105)	7	Sears, Hess, K mart, Riverside Mkt.

Principal Shopping Days-Thur., Sun.
Stores Open Evenings-Downtown-Thur.; Shopping Ctrs.-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Glossers; Hess 2; Sears; JCPenney
Variety Stores-Woolworth; McCrory
Chain Drug Stores-Rite-Aid 2; Thrift 3; Eckerd; Rexall Group 4; Phar-Mor; Revco 2.
Chain Supermarkets-Giant Eagle 3; AG-Economy 9; Ideal Food 2; U-Save 6; Shop-N-Save [illegible]; Riverside 12.
Discount Stores-Gee Bee; K mart; Hills; Value City.
Other Chain Stores-Auto: Gatlings, Goodyear; Shoes: Kinney, Thom McAn, Hanover, Pic Way; Clothing: American Outfitters, Brooks, Burton's, Chess King, Fashion Bug, Foxmoor, LaRose, Motherhood Maternity, No Name, Fine's, Susie Casuals, Ormond's; Jewelry: Kay Jewelers, Musselman, Gordon's Jewelers; Furniture: Penn, Wolf.

14 - NEWSPAPERS: TRIBUNE-DEMOCRAT (m) 50,592; (S) 53,841; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jean Block, Natl. Adv. Mgr., TRIBUNE-DEMOCRAT, 425 Locust St., Johnstown, PA 15907; Tel. (814) 536-7048.
National Representative: Landon Associates.

KANE

1 - LOCATION: McKean County, E&P Map B-1. 29 mi. SE of Warren; 29 mi. SW of Bradford. On U.S. Hwy. 6; PA Hwy. 321; 66.

2 - TRANSPORTATION: Railroads-B&O; Chessie; Allegheny.
Motor Freight Carriers-2.
Bus Lines-Continental Trailways, Fullington Trailways.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 4,916; E&P 87 Est. 4,367
County 80 Cen. 50,635; E&P 87 Est. 46,332

4 - HOUSEHOLDS:
City 80 Cen. 1,919; E&P 87 Est. 1,625
County 80 Cen. 18,294; E&P 87 Est. 17,413

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 20,618

7 - ELECTRIC METERS: Residence 5,385

8 - GAS METERS: Residence 2,575

9 - PRINCIPAL INDUSTRIES: Elect. Components, Wood Prods.; Implement Handles; Wood Spec.; Luggage; Wood Dimension Milling; Detention Screens; Store Fixtures.

10 - CLIMATE: N.A.

11 - TAP WATER: Spring and well water; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on 8 St. Plz. Shpg. Ctr. (3 Stores-Market Basket) at W. end of Kane on Rt. 6.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food-Wed., Thur., Fri.; General-Fri.

13 - RETAIL OUTLETS: Variety Stores-McCrory
Chain Drug Stores-Widmann; Eckerd; Rite Aid
Chain Supermarkets-Market Basket; Quality.

14 - NEWSPAPERS: REPUBLICAN (e) 2,578; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Kathy Schau, Adv. Dir.; Joseph C. Piccirillo, Gen. Mgr.; Richard Coleman, Ed., REPUBLICAN, 200 N. Fraley St., Kane, PA 16735; Tel. (814) 837-6000.
National Representative: Landon Associates.

KITTANNING

1 - LOCATION: Armstrong County, E&P Map B-2. County Seat. On the east bank of Allegheny River. 45 mi. NE of Pittsburgh.

2 - TRANSPORTATION: Railroads-Conrail; Pittsburgh & Shawmut; B&O with 3 mi. connections via Pittsburgh & Shawmut; Chessie System.
Motor Freight Carriers-2
Intercity Bus Lines-Butler Motor Transit; Mid-County Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 5,432; E&P 87 Est. 5,200
CZ-ABC: (80) 18,552
RTZ-ABC: (80) 67,506
County 80 Cen. 77,768; E&P 87 Est. 80,353
City & RTZ-ABC: (80) 86,058
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 2,287; E&P 87 Est. 2,189
CZ-ABC: (80) 7,283
RTZ-ABC: (80) 23,785
County 80 Cen. 28,066; E&P 87 Est. 30,047
City & RTZ-ABC: (80) 31,068

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$353,000,000
Savings & Loan	3	$252,583,000

6 - PASSENGER AUTOS: County 42,741

7 - ELECTRIC METERS: Residence 29,400

8 - GAS METERS: Residence 12,632

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plate Glass 500; Sanitary Ware 750; Ceramics 500; Coal Mining 1,200; Mushroom Mining 900.
Principal Industrial Pay Days-1st, 15th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 68-100; Fall 45-70; Winter 15-40. First killing frost, Sept. 15; last killing frost, May 15.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Market, 4 on Jefferson, 3 on McKean, 2 on Grant.
Neighborhood Shopping Centers-Ford City: 2 blocks on Ford; 3 on Fifth, 2 on Fourth. Kittanning: 2 on Orr; 12 stores in Kittanning Highlands; 26 stores in Franklin Village Shopping Center.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Dept. Stores & Food-every night; Kittanning and Ford City-Fri. eve.

13 - RETAIL OUTLETS: Department Stores-Murphy; JCPenney (catalog); Sears (catalog).
Discount Stores-Jamesway.
Variety Store-Murphy.
Chain Drug Stores-Thrift.
Chain Supermarkets-Foodland; Shop 'N Save 2; Riverside
Other Chain Stores-Rocket Markets; Sherwin-Williams; Radio Shack; Agway; JoAnn Fabrics; 84 Lumber.

14 - NEWSPAPERS: LEADER-TIMES (e) 10,962; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Lonnie L. Peppler, Adv. Mgr., LEADER-TIMES, 115-121 N. Grant Ave., Kittanning, PA 16201; Tel. (412) 543-1303.
National Representative: Thomson Newspapers.

LANCASTER

1 - LOCATION: Lancaster County (MSA). E&P Map D-3. County Seat. Widely diversified manufacturing, tourist and agricultural area. College center 64 hwy. mi. from Philadelphia; 159 hwy. mi. from New York; 67 hwy. mi. from Baltimore. On U.S. 30 (Lincoln Hwy.); U.S. Hwy. 283.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Conrail (freight).
Motor Freight Carriers-23.
Intercity Bus Lines-Greyhound.
Airlines-Allegheny Commuter, Eastern Express/British Airways.

3 - POPULATION:
Corp. City 80 Cen. 54,725; E&P 87 Est. 57,032
CZ-ABC: (80) 188,602
RTZ-ABC: (80) 247,509
County/MSA 80 Cen. 362,346; E&P 87 Est. 396,554
City & RTZ-ABC: (80) 436,111
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,746; E&P 87 Est. 22,754
CZ-ABC: (80) 67,178
RTZ-ABC: (80) 81,117
County/MSA 80 Cen. 123,864; E&P 87 Est. 140,571
City & RTZ-ABC: (80) 148,295

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	N.A.
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: County 206,657

7 - ELECTRIC METERS: County 180,410

8 - GAS METERS: County 32,153

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Durable Goods 35,300 ($422); Lumber & Furn. 3,100 ($360); Stone, Clay & Glass Prods. 2,200 ($430); Primary Metals 3,200 ($358); Fabricated Metal Prods. 7,200 ($436); Mach. & Electrical Equip. 10,800 ($455); Other Durable Goods 8,800 ($434); Food Prods. 6,900 ($370); Textiles 1,700 ($252); Apparel & Related Prods. 4,100 ($232); Printing & Pub. 6,600 ($431); Leather Prods. 300 ($171); Other Non-durable Goods 4,900 ($374); Contract Constr. 9,800 (N.A.); Trans. & Pub. Util. 7,200 (N.A.); Whol. & Ret. Trade 42,700 (N.A.); Fin., Ins., R.E. 6,800 (N.A.); Servs. 36,100 (N.A.); Gov't 15,800 (N.A.).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-82; Summer 58-96; Fall 33-83; Winter 0-70. First killing frost, Oct. 21; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Area-5 blocks on Queen St.; 5 on King St.; 4 on Prince St.; 3 on Duke St.; 4 on Orange St.; 3 on Chestnut St.; 1 on Market St. Downtown Stores 140.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lancaster(32)	2	Weis, Provident Book, Peoples, Giant, Kinney
Wheatland(26)	3	Thrift Drug, Dollar General, Morgan & Mailman, Rebman's
Manor(30)	2	Weis, Cloth World, Radio Shack, Maxwell's, Kinney, Hit or Miss
Lincoln Plaza(22)	3	Weis, Peoples, Jamesway, Stauffer's
Bridgeport(6)	2	Save-A-Lot, Peoples, Weis
Park City(190)	3	Sears, Boscov's, Woolworth, Watt & Shand, Peoples, JCPenney
Parkview(22)	3	T.J. Maxx, Children's Palace, Phar-Mor, Herman's
K mart Plaza(20)	2	K mart, Rite-Aid, Cash & Carry, Mill Store, Weis,
East Towne Mall(42)	4	Weis, Kinney, K mart, Radio Shack, Maxwell's, People's
Lancaster Outlet City(39)	5	Reading China & Glass; Manhattan Factory Outlet, Warnaco Knitwear
Willow Valley Square(24)	4	Willow Valley Farms IGA, Peoples
Stone Mill Plz.(12)	2	Giant, Rite-Aid

Principal Shopping Days-Dept. Stores-Fri., Sat., Mon., Tues.; Food-Thur., Fri., Sat., Mon.
Stores Open Evenings-Downtown-Fri.; Shopping Centers & Food-6 nights.

13 - RETAIL OUTLETS: Department Stores-Watt & Shand 2; Sears; JCPenney; Maxwell's; Boscov's; Clover.
Variety Stores-Woolworth 2; McCrory.
Discount Stores-Nichols 2; K mart 4; Morgan & Mailman; Jamesway 3; Silo.
Chain Drug Stores-Peoples 16; Savemart; Thrift; Rite-Aid 3; White Shield; Phar-mor.
Chain Supermarkets-Acme; Weis 15; Save-A-Lot 2, IGA 8; Food Rite 2; Giant 5; Jay's.
Other Chain Stores-Auto Supplies: Firestone 2, General, Goodrich, Goodyear 2; Shoes: Hanover, Thom McAn 3, Buster Brown, Irving's, Father & Son, Kinney 4, Super Shoe; Men's Clothing: Hamburgers, Fillings 2, Anderson-Little, Chess King, David Martin 2, Formal Affairs; Women's Apparel: Ormond 2, Lerner's, Poser's, Feel Fine, Casual Corner, Fashion Flair, Susie's Casuals, Maxwell's 2, Marianne, Limited, Benetton, Junior Colony 2, Fashion Bug, The Gap, A.S. Beck; Jewelry: Bash, Kay 2, Gordon's, Musselman's; Furniture: Harold's, Good's, Town & Country; Lumber: 84 Lumber, Wickes, Hechinger, Grossman's, Carter 2, Lowe's; Fabrics: So-Fro, Cloth World, Mill Store; Paint: MAB Paint, Best Bros., Sherwin-Williams 2, Glidden, PPG; Books: Provident 4, Waldenbooks, Anchor Christian, Encore; Catalog Stores: Jewelcor, S&H Green Stamps, Service Merchandise.

14 - NEWSPAPERS: INTELLIGENCER-JOURNAL (m) 43,745; NEW ERA (e) 56,930; NEWS (S) 100,398; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Melvin W. Williams, Gen. Adv. Mgr., INTELLIGENCER-JOURNAL, NEW ERA and SUNDAY NEWS, 8 W. King St., PO Box 1328, Lancaster, PA 17603; Tel. (717) 291-8700.
National Representative: None.

LANGHORNE
See LEVITTOWN

LANSDALE

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 25 mi. N of Philadelphia.

2 - TRANSPORTATION: Motor Freight Carriers-1.

3 - POPULATION:
Corp. City 80 Cen. 16,526; E&P 87 Est. 17,824
CZ-ABC: (80) 62,178
RTZ-ABC: (80) 64,821
PMSA 80 Cen. 4,716,818; E&P 87 Est. 4,771,429
County 80 Cen. 643,621; E&P 87 Est. 694,830
City & RTZ-ABC: (80) 126,999

4 - HOUSEHOLDS:
City 80 Cen. 6,216; E&P 87 Est. 6,991
County 80 Cen. 223,290; E&P 87 Est. 250,790
PMSA 80 Cen. 1,639,330; E&P 87 Est. 1,715,334
CZ-ABC: (80) [illegible]2,161
RTZ-ABC: (80) 21,444
City & RTZ-ABC: (80) 43,605

5 - BANKS	NUMBER	EST. DEP.
Commercial	21	$8,175,000,000
Savings & Loan	15	$185,755,000

6 - PASSENGER AUTOS: County 438,115

7 - ELECTRIC METERS: Residence 5,800

8 - GAS METERS: Residence 4,503

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tile Mfg. 1,000; Elect. Equip. 2,500; Food 600; Textile Mach. 250; Pharmaceuticals 4,000; Elect. Measuring & Recording Insts. 1,500; Microwave Equip. 550; Spring Mfg. 330; Materials Handling Equip. 550; Trailer Mfg. 400; Elect. Labs 1,000; Steel Desks, Shelving, etc. 400.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 60-90; Fall 50-75; Winter 20-60.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Montgomery Mall(122)	NA	Macy's, JCPenney, Wanamaker, Sears
Hillcrest(14)	NA	
Pennwood Plz.(20)	NA	Stockade, Finnaren & Haley
South Broad(11)	NA	
Sumney Forge Sq.(15)	NA	Colonial Vlg. Meats, North Penn Drugs
Airport Sq.(15)	NA	K mart, Best, Toys 'R Us, Marshall's
5 Points Plz.	NA	Weis, Bradlees, Builders Sq., Thrift Drug

Neighborhood Shopping Centers-S. Broad St. Hillcrest Shpg. Ctr., E. Main St.; English Vlg. Rts. 309 & 63, North Wales; Lansdale Shpg. Ctr., West Main St.; Snyder Sq., Hatfield Valley Rd., Hatfield; Spring House Vlg. Bethlehem Pike, Spring House; Pennwood Plz., N. Broad St., Lansdale; Chal-Britt Plz.; Chalfont. Sumney Forge Sq.; Upper Gwynedd; Souderton Shpg. Ctr.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Every evening, Sun.

13 - RETAIL OUTLETS: Department Stores-Clover; JCPenney; Wanamakers; Macy's; Sears; Marshall's.
Variety Store-Woolworth.
Chain Drug Stores-Rite Aid 5; Sav-Rite; CVS 2; Thrift 3.
Discount Stores-Jamesway; Clover; K mart 3; Ames; Bradlees.

Chain Supermarkets-Acme 3; Clemens 6; Genuardi's; Stop N Shop; Shop N Bag; Super Fresh; Weiss.
Other Chain Stores-Penn-Jersey Auto; Firestone; Levitz; Builder's Square; Toys 'R Us; Kids 'R Us; Stereo Discounters; Pep Boys; Goodyear; Kinney Shoe; Singer Co.; Sherwin-Williams Paints; Finnaren & Haley Paints; Dee's; Lane Bryant; Bakers; Chandlers; Zale's; Anderson-Little.

14 - NEWSPAPERS: THE REPORTER (e) 18,352; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gayle S. Jefferis, Adv. Dir., THE REPORTER, 307 Derstine Ave., Lansdale, PA 19446; Tel. (215) 855-8440.
National Representatives: Gannett National Newspaper Sales; Robert Hitchings; U.S. Suburban Press.

LANSFORD

See LEHIGHTON

LATROBE

1 - LOCATION: Westmoreland County, (In Pittsburgh PMSA). E&P Map B-3. 40 mi. E of Pittsburgh. Steel center and miscellaneous small manufacturing plants.

2 - TRANSPORTATION: Motor Freight Carriers-8.
Intercity Bus Lines-Westmoreland County Transit Authority.
Airlines-Westmoreland County Airport, Latrobe.

3 - POPULATION:
Corp. City 80 Cen. 10,799; E&P 87 Est. 9,634
CZ-ABC: (80) 18,003
RTZ-ABC: (80) 48,799
County 80 Cen. 392,294; E&P 87 Est. 375,645
PMSA 80 Cen. 2,219,848; E&P 87 Est. 2,070,586
City & RTZ-ABC: (80) 66,802

4 - HOUSEHOLDS:
City 80 Cen. 4,336; E&P 87 Est. 3,887
CZ-ABC: (80) 6,899
RTZ-ABC: (80) 16,508
County 80 Cen. 139,233; E&P 87 Est. 137,826
PMSA 80 Cen. 885,070; E&P 87 Est. 784,387
City & RTZ-ABC: (80) 23,407

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$250,000,000
Savings & Loan	3	$75,000,000

6 - PASSENGER AUTOS: County 189,256

7 - ELECTRIC METERS: Residence 20,400

8 - GAS METERS: Residence 6,480

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 4,316; Commun. 313; Chem. 1,270; Constr. 991; Machine Tool & Die 716; Plastics 275; Trans. 250; Engineering & Related 47; Industrial related 528; Pattern Shops/Castings 275; Ceramics 363; Foams 310; Printing, Adv., Media 191.
Principal Industrial Pay Days-15th & 30th; 10th & 25th.

10 - CLIMATE: Min. & Max. Av. Temp. Est.-Spring 39-60; Summer 45-95; Fall 35-75; Winter 10-34.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Ligonier St.; 2 on Depot St.; 2 on Main St., Latrobe.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Latrobe Shpg. Plz.(36)	3	Foodland Mkt., Thrift Drug, K mart
Lincoln Road(10) Lincoln Ave	NA	Shop 'N Save, Thrift Drug, Foodland Mkt., McCrory's
Unity	3	Giant Eagle, Revco

Principal Shopping Days-Dept.-Thur., Sat.; Food daily until 10. Shopping Ctrs. until 9:30.

13 - RETAIL OUTLETS: **Department Stores**-Troutman's.
Discount Stores-Keystone Candy, American Candy.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Revco; Thrift.
Chain Supermarkets-Foodland; Shop'N Save; Red & White; Giant Eagle.
Other Chain Stores-Shoes: Evans, Mendler; Furniture: Penn; Action Hdwe.; K mart; Jamesway; Weiss; Goodyear; Goodrich.

14 - NEWSPAPERS: BULLETIN (e) 9,359; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: George Caviggia, Adv. Mgr., BULLETIN, 1211 Ligonier St., Latrobe, PA 15650; Tel. (412) 537-3351.
National Representative: Landon Associates.

LEBANON

1 - LOCATION: Lebanon County, (In Harrisburg-Lebanon-Carlisle MSA), E&P Map D-3. County Seat. Iron and steel, aluminum, textiles, miscellaneous manufacturing center and hub of rich farm area. S central part of state in heart of Pennsylvania Dutch country; 85 hwy. mi. from Philadelphia; 190 air mi. from Pittsburgh; 8 mi. S of Lebanon interchange of Penna. Tpke.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-29.
Intercity Bus Lines-Trailways; Colt.

3 - POPULATION:
Corp. City 80 Cen. 25,711; E&P 87 Est. 26,052
CZ-ABC: (80) 53,269
RTZ-ABC: (80) 55,313
County 80 Cen. 109,829; E&P 87 Est. 112,580
City & RTZ-ABC: (80) 108,582
MSA 80 Cen. 555,907; E&P 87 Est. 589,903

4 - HOUSEHOLDS:
City 80 Cen. 10,121; E&P 87 Est. 10,790
CZ-ABC: (80) 19,186
RTZ-ABC: (80) 18,747
County 80 Cen. 38,327; E&P 87 Est. 40,753
City & RTZ-ABC: (80) 37,933
MSA 80 Cen. 200,990; E&P 87 Est. 221,718

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$307,200,000

6 - PASSENGER AUTOS: County 60,593

7 - ELECTRIC METERS: Residence 12,001

8 - GAS METERS: Residence 4,665

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Prods. 3,600 ($320); Apparel-Textiles 3,300 ($195); Food Prods. 1,900 ($180); Chem.-Pharmaceuticals 1,000 ($240); Leather Prods. 1,100 ($180); Machine Industries 1,100 ($320).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-86; Summer 53-93; Fall 24-72; Winter 0-55. First killing frost, Oct. 22; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Cumberland; 2 on 8th; 2 on 9th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lebanon Plz.(39)	3	Sears, JCPenney, Hess's
Lebanon Mall	4	Murphy Mart, Boscov's
Palmyra(23)	10	Weis
Plaza 422	2	Giants, Hills

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Tues., Fri.; Shopping Centers every night and Sun. afternoon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Boscov's; Murphy Mart; Sears; Nicols; Hess's.
Discount Stores-Hill's; Nichols.
Variety Store-Woolworth.
Chain Drug Stores-People's; Keystone 2; Thrift; Revco.
Chain Supermarkets-Weis 2; Giant.
Other Chain Stores-Firestone; Gordon's Jewelry; Ormond's; Waldenbooks; Radio Shack; Feel Fine; Zale's Jewelry; Cole Book; Kay Jewelers; Hanover Shoes; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (e) 24,898; (S) 24,524; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ray C. Sites, Adv. Mgr., NEWS, S. 8th & Poplar Sts., Lebanon, PA 17042; Tel. (717) 272-5611.
National Representative: Thomson Newspapers.

LEHIGHTON-JIM THORPE-LANSFORD-PALMERTON

1 - LOCATION: Carbon County (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2; Jim Thorpe is County Seat; close to Lehigh River, about 90 mi. NW of Philadelphia.

2 - TRANSPORTATION: **Intercity Bus Lines** Continental Trailways, Lakes to Sea; Greyhound; East Penn.

3 - POPULATION:
Corp. Cities 80 Cen. 29,853; E&P 87 Est. 21,495
Lehighton 80 Cen. 5,826; E&P 87 Est. 5,866
Jim Thorpe 80 Cen. 5,263; E&P 87 Est. 5,411
Lansford 80 Cen. 4,466; E&P 87 Est. 4,412
Palmerton 80 Cen. 5,455; E&P 87 Est. 5,806
MSA 80 Cen. 636,714; E&P 87 Est. 670,466
NDM-ABC: (80) 107,930
County 80 Cen. 53,285; E&P 87 Est. 55,207
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 11,556; E&P 87 Est. 7,735
Lehighton 80 Cen. 2,181; E&P 87 Est. 2,011
Jim Thorpe 80 Cen. 1,880; E&P 87 Est. 1,823
Lansford 80 Cen. 1,883; E&P 87 Est. 1,824
Palmerton 80 Cen. 2,135; E&P 87 Est. 2,077
County 80 Cen. 19,642; E&P 87 Est. 21,140
NDM-ABC: (80) 38,954
MSA 80 Cen. 230,764; E&P 87 Est. 252,275

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	$120,000,000

6 - PASSENGER AUTOS: County 30,666

7 - ELECTRIC METERS: Residence Est. 17,300

8 - GAS METERS: Residence Est. 5,000

9 - PRINCIPAL INDUSTRIES: Garments; Pressure Castings; Dye Works; Plastics; Handbags; Furn. & Woodworking; Clothing & Textiles; Fur Proc.; Chem.; Furn.; Zinc Refinery; Truck Manufacturing & Refurbishing; Coal Mining.
Principal Pay Days-R.R. 15th & 30th; others on Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 80-95; Fall 20-60; Winter 0-40. First killing frost, Sept. 10; last killing frost, June 17.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Shopping Center**-Carbon Plz.-Lane's, Bright's; Walnutport Mall-K mart; Jamesway Plaza; Brodheadsville.
Principal Shopping Days-Tues., Fri., Sat.
Stores Open Evenings-Fri., Sat. some Tues., Thur. & Sun.

13 - RETAIL OUTLETS: **Department Stores**-Bright's; Segel's; Jamesway; Bosco's.
Variety Stores-Newberry's; Spillanes.
Discount Stores-Lane; Mahoning Mart; K mart.
Chain Supermarkets-Food Lane; IGA; Golden Key; A&P 2; Acme; Super Fresh.
Other Chain Stores-G.C. Murphy; Surefine Prods.; Montgomery Ward; Sears; Thrift Drugs; Rea & Derick; 7-Eleven; Turkey Hill Stores; Kinney Shoes.

14 - NEWSPAPERS: TIMES NEWS (e) 16,454; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Don Reese, Adv. Dir., TIMES NEWS, 1st & Iron Sts., Lehighton, PA 18235; Tel. (215) 377-2051.
National Representative: Landon Associates.

LEVITTOWN-BRISTOL-LANGHORNE

1 - LOCATION: Bucks County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. On Delaware River. On U.S. Hwys. 1 and 13.

2 - TRANSPORTATION: **Railroads**-Conrail; Reading; Amtrak; Septa.
Motor Freight Carriers-21.
Intercity Bus Lines-Burlington-Bristol; Trenton-Levittown; Septa Philadelphia to Levittown and Warminster; Greyhound; Bristol to N.Y.C.
Airlines-USAir at Mercer Airport and Northeast Philadelphia; All major Airlines through Philadelphia International Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 66,738; E&P 87 Est. 74,511
Bristol 80 Cen. 10,867; E&P 87 Est. 10,747
Langhorne 80 Cen. 1,697; E&P 87 Est. 2,474
Levittown 80 Cen. 54,174; E&P 87 Est. 61,290
CZ-ABC: (80) 148,723
RTZ-ABC: (80) 157,430
County 80 Cen. 479,211; E&P 87 Est. 529,055
PMSA 80 Cen. 4,716,818; E&P 87 Est. 4,771,429
City & RTZ-ABC: (80) 306,153
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 20,820; E&P 87 Est. 24,786
Bristol 80 Cen. 4,033; E&P 87 Est. 4,160
Langhorne 80 Cen. 542; E&P 87 Est. 797
Levittown 80 Cen. 16,245; E&P 87 Est. 19,929
CZ-ABC: (80) 48,026
RTZ-ABC: (80) 51,684
County 80 Cen. 156,648; E&P 87 Est. 179,544
PMSA 80 Cen. 1,639,330; E&P 87 Est. 1,715,334
City & RTZ-ABC: (80) 99,710

5 - BANKS	NUMBER	DEPOSITS
Savings	4	N.A.
Savings & Loan	16	N.A.
Commercial	20	N.A.

6 - PASSENGER AUTOS: County 297,347

7 - ELECTRIC METERS: Residence 28,690-Levittown 22,190; Fairless Hills 2,500; Bristol 4,000.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Machine Shops; Metals; Plastics & Chems.; Corrugated & Parchment; Steel; Constr.; Fabrics; Food; Concrete; Explosives; Hdwe.; Electrical; Trucking; Trans.; Detergents; Lumber; Adhesives.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 70-100; Fall 30-88; Winter 0-45. First killing frost, Oct. 31; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Levittown Center, Bristol Mill St.; Oxford Valley Mall, Langhorne; Neshaminy Mall, Cornwells Heights.
Neighborhood Shopping Centers-Levittown; Fairless Hills, Morrisville, Mid-Way, Country Club; Bristol: Croydon, Feasterville, Glenview, Southampton Pennsbury Plaza, Bucks County Mall; Feasterville: Neshaminy Mall; Cornwells Heights; Warminster Plaza, Davisville Shopping Ctr., Woodhaven Mall; Richboro (Cornwells Heights); Richboro Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairless Hills	2	Super Fresh, CVS Phcy., Caldor, Channel
Falls(6)	3	Best, Clover, Acme
Country Club(25)	6	Goodyear, Levine's, Bradlees, Marshalls
Morrisville(25)	6	Acme
Leeper Village	2	Buckley Hdwe.
Croydon	7	Acme
Richboro Plaza	15	Great Scot, Shop 'N Bag, Thrift Drug
Southampton	14	Great Scot, Acme
Feasterville(20)	12	Clover, Channel
Neshaminy Mall (100)	12	Woolworth, Sears, Strawbridge & Clothier, Pomeroy's
Levittown(60)	1	Woolworth, Thriftway, Pomeroy's
Oxford Valley(140)	4	Macy's, Stern's, Acme, Woolworth, JCPenney, Mr. How, John Wanamaker

Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Mon., Thur., Fri.; Food nightly & Sun.

13 - RETAIL OUTLETS: **Department Stores**-Pomeroy's; JCPenney; Sears; Strawbridge & Clothier; John Wanamaker; Stern's, Macy's.

Discount Stores-Kiddie City 2; K mart 4; Levitz; Clover Stores; Best; Silo; Bradlee's; Jamesway 2; Caldor.

Variety Stores-Woolworth 3; McCrory 2.
Chain Drug Stores-York 2; Thrift 7; Rite Aid 2; CVS 2.

Chain Supermarkets-Acme 11; Super Fresh 3; Great Scot 3; Pathmark 4; Thriftway 2; Nu-Way; Shop 'N Bag 10; Harvest; Gervardi.

Convenience Food Stores-Cumberland Farms 11; 7-Eleven 22; Wawa Food Markets 7; 32 others.

Other Chain Stores-Gordon Jewelers; Lerner's; Pep Boys; Waldenbooks; Thom McAn; Wilbur-Rogers; Penn-Jersey Auto; Lobel's; Father & Son; Hickory Farms; The Gap, Singer; Lafayette; Radio Shack.

14 - NEWSPAPERS: BUCKS COUNTY COURIER TIMES (m-mon to fri) 64,061; (S) 70,368; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: R.E. Moore, Jr., Natl. Adv. Mgr., BUCKS COUNTY COURIER TIMES, Route 13, Levittown, PA 19057; Tel. (215) 752-6701.

National Representatives: Sawyer-Ferguson-Walker; Robert Hitchings & Co.

LEWISBURG

1 - LOCATION: Union County. E&P Map D-2. County Seat.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 80 Cen. 5,407; E&P 87 Est. N.A.
County 80 Cen. 32,870; E&P 87 Est. 37,032

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 87 Est. N.A.
County 80 Cen. 10,043; E&P 87 Est. 11,926

5 - BANKS	NUMBER	DEPOSITS
Commercial	NA	N.A.
Savings & Loan	NA	N.A.

6 - PASSENGER AUTOS: County 16,437

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming.

10 - CLIMATE: Av. Temp.-Summer 85; Winter 28.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames Plaza(12)	2	Ames
Plaza 15 Mall(18)	NA	Murphy's Mart, Acme Supermkt.

13 - RETAIL OUTLETS: **Chain Drug Stores**-Rea & Derrick.
Chain Supermarkets-A&P; Weis.

14 - NEWSPAPERS: DAILY JOURNAL (m-mon to fri) 2,734; sworn Aug. 31, 1987.
Local Contact for Advertising and Merchandising Data: Virginia Tompkins, Man. Ed. or Kathy Rising, Adv. Mgr., JOURNAL, 27 S. 5th St., Lewisburg, PA 17837; Tel. (717) 523-1268.
National Representative: None.

LEWISTOWN

1 - LOCATION: Mifflin County. E&P Map C-2. County Seat. Shipping center for radius 30 mi. Agriculture and manufacturing. Center of state, 165 mi. from Philadelphia and 156 mi. from Pittsburgh; 60 mi. NW of Harrisburg.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-6.
Airlines-New local airport with 32,000 ft. paved runway.

3 - POPULATION:
Corp. City 80 Cen. 9,830; E&P 87 Est. 8,877
CZ-ABC: (80) 15,471
RTZ-ABC: (80) 45,080
County 80 Cen. 46,908; E&P 87 Est. 45,232
City & RTZ-ABC: (80) 60,551
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,322; E&P 87 Est. 3,906
CZ-ABC: (80) 6,358
RTZ-ABC: (80) 15,332
County 80 Cen. 16,813; E&P 87 Est. 16,872
City & RTZ-ABC: (80) 21,690

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$162,000,000
Savings & Loan	2	$41,000,000

6 - PASSENGER AUTOS: County 20,460

7 - ELECTRIC METERS: County Residence 15,203

8 - GAS METERS: City Residence 1,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Polyester Mfg. 450 ($170); Steel & Metals 2,484 ($247); Machine 102 ($189); Shirt 1,073 (N.A.); Farm Mach. 1,100 ($192); Electronic 717 (N.A.); Mobile Homes 320 ($181); Plastic 70 ($192); Carpet 120 ($236).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-60; Summer 60-90; Fall 36-55; Winter 15-50. First killing frost, Sept. 15; last killing frost, Mar. 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Nearby Shopping Centers**-Burnham (2 mi. from city): Giant, Weis, Sears, Jamesway, People's, Fashion Bug, Radio Shack, JCPenney.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.; some Sat.

13 - RETAIL OUTLETS: **Department Stores**-Danks (operates branches in State College, Bellefonte & Lewistown); The Bon Ton; Jamesway 2; JCPenney.
Variety Stores-McCrory; G.C. Murphy.
Chain Drug Stores-People's 2; Rite Aid; Thift Drug.
Discount Stores-Jamesway 2.
Chain Supermarkets-Giant 2; Weis.
Other Chain Stores-Glick; Diana; Arlene; Sears (catalog); Wolf.

14 - NEWSPAPERS: SENTINEL (e) 13,683; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dennis J. Sheely, Adv. Dir., SENTINEL, 6th at Summit Dr., Lewistown, PA 17044; Tel. (717) 248-6741.
National Representative: Landon Associates.

LOCK HAVEN-JERSEY SHORE

1 - LOCATION: Lock Haven in Clinton County, and Jersey Shore in Lycoming County (Williamsport MSA). E&P Map C-2, County Seat. Dairy farming and industrial center. North central part of state, 200 mi. from Philadelphia; 220 mi. from N.Y. City; 170 mi. from Pittsburgh. On U.S. Hwy. 220; State Hwy. 120 and I-80 (Keystone Shortway).

2 - TRANSPORTATION: **Motor Freight Carriers**-6.
Intercity Bus Lines-Continental Trailways; New York & Cleveland.

3 - POPULATION:
Corp. Cities 80 Cen. 14,248; E&P 87 Est. 13,380
  Lock Haven 80 Cen. 9,617; E&P 87 Est. 8,672
  Jersey Shore 80 Cen. 4,631; E&P 87 Est. 4,708
CZ-ABC: (80) 15,467
RTZ-ABC: (80) 23,504
Counties 80 Cen. 157,387; E&P 87 Est. 150,903
  Clinton 80 Cen. 38,971; E&P 87 Est. 37,673
  Lycoming/MSA 80 Cen. 118,416; E&P 87 Est. 113,230
City & RTZ-ABC: (81) 38,971

4 - HOUSEHOLDS:
Cities 80 Cen. 4,947; E&P 87 Est. 4,385
  Lock Haven 80 Cen. 3,261; E&P 87 Est. 2,725
  Jersey Shore 80 Cen. 1,686; E&P 87 Est. 1,660
CZ-ABC: (80) 5,464
RTZ-ABC: (80) 8,070
Counties 80 Cen. 55,631; E&P 87 Est. 58,160
  Clinton 80 Cen. 13,534; E&P 87 Est. 13,616
  Lycoming/MSA 80 Cen. 42,097; E&P 87 Est. 41,544
City & RTZ-ABC: (80) 13,534

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$242,066,792
Savings & Loan	1	$41,113,926

6 - PASSENGER AUTOS: Counties: Clinton 16,267; Lycoming 57,490

7 - ELECTRIC METERS: Residence 3,800

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Aircraft 1,000 ($320); Paper Prods. 2,000 ($325); Chemicals 340 ($195); Textiles 310 ($240); Garment 1,500 ($250); Elect. Mach. 430 ($275); Mobile Homes 250 ($250); Steel 400 ($280); Shoewear 110 ($175).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 60-86; Fall 40-65; Winter 30-45. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Lock Haven: 3 blocks on Main St.; 2 on Bellefonte Ave.; Jersey Shore: S. Main, 2 blocks; Allegheny, 2 blocks.
Neighborhood Shopping Centers-One block at Mill Hall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mill Hall	3	Roming's
Ames	NA	Thrift Drug, Sears
Clinton Plaza	NA	Acme, K mart, Rea & Derick
Plaza Mall(15)	30	Gee Bee, Nichols
Lycoming Mall(40)	36	Sears, Hess
Nittany Mall(42)	30	Sears, Hess

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Most Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney 2; Sears.
Discount Stores-K mart; Ames.
Variety Stores-Woolworth; Newberry 2.
Chain Drug Stores-Widmann 4; Revco; Rea & Derick.
Chain Supermarkets-Weis 3; IGA; Acme.
Other Chain Stores-Wolf; Regal & Blum; Agway; Firestone; Clasters.

14 - NEWSPAPERS: EXPRESS (e) 10,902; Mar. 31 1987 ABC.
Local Contact for Advertising and Merchandising Data: Charles R. Ryan, Pub., EXPRESS, 9-11 W. Main St., Lock Haven, PA 17745; Tel. (717) 748-6791.
National Representative: Thomson Newspapers.

MAHANOY CITY
See SHENANDOAH

McKEESPORT-DUQUESNE-CLAIRTON

1 - LOCATION: Allegheny County. E&P Map B-3 (In Pittsburgh PMSA). On the Monongahela River at the junction of the Youghiogheny. 15 mi. SE of Pittsburgh. On State Hwys. 48 and 148.

2 - TRANSPORTATION: **Railroads**-B&O; C&O; P&LE.
Motor Freight-Daily pickup and delivery.
Intercity Bus Lines-Greyhound; Port Authority of Allegheny County.
Airlines-TWA; Northwest; USAir; American; United; Eastern; Delta; Nordair.

3 - POPULATION:
Corp. Cities 80 Cen. 53,294; E&P 87 Est. 47,371
  McKeesport 80 Cen. 31,012; E&P 87 Est. 26,721
  Duquesne 80 Cen. 10,094; E&P 87 Est. 9,188
  Clairton 80 Cen. 12,188; E&P 87 Est. 11,462
CZ-ABC: (80) 102,597
RTZ-ABC: (80) 123,856
County 80 Cen. 1,450,085; E&P 87 Est. 1,332,634
PMSA 80 Cen. 2,219,848; E&P 87 Est. 2,070,586
City & RTZ-ABC: (80) 226,453

4 - HOUSEHOLDS:
Cities 80 Cen. 21,179; E&P 87 Est. 19,514
  McKeesport 80 Cen. 12,321; E&P 87 Est. 11,049
  Duquesne 80 Cen. 4,069; E&P 87 Est. 3,827
  Clairton 80 Cen. 4,789; E&P 87 Est. 4,638
CZ-ABC: (80) 39,777
RTZ-ABC: (80) 43,096
County 80 Cen. 540,547; E&P 87 Est. 513,504
PMSA 80 Cen. 885,070; E&P 87 Est. 784,387
City & RTZ-ABC: (80) 82,873

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$5,500,000,000
Savings & Loan	2	$225,000,000

6 - PASSENGER AUTOS: County 663,333

7 - ELECTRIC METERS: Residence 22,073

8 - GAS METERS: Residence 16,583

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Basic Steel 18,100 ($418); Pipe Fabrication 4,070 ($400); Fabricated Metals 3,900 ($342); Atomic and Space 2,600 ($350); Ordnance 1,650 (N.A.); Constr. 2,380 (N.A.); Tool and Die 830 (N.A.).
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-91; Summer 33-95; Fall -5-80; Winter -18-77. First killing frost, Nov. 2; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-all blocks on Fifth Ave.; 4 on Walnut St.
Neighborhood Shopping Centers-Duquesne: Two blocks on Grant Ave., 1 on First St.; Clairton: Two on St. Clair St., 4 on Miller Ave.; East McKeesport: Great Valley center; Irwin: Norwin Center; Pleasant Hills; Southland Center; Duquesne: Hilltop Center; McKeesport: Olympia Center and Eastland Mall; Monroeville: Monroeville Mall; Garden City Plaza; Haymaker Square; Holiday Park; Miracle Mile; Parkway Center; Moss Side Plaza; West Mifflin Boro; Century III Mall.

RT. 22
ALLEGHENY CO
MONROEVILLE
WESTMORELAND CO
DUQUESNE
WEST MIFFLIN
McKEESPORT
IRWIN
RT. 30
CLAIRTON
RT. 48
RT. 51
WASHINGTON CO

McKeesport News (e)
30,095 ABC 3/31/87

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastland Plz.(68)	NA	Foodland
Olympia(38)	NA	Shop'N Save, Zayre, Murphy's
Rainbow Garden(18)	NA	Thrift Drug, Maraccini's
Rt. 30 Plz.(12)	NA	K mart, Revco
Southland(47)	NA	Shop & Save
Builder's Sq.(25)	NA	Builder's Square, Foodland
Century III(200)	NA	JCPenney, Sears, Kaufmann's, Horne's, Gimbels
Hills Plz.	NA	Hills

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Department Stores, Mon., Thur., Sat.; Food, every night.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Helmstadter Bros.; Kaufmann's; Sears; Horne's.
Variety Stores-Woolworth; Hills.
Discount Stores-Kelly & Cohen; K mart; Zayre; Murphy's Mart; Gee Bee.
Chain Drug Stores-Revco; Thrift Drug 10.
Chain Supermarkets-Giant Eagle 6; Foodland 7; Shop 'N Save 5; Marraccini 3; Super Dollar 2.
Other Chain Stores-Goodrich; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e) 30,095; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: D.M. Farley, Adv. Dir., NEWS, 409 Walnut St., McKeesport, PA 15134; (412) 664-9161.
National Representative: Landon Associates.

MEADVILLE

1 - LOCATION: Crawford County. E&P Map A-1. County Seat. Industrial, tourist & agricultural center; Allegheny College. On I-79, U.S. Hwys. 6, 19, 322; State Hwys. 27, 77, 98; 90 mi. N of Pittsburgh; 90 mi. E of Cleveland; 40 mi. S of Erie.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-CATA; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,544; E&P 87 Est. 14,637
CZ-ABC: (80) 22,336
RTZ-ABC: (80) 48,761
County 80 Cen. 88,869; E&P 87 Est. 90,391
City & RTZ-ABC: (80) 71,097
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 5,972; E&P 87 Est. 4,983
CZ-ABC: (80) 8,315
RTZ-ABC: (80) 16,550
County 80 Cen. 30,960; E&P 87 Est. 32,686
City & RTZ-ABC: (80) 24,865

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$2,826,397,000
Savings & Loan	4	$789,014,956

6 - PASSENGER AUTOS: County 38,276

7 - ELECTRIC METERS: Residence 20,878

8 - GAS METERS: Residence 15,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Forgings & Stampings 1,921 ($345); Flat Glass 750 ($320); Mfg. 6,400 ($360).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-75; Summer 57-92; Fall 35-72; Winter 7-43.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadville Mall(31)	NA	K mart, Mont. Ward, Thorne's
Park Ave. Plz.(26)	NA	Carlisle's, Gee Bee, Dollar Bargain, Comet Warehouse
Downtown Mall(14)	NA	Riverside, Big Wheel, Weldon's, Peoples Drugs
Saegertown Plz.(5)	NA	Super Duper
Penn-Plaza(7)	NA	County Market

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Wolff's; JCPenney; Carlisle's.
Variety Stores-Dahlkempers.
Discount Stores-Gee Bee; Fisher's Big Wheel; K mart; CVS; Dollar Bargain.
Chain Drug Stores-Eckerd; Thrift; Peoples; CVS.
Chain Supermarkets-Golden Dawn; Riverside; Quality Mkt.; Comet Warehouse; Thorne.
Other Chain Stores-Firestone; Goodyear; Wickes Lumber; Radio Shack.

14 - NEWSPAPERS: TRIBUNE (m) 16,656; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Linda L. Seiver, Adv. Mgr., TRIBUNE, 947 Federal Ct., Meadville, PA 16335; Tel. (814) 724-6370.
National Representative: Thomson Newspapers.

MILTON

1 - LOCATION: Northumberland County. E&P Map D-2. On W branch of the Susquehanna River, 19 mi. S of Williamsport.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-10.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,730; E&P 87 Est. 6,961
County 80 Cen. 100,381; E&P 87 Est. 102,066

4 - HOUSEHOLDS:
City 80 Cen. 2,628; E&P 87 Est. 2,721
County 80 Cen. 37,846; E&P 87 Est. 39,933

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$1,567,237,000
Savings & Loan	2	$33,225,000

6 - PASSENGER AUTOS: County 48,020

7 - ELECTRIC METERS: Residence 3,374

8 - GAS METERS: 2,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tank Cars 450 ($400); Steel 575 ($300); Food Proc. 1,400 ($280); Textiles 180 ($240); Furn. 900 ($280); Shoes 575 ($180).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 58-82; Fall 42-63; Winter 21-36.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sunbury Plz.(18)	14	Acme, Mont. Ward, Zayre, McCrory
Plaza(15)	5	Acme, Super Saver, Murphy's Mart
Susquehanna Valley Mall(70)	18	Boscov's, Bon-Ton, JCPenney
Lycoming Valley(94)	16	Hess, Gee Bee, Rea & Derick, Sears, Bon Ton

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers daily.

13 - RETAIL OUTLETS: **Department Stores**-Famous.
Variety Stores-Newberry.
Discount Stores-Plaza Discount; K mart.
Chain Drug Stores-Rea & Derick; Rite Aid.
Chain Supermarkets-Acme; Weis; Riverside Markets.
Other Chain Stores-Western Auto; Triangle Shoes; JCPenney; Woolworth; Montgomery Ward; Murphy's Mart; Fashion Bug; Bon Ton; Sears; Ames.

14 - NEWSPAPERS: STANDARD (e) 4,262; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Robert Michael, Adv. Mgr., STANDARD, 17-35 Arch St., Milton, PA 17847; Tel. (717) 742-9671.
National Representative: Landon Associates.

MONESSEN-CHARLEROI-DONORA

1 - LOCATION: Westmoreland and Washington Counties (In Pittsburgh PMSA). E&P Map B-3. Monongahela River, 30 mi. SE of Pittsburgh. I-70 and State Hwys. 906, 88.

2 - TRANSPORTATION: **Railroads**-Amtrak; Pittsburgh & Lake Erie (NYC); Monessen Southwestern; Norfolk-Western.
Motor Freight Carriers-5.
Intercity Bus Lines-88 Transit Lines; Greater Charleroi; Hilltop; Mid Monessen Valley Transit Authority.

3 - POPULATION:
Corp. Cities 80 Cen. 25,169; E&P 87 Est. 22,093
Monessen 80 Cen. 11,928; E&P 87 Est. 10,201
Charleroi 80 Cen. 5,717; E&P 87 Est. 5,219
Donora 80 Cen. 7,524; E&P 87 Est. 6,673
CZ-ABC: (80) 26,929
RTZ-ABC: (80) 46,641
PMSA 80 Cen. 2,219,848, E&P 87 Est. 2,070,586
Counties 80 Cen. 609,368; E&P 87 Est. 585,788
Washington 80 Cen. 217,074; E&P 87 Est. 210,143
Westmoreland 80 Cen. 392,294; E&P 87 Est. 375,645
City & RTZ-ABC: (80) 73,570

4 - HOUSEHOLDS:
Cities 80 Cen. 10,178; E&P 87 Est. 9,404
Monessen 80 Cen. 4,715; E&P 87 Est. 4,207
Charleroi 80 Cen. 2,552; E&P 87 Est. 2,480
Donora 80 Cen. 2,911; E&P 87 Est. 2,717
CZ-ABC: (80) 10,886
RTZ-ABC: (80) 17,127
PMSA 80 Cen. 885,070; E&P 87 Est. 784,387
Counties 80 Cen. 216,266; E&P 87 Est. 214,879
Washington 80 Cen. 77,033; E&P 87 Est. 77,053
Westmoreland 80 Cen. 139,233; E&P 87 Est. 137,826
City & RTZ-ABC: (80) 28,013

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$261,928,000
Savings & Loan	3	$147,421,000
Credit Unions	9	$21,913,000

6 - PASSENGER AUTOS: Counties: Westmoreland 189,256; Washington 104,113

7 - ELECTRIC METERS: Residence 15,706

8 - GAS METERS: Residence 11,802

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Basic Steel and Coking 5,000 ($320); Glass Mfg. 1000 ($290); Mining 1000 ($320); Food Proc. 842 ($282); Clothing Mfg. 360 (N.A.); Steel Fab. 334 ($268).

10 - CLIMATE: Av. Temp.-Spring 50; Summer 70; Fall 53; Winter 29.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Monessen: Downtown-3 blocks on Donner, 3 on Schoonmaker, Fourth, Fifth and Sixth Sts.; Charleroi, Downtown-3 blocks on Fallowfield, 3 on McKean, Fourth, Fifth & Sixth Sts.; Donora: 4 blocks on McKean, 3 on Meldon, Third, Fourth, Fifth & Sixth Sts.
Neighborhood Shopping Centers-Monessen; Eastgate, Park Plan, Grand Blvd.; Charleroi; Chamber Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
TriCounty(20)	3	Radio Shack, Hills, Revco, Murphy's
K mart Plaza	3	Foodland, Thrift, K mart
Rostraver	8	Foodland
Mon-Valley Plaza(13)	2	Brooks, Giant Eagle, Valumart

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Monessen-Fri.; Charleroi-Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Fisher's Big Wheel; Eisenberg's; Millers; Boston; Rox's; Oranges.
Discount Stores-Health Mart 3; Army & Navy; Atlas; K mart; Topp Value; VSCI; Labels for Less; Fashion Factory.
Variety Stores-G.C. Murphy; Valumart; McCrory's 2; Family Dollar.
Chain Drug Stores-Brooks; Thrift; Revco; Health Mart 3.
Chain Supermarkets-Foodland 4; Super Dollar; Shop & Save 2; Uni Mart.
Other Chain Stores-Sherwin-Williams; Radio Shack; Pic Way; 84 Lumber; Kelley and Cohen; Jo Ann Fabric; Pearle Vision; Payless Shoes.

14 - NEWSPAPERS: VALLEY INDEPENDENT (e) 17,488; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John J. Bennati, Adv. Mgr., VALLEY INDEPENDENT, Eastgate 19, Monessen, PA 15062; Tel. (412) 684-5200.
National Representative: Thomson Newspapers.

MOUNT CARMEL
See SHAMOKIN

MOUNT UNION
See HUNTINGDON

NEW CASTLE

1 - LOCATION: Lawrence County, E&P Map A-2. County Seat in W part of PA. On U.S. Hwys. 422, 224; State Hwys. 18, 88, 108, 168.

2 - TRANSPORTATION: Railroads-B & O; Conrail (freight); Lake Erie (N.Y.C.); Erie-Lackawanna (freight).
Motor Freight Carriers-11.
City Owned Intercity Bus Lines-Central Greyhound; Grove City.

3 - POPULATION:
Corp. City 80 Cen. 33,621; E&P 87 Est. 29,258
CZ-ABC: (80) 39,525
RTZ-ABC: (80) 68,420
County 80 Cen. 107,150; E&P 87 Est. 98,660
City & RTZ-ABC: (80) 107,945

4 - HOUSEHOLDS:
City 80 Cen. 12,581; E&P 87 Est. 11,446
CZ-ABC: (80) 14,638
RTZ-ABC: (80) 23,155
County 80 Cen. 37,501; E&P 87 Est. 35,879
City & RTZ-ABC: (80) 37,793

5 - BANKS	NUMBER	DEPOSITS
Commercial	- 4	$884,838,484
Savings & Loan	2	$319,802,157

6 - PASSENGER AUTOS: County 51,508

7 - ELECTRIC METERS: 37,433

8 - GAS METERS: 23,630

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary Metal 157; Mach. 2,027; Stone, Glass & Clay 2,156; Fab. Metal 920; Mining 324.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-64; Summer 36-91; Fall 21-65; Winter 0-70. First killing frost, Oct. 7; last killing frost, May 2.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Washington St.; 3 on Mercer St.; 5 on Mill St.; 1 on North St.; 3 Towne Mall on Jefferson St.
Neighborhood Shopping Centers-4 blocks on Long Ave.; 1 on Liberty Ave. 7th Ward; 1 at Washington St. & Butler Ave.; Call's on Rt. 18 N., 1 mi. beyond city limits; Westgate Plaza, Rt. 224 W. of City; Union Plaza Rt. 224; Lawrence Village Rt. 65; North City Plaza, Rt. 18 N., 3 mi. beyond city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lawrence Vlg.(30)	4	Radio Shack, Rocky's, K mart, Stambaugh's
Westgate Plz.(14)	4	Brooks, A&M Supermkt., Treasure Island
Call's Plz.(8)	2	Thrift Drug, Ralph's
Towne Mall(31)	1	Thrift Drug, Sears
Neshannock Plz.(8)	NA	Union Prescription, Betty's Bridal
North City Plz.(21)	2	Radio Shack, K mart, Joseph's, Revco
Union Plz.(8)	4	Spiegels

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. and Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Troutman's; Sears.
Discount Stores-Fisher's Big Wheel 2; Treasure Island; K mart 2.
Variety Store-G.C. Murphy.
Chain Drug Stores-Brooks; Thrift 2; Revco 3; Medical Center Phcy.; Rite Aid.
Chain Supermarkets-A&M; Joseph's; Tic Toc 2; Ralph's; Valu King 2; Rocky's 2.

14 - NEWSPAPERS: NEWS (e) 20,721; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David C. Jones, Adv. Dir., NEWS, 27-35 N. Mercer St.; PO Box 60, New Castle, PA 16103; Tel. (412) 654-6651.
National Representative: Landon Associates.

NEW KENSINGTON-TARENTUM

1 - LOCATION: New Kensington in Westmoreland County; Tarentum in Allegheny County (In Pittsburgh PMSA). E&P Map B-2. Allegheny-Kiski river valleys. Research and industrial center 20 mi. NE of Pittsburgh on Allegheny Valley Expressway; State Hwys. 28, 56, 88, 366 & 780; U.S. Hwy. 22 and Pennsylvania Tpke.

2 - TRANSPORTATION: **Railroads**-Conrail; Conemaugh & West Penn Branches.
Motor Freight Carriers-3.
Intercity Bus Lines-Port Authority Transit.

3 - POPULATION:
Corp. Cities 80 Cen. 24,079; E&P 87 Est. 22,679
New Kensington 80 Cen. 17,660; E&P 87 Est. 15,721
Tarentum 80 Cen. 6,419; E&P 87 Est. 5,958
NDM-ABC: (80) 178,306
Counties 80 Cen. 1,842,379; E&P 87 Est. 1,708,279
Allegheny 80 Cen. 1,450,085; E&P 87 Est. 1,332,634
Westmoreland 80 Cen. 392,294; E&P 87 Est. 375,645
PMSA 80 Cen. 2,219,848; E&P 87 Est. 2,070,586

4 - HOUSEHOLDS:
Cities 80 Cen. 9,731; E&P 87 Est. 9,405
New Kensington 80 Cen. 7,147; E&P 87 Est. 6,890
Tarentum 80 Cen. 2,584; E&P 87 Est. 2,515
Counties 80 Cen. 679,780; E&P 87 Est. 651,330
Allegheny 80 Cen. 540,547; E&P 87 Est. 513,504
Westmoreland 80 Cen. 139,233; E&P 87 Est. 137,826
NDM-ABC: (80) 64,566
PMSA 80 Cen. 885,070; E&P 87 Est. 784,387

5 - BANKS	NUMBER	EST. DEP.
Commercial	25	$697,800,000
Savings & Loan	9	$332,500,000

6 - PASSENGER AUTOS: Counties: Allegheny 663,333; Westmoreland 189,256

7 - ELECTRIC METERS: Residence 31,693

8 - GAS METERS: Residence 27,342

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum Fabrication N.A.; Technical 293; Glass Prods. 763; Paint Prods. 357; Steelmaking, Fab. 9,286; Tool & Die 341; Plastic Mfg. 357; Nuclear Prods. 876; Research Centers & Labs 4,902; Garment Mfg. 263; Distilleries 519; Printing 368; Power Plants (2) and Utilities 981; Soft Coal Mines 990; Heavy Equip. & Bldg. 666; Foundries (2) 213; Limestone & Cement 101; Tile & Block 111; Mushroom Mines & Distributors 189.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-91; Summer 63-99; Fall 25-86; Winter 13-72. First killing frost, Oct. 31; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Downtown-New Kensington (13 blocks plus discount center); Tarentum/Brackenridge (10 blocks); Leechburg (5 blocks); Apollo (3 blocks); Freeport (8 blocks).
Neighborhood Centers-New Kensington-Arnold-Lower Burrell, Leechburg Rd.; Parnassus District, New Kensington, Rte. 28, Natrona Heights; Pittsburgh St., Springdale & Cheswick; Saxonburg; Russellton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hillcrest(30)	NA	Hills
Heights Plz.(56)	NA	Joseph Horne Co.
Highlands Mall(25)	NA	Gee Bee
Kiskipark Plz.(15)	NA	Ben Franklin
Riverview Plz.(13)	NA	K mart
Allegheny Plz.(10)	NA	Fisher's Big Wheel
Apollo Plz.(10)	NA	
Cheswick(13)	NA	
Leechburg Plz.	NA	K mart
Harmar Plz.	NA	Murphy's Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All Major and Discount Stores; Food Stores.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Hart's; JCPenney; Joseph Hornes.
Discount Stores-Fisher's Big Wheel; K mart; Gee Bee; Murphy's Mart; Thrift City; Hills; Gold Circle.
Variety Stores-G.C. Murphy; Ben Franklin.
Chain Drug Stores-Thrift 3; Eckerd; Revco 2; Gil's 3; Rite Aid 3.
Chain Supermarkets-Shop 'N Save 7; Golden Dawn 2; Foodland 5; Gee Bee; Giant Eagle 2; IGA 3.
Other Chain Stores-Goodyear; Firestone; Uniroyal; Goodrich; American Hardware 3; Radio Shack; Sears (catalog) 2; Singer; Thom McAn; Nobil Shoes; Sherwin-Williams; Tile City; General Electric Appliances; PicWay Shoes; Color Tile; Fashion Bug; Grossman's.

14 - NEWSPAPERS: VALLEY NEWS DISPATCH (e) 38,862; Mar. 29, 1987 ABC.

Local Contact for Advertising and Merchandising Data: George Scott, Ret. & Natl. Adv. Mgr., VALLEY NEWS DISPATCH, 210 Fourth Ave., Tarentum, PA 15084; Tel. (412) 224-4321.
National Representatives: Gannett National Newspaper Sales; U.S. Suburban Press.

NORRISTOWN

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. County Seat. 17 mi. NW of Philadelphia; 95 mi. SW of NY City; 41 mi. W of Trenton, NJ; 37 mi. SW of Reading; 91 mi. E of Harrisburg; 35 mi. NE of Wilmington. On U.S. Hwys. 422, 202; State Hwys. 23, 73, 123. On Schuylkill River; 5 1/2 mi. from Valley Forge; 4 mi. N of PA Turnpike.

2 - TRANSPORTATION: **Railroads**-Reading; Philadelphia Western.
Motor Freight Carriers-13.
Intercity Bus Lines-SEPTA; Trailways; Greyhound; North Penn.

3 - POPULATION:
Corp. City 80 Cen. 34,684; E&P 87 Est. 35,215
NDM-ABC: (80) 194,895
County 80 Cen. 643,621; E&P 87 Est. 694,830
PMSA 80 Cen. 4,716,818; E&P 87 Est. 4,771,429
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,343; E&P 87 Est. 13,447
NDM-ABC: (80) 65,946
County 80 Cen. 223,290; E&P 87 Est. 250,790
PMSA 80 Cen. 1,639,330; E&P 87 Est. 1,715,334

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	24	$1,320,176,000
Savings	5	$42,720,000
Savings & Loan	15	$1,440,520,000

6 - PASSENGER AUTOS: County 438,115.

7 - ELECTRIC METERS: Residence 14,322.

8 - GAS METERS: Residence 7,800.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food and Beverages 6,501; Textile 8,598; Printing & Pub. 4,456; Chem. 7,240; Metal Industries 13,274; Whol. Trade 12,172; Business of Repair 8,919; Ins., Real Estate & Fin. 11,072; Constr. 12,964; Mach. Equip. & Supplies 21,114.

10 - CLIMATE: Min. & Max. Temp.-Spring: 40-75; Summer 60-98; Fall 20-80; Winter 10-50. First killing frost, Oct. 10; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on W. Main, 4 on E. Main, 8 on Dekalb, 10 on W. Marshall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Logan Sq.(35)	1	Ports of the World, Rite Aid
Plymouth Sq.(22)	2	Woolworth, Super Fresh, Thrift Drug
Valley Forge(55)	2	Marshall's, Thriftway Foods, Big Marty's
Norriton Sq.(17)	2	Shop-Rite, Silo, Dee's Appliance
Park Ridge(20)	3	Thriftway, Zummo's
Sandy Hill(9)	2	Genuardi's
King of Prussia (152)	4	Stern's, Wanamaker, Acme, Woolworth, JCPenney, Sears, Bloomingdale's, Macy's
Swede Sq.(24)	2	Genuardi's, Channel's
Plymouth Mall(116)	6	Hess, Woolworth, Strawbridge & Clothier

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Fri.; Food-every evening except Sat.; Shopping Centers-every evening.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; John Wanamaker; Strawbridge & Clothier; Macy's; Bloomingdale's; Hess.
Discount Stores-K mart; Clover; Silo's; Dee's Appliance.
Variety Stores-Woolworth 3; Berlin-Spilane 4.
Chain Drug Stores-Rite Aid 2; Thrift Drugs 4; Drug Emporium.
Chain Supermarkets-Acme 4; Super Fresh 3; Genuardi's 8; Ficre's 3; Clemens; Shop-Rite.
Other Chain Stores-Channel; Grossmans.

14 - NEWSPAPERS: TIMES-HERALD (e) 30,605; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Gehringer, Adv. Dir., TIMES-HERALD, PO Box 591, Norristown, PA 19404; Tel. (215) 272-3830.
National Representatives: Landon Associates; Robert Hitchings & Co.

OIL CITY-FRANKLIN

1 - LOCATION: Venango County. E&P Map B-2. Adjacent cities in NW PA. on Allegheny River at junction with French Creek and Oil Creek. 68 mi. S of Erie; 86 mi. N of Pittsburgh; 62 mi. E of Youngstown. On U.S. Hwys. 62, 322 (Lakes to Sea); State Hwys. 8, 257, 428.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental Trailways; Lincoln Coach.
Airlines-USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 22,027; E&P 87 Est. 20,420
Franklin 80 Cen. 8,146; E&P 87 Est. 7,596
Oil City 80 Cen. 13,881; E&P 87 Est. 12,824
County 80 Cen. 64,444; E&P 87 Est. 61,789
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 8,577; E&P 87 Est. 4,797
Franklin 80 Cen. 3,246; E&P 87 Est. 194
Oil City 80 Cen. 5,331; E&P 87 Est. 4,603
County 80 Cen. 22,700; E&P 87 Est. 22,586

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$2,318,051,470
Savings & Loan	2	$144,454,282

6 - PASSENGER AUTOS: County 26,557.

7 - ELECTRIC METERS: Residence 36,054.

8 - GAS METERS: Residence 21,501.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum 1,800 ($380); Steel 1,068 ($631); Glass 475 ($379); Printing 300 ($369); Chem. 191 ($369); Machine 3,123 ($397); Trans. & Public Utilities 1,000 ($379); Wholesale & Retail 3,000 (N.A.); Services 2,500 ($240); Gov't 2,500 (N.A.), Misc. 7,043 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 65-97; Fall 35-75; Winter 0-45. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Area**-Franklin-Downtown, 4 blocks on Liberty St., 6 on 13th St., 1 on 12th St. Third Ward Area-3 blocks on 13th St. Oil City-Downtown; 6 blocks on Seneca St., 6 on Elm St., 3 on Center St. Southside District-4 blocks on Front St., 3 on First St., 2 on State St.
Shopping Centers-K mart Plaza, Rt. 8; Jamesway Plaza, Rt. 8; Cranberry Mall, Rt. 322.
Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Dept. Fri.; Food nightly.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney 3; Brody's; Bon-Ton.
Variety Stores-Woolworth; G. C. Murphy; Oil City Variety; K mart; Hills.
Discount Stores-Buyers Fair; Jamesway; McCrory.
Chain Drug Stores-Thrift 3; Eckerd; Health Mart; Rite-Aid; General Nutrition.
Chain Supermarkets-Foodland 2; Riverside Mkts. 10; Golden Dawn 4; Comet Mkt.; Country Fair 6; Shop 'N Save; Giant Eagle.
Other Chain Stores-Isaly's; Sherwin-Williams; Western Auto; Printz Clothing 2; Penn Rubber & Supply 2; Pennsy Auto 3.

14 - NEWSPAPERS: FRANKLIN NEWS-HERALD (e) 7,916; 'OIL CITY DERRICK (m) 16,418; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Edward B. Cowart, Adv. Dir., Venango Newspapers, Inc. NEWS-HERALD and DERRICK, 1510 W. First St., Oil City, PA 16301; Tel. (814) 676-7444.
National Representative: Landon Associates.

PALMERTON
See LEHIGHTON

PHILADELPHIA

1 - LOCATION: Coextensive with Philadelphia County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 8-County Primary Market hub of over 4.8 million people. 90 mi. from N.Y. City; 136 mi. from Washington, D.C. In SE PA. on Delaware River; 88 nautical mi. from Atlantic Ocean.

2 - TRANSPORTATION: **Railroads**-Chessie System; Conrail; Amtrak.
Motor Freight Carriers-100.
Steamship lines, agents and companies-94.
Freight Steamship Lines-28.
Intercity Bus Lines-SEPTA; Red Arrow; 20 smaller bus companies.
Airlines-36; Air Freight-13.

3 - POPULATION:
Corp. City/County 80 Cen. 1,688,210; E&P 87 Est. 1,545,215
NDM-ABC: (80) 1,688,210
Bal. in NDM-ABC: (80) 3,028,349
PMSA 80 Cen. 4,716,818; E&P 87 Est. 4,771,429
Total NDM-ABC: (80) 4,716,559

4 - HOUSEHOLDS:
City/County 80 Cen. 619,781; E&P 87 Est. 587,782
NDM-ABC: (80) 619,781
Bal. in NDM-ABC: (80) 1,019,549
PMSA 80 Cen. 1,639,330; E&P 87 Est. 1,715,334
Total NDM-ABC: (80) 1,639,330

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	30	$149,772,000,000
Savings & Loan	33	$9,704,000,000

6 - PASSENGER AUTOS: County 527,565.

7 - ELECTRIC METERS: 1,385,200.

8 - GAS METERS: 1,500,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fab. Metal Prods. 29,600; Mach., Elect., & Electronic Equip. 81,500; Trans. Equip. 27,500; Apparel & Other Textile Prods. 23,500; Printing & Pub. 40,500; Chem. & Allied Prods. 36,700; Contract Constr. 102,300; Trans. & Public Util. 97,000; Whol. Trade 132,500; Ret. Trade 371,300; Fin., Ins. & R.E. 157,100; Service 614,700; Gov't 301,600.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-89; Summer 56-99; Fall 18-88; Winter 13-64. First killing frost, Nov. 16; last killing frost, Apr. 1.

11 - TAP WATER: Slightly acid, moderately hard (Schuylkill River); moderately soft (Delaware River); fluoridated.

12 - RETAILING: **Principal Shopping Center**-Philadelphia Central Business District-Market Street to South Street between Front and 24th Streets (includes The Gallery, Center City Enclosed Mall, with 3 dept. stores).
Major Regional Shopping Centers-(Philadelphia County) Roosevelt Mall; (Bucks County) Neshaminy Mall, Oxford Valley Mall; (Chester County) Exton Sq.; Coventry Mall; (Delaware County) Granite Run Mall, Springfield Mall; (Montgomery County), King of Prussia Plz., Court at King of Prussia, Montgomery Mall, Plymouth Meeting Mall; Cedarbrook Mall; Cheltenham Sq.; Suburban Sq.; Wynnewood Ctr.; Abington/Jenkintown, Willow Grove Pk.; (Burlington County) Moorestown Mall; Burlington Ctr.; (Camden County) Cherry Hill Mall, Echelon Mall; (Gloucester County) Deptford Mall; plus approximately 300 district shopping places in the Philadelphia PMSA.
Principal Shopping Days-Department Stores-Wed., Sat., Sun. Food-Thur., Fri., Sat.
Stores Open Evenings-Major suburban stores open all evenings and Sun. Most chain groceries-Mon. through Sat. until 9 or 10 p.m. Limited hrs. on Sun.

13 - RETAIL OUTLETS: **Department Stores**-Bloomingdale's (2 in suburbs); Hess (3 in suburbs); Macy's (6 in suburbs); JCPenney 11 (1 in Phila., 10 in suburbs); Pomeroy's (4 in suburbs); Sears 12 (2 in Phila., 10 in suburbs); Stern's (2 in Phila., 5 in suburbs); Strawbridge & Clothier, 10 (1 in Phila., 9 in suburbs); John Wanamaker, 10 (2 in Phila., 8 in suburbs).
Chain Specialty Stores-B. Altman; Bonwit Teller; Lord & Taylor; Saks Fifth Avenue.
Major General Merchandise Stores-Clover; K mart; Bradlees; Caldor; Jamesway.
Variety Stores-McCrory; Kress; Murphy's Mart; Newberry; Valu Stores; Woolworth.
Chain Drug Stores-Brooks; CVS; Drug Emporium; Drug Fair; Eckerd; Gene's; Medic-Fair; Peoples; Rite Aid; Thrift; Rexall.
Chain Supermarkets-Acme; Clemens; Colonial Village; Cumberland Farms; Fairlawn; Genuardi; Great Scot; IGA; Pathmark; Pickwell; 7-Eleven; Shop 'N Bag; Shop-Rite; Super Fresh; Thriftway; Wawa.
Other Chain Stores-Women's Apparel: Cameo Stores, Deb Shops, Dress Barn, Fashion Bug, Frederick's of Hollywood, The Gap, Hit or Miss, Ladybug, The Limited, Loehmann's, Marianne, Roaman's, 16 Plus, Talbot's; Men's Apparel: Adams, Anderson Little, Brooks Brothers, The Hub, Eugene Jacobs, Jack Lang, Mitchell Daroff, Today's Man; Shoe Stores: Baker's, Bally, Beck's, Burt's, Chandler, Endicott-Johnson, Father & Son, Fayva, Flagg Brothers, Florsheim, Hahn Shoes, Hanover, Kinney, Knapp, Lloyd & Haig, Massey, Naturalizer, Pappagallo, Shoe Factory, Shoe Town, Steigerwalt, Stride-Rite, Thayer McNeil, Thom McAn; Automotive; Avellino, Firestone, General Tire, Goodrich, Goodyear, Penn Jersey, Pep Boys, Royal Auto, Uniroyal.

14 - NEWSPAPERS: INQUIRER (m-mon to fri) 494,844; (m-sat) 444,536; (S) 989,250; Mar. 31, 1987 ABC.
NEWS (e-mon to fri) 249,925; (e-sat) 169,294; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Parichy, Adv. Dir., INQUIRER and NEWS, 400 N. Broad St., Philadelphia, PA 19101; Tel. (215) 854-5425.
National Representatives: Metropolitan Publishers Representatives; Towmar (Mexico); Knight-Ridder Newspaper Sales.

PHOENIXVILLE

1 - LOCATION: Chester County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. In Schuylkill Valley, 28 mi. W of Philadelphia; 12 mi. W of Norristown. On State Routes 23, 29 and 113.

2 - TRANSPORTATION: **Railroads**-Conrail; Reading.
Motor Freight Carriers-2.
Intercity Bus Lines-Werner; SEPTA; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,155; E&P 87 Est. 14,413
CZ-ABC: (80) 14,165
RTZ-ABC: (80) 62,774
County 80 Cen. 316,660; E&P 87 Est. 353,462
PMSA 80 Cen. 4,716,818; E&P 86 Est. 4,771,429
City & RTZ-ABC: (80) 76,939

4 - HOUSEHOLDS:
City 80 Cen. 5,415; E&P 87 Est. 5,752
CZ-ABC: (80) 5,415
RTZ-ABC: (80) 20,338
County 80 Cen. 104,752; E&P 87 Est. 121,486
PMSA 80 Cen. 1,639,330; E&P 87 Est. 1,715,334
City & RTZ-ABC: (80) 25,753

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$210,769,000

6 - PASSENGER AUTOS: County 185,620.

7 - ELECTRIC METERS: Residence 4,622.

8 - GAS METERS: Residence 2,978.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel N.A.; Pharmaceutical Supplies 507.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-65; Summer 62-85; Fall 43-59; Winter 22-46. First killing frost, Sept. 20; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Bridge St.; 2 on Main St.; 1 on Gay St., 1 on Church St.
Neighborhood Shopping Centers-Nutt Road; Starr Hill; Gateway Shpg. Ctr., Phoenix/Kimberton Mall; Chesterbrook Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
King of Prussia Plaza	10	Sears, Wanamaker's, JCPenney, Conran's
Norco Mall(42)	8	Britts, Fields, Sears
Phoenix/Kimberton Mall	2	Jamesway, Thrift Drug, Super Fresh
King of Prussia Court	10	Bloomingdale's, A&S.

Principal Shopping Days-Dept.-Fri.; Food-Wed., Thur., Fri.
Stores Open Evenings-Fri. to 9; Food to 10.

13 - RETAIL OUTLETS: **Variety Stores**-Jamesway.
Chain Drug Stores-White Shield; Thrift.
Chain Supermarkets-Acme; Genuardi; Mad Grocer; Super Fresh.
Other Chain Stores-Sherwin-Williams; B.F. Goodrich.

14 - NEWSPAPERS: EVENING PHOENIX (e) 6,458; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Susan Hassebroek, Ret. Adv. Mgr., EVENING PHOENIX, 225 Bridge St., Phoenixville, PA 19460; Tel. (215) 933-8926.
National Representatives: Landon Associates; Robert Hitchings & Co.

PITTSBURGH

1 - LOCATION: Allegheny County (PMSA) E&P Map B-3. At junction where Allegheny and Monongahela Rivers form Ohio River; 270 mi. W by N of Philadelphia. Harbor frontage 54 mi.

2 - TRANSPORTATION: **Railroads**-20 railroads including Conrail; Pittsburgh & Lake Erie; Chessie System, Bessemer & Lake Erie; Pittsburgh & Lake Erie.
Motor Freight Carriers-163.
Intercity Bus Lines-Greyhound; Lenzner; Beaver Valley; Bamfford; Grove City; Continental Trailways; Butler Valley; Ritchey; Saber's United; Suburban; Lincoln; Debolt-Somerset; 88 Transit.
Airlines-American; Eastern; Nordair-Ltd.; Northwest Orient; TWA; United; USAir; Piedmont; Pan Am; Delta; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 423,959; E&P 87 Est. 373,171
CZ-ABC: (80) 1,136,038
RTZ-ABC: (80) 1,562,743
County 80 Cen. 1,450,085; E&P 87 Est. 1,332,634
PMSA 80 Cen. 2,219,848; E&P 87 Est. 2,070,586
City & RTZ-ABC: (80) 2,698,781
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 166,067; E&P 87 Est. 153,286
CZ-ABC: (80) 427,738
RTZ-ABC: (80) 551,861
County 80 Cen. 540,547; E&P 87 Est. 513,504
PMSA 80 Cen. 885,070; E&P 87 Est. 784,387
City & RTZ-ABC: (80) 979,599

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$21,270,640,000
Savings	2	$1,411,142,000
Savings & Loan	89	$7,878,554,000

6 - PASSENGER AUTOS: County 663,333

7 - ELECTRIC METERS: Residence 1,027,720 (Pittsburgh MSA)

8 - GAS METERS: Residence 391,837 (Pittsburgh MSA)

9 - PRINCIPAL INDUSTRIES: (Allegheny, Beaver, Fayette, Washington & Westmoreland Counties) Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Prods. 10,300 ($381); Textile, Apparel 2,500 ($186); Paper Prods. 2,100 ($295); Printing & Pub. 9,200 ($353); Chem. Prods. 10,500 ($413); Oil & Coal Prods. 3,600 ($292); Stone, Clay & Glass 14,400 ($348); Primary Metal 77,400 ($492); Fab. Metal 19,100 ($404); Non-Elect. Mach. 22,700 ($417); Elect. Mach. 20,900 ($382); Trans. Equip. 9,900 (N.A.); Instruments, Rel. Equip. 6,300 (N.A.); Other Durable Goods 2,800 (N.A.); Other Nondurable Goods 200 (N.A.); Total All Mfg. 215,200 ($417)

10 - CLIMATE: Min. & Max. Temp.-Spring -1-95; Summer 38-103; Fall -1-102; Winter -20-77. First killing frost, Oct. 20; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft 9 months, hard 3 months (June, July, Aug.); fluoridated.

12 - RETAILING: **Principal Shopping Center** bounded by the Monongahela and the Allegheny Rivers and Grant St. This is the Downtown Triangle-300 acres.
Neighborhood Shopping Centers-Homewood-N. Homewood & Kelly St.; East Liberty Mall-Penn & Highland Aves.; Squirrel Hill-Murray; Bloomfield-Liberty & Edmond Ave.; Oakland-Forbes Ave. & Fifth and Atwood Ave.; Greenfield-Greenfield Ave. & Coleman St.; Hazelwood-Hazelwood Ave. to Second Ave.; Lawrenceville-34th & Butler; 52nd & Butler; Uptown-Fifth Ave. from Ross St. to Dinwiddie St.; South Side-E. Carson St. from S. 13th to S. 25th St.; Mt. Oliver-Brownsville Rd.; Allentown-Warrington Ave.; Mt. Washington-Southern Ave. & Shiloh St.; West End-Main St.; Manchester-Beaver & Franklin; North Side-E. Ohio & Sandusky Sts. from Federal to Chestnut; Federal St. from Allegheny River to North Ave.; Brighton Road-Brighton Rd. & California Ave.; Shadyside-Walnut St. & S. Aiken Ave.; Station Sq. Carson St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Allegheny Center(70)	1	Sears, Zayre, Woolworth
Beaver Valley Mall(75)	23	Kaufmann's, Sears, Horne's, Woolworth
Century III Mall(145)	8	JCPenney, Sears, Mont. Ward, Kaufmann's
East Hills(63)	8	Zayre, Giant Eagle
Eastland(68)	10	Eckerd, Foodland
Franklin Mall(46)	35	Sears, Hills, Thrift Drug, Pomeroy's
Great Southern(47)	7	JCPenney, Thrift Drug, T.J. Maxx
Greengate Mall(95)	23	Horne's, JCPenney, G.C. Murphy
Heights Plaza(56)	20	Horne's, G.C. Murphy, Shop 'N Save Giant Eagle
Miracle Mile(4)	13	Pharmor, Thrift Drug, David Weis
Monroeville Mall(125)	12	Kaufman's, Horne's, JCPenney, Giant Eagle, Thrift Drug
Northern Lights	18	JCPenney, Hills,
North Hills Vlg.	7	T.J. Maxx, Giant Eagle, Gee Bee
Northway Mall(35)	8	Horne's, Woolworth, Thrift Drug
Parkway Ctr.	2	Zayre, Giant Eagle, K mart, Thrift Drug
Penn Ctr.(10)	10	Sears, Thrift Drug
Penn Hills(60)	11	Giant Eagle
Ross Park Mall(125)	8	Kaufman's, Horne's, JCPenney, Sears
South Hills Vlg.(120)	8	Kaufmann's, Sears, Horne's, Woolworth, Eckerd
Southland(54)	9	Shop 'N Save, T.J. Maxx, Thrift Drug, Burlington Coat Fac.
Washington Mall(100)	23	JCPenney, Giant Eagle, G.C. Murphy, Thrift Drug, K mart
Westmoreland Mall(90)	30	Kaufmann's, Sears, Rite Aid, Pomeroy's
Whitehall Terrace	6	Horne's, Revco
Village Sq.	NA	Giant Eagle, Hills, Loehmann's, David Weis

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Kaufmann's; Joseph Horne; Sears; JCPenney; Montgomery Ward.
Discount Stores-Zayre; Ames; K mart; Hills.
Variety Stores-McCrory; Murphy; Woolworth.
Chain Drug Stores-Thrift 55; Revco 52; Rite Aide 33; Leader 19; Eckerd 27; Pharmor.
Chain Supermarkets-Foodland 66; Giant Eagle 44; Shop 'N Save 57; Golden Dawn 10; Super Dollar 25.
Other Chain Stores-Firestone; Goodrich; Goodyear; General Tire; Kelly & Cohen; Lerner; Florsheim; A.S. Beck; Richman; Keystone Shoes; Spiegel (catalog); Standard Sportswear; Saks Fifth Avenue; Kinney; Bakers; Thom McAn; Pic-Way; Kamps; Children's Palace; Brooks Bros.; Anderson-Little; Anders; Bailey, Banks & Biddle; T.J. Maxx; The Appliance Store; David Weis; Toys R Us; Builders Sq.; Busy Beaver; Wickes; Hechingers; General Nutrition Ctr.; Marshalls; National Record Mart.

14 - NEWSPAPERS: POST GAZETTE (m-mon to fri) 170,242; (m-sat) 157,684; Mar. 31, 1987 ABC. PRESS (e-mon to fri) 232,887; (e-sat) 203,649; (S) 564,987; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Dunning, Adv. Dir., POST-GAZETTE and PRESS, PO Box 566, Pittsburgh, PA 15230; Tel. (412) 263-1252.
National Representative: Sawyer-Ferguson-Walker.

POTTSTOWN

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. Industrial center. 37 mi. NW of Phila.; 26 mi. NW of King of Prussia; 18 mi. SE of Reading; 32 mi. S of Allentown; 20 mi. N of Exton; on Schuylkill River. On U.S. Hwy. 422, Benjamin Franklin Hwy.; State Hwys. 724, 100 & 663 (to PA Tpke. & I-80).

2 - TRANSPORTATION: **Railroads**-Rail freight only.
Intercity Bus Lines-Pottstown Transit, Inc.; Werner; Trailways; SEPTA.
Motor Freight Carriers-11.
Airlines-Limousine service to Philadelphia International Airport; Air Freight & Charter at Pottstown Airport (Limerick), Municipal Airport (Pottstown).

3 - POPULATION:
Corp. City 80 Cen. 22,729; E&P 87 Est. 23,748
NDM-ABC: (80) 137,717
County 80 Cen. 643,621; E&P 87 Est. 694,830
PMSA 80 Cen. 4,716,818; E&P 87 Est. 4,771,429
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,867; E&P 87 Est. 9,864
NDM-ABC: (80) 47,458
County 80 Cen. 223,290; E&P 87 Est. 250,790
PMSA 80 Cen. 1,639,330; E&P 87 Est. 1,715,334

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	$5,719,651,423
Savings & Loan	11	$112,500,000

6 - PASSENGER AUTOS: County 438,115

7 - ELECTRIC METERS: Residence 75,653

8 - GAS METERS: Residence 9,732

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Fab. 422; Food Equip. Prods. 1,328; Boilers, Heating 643; Automotive Prods., Bodies 2,428; Die Castings 1,318; Pipe Fittings 1,183; Crane Hoists 130; Textiles, Clothing 4,025; Plastics, Rubber Prods. Metal Prods., Finishing 758; Pipe 270; Packaging 660; Burial Caskets, Funeral Supplies 615; Metal Tubing, Cathodes 1,089; Flags 255; Health Servs. 1,000.
Principal Industrial Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-75; Summer 73-90; Fall 55-68; Winter 12-40. First killing frost, Dec. 1; last killing frost, Feb. 15.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-15 blocks on High St., Hanover St., Charlotte St., Washington St.
Neighborhood Shopping Centers-E. End (Moser Rd.); N. End (Mervine St.); W. End Rt. 100; Thriftway Suburbia Center Rt. 100; Coventry Mall Rt. 100 Bypass & 724; Boyertown Shpg. Ctr., Gilbertsville Shpg. Ctr.; Park Towne, Royersford; Phoenix-Kimberton Mall, Rte. 724.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Ctr.	2	K mart
Coventry Mall(60)	1	Sears, Hess, Pomeroys, Jefferson Ward
North End Ctr.(19)	1	Acme, Woolworth, Rea & Derick

Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Fri.; Food-Tues., Wed., Thur., Fri.; Shpg. Ctrs.-Mon through Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Jefferson-Ward; Hess; LeFevre Bros.; New York Store; Boscov's; Pomeroys.
Discount Stores-Ice City; K mart 2; Jamesway; Ames 2.
Variety Stores-Newberry; Woolworth 2.
Chain Drug Stores-Thrift 2; Rea & Derick 2; Rite Aid 4; CVS; Sunset Pharmacy; Canning's; Professional Pharmacy; Patton Pharmacy.
Chain Supermarkets-Super Fresh; Acme 2; Thriftway 3; Weis 3; Shop Rite; IGA; Wawa; 7-Eleven 3; Pathmark; Redner's 3; Genuardi 2; Jewel T.
Other Chain Stores-A.D. Moyer Lumber; Penn Jersey; Western Auto 2; Pep Boys; 84 Lumber; Singer Co.; Endicott Johnson; Fecera; Grossman's; Father & Son; Radio Shack; Pet Carnival; Lippman's Jewelers; Hub; Feel Fine; Sherwin-Williams; M.A.B.; Don Sand's Glidden; Rickels; The Gap; Rax.

14 - NEWSPAPERS: MERCURY (m) 28,405; (S) 28,352; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dennis Pfeiffer, Adv. Dir., MERCURY, Hanover & King Sts., Pottstown, PA 19464; Tel. (215) 323-3000.
National Representatives: Landon Associates; Robert Hitchings & Co.

POTTSVILLE

1 - LOCATION: Schuylkill County. E&P Map D-2. 93 mi. NW of Philadelphia; 56 mi. NE of Harrisburg. On U.S. Hwy. 61; State Hwys. 209 & 183.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-9.
Intercity Bus Lines-Schuylkill Transportation; Capital Trailways.

3 - POPULATION:
Corp. City 80 Cen. 18,195; E&P 87 Est. 16,200
NDM-ABC: (80) 97,470
County 80 Cen. 160,630; E&P 87 Est. 148,705
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,944; E&P 87 Est. 6,335
County 80 Cen. 59,948; E&P 87 Est. 57,501
NDM-ABC: (80) 35,589

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$1,989,645,000
Savings & Loan	5	$288,490,299

6 - PASSENGER AUTOS: County 80,368

7 - ELECTRIC METERS: Residence 7,200

8 - GAS METERS: Residence 2,651

9 - PRINCIPAL INDUSTRIES: Aluminum and Plastic Extrusion; Anthracite Mining; Bldg. Materials; Commercial Tanks; Elect. Appliances (lamps, etc.); Leather Prods. (shoes); Mirrors; Mach. Tools; Metal Cabinets; Mobilehomes; Ball Point Pens; Apparel; Polyethelene Film; Screws & Anchors; Steel Doors; Frames; Trucks, Trailers.
Principal Industrial Pay Days-Thur., Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-80; Summer 70-98; Fall 40-70; Winter 0-50.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Centre St.; 1 on Mahantongo St.; 3 on Norwegian St.; 4 on Market St.; 2 on Arch St.; 5 on Second St.; 3 on Pottsville Boulevard.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pottsville Plz.(6)	1	Automotion, Acme
Pottsville-Minersville(4)	3	
Cressona Mall(26)	3	Hills, Acme, Laneco, Rea & Derrick
Fairlane Mall(60)	1	Boscov's, Rea & Derick, Radio Shack, Listening Booth
Schuylkill Mall(90)	8	Sears, Hess, Pomeroy's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Downtown: Thur., Fri.; Food: Mon. through Sat.; Shpg. Ctrs.: Mon. through Sat. Most malls and food mkts. open Sundays.

13 - RETAIL OUTLETS: **Department Stores**-Pomeroy's; Sears; Boscov's; Hess.
Discount Stores-Hills; Gee Bee; K mart; Laneco.
Variety Store-McCrory.
Chain Drug Stores-Rite Aid 2; Rea & Derrick 3.
Chain Supermarkets-Acme 6; UGA 2; Weis 2; IGA 3; Giant Food.
Other Chain Stores-Firestone; Fashion Colony; Junior Colony; Radio Shack; Kays; Zale's; Kinney; Glick; Thom McAn.

14 - NEWSPAPERS: REPUBLICAN (e) 29,251; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Russell A. Farley, Adv. Mgr., REPUBLICAN, PO Box 209, Pottsville, PA 17901; Tel. (717) 622-3456.
National Representative: Landon Associates.

PUNXSUTAWNEY

1 - LOCATION: Jefferson County. E&P Map B-2. New industrial site. 86 mi. NE of Pittsburgh; 68 mi. NW of Altoona.

2 - TRANSPORTATION: **Motor Freight Carriers**-4.

3 - POPULATION:
Corp. City 80 Cen. 7,479; E&P 87 Est. 7,006
County 80 Cen. 48,303; E&P 87 Est. 47,481
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,950; E&P 87 Est. 2,636
County 80 Cen. 17,260; E&P 87 Est. 17,634

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$495,000,000

6 - PASSENGER AUTOS: County 23,007

7 - ELECTRIC METERS: Residence 6,206

8 - GAS METERS: Residence 3,182

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 300; Carbon 650; Metal Stamping & Plating; Loudspeakers 758.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Punxy Plz.(12)	1	Sears, Thrift Drug
Groundhog Plz.(8)	NA	Country Mkt., Dollar General

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Fri.; Food-7 nights.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Ames; Jamesway.

Chain Drug Stores-Thrift; Rite Aid.
Chain Supermarkets-Comet Mkt. 2; Riverside; County Mkt.
Other Chain Stores-Wolf; Western Auto; Radio Shack; Dollar General.

14 - NEWSPAPERS: SPIRIT (m) 5,906; sworn Sept 25, 1986.
Local Contact for Advertising and Merchandising Data: William C. Anderson, Adv. Mgr., SPIRIT, 111 N. Findley, Punxsutawney, PA 15767; Tel. (814) 938-8740.
National Representative: Landon Associates.

READING

1 - LOCATION: Berks County (In Reading MSA). E&P Map E-3. County Seat. Industrial center. SE part of state. On banks of Schuylkill River. 56 mi. NNW of Philadelphia; 120 mi. W of New York City.

2 - TRANSPORTATION: **Motor Freight Carriers**-32.
Intercity Bus Lines-Trailways; Bieber.
Airlines-USAir; Suburban; General Aviation; Air Pennsylvania.

3 - POPULATION:
Corp. City 80 Cen. 78,686; E&P 87 Est. 78,778
CZ-ABC: (80) 187,934
RTZ-ABC: (80) 126,549
County/MSA 80 Cen. 312,509; E&P 87 Est. 327,110
City & RTZ-ABC: (80) 314,483
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 31,902; E&P 87 Est. 33,828
CZ-ABC: (80) 72,493
RTZ-ABC: (80) 42,777
County/MSA 80 Cen. 114,544; E&P 87 Est. 123,990
City & RTZ-ABC: (80) 115,270

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$98,000,000
Savings	2	$35,000,000
Savings & Loan	4	$9,083,252,000

6 - PASSENGER AUTOS: County 181,326

7 - ELECTRIC METERS: County 145,104

8 - GAS METERS: County 45,698

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metals 6,300 ($555); Iron & Steel Foundries 1,700 ($335); Fab. Metal Prods. 2,900 ($377); Non-Electric Mach. & Trans. Equip. 8,900 ($472); Food & Kindred Prods. 4,900 ($346); Textile Mill Prods. 3,400 ($261); Knitting Mills 2,200 ($246); Apparel & Other Textile Prods. 4,400 ($209); Women's & Misses' Outerwear 1,600 ($217); Paper & Allied Prods. 1,400 ($458); Petroleum, Rubber & Misc. Plastic Prods. 2,200 ($388); Leather & Leather Prods. 800 ($359).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 66-82; Fall 44-65; Winter 17-31. First killing frost, Nov. 6; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Penn St.; 3 blocks on N. 5th St.; 3 blocks on N. 9th St.
Neighborhood Shopping Centers-Penn Ave. in West Reading.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Antietam Valley(7)	2	Thrift Drug Nichols
Berkshire Mall(90)	3	Sears, Pomeroy's, Wanamaker
Berkshire Mall West(14)	3	Acme, Wall to Wall
Fairgrounds Sq.(61)	3	JCPenney, Boscov's, Rite Aid
Maderia Plz.(28)	3	Nichol's, K mart, Acme
Muhlenberg(20)	3	McCrory, Weis, Shop-Rite Channel Home Ctr.
K mart(11)	7	Weis, K mart, Revco
Reading Mall(17)	3	Boscov's, Weis, Thrift Drug
Shillington(12)	2	Nichol's, Channel, Thriftway, Rite Aid

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Downtown Stores-Mon., Thur.; Shopping Centers every night.

13 - RETAIL OUTLETS: **Department Stores**-Pomeroy's (Allied); Sears; Wanamakers; JCPenney.
Discount Stores-Nichols 3; Boscov's 3; K mart 3.
Variety Stores-Kresge; Woolworth; Jamesway; McCrory 3.
Chain Drug Stores-W. B. Boyer 4; Revco 4; Rite Aid 5; Peoples 2; Thrift 4; Keystone; Reading; Rundle's 3; Saylor-Weaver 2; Medicine Shoppe.
Chain Supermarkets-Redner's 9; Weis 6; Acme 7; IGA 10; Shop-Rite Thriftway 5; Wawa; Pathmark 2; AM Markets; Turkey Hill 17; Mr. Food; Jewel T.

14 - NEWSPAPERS: TIMES (m) 45,835; EAGLE (e) 35,675; (S) 115,173; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Terry Beilhart, Gen. Adv. Mgr., EAGLE-TIMES, 345 Penn St., Reading, PA 19603; Tel. (215) 373-4221.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

RIDGWAY

1 - LOCATION: Elk County. E&P Map C-2. County Seat. Residential center. 125 mi. NE of Pittsburgh. 127 mi. S of Buffalo, NY. Hwys. 219, 120, 948, 949.

2 - TRANSPORTATION: **Railroads**-Baltimore & Ohio; Allegheny.
Motor Freight Carriers-4.
Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,604; E&P 87 Est. 5,160
County 80 Cen. 38,338; E&P 87 Est. 37,055

4 - HOUSEHOLDS:
City 80 Cen. 2,142; E&P 87 Est. 1,655
County 80 Cen. 12,902; E&P 87 Est. 12,914

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 17,162

7 - ELECTRIC METERS: Residence 4,680

8 - GAS METERS: Residence 4,890

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brake Lining 300; Powdered Metal 400; Color for Ink 135; Tool & Die 50.
Principal Pay Days-Wkly., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-87; Summer 43-94; Fall 20-89; Winter 10-67. First killing frost, Oct. 1.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 2 blocks on N. Broad.
Neighborhood Shopping Centers-St. Mary's Shopping Plz.; St. Mary's Downtown; Johnsonburg.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Variety Store**-G.C. Murphy.
Chain Supermarkets-Riverside; Market Basket.

14 - NEWSPAPERS: RECORD (e) 3,415; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Lynne Roseto, Adv. Mgr., RECORD, PO Box T, Ridgway, PA 15853; Tel. (814) 773-3161.
National Representative: Landon Associates.

ROCHESTER
See BEAVER

ST. MARYS

1 - LOCATION: Elk County. E&P Map C-2. Carbon, powder metal, and light mfg. center. 135 mi. N of Pittsburgh; 122 mi. SE of Erie; 120 mi. W of Williamsport; 52 mi. SE of Bradford.

2 - TRANSPORTATION: **Railroads**-Allegheny.
Intercity Bus Lines-Trailways; A.T.A.
Motor Freight Carriers-2.
Airlines-American; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 6,417; E&P 87 Est. 5,937
County 80 Cen. 38,338; E&P 87 Est. 37,055

4 - HOUSEHOLDS:
City 80 Cen. 2,321; E&P 87 Est. 1,810
County 80 Cen. 12,902; E&P 87 Est. 12,914

5 - BANKS	**NUMBER**	**EST. DEP.**
Banks	4	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 17,162

7 - ELECTRIC METERS: Residence County 23,300

8 - GAS METERS: Residence County 10,391; City 5,633

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Carbon Prods. 2,950 ($350); Light Bulbs 478 ($380); Powder Metal Prods. 678 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 45-92; Fall 40-85; Winter 15-67.

11 - TAP WATER: Acidic, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks in center of town; St. Mary's Plz. on Rt. 255.
Neighborhood Shopping Centers-Rt. 255.
Principal Shopping Days-Tues., Thur., Fri., Sat., Sun.
Stores Close-Wed. afternoon.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Ames; Big Wheel.
Variety Store-G. C. Murphy.
Chain Drug Stores-Thrift Drug.
Chain Supermarkets-Nation Wide 4; Riverside; Pfaffs; Loblaws; Market Basket.

14 - NEWSPAPERS: PRESS (e) 5,371; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Thomas E. Miller, Natl. Adv. Mgr., PRESS, 245 Brussels St., St. Marys, PA 15857; Tel. (814) 781-1596.
National Representative: Landon Associates.

SAYRE-ATHENS, PA-WAVERLY, NY

1 - LOCATION: Sayre and Athens in Bradford County, PA; Waverly in Tioga County, NY. E&P Map D-1. 17 mi. SE of Elmira, NY. Home of Guthrie Clinic, Robert Packer Hospital & Guthrie Medical Center.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 15,311; E&P 87 Est. 14,798
  Sayre, PA 80 Cen. 6,951; E&P 87 Est. 6,963
  Athens, PA 80 Cen. 3,622; E&P 87 Est. 3,455
  Waverly, NY 80 Cen. 4,738; E&P 87 Est. 4,380
Counties 80 Cen. 112,731; E&P 87 Est. 117,973
  Bradford, PA 80 Cen. 62,919; E&P 87 Est. 64,952
  Tioga, NY 80 Cen 49,812; E&P 87 Est. 53,021
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 5,791; E&P 87 Est. 5,395
  Sayre, PA 80 Cen. 2,572; E&P 87 Est. 2,424
  Athens, PA 80 Cen. 1,427; E&P 87 Est. 1,268
  Waverly, NY 80 Cen. 1,792; E&P 87 Est. 1,703
Counties 80 Cen. 37,969; E&P 87 Est. 41,157
  Bradford, PA 80 Cen. 21,449; E&P 87 Est. 22,970
  Tioga, NY 80 Cen. 16,520; E&P 87 Est. 18,187

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Counties: Bradford, PA 28,194; Tioga, NY 27,390

7 - ELECTRIC METERS: Residence 9,640

8 - GAS METERS: Residence 3,500.

9 - PRINCIPAL INDUSTRIES: Textiles; Lumber; Tools and Dies; Labels; Pumps & Foundry; Feed Mills; Varnishes; Electric Motors; Railroad Car Repair; Compressors; Health Care Services; Cheese Proc.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sayre Plz.(4)	NA	K mart
Valley(3)	NA	P&C Foods

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Ames; K mart.
Variety Store-Newberry.
Chain Drug Stores-Rite-Aid; Fay's; Rea & Derick; Widmann's.
Chain Supermarkets-Acme; Great American 2; P&C Foods.
Other Chain Stores-National Auto; Firestone; Western Auto; Sears (catalog).

14 - NEWSPAPERS: TIMES (e) 8,474; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: LaVerra Parfrey, Adv. Mgr., TIMES, 201 N. Lehigh Ave., Sayre, PA 18840; Tel. (717) 888-9643.
National Representative: Landon Associates.

SCRANTON

1 - LOCATION: Lackawanna County (In Scranton-Wilkes Barre MSA). E&P Map E-2. County Seat and trading center. On Interstate Hwys. 80, 81, 84, 380; U.S. Hwys. 11; State Hwys. 106, 611, 11, 435 and 307; PA. Tpke.

2 - TRANSPORTATION: **Railroads**-D&H; Conrail; Lackawanna; Pocono Northeast.
Motor Freight Carriers-80.
Intercity Bus Lines-Colts; Martz; Greyhound; Capitol Trailways; Price Bus Co.
Airlines-USAir; Allegheny Commuter; Piedmont; Henson; Eastern; Florida Express; Britt.

3 - POPULATION:
Corp. City 80 Cen. 88,117; E&P 87 Est. 78,164
CZ-ABC: (80) 118,843
RTZ-ABC: (80) 233,888
County 80 Cen. 227,908; E&P 87 Est. 214,254
MSA 80 Cen. 728,796; E&P 87 Est. 709,633
City & RTZ-ABC: (80) 352,731
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 36,189; E&P 87 Est. 30,443
CZ-ABC: (80) 44,730
RTZ-ABC: (80) 82,002
County 80 Cen. 89,572; E&P 87 Est. 79,795

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MSA 80 Cen. 263,271; E&P 87 Est. 265,732
City & RTZ-ABC: (80) 126,732

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	20	$6,525,000,000
Savings & Loan		(Incl. above)

6 - PASSENGER AUTOS: County 109,409

7 - ELECTRIC METERS: Residence 100,000

8 - GAS METERS: Residence 45,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-(Av. Wkly. Wage)Fab. Metal Prods. 2,500 ($374); Elect. Mach. & other Durable Goods 10,600 ($404); Food Prods. 1,600 ($295); Textile Prods. 1,200 ($232); Apparel Prods. 7,300 ($182); Printing & Publishing 2,400 ($345); Other Non-Durables 2,000 ($315). Total All Mfg. 27,600 ($277).
Principal Pay Days-9th, 10th, 15th, 22nd, 23rd, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-70; Summer 57-83; Fall 42-80; Winter 19-48. First killing frost, Oct. 6; last killing frost, Apr. 14.

11 - TAP WATER: Spring and mountain water. Slightly acid, very soft; neutral.

12 - RETAILING: Principal Shopping Centers-5 blocks on Lackawanna Ave.; 6 on Spruce St.; 4 on Adams Ave.; 4 on N. Washington Ave.; 3 on Penn. Ave.; 4 on Linden St.; 3 on Wyoming Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Viewmont(60)	4	Sears, JCPenney, Hess
IMA Plz.	7	Shop-Rite, Revco, Rolane, NBO, Burlington Outlet
South Side	1	IGA, Super Saver, Rea & Derick, Rite-Aid
Keyser Oak	3	Giant, Thrift Drug, Woolworth, Maxwells
Abington	6	Super Saver, Weis
Dunmore Plz.(7)	3	Jamesway, Super Saver, Picway, Rea & Derick
Eynon Plz.(20)	7	Sugarman's
Pittston Plz.(31)	8	Giant Food, Thrift Drug, K mart, McCrory
Birney Plz.(20)	3	K mart, Radio Shack, Super Saver
Taylor Hill(4)	3	Jamesway, IGA, Picway
West Side Plz.(2)	2	Price Chopper, Fays Drug

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Downtown-Mon., Thur.; Shopping Centers-every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-The Globe Store; Maxwell's; Racusin's; Sears; JCPenney; Hess.

Discount Stores-Sugerman's; Jamesway; K mart; Murphy's Mart; Jewelcor; Wes Freedman; Service Merchandise.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Rea & Derick 6; Thrift 4; Thrif-D 3; Rite-Aid 4; Kwik-Save; Revco 3; Fays Drug 6.

Chain Supermarkets-American (Acme/ Super Saver) 7; Giant 8; IGA 3; Doma 3; Affiliated Food (co-op) 195; Weis; Convenient Foods 9; Price Chopper 3.

Other Chain Stores-Gertrude Hawk Candy 2; J.D. Williams Candy; Fanny Farmer; Hanover Shoe; Endicott-Johnson; Grossman's; Sherwin-Williams; Mary Carter Paint; S&H Green Stamps; Kinney; Miles; Father & Son Shoes; Shoetown; MAB Paint; Lafayette Electronics; Lerner's; Spencer Gifts; 84 Lumber Co.; Radio Shack; Triangle Shoes; General Nutrition; Gallenkamp Shoes; A.S. Beck; Hickory Farms; Paperback Booksmith; Gordon Jewelers; Gemstone Jewelry; National Shirt Shops; Pic-Way Shoes; Jewelcor; B. Levy & Son; Children's Palace; Pearle Vision Center; Benetton; A&A Auto; Hill's; Kids Port; Catherine's Stout Shoppe.

14 - NEWSPAPERS: TIMES (e) 58,062; (S) 62,704; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Hal Marion, Adv. Dir., TIMES, 149 Penn Ave., Scranton, PA 18503; Tel. (717) 348-9150.
National Representative: Sawyer-Ferguson-Walker Co.
TRIBUNE (m) 37,222; SCRANTONIAN (S) 50,592; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Joseph J. McDonald, Adv. Dir., TRIBUNE and SCRANTONIAN, 338 N. Washington Ave., Scranton, PA 18503; Tel. (717) 344-7221.
National Representative: Landon Associates.

SHAMOKIN-MOUNT CARMEL

1 - LOCATION: Northumberland County. E&P Map D-2. 135 mi. NW of Philadelphia; 60 mi. N of Harrisburg. Farm and diversified industrial area. On State Hwys. 61, 125, 225, 901 off I-81.

2 - TRANSPORTATION: Motor Freight Carriers-10.
Intercity Bus Lines-Shamokin & Mt. Carmel; King Coal Trailways; Catawese Coach Lines.

3 - POPULATION:
Corp. Cities 80 Cen. 18,547; E&P 87 Est. 17,501
Shamokin 80 Cen. 10,357; E&P 87 Est. 9,894
Mt. Carmel 80 Cen. 8,190; E&P 87 Est. 7,607
County 80 Cen. 100,381; E&P 87 Est. 102,066

4 - HOUSEHOLDS:
Cities 80 Cen. 8,873; E&P 87 Est. 8,105
Shamokin 80 Cen. 4,457; E&P 87 Est. 4,632
Mount Carmel 80 Cen. 4,416; E&P 87 Est. 3,473
County 80 Cen. 37,846; E&P 87 Est. 39,933

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 48,020

7 - ELECTRIC METERS: Residence 22,902

8 - GAS METERS: Residence 2,734

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garment 1,741; Paper Prods. 210; Meat & Poultry 465; Recreation Vehicles 445; Tickets 155; Coal Mining 858; Wood 110.
Principal Pay Days-1st, 15th, 2nd, 4th Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-85; Summer 60-95; Fall 32-90; Winter -5-70. First killing frost, Nov. 1; last killing frost, Mar. 30.

11 - TAP WATER: Very soft, not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Anthra Plz.(9)	2	Jamesway, Sears (catalog)
Ames Big N Mall(2)	1	Ames, Acme, Rea & Derick
Susquehanna Valley Mall(66)	NA	JCPenney, Boscov's, Bon Ton, Acme
Schuylkill Mall(100)	NA	Sears, K mart, Hess, Weis, Pomeroy's
Fairlane Vlg. Mall(52)	NA	Boscov's, Weis, GeeBee

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Food: Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Jamesway; Ames; K mart.
Variety Stores-Newberry; Woolworth; Jupiter; Dollar General.
Drug Stores-Sun Ray; Rea & Derick 3; Rite Aid; White Shield.
Chain Supermarkets-Acme 2; Weis; Bi-Lo Food.
Other Chain Stores-Sears (catalog); Kinney; Brozman's; Radio Shack.

14 - NEWSPAPERS: NEWS-ITEM (e) 14,293; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: John Kaminski, Adv. Dir., NEWS-ITEM, 707 N. Rock St.; PO Box 587, Shamokin, PA 17872; Tel. (717) 648-4641.
National Representatives: Landon Associates; Thomson Newspapers.

SHARON-FARRELL-SHARPSVILLE-HERMITAGE

1 - LOCATION: Mercer County (MSA). E&P Map A-2. Trucking terminal. 14 mi. from Youngstown, OH; 70 mi. from Pittsburgh, Erie & Cleveland, OH; **460** mi. from NY & Chicago, IL. On U.S. Hwys. 18, **60**, 62; I-79 and I-80.

2 - TRANSPORTATION: Motor Freight Carriers-22.
Intercity Bus Lines-Grove City; Trailways.
Airlines-United; Allegheny Commuter; Skyline Commuter.

3 - POPULATION:
Corp. Cities 80 Cen. 49,462; E&P 87 Est. 27,403
Sharon 80 Cen. 19,057; E&P 87 Est. 15,325
Farrell 80 Cen. 8,645; E&P 87 Est. 7,225
Sharpsville 80 Cen. 5,375; E&P 87 Est. 4,853
Hermitage 80 Cen. 16,385; E&P 87 Est. N.A.
CZ-ABC: (80) 50,574
RTZ-ABC: (80) 90,896
County/MSA 80 Cen. 128,299; E&P 87 Est. 119,022
City & RTZ-ABC: (80) 141,470

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,580; E&P 87 Est. 10,720
Sharon 80 Cen. 7,310; E&P 87 Est. 6,086
Farrell 80 Cen. 3,146; E&P 87 Est. 2,792
Sharpsville 80 Cen. 2,027; E&P 87 Est. 1,842
Hermitage 80 Cen. 6,097; E&P 87 Est. N.A.
CZ-ABC: (80) 18,782
RTZ-ABC: (80) 30,463
County/MSA 80 Cen. 44,657; E&P 87 Est. 43,054
City & RTZ-ABC: (80) 49,245

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	8	$889,000,000
Savings & Loan	4	$207,000,000
Credit Unions	13	$25,000,000

6 - PASSENGER AUTOS: County 57,494

7 - ELECTRIC METERS: Residence County 55,497

8 - GAS METERS: Residence County 35,307

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary Metals 5,200; Trans. Equip. 2,000; Non-electrical Mach. 1,900; Fabricated Metal Prods. 1,100; Food Whol. N.A.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 70-90; Fall 40-75; Winter -5-50.

11 - TAP WATER: Neutral; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on State St.; 1 each side on 6 cross sts.; One downtown mall; 5 shopping centers.
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hermitage Sq.(12)	3	Treasure Island
Hickory Plz.(26)	2	Zayre
Middlesex Vlg.(4)	4	Lil Shopper Foods
Hermitage Hills(6)	3	Hills
Shenango Mall(47)	3	Sears, Strouss, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Mon. morning.
Stores Open Evenings-until 9 or 10.

13 - RETAIL OUTLETS: Department Stores-Strouss; Hills; JCPenney; Sears.
Discount Stores-Warehouse Sales; Valley View; Treasure Island; Zayre; Heck's.
Chain Drug Stores-Eckerd; Thrift; Medicine Shoppe; Rite Aid; Revco; Big & Small Lots.
Chain Supermarkets-Valu Rite; Golden Dawn 9; Valu-King; Donofrio's; County Market; Giant Eagle.
Other Chain Stores-Firestone; Goodyear; Western Auto.

14 - NEWSPAPERS: HERALD (e) 27,006; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: D.R. Armstrong, HERALD, S. Dock & E. State Streets; PO Box 51, Sharon, PA 16146; Tel. (412) 981-6100.
National Representative: Branham/Newspaper Sales.

SHENANDOAH-ASHLAND-MAHANOY CITY

1 - LOCATION: Schuylkill County. E&P Map D-2. Industrial ctr. 18 mi. S of Hazleton; 12 mi. N of Pottsville.

2 - TRANSPORTATION: Intercity Bus Lines-Trailways.
Motor Freight Carriers-14.

3 - POPULATION:
Corp. Cities 80 Cen. 17,991; E&P 87 Est. 15,360
Shenandoah 80 Cen. 7,589; E&P 87 Est. 6,291
Ashland 80 Cen. 4,235; E&P 87 Est. 3,773
Mahanoy City 80 Cen. 6,167; E&P 87 Est. 5,296
NDM-ABC: (80) 46,124
County 80 Cen. 160,630; E&P 87 Est. 148,705
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 7,653; E&P 87 Est. 7,007
Shenandoah 80 Cen. 3,327; E&P 87 Est. 2,973
Ashland 80 Cen. 1,654; E&P 87 Est. 1,547
Mahanoy City 80 Cen. 2,672; E&P 87 Est. 2,487
NDM-ABC: (80) 17,907
County 80 Cen. 59,948; E&P 87 Est. 57,501

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$94,000,000
Savings & Loan	1	$84,426,000

6 - PASSENGER AUTOS: County 80,368

7 - ELECTRIC METERS: Residence 1,701

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Anthracite coal 231; Women's Apparel 2,031; Shirts 720; Beverages N.A.; Scrap Metals 85; Plastics 422; Frozen Foods 150; Home Building 180.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 50-100; Fall 15-75; Winter 0-45.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Frackville(90)	NA	Anthony's IGA, Acme
Mahanoy City	NA	Stop & Go, Acme
Fairlane Vlg.(60)	NA	Boscov's
Cressona Mall(30)	NA	Acme Mkt., Hills
Schuylkill Mall(125)	NA	Sears, Hess, K mart, Pomeroy's

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hess; Sears; K mart; Pomeroy's.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-F.C. Nesbitt 4; Health Mart; Rite Aid; Rea & Derrick.
Chain Supermarkets-IGA; Acme 4; Capitol; Weis Mart 2.
Other Chain Stores-Anderson-Little; Barbara Moss; Cole Books; Docktor Pet Ctr.; Fashion Bug; Endicott Johnson; Foxmoor; General Nutrition Ctr.; Hanover Shoes; Harmony Hut; Hickory Farms; Jean Nicole; Fashion Colony; Junior Colony; Kay Jewelers; Jay Jewelers; Kay-Bee Toys; Kinney Shoes; Liberty Travel; Radio Shack; Recordtown; Spencer Gifts; Thom McAn; Waldenbooks; Zale's Jewelers; Taxi; United Artists; Prints 'N Things; Pearle Vision Ctr.; American Vision Ctr.

14 - NEWSPAPERS: HERALD (e) 10,236; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising **Data**: **Neil** Rodino, Adv. Mgr., HERALD, Ringtown Blvd., Shenandoah, PA 17976; Tel. (717) 462-2777.
National Representative: Landon Associates.

SOMERSET

1 - LOCATION: Somerset County (In Johnstown MSA). E&P Map B-3. County Seat. In SW PA 30 mi. from Johnstown; 68 mi. from Pittsburgh. On U.S. Hwy 219, State Hwys. 31, 281 & Tpke.

2 - TRANSPORTATION: Railroads-Chessie; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Somerset; Greyhound; Schrock; Cambria County Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 6,474; E&P 87 Est. 6,285
CZ-ABC: (80) 6,474
RTZ-ABC: (80) 74,769
County 80 Cen. 81,243; E&P 87 Est. 79,242
MSA 80 Cen. 264,506; E&P 87 Est. 244,590
City & RTZ-ABC: (80) 81,243
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,787; E&P 87 Est. 2,584
CZ-ABC: (80) 2,787
RTZ-ABC: (80) 25,762
County 80 Cen. 28,549; E&P 87 Est. 28,871
MSA 80 Cen. 91,924; E&P 87 Est. 98,000
City & RTZ-ABC: (80) 28,549

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$637,542,000
Savings & Loan	2	$107,455,000

6 - PASSENGER AUTOS: County 40,041

7 - ELECTRIC METERS: Residence County 35,432

8 - GAS METERS: Residence County 4,705

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 7,400 ($383); Primary, Fab. Metals & 2nd Mach. 6,200 ($396); Other Durable Goods 1,200 ($321); Non-durable Goods 5,400 ($240); Food & Kindred Prods. 1,300 ($383); Apparel & Other Textile Prods. 2,900 ($193); Other Nondurable Goods 1,200 ($288).

Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Av. Summer, low 70's. Growing season, 132 days. First killing frost, Sept. 27; last killing frost, May 18. Rainfall 44", snowfall 90.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-4 blocks E. and W. on Main, 4 blocks N. and S. on Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Somerset Mall(12)	3	Riverside, Penn Furn., Rite Aid, Radio Shack, Hess
Somerset Plz.(6)	2	Revco, K mart, County Mkt.
Jamesway(4)	2	Jamesway, Giant Eagle, Sears, Revco
Laurel Hill Vlg.(4)	1	Gatling's, Revco, Fisher's Big Wheel, Foodland
Community	NA	Latshaw's Dairy

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Newberry.
Discount Stores-K mart; Jamesway; Fisher's Big Wheel.
Chain Drug Stores-Health Mart; Somerset; Revco; Rite Aid.
Chain Supermarkets-Giant Eagle; Foodland; Riverside; Foodlane; IGA; County Market.
Other Chain Stores-Sears; Penn Furn.; Giant Auto.

14 - NEWSPAPERS: AMERICAN (m) 11,395; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Donald Bruner, Adv. Mgr., AMERICAN, PO Box 638; 334 W. Main St., Somerset, PA 15501; Tel. (814) 445-9621.
National Representative: Landon Associates.

SOUTH CONNELLSVILLE
See CONNELLSVILLE

STATE COLLEGE-BELLEFONTE

1 - LOCATION: Centre County (In State College MSA). E&P Map C-2. Geographical center of State. 200 mi. NW of Philadelphia; 150 mi. NE of Pittsburgh.

2 - TRANSPORTATION: **Railroads**-Bellefonte-Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Fullington; Continental Trailways.
Airlines-Allegheny; Wings Airways.

3 - POPULATION:
Corp. Cities 80 Cen. 42,430; E&P 87 Est. 40,691
State College 80 Cen. 36,130; E&P 87 Est. 34,323
Bellefonte 80 Cen. 6,300; E&P 87 Est. 6,368
County/MSA 80 Cen. 112,760; E&P 87 Est. 116,025

4 - HOUSEHOLDS:
Cities 80 Cen. 12,217; E&P 87 Est. 11,515
State College 80 Cen. 9,830; E&P 87 Est. 9,068
Bellefonte 80 Cen. 2,387; E&P 87 Est. 2,447
County/MSA 80 Cen. 36,122; E&P 87 Est. 38,419

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$733,102,000
Savings & Loan	1	$312,209,000
Comm. Branches	38	$519,685,000
Savings Branches	10	$232,683,000
Credit	7	$14,078,000

6 - PASSENGER AUTOS: County 48,584

7 - ELECTRIC METERS: Residence County 35,166

8 - GAS METERS: Residence 3,710

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Mfg. 1,670 ($380); University/Educ. 13,690 ($350); Engin. 2,080 ($400).
Principal Pay Days-1st, 15th.

10 - CLIMATE: Av. Temp.-Spring 46; Summer 69; Fall 51; Winter 31. First killing frost, Oct. 18; last killing frost, May 28.

11 - TAP WATER: Hard.

12 - RETAILING. **Principal Shopping Centers**-3 blocks on Allegheny & High, Bellefonte; 3 on Allen, Beaver & College, State College. Also several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Nittany Mall(71)	6	Sears, Hess, Gee Bee
University Pk. Plz.(11)	1	Goodyear, IGA
Westerly Pkwy. Plz.(22)	1	Weis Mkt., Thrift, Scott's, Wolf
Hill's Plz.	3	Riverside, Hill's, Firestone

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-O.W. Houts; Danks; Hess; Hills; Sears; K mart.
Variety Stores-G.C. Murphy.
Discount Stores-Hills; Gee Bee; David Weis; Wilson's Sporting Goods.
Chain Drug Stores-Rea & Derick; Widman; Thrift 3; Peoples; McLanahan's 4; Rite Aid 2.
Chain Supermarkets-Weis 4; Riverside 4; IGA; U-Save.
Other Chain Stores-Wolf Furn.; S&H Green Stamps; Fashion Bug; Kinney Shoes; Thom McAn; Brooks; Spencer Gifts; Foxmoor; Merle Norman; Athlete's Foot; Record Bar; Gordon's Jewelers; Caryle & Co.; JoAnn Fabrics; Kay Jewelers; Wall to Wall Sound.

14 - NEWSPAPERS: CENTRE DAILY TIMES (m) 22,836; (S) 28,520; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Jim Shine, Adv. Dir., CENTRE DAILY TIMES, 3400 E. College Ave.; PO Box 89, State College, PA 16804; Tel. (814) 238-5000.
National Representative: Knight-Ridder Newspaper Sales; Landon Associates.

STROUDSBURG-EAST STROUDSBURG

1 - LOCATION: Monroe County (In Scranton-Wilkes-Barre MSA). E&P Map E-2. County Seat. Resort. Metal Trades Center. 4 mi. from Delaware Water Gap; 14 mi. from Mt. Pocono; 28 mi. from Easton; 90 mi. from NYC; 84 mi. from Philadelphia on State Hwys. 191, 115, 209, 611; Eastern terminals of Cross-State Sharon to Stroudsburg Keystone Shortway (I-80).

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Martz; Delaware Valley; MCTA.

3 - POPULATION:
Corp. Cities 80 Cen. 13,187; E&P 87 Est. 14,074
Stroudsburg 80 Cen. 5,148; E&P 87 Est. 5,415
E. Stroudsburg 80 Cen. 8,039; E&P 87 Est. 8,659
CZ-ABC: (80) 22,337
RTZ-ABC: (80) 48,520
County 80 Cen. 69,409; E&P 87 Est. 84,687
MSA 80 Cen. 728,796; E&P 87 Est. 709,633
City & RTZ-ABC: (80) 70,857

4 - HOUSEHOLDS:
Cities 80 Cen. 4,760; E&P 87 Est. 3,877
Stroudsburg 80 Cen. 2,282; E&P 87 Est. 1,787
E. Stroudsburg 80 Cen. 2,478; E&P 87 Est. 2,090
CZ-ABC: (80) 8,078
RTZ-ABC: (80) 17,638
County 80 Cen. 25,170; E&P 87 Est. 32,018
MSA 80 Cen. 263,271; E&P 87 Est. 265,732
City & RTZ-ABC: (80) 25,716

5 - BANKS	NUMBER	EST. DEP.
Savings	4	$160,000,000
Savings & Loan	2	$25,000,000

6 - PASSENGER AUTOS: County 46,778

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 2,954

9 - PRINCIPAL INDUSTRIES: Industries, No. of Wage Earners-Resort and Services 5,200; Textiles 318; Apparel 900; Furn. and Fixt. 186; Printing and Pub. 500; Chem. Prods. 225; Fab. Metal Prods. 1,005; Mach. Mfg. 200; Elect. Mach., Equip. and Supplies 401; Misc. Mfg. 633; 101 Industries (Total Annual Payroll $550 million).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 65-90; Fall 30-70; Winter 0-39.

11 - TAP WATER: Acid, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main; 2 on 7th; 2 on 6th.
Neighborhood Shopping Areas-Stroudsburg: Lower Main St., W. Main St.; Crystal, Washington & Courtland Sts. Arlington Heights.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pocono Plz.(14)	NA	Rite Aid, K mart, Weiss Mkt.
Stroud Mall(50)	NA	Hess, JCPenney

Principal Shopping Days-Dept. Stores-Mon., Thur., Fri.; Food-Sun., Wed., Thur.
Stores Open Evenings-Dept.-Mon., Thur., Fri.; Food-every night.

13 - RETAIL OUTLETS: **Department Stores**-Routzahn's; Sears; JCPenney; Ames-Big N 2; Hess.
Discount Stores-Big N; Jamesway; K mart.
Chain Drug Stores-Rea & Derick; Rexall; Rite Aid; Fay's.
Chain Supermarkets-A&P 2; Acme 2; IGA 3; Weiss Mkt.; Shop Rite.
Other Chain Stores-Endicott-Johnson; Firestone; Dunlop; Community Jewelers; Strouds.

14 - NEWSPAPERS: POCONO RECORD (m) 19,309; (S) 20,993; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kathleen Phillips, Ret. Adv. Mgr., POCONO RECORD, 511 Lenox St., Stroudsburg, PA 18360; Tel. (717) 421-3000.
National Representative: Branham/Newspaper Sales.

SUNBURY

1 - LOCATION: Northumberland County, E&P Map D-2. County Seat. NE part of State; industrial, transportation and mercantile center. 54 mi. N of Harrisburg.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,292; E&P 87 Est. 12,215
Total NDM-ABC: (80) 139,907
County 80 Cen. 100,381; E&P 87 Est. 102,066

4 - HOUSEHOLDS:
City 80 Cen. 5,030; E&P 87 Est. 5,192
County 80 Cen. 37,846; E&P 87 Est. 39,933
Total NDM-ABC: (80) 46,963

5 - BANKS	NUMBER	EST. DEP.
Savings	13	$75,000,000
Savings & Loan	1	$18,500,000

6 - PASSENGER AUTOS: County 48,020

7 - ELECTRIC METERS: Residence 5,600

8 - GAS METERS: Residence 2,954

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 800; Metal Prods. 700; Bldg. Materials 600; Wire Rope 160.
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp. N.A.-First killing frost, Oct. 25; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Market St.; Sunbury Plaza, N. 4th St. (17 stores): Montgomery Ward, McCrory, Rea & Derick, Zayre, Acme.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Susquehanna Valley Mall(64)	5	Boscovs, Acme, Bon Ton, JCPenney
Weis Plaza(5)	1	Weis
Plaza 15(12)	14	Murphy Mart, Acme
Lycoming Mall(95)	12	Sears, Hess, Gee Bee, Bon Ton

Principal Shopping Days-Fri., Sat., Sun.
Stores Close-Some on Wed. afternoon.
Stores Open Evenings-Every eve.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Boscov's; Bon Ton; Hess.
Discount Stores-Murphy Mart; K mart; Gee Bee; Ames.
Variety Stores-Newberry; Dollar General; Dollar Bargain.
Chain Drug Stores-Rea & Derick 5; Rite Aid.
Chain Supermarkets-Weis 7; Super Saver 4; Giant.
Other Chain Stores-Sears; Walker's; Firestone; Singer Co.; Glick; J.S. Raub; S&H Green Stamps; Kinney Shoes; Sherwin-Williams; Wolf Furn.; Wahl-Braun; Radio Shack; Wickes; Carter Lumber; So Fro Fabrics; Agway.

14 - NEWSPAPERS: ITEM (e) 26,471; Mar. 28, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Calvin R. Lake, Adv. Mgr., ITEM, 200 Market St., Sunbury, PA 17801; Tel. (717) 286-5671.
National Representative: Branham/Newspaper Sales.

TARENTUM
See NEW KENSINGTON

TITUSVILLE

1 - LOCATION: Crawford County, E&P Map B-1. SE part of County; on State Hwys. 8, 27.
Intercity Bus Lines-Grove City.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 6,884; E&P 87 Est. 6,737
CZ-ABC: (80) 9,679
RTZ-ABC: (80) 15,542
County 80 Cen. 88,869; E&P 87 Est. 90,391
City & RTZ-ABC: (80) 25,221

4 - HOUSEHOLDS:
City 80 Cen. 2,566; E&P 87 Est. 2,145
CZ-ABC: (80) 3,530
RTZ-ABC: (80) 4,966
County 80 Cen. 30,960; E&P 87 Est. 32,686
City & RTZ-ABC: (80) 8,496

5 - BANKS		
Commercial	2	$1,414,900,000
Savings & Loan	1	$519,100,000

6 - PASSENGER AUTOS: County 38,276

7 - ELECTRIC METERS: Residence 5,200

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Specialty Steel 1,000; Elect. Parts 320; Oil 750; Lumber 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-72; Summer 36-88; Fall 9-80; Winter 11-69. First killing frost, Oct. 13; last killing frost, May 7.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on 4 Sts. in center of town.
Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Discount Stores**-Ellis Day; Buyers Fair; Big Wheel.
Chain Drug Store-Eckerd.
Variety Stores-McCrory.
Chain Supermarkets-Quality Mkts., Riverside.

14 - NEWSPAPERS: HERALD (m) 4,769; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Margaret Lucas, Adv. Dir., HERALD, 209 W. Spring St., Titusville, PA 16354; Tel. (814) 827-3634.
National Representative: Landon Associates.

TOWANDA

1 - LOCATION: Bradford County, E&P Map D-1. County Seat. Shopping center for 20 mi. radius. 200 mi. from New York City; 60 mi. from Scranton; 38 mi. from Elmira, NY.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 3,526; E&P 87 Est. 3,350
County 80 Cen. 62,919; E&P 87 Est. 64,952

4 - HOUSEHOLDS:
City 80 Cen. 1,723; E&P 87 Est. 1,223
County 80 Cen. 21,449; E&P 87 Est. 22,970

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$110,581,666

6 - PASSENGER AUTOS: County 28,194

7 - ELECTRIC METERS: Residence 8,618

8 - GAS METERS: Residence 2,771

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 1,550; X-Ray Screens 600; Fabrics & Women's Garments; Paper Boxes; Wood Prods. 250, Hardboard Prods. 700.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-59; Summer 55-81; Fall 38-61; Winter 20-39. First killing frost, Sept. 12; last killing frost, May 12.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St. and Shopping Plazas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Monrocton Rd.	2	Ames
Colonial Plaza(9)	1	A&P

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Department-Fri.; Food-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Hoffman's; The Hub.
Variety Stores-Ben Franklin.
Discount Store-Ames.
Chain Drug Stores-Widman & Teah; Medicine Shoppe 3.
Chain Supermarkets-A&P 6; American (Acme) 8; Red & White 10; Clover Farms 4.
Other Chain Stores-Thom McAn; True Value; Sears (catalog); Montgomery Ward; Village Casuals; Harolds Army & Navy.

14 - NEWSPAPERS: REVIEW (m) 9,297; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: James E. Towner, Pub., REVIEW, 116 Main St., Towanda, PA 18848; Tel. (717) 265-2151.
National Representative: Landon Associates.

TYRONE

1 - LOCATION: Blair County. (In Altoona MSA). E&P Map C-2. Residential and Industrial ctr. 128 mi. east of Pittsburgh; 213 mi. west of Philadelphia. On U.S. Hwys. 220, 453.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Logan Valley; Greyhound; Fullington; Blue & White.
Airlines-USAir (Blair Co. Airport); Altoona Aviation Corp.

3 - POPULATION:
Corp. City 80 Cen. 6,346; E&P 87 Est. 5,841
County/MSA 80 Cen. 136,621; E&P 87 Est. 126,442

4 - HOUSEHOLDS:
City 80 Cen. 2,445; E&P 87 Est. 2,322
County/MSA 80 Cen. 49,088; E&P 87 Est. 47,073

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$267,135,000
Savings & Loan	1	$10,321,000

6 - PASSENGER AUTOS: County 66,177

7 - ELECTRIC METERS: Residence 7,568

8 - GAS METERS: Residence 1,782

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pulp & Paper 400 ($300); Railroad 660 ($425); Rivets 300 ($355); Garment 349 ($185); Food 89 ($160); Misc. 40 ($175); Constr. 125 ($355); Windshields 550 ($425).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-100; Fall 20-70; Winter 18-45. First killing frost, Oct. 1; last killing frost, May 5.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on 2 streets; Shopping Ctr. at 3rd & Washington Ave. (11 units) including Foodland, Bee Gee Jr.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Bee Gee Jr.; Boutique; Ames.
Variety Stores-Dollar General.
Chain Drug Stores-Widmann's; Kopp's; Rite Aid.
Chain Supermarkets-Riverside; Foodland; Sheetz; Uni-Mart; IGA.
Other Chain Stores-Wolf Furn.; Sears (catalog); Montgomery Ward; Claster's Lumber & Building Supplies.

14 - NEWSPAPERS: HERALD (e) 3,047; sworn Nov. 4, 1986.
Local Contact for Advertising and Merchandising Data: Sally C. Shaffer, Adv. Mgr., HERALD, 1018 Penna Ave., Tyrone, PA 16686; Tel. (814) 684-4000.
National Representative: Landon Associates.

UNIONTOWN

1 - LOCATION: Fayette County. (In Pittsburgh PMSA). E&P Map B-3. County Seat. Coal and coke producing; manufacturing; agriculture and meat packing.

2 - TRANSPORTATION: **Railroads**-B&O; Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Eastern Greyhound.
Air Express-1.

3 - POPULATION:
Corp. City 80 Cen. 14,510; E&P 87 Est. 12,653
CZ-ABC: (80) 40,842
RTZ-ABC: (80) 85,256
County 80 Cen. 160,395; E&P 87 Est. 152,164
City & RTZ-ABC: (80) 126,098
PMSA 80 Cen. 2,219,848; E&P 87 Est. 2,070,586

4 - HOUSEHOLDS:
City 80 Cen. 5,864; E&P 87 Est. 5,323
CZ-ABC: (80) 15,197
RTZ-ABC: (80) 29,659
County 80 Cen. 56,925; E&P 87 Est. 56,004
City & RTZ-ABC: (80) 44,856
PMSA 80 Cen. 885,070; E&P 87 Est. 784,387

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$969,197,890
Savings & Loan	3	$212,579,371

6 - PASSENGER AUTOS: County 77,803

7 - ELECTRIC METERS: County 59,100

8 - GAS METERS: County 25,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coal and Steel 6,000; Brick 150; Textiles 755; Meters 670; Steel Scaffolding 250; Glass 500; Trailers 530; Lumber 2,000; Mfg. 150; Glass & Closures 2,158.
Principal Industrial Pay Days-Every other Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-72; Summer 60-84; Fall 35-76; Winter 22-40. First killing frost, Oct. 18; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 2 on Morgantown St.; 5 on Beeson Blvd.; 2 on South St.; 3 on Peter; 3 on Gallatin Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Uniontown Ctr.(27)	2	Super Dollar, K mart
Fayette Plz.(10)	2	Hill's, Giant Eagle, Revco
Uniontown Mall(66)	2	Sears, Bon Ton, Gee Bee, Hess's
Laurel Mall(30)	5	Mont. Ward, Metzler's, Murphy's

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Mon., Fri.; Shopping Centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Metzler's; JCPenney; Montgomery Ward; Sears; Hills; Gee Bee; Bon Ton; Hess.
Variety Stores-McCrory.
Discount Stores-Moss; K mart; Hills; Big Lots.
Chain Drug Stores-Health Mart 3; Revco 2; Blumenscheins' 3.
Chain Supermarkets-Super Dollar 2; Foodland 2; Shop 'N Save; Giant Eagle.
Other Chain Stores-Thom McAn; Kinney; Fashion Bug; Pic Way Shoes; Gatlings; Western Auto; Bauer Lumber; Biggs Hardware; General Nutrition Center; Hanover Shoes; Lippman Jewelers; Kay Jewelers; 84 Lumber; Teek's; The Limited; Jean Nicole; Gordon's Jewelers; Altmeyer's Home Stores; Brooks Fashions; Card Cage; Deb Shop; Circus World Toys/Playland; Duling Optical; Fotomat; Earring Palace; Footlocker; Gemstone Jewelry; Hanover Shoes; Haynes Triangle; House of Cards/Trends; Jo Ann Fabrics; Lane Bryant; Leeds Candies; Main Event; Marianne Shoppe; National Record Mart; Orange Julius; Payless Shoe Source; Pearle Vision Center; Radio Shack; Regis Hairstylists; Silverman's; 16 Plus; Original Cookie Co.; Tid Bit Alley; Village Buster Brown; Waldenbooks; Coles Bookstore; Hub; Claire's Boutique; Royal Optical; Dwight Dental; Things Remembered.

14 - NEWSPAPERS: HERALD-STANDARD (m-mon to fri) 28,758; (S) 29,798; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David S. Renne, Adv. & Mktg., HERALD-STANDARD, PO Box 848, Uniontown, PA 15401; Tel. (412) 439-7520.
National Representative: Landon Associates.

WARREN

1 - LOCATION: Warren County. E&P Map B-1. On the Allegheny River. 90 mi. SW of Buffalo; 160 mi. NNE of Pittsburgh. On U.S. Hwy. 6, State Hwys. 62 and 59.

2 - TRANSPORTATION: **Railroads**-Allegheny.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,146; E&P 87 Est. 10,654
CZ-ABC: (80) 15,639
RTZ-ABC: (80) 31,810
County 80 Cen. 47,449; E&P 87 Est. 44,621
City & RTZ-ABC: (80) 47,449

4 - HOUSEHOLDS:
City 80 Cen. 4,898; E&P 87 Est. 3,585
CZ-ABC: (80) 6,159
RTZ-ABC: (80) 10,560
County 80 Cen. 16,719; E&P 87 Est. 16,265
City & RTZ-ABC: (80) 16,719

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$944,156,000
Commercial	2	$645,529,206

6 - PASSENGER AUTOS: County 20,615

7 - ELECTRIC METERS: Residence 15,377

8 - GAS METERS: Residence 13,170

9 - PRINCIPAL INDUSTRIES: Electronic Parts & Equip.; Wire & Cable; Steel Fab.; Steel Tanks; Soft Goods Mail Order; Petroleum Refining; Forgings; Metal Furn. & Shelving; Plastic Molding; Large Valves.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-73; Summer 50-85; Fall 33-75; Winter 16-40. First killing frost, Nov. 1; last killing frost, Apr. 15. Rainfall 43 in.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Penna. Ave. W.; 2 on Penna. Ave. E.; 2 on Liberty St.; 2 on 2nd Ave.
Neighborhood Shopping Centers-Penna. Ave. E.; Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Warren Mall(40)	4	K mart, JCPenney, Bon Ton, Sears
Market St.(4)	1	Turner's
North Warren(4)	1	Jamesway

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Fri.; Food-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Levinson Bros.; Betty Lee; JCPenney; Bon Ton.
Variety Stores-G.C. Murphy; K mart.
Discount Stores-Jamesway.
Chain Drug Stores-Cowdrick's; CVS; Eckerd; Thrift.
Chain Supermarkets-Anderson's; Super Duper; Holiday Market; Quality; County Mkt; Thorns.

14 - NEWSPAPERS: TIMES-OBSERVER (m) 12,810; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kevin Mead, Pub., TIMES-OBSERVER, Box 188, Warren, PA 16365; Tel. (814) 723-8200.
National Representative: Landon Associates.

WASHINGTON

1 - LOCATION: Washington County. (In Pittsburgh PMSA). E&P Map A-3. County Seat. SW corner of state. 26 mi. S of Pittsburgh.

2 - TRANSPORTATION: **Railroads**-B&O; Amtrak (freight only).
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Suburban.

3 - POPULATION:
Corp. City 80 Cen. 18,363; E&P 87 Est. 17,485
CZ-ABC: (80) 20,604
RTZ-ABC: (80) 80,101
County 80 Cen. 217,074; E&P 87 Est. 210,143
PMSA 80 Cen. 2,219,848; E&P 87 Est. 2,070,586
City & RTZ-ABC: (80) 100,705
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,137; E&P 87 Est. 7,120
CZ-ABC: (80) 8,132
RTZ-ABC: (80) 27,907
County 80 Cen. 77,033; E&P 87 Est. 77,053
PMSA 80 Cen. 885,070; E&P 87 Est. 784,387
City & RTZ-ABC: (80) 36,039

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$333,441,000
Savings & Loan	4	$226,265,000
Credit Union	NA	$16,726,000

6 - PASSENGER AUTOS: County 104,113

7 - ELECTRIC METERS: Residence 9,700

8 - GAS METERS: Residence 6,195

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Stone, Clay, Glass 1,239 ($493); Primary Metals 2,709 ($640); Electrical Mach. 1,827 ($588); Fabricated Metals 830 ($483); Non-Electrical Mach. 1,827 ($588); Printing & Allied 435 ($305); Chemicals 595 ($515).
Principal Pay Days-Every other Thur.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-61; Summer 56-88; Fall 39-67; Winter 24-43.

11 - TAP WATER: Alkaline, moderately soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown; 2 blocks on Chestnut St.; 5 on Main St.; 1 on Beau St.; 1 on Wheeling.
Neighborhood Shopping Centers-Tylerdale (1 block both sides); Jefferson Court Plaza (adjacent downtown) 14 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Washington Plz.	2	K mart
Washington Mall	2	JCPenney
Northgate Plz.(8)	3	Gee Bee
Franklin Mall(44)	3	Sears

Principal Shopping Days-Dept.: Mon., Thur., Fri., Sat.; Food: Fri., Sat., Tues.
Stores Open Evenings-Downtown, Fri.; Shopping centers & supermarkets nightly and Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Pomeroy's; Hess's.
Discount Stores-Seig's; K mart; Gee Bee; Hills.
Variety Store-G.C. Murphy.
Chain Drug Stores-Thrift 2; Revco 2.
Chain Supermarkets-Giant Eagle; U-Save; Shop 'N Save 2; Foodland 7; PX Super Mkts. 17.
Other Chain Stores-Richman Bros.; Murphy Mart; Tire America; Ben Franklin; Color Tile; Hanover Shoes; Lerner's Shop; Gordon Jewelry; Radio Shack; Kelly & Cohen; Waldenbooks; Kinney Shoes; Fashion Bug; PPG Industries; Goodyear; Sherwin-Williams; Goodrich; Associated Hardware; Holheimer's Shoes.

14 - NEWSPAPERS: OBSERVER-REPORTER (m) 37,304; (S) 32,482; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert McFeely, Adv. Dir., OBSERVER-REPORTER, 122 S. Main St., Washington, PA 15301; Tel. (800) 222-NEWS.
National Representative: Landon Associates.

WAYNESBORO

1 - LOCATION: Franklin County. E&P Map C-3. 75 mi. NW of Washington, DC; 62 mi. NW of Baltimore, MD; 52 mi. SW of Harrisburg. Industrial and farming center. On PA Hwys. 16, 316, 997. 8 mi. E of I-81; 15 mi. S of U.S. Rt. 30; 12 mi. N of U.S. Rt. 40.

2 - TRANSPORTATION: **Motor Freight Carriers**-9.
Airlines-USAir (Hagerstown Airport).

3 - POPULATION:
Corp. City 80 Cen. 9,726; E&P 87 Est. 9,839
CZ-ABC: (80) 19,342
RTZ-ABC: (80) 38,365
County 80 Cen. 113,629; E&P 87 Est. 120,392
City & RTZ-ABC: (80) 57,707

4 - HOUSEHOLDS:
City 80 Cen. 3,981; E&P 87 Est. 4,088
CZ-ABC: (80) 7,324
RTZ-ABC: (80) 12,152
County 80 Cen. 39,952; E&P 87 Est. 43,974
City & RTZ-ABC: (80) 19,476

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$150,511,366
Savings & Loan	1	$15,898,000

6 - PASSENGER AUTOS: County 60,196

7 - ELECTRIC METERS: Residence 5,000

8 - GAS METERS: Residence 1,456

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Precision Tool 1,750; Specialty Printing 100; Refrigeration-Air Conditioning; Farm Mach. 1,300; Textiles 510.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-74; Summer 57-98; Fall 35-54; Winter 23-42. First killing frost, Oct. 15; last killing frost, May 12.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 2 on Potomac.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Potomac(10)	NA	Super Thrift
Wayne Hghts.(13)	NA	Ames, Thrift Drug, Martin's Food
Waynesboro Mall (25)	NA	A&P, K mart, Radio Shack

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-every day; Food-every day.

13 - RETAIL OUTLETS: Variety Stores-McCrory.
Discount Stores-K mart; Ames.
Chain Drug Stores-Thrift Drugs; Drug Fair; People's.
Chain Supermarkets-A&P; Super Thrift; Henicle; Martin's.
Other Chain Stores-Western Auto; Radio Shack; Sidney's; J.S. Raub Shoes; JCPenney, Routzahn's.

14 - NEWSPAPERS: RECORD HERALD (e) 10,342; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Garnes, Adv. Mgr., RECORD HERALD, 30 Walnut St., Waynesboro, PA 17268; Tel. (717) 762-2151.
National Representative: Landon Associates.

WEST CHESTER

1 - LOCATION: Chester County. (In Philadelphia PA-NJ PMSA). E&P Map E-3. In SE part of county 25 mi. W of Philadelphia, 16 mi. N of Wilmington, DE. On U.S. Hwys. 202, 322; State Hwys. 3, 29, 52, 100.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4
Intercity Bus Lines-SEPTA; Reeder.
Airport-Commuter-noncommercial.

3 - POPULATION:
Corp. City 80 Cen. 17,435; E&P 87 Est. 18,865
CZ-ABC: (80) 33,599
Bal. in NDM-ABC: (80) 137,564
County 80 Cen. 316,660; E&P 87 Est. 353,462
PMSA 80 Cen. 4,716,818; E&P 87 Est. 4,771,429
Total NDM-ABC: (80) 171,163

4 - HOUSEHOLDS:
City 80 Cen. 5,761; E&P 87 Est. 6,493
CZ-ABC: (80) 11,254
Bal. in NDM-ABC: (80) 44,270
County 80 Cen. 104,752; E&P 87 Est. 121,486
PMSA 80 Cen. 1,639,330; E&P 86 Est. 1,715,334
Total NDM-ABC: (80) 55,524

5 - BANKS	NUMBER	EST. DEP.
Commercial	19	N.A.
Savings	3	N.A.
Savings & Loan	11	N.A.

6 - PASSENGER AUTOS: County 185,620

7 - ELECTRIC METERS: Residence 101,057

8 - GAS METERS: Residence County 15,765

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronic 3,277; Plastics 2,404; Paper Prods. 2,146; Food Packing 3,684; Chem. 5,591; Platinum 650; Appliances 300; Fire Protection 157; Printing 843; Newspaper & Magazine 256.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-60; Summer 60-95; Fall 38-55; Winter 20-50.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-3 blocks on Gay St.; 3 on Church St.; 3 on High St.; 4 on Market St.; W. Goshen, Rt. 202.

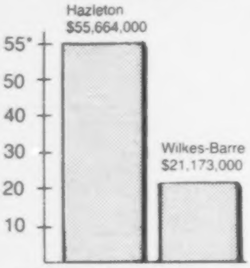
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Exton Sq.(83)	7	Strawbridge & Clothier, K mart
West Goshen(18)	1	K mart, Sears, Acme
King of Prussia(330)	18	JCPenney, Sears, Wanamaker's, A&S, Bloomingdale's
Granite Run(131)	12	JCPenney, Sears
Thorndale(13)	9	Rite Aid, Jamesway, K mart

13 - RETAIL OUTLETS: Department Stores-JCPenney; Wanamaker's; Bloomingdale's; Abraham & Strauss; Sears; Strawbridge & Clothier.
Discount Stores-K mart; Jamesway.
Variety Stores-Woolworth.
Chain Drug Stores-Rite Aid; Thrift.
Chain Supermarkets-Acme 14; Shop Rite; Shop 'N Bag 2; Thriftway 2; IGA 4; Super Fresh; Genuardi's; Giant.
Other Chain Stores-Agway; Wickes; Pep Boys; Penn Jersey Auto Stores; Sears Surplus; Channel; Frank's Nursery; Gaudio's.

14 - NEWSPAPERS: DAILY LOCAL NEWS (e-mon to fri) 37,967; (S) 33,772; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David Tomasini, Gen. Mgr., DAILY LOCAL NEWS, 250 N. Bradford Ave., West Chester, PA 19382; Tel. (215) 696-1775.
National Representatives: Landon Associates; Robert Hitchings & Co.

A Pennsylvania Advertising Fact.



*millions of dollars

Hazleton, Pennsylvania had the highest auto sales in northeast Pennsylvania in 1986, a position that they have held for the past 4 years.

Setting the Standard and Growing

Standard Speaker

21 North Wyoming Street
Hazleton, PA 18201

call 717-455-3636

Represented by Landon Associates

WILKES-BARRE

1 - LOCATION: Luzerne County (In Scranton-Wilkes-Barre MSA). E&P Map E-2. On E bank of Susquehanna River; 132 mi. W of NYC; 130 mi. NW of Philadelphia; I-81, I-80, NE extension of Pennsylvania Turnpike.

2 - TRANSPORTATION: Railroads-Conrail; Pocono Northeast; Delaware & Hudson.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Martz Trailways; John Murray Coach; Williams; Central Florida; Yatesville; Valley; Capitol; Price.
Airlines-Eastern; USAir; Florida Express; Piedmont; (Pocono) Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 51,551; E&P 87 Est. 45,749
CZ-ABC: (80) 124,509
RTZ-ABC: (80) 218,570
County 80 Cen. 343,079; E&P 87 Est. 319,577
City & RTZ-ABC: (80) 343,079
MSA 80 Cen. 728,796; E&P 87 Est. 709,633

4 - HOUSEHOLDS:
City 80 Cen. 21,606; E&P 87 Est. 18,162
CZ-ABC: (80) 47,542
RTZ-ABC: (80) 77,960
County 80 Cen. 125,502; E&P 87 Est. 121,224
City & RTZ-ABC: (80) 125,502
MSA 80 Cen. 263,271; E&P 87 Est. 265,732

5 - BANKS	NUMBER	EST. DEP.
Commercial	19	$4,775,004,595
Savings & Loan	3	$814,031,615

6 - PASSENGER AUTOS: County 173,903

7 - ELECTRIC METERS: Residence 112,376

8 - GAS METERS: Residence 45,155

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Health Services 10,535 ($315); Apparel & Other Textile Prods. 8,517 ($186); Eating & Drinking Places 6,965 ($99); Food Stores 3,811 ($207); Durable Goods Wholesaling 3,283 ($336); General Mdse. Stores 3,202 ($175); Business Services 2,984 ($206); Fabricated Metal Prods. 2,940 ($419); Spec. Trade Contractors 2,841 ($337); Electric, Gas & Sanitary Servs. 2,666 ($607); Banking 2,440 ($268); Rubber & Misc. Plastic Prods. 2,394 ($376); Food & Kindred Prods. 2,393 ($328); Auto Dealers & Service Stations 2,391 ($239); Misc. Retail 2,391 ($198); Non-Durable Goods Wholesaling 2,279 ($321); Stone, Clay & Glass Prods. 2,275 ($493); Printing & Publishing 2,145 ($349); Communications 2,100 ($446); Social Services 2,071 ($219).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-61; Summer 60-85; Fall 48-66; Winter 24-36; Annual snowfall: 40 inches.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St., 4 blocks on Market St. and 4 blocks on Northampton St.; (Principal Stores: Boscov's); Wyoming Valley Mall (95 stores incl. Sears, JCPenney, Hess's, Pomeroy's).

Neighborhood Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Downtown Pittston(40)	8	Mark Data
Downtown Nanticoke(40)	9	Rea & Derick, Rite Aid.
West Side Mall/ Narrows Shpg. Ctr.(60)	3	Bergman's, Woolworth, Hills, Flemington Fashion
Gateway Shopping Ctr.	3	Jewelcor, McCrory
Pittston Plz.(25)	8	K mart, Thrift Drug
Dallas Shopping Ctr.(20)	9	IGA, Humphrey's
Midway Shopping Ctr.(17)	9	Pomeroy's, McCrory, Acme Mkt., Rea & Derick, Radio Shack
Insalaco Shpg. Ctr.(15)	8	Insalaco's Mkt., Rite Aid
United Penn Plz.(15)	2	B. Levy
Hanover Mall(10)	6	K mart, Thrift Drug
Luzerne Shopping Ctr.	5	Jamesway, Fay's Drug
Mark Plz.(9)	5	K mart, Fay's Drug
Shavertown Shopping Ctr.(7)	8	Acme, McCrory
Blackman Plz.(6)	2	K mart
Crestwood Plz.(6)	9	Weis Market, Thrift Drug
Country Club Plz.(10)	10	Insalaco's, Thrift Drug
East End Ctr.(25)	3	Hills

Principal Shopping Days-Retail: Thur. through Sat.; Food: Tues. through Thur.
Stores Open Evenings-Dept. Stores & Malls: Mon. through Sat.; Downtown: Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Bergman's; Boscov's; Hess; JCPenney; Pomeroy's 2; Sears.
Discount Stores-Argo Factory Outlet; Clothing Warehouse; Jamesway; Jay Dee; Jewelcor; Hills 2; K mart 6; Keefer's Army & Navy 2; Leslie Fay 2; Stroud's Distributing; Suburban Casuals 2; Unclaimed Freight.
Variety Stores-Woolworth 2; McCrory 5.
Chain Drug Stores-Cook's 2; Fay's 3; Rea & Derick 9; Revco 2; Rite Aid 7; Stapinski's 3; Thrift 5.
Chain Supermarkets-Acme 14; Insalaco's 5; IGA 4; Giant 3; Shoprite; Sunshine Markets; Weis 4; Bargains Galore 4.
Other Chain Stores-84 Lumber; AT&T Phone Stores; A.S. Beck; Big Sky; Computerland; Corner House; Endicott-Johnson 3; Entre Computers; Famous Maid; Fashion Bug 6; Deb Shop; Flemington Fashions; Foxmoor Casuals; Gallery of Sound 5; The Gap; General Nutrition; Giant Floor and Wall; Gino's Shoes 2; Glidden Paint; Hanover Shoe; Gertrude Hawks; Hickory Farms; The Hub; Father & Son Shoes; Firestone 2; Goodyear 2; Hart Electronics; Humphrey's Shoes 2; Jean King 3; Jo Ann Fabrics; Junior Colony; Kost Tires; Lady Oris; Listening Booth; Thom McAn; Jean Nicole; Kay Bee Toy & Hobby; Kinney Shoes; Lerner's; MAB Paint; McCarthy Tire 2; National Shirt Shop; Naturalizer Shoes 3; Pearle Vision Centers 3; Pic Way 3; Radio Shack 8; J.S. Raub Shoes; Royal Optical 2; The Shoe Spot 6; Scranton Fabric; Sherwin-Williams 2; Sixteen Plus; Spencer Gifts; Susie's Casuals; Mary Taylor; Toy 'R Us; Kids 'R Us; Triangle Building; Waldenbooks 2; Waterbed Gallery; Jack Williams Tire 3; Color Tile; Wall-to-Wall Sound 2.

14 - NEWSPAPERS: CITIZENS' VOICE (m) 48,199; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Walter Vukovich, Adv. Dir., CITIZENS' VOICE, 75 N. Washington Ave., Wilkes-Barre, PA 18771; Tel. (717) 821-2042.
National Representative: U.S. Suburban Press.
TIMES LEADER (m) 46,961; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ronald A. Bartizek, Adv. Dir., TIMES LEADER, 15 N. Main St., Wilkes-Barre, PA 18711; Tel. (717) 829-7101.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

WILLIAMSPORT

1 - LOCATION: Lycoming County (MSA). E&P Map D-2. County Seat. Shipping Center for N Central PA. Diversified manufacturing. On Susquehanna River; 200 mi. from NY, Philadelphia, Pittsburgh, Buffalo, and Washington, DC.

2 - TRANSPORTATION: Railroads-Conrail (freight).
Motor Freight Carriers-17.
Intercity Bus Lines-Fullington; King Koal; Trailways; Susquehanna Trailways; Capitol Trailways.
Airlines-USAir; Altair.

3 - POPULATION:
Corp. City 80 Cen. 33,401; E&P 87 Est. 30,432
CZ-ABC: (80) 57,366
RTZ-ABC: (80) 249,519
County/MSA 80 Cen. 118,416; E&P 87 Est. 113,230
City & RTZ-ABC: (80) 306,885

4 - HOUSEHOLDS:
City 80 Cen. 12,554; E&P 87 Est. 11,404
CZ-ABC: (80) 21,314
RTZ-ABC: (80) 84,572
County/MSA 80 Cen. 42,097; E&P 87 Est. 41,544
City & RTZ-ABC: (80) 105,886

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$1,621,374,000
Savings & Loan	2	$288,362,000

6 - PASSENGER AUTOS: County 57,490

7 - ELECTRIC METERS: Residence 39,000

8 - GAS METERS: Residence 13,064

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. Prods. 351; Clay, Glass & Stone 2,078; Food 827; Leather & Rubber Gds. 805; Lumber & Wood Prods. 1,619; Metal Prods. 4,228; Paper, Printing 1,194; Textiles 2,585; Misc. 354.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 56-83; Fall 40-61; Winter 21-38. First killing frost, Oct. 14; last killing frost, Apr. 29.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on 3rd St.; 5 on 4th St.; 3 on Pine St.; 3 on Market St.
Neighborhood Shopping Centers-1 block on W. 4th & Campbell Sts.; 4 on W. 4th & Arch Sts.; 1 on W. 3rd & Arch Sts.; 4 on Washington Blvd. & P[illegible]n St.; 1 on W. Southern Ave. & Market St.; 4 on Broad St. & E. Broad in Montoursville; River Ave. (E. Williamsport); W. 4th St. (W. Williamsport).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Giant Plaza	NA	Revco, Giant Mkts.
Garden View Plz.(2)	NA	Rea & Derick, Weis Foods
Loyal Plaza (29)	NA	K mart, Acme, Nichols
Lycoming Mall(72)	NA	Hess, Gee Bee, Sears, Woolworth, Bon Ton

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Close-Wed. (Some aft., some all day).
Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Hess; Deisroth's; Wilson's; Bon Ton.
Discount Stores-Tops-All; Nichols; Hill's; Gee Bee; K mart.
Variety Stores-Woolworth; Kresge's.
Chain Drug Stores-Widman 4; Thrift 2; Revco 2; Rea & Derick 3; Community Drug.
Chain Supermarkets-Acme 2; Weis 6; Handy 5; Zippy 4; Riverside 4; Giant; Uni-Mart 5; Stop-N-Go 4; Turkey Hill 2.
Other Chain Stores-Ormond; Endicott-Johnson; Hanover; Kinney; Glick; Triangle; S&H Green Stamps; General Tire; Goodyear; Family Dollar.

14 - NEWSPAPERS: SUN-GAZETTE (e) 34,053; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: James G. Norris, Dir. Sales & Mktg., SUN-GAZETTE, 252 W. 4th St., Williamsport, PA 17701; Tel. (717) 326-1551.
National Representative: Landon Associates.

YORK

1 - LOCATION: York County (MSA). E&P Map D-3. County Seat. Industrial center. 50 mi. N of Baltimore, MD; 99 mi. W of Philadelphia; 26 mi. S of Harrisburg.

2 - TRANSPORTATION: **Railroads**-Conrail (freight); Chessie System (freight); Maryland & Pennsylvania (freight).
Motor Freight Carriers-35.
Intercity Bus Lines-Greyhound; York Area Transit Authority; York Trans. Club.

3 - POPULATION:
Corp. City 80 Cen. 44,619; E&P 87 Est. 43,910
CZ-ABC: (80) 129,735
RTZ-ABC: (80) 186,631
County 80 Cen. 312,963; E&P 87 Est. 331,725
MSA 80 Cen. 381,255; E&P 87 Est. 405,034
City & RTZ-ABC: (80) 316,366
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,108; E&P 87 Est. 18,861
CZ-ABC: (80) 49,273
RTZ-ABC: (80) 63,921
County 80 Cen. 112,313; E&P 87 Est. 123,352
MSA 80 Cen. 135,210; E&P 87 Est. 148,929
City & RTZ-ABC: (80) 113,194

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$2,198,818,000
Savings & Loan	6	$442,391,000

6 - PASSENGER AUTOS: County 184,024

7 - ELECTRIC METERS: County 93,087

8 - GAS METERS: City 25,500, County 51,000

9 - PRINCIPAL INDUSTRIES: Chain & Cable; Refrig. Mach.; Office Equip.; Water Turbines; Caskets; Wire Screen; Furn.; Wall Paper; Paper & Pub.; Ordnance Equip.; Electronic Equip.; Clothing; Heating Equip.; Baker Equip.; Cigars; Recreational Vehicles; Motorcycles; Parts for Earth-Moving Equip.; Dental & Ophthalmic Prods.; Ceramic Dinner & Gift Ware.

10 - CLIMATE: Min. & Max. Temp.-Spring 2-74; Summer 50-91; Fall 34-94; Winter 12-64. First killing frost, Nov. 17; last killing frost, May 2.

11 - TAP WATER: Nearly neutral, moderately soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on 2 Sts.; 2 on George; 3 on Market.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Colonial(14)	NA	Super Thrift Mkt.
Delco Plaza(12)	NA	Hill's, Pathmark, K mart
Haines Acres(6)	NA	Jay's Super Thrift
Haines Road(7)	NA	K mart, Weis Mkt.
Loucks Road(6)	NA	Weis Mkt.
Northgate(12)	NA	Weis Mkt., McCrory Peoples
North Mall(12)	NA	Burlington Coat, Mailman's
Queensgate(43)	NA	Mailman's, People's, Weis Mkt.
Randolph Park(6)	NA	Cloth World, York Outlet
York County(37)	NA	Sears, Jewelcor
York Hills(1)	NA	Hill's Dept.
The York Mall(60)	NA	Mont. Ward, JCPenney, Bon Ton
Edgar Street(4)	NA	Peoples
Village Green(9)	NA	Epco
West Manchester	NA	Bon Ton, Hess, Gee Bee
Meadowbrook Vlg.	NA	Pfaltzgraff
York Outlet Mall	NA	Phar Mor, Fashion Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Department Stores daily; Food daily.

13 - RETAIL OUTLETS: **Department Stores**-Bon Ton; Sears; Hill's; Smith Village; Montgomery Ward; JCPenney; Hess.
Discount Stores-Mailman's; K mart; Gee Bee; Ollies Bargain Outlet.
Variety Stores-G.C. Murphy; McCrory; Woolworth.
Chain Drug Stores-People's; Thrift Drug 3; Minnich's; Revco 4; Rite Aid 3; Phar Mor; Epco 6; Brooks 2.
Chain Supermarkets-AG 150; Community 75; A&P; Weis 8; Safeway; CHR Corp. 6; Jay's 3; P.A. & S. Small 10; Pathmark; Giant 3.
Other Chain Stores-Thom McAn; Kay Jewelry; Best; Gordon's Jewelers; Limited; Orman's; S&H Green Stamps; Anders; Anderson Little; Jewelcor; Kinney's; Silo; Pep Boys; Western Auto; Hechingers; Avellino's; Stereo Discounters; Toys R Us; Listening Booth; Radio Shack.

14 - NEWSPAPERS: DISPATCH (e) 48,907; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gerald Coy, II, Adv. Dir., DISPATCH, 15 E. Phila. St., York, PA 17405; Tel. (717) 845-1575.
National Representative: Landon Associates.
RECORD (m) 40,446; (S) 37,276; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gary Graff, Adv. Mgr., RECORD, 1750 Industrial Hwy., York, PA 17402; Tel. (717) 757-4842.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

RHODE ISLAND SURVEYS

METROPOLITAN STATISTICAL AREA

New London-Norwich, CT-RI-New London and Norwich cities; Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns in New London County, CT; Canterbury town in Windham County, CT; Hopkinton and Westerly towns in Washington County, RI.

PRIMARY METROPOLITAN STATISTICAL AREAS

Fall River, MA-RI-Fall River city; Somerset, Swansea and Westport towns in Bristol County, MA; Little Compton and Tiverton towns in Newport County, RI.
Pawtucket-Woonsocket-Attleboro, RI-MA-Attleboro city; North Attleboro, Rehoboth and Seekonk towns in Bristol County, MA; Plainville town in Norfolk County, MA; Blackstone and Millville towns in Worcester County, MA; Central Falls, Pawtucket and Woonsocket cities; Burrilville, Cumberland, Lincoln, North Smithfield and Smithfield towns in Providence County, RI.
Providence-Barrington, Bristol and Warren towns in Bristol County; Warwick city; Coventry, East Greenwich and West Warwick towns in Kent County; Jamestown town in Newport County; Cranston, East Providence and Providence cities; Foster, Glocester, Johnston, North Providence and Scituate towns in Providence County; Exeter, Narragansett, North Kingstown, Richmond and South Kingstown towns in Washington County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Providence-Pawtucket-Fall River, RI-MA-Includes Fall River, MA-RI PMSA; Pawtucket-Woonsocket-Attleboro, RI-MA PMSA; and Providence, RI PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	76	59	61
5-14 Years	175	135	140
15-24 Years	174	180	187
25-44 Years	211	245	254
45-64 Years	210	203	211
65 and Over	104	127	132
TOTAL	950	949	985

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr	138	171	332
General Mdse	337	445	689
Food	639	901	1,242
Automobiles	472	621	1,239
Gasoline Stations	216	368	378
Apparel	144	233	348
Furniture	106	138	263
Eat-Drink Places	255	396	621
Drugs	96	172	263
TOTAL SALES	2,802	4,163	6,400

CENTRAL FALLS
See PAWTUCKET

NEWPORT

1 - LOCATION: Newport County, E&P Map D-3. Naval Base and Summer Resort. 30 mi. from Providence; 65 mi. from Boston; 200 mi. from New York.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-15.
Intercity Bus Lines-Bonanza; Greyhound.
Airlines-Air New England.

3 - POPULATION:
Corp. City 80 Cen. 29,259; E&P 87 Est. 27,675
CZ-ABC: (80) 46,475
RTZ-ABC: (80) 18,297
County 80 Cen. 81,383; E&P 87 Est. 79,078
City & RTZ-ABC: (80) 64,772

4 - HOUSEHOLDS:
City 80 Cen. 10,601; E&P 87 Est. 9,978
CZ-ABC: (80) 16,174
RTZ-ABC: (80) 6,355
County 80 Cen. 28,246; E&P 87 Est. 28,416
City & RTZ-ABC: (80) 22,529

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	N.A.
Savings	4	N.A.
Savings & Loan	2	N.A.
Credit Union	4	N.A.

6 - PASSENGER AUTOS: County 50,397

7 - ELECTRIC METERS: Residence 25,246

8 - GAS METERS: Residence 6,887

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Parts 400; U.S. Navy Depot 3,262; Electronics 3,400; Wire Fab. 1,600; Computer Sciences 3,000; Shipyards 800.
Principal Pay Days-Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 65-90; Fall 30-65; Winter 10-55. First killing frost, Nov. 14; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-Thames St., Newport.
Neighborhood Shopping Centers-Broadway and Bellevue Ave., Newport; Two Mile Corner; Middletown, & West Main Rd., Middletown; Connell Hwy., Newport.

Nearby Shopping Center

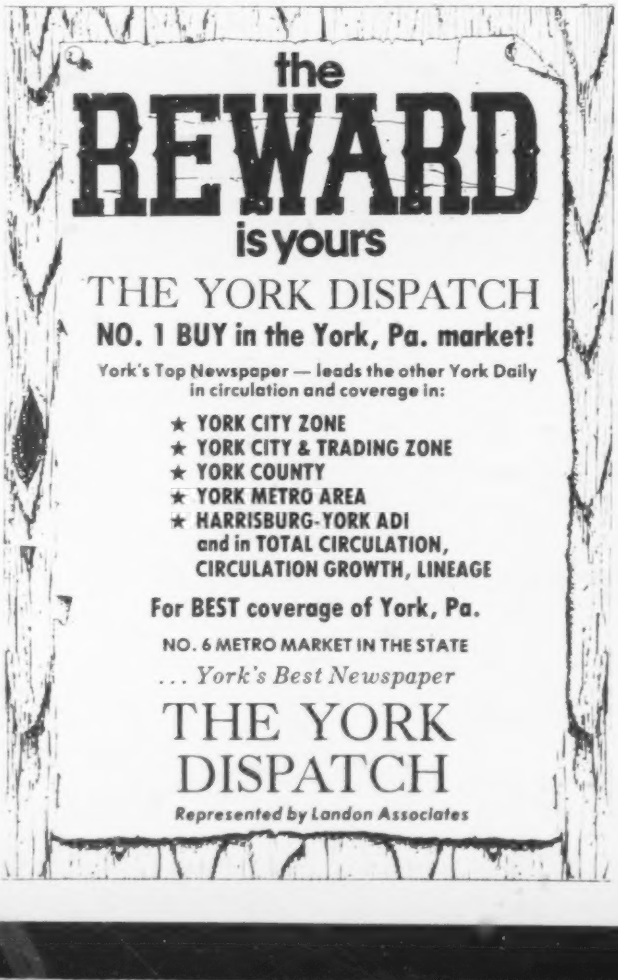
Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue(12)	NA	Almacs, A&P, CVS
Aquidneck(23)	NA	Anderson-Little, Woolworth
Connell Plz.(22)	NA	JCPenney, Food Mart
Zayre Plz.	NA	Radio Shack, Sherwin-Williams, Star Mkt., Zayre
Main Plz.(5)	NA	Almacs, K mart
Long Wharf Mall(15)	NA	

Principal Shopping Days-Dept.: Fri., Sat.; Food: Fri.
Stores Open Evenings-Department: Fri.; Supermarkets: 9 p.m. daily.

13 - RETAIL OUTLETS: **Department Stores**-Ley's Century; Sears; Cherry & Webb; Zayre; K mart; JCPenney.
Variety Stores-Newberry; Woolworth; Charles.
Discount Stores-Zayre; K mart; NHD; Tons of Toys.
Chain Drug Stores-Adams; CVS 2; Brooks/Adams 3.
Chain Supermarkets-A&P; Super Stop & Shop; Almacs 2; Star Mkt.; IGA; Food Mart.
Other Chain Stores-Goodyear; Endicott-Johnson Shoes; Firestone; Radio Shack; Sherwin-Williams; Narragansett Clothing; Donnelly's Men's Wear; Talbot's; Fashion Bug; Kidsport; Fayva; Waldenbooks; Naturalizer.

14 - NEWSPAPERS: NEWS (e) 15,639; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: J. Leo Deveau, Adv. Dir., NEWS, 101 Malbone Rd., Newport, RI 02840; Tel. (401) 849-3300.
National Representative: Landon Associates.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PAWTUCKET-CENTRAL FALLS

1 - LOCATION: Providence County (In Pawtucket-Woonsocket-Attleboro, RI-MA PMSA). E&P Map D-2. On Blackstone River at head of Narragansett Bay tidewaters, adjacent to Providence. 39 mi. from Boston; 44 mi. from Worcester. On U.S. Hwys. 1 & 95.

2 - TRANSPORTATION: **Railroads**-Conrail; Moshassuck Valley; Providence & Worcester; Amtrak.
Motor Freight Carriers-81.
Intercity Bus Lines-Bonanza; Shortline; R.I. Public Transit.
Airlines-USAir; Eastern; TWA; United; Air New England; Pilgrim; Piedmont; American.

3 - POPULATION:
Corp. Cities 80 Cen. 88,199; E&P 87 Est. 91,814
Pawtucket 80 Cen. 71,204; E&P 87 Est. 74,122
Central Falls 80 Cen. 16,995; E&P 87 Est. 17,692
CZ-ABC: (80) 88,199
RTZ-ABC: (80) 83,763
County 80 Cen. 571,349; E&P 87 Est. 591,844
PMSA 80 Cen. 307,403; E&P 87 Est. 402,002
City & RTZ-ABC: (80) 171,962

4 - HOUSEHOLDS:
Cities 80 Cen. 34,733; E&P 87 Est. 37,409
Pawtucket 80 Cen. 28,147; E&P 87 Est. 29,924
Central Falls 80 Cen. 6,586; E&P 87 Est. 7,485
CZ-ABC: (80) 34,733
RTZ-ABC: (80) 28,790
County 80 Cen. 209,698; E&P 87 Est. 224,994
PMSA 80 Cen. 110,014; E&P 87 Est. 146,708
City & RTZ-ABC: (80) 63,523

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	N.A.
Savings	3	N.A.
Savings & Loan	4	N.A.
Credit Unions	10	N.A.

6 - PASSENGER AUTOS: County 330,682; Pawtucket 41,307; Central Falls 8,485.

7 - ELECTRIC METERS: Residence 45,838

8 - GAS METERS: Residence 42,739

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 6,534 ($238); Apparel 1,758 ($155); Fabric Metals 1,422 ($180); Food 968 ($218); Jewelry 4,051 ($168); Mach. 587 ($238); Plastics 1,242 ($208); Primary Metals 3,102 ($212).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 63-82; Fall 55-73; Winter 22-37. First killing frost, Oct. 24; last killing frost, Apr. 14

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main; 2 on Broad; 1 on East Ave.
Neighborhood Shopping Centers-Barton St., East Ave., South Woodlawn Station, Broad St., Dexter St. in Central Falls; Newport and Armistice, in Darlington Section; Smithfield Ave., Fairlawn Section; Central Ave. in Darlington; Broadway, at Mass. State Line; Benefit St., in Darlington Section; Washington St. in So. Attleboro, Mass.; Baker's Corner, Seekonk, Mass.; Route 1, No. Attleboro, Mass., Lincoln Mall, Lincoln; Commerce Way, Seekonk, Mass.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barton St.	1	Star Market
Narragansett(17)	4	Star Mkt., Burlington Factory Outlet, Super Stop & Shop
Wampanoag(24)	3	Almac's Mkt.
Shopperstown(11)	3	Zayre, Star Mkt.
Cumberland Plz.(12)	6	Almac's Mkt.
Lincoln Ctr.	5	Nayco
Seekonk	5	K mart, Valueland
Central Plz.	3	Food Mart, Benny's
Washington Plz.	5	Zayre, Star Mkt.
Bayberry Plz.	10	Paperama
Walnut Hill(26)	15	Sears
Mineral Spring(9)	NA	Almac's Mkt.
Woonsocket Plz.(20)	15	Child World, Radio Shack
Lincoln Mall(65)	8	Caldor, Almac's, Zayre

Principal Shopping Days-Tues., Thur., Fri., Sat. & Sun.
Stores Open Evenings-Thur., Fri.; Shopping Ctrs. & discount stores every evening except Sun.

13 - RETAIL OUTLETS: **Department Stores**-Peerless; Burlington Factory Outlet; Sears 2; Apex; Lechmere.
Discount Stores-Zayre 2; Ann & Hope 2; K mart; Caldor; Mars; Stuarts.
Variety Stores-Nayco; Ben Franklin.
Chain Drug Stores-Adams/Brooks 9; Ann & Hope Pharmacy 2; CVS 9; Douglas Drug 4; Rite Aid.
Chain Supermarkets-Almac's 10; Stop & Shop; Star Mkts. 3; Cumberland Farms Dairy; IGA 2; Food Mart; Valueland; Wonder Food Mkt.
Other Chain Stores-Thom McAn; Firestone; Goodyear; Goodrich; Singer Co.; Dutchland Farms Dairy; Peerless; Dairy Mart; Kinney Shoes; Fashion Gallery; Radio Shack; Anderson Little; Merchant Tires; Diamond International; The Fair; Bennys; Zale's; Grossman's; Hickory Farms; Save Rite; Color Tile; Tile City.

14 - NEWSPAPERS: TIMES (e) 26,450; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Del St. Jean, Adv. Dir. or Raymond Roy, Ret. Adv. Mgr., TIMES, 23 Exchange St., Pawtucket, RI 02860; Tel. (401) 722-4000.
National Representative: Landon Associates.

PROVIDENCE

1 - LOCATION: Providence County (PMSA). E&P Map D-3. State Capital and County Seat. Industrial, Wholesale and Education Center. 43 mi. S of Boston. On U.S. Hwys. 1, 6, 44, 95, 295; Hwys. 2, 3, 5, 14, 101, 102, 112, 117, 146, 295.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-400.
Freight Steamship Lines-2.
Intercity Bus Lines-R.I. Transit Authority; Arrow; Bonanza.
Interstate Bus Lines-Greyhound; Bonanza; Providence-Hartford-Norwich Line.
Airlines-American; American Eagle; Business Express; Continental; Eastern; Holiday; North West; Piedmont; USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 156,804; E&P 87 Est. 155,033
CZ-ABC: (80) 505,173
RTZ-ABC: (80) 591,195
County 80 Cen. 571,349; E&P 87 Est. 591,844
PMSA 80 Cen. 618,514; E&P 87 Est. 928,476
City & RTZ-ABC: (80) 1,096,368
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 60,157; E&P 87 Est. 64,480
CZ-ABC: (80) 183,614
RTZ-ABC: (80) 207,790
County 80 Cen. 209,698; E&P 87 Est. 224,994
PMSA 80 Cen. 211,406; E&P 87 Est. 329,267
City & RTZ-ABC: (80) 391,404

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	$7,271,097,000
Savings	6	$2,610,936,000
Savings & Loan	2	$1,397,095,000

6 - PASSENGER AUTOS: Providence-City 70,550; County 330,682

7 - ELECTRIC METERS: Residence 64,807

8 - GAS METERS: Residence 52,688

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal & Mach. 33,600 ($359); Textiles 10,400 ($302); Jewelry & Silver 24,000 ($258); Rubber & Plastics 6,300 ($345); Food & Beverage 3,300 ($282); Printing & Publishing 6,700 ($415).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 58-76; Fall 33-50; Winter 23-39. First killing frost, Nov. 1; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Downtown Shopping Area**-Westminster St., Exchange Pl., Exchange St., Dorrance St., Weybosset St., Empire St.
Neighborhood Shopping Areas-Davol Sq., Olneyville Sq., Wayland Sq., The Arcade, Federal Hill.
Principal Shopping District-Jct. of 195 & 1295, Warwick.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barrington Ctr.(12)	8	CVS, Cherry Webb & Touraine, Donnelly's
Coventry Plz.(7)	15	K mart, Radio Shack
Garden City Ctr.(43)	6	Child World, Cohoes, Donnelly's, Woolworth
Marshall's Plz.(20)	9	Marshall's, Herman's
Shopperstown(12)	12	Zayre, Radio Shack
Wampanoag Mall (22)	3	Cherry Webb & Touraine, Almacs, Channel Home Ctr.
Lincoln Mall(70)	9	Caldor, Donnelly's, Peerless, Zayre, Almacs
Wakefield Mall(12)	20	Donnelly's, Woolworth, Stop & Shop
Bald Hill Plz.(15)	9	Lechmere, Paperama
Gov. Francis(6)	8	Save Rite, IGA
Rhode Island Mall (76)	9	Cherry Webb & Touraine, Sears, G. Fox
Rickles Plz.(4)	9	Rickles, Kids R Us
Warwick Commons (10)	8	Filene's
Warwick Mall(52)	8	Caldor, Filene's, JCPenney, Jordan Marsh, The Limited
Walnut Hill(23)	21	McCarthy's, Sears, Woolworth
Bayberry Plz.(3)	3	Sears Paint & Hdwe., Murray's
Seekonk Sq.(5)	3	T.J. Maxx, Child World
Swansea Mall(76)	13	Apex, Caldor, Toys R Us, Sears, Service Mdse.
Swansea Plz.(4)	13	K mart
Apple Valley Mall(24)	8	Almacs, CVS, Radio Shack
Woonsocket Plz.(24)	18	Caldors, Big D Mkt.
Loehmann's Plz.(12)	NA	Loehmann's, Pier I Imports

Principal Shopping Days-Department Stores-Thur., Fri., Sat., Sun.; Food Stores-Thur., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. through Sat.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears 5; Jordan Marsh; Filene's; JCPenney 4; G. Fox.
Discount Stores-Ann & Hope 3; Apex 3; K mart 7; Murray's 3; Zayre 10; Caldor 4; Lechemere 2; Save Rite 4; Stuart's 3.
Leading Apparel Stores-Cherry Webb & Touraine; Peerless; Casual Corner; Briggs Ltd.; Donnelly's; Marshall's; Filene's Basement; Loehmann's.
Variety Stores-Woolworth 4.
Chain Drug Stores-Brooks 39; CVS 43; Douglas 11; Rite Aid 10; RX Place.
Chain Supermarkets-A&P 3; Almacs 38; Food City; Heartland; IGA; Mass Food; Morse's 2; Star 12; Stop & Shop 12; Valueland 8; Big D Wonder Mkt.
Other Chain Stores-Men's Clothing: Brigg's Ltd.; Chess King; Harvey Ltd.; Hillhouse Ltd.; Wallach's; Women's Clothing: Casual Corner 3; Cherry Webb & Touraine 5; Cohoes 2; Olevson; Wm. H. Harris; Hit or Miss 3; Lane Bryant; Peerless 5; The Limited; The Talbots; The Weathervane; Family Clothing: Anderson Little 3; Donnelly's 8; Filene's Basement Store; Kennedy's; Marshall's 2; T.J. Maxx 3; Wm. H. Harris; Lady Briggs; Variety Stores: Woolworth 4; Shoes: Bakers; Dexter; Don Dee; Fayva; Flagg Bros.; Florsheim; Hanover; Kays Newport; Kinney; Knapp; Morse; Quoddy; Stride Ride; Taymor; Thom McAn; Hosiery: Albert; Fields; Frederick's of Hollywood; Parklane; Auto Supplies: ADAP; Benny's; Carquest; McLaughlin; NHD; Western Auto; Dairy: Cumberland Farms; Dairy Mart; Xtra Mart; Furniture: Alpert's; Cardi; Georgetown Manor; Rotman's; Scandinavian Design; Liberty.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 93,578; BULLETIN (e-mon to fri) 111,180; (m-sat) 187,823; (S) 260,404; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William H. Peckham, Gen./Adv. Mgr., BULLETIN and JOURNAL, 75 Fountain St., Providence, RI 02902; Tel. (401) 277-7000.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

WEST WARWICK

1 - LOCATION: Kent County (in Providence PMSA). E&P Map D-3. Industrial center. 10 mi. S of Providence; 4 mi. to State Airport. On U.S. Hwys. 3 & 117.

2 - TRANSPORTATION: **Railroads**-Conrail.

3 - POPULATION:
Corp. Town 80 Cen. 27,026; E&P 87 Est. 29,178
PMSA 80 Cen. 631,204; E&P 87 Est. 928,476
County 80 Cen. 154,163; E&P 87 Est. 163,800

4 - HOUSEHOLDS:
Town 80 Cen. 9,936; E&P 87 Est. 11,122
County 80 Cen. 54,137; E&P 87 Est. 59,697
PMSA 80 Cen. 211,406; E&P 87 Est. 329,267

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings	2	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Town 17,599; County 104,705

7 - ELECTRIC METERS: Residence 9,983

8 - GAS METERS: Residence 9,000

9 - PRINCIPAL INDUSTRIES: Textiles, Medical Supply, Energy.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 58-76; Fall 33-50; Winter 23-39. First killing frost, Nov. 1; last killing frost, Apr. 14.

11 - TAP WATER: Acid, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(30)	NA	Ben Franklin
Governor Francis(18)	NA	Adams
Midland Mall(75)	NA	Sears, G. Fox, Zale's
Warwick Mall(52)	NA	Jordan Marsh, JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Filene's, Jordan Marsh, JCPenney, G. Fox, Sears.
Variety Store-Newberry's.
Discount Stores-Ann & Hope Factory Outlet; Apex; Pontiac Mills Outlet; Lechmere Sales.
Chain Drug Stores-Adams; Davis Cut Rate; CVS; Douglas.
Chain Supermarkets-Stop & Shop; Almacs 2; Valueland; Jerry's 3; IGA 2.

14 - NEWSPAPERS: KENT COUNTY DAILY TIMES (e) 9,266; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Ted Holmberg, Pub., KENT COUNTY DAILY TIMES, 1353 Main St., West Warwick, RI 02893; Tel. (401) 821-7400.
National Representative: Landon Associates.

WESTERLY

1 - LOCATION: Washington County (in New London-Norwich, CT-RI MSA). E&P Map D-4. On RI-CT line. 45 mi. SW of Providence; 150 mi. NE of New York. At head of navigation of Pawcatuck River which opens into Long Island Sound. On U.S. Hwy. 1, Conn. 2, R.I. 3. 3 mi. S of Interstate 95.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-[illegible].
Intercity Bus Lines-Greyhound; Rhode Island Coach; New Haven & Shore Line; RIPTA.
Airlines-RI Coastal Airways; USAir; Pilgrim; Viking Airways; Westerly State Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,580; E&P 87 Est. 19,802
CZ-ABC: (80) 26,224
RTZ-ABC: (80) 54,505
County 80 Cen. 93,317; E&P 87 Est. 105,867
MSA 80 Cen. 250,839; E&P 87 Est. 260,698
City & RTZ-ABC: (80) [illegible]

4 - HOUSEHOLDS:
City 80 Cen. 6,599; E&P 87 Est. [illegible]
CZ-ABC: (80) 9,266
RTZ-ABC: (80) 21,707
County 80 Cen. 31,085; E&P 87 Est. [illegible]
MSA 80 Cen. 88,756; E&P 87 Est. [illegible]
City & RTZ-ABC: (80) [illegible]

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$198,054,000
Savings & Loan	1	$7,386,853
Credit Unions	4	$11,586,223

6 - PASSENGER AUTOS: County 44,995; City 14,149

7 - ELECTRIC METERS: Residence 11,887

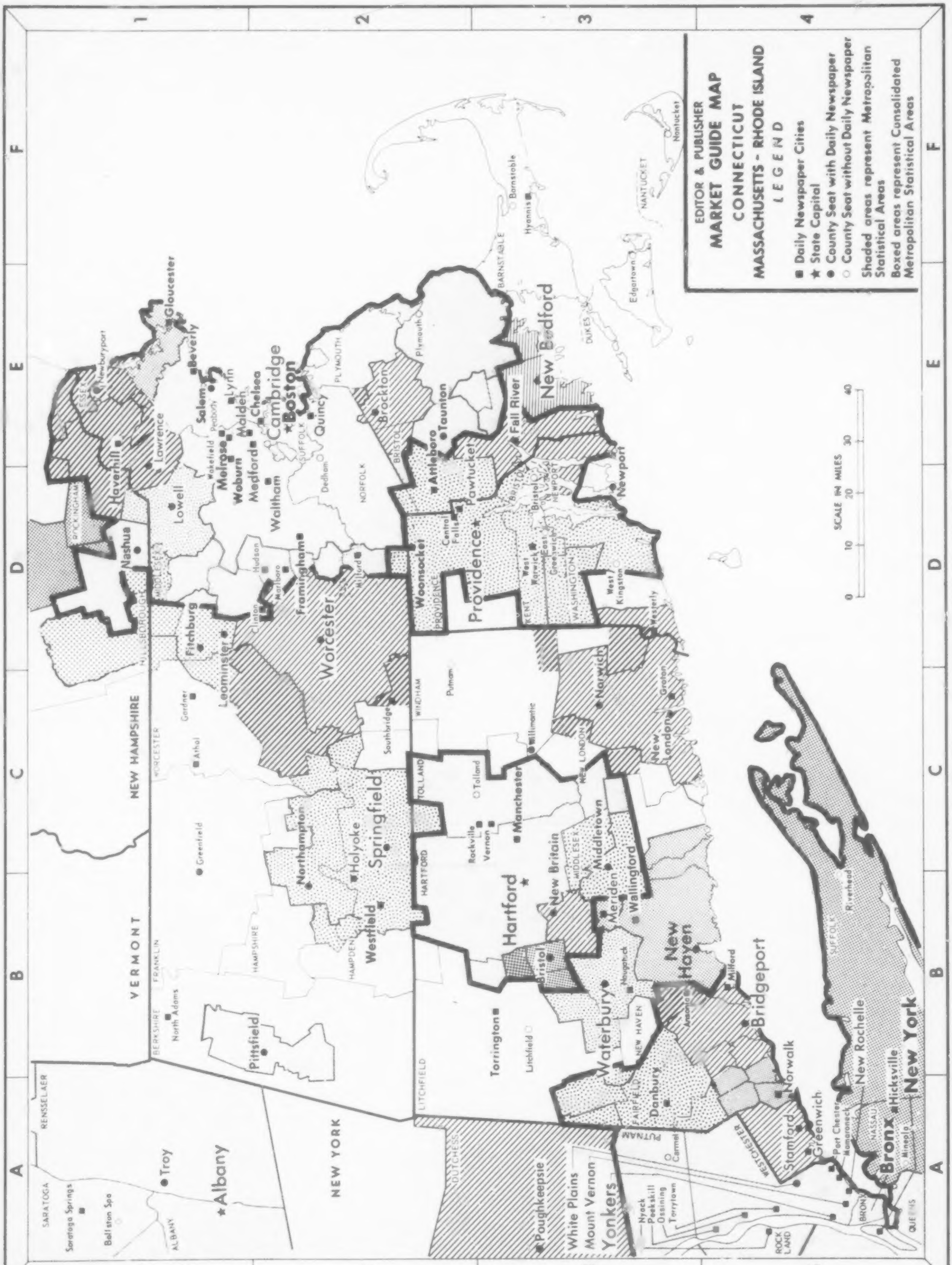
8 - GAS METERS: Residence [illegible]

9 - PRINCIPAL INDUSTRIES: Braided Seamless Specialty Cords; Surgical Threads; Fishing Lines; Elastic Braid; Knitted Rubber Goods; Concrete Blocks; Silk Screen Printing on Linens; Fine Laces; Felts; Granite Monuments; Woolen Fabrics; Velvets; Tools & Dies; Dyers & Finishers; Textile Chem. Specialties; Printing Press Mfg.; Cable Grips; Custom-Built Hotel & Office Furn.; Electronic Coils & Transformers; Paper Mill Mach.; Plastic Moldings; Elect. Batteries; Plastic Extrusion Mach.; Investment Casting.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring [illegible]; Summer 61-79; Fall 43-63; Winter 23-38. First killing frost, Oct. 18; last killing frost, Apr. [illegible]

11 - TAP WATER: Acid, very soft.

12 - RETAILING: **Principal Shopping Centers**-7 streets in center of town; 5 diversified shopping centers.


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0
10
20
30
40
1
2
3
4
A
B
C
D
E
F
NEW HAMPSHIRE
VERMONT
NEW YORK
Albany
Troy
Poughkeepsie
White Plains
Mount Vernon
Yonkers
New York
Bronx
Hicksville
New Rochelle
Pittsfield
North Adams
Greenfield
Westfield
Springfield
Holyoke
Northampton
Fitchburg
Leominster
Worcester
Framingham
Lowell
Lawrence
Haverhill
Nashua
Newburyport
Gloucester
Beverly
Salem
Lynn
Malden
Chelsea
Cambridge
Boston
Quincy
Waltham
Woburn
Medford
Melrose
Brockton
Taunton
Attleboro
Fall River
New Bedford
Barnstable
Hyannis
Edgartown
Nantucket
Woonsocket
Pawtucket
Central Falls
Providence
West Warwick
East Greenwich
Bristol
Newport
West Kingston
Westerly
Hartford
Manchester
Rockville
Vernon
Tolland
Willimantic
Putnam
Norwich
New London
Groton
Middletown
Meriden
Wallingford
New Britain
Bristol
Torrington
Litchfield
Waterbury
Naugatuck
New Haven
Milford
Bridgeport
Danbury
Norwalk
Stamford
Greenwich

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Franklin Plz.(14)	NA	Almac Mkt., JCPenney
Granite Plaza	NA	Sunrise Market
Granite Street(18)	NA	Walgreens
Main Street(15)	NA	E-Z Package Store
Ocean Plz.	3	Midas Muffler
Mill Pond Plz.	3	Level One, Trader Fred

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Wed. afternoon downtown.
Stores Open Evenings-Fri.; Food and Shpg. Ctrs. nightly. Many stores open Sunday, including Discount Stores; some markets until midnight.

13 - RETAIL OUTLETS: Department Stores-McCormick's; Sears (catalog); Reid & Hughes; JCPenney.
Discount Stores-Fisher's Big Wheel.
Chain Drug Stores-Higgins (Liggett-Rexall); Granite Walgreens; Brooks; Douglas.
Chain Supermarkets-A&P; Super Finast; Almac's; Universal 4; Gentile's; IGA; Sunrise; Cumberland Farms 3; Scott's; Stop & Shop; McQuade's.

14 - NEWSPAPERS: SUN (e-mon to fri) 11,572; (S) 11,822; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Leon F. Williams, Gen. Adv. Mgr., SUN, 56 Main St., Westerly, RI 02891; Tel. (401) 596-7791 and (203) 443-3307.
National Representative: Landon Associates.

WOONSOCKET

1 - LOCATION: Providence County (In Pawtucket-Woonsocket-Attleboro, RI-MA PMSA). E&P Map D-2. On the Blackstone River; at Woonsocket Falls; 39 mi. SW of Boston, MA and 16 mi. N by W of Providence. On State Hwys. 122, 146, 114 and 104.

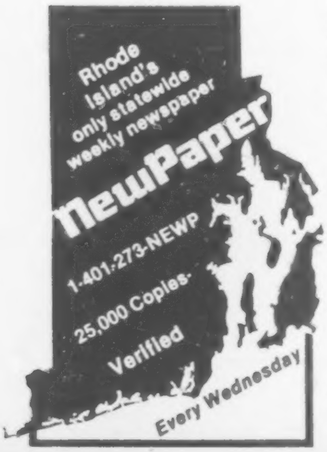
2 - TRANSPORTATION: Railroads-P&W; Amtrak.
Motor Freight Carriers-18.
Intercity Bus Lines-RI Public Transit Authority.
Airlines-Eastern; United; USAir; Pilgrim; Ransome; Altair; American; American Eagle; Business Express; Continental; Holiday; Northwest; Pan Am Express; Piedmont. (T.F. Green Airport, 25 mi. distance).

3 - POPULATION:
Corp. City 80 Cen. 45,914; E&P 87 Est. 46,290
CZ-ABC: (80) 78,287
RTZ-ABC: (80) 91,515
County 80 Cen. 571,349; E&P 87 Est. 591,844
PMSA 80 Cen. 307,403; E&P 87 Est. 402,002
City & RTZ-ABC: (80) 169,802

4 - HOUSEHOLDS:
City 80 Cen. 17,328; E&P 87 Est. 17,869
CZ-ABC: (80) 28,315
RTZ-ABC: (80) 29,110
County 80 Cen. 209,698; E&P 87 Est. 224,994
PMSA 80 Cen. 110,014; E&P 87 Est. 146,708
City & RTZ-ABC: (80) 57,425

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings & Loan	N.A.	$525,288,124

6 - PASSENGER AUTOS: County 330,682; City 23,639



7 - ELECTRIC METERS: Residence 17,981

8 - GAS METERS: Residence 11,356

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,011 ($385); Mfg. 9,066 ($335); Trans., Elect., Gas 791 ($551); Whol. Trade 1,021 ($343); Ret. Trade 3,227 ($200); Fin., Ins. & R.E. 845 ($311); Servs. 5,953 ($260).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 65-85; Fall 48-60; Winter 10-40.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Mill River Square, Walnut Hill Plaza; Woonsocket Plaza; Park Square; Zayre; Slatersville Plaza; Crooks Corner.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Square(6)	2	Almac's, Star Mkt., Mars-Adap
Walnut Hill Plaza(26)	2	Sears, McCarthy's, Woolworth
Woonsocket Plaza(20)	2	Radio Shack, Caldor, Child World
Bellingham	1	Zayre, Almac's
Social Corner	1	Social Dept. Store
Slatersville Plaza(15)	4	Eddie's Mkt., Western Auto, Williams 5&10
Lincoln Mall(65)	4	Caldor, Zayre

Principal Shopping Days-Dept. Stores Thur., Fri., Sat.; Food Stores Thur., Fri., Sat.
Stores Open Evenings-All on Thur., Sun. 12-5; Dept. Tues., Thur.; Food Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-McCarthy's Dry Goods; Social Dept. Store; Sears; Caldor 2.
Discount Stores-Rathbun Factory Outlet; National Hardgoods Dist. 2; Zayre 2; Save Rite 2; Mars.
Variety Store-Woolworth.
Chain Drug Stores-CVS 5; Adams/Brooks 6.
Chain Supermarkets-Almac's 6; Star Market 2; Wonder Markets 2.
Other Chain Stores-Firestone; Benny's; Goodyear; Adap; Grossman's; Radio Shack 3; Child World; Western Auto; Anderson Little 2.

14 - NEWSPAPERS: CALL (e) 30,152; (S) 29,631, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Richard H. McGee, Mktg. Mgr. or Arthur B. Morin, Jr., Ret. Adv. Mgr., CALL, 75 Main St., Woonsocket, RI 02895; Tel. (401) 762-3000.
National Representative: Landon Associates.

SOUTH CAROLINA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anderson-Anderson County.
Augusta, GA-SC-Columbia, McDuffie and Richmond Counties, GA; Aiken County, SC.
Charleston-Berkely, Charleston and Dorchester Counties.
Charlotte-Gastonia-Rock Hill, NC-SC-Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan and Union Counties, NC; York County, SC.
Columbia-Lexington and Richland Counties.
Florence-Florence County.
Greenville-Spartanburg-Greenville, Pickens and Spartanburg Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	236	238	267
5-14 Years	552	520	582
15-24 Years	519	633	709
25-44 Years	607	871	975
45-64 Years	487	578	648
65 and Over	190	287	321
TOTAL	2,591	3,127	3,502

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr.	536	709	1,427
General Mdse.	989	1,235	1,991
Food	2,022	3,096	4,423
Automobiles	1,766	2,169	4,488
Gasoline Stations	722	1,201	1,280
Apparel	414	677	1,047
Furniture	368	566	1,095
Eat-Drink Places	587	1,078	1,753
Drugs	264	596	653
TOTAL SALES	8,350	12,45[illegible]	19,929

AIKEN

1 - LOCATION: Aiken County (In Augusta, GA-SC MSA). E&P Map B-3. 17 1/2 mi. NE of Augusta, GA; 120 mi. NW of Charleston. On U.S. Hwys. 1, 78; State Hwys. 19, 126, 302.

2 - TRANSPORTATION: Railroads-Southern; Seaboard; Georgia & Florida.
Motor Freight Carriers-1
Intercity Bus Lines-Greyhound; Trailways; Southeastern Stages.

3 - POPULATION:
Corp. City 80 Cen. 14,978; E&P 87 Est. 17,743
NDM-ABC: (80) 105,767
MSA 80 Cen. 345,918; E&P 87 Est. 400,464
County 80 Cen. 105,625; E&P 87 Est. 121,205
Demographic Information available from Aiken Chamber of Commerce.

4 - HOUSEHOLDS:
City 80 Cen. 5,757; E&P 87 Est. 6,949
NDM-ABC: (80) 36,491
County 80 Cen. 36,456; E&P 87 Est. 43,428
MSA 80 Cen. 115,061; E&P 87 Est. 138,081

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$139,581,790
Savings & Loan	3	$169,081,506

6 - PASSENGER AUTOS: County 64,724

7 - ELECTRIC METERS: Residence 8,011

8 - GAS METERS: Residence 6,838

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles & Fabrics 10,443; Clay Prods. 291; Fiberglass 1,725; Nuclear Power Materials 6,000; Lumber 160; Paper Prods. 625; Food 100; Metal Fab. 138; Motor Protectors & Therm. 650; Constr. 1,860; Printing & Pub.
Principal Industrial Pay Day-T[illegible]

10 - CLIMATE: Mean Jan. Temp. 47, Mean July Temp. 79. First killing frost, Nov. 14; last killing frost, Mar. 20.

11 - TAP WATER: N.A.

12 - RETAILING: Neighborhood Shopping Centers-Graniteville; Midland; Rich Plaza

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart(5)	1	K mart, Bi-Lo
Kalmia Plaza(45)	1	Belk's
Mitchell(10)	2	
N. Augusta Plz.	16	Belk's, Rose's
Heritage Sq.(20)	2	Revco, Wal-Mart, Whites, Food Lion

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-6 p.m.; 9 p.m. Fri.

13 - RETAIL OUTLETS: Department Stores-White's; Belk's; B.C. Moore.
Variety Store-McCrory.
Chain Drug Stores-Aiken 2; Revco 3; Eckerd.
Discount Stores-K mart; Wal-Mart; Roses.
Chain Supermarkets-Winn-Dixie 2; Piggly Wiggly; Bi-Lo 2; Kroger; Food Town; Gurleys 3.
Other Chain Stores-Goodyear; Western Auto; Lowe's.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 14,169; (S) 13,967; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: A.B. Cubbedge, Adv. Dir., STANDARD, 124 Rutland Dr., Aiken, SC 29801; Tel. (803) 648-2311.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ANDERSON

1 - LOCATION: Anderson County (MSA). E&P Map A-2. County Seat. Industrial center. 123 mi. NE of Atlanta, GA; 127 mi. SW of Charlotte. On U.S. Hwys. 29, 76, 178; I-85; State Hwys. 24, 28, 81, 243.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 27,965; E&P 87 Est. 27,895
CZ-ABC: (80) 47,925
RTZ-ABC: (80) 312,091
County/MSA 80 Cen. 133,235; E&P 87 Est. 146,723
City & RTZ-ABC: (80) 360,016
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,308; E&P 87 Est. 10,289
CZ-ABC: (80) 17,458
RTZ-ABC: (80) 107,535
County/MSA 80 Cen. 46,944; E&P 87 Est. 53,665
City & RTZ-ABC: (80) 124,993

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$270,356,000
Savings & Loan	5	$332,615,000

6 - PASSENGER AUTOS: County 78,714

7 - ELECTRIC METERS: Residence 27,218

8 - GAS METERS: Residence 10,120

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 12,318 ($256), Fiberglass; Motor Prods.; Metal Working; Plastics; Fertilizer; Rubber Prods.; Apparel 21,700; 56,370 persons employed in County.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-82; Summer 65-98; Fall 52-88; Winter 15-75. First killing frost, Nov. 9; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St. & Square; 3 on N. Main; 2 on S. Main Ext.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anderson Mall(38)	NA	JCPenney, Meyers-Arnold, Sears, Gallant-Belk
Belvedere Plz.(21)	NA	Bi-Lo, Rhodes
Camp(5)	NA	Professional Phcy.
Hanks(6)	NA	Hanks Jewelry, Wal-Mart
Lakeside Sq.(14)	NA	Bi-Lo, Winn-Dixie, Wal-Mart
Lyons Center(5)	NA	Dillard Marine & Sport
Market Place(10)	NA	Winn-Dixie, Cosmo
Pruitt(17)	NA	Sullivan Hdwe.
Watson Village	NA	White Jones, Winn-Dixie, Helig-Meyers
Windsor Place	NA	Revco, Winn-Dixie
New South	NA	Revco, Sky City, A&P
East Point(6)	NA	Bi-Lo, Revco, Family Dollar

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Fri.; Downtown & Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Gallant-Belk; Sears; Meyers/Arnold; JCPenney.
Discount Stores-K mart; Sky City; Wal-Mart.
Variety Store-Woolworth.
Chain Drug Stores-Revco 5; Bi-Lo; Eckerd 2.
Chain Supermarkets-A&P 2; Winn-Dixie 4; Fast-Fare Stores 14; Bi-Lo 4; Ingles 3; Kroger 2.
Other Chain Stores-Kimbrell's Furn.; Maxwell Furn.; Merit Shoes; Lerner's; Hammond-Brown Jennings Furn.; Jewelry; Kingoff's; Jewel Box; Pic-N-Pay Shoes; S&H Green Stamps; Radio Shack; Farr Music; John B. Lee.

14 - NEWSPAPERS: INDEPENDENT-MAIL (m) 41,519; (S) 44,165, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David W. Barton, Adv. Dir. Sales, INDEPENDENT-MAIL, 1000 Williamstown Rd.; PO Box 2507, Anderson, SC 29622; Tel. (803) 224-4321.
National Representatives: Landon Associates; Harte-Hanks Communications.

BEAUFORT

1 - LOCATION: Beaufort County. E&P Map C-4. Diversified Farming; Pine and Ash timber. Port on Port Royal River; 50 mi. SW of Charleston on U.S. Hwy. 21.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-6

3 - POPULATION:
Corp. City 80 Cen. 8,634; E&P 87 Est. 9,639
CZ-ABC: (80) 39,258
RTZ-ABC: (80) 32,179
County 80 Cen. 65,364; E&P 87 Est. 85,389
City & RTZ-ABC: (80) 71,437

4 - HOUSEHOLDS:
City 80 Cen. 3,245; E&P 87 Est. 3,045
CZ-ABC: (80) 10,680
RTZ-ABC: (80) 11,386
County 80 Cen. 20,112; E&P 87 Est. 27,556
City & RTZ-ABC: (80) 22,066

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$90,000,000

6 - PASSENGER AUTOS: County 38,047

7 - ELECTRIC METERS: County Est. 24,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming; Lumber Milling; Military; Tourism; Shrimping.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-82; Summer 60-95; Fall 42-82; Winter 27-75. First killing frost, Nov. 30; last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beaufort Plaza(10)	3	Roses, Eckerd, Winn-Dixie, Food Lion
Royal Oaks(6)	NA	A&P, Mack's 5 & 10, Revco
Ribaut Center(18)	2	K mart, Revco, Bi-Lo, Belk's
Island Center(6)	1	Winn-Dixie, Eckerd
Bi-Lo Center(3)	5	Bi-Lo, Sky City, Revco

13 - RETAIL OUTLETS: **Department Stores**-Belk-Simpson.
Discount Stores-K mart; Rose's; Sky City.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-A&P; Winn-Dixie; Bi-Lo; Piggly Wiggly; Food Lion; Red & White.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 8,280; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Heath, Pub., GAZETTE, PO Box 399, Beaufort, SC 29902; Tel. (803) 524-3183.
National Representative: Landon Associates.

CHARLESTON

1 - LOCATION: Charleston County, (In Charleston MSA). E&P Map C-3. County Seat. Center of state's sea coast. On peninsula bet. Ashley and Cooper Rivers. Excellent deep water harbor with important world commerce. Large U.S. Naval Base & U.S. Air Base.

2 - TRANSPORTATION: **Railroads**-Southern; Seaboard Coast Line; Amtrak.
Motor Freight Carriers-75.
Airlines-Delta; Eastern; Piedmont; United; American; Bankair.

3 - POPULATION:
Corp. City 80 Cen. 69,510; E&P 87 Est. 67,319
NDM-ABC: (80) 430,346
County 80 Cen. 277,308; E&P 87 Est. 294,356
MSA 80 Cen. 430,301; E&P 87 Est. 499,317

4 - HOUSEHOLDS:
City 80 Cen. 25,267; E&P 87 Est. 24,966
NDM-ABC: (80) 137,875
County 80 Cen. 90,717; E&P 87 Est. 100,196
MSA 80 Cen. 137,875; E&P 87 Est. 165,715

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 141,240

7 - ELECTRIC METERS: Residence 102,763

8 - GAS METERS: Residence 46,084

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 14,500; Durable Goods 11,500; Lumber and Wood Prods. 1,900; Stone & Glass 1,400; Machines, exc. elect. 2,200; Nondurable Goods 9,200; Apparel 1,100; Food 700; Paper & Allied Prods. 1,850; Chem. 1,800; Trans., Commun. & Public Util., 9,100; Whol. and Ret. Trade 45,400; Fin., Ins. & R.E. 8,700; Servs. 37,700; Gov't 49,700.
Principal Pay Days-1st, 15th, Sat.

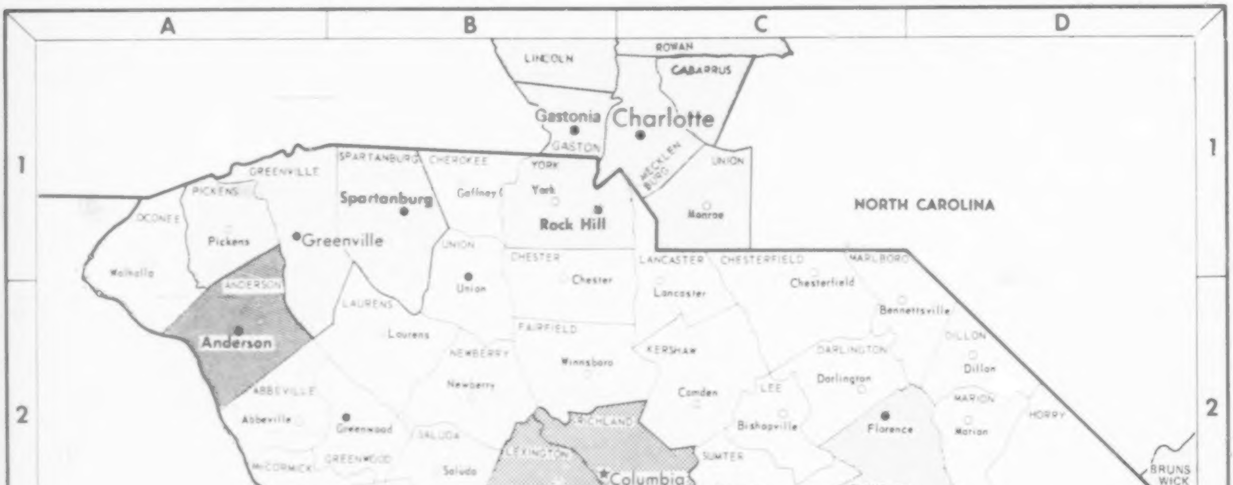
10 - CLIMATE: Min. & Max. Temp.-Spring 55-80; Summer 60-95; Fall 40-80; Winter 25-75. First killing frost, Nov. 30; last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Downtown Shopping Area**-13 blocks on King St. from Cannon to Market Sts., with shops and stores on side streets from Calhoun to Broad St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Berkeley(25)	18	S-Mart, TG&Y
Shannon(6)	21	Bi-Lo, Eckerd
North 52(10)	15	Bi-Lo, Revco
Yeaman's Hall(18)	10	Piggly Wiggly
King's Plz.(9)	2	Revco, Piggly Wiggly
Ashley Plz.(42)	5	Revco, Condon's, Brendles
Citadel(81)	6	Thalhimer's, Sears, Belk
Cross Creek(15)	3	Harris-Teeter, Eckerd
Folly Rd.(25)	3	Red & White
Harborview(13)	5	Winn-Dixie, Harris Rite Aid
James Is.(16)	3	Piggly Wiggly, Harris Drugs
Meyer Pk.(8)	4	Red & White
Northbridge(20)	5	Piggly Wiggly, Harris Drugs
Shoppers Port(11)	6	Bi-Lo, Revco, Family Dollar
St. Andrews(10)	4	Rite Aid, Winn-Dixie
S. Windermere(47)	3	Belk, Piggly Wiggly, Rite Aid
Village Sq.(12)	4	Western Auto, Loehmann's
Celebration Station(16)	15	Rack Room, Linens 'n Things
Aviation Sq.(20)	11	Sam's Wholesale, Carolina Baby, Circuit City
Wespanee(13)	7	E-Z Supermarket
Westwood Plz.(15)	4	Eckerd, Marshalls
Center Oak(7)	5	Revco, Food Lion
E. Cooper Plz.(10)	6	Piggly Wiggly, Eckerd, Wal-Mart
Moultrie(11)	5	Rite Aid, Gwynn's
Sea Island(15)	6	Piggly Wiggly, Eckerd, Western Auto, Belk
Patriot's Plz.(15)	5	Radio Shack, Kroger, World Bazaar
Brentwood Plz.(17)	7	Piggly Wiggly, Bi-Lo, Revco
Charles Towne Sq.(54)	8	JCPenney, Mont. Ward
Charleston Hgts. (11)	8	Piggly Wiggly


A
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LINCOLN
ROWAN
CABARRUS
Gastonia
Charlotte
GASTON
MECKLENBURG
UNION
Monroe
NORTH CAROLINA
GREENVILLE
SPARTANBURG
CHEROKEE
YORK
PICKENS
Spartanburg
Gaffney
York
Rock Hill
OCONEE
Pickens
Greenville
Walhalla
UNION
Union
CHESTER
Chester
LANCASTER
Lancaster
CHESTERFIELD
Chesterfield
MARLBORO
Bennettsville
ANDERSON
Anderson
LAURENS
Laurens
FAIRFIELD
Winnsboro
NEWBERRY
Newberry
KERSHAW
Camden
DARLINGTON
Darlington
DILLON
Dillon
ABBEVILLE
Abbeville
LEE
Bishopville
MARION
Marion
HORRY
Greenwood
GREENWOOD
SALUDA
Saluda
RICHLAND
LEXINGTON
Lexington
Columbia
SUMTER
Sumter
FLORENCE
Florence
McCORMICK
McCormick
EDGEFIELD
Edgefield
BRUNSWICK
Conway
Myrtle Beach
GEORGIA
AIKEN
Aiken
CALHOUN
St. Matthews
Manning
WILLIAMSBURG
Kingstree
Appling
Augusta
RICHMOND
ORANGEBURG
Orangeburg
CLARENDON
GEORGETOWN
Georgetown
BERKELEY
BARNWELL
Barnwell
Bamberg
St. George
Moncks Corner
ALLENDALE
BAMBERG
DORCHESTER
COLLETON
Allendale
Hampton
Walterboro
CHARLESTON
Charleston
HAMPTON
JASPER
BEAUFORT
EFFINGHAM
Ridgeland
Beaufort
Springfield
Hilton Head Island
CHATHAM
Pembroke
Savannah
BRYAN
SCALE IN MILES
0
20
40
60
EDITOR & PUBLISHER
MARKET GUIDE MAP
SOUTH CAROLINA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

Evanston Plz.(26)	9	Doscher's, Ace Hardware
Fabian(10)	8	Piggly Wiggly, Rite Aid
Gaslite(26)	7	Kuppenheimer
N. Charleston(18)	10	T.J. Maxx, Eckerd
Northwoods(132)	13	Belk, Sears, Kerrisons, Thalhimer's
Oakridge Plaza(25)	8	Piggly-Wiggly, TG&Y
Shipwatch Sq.(25)	6	Winn-Dixie, Eckerd, Western Auto
Bi-Lo(10)	22	Bi-Lo, Revco, Sky-City
Heritage(13)	21	Revco, K mart
Oakbrook(13)	18	Piggly Wiggly, Eckerd, Revco, Kroger
Palmetto Plz.(18)	21	Simmon's Appliance
Summerville Plz.(5)	22	Wal-Mart, Eckerd, Winn-Dixie, Doscher's

Principal Shopping Days-Department: Mon., Wed., Fri., Sat.; Food: Thur., Fri., Sat., Sun.
Stores Open Evenings-Food, Dept. & Discount.

13 - RETAIL OUTLETS: Department Stores-Condon's; Kerrisons; Belk; JCPenney; Sears; Montgomery Ward; Thalhimer's.
Discount Stores-Service Mdse.; TG&Y; K mart; Wal-Mart; T.J. Maxx; Marshall's; Rolane's; Loehmann's; Brendle's; Sam's Wholesale.
Variety Stores-Kress; Woolworth; Family Dollar.
Chain Drug Stores-Eckerd; Scotties; Rite Aid; Medicine Shoppes; Revco; Treasury; K mart Pharmacies; Drug Emporium.
Chain Supermarkets-Winn-Dixie 5; Red & White 8; Piggly Wiggly 24; Bi-Lo 10; Doschers 12; Harris-Teeter 3; Kroger 6; Food Lion 8.
Other Chain Stores-Women's Apparel: Lerner Shops, Diana, Casual Corner; Men's: Fines, Waltons, Kuppenheimer; Shoes: Hanover, Thom McAn, Butler, Shoe Mart, Baker's, Hardy, Jarman, Hahn, Kinney; Auto Supplies: Advance Auto, Allens, Western Auto, Keiths, Parks Auto, Firestone, Goodyear; Furniture, Appl.: Rhodes, Haverty's, Maxwell, Singer Co.; Misc.: Friedman's Jewelry, Sherwin-Williams, Lowe's, Wickes, S&H Green Stamps, Russell Stover, Top Value Stamps, Jewel Box, Hickory Farms, Radio Shack, 7-Eleven, Majik Market, Pantry, Scotchman, Bee-Rite, Book Bag, Waldenbooks.

14 - NEWSPAPERS: NEWS & COURIER (m-mon to fri) 73,427; THE EVENING POST (e-mon to fri) 37,390; NEWS & COURIER/THE EVENING POST (m-sat) 112,232; (S) 120,131; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Symantha B. Bayless, Mktg. Res. Analyst, NEWS & COURIER/THE EVENING POST, 134 Columbus St., Charleston, SC 29403; Tel. (803) 577-7111, Ext. 460.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

COLUMBIA

1 - LOCATION: Richland County (MSA). E&P Map B-2. County Seat. State capital and largest city in state. Manufacturing textiles, concrete, electric & non-electric machinery, chemicals, metal products, lumber, dairying, cotton and miscellaneous smaller industries. Ft. Jackson (U.S. Army). College center. 94 mi. from Charlotte; Spartanburg NW 96 mi.; Greenville NW 107 mi.; Augusta SW 72 mi.; Charleston SE 114 mi. On U.S. Hwys. 1, 21, 76, 176, 321, 378, I-20, I-26 and I-77. State Hwys. 12, 48, 215, 262, 555, 602.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Southern; Columbia, Newberry & Laurens; Amtrak.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Delta; Eastern; Piedmont; American; United.

3 - POPULATION:
Corp. City 80 Cen. 99,969; E&P 87 Est. 98,446
MSA-ABC: (80) 410,088
Bal. in RTZ-ABC: (80) 447,967
County 80 Cen. 267,823; E&P 87 Est. 290,365
MSA 80 Cen. 408,176; E&P 87 Est. 463,281
Total MSA & RTZ-ABC: (80) 858,064

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 30,422; E&P 87 Est. 30,742
MSA-ABC: (80) 133,078
Bal. in RTZ-ABC: (80) 142,366
County 80 Cen. 85,461; E&P 87 Est. 95,850
MSA 80 Cen. 133,078; E&P 87 Est. 156,704
Total MSA & RTZ-ABC: (80) 275,444

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$7,667,091,000
Savings & Loan	4	$1,625,567,000

6 - PASSENGER AUTOS: County 145,102

7 - ELECTRIC METERS: County Residence 99,708

8 - GAS METERS: County Residence 50,478

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 30,330; Trade 45,170; Trans. & Util. 11,270; Fin., Ins. & R.E. 15,560; Constr. 8,570; Servs. & Gov't 80,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-91; Summer 47-107; Fall 24-97; Winter 6-75. First killing frost, Nov. 3; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main St.; 4 on Assembly St.; 3 on Sumter St.; 3 on Hampton; 3 on Taylor.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Five Points	2	Eckerd
Rosewood(24)	3	Dodd's, Bits 'N Pieces, Giant Food World
Trenholm Plz.(31)	4	Rite Aid, A&P, Ben Franklin
Richland Mall(28)	3	J.B. White's, Eckerd, Winn-Dixie
Cedar Terrace(24)	5	
Landmark Sq.(20)	6	Winn-Dixie, Hamricks, Cloth World, Rite Aid
Decker Plaza(9)	5	Rite Aid
Decker Village(5)	5	Food Lion
Midlands(16)	4	Giant Food, Western Auto, Furn. Factory Outlet
Columbia East(10)	6	Bi-Lo Foods, Family Dollar
Northway Plz.(12)	5	A&P, Cloth World
Northside Plz.(12)	6	Giant Food, Sentry Drug, Radio Shack, Pic 'N Pay
Beltline Village	6	Otasco, Bi-Lo Foods, Pic 'N Pay, Family Dollar
Boozer(37)	7	Western Auto, Key Distributors
West End Sq.	NA	Piece Good, Pic 'N Pay
Dutch Square(56)	7	A&P, J.B. White's, Eckerd
Seven Oaks(17)	7	Radio Shack, Food Lion
St. Andrews(10)	3	T.J. Maxx, Tons O' Toys
Widewater Sq.(12)	7	Bi-Lo Foods, Pic 'N Pay, Revco
Whitehall(16)	9	Winn-Dixie, Dodd's
Parkland Plz.(25)	2	Dodd's, Pic 'N Pay
Capitol Square(12)	3	Bi-Lo, Revco, Cloth World, Family Dollar
Intersection Ctr.(33)	8	Service Mdse., Robin's Menswear
Columbia Mall(111)	6	JCPenney, Sears, Rich's, Belk
Bush River Mall(17)	7	Richway
Decker Mall (11)	6	Kroger
Woodhill Mall(45)	5	Richway, Food Lion
Woodberry Plaza	7	Winn-Dixie, Revco
Saluda Plaza(7)	4	Piggly Wiggly
Sunset Plaza(11)	6	Winn-Dixie, Eckerd
Airport Sq.	10	Food Town, Radio Shack
Edenwood Sq.(6)	6	Bi-Lo, Revco

Principal Shopping Days-Department Stores-Mon., Tues., Fri., Sat.; Food-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-James L. Tapp; Belk's; JCPenney; Sears; J.B. White; Rich's; Howard's; Macy's.
Discount Stores-K mart 4; Lowe's 2; Wickes 2; White's Auto 2; Service Merchandise; Richway 3; Key Distributors.
Variety Stores-Kress; Silver's; Dodd's 8; United 2; Crest; Emery 2; Family Dollar 8; G & H; Warehouse World.
Chain Drug Stores-Eckerd 10; Rite Aid 7; Revco 16.
Chain Supermarkets-A&P 3; Winn-Dixie 8; Piggly Wiggly 11; Giant Food World/Red & White 7; Bi-Lo 7; Food Lion 11; Kroger SavOn 6; Family Mart 2.
Other Chain Stores-Women's Apparel: Banker's Note, Lerners, Garber's, The Limited, Brook's Fashions, Ashby's, Size 5-7-9, Stuarts, Body Shop, Ormond's, Foxmoor, Casual Corner, Susie's Casuals, The Ranch; Shoes: Butler's, Marilyn Shop, Thom McAn, Kinney's, Pic-N-Pay, Miles, Ford, Endicott Johnson, Father & Son, Hanover, Baker, Varman; Men's Clothing: National Shirt Shop, Silverman's, J. Riggins, Bill's London Transit, Fine's; Jewelry: Zale's, Friedman's 5, D.P. Paul, Keepsakes, Osterman's; Auto Accessories: Otasco 2, Goodyear 5, Firestone 3, Miller Tire 2, Western Auto 6, Kenney 2, General Tires; Furniture: Haverty 2, Bridges 2, Maxwell Bros., Rhodes 2, Furniture World; Others: S&H Green Stamps, Greenbax Stamp.

14 - NEWSPAPERS: STATE (m) 118,080; RECORD (e) 29,484; STATE (S) 152,643; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: G.M. "Bucky" Johnson, Adv. Dir.; Sandra B. Suggs, Adv. Mgr., STATE and RECORD, PO Box 1333, Columbia, SC 29202; Tel. (803) 771-6161.
National Representative: Branham/Newspaper Sales.

FLORENCE

1 - LOCATION: Florence County (MSA). E&P Map C-2. County Seat. 84 mi. NE of Columbia.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline; Amtrak.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Queen City Trailways; Pee Dee Coaches.
Airlines-Atlantis; Henson.

3 - POPULATION:
Corp. City 80 Cen. 29,176; E&P 87 Est. 32,250
CZ-ABC: (80) 40,700
RTZ-ABC: (80) 199,856
County/MSA 80 Cen. 110,163; E&P 87 Est. 118,994
City & RTZ-ABC: (80) 240,556

4 - HOUSEHOLDS:
City 80 Cen. 10,370; E&P 87 Est. 11,445
CZ-ABC: (80) 13,983
RTZ-ABC: (80) 62,603
County/MSA 80 Cen. 35,705; E&P 87 Est. 39,926
City & RTZ-ABC: (80) 76,586

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$384,883,000
Savings & Loan	3	$254,431,000

6 - PASSENGER AUTOS: County 55,459

7 - ELECTRIC METERS: Residence Est. 25,761

8 - GAS METERS: Residence Est. 2,334

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Woodworking 900; Textiles 2,500; Bakeries 1,000; R.R. 800; Bottling 273; Metal Fab. 1,942; Dairies 170; Film Plant 1,000; Electronics 1,750; Trans. & Public Util. 2,400; Paper Mill 1,000; Truck Motor Lines 341; Office Services 6,200.
Principal Industrial Pay Days-15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-84; Summer 66-92; Fall 41-86; Winter 35-58. First killing frost, Nov. 12; last killing frost, Mar. 19.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-15 blocks on 4 streets; several shopping centers.
Neighborhood Shopping Center-1500 block, W. Palmetto.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Florence Mall(55)	1	Peebles
Florence Plz.(2)	1	Wal-Mart, Winn-Dixie
Hallmark Sq.(20)	7	Bi-Lo Foods, Family Dollar, Alexander's
K mart Plz.		K mart, Food Lion
Magnolia Mall(68)	3	Belk's, Sears, Rose's, JCPenney
Palmetto(7)	1	Big Star
South Park(9)	2	Rose's, Winn-Dixie
Sweetbriar(9)	2	IGA

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mall, K mart, Wal-Mart, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belks; Sears; JCPenney; Peebles; Tomlinson.
Variety Stores-S.H. Kress; Rose's; VM Outlet.
Discount Stores-Family Dollar; Tomlinson's; K mart; Rose's; Alexander's; Wal-Mart.
Chain Drug Stores-Walgreens; Eckerd; Valu-Rite; Revco.
Chain Supermarkets-Kroger Sav-On; Winn-Dixie 2; Big Star (Colonial); Thriftway 4; INS 7; Piggly Wiggly 3; Food Lion 2; Bi-Lo; IGA.
Other Chain Stores-Friedman's; Singer Co.; Sherwin-Williams; Western Auto; Goodyear; Firestone; Advance; Kimbrell's; Eleanor Shop; Style Center; Wickes Bldg. Mat.; Cato's; 7-Eleven; Green Bax Stamps; Haverty's; Lowe's Bldg. Mat.; Lerner's; Brooks; Casual Corner; Ormonds; Foxmoor; Susie's Casuals; Thom McAn; Kinney; Athlete's Foot; Singer Co.; Just Pants; B. Dalton; LoveShop; American Seam; Reads; Zale's; Kay Jewelers; Mill Fabrics.

14 - NEWSPAPERS: NEWS (m) 30,937; (S) 31,503; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Butler R.C. Taylor, Adv. Mgr., NEWS, 141 S. Irby St.; PO Box F-11, Florence, SC 29501; Tel. (803) 669-1771.
National Representative: Thomson Newspapers.

GREENVILLE

1 - LOCATION: Greenville County. (In Greenville-Spartanburg MSA). E&P Map A-1. County Seat. Northwestern corner of state; in center of Piedmont industrial area, foothills of Blue Ridge Mts. 99 mi. SW of Charlotte; 150 mi. NE Atlanta. College center. On U.S. Hwys. 85, 26, 25, 29.

2 - TRANSPORTATION: **Railroads**-Southern; Seaboard Coast Line; Greenville & Northern.
Motor Freight Carriers-50.
Intercity Bus Lines-Atlantic Greyhound; Continental Trailways.
Airlines-Eastern; Delta; Piedmont; Atlantic Southeast; American; USAir.

3 - POPULATION:
Corp. City 80 Cen. 58,242; E&P 87 Est. 59,097
CZ-ABC: (80) 209,121
RTZ-ABC: (80) 518,840
County 80 Cen. 287,913; E&P 87 Est. 320,473
MSA 80 Cen. 568,758; E&P 87 Est. 634,691
City & RTZ-ABC: (80) 727,961
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 22,170; E&P 87 Est. 23,273
CZ-ABC: (80) 74,767
RTZ-ABC: (80) 178,524
County 80 Cen. 101,579; E&P 87 Est. 117,423
MSA 80 Cen. 171,417; E&P 87 Est. 228,356
City & RTZ-ABC: (80) 253,291

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	$1,220,958,000
Savings & Loan	6	$1,122,692,000

6 - PASSENGER AUTOS: County 180,393

7 - ELECTRIC METERS: County 124,862

8 - GAS METERS: County 29,563

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total 302,300; Constr. 22,600 (N.A.); Trans. 10,900 (N.A.); Trade 69,200 (N.A.); Fin. 11,500 (N.A.); Servs. 48,600 (N.A.); Gov't 40,800 (N.A.); Mfg. 98,400 ($333).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-97; Summer 57-97; Fall 20-81; Winter 9-78. First killing frost, Oct. 3; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 4 on Washington St.; 2 each on McBee Ave., Coffee St., E. North St., Pendleton St. and Augusta St.; 4 to 6 mi. E. of Central Business District includes 3 regional malls.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Greenville Mall(65)	6	Mont. Ward, J.B. White
McAlister Sq.(53)	3	Belk-Simpson, Ivey's, Upton's, Winn-Dixie
Haywood Mall(105)	5	Rich's, JCPenney, Sears, Belk-Simpson, Upton's
Greer Plz.(15)	12	Belk-Simpson, Winn-Dixie, Eckerd, Otasco, Sky City
Wade Hampton Mall (25)	2	Eckerd
University Sq.	NA	Winn-Dixie, Revco
Pleasantburg(30)	3	Belk-Simpson
Nichols	3	Bi Lo
North Hills(17)	3	Winn-Dixie, Rite Aid
Westowne(5)	5	Wal-Mart, Otasco, Auto Shack
Ashby's Vlg.(NA)	5	Ashby's
Haywood Plz.(NA)	5	T.J. Maxx
K mart (Mills Ave.)	5	K mart
K mart(Sulphur) (Spr.-Boca)	4	K mart, Winn-Dixie, Wade Hampton
Mauldin Plz.(4)	8	K mart, Sky City, Bi-Lo
K mart (Greer)	NA	Community Cash, Revco, K mart
Town & Country Plaza	NA	Belk-Simpson

Principal Shopping Days-Dept. Stores Fri., Sat., Mon., Tues.; Food Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Simpson 4; Upton's; JCPenney; Sears; Ivey's;

Montgomery Ward; Rich's; J.B. White.
Discount Stores-K mart 4; Sky City 3; Family Dollar 5; Wal-Mart 4; Service Mdse.; Brendles.
Chain Drug Stores-Eckerd 9; Family Mart 2; Rite Aid 11; Revco 13; Shaw's 2; Colonial; K mart 4; Ind. Drug Stores 40.
Chain Supermarkets-Winn-Dixie 13; Kash & Karry; Hometown 2; Bi-Lo 12; Ike's; Ingles 7; 7-Eleven 4; Community Cash; Family Mart 2.
Other Chain Stores-Butler's 2; Lerner's 2; Maxwell Bros. 2; Thom McAn 3; Haverty; Kimbrell Furn.; S&H Green Stamps; Friedman Jewelry 3; Western Auto; Rhodes Furn.; Carriage House; Handee Mart 6; Ashby's; Loehman's; S-Mart; S-K Outlets; Kuppenheimer; Fast Fare 3; Majik Market 6; Starvin' Marvin 3; Pic 'N Pay 6; The Pantry 12; Kinney 3; Market Place; Sam's Wholesale.

14 - NEWSPAPERS: NEWS (m-mon to fri) 87,020; PIEDMONT (e-mon to fri) 25,394; NEWS-PIEDMONT (m-sat) 112,519; (S) 126,553; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Steven Brandt, Gen. Mgr. or Dave Space, Adv. Dir., NEWS and PIEDMONT, 305 S. Main St., PO Box 1688, Greenville, SC 29602; Tel. (803) 298-4100.
National Representative: Sawyer-Ferguson-Walker.

GREENWOOD

1 - LOCATION: Greenwood County, E&P Map B-2. County Seat. Shopping center for large textile, agriculture and cattle raising area. 76 mi. from Columbia; 124 mi. from Charlotte; 158 mi. from Atlanta; 54 mi. from Augusta; on U.S. Hwys. 25, 221, 178; State Hwys. 10, 22 and 72.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Georgia & Florida; Southern.
Motor Freight Carriers-4
Intercity Bus Lines-Greyhound; Carolina Scenic.

3 - POPULATION:
Corp. City 80 Cen. 21,613; E&P 87 Est. 23,299
CZ-ABC: (80) 21,613
RTZ-ABC: (80) 79,537
County 80 Cen. 57,847; E&P 87 Est. 63,880
City & RTZ-ABC: (80) 101,150

4 - HOUSEHOLDS:
City 80 Cen. 7,902; E&P 87 Est. 8,617
CZ-ABC: (80) 7,902
RTZ-ABC: (80) 26,580
County 80 Cen. 20,308; E&P 87 Est. 23,154
City & RTZ-ABC: (80) 34,482

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$207,000,000
Savings & Loan	3	$160,000,000

6 - PASSENGER AUTOS: County 32,706

7 - ELECTRIC METERS: Residence 26,585

8 - GAS METERS: Residence 10,396

9 - PRINCIPAL INDUSTRIES: Industry-Cotton Mills; Nylon; Print; Surgical Dressings; Garment Mfg.; Lbr. & Wood Prods.; Meat Proc. & Packing; Tooling Mfg.; Brick & Tile Mfg.; Flower Seeds & Bulbs; Electronics; Robots.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-89; Summer 63-90; Fall 40-75; Winter 34-57. First killing frost, Nov. 13; last killing frost, Mar. 22.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St.; 3 on Maxwell Ave.; 2 on Waller Ave.; 1 on Phoenix Ave.; several Shpg. Ctrs.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crosscreek(50)	NA	Belk's, JCPenney, Meyers-Arnold, Service Mdse.
Montague St.(16)	NA	Rose's, Winn-Dixie
Hwy. 72 By-Pass(6)	NA	Sky City, Revco
Hampton(6)	NA	Bowling's, Big Lots
K mart(12)	NA	K mart, Radio Shack

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun. 1:30-6:30.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; JCPenney; Eckerd; Meyers-Arnold.
Variety Stores-Rose's; Family Dollar.
Discount Stores-Sky City; S-mart; Family Dollar; K mart; Big Lots.
Chain Drug Stores-Eckerd; Revco; Cambridge 3; Treasury Drug.
Chain Supermarkets-Winn-Dixie 2; Bi-Lo 2; Community Cash; Piggly Wiggly; Food Lion 2.
Other Chain Stores-Goodyear; Diana (apparel); Marilyn (shoes); Sears (catalog); Eleanor Shop; S&H Green Stamps; Pic 'N Pay Shoes; Quickway; Helig-Meyers; Rhodes; T.E. Jones; Western Auto; Wickes; Service Mdse.; Lowes.

14 - NEWSPAPERS: INDEX-JOURNAL (e-mon to fri) 16,139; (S) 16,532; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Harry Garrett, Mktg. Dir., INDEX-JOURNAL, Phoenix & Fair, Greenwood, SC 29646; Tel. (803) 223-1414.
National Representative: Landon Associates.

HILTON HEAD ISLAND

1 - LOCATION: Beaufort County, E&P Map C-4. 40 mi. N of Savannah, GA; 40 mi. S of Beaufort.

2 - TRANSPORTATION: **Airlines**-Eastern; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 11,239; E&P 87 Est. NA
County 80 Cen. 65,364; E&P 87 Est. 85,389
CZ-ABC: (80) 11,239
RTZ-ABC: (80) 54,125
City & RTZ-ABC: (80) 65,364

4 - HOUSEHOLDS:
City 80 Cen. 4,634; E&P 87 Est. NA
County 80 Cen. 20,112; E&P 87 Est. 27,556
CZ-ABC: (80) 4,634
RTZ-ABC: (80) 15,748
City & RTZ-ABC: (80) 20,112

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$325,000,000
Savings & Loan	2	$75,000,000

6 - PASSENGER AUTOS: County 38,047

7 - ELECTRIC METERS: County 25,000

8 - GAS METERS: NA

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tourism 3,855 ($175); Ret., Whol. 1,416 ($400); Servs. 1,287 ($220); Constr. 1,966 ($230); Fin., R.E. 1,025 ($330); Professional 1,018 ($295); Trans. & Commun. 464 ($360).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-90; Summer 75-100; Fall 60-90; Winter 40-70. First killing frost, Nov. 20; last killing frost, Mar. 1.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Center**-Coligny Plaza, Coligny Circle, Matthews Dr. & Hwy. 278-North Island.
Neighborhood Shopping Centers-In general area of Coligny Plaza (South Island) & North Island.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pineland Mall(40)	6	Big Star, Players World, Capins, Western Auto
Port Royal Plaza(20)	6	Wal-Mart, Bi-Lo
Shelter Cove(20)	4	Knickers
Plaza Shelter Cove(15)	4	Maxway, Piggly Wiggly, Revco
Village Wexford(25)	1	Surf Shop, Damons
Market Place(15)	1	Maxway, Winn-Dixie, Nash Drug
Harbour Town(22)	NA	Knickers

13 - RETAIL OUTLETS: **Discount Stores**-Wal-Mart; Maxway.
Variety Stores-Nash Drug; Capins.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Red & White; Winn-Dixie; Big Star; Piggly Wiggly; Bi-Lo.
Other Chain Stores-True Value; Western Auto; Carvel.

14 - NEWSPAPERS: ISLAND PACKET (m-mon to fri) 9,844; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Philip Porter, Adv. Dir., ISLAND PACKET, 1 Pope Ave. Mall, PO Box 5727, Hilton Head Island, SC 29938; Tel. (803) 785-4293.
National Representative: Landon Associates.

MYRTLE BEACH

1 - LOCATION: Horry County, E&P Map D-3. Center of Grand Stand, a long coastal beach area 50 mi. long. The coastline is oriented NE-SW on the Atlantic Ocean and Myrtle Beach is about 23 mi. S of the North Carolina boundary. Northeast part of state. Resort center on U.S. Hwy. 17.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Continental Trailways.
Waterway-Intercoastal Waterway.
Airlines-Piedmont; USAir.
Private Air Service-Southern Air Charter.

3 - POPULATION:
Corp. City 80 Cen. 18,758; E&P 87 Est. 28,255
CZ-ABC: (80) 41,394
RTZ-ABC: (80) 48,198
County 80 Cen. 101,419; E&P 87 Est. 134,680
City & RTZ-ABC: (80) 89,592

4 - HOUSEHOLDS:
City 80 Cen. 6,725; E&P 87 Est. 10,146
CZ-ABC: (80) 15,370
RTZ-ABC: (80) 15,560
County 80 Cen. 34,798; E&P 87 Est. 47,989
City & RTZ-ABC: (80) 30,930

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$195,000,000
Commercial	9	$325,000,000

6 - PASSENGER AUTOS: County 70,838

7 - ELECTRIC METERS: Residence 12,500

8 - GAS METERS: Residence 3,716

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Resort 22,000; Electronic Components 2,156; Hydraulic Cranes 725; Brass Finishing 180; Air Base 3,500.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 69-75; Summer 83-89; Fall 55-76; Winter 38-60. First killing frost, Nov. 9; last killing frost, Mar. 23.

11 - TAP WATER: Milligrams per litre-Alkalinity 416; Hardness 7.0; Chloride Content 76 (pH 8.6).

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Myrtle Sq.(67)	NA	Belk's, Sears, Peebles
Village Sq.(16)	NA	Revco, Winn-Dixie, Wal-Mart
K mart(5)	NA	K mart
Deerfield Plz.(11)	NA	Revco
Surfwood Ctr.(8)	NA	A&P, Macks
Northstrand Ctr.(15)	NA	Colonial Super Mkt.
Eckerd Plaza(3)	NA	Eckerd
Outlet Park(20)	NA	Outlet Stores
Briarcliffe Mall(60)	NA	JCPenney, Belk, K mart
Mall Plaza(10)	NA	Harris-Teeter
The Galleria(30)	NA	Kroger, Savon

13 - RETAIL OUTLETS: **Department Stores**-Sears; Belk's 2; Chapin; Jerry Cox 2; Peebles 2; Tad's; Coker; Macks 7; JCPenney; Leder-Banner.
Discount Stores-Revco 4; K mart 3; Wal-Mart 2; Family Dollar 4; J.P. Stevens; RDR.
Variety Stores-Rose's 2; Wood's 2; Wallamaw Pottery.
Chain Drug Stores-Treasury 2; Eckerd 5; Revco Discount Drug Ctr. 4.
Chain Supermarkets-A&P 6; Winn-Dixie 4; Piggly Wiggly 5; Big Star 2; Food Lion 3; Minit Mart; 7-Eleven 7; Harris Teeter 2; Fast-Fare 3; Scottsmans IGA; Bilo 2; Kroger 2; Red & White.
Other Chain Stores-Goodyear; Western Auto; Sherwin-Williams; Darden's; Friedman Jewelers; Hickory Farms; Southern Coatings; Morrison Cafeteria; K&W Cafeteria; Western Sizzlin; Shoney's; Slugs Rib; Brooks; Stuarts; Casual Corner; Cato's; Brendle's.

14 - NEWSPAPERS: SUN NEWS (m) 27,975; (S) 33,137; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gary West, Adv. Dir., SUN NEWS, PO Box 406, Myrtle Beach, SC 29578-0406; Tel. (803) 626-0243.
National Representative: Knight-Ridder Newspaper Sales.

ORANGEBURG

1 - LOCATION: Orangeburg County, E&P Map C-3. Near center of state. Columbia 42 mi.; Charleston 75 mi. On 6 major hwys. in rich agricultural area.

2 - TRANSPORTATION: **Railroads**-Southern Railway; Seaboard Coastline.
Motor Freight Carriers-9
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,933; E&P 87 Est. 15,935
CZ-ABC: (80) 31,333
RTZ-ABC: (80) 65,611
County 80 Cen. 82,276; E&P 87 Est. 89,027
City & RTZ-ABC: (80) 96,944

4 - HOUSEHOLDS:
City 80 Cen. 4,719; E&P 87 Est. 5,056
CZ-ABC: (80) 9,913
RTZ-ABC: (80) 20,480
County 80 Cen. 25,643; E&P 87 Est. 28,633
City & RTZ-ABC: (80) 30,393

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$145,388,792
Savings & Loan	2	$85,500,000

6 - PASSENGER AUTOS: County 41,437

7 - ELECTRIC METERS: Residence 16,811

8 - GAS METERS: Residence 7,711

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 9,100; Non-mfg. 17,444; Agric., Forestry, Fisheries 501; Constr. 1,051; Trans., Commun. 803; Ret. 4,842; Whol. 836; Fin., Ins., R.E. 870; Servs. 3,042.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-78; Summer 75-80; Fall 48-65; Winter 28-57.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main (Russell) St.; 4 on Broughton; 5 on John C. Calhoun Dr.; 2 on Boulevard; 6 on Chestnut.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northgate(3)	NA	Olan Mills, T.L. Tulips
Orangeburg Mall	1	Rose's, Eckerd, Winn-Dixie
Edisto Village	NA	Sky City, Bi-Lo
K mart Center	2	K mart, Piggly Wiggly
Chestnut Sq.	2	Bi-Lo, Revco, Family Dollar
Prince of Orange	2	Belk-Hudson, JCPenney, Wal-Mart

Principal Shopping Days-Mon. through Sat.; Most open Sunday.
Stores Open Evenings-Chain Stores nightly.

13 - RETAIL OUTLETS: **Department Stores**-Belks 2; JCPenney; Wal-Mart.
Variety Stores-Rose's; Ferse; K mart; Sky City; Family Dollar.
Chain Drug Stores-Scotties; Eckerd; Revco; Rite Aid.
Chain Supermarkets-Winn-Dixie 2; Piggly Wiggly 2; Red & White; Bi-Lo 2; Food Lion 2.
Other Chain Stores-Goodyear; Firestone; Sears (catalog); Eleanor Shop; Pic-N-Pay Shoes; Cato's; Key Catalog.

14 - NEWSPAPERS: TIMES & DEMOCRAT (m) 16,247; (S) 16,821; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Catherine C. Hughes, Adv. Dir., TIMES & DEMOCRAT, PO Drawer 1766, Orangeburg, SC 29116; Tel. (803) 534-3352.
National Representative: Landon Associates.

ROCK HILL

1 - LOCATION: York County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA), E&P Map B-2. Textile manufacturing center; farming (cotton, livestock, peaches, poultry) area. Education center. 75 mi. E of Spartanburg; 28 mi. S of Charlotte, NC; 75 mi. N of Columbia. On U.S. Hwy. 21; State Hwys. 5, 322, 72 and 901; I-77.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern; Seaboard Coastline.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Carolina Stages.
Airlines-Eastern; Southern; Delta; Piedmont; United; Atlantis; Sunbird; Wheeler; USAir; Pan Am; Ozark; Tennessee Airways. (Douglas Airport-Outside Charlotte).

3 - POPULATION:
Corp. City 80 Cen. 35,344; E&P 87 Est. 40,794
NDM-ABC: (80) 90,520

Columbia's Largest Weeklies

Richland Northeast Newspaper
N.E. Columbia Incl. Columbia Mall
✓17,500 Circ.,
CPVS Audited
(Zips: 29204, 29206, 29223)

Fort Jackson Leader Newspaper
✓13,000 circ. on Fort Jackson (Zip: 29207)

Call S.C. Publishers
803-754-6911
P.O. Box 6578
Columbia, S.C. 29260

RTZ-ABC: (80) 42,366
County 80 Cen. 106,720; E&P 87 Est. 126,644
MSA 80 Cen. 971,391; E&P 87 Est. 1,102,621
Total NDM & RTZ-ABC: (80) 132,886

4 - HOUSEHOLDS:
City 80 Cen. 11,722; E&P 87 Est. 13,883
NDM-ABC: (80) 29,488
RTZ-ABC: (80) 13,836
County 80 Cen. 34,861; E&P 87 Est. 42,876
MSA 80 Cen 342,344; E&P 87 Est. 402,308
Total NDM & RTZ-ABC: (80) 43,324

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$1,057,712,000
Savings & Loan	2	$299,528,631

6 - PASSENGER AUTOS: County 68,453

7 - ELECTRIC METERS: Residence 17,564

8 - GAS METERS: Residence 9,294

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile Finishing & Syn. Yarns 6,874; Truck Bodies 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-89; Summer 62-100; Fall 31-80; Winter 15-64. First killing frost, Nov. 10; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 4 on Black; 3 on White; 1 each on Oakland, Caldwell, Hampton & Elk; Cherry Plaza Shpg. Ctr.; Rock Hill Mall; Eastside on Albright Rd.; Love's Plaza on Cherry Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cherry Plz.	2	Community Cash, Erin's Clothing, Sullivan Music
Beaty(42)	2	Harris-Teeter, Revco, Queen City TV, Tart's
Saluda(5)	1	Smith Drugs
Rock Hill Mall(36)	3	Belk, Sears, Eckerd, JCPenney
Love's Plz.	2	Love's Jewelers, Cobblers Bench, Western Auto
York Plz.(15)	4	Watson's Back Room, Revco, Wal-Mart, Advance Auto
Bi-Lo Plz.	2	Bi-Lo, Sky City, Family Dollar
K mart Plz.(2)	3	K mart, Bi-Lo
Eastside(3)	NA	Food Lion, Eckerd, Cheap Joe's
Village Sq.	NA	Eckerd, Winn-Dixie
Town Ctr. Mall	NA	Belk
Shiland Hills	5	Food Lion, Revco
Northeast Plz.(9)	3	Kroger Sav-On
Southgate(3)	NA	Winn-Dixie, Rite Aid
Cherry Park Ctr.	NA	Winn-Dixie, Super Store, Tons of Toys

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk; JCPenney; Sears.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Tollison-Neal 3; Eckerd 2; Revco 3; Smith Drugs 3; Rite Aid; K mart Pharmacy; Kroger Sav-On Pharmacy.
Discount Stores-Family Dollar 2; Pic 'N Pay; Sky City; K mart; Wal-Mart.
Chain Supermarkets-Winn-Dixie 4; Bi-Lo 2; Community Cash 2; Food Lion 2; Kroger Sav-On; Harris-Teeter.
Other Chain Stores-Sidney's; Eleanors; Friedman's Jewelers; Kimbrell's; Helig-Meyers; Harper Bros. (office supply); Sherwin-Williams; Singer Co.; Top Value Stamps; Pic 'N Pay Shoes; Kinney Shoes; Royce Shoes; Ormond's Shop; Radio Shack; Judi Smart Shops; Wrangler Wranch; Brook's; Marion Davis; Uniroyal; Carolina Tire; Firestone; Lowe's; Wickes; Ace Hardware; Watson's Family Clothing; Advance Auto; Western Auto.

14 - NEWSPAPERS: THE HERALD (e) 26,049; (S) 25,497; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William J. Edinger, Adv. Dir. or C. Jack Harless, Class. Mgr., THE HERALD, 132-136 W. Main; PO Box 11707, Rock Hill, SC 29730; Tel. (803) 329-4000.
National Representative: Landon Associates.

SPARTANBURG

1 - LOCATION: Spartanburg County (In Greenville-Spartanburg MSA). E&P Map B-1, County Seat. Industrial, agriculture and rail center. 96 mi. NNW of Columbia, in the NW part of the state. On U.S. Hwys. 29, 176, 221; State Hwys. 9, 56, 296, 417; Interstate Rts. 85 and 26.

2 - TRANSPORTATION: **Railroads**-Main line of Southern Ry.; Cincinnati-Charleston Div.; Clinchfield (C.C.&O.); Amtrak; SCL.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; NYAir; Atlantic Southeast; Piedmont; USAir.

3 - POPULATION:
Corp. City 80 Cen. 43,826; E&P 87 Est. 45,938
CZ-ABC: (80) 111,695
RTZ-ABC: (80) 163,075
County 80 Cen. 201,553; E&P 87 Est. 223,174
MSA 80 Cen. 568,758; E&P 87 Est. 634,691
City & RTZ-ABC: (80) 274,770
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,050; E&P 87 Est. 17,312
CZ-ABC: (80) 39,293
RTZ-ABC: (80) 54,890
County 80 Cen. 69,838; E&P 87 Est. 80,307
MSA 80 Cen. 171,417; E&P 87 Est. 228,356
City & RTZ-ABC: (80) 94,183

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$1,575,000,000
Savings & Loan	4	$89,640,000

6 - PASSENGER AUTOS: County 121,549

7 - ELECTRIC METERS: Residence 67,211

8 - GAS METERS: Residence 9,928

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rubber & Plastic 2,000; Paper Prods. 1,700; Textile 20,300; Garments 2,500; Food Prods. 1,100; Chem. Prods. 3,600; Mach. 3,100; Other Metal Prods. 2,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-76; Summer 66-85; Fall 43-62; Winter 37-56. First killing frost, Nov. 5; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main St.; 3 on Dunbar St.; 1 on Broad St.; 6 on Church St.; 2 on Magnolia St.
Neighborhood Shopping Centers-1 block each on Pine St., E. Main, Union St., W. Main, Reidville Rd.; Pine St. North; Spartan Plz.; New 76-Westgate Mall; Hillcrest.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Westgate Mall(75)	4	Sears, JCPenney, Belk, K mart, Meyers-Arnold
W. Main St.	3	Community Cash
E. Main St.	2	Community Cash
Hillcrest(30)	2	Ivey's, Eckerd, Belk-Hudson
Pinewood(39)	2	Rose's, Com. Cash
Whitney Rd.	2	Sky City, Bi-Lo, Revco, Family Dollar
Asheville Hwy.	3	Community Cash, Ace Hardware, Rite Aid, Alexander's
Asheville Hwy.	6	Northside, Ingles, Super Dollar
Duncan Park	1	Community Cash, Carolina Cash, Rite Aid
K mart Plaza	2	K mart, Eckerd

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-most on Fri.; Sears, K mart, Rose's every evening.

13 - RETAIL OUTLETS: **Department Stores**-Aug W. Smith; Belk-Hudson; The Leader; Carolina Cash; The Bargain Ctr.; Sears; JCPenney; John Graham Whol.; Meyers-Arnold; Ivey's.
Chain Drug Stores-Eckerd 3; Revco 9; Henitsh-Walker 2; Rite Aid 14; Medicine Shoppe.
Discount Stores-Rose's; Sky City; K mart; Family Dollar; Super Dollar.
Variety Stores-Woolworth; Silvers.
Chain Supermarkets-A&P; Community Cash 39; Winn-Dixie 4; Bi-Lo 5; Pik-Quick Shoppe 2; Fast Fare 26; Speedy Marts 6; Pantry 6; Ingles 4.
Other Chain Stores-Firestone; Goodyear; Western Auto; Sherwin-Williams; DeVoe & Reynolds; Alexander's; Ace Hardware; Lerner's; Kimbrell's (furn.); Otasco; Singer Co.; S&H Green Stamps; Top Value Stamps; Glidden; Royce (shoes); Bridges (furn.); B.F. Goodrich; Zale's; Gordon's; D.P. Paul; Ford Shoes; Anderson Little; Hanover Shoes; Building Materials: Lowes, Moores, Circle Lumber, Wikes Carter, 84 Lumber.

14 - NEWSPAPERS: HERALD-JOURNAL (m) 55,404; (S) 59,294; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Frank Smith, Gen. Adv. Mgr., HERALD-JOURNAL, PO Box 1657, Spartanburg, SC 29304; Tel. (803) 582-4511.
National Representative: Landon Associates.

SUMTER

1 - LOCATION: Sumter County, E&P Map C-2, County Seat. Site of Shaw Air Force Base. 44 mi. from Columbia; 98 mi. from Charleston; 7 mi. E of Shaw AFB. On U.S. Hwys. 15, 76, 378, and 521; State Hwys. 54, 120, 763.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline.
Motor Freight Carriers-18.
Intercity Bus Lines-Sumter Transit; Atlantic Greyhound; Queen City; Carolina Scenic; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 24,890; E&P 87 Est. 27,165
CZ-ABC: (80) 32,020
RTZ-ABC: (80) 102,616
County 80 Cen. 88,243; E&P 87 Est. 97,072
City & RTZ-ABC: (80) 134,636
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,634; E&P 87 Est. 9,620
CZ-ABC: (80) 10,965
RTZ-ABC: (80) 40,171
County 80 Cen. 27,268; E&P 87 Est. 31,121
City & RTZ-ABC: (80) 41,236

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Con	15	$140,000,000
Savings & Loa	5	$120,000,000

6 - PASSENGER AUTOS: County 45,826

7 - ELECTRIC METERS: Residence 39,000

8 - GAS METERS: Residence 11,201

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-TV Frozen Dinners, Poultry Prods. 1,700; Storage Batteries 450; Rug Fabrics 90; Fertilizer 40; Elect. 500; Furn., Plywood, Paint & Lumber 2,325; Textile Printing & Finishing 450; Steel Fab. 225; Wool Top Dyeing 158; Machine Shop, Iron Castings 130; Chenille Prods. 75; Burial Caskets 65; Meat Prods. 78; Draperies, Quilt Covers & Bedspreads 118; Surgical Needles 450; Hand Tools 850; Ball Bearings 200; Military 10,394.
Principal Pay Days-Industrial Thur. and Fri.; Military-1st & 15th of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-84; Summer 74-92; Winter 37-59. First killing frost, Nov. 1; last killing frost, Apr. 12.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St.; 5 on Liberty; 2 on Harvin; 3 on Sumter; 6 on Broad; Jessamine Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Palmetto Plz.(19)	NA	Food Lion, S.H. Kress
Wesmark Plz.(34)	NA	Rose's, Eckerd, Sav-U
Sumter Sq.(10)	NA	K mart, Winn-Dixie, Revco, Bi-Lo, Kroger, Wal-Mart
Jessamine(45)	NA	Belk-Stroman, Tapps, JCPenney, Service Mdse.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Plaza (Thur.); Some Downtown (Fri.); Shpg. Ctr. nightly; Sun. 1:30-6.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belk-Stroman; Jack's; Service Mdse.; Tapp's; Brody's.
Variety Stores-McLellan's; S.H. Kress; Family Dollar.
Discount Stores-Wal-Mart; K mart; Rose's.
Chain Drug Stores-Walgreens; Sibert's Rexall; Eckerd; Revco.
Chain Supermarkets-A&P; Piggly Wiggly 4; Food Lion; Winn-Dixie 3; Bi-Lo; Sav-U; Kroger; Doscher's.
Other Chain Stores-Advance; Firestone; OK Tire; Western Auto; Diana Shop; Sears; Eleanor Shop; Cato; Chess King; Times Ltd.; Fines; Casual Corner; Lerner's; Brook's; Stuart's; Jeweler's: Friedman's, Kay's, Osterman, Reed's, Galloway & Moseley; Furniture: Maxwell Bros., Kimbrell's, Alsbrooks, Hurst-Sexton; Shoes: Branford Bootery, Footscene, Thom McAn, Sugarfoot, Kinney, Butler, Children's Bootery, Brody's.

14 - NEWSPAPERS: ITEM (e) 21,453; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Caroline Walker, Adv. Dir., ITEM, 20 N. Magnolia, Sumter, SC 29150; Tel. (803) 775-6331.
National Representative: Landon Associates.

UNION

1 - LOCATION: Union County, E&P Map B-1, County Seat. Textile center. 68 mi. from Columbia; 27 mi. from Spartanburg; 66 mi. from Charlotte, NC.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern.
Motor Freight Carriers-40.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,523; E&P 87 Est. 10,510
County 80 Cen. 30,751; E&P 87 Est. 31,543
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,861; E&P 87 Est. 3,939
County 80 Cen. 10,562; E&P 87 Est. 11,257

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$114,251,000
Savings & Loan	2	$91,882,000

6 - PASSENGER AUTOS: County 15,653

7 - ELECTRIC METERS: Residence, City 5,753

8 - GAS METERS: Residence, City 4,027

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 5,300 ($210); Hosiery 130 ($200); Pulp Wood ($200); Plastic Holders 65 ($275); Bearings Mfg. 750 ($300); Garment & Sewing 365 ($200).
Principal Industrial Pay Days-Thur. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-74; Summer 65-90; Fall 43-74; Winter 33-57. First killing frost, Oct. 30; last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 2 blocks on Gadberry St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Merchant Walk(8)	8	Community Cash, Eckerd, Pic & Pay
East Main(6)	1	Fresh Air Galaxy
Jonesville(3)	9	Community Cash, Western Auto
Union Sq.(5)	1	Revco, Wal-Mart, Winn-Dixie
Union Plaza(3)	NA	Heilig-Myers, Revco

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Cato's; Graham Cash; Harry Froms; Fincher's Shoppe; Gregory's.
Discount Stores-Family Dollar; Drug Mart; Pic 'N Pay Shoes; Wal-Mart; $6 Store.
Variety Stores-McClellan's.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Winn-Dixie; Community Cash 2; Bi-Lo; Fresh Air Galaxy.
Other Chain Stores-Western Auto; Sears.

14 - NEWSPAPERS: TIMES (e) 6,762; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Don Wilder, Pub., TIMES, 414 S. Pinckney St.; Drawer 749, Union, SC 29379; Tel. (803) 427-1234.
National Representative: General Advertising Service.

SOUTH DAKOTA SURVEYS

METROPOLITAN STATISTICAL AREA

Rapid City-Pennington County.
Sioux Falls-Minnehaha County.

POPULATION ESTIMATES

(Thousands)

Age Group	**1970**	**1980**	**1988**
Under 5 Years	54	59	61
5-14 Years	143	107	111
15-24 Years	119	136	141
25-44 Years	136	167	173
45-64 Years	134	130	135
65 and Over	80	91	94
TOTAL	666	690	715

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1988 Est.**
Bldg. Mat./Hdwr	202	199	368
General Mdse	193	254	377
Food	406	593	779

Automobiles	478	576	1,094
Gasoline Stations	241	357	350
Apparel	106	143	204
Furniture	94	107	193
Eat-Drink Places	190	266	398
Drugs	82	108	157
TOTAL SALES	2,184	2,989	4,374

ABERDEEN

1 - LOCATION: Brown County, E&P Map C-1, NE part of state. County Seat. Shopping center of 14-county farming, ranching and dairying area. Grocery, drug, liquor wholesale center for Northern South Dakota and Southern North Dakota. College town. Miscellaneous light manufacturing. 274 mi. W of Minneapolis and St. Paul. On U.S. Hwys. 12, 281.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western; Burlington Northern.
Motor Freight Carriers-6.
Intercity Bus Line-Jack Rabbit; Greyhound.
Airlines-Mesaba/Northwest Orient Airlink.

3 - POPULATION:
Corp. City 80 Cen. 25,851; E&P 87 Est. 24,439
CZ-ABC: (80) 27,219
RTZ-ABC: (80) 80,391
County 80 Cen. 36,962; E&P 87 Est. 35,012
City & RTZ-ABC: (80) 107,610

4 - HOUSEHOLDS:
City 80 Cen. 9,655; E&P 87 Est. 9,227
CZ-ABC: (80) 10,096
RTZ-ABC: (80) 27,800
County 80 Cen. 13,357; E&P 87 Est. 13,108
City & RTZ-ABC: (80) 37,896

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$1,662,211,100
Savings & Loan	3	$130,500,000

6 - PASSENGER AUTOS: County 32,200 (includes trucks)

7 - ELECTRIC METERS: Residence 10,564

8 - GAS METERS: Residence 7,785

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Auto Supplies 135 ($162); Tools 190 ($167); Wood Prods. 63 ($178); Concrete & Marble Prods. 115 ($153); Farm Prods. 89 ($190); Precision Vehicle Prods. 289 ($220); Welding 39 ($162); Component Computer Parts 488 ($194); Respir. Masks 522 ($202).
Principal Pay Days-Wed. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-84; Summer 36-103; Fall 2-94; Winter -25-52. First killing frost, Sept. 6; last killing frost, May 9.

11 - TAP WATER: Alkaline; soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St.; 3 on Lincoln St.; 3 on 1st St.; 3 on 2nd St.; Super City Shpg. Ctr. (10 stores) SE Aberdeen on U.S. Hwy. 12; ShopKo Ctr. NW Aberdeen on U.S. Hwy. 281; K mart Ctr. SE Aberdeen on U.S. Hwy. 12.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Ben Franklin; Coast-to-Coast; Sandvig's; Mac's; Bostwick's.
Discount Stores-K mart; Pamida; ShopKo.
Chain Drug Stores-White; Osco.
Chain Supermarkets-Super Valu; Fairway; Red Owl; Food Bonanza.
Other Chain Stores-Goodyear; Firestone; Northwest Fabrics; Sherwin-Williams; Singer Co.; Tradehome; Pittsburgh Plate Glass; Maurice's; Fred's; Feinstein's; Pay Less; Osborn's; Vanity; Radio Shack.

14 - NEWSPAPERS: AMERICAN NEWS (m) 20,063; (S) 21,982; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Edward J. LeDuc, Adv. Dir., AMERICAN NEWS, PO Box 4430, Aberdeen, SD 57402-4430; Tel. (605) 225-4100.
National Representative: Knight-Ridder Newspaper Sales.

BELLE FOURCHE

1 - LOCATION: Butte County, E&P Map A-2. County Seat. At junction of U.S. Hwys. 212, 85 and 34.

2 - TRANSPORTATION: **Railroads**-C&NW.

3 - POPULATION:
Corp. City 80 Cen. 4,692; E&P 87 Est. 4,493
County 80 Cen. 8,372; E&P 87 Est. 7,950
Demographic Information (Partial) available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,780; E&P 87 Est. 1,702
County 80 Cen. 3,048; E&P 87 Est. 2,961

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$93,800,000

6 - PASSENGER AUTOS: County 7,853 (includes trucks)

7 - ELECTRIC METERS: Residence 2,576

8 - GAS METERS: Residence 1,829

9 - PRINCIPAL INDUSTRIES: Mining & Proc. of Bentonite; Whol. Wool; Livestock; Radar Bomb Testing Site; Irrigation; Agric.; Bakery; Lumber; Oil Exploration; Retail Sales $55,900,000.

10 - CLIMATE: Av. Temp.-Spring 60; Fall 70; Winter 10.

11 - TAP WATER: 19 Grains.

12 - RETAILING: **Principal Shopping Center**-Downtown.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Snoozys; Four Seasons.
Variety Stores-Ben Franklin; Gamble's; Western Drug Stores; Convenience 3.
Chain Supermarkets-Lueders, Piggly Wiggly.
Other Chain Stores-Coast-to-Coast; Pamida.

14 - NEWSPAPERS: POST (m-tues to sat) 3,438; sworn Sept. 27, 1986.
Local Contact for Advertising and Merchandising Data: Faye L. Kennedy, Adv. Mgr., POST, 1004 Fifth Ave., Belle Fourche, SD 57717; Tel. (605) 892-2528.
National Representative: American Newspaper Representatives.

BROOKINGS

1 - LOCATION: Brookings County, E&P Map D-2. County Seat. 48 mi. N of Sioux Falls. On Hwys. I-29; U.S. Hwys. 14, 77. Home of South Dakota State University.

2 - TRANSPORTATION: **Railroads**-Dakota, Minnesota & Eastern.
Motor Freight Carriers-5.
Intercity Bus Lines-Jackrabbit; Commuter Shuttle to S.F. Airport.

3 - POPULATION:
Corp. City 80 Cen. 14,951; E&P 87 Est. 15,527
County 80 Cen. 24,332; E&P 87 Est. 25,902

4 - HOUSEHOLDS:
City 80 Cen. 4,797; E&P 87 Est. 4,805
County 80 Cen. 8,033; E&P 87 Est. 8,683

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$20,000,000
Commercial	2	$50,000,000

6 - PASSENGER AUTOS: County 18,793 (includes trucks)

7 - ELECTRIC METERS: Residence 4,115

8 - GAS METERS: Residence 2,849

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't 1,955; Medical Prods. 616; Farming & Seed Proc. (corn, oats, barley); Other Small Industries 200; Fans and Blowers 125; Distribution Ctr. 400; Electronic Message Centers 200; Door and Windows 100; Other 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-100; Summer 32-100; Fall 13-98; Winter 30-42.

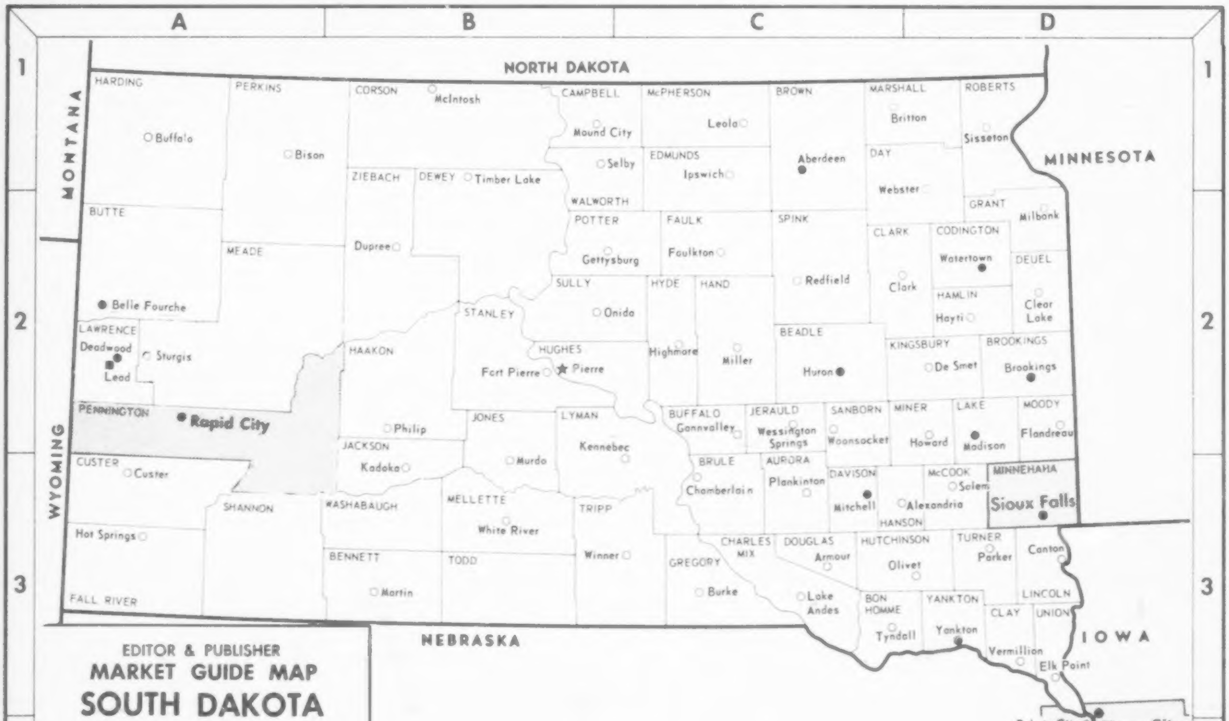
11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks along Main Ave.; 2 blocks along 3rd, 4th, 5th, 6th and other areas along 6th St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brookings Mall(23)	1	Hy-Vee, White Mart
University Mall(26)	1	K mart, JCPenney, Bostwick's

Principal Shopping Days-Fri., Sat., Mon., Tues.
Stores Open Evenings-Thur.


A
B
C
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1
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NORTH DAKOTA
MONTANA
WYOMING
MINNESOTA
NEBRASKA
IOWA
HARDING
Buffalo
PERKINS
Bison
CORSON
McIntosh
CAMPBELL
Mound City
McPHERSON
Leola
BROWN
Aberdeen
MARSHALL
Britton
ROBERTS
Sisseton
BUTTE
Belle Fourche
MEADE
ZIEBACH
Dupree
DEWEY
Timber Lake
WALWORTH
Selby
EDMUNDS
Ipswich
DAY
Webster
GRANT
Milbank
POTTER
Gettysburg
FAULK
Faulkton
SPINK
Redfield
CLARK
Clark
CODINGTON
Watertown
DEUEL
Clear Lake
HAMLIN
Hayti
LAWRENCE
Deadwood
Lead
Sturgis
SULLY
Onida
HYDE
Highmore
HAND
Miller
BEADLE
Huron
KINGSBURY
De Smet
BROOKINGS
Brookings
STANLEY
Fort Pierre
HUGHES
Pierre
HAAKON
Philip
PENNINGTON
Rapid City
JONES
Murdo
LYMAN
Kennebec
BUFFALO
Gannvalley
JERAULD
Wessington Springs
SANBORN
Woonsocket
MINER
Howard
LAKE
Madison
MOODY
Flandreau
JACKSON
Kadoka
BRULE
Chamberlain
AURORA
Plankinton
DAVISON
Mitchell
HANSON
Alexandria
McCOOK
Salem
MINNEHAHA
Sioux Falls
CUSTER
Custer
SHANNON
WASHABAUGH
MELLETTE
White River
TRIPP
Winner
CHARLES MIX
DOUGLAS
Armour
HUTCHINSON
Olivet
TURNER
Parker
Canton
Hot Springs
FALL RIVER
BENNETT
Martin
TODD
GREGORY
Burke
Lake Andes
BON HOMME
Tyndall
YANKTON
Yankton
CLAY
Vermillion
UNION
Elk Point
LINCOLN
Dakota City
Sioux City
DAKOTA
WOODBURY
SCALE IN MILES
0
25
50
75
100
EDITOR & PUBLISHER
MARKET GUIDE MAP
SOUTH DAKOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

13 - RETAIL OUTLETS: Department Stores-JCPenney; Cole's.
Discount Stores-Pamida; Runnings Farm & Home; Holiday Station; White Mart; K mart.
Chain Supermarkets-County Market; Red Owl; Hy-Vee.
Other Chain Stores-Coast-to-Coast; Snyder Drug; General Nutrition Center; Hallmark; Harold's Camera; Stuart's; Waldenbooks; Zale's; Kinney Shoes; Musicland; The Wardrobe; Duling Optical; Morrey A. Gallenkamp Shoes; JoAnn Fabrics; Maurice's.

14 - NEWSPAPERS: REGISTER (e) 5,424; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Thomas Weber, Adv. Mgr., REGISTER, 312 Fifth St., Brookings, SD 57006; Tel. (605) 692-6271.
National Representative: Branham/Newspaper Sales.

DEADWOOD
See LEAD

HURON

1 - LOCATION: Beadle County, E&P map C-2. County Seat. Shipping center for 15 county agricultural area. Wholesale center for central part of state. 300 mi. SW of Minneapolis; 125 mi. NW of Sioux Falls.

2 - TRANSPORTATION: Railroads-Dakota, Minnesota & Eastern.
Motor Freight Carriers-16.
Intercity Bus Lines-Jack Rabbit.
Airlines-Mesaba; Northwest Orient.

3 - POPULATION:
Corp. City 80 Cen. 13,000; E&P 87 Est. 11,672
CZ-ABC: (80) 13,427
RTZ-ABC: (80) 55,742
County 80 Cen. 19,195; E&P 87 Est. 17,410
City & RTZ-ABC: (80) 69,169
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,211; E&P 87 Est. 4,683
CZ-ABC: (80) 5,361
RTZ-ABC: (80) 19,977
County 80 Cen. 7,337; E&P 87 Est. 6,889
City & RTZ-ABC: (80) 25,338

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$252,748,377

6 - PASSENGER AUTOS: County 16,550 (includes trucks)

7 - ELECTRIC METERS: Residence 5,272

8 - GAS METERS: Residence 4,394

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc./Meat Packing (food & kindred products) 662 ($430); Metal Fab. 190 ($350); Cement Prods. 18 ($275); Wood Prods. 38 ($250); Constr. 238 ($342); Mfg. 1,051 ($379); Trans. & Public Util. 459 ($388); Whol., Ret. Trade 1,901 ($178); Fin., Ins., R.E. 332 ($277); Services & Misc. 1,361 ($203).

10 - CLIMATE: Min. & Max. Temp.-Spring 43-57; Summer 57-100; Fall 33-61; Winter 5-27. First killing frost, Sept. 29; last killing frost, May 6.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Dakota Ave. S.; 4 on Third St. S.E. & S.W.
Neighborhood Shopping Centers-Southgate: Dakota Ave. S.; Supercity, Dakota Ave. N.; Huron Mall (40 stores) Lincoln and 21st.
Principal Shopping Days-Dept. Stores: Fri. through Mon.; Food: Thur. through Sun.
Stores Open Evenings-Food & Shpg. Ctrs.: Every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lewis.
Discount Stores-Pamida; K mart; Town & Country.
Variety Store-Ben Franklin.
Chain Drug Stores-Osco; Lewis; State Snyder.
Chain Supermarkets-Randall's; Red Owl; Holiday Warehouse.
Other Chain Stores-Firestone; Stevenson's; Osborns; Coast-to-Coast; Our Own Hardware; Sandvig's Farm Supply.

14 - NEWSPAPERS: PLAINSMAN (e-mon to fri) 12,335; (S) 12,677; Mar. 31, 1987-ABC.
Local Contact for Advertising and Merchandising Data: Darrell Walker, Adv. Mgr., PLAINSMAN, 49 E. 3rd St. S.E., Huron, SD 57350; Tel. (605) 352-6401.
National Representative: Branham/Newspaper Sales.

LEAD-DEADWOOD

1 - LOCATION: Lawrence County, E&P Map A-2. County Seat. 43 mi. NW of Rapid City. On Hwys. 14, 85 and 385.

2 - TRANSPORTATION: Railroads-BN.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. Cities 80 Cen. 6,365; E&P 87 Est. 6,133
Lead 80 Cen. 4,330; E&P 87 Est. 4,140
Deadwood 80 Cen. 2,035; E&P 87 Est. 1,993
County 80 Cen. 18,339; E&P 87 Est. 19,721

4 - HOUSEHOLDS:
Cities 80 Cen. 2,482; E&P 87 Est. 2,403
Lead 80 Cen. 1,655; E&P 87 Est. 1,583
Deadwood 80 Cen. 827; E&P 87 Est. 820
County 80 Cen. 6,738; E&P 87 Est. 7,538

5 - BANKS	NUMBER	EST. DEP.
Comm./Sav. & Loan	3	$31,200,000

6 - PASSENGER AUTOS: County 17,307 (includes trucks)

7 - ELECTRIC METERS: Residence 3,362

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Gold Mining; Timbering; Jewelry Mfg.; Post Treating; Agric.; Steel Fab.; Tourist Bus; Milk Proc.; Pulpwood.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 50-90; Fall 24-80; Winter 15-60.

11 - TAP WATER: Alkaline, semi-hard.

12 - RETAILING: Principal Shopping Days-Thur., Fri. & Tues. after pay day.

13 - RETAIL OUTLETS: Department Stores-Anthony's.
Discount Stores-Ben Franklin; Alco.
Chain Drug Stores-Rexall 4.
Chain Supermarkets-Safeway; Piggly Wiggly; Circle Foods.
Other Chain Stores-Coast-to-Coast; Montgomery Ward; Sears (catalog).

14 - NEWSPAPERS: CALL/PIONEER-TIMES/SPEARFISH QUEEN CITY MAIL (m-tues to sat) 4,908; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Jimmie R. Stephenson, Pub., CALL/PIONEER-TIMES/SPEARFISH QUEEN CITY MAIL, S. Main, Lead, SD 57754; Tel. (605) 584-2303.
National Representative: Landon Associates.

MADISON

1 - LOCATION: Lake County, E&P Map D-3. County Seat. 58 mi. NW of Sioux Falls.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Granflatten Service.

3 - POPULATION:
Corp. City 80 Cen. 6,210; E&P 87 Est. 6,098
County 80 Cen. 10,724; E&P 87 Est. 10,616
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,374; E&P 87 Est. 1,977
County 80 Cen. 3,938; E&P 87 Est. 3,979

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	3	$90,000,000
Savings & Loan	1	$65,000,000

6 - PASSENGER AUTOS: County 9,263 (includes trucks)

7 - ELECTRIC METERS: Residence 3,000

8 - GAS METERS: Residence 2,572

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Poultry Packing 125; Elect. Power Coop 75; Machine Tools 50; Dakota State College 160; Farm Mach. 142; Cabinets 50; Pumps 25; Auto Parts 75; Sewing 50; Street Equip. 100; Plastics 25.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-58; Summer 56-81; Fall 34-58; Winter 4-25. First killing frost, Sept. 28; last killing frost, May 5.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Store-Ben Franklin.
Chain Drug Stores-Walgreens; Rexall.
Chain Supermarkets-Jack & Jill; Super Valu.
Other Chain Stores-Coast-to-Coast; True Valu Hardware; Holiday; Pamida.

14 - NEWSPAPERS: LEADER (e-mon to fri) 3,561; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Merrill D. Hunter, Pub., LEADER, 218 S. Egan Ave., Madison, SD 57042; Tel. (605) 256-4555.
National Representative: American Newspaper Representatives.

MITCHELL

1 - LOCATION: Davison County, E&P Map C-3. Commercial center of highly developed farm area. 253 mi. from Omaha; 310 mi. from Minneapolis; 76 mi. from Sioux Falls.

2 - TRANSPORTATION: Motor Freight Carriers-4.
Intercity Bus Lines-Jack Rabbit Intercity.
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 13,916; E&P 87 Est. 14,248
CZ-ABC: (80) 13,916
RTZ-ABC: (80) 81,573
County 80 Cen. 17,820; E&P 87 Est. 18,208
City & RTZ-ABC: (80) 95,489

4 - HOUSEHOLDS:
City 80 Cen. 5,402; E&P 87 Est. 5,721
CZ-ABC: (80) 5,402
RTZ-ABC: (80) 28,481
County 80 Cen. 6,656; E&P 87 Est. 7,059
City & RTZ-ABC: (80) 33,883

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$188,716,000
Savings & Loan	2	$23,500,000

6 - PASSENGER AUTOS: County 14,918 (includes trucks)

7 - ELECTRIC METERS: Residence 5,470

8 - GAS METERS: Residence 3,601

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gen. Industry 475 ($271); Public Util. 66 ($305); Public Schools 250 ($225); Computer Ind. 140 ($220); Other Ind. 50 ($260).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-69; Summer 57-86; Fall 27-81; Winter 1-49. First killing frost, Oct. 6; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-13 blocks on Main; 4 on 1st; 2 on 2nd; 3 on 3rd; 2 on 4th; Super City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Super City of Mitchell(14)	NA	Super Value, JCPenney, ShopKo, Hallmark

Principal Shopping Days-Mon., Thur., Sat.; Food: Wed. & Sat.
Stores Open Evenings-Dept. stores: Mon.; Food, Drug & Discount nightly.

13 - RETAIL OUTLETS: Department Stores-Buche; JCPenney; Guyermans; Feinsteins.
Variety Stores-Woolworth.
Chain Drug Stores-State/Snyder; ShopKo Phcy.
Discount Stores-ShopKo; K mart.
Chain Supermarkets-Randall Super Valu; Sunshine Mkt.; Market One Foods; County Fair Market.
Other Chain Stores-Firestone; Goodyear; Radio Shack; Sherwin-Williams; Singer; Bostwick's; Tractor Supply; Campbell Supply; Fullerton Lumber; United Building Center.

14 - NEWSPAPERS: REPUBLIC (e) 11,849; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dale D. Andreasen, Adv. Dir., REPUBLIC, 120 S. Lawler, Mitchell, SD 57301; Tel. (605) 996-5514.
National Representative: Thomson Newspapers.

PIERRE

1 - LOCATION: Hughes County, E&P Map B-2. State Capital. On U.S. Hwys. 14, 83; State Hwy 34.

2 - TRANSPORTATION: Railroads-Chicago & NW.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Mesaba; Trans-Colorado.

3 - POPULATION:
Corp. City 80 Cen. 11,973; E&P 87 Est. 12,953
County 80 Cen. 14,220; E&P 87 Est. 15,238

4 - HOUSEHOLDS:
City 80 Cen. 4,447; E&P 87 Est. 4,949
County 80 Cen. 5,180; E&P 87 Est. 5,798

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$338,000,000
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 12,870 (includes trucks)

7 - ELECTRIC METERS: Residence 4,850

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret. 570; Constr. 698; Whol. Trade 223; Service 2,321; Public Adm. 2,360; Others 1,473.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-80; Summer 60-105; Fall 32-75; Winter 20-45. First killing frost, Sept. 29; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-6 blocks on Pierre St.; Pierre Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pierre Mall(34)	1	K mart, Bostwicks, JCPenney
Red Owl	NA	

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.
Stores Open Sundays-Drug, supermarkets & Red Owl Shpg. Ctr.; Stores in Pierre Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lucas & Theim; K mart; Bostwicks.
Variety Stores-Ben Franklin; Coast-to-Coast; Hogans Hardware; Trading Post.
Discount Stores-Red Owl.
Chain Drug Stores-Rexall 2; Corner Drugs; Snyder.
Chain Supermarkets-Red Owl; Sooper Dooper; Sutleys Town & Ranch.
Other Chain Stores-S&H Green Stamps; Goodyear; Montgomery Ward; Sears (catalog).

14 - NEWSPAPERS: CAPITAL JOURNAL (e-mon to fri) 3,808; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Terry Hipple, Adv. Mgr., CAPITAL JOURNAL, 333 W. Dakota, PO Box 878, Pierre, SD 57501; Tel. (605) 224-7301.
National Representative: American Newspaper Representatives.

RAPID CITY

1 - LOCATION: Pennington County, E&P Map A-2. County Seat. Tourist area-Mt. Rushmore. 30 mi. from western border of SD; Minneapolis, MN 650 mi.; Denver, CO 400 mi.; Sioux City, 464 mi.; Billings, 410 mi. Elevation 3,247 ft. Vacation and resort center. On I-90.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Motor Freight Carriers-Barber Trans.; Salt Creek; American Freight System.
Intercity Bus Lines-Black Hills Stage Lines; Continental Trailways; Jack Rabbit.
Airlines-Republic; Mesaba; Continental Commuter; United; Delta.

3 - POPULATION:
Corp. City 80 Cen. 46,492; E&P 87 Est. 50,435
CZ-ABC: (80) 46,492
RTZ-ABC: (80) 104,381
County 80 Cen. 70,133; E&P 87 Est. 77,904
City & RTZ-ABC: (80) 150,873

4 - HOUSEHOLDS:
City 80 Cen. 17,233; E&P 87 Est. 18,582
CZ-ABC: (80) 17,223
RTZ-ABC: (80) 35,542
County 80 Cen. 25,186; E&P 87 Est. 28,690
City & RTZ-ABC: (80) 52,765

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 73,205 (includes trucks)

7 - ELECTRIC METERS: Residence 22,069

8 - GAS METERS: Residence 18,721

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Forestry and Fishing 105; Mining and Quarrying 205; Constr. 1,275; Mfg. 2,340; R.R. 90; Other Util. 500; Whol. Trade 909; Ret. Trade 4,208; Fin., Ins. & R.E. 841; Servs. 2,175; Private House-

hold 500; Gov't 5,050; Military personnel 6,277; Tourism 10,000.
Principal Pay Days-Sat., Tues.

10 - CLIMATE: Min. & Max. Temp.-Spring-Summer 44-86; Fall-Winter 34-49. First killing frost, Sept. 13; last killing frost, June 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 5 blocks on St. Joe St., connecting streets from Fourth to Ninth. Rushmore Mall Shpg. Ctr. Anchor stores-Sears, JCPenney, Herberger's, Target.
Neighborhood Shopping Centers-East Boulevard; Baken Park area; Canyon Lake area; Ellsworth Air Force Base Villa Ranchero; Robbinsdale Ctr.; North Rapid Ctr.; Family Thrift Ctr.; K mart; Northgate Shpg. Ctr.; Time Sq.; Sturgis Road Strip.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baken Park(28)	2	
Northgate(7)	3	K mart
North Rapid	2	
Robbinsdale	2	
Rushmore Mall(66)	5	JCPenney, Sears, Herberger, Target
Villa Ranchero(17)	NA	

Principal Shopping Days-Dept. and Apparel: Sat., Fri., Mon.; Food: Sat., Fri.
Stores Open Evenings-Thur.; Malls: Mon.-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Mill's 3; Osco.
Discount Stores-Family Thrift Ctr.; La Belles; K mart; Target.
Chain Supermarkets-Safeway 3; Sooper Dooper 2; Thrift Ctr. 2; Prairie Mkt.; Albertson's.
Other Chain Stores-Singer; Cook's Paint; Three Sisters; Firestone; Sherwin-Williams; Ace Hdwe.; Kinney Shoes; Pay 'N Pack; Haggerty's.

14 - NEWSPAPERS: JOURNAL (e) 31,853; (S) 34,807; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dave Winegarden, Adv. Dir., JOURNAL, 507 Main St., Rapid City, SD 57709; Tel. (605) 342-0280.
National Representative: Branham/Newspaper Sales.

SIOUX FALLS

1 - LOCATION: Minnehaha County (MSA). E&P Map D-3. SE South Dakota. Wholesale center. Rich agricultural area. 90 mi. NW of Sioux City; 240 mi. SW of Minneapolis. On U.S. Hwys. 42, 77, I-29, I-90, I-229; State Hwy. 38.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern; Burlington Northern; Illinois Central Gulf (I.C.G.).
Motor Freight Carriers-38.
Intercity Bus Lines-Jack Rabbit; Greyhound; Springfield; Midwest Coach.
Airlines-Delta; Northwest; TWA; Continental; United.

3 - POPULATION:
Corp. City 80 Cen. 81,343; E&P 87 Est. 93,103
CZ-ABC: (80) 81,343
RTZ-ABC: (80) 161,910
County/MSA 80 Cen. 109,435; E&P 87 Est. 125,699
City & RTZ-ABC: (80) 243,253

4 - HOUSEHOLDS:
City 80 Cen. 30,883; E&P 87 Est. 36,904
CZ-ABC: (80) 30,883
RTZ-ABC: (80) 56,707
County/MSA 80 Cen. 40,054; E&P 87 Est. 47,901
City & RTZ-ABC: (80) 87,590

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$1,833,876,000
Savings & Loan	5	$312,682,987

6 - PASSENGER AUTOS: County 102,225 (includes trucks).

7 - ELECTRIC METERS: Residence 29,595.

8 - GAS METERS: Residence 29,095.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 4,010 ($281); Small Mfg. 7,070 ($232).
Principal Industrial Pay Days-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-68; Summer 56-81; Fall 23-45; Winter 11-32. Last killing frost, May 5. Growing season is 152 days.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Phillips Ave.; 4 on Main Ave.; 4 on Tenth St. Downtown; Western Mall, 41st St.; Empire Mall, 41st St.; New Town Mall, Louise Ave.; Park Ridge Mall, 2 blocks on Western Ave.
Neighborhood Shopping Areas-26th St. & Minnesota Ave.; 18th St. & Minnesota Ave.; 18th St. & Grange Ave.; 8th St. & Indiana Ave.; 10th St. & Blauvelt Ave.; 26th & Western Ave.; 34th & Minnesota Ave.; 39th & Minnesota Ave.; 10th St. & Franklin Ave.; 10th St. & Cleveland Ave.; 10th St. & Kiwanis; 10th & Cliff Ave.; 41st & Minnesota Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Ridge(11)	NA	Minerva's
Southgate	NA	Lewis Drug
Southway(15)	NA	Payless Shoes
Western Mall(69)	NA	1/2 Price Store, Walgreens, Best Buy
The Empire(89)	NA	Younkers, Osco, JCPenney, Sears
New Town Mall(20)	NA	Target

Principal Shopping Days-Dept. Stores: Mon., Fri., Sat., Sun.; Food: Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri. Super Mkts., Major Shopping Centers: Every night, Mon. to Sat. & Sun. 11 to 6.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Younkers; Dayton's.
Discount Stores-K mart 3; Target; 1/2 Price Store.
Chain Drug Stores-Walgreens; Osco; Lewis.
Chain Supermarkets-Sunshine 6, Nash Finch 5, HyVee 3; Randall's; Wise Buy.
Other Chain Stores-Women's Apparel: Vanity, Maurices, Mode O'Day, Geyerman's, Susies Casuals, Three Sisters; Shoes: Baker's, Kinney, Caldwells, National Pay Less Shoes, Gallenkamp, Wondertour; Auto Supply: Champion Auto, Firestone; Paint: Cook, Pittsburgh, Sherwin-Williams; Misc.: Fanny Farmer, Singer Co., Team Electronics 3, Radio Shack 3, Zale's Jewelry, Osborn's Mens Wear, N.W. Fabrics, Russell Stover Candy, Hallmark 3, Scheels Hardware, Pay 'N Pak, LaBelles.

14 - NEWSPAPERS: ARGUS LEADER (m) 44,395; (S) 64,176; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gary Husman, Adv. Dir., ARGUS LEADER, PO Box 5034, Sioux Falls, SD 57117; Tel. (605) 331-2200.
National Representative: Gannett National Newspaper Sales.

WATERTOWN

1 - LOCATION: Codington County. E&P Map D-2. County Seat. Retail shopping, wholesale distributing and agricultural center. 190 mi. W of Minneapolis, MN and 89 mi. NW of Sioux Falls, SD.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; C&NW.
Motor Freight Carriers-7.
Intercity Bus Lines-Zephyr; Jack Rabbit.
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 15,649; E&P 87 Est. 17,251
CZ-ABC: (80) 16,200
RTZ-ABC: (80) 55,683
County 80 Cen. 20,885; E&P 87 Est. 23,040
City & RTZ-ABC: (80) 71,883

4 - HOUSEHOLDS:
City 80 Cen. 6,051; E&P 87 Est. 6,913
CZ-ABC: (80) 6,209
RTZ-ABC: (80) 19,751
County 80 Cen. 7,675; E&P 87 Est. 8,832
City & RTZ-ABC: (80) 25,960

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	3	$229,280,000
Savings & Loan	1	$165,942,000

6 - PASSENGER AUTOS: County 19,264 (includes trucks).

7 - ELECTRIC METERS: Residence 7,169.

8 - GAS METERS: Residence 5,525.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Molding 315 ($290); Welding Equip. 160 ($230); Poultry Proc. 230 ($170); Mobile Homes 102 ($285); Hydraulic Digger Derricks 200 ($290); Bakery Goods 60 ($360); Granite Memorials 63 ($310); Down-Filled Outerwear 54 ($192).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-53; Summer 55-80; Fall 33-57; Winter 4-24. Spring killing frost, May 16; Fall killing frost, Sept. 27.

11 - TAP WATER: Neutral, moderately hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Kemp Ave.; N. & S. Broadway; N. & S. Maple St.; 4 blocks on 1st Ave. N.; 1 block on 2nd St. N.E.
Shopping Centers-Watertown Mall (E. on U.S. Hwy. 212)-44 stores, K mart, JCPenney, Herberger's, Osco Drug, Hy-Vee, Spurgeons. Miracle Mall (5 firms located on Hwy. 212), Sandvig's Hdwe. Four block area at Junction of U.S. Hwys. 212 and 81. Five block area Hwy. 20 to Lake Kampeska.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Townwide Thur.; Food and Shopping Center, nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Herberger's; Spurgeons.
Chain Drug Store-Osco.
Discount Stores-Sandvig's Hdwe.; Pamida; K mart; Tractor Supply (TSC); Mac's.
Variety Store-Woolworth.
Chain Supermarkets-Red Owl Country Store; O.P. Skaggs; Spies; Hy-Vee; Prairie Market.
Other Chain Stores-Sears (catalog); Goodyear; Firestone; So-Fro Fabrics; Coast-to-Coast; Radio Shack; Express Photo; Extra Touch; House of Wood; Pay Less Shoes.

14 - NEWSPAPERS: PUBLIC OPINION (e) 16,555; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: A.W. Johnson, Adv. Mgr., PUBLIC OPINION, 120 Third Ave. NW, Watertown, SD 57201; Tel. (605) 886-6901.
National Representative: Branham/Newspaper Sales.

YANKTON

1 - LOCATION: Yankton County. E&P Map D-3. County Seat. Located on the Missouri River near the confluence of the James River. Agricultural and manufacturing area. Retail trade center 165 mi. NW of Omaha. NE Juncture of U.S. Hwy. 81; South Dakota 50.

2 - TRANSPORTATION: **Railroads**-Burlington Northern (freight only).
Motor Freight Carriers-3.
Bus Lines-Jack Rabbit.
Airlines-AAA.

3 - POPULATION:
Corp. City 80 Cen. 12,011; E&P 87 Est. 12,636
County 80 Cen. 18,952; E&P 87 Est. 19,849

4 - HOUSEHOLDS:
City 80 Cen. 4,463; E&P 87 Est. 4,741
County 80 Cen. 6,624; E&P 87 Est. 7,166

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$153,000,000
Savings & Loan	2	$60,000,000

6 - PASSENGER AUTOS: County 16,160 (includes trucks).

7 - ELECTRIC METERS: Residence 4,595.

8 - GAS METERS: Residence 4,591.

9 - PRINCIPAL INDUSTRIES: 19 mfg. establishments: Seeds; Trees; Machine Tools; Electricity; Poultry Prods. and Feeds; Steel Scaffolding; Conveyors; Meat Proc.; Aluminum Extrusion; Airplane Parts; Printing and Binding; Sheet Metal Works; Electronic Components; Quartz Crystals; Livestock Trailers; Fork Lifts; Front End Loader; Health industry (clinics, hospitals, nursing homes, etc.); Tool & Die Equip.; Computer & Aerospace Parts; Automotive Air & Oil Filters.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-59; Summer 69-76; Fall 35-64; Winter 18-24. First killing frost, Oct. 11; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on 3rd St.; 5 on Broadway; 2 on Walnut; 2 on Douglas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Yankton Mall(36)	2	Spurgeons, JCPenney, Chuck's, Jack & Jill
Alco Plaza(9)	2	Alco

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores-Fri.; Food-Mon. through Sun.; Shopping Mall-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Fantle Bros.; JCPenney; Spurgeons.
Discount Stores-K mart; Alco; Pamida.
Chain Supermarkets-Sunshine; Don's Super Saver; Haskers; Chuck's; Jack & Jill; Save-U-More.
Chain Drug Stores-Rexall; White Drug.
Other Chain Stores-Coast-to-Coast; Firestone; Clem's Goodyear; Singer Co.; Tradehome Shoes; Bomgaars; Stevensons; Radio Shack; Kinneys; One Hour Martinizing; Maurice's; Sears (catalog); Payless Shoes; Merle Norman; Sherwin-Williams Paint; Team Electronics.

14 - NEWSPAPERS: PRESS & DAKOTAN (e) 9,947; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Randy E. List, Adv. Mgr., PRESS & DAKOTAN, 319 Walnut St., Yankton, SD 57078; Tel. (605) 665-7811.
National Representative: Branham/Newspaper Sales.

TENNESSEE SURVEYS

METROPOLITAN STATISTICAL AREAS

Chattanooga, TN-GA-Hamilton, Marion and Sequatchie Counties, TN; Catoosa, Dade and Walker Counties, GA
Clarksville-Hopkinsville, TN-KY-Montgomery County, TN; Christian County, KY
Jackson, TN-Madison County
Johnson City-Kingsport-Bristol, TN-VA-Carter, Hawkins, Sullivan, Unicoi and Washington Counties, TN; Bristol City, Scott and Washington Counties, VA
Knoxville-Anderson, Blount, Grainger, Jefferson, Knox, Sevier and Union Counties
Memphis, TN-AR-MS-Shelby and Tipton Counties, TN; Crittenden County, AR; De Soto County, MS
Nashville-Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson and Wilson Counties

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	325	326	347
5-14 Years	773	724	771
15-24 Years	701	854	909
25-44 Years	939	1,278	1,360
45-64 Years	807	895	953
65 and Over	382	518	551
TOTAL	3,926	4,595	4,891

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat. Hdwr.	816	865	1,675
General Mdse.	1,764	2,345	3,635
Food	3,007	4,548	6,248
Automobiles	3,323	3,741	7,440
Gasoline Stations	1,151	1,958	2,008
Apparel	611	960	1,429
Furniture	599	773	1,462
Eat-Drink Places	990	1,643	2,569
Drugs	412	640	975
TOTAL SALES	13,692	19,605	29,952

ALCOA
See MARYVILLE

ATHENS

1 - LOCATION: McMinn County. E&P Map D-2. County Seat. Educational, industrial and agricultural center. 49 mi. NE of Chattanooga; 52 mi. SW of Knoxville. On Lee Hwy.; U.S. Hwy. 11, I-75.

2 - TRANSPORTATION: **Railroads**-CSX Transportation; Norfolk/Southern.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,080; E&P 87 Est. 12,289
CZ-ABC: (80) 12,080
RTZ-ABC: (80) 35,119
County 80 Cen. 41,878; E&P 87 Est. 44,454
City & RTZ-ABC: (80) 47,199

4 - HOUSEHOLDS:
City 80 Cen. 4,445; E&P 87 Est. 4,708
County 80 Cen. 14,727; E&P 87 Est. 16,209
CZ-ABC: (80) 4,445

RTZ-ABC: (80) 12,115
City & RTZ-ABC: (80) 16,560

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 31,965

7 - ELECTRIC METERS: Residence 9,300

8 - GAS METERS: Residence 2,047

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Disc Plows 100; Table 275; Plastics 250; Gas and Elect. Stoves 407; Process Milk 290; Chair Mfg. 200; Hosiery 750; Bed Mfg. 275; Paper Box Mfg. 100; Newsprint 1,750; Elect. Motors 500; Clothing 600; Elect. Light Metal 300; Refrigerated Trucks 200; Automobile Seat Frames 229.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McMinn	NA	Wal-Mart, Ingles, JCPenney, Goody's Lowe's, Kroger
Madison Park(14)	NA	Revco, Proffitts
Whiteway(10)	NA	Earl's Supermarket
Athens Plz.(8)	NA	Red Food, Pic-N-Pay, Rose's, K mart

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Proffitts; Goody's Outlet; Wal-Mart; Goodfriends; House of Renown; Sterling Shop.
Discount Stores-Big K; Rose's; K mart; Goody's Outlet; Wal-Mart.
Chain Drug Stores-Revco; SupeRx; Rite Aid.
Chain Supermarkets-White Stores; Red; Kroger, Ingles.
Other Chain Stores-Goodyear; Merle Norman Cosmetics; Family Dollar; Lowe's.

14 - NEWSPAPERS: POST-ATHENIAN (e-mon to fri) 10,106; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: James R. Gray, Pub., POST-ATHENIAN, 320 S. Jackson St.; PO Box 340, Athens, TN 37303; Tel. (615) 745-5664.
National Representative: Landon Associates.

BRISTOL, TN
See BRISTOL, VA

CHATTANOOGA

1 - LOCATION: Hamilton County (In Chattanooga, TN-GA MSA). E&P Map D-3, County Seat. On Tennessee River. On U.S. Hwys. 11, 27, 41, 64, 76, 127, I-24, I-59, I-75; Lookout Mountain Scenic Hwy. Near Chickamauga Dam.

2 - TRANSPORTATION: **Railroads**-Family Lines System; Southern; Tenn., Ala. & Ga.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Delta; Republic; Tennessee Airways.

3 - POPULATION:
Corp. City 80 Cen. 164,344; E&P 87 Est. 167,180
CZ-ABC: (80) 257,987
Bal. in NDM-ABC: (80) 100,333
Total NDM-ABC: (80) 358,320
Bal. in RTZ-ABC: (80) 436,067
MSA 80 Cen. 426,540; E&P 87 Est. 428,785
County 80 Cen. 287,740; E&P 87 Est. 282,096
Total NDM & Bal. in RTZ-ABC: (80) 794,387
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 62,139; E&P 87 Est. 65,474
County 80 Cen. 103,319; E&P 87 Est. 104,912
MSA 80 Cen. 150,760; E&P 87 Est. 156,839
CZ-ABC: (80) 94,963
Bal. in NDM-ABC: (80) 32,832
Total NDM-ABC: (80) 127,795
Bal. in RTZ-ABC: (80) 149,578
Total NDM & Bal. in RTZ-ABC: (80) 277,373

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$1,150,329,894
Savings & Loan	3	$712,975,478

6 - PASSENGER AUTOS: County 208,602

7 - ELECTRIC METERS: Residence 124,657

8 - GAS METERS: Residence 25,409

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 23,400 ($291); Nondurable Goods 29,200 ($255); Non-Mfg. 121,600.

10 - CLIMATE: Av. Temp.-Spring 59; Summer 78; Fall 64; Winter 38. Av. Precipitation 51.33 in.

11 - TAP WATER: Alkaline, moderately hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belvoir Ctr.(5)	6	Radio Shack, Bates Carpets
Belvoir Plz.(8)	NA	Beverage Mart, Roy's Shoe Serv.
Brainerd Vlg.(24)	8	Western Auto, Fabric World, Ace Hdwe.
Dallas Hollow(5)	15	Red Food
Dallas Plz.(3))	15	Drug Store
Dayton Blvd. & Browntown Rd.	NA	Red Food
Dayton Plz.(11)	NA	Retail Stores
E. Brainerd Rd.	NA	Red Food, Eckerd
Eastgate Ctr.(39)		Eckerd, Toy City, JCPenney, Revco, Woolworth
East Ridge (6)	8	Red Food, Zayre
Four Squares Mall (28)	NA	Gateway, Harvey's Touch, Brass Register
Ft. Oglethorpe Ctr.(6)	NA	Palmer Drug, Singer, Red Food
Golden Gateway Ctr.(12)	NA	Zayre, Red Food
Hickory Valley Ctr.	15	Red Food, Shallowford Prescriptions
Highland Plz. Ctr. (20)	26	Loveman's, A&M Toys, Otasco, Revco
Highway 58 Ctr.(4)	9	Pruett Food Town, Eckerd, Pic-N-Pay
Hill's Plz. E.(4)	NA	
Jones Plz.(4)	9	Bea's Ceramics, Canvas & Yarn
K mart-Hixson Pike	6	K mart
K mart-McBrien Rd.	NA	K mart
K mart 101 Hwy. 2(14)	NA	K mart, Revco
K mart-Hwy. 58(2)	NA	Kroger, Pay-Less
Kroger Plaza(10)	4	Pic-N-Pay, Plateau Mfg.
Lake Hills(4)	8	Red Food
Lee Plz. East(7)	NA	Kroger, Revco
Mountain View(8)	5	Red Food
Northgate Mall(90)	10	Anderson Little, Kroger, Sears, Miller's, JCPenney
Northwoods Plz.(8)	NA	Boot Den, Abe Shavin Hdwe.
Oakwood Plz.(15)	NA	
Oglethorpe Plz.(12)	11	K mart, Revco, Moore-Handley
Osborn Ctr.(69)	6	Red Food, Lovemans, Redford's
Park Plz. Ctr.(15)	NA	Consumer Warehouse
Parkway Ctr.(20)	NA	Kroger, Eckerd, Hills, Radio Shack, Pic-N-Pay
Plaza 58 Ctr.(20)	8	Factory Pants, Radio Shack
Red Food Ctr.(5)	NA	Red Food, Revco
Regency Square	NA	Reflections
Ridgewood Vlg.(18)	NA	Brass Bed Shop, Shoe Villa
Signal Plz.(13)	10	Pruett Food Town, Tucker's Phcy.
Town & Country Center (15)	1	J.B. & Friends Deli, Bonds Drugs

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Miller's 4; Loveman's 4; Sears 2; JCPenney 3.
Discount Stores-Hamilton Distributors 2; K mart 4; Zayre 2; Payless 4; Dollar General 5; Service Mdse.
Variety Stores-Woolworth 2; Kress; Redford 11; Kresge; G.C. Murphy 2.

Chain Drug Stores-Eckerd 7; Drew; Revco 5; Moore & King 4; The Drug Shop; O'Neals; Mill Discount 2.
Chain Supermarkets-Kroger 5; Red Food 21; Golden Gallon 33; Gooldlet 3; Pruett Food Town 15; Piggly Wiggly; Consumer Warehouse Foods 2.
Other Chain Stores-Clothing: National Shirt, 5-7-9 Shop, Lillie Rubin, Bottom Half, Brooks, Casual Corner, Paraphernalia, Lerners, Anderson-Little, J. Miller Fashion; Shoes: Thom McAn, Jarman, Baker's, Hardy's; Confectionery: Russell Stover; Others: Western Auto, Economy Auto, Otasco, Pier 1, Record Bar, Swiss Colony, Wicks 'n Sticks, Zale's, Kays, Oshman's.

14 - NEWSPAPERS: TIMES (m-mon to fri) 47,855; (m-sat) 47,112; NEWS-FREE PRESS (e-mon to fri) 57,320; (e-sat) 54,005; (S) 112,545; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Roy McDonald, Pub. or Frank McDonald, Adv. Dir., NEWS-FREE PRESS and TIMES, 400 E. 11th St., Chattanooga, TN 37401; Tel. (615) 756-6900.
National Representative: Landon Associates.

CLARKSVILLE

1 - LOCATION: Montgomery County (In Clarksville-Hopkinsville, TN-KY MSA), E&P Map C-1, County Seat. Agricultural and military; manufacturing, university center 45 mi. NW of Nashville, where Cumberland and Red Rivers meet. On U.S. Hwys. 41A, 79 and I-24.

2 - TRANSPORTATION: **Railroads**-CSX System.
Bus Lines-Greyhound; Trailways; Clarksville Transit System.
Airlines-Prime Air.

3 - POPULATION:
Corp. City 80 Cen. 54,777; E&P 87 Est. 60,442
CZ-ABC: (80) 67,891
RTZ-ABC: (80) 28,166
County 80 Cen. 83,342; E&P 87 Est. 89,357
MSA 80 Cen. 150,220; E&P 87 Est. 151,149
City & RTZ-ABC: (80) 96,057
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,817; E&P 87 Est. 20,325
CZ-ABC: (80) 22,142
RTZ-ABC: (80) 9,599
County 80 Cen. 27,198; E&P 87 Est. 30,231
MSA 80 Cen. 46,844; E&P 87 Est. 48,764
City & RTZ-ABC: (80) 31,741

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$580,764,667
Savings & Loan	2	$36,250,000

6 - PASSENGER AUTOS: County 82,795

7 - ELECTRIC METERS: Residence 35,004

8 - GAS METERS: Residence 5,139

9 - PRINCIPAL INDUSTRIES: Rubber Goods; Air Conditioning; Heating Units; Snuff; Work Clothing; Western Boots; Fertilizer; Paper Containers; Appliance Components; Yearbooks; Commercial printing; Metalized Paper Labels; Tool & Die; Newspaper Publishing; Stainless Steel Cookware; Zinc Proc.; Bicycle Parts Mfg.; Military Reservation (Ft. Campbell). 37,309 (total).

10 - CLIMATE: Av. Temp.-Jan. 38; July 80.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Franklin St.; 19 blocks on Riverside Dr.; 1 block Madison St.; 10 blocks Ft. Campbell Blvd.
Neighborhood Centers-7 blocks on New Providence Blvd., includes 14 stores and Mart Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clarksville Sq.(6)	NA	Wal-Mart, Super Value, Pic-N-Pay Shoes
Two Rivers Mall(24)	1	Walgreens, Park Belk, Jo Ann Fabrics, Zales, Footscenes
Mart Shpg. Ctr.(4)	NA	Super Value, Mart Furn.
K mart Plz.(4)	2	K mart, Kroger, Walgreens
Madison Shpg. Circle(5)	NA	Dollar General, Revco
Plz. Shpg. Ctr.(9)	NA	Mont. Ward, Big Lots, Harvey's, Save-A-Lot Food
Tradewinds N.(5)	NA	Winn-Dixie, McCrory's (TG&Y)
Tradewinds S.(9)	4	Winn-Dixie, Revco, McCrory's (TG&Y), Radio Shack
St. Bethlehem Plz.(6)	NA	Safeway, Super Valu
Governor's Sq.	5	Sear's, Snyders, Park Belk, Lerner, JCPenney, Zale's

Principal Shopping Days-Mon., Wed., Fri., Sat., Sun.
Stores Open Evenings-Shpg. Ctrs. until 9, Kroger's & SupeRx Drugs all night.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Parks Belk; Harveys; Sears; Sullivan's; Snyders; Penneys.
Discount Stores-TG&Y 2; Grandpa's; Dollar General 3; K mart 2; Wal-Mart 2.
Chain Drug Stores-Walgreens 2; Revco 2; SupeRx; Medicine Shoppe.
Chain Supermarkets-Kroger 2; Winn-Dixie 2; CB 3; Foodtown 10; IGA 2; Bi-Rite; Shop Rite 2; Majik Markets 3; Save-A-Lot; Super Value; Beach Markets.
Other Chain Stores-Firestone; Goodyear; Lowe's; Moore's; Radio Shack; Pic 'N Pay; Barrett Shoes; Butlers; JoAnn Fabrics; Foot Scene.

14 - NEWSPAPERS: LEAF-CHRONICLE (m) 18,501; (S) 22,205; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gene Washer, Gen. Mgr., LEAF-CHRONICLE, 200 Commerce St.; PO Box 829, Clarksville, TN 37041-0829; Tel. (615) 552-1808.
National Representative: Branham/Newspaper Sales.

CLEVELAND

1 - LOCATION: Bradley County, E&P Map D-2, County Seat. 25 mi. NE of Chattanooga; 80 mi. SW of Knoxville; 123 mi. NW of Atlanta; 180 mi. SE of Nashville. Industrial and agricultural center. On U.S. Hwys. 11, 64, I-75; State Hwys. 74, 60, 40, 2.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-8.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Delta; Republic; Piedmont; Tenn. Airways; American. (airport-22 miles).

3 - POPULATION:
Corp. City 80 Cen. 26,415; E&P 87 Est. 28,035
CZ-ABC: (80) 32,430
RTZ-ABC: (80) 44,161
County 80 Cen. 67,547; E&P 87 Est. 73,317
City & RTZ-ABC: (80) 76,591

4 - HOUSEHOLDS:
City 80 Cen. 9,946; E&P 87 Est. 10,955
CZ-ABC: (80) 11,790
RTZ-ABC: (80) 14,272
County 80 Cen. 23,026; E&P 87 Est. 26,065
City & RTZ-ABC: (80) 26,062

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$316,375,000
Savings & Loan	2	$225,011,379

6 - PASSENGER AUTOS: County 62,797

7 - ELECTRIC METERS: Residence 18,645

8 - GAS METERS: Residence 3,058

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Stoves, Ranges 3,200; Textiles 2,500; Furn. 1,800; Chem. 1,200.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-82; Summer 58-94; Fall 20-100; Winter 7-77. First killing frost, Nov. 2; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Holiday Shopping Plaza (7 stores); Keith St. (7 stores); Cloverleaf 1 and 2, N. Keith St. (13 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Keith St. Plz.(40)	NA	Radio Shack, Sherwin-Williams, Auto Shack
Colony Square	NA	
Cleveland Mall(36)	2	JCPenney, Sears, Rose's
Village Mall(36)	NA	Millers, Parks-Belk
Northway Plaza	NA	
Stuart Park	NA	Hallmark

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Millers; Parks-Belk.
Variety Stores-Wal-Mart; Rose's; K mart.
Chain Drug Stores-Moore's; Eckerd; Revco; Rite Aid.
Chain Supermarkets-Red Food 3; Watson's 4; Pruitt's Food Town; Cooke's 3.
Other Chain Stores-Firestone; Sterchi's; Goodyear; Eleanor Shops; Bottom Half; Butler Shoes; Ace Hardware; Behr's.

14 - NEWSPAPERS: BANNER (e-mon to fri) 15,917; (S) 17,387; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gary Davis, Natl. Adv. Mgr., BANNER, PO Box 3600, Cleveland, TN 37320; Tel. (615) 472-5041.
National Representative: Landon Associates.

COLUMBIA

1 - LOCATION: Maury County, E&P Map C-2, County Seat. Rail shipping center. Agricultural, mining and manufacturing area, wholesale grocery center. 43 mi. S of Nashville. Medical Center for South Central TN, Regional Retail Shopping area.

2 - TRANSPORTATION: Railroads-L&N.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,571; E&P 87 Est. 28,520
CZ-ABC: (80) 26,570
RTZ-ABC: (80) 107,521
County 80 Cen. 51,095; E&P 87 Est. 54,204
City & RTZ-ABC: (80) 134,091

4 - HOUSEHOLDS:
City 80 Cen. 10,200; E&P 87 Est. 10,409
CZ-ABC: (80) 9,666
RTZ-ABC: (80) 37,736
County 80 Cen. 18,180; E&P 87 Est. 20,029
City & RTZ-ABC: (80) 47,402

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$380,000,000
Savings & Loan	1	$110,000,000

6 - PASSENGER AUTOS: County 42,537

7 - ELECTRIC METERS: Residential County 19,630

8 - GAS METERS: County 5,364

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 1,800 ($425); Textiles & Apparel 1,300 ($200); Mach. & Metals 1,300 ($250); Food 185 ($180); Other Mfg. 1,200 ($260); Mining 204 ($270); Constr. 475 ($240); Elemental Phosphorus, Carbon Electrodes; Sponges; Garments; Dairy Prods.; Flour & Agric. Chem.; Truck Springs; Air Conditioners; Plastics.
Principal Industrial Pay Days-Thur., Fri. 1st, 3rd, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-95; Summer 60-104; Fall 25-84; Winter 17-80.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Downtown Shopping Areas-3 blocks on 7th St.; 7 on Garden; 3 on 8th St.; 4 on Main; 4 on Public Square; 2 on 6th St.; 1 on Woodland.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
West End(7)	1	Central Lime
Cambell Pl.(18)	1	Piggly Wiggly, Western Sizzlin
Northway(13)	1	Gibson, Sears
Maury County(13)	4	Rose's, Parks-Belk
Columbia Plz.(4)	NA	Hill's, Fred's
Carmack Plaza(4)	1	Columbia Paint & Wallpaper
Shady Brook Mall(44)	3	JCPenney, Harvey's, Wal-Mart
K mart Plaza(5)	3	K mart, Kroger
Red Food Plaza(6)	NA	Red Food Store

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. through Sun.

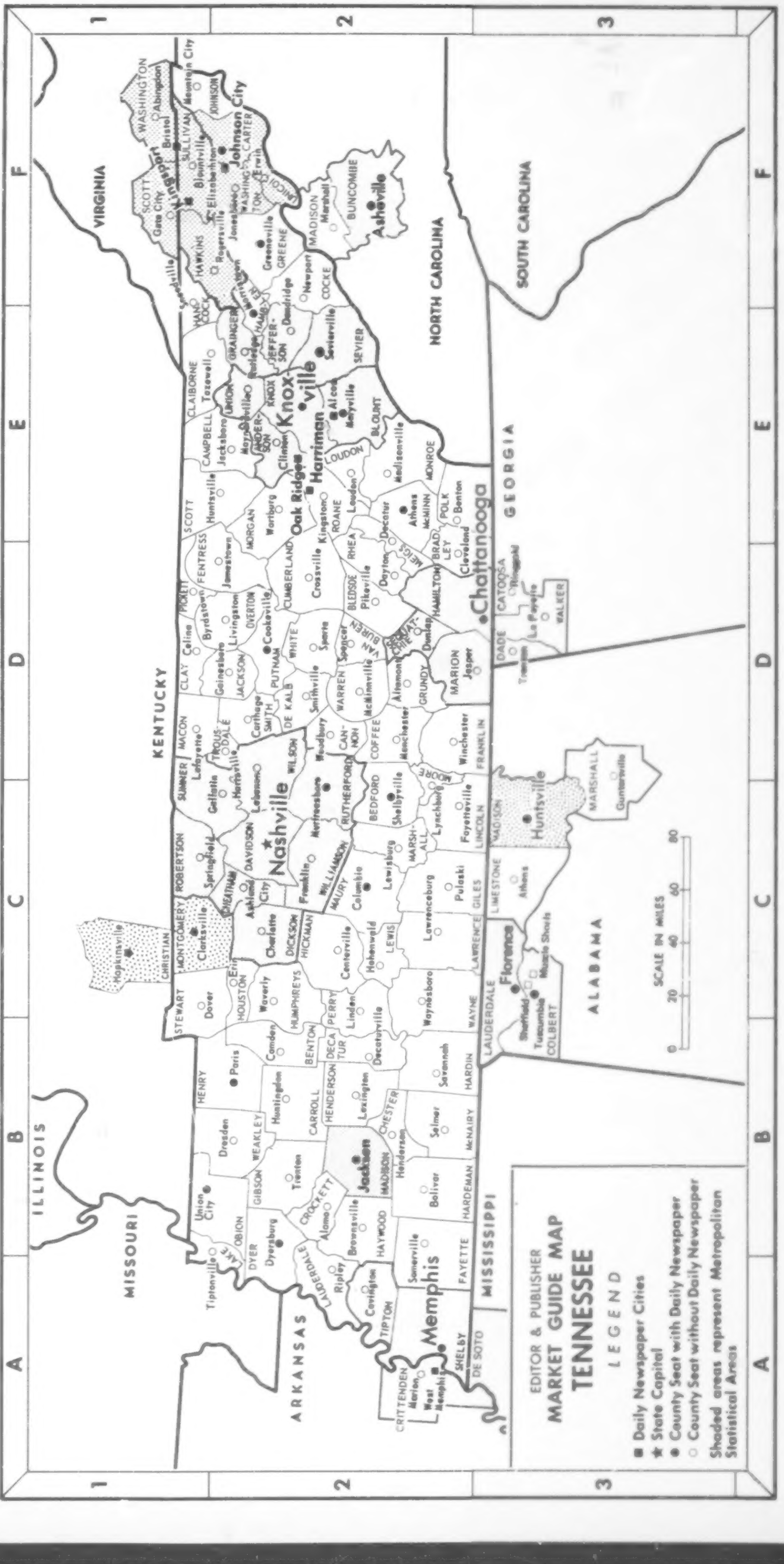
13 - RETAIL OUTLETS: Department Stores-Sullivan's; Harvey; JCPenney; Behrs-Gordon; Parks-Belk; Wilma's.
Discount Stores-Fred's; Wal-Mart; K mart; Rose's; Family Dollar.
Chain Drug Stores-Reynolds 2; Woldridge; Revco 2; Derryberry's 2; SupeRx; Medicine Shoppe; Eckerd.
Chain Supermarkets-Harris & Prince; Kroger; Giant Foods; SuperRama; Piggly Wiggly 2; BiRite; Red Foods.
Other Chain Stores-Goodyear; Sherwin-Williams; Firestone; Payless Shoes; Baretts; Zale's Jewelry; Gordons Jewelry; Jones Home Furnishings; Wickes; Lowes; Helig-Meyers.

14 - NEWSPAPERS: HERALD (e-mon to fri) 12,347; (S) 13,831; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Larry Beasley, Adv. Dir., HERALD., 1115 S. Main St.; PO Box 1425, Columbia, TN 38401; Tel. (615) 388-6464.
National Representative: Papert Companies.

COOKEVILLE

1 - LOCATION: Putnam County, E&P Map D-2, County Seat. Tenn. Technological University. Industrial cultural and education & shopping center for Upper Cumberland. U.S. Hwys. 70, I-40 & Corridor J (Hwy. 111), State Hwys. 135, 136, 42; 80 mi. E of Nashville; 100 mi. W of Knoxville; 80 mi. N of Chattanooga.

2 - TRANSPORTATION: Railroads-Nashville & Eastern.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Cumberland Aero.


EDITOR & PUBLISHER
MARKET GUIDE MAP
TENNESSEE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 20 40 60 80
KENTUCKY
VIRGINIA
NORTH CAROLINA
SOUTH CAROLINA
GEORGIA
ALABAMA
MISSISSIPPI
ARKANSAS
MISSOURI
ILLINOIS
Nashville
Memphis
Knoxville
Chattanooga
Johnson City
Kingsport
Bristol
Oak Ridge
Harriman
Jackson
Clarksville
Cookeville
Huntsville
Florence
Asheville
A B C D E F
1 2 3

Motor Freight Carriers-14; UPS; Purolator; Federal Express.

3 - POPULATION:
Corp. City 80 Cen. 20,350; E&P 87 Est. 23,860
CZ-ABC: (80) 26,536
RTZ-ABC: (80) 21,154
County 80 Cen. 47,601; E&P 87 Est. 54,037
City & RTZ-ABC: (80) 47,690
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,087; E&P 87 Est. 8,553
CZ-ABC: (80) 9,202
RTZ-ABC: (80) 7,504
County 80 Cen. 16,706; E&P 87 Est. 19,618
City & RTZ-ABC: (80) 16,706

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$463,513,000
Savings & Loan	3	$73,426,000

6 - PASSENGER AUTOS: County 39,184

7 - ELECTRIC METERS: City Residence 9,612

8 - GAS METERS: City Residence 2,602

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Apparel 1,066; Automotive 1,560; Food Proc. 1,409; Small Appliances 283; Heating Elements 450; Pre-washed Denim 468; Hydraulic Valves 247; Furn. Parts 160; Filtration Equip. 104; Inking 100. Av. Wkly. Wage $273.
Principal Industrial Pay Days-Fri., 15th, 30th.

10 - CLIMATE: Mild Temp., mean 57; precipitation 51 1/2; 200-day growing season.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: **Principal Shopping Area**-Broad St. between Willow and Washington, Spring St. between Willow and Maple, S. Jefferson between I-40 and 1st St., Willow Ave. between I-40 and 1st St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Willow Tree(22)	NA	Rose's, Eckerd, Sav-A-Lot
Towne Plaza(4)	NA	K mart, Radio Shack
Cookeville Mall(38)	NA	JCPenney, Harvey's
North Side Ctr.(8)	NA	Northside, IGA, Super D
Village Ctr.(6)	NA	Piggly Wiggly
West Side Ctr.(20)	NA	Village Squire, McAdoo's, Dollar General
Jackson Square(5)	NA	Kroger, SupeRx
Green Acres(4)	NA	Green Acres, IGA
Red Food(4)	NA	Red Food, Auto Shack, Curtis Mathes

Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-McAdoo's; Roberson's; Washington Mfg. Co.; Sears (catalog); JCPenney; Harvey's; Maddux & Proffitt.
Discount Stores-Wal-Mart; Odd Lots; Big Lots; K mart; Dollar General; TA&M Enterprises; Roses.
Chain Drug Stores-Super D; Eckerd; SupeRx; Rexall; Kroger; Medicine Shoppe Phcy.; Wal-Mart Phcy.
Chain Supermarkets-Kroger; Red Food; Super Valu; Drive-In Markets; 7-Eleven; Kwik-Stop 2; IGA; Lickity Split; Bread Box 6; Get & Go; Kwik 'n Ezy.
Other Chain Stores-Shoes: Pay Less, Pic 'N Pay, Kinney; Paints: Dutch Boy, Sherwin-Williams, Porter, Pittsburgh Olympic, Martin-Senour; Auto Supply: Goodyear, Goodrich, One Price Tire Store, Auto Shack; Jewelry & Optical: Horner-Rauch, Cumberland Vision Care, C & H Rauch; Clothing: Marshall's, Artley's, Brooks Fashions, CM Clothing, Handmacher, Cato's; Other: Hancock Fabric, Singer Co., Orkin, Radio Shack, Roto-Rooter.

14 - NEWSPAPERS: HERALD-CITIZEN (e-mon to fri) 8,571; (S) 9,829; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Joseph P. Albrecht, Pub.; Allan Profant, Mktg. Dir., HERALD-CITIZEN, 124 S. Dixie; PO Box 2729, Cookeville, TN 38502; Tel. (615) 526-9715.

National Representative: Landon Associates.

DYERSBURG

1 - LOCATION: Dyer County, E&P Map A-2. County Seat. 13 mi. E of Mississippi River; 78 mi. NE of Memphis; 165 mi. W of Nashville; 230 mi. S of St. Louis. On U.S. Hwys. 51, 412; State Hwys. 20, 78, 104, 3, I-155.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf (Piggy back); Amtrak (passenger); Tenn-Ken R.R.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound.
Airlines-Municipal Airport, Flight Service Station.

3 - POPULATION:
Corp. City 80 Cen. 15,856; E&P 87 Est. 16,016
CZ-ABC: (80) 15,856
RTZ-ABC: (80) 35,178
County 80 Cen. 34,663; E&P 87 Est. 35,776
City & RTZ-ABC: (80) 51,034

4 - HOUSEHOLDS:
City 80 Cen. 6,089; E&P 87 Est. 6,386
CZ-ABC: (80) 6,089
RTZ-ABC: (80) 12,436
County 80 Cen. 12,696; E&P 87 Est. 13,531
City & RTZ-ABC: (80) 18,525

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$451,366,000

6 - PASSENGER AUTOS: County 24,786

7 - ELECTRIC METERS: Residence 11,304

8 - GAS METERS: Residence 6,969

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Knitted Textiles 915; Molded Sponge Rubber; Custom Mixing; Thermoplastic Proc.; Rubber Roll Roofing 1,275; Exhaust System Clamps; Ammunition Metal Parts; Auto Steering Stabilizers 310; Lighting Fixtures 135; Materials & Ready Mixed Concrete 75; Transformers 193; Steel Doors 90; Printing 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 68-98; Fall 60-80; Winter 10-70.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Dyersburg Sq.(6)	2	Payless, Revco
Green Vlg.(20)	2	Walgreens, Otasco
Forcum Oaks(8)	2	Sunpoint Dyersburg Uniform Shop
Northgate(12)	2	Fantastic Sam's 27
Dyersburg Mall(43)	2	Penney's, Harvey's, Maurice's, Cato's, Radio Shack

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears (catalog); Harvey's.
Variety Stores-Ben Franklin.
Chain Drug Stores-Gibson; Kroger; Walgreens; Revco; Wal-Mart.
Discount Stores-Wal-Mart; Gibson's; K mart.
Chain Supermarkets-Kroger; Pay Less; Save-A-Lot; Hays.
Other Chain Stores-Goodyear; Firestone; Singer Co.; B.F. Goodrich; Western Auto; Otasco; Hancock Fabrics.

14 - NEWSPAPERS: STATE GAZETTE (e-mon to fri) 7,793; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ruby Alford, Adv. Dir., STATE GAZETTE, Hwy. 51 Bypass, Dyersburg, TN 38024; Tel. (901) 285-4091.
National Representative: Landon Associates.

ELIZABETHTON

1 - LOCATION: Carter County, (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map F-2. County Seat. Industrial center; in heart of Appalachians. On U.S. Hwys. 19E, 321; State Hwys. 67, 91; 20 mi. from Bristol, TN-VA; 5 mi. from Johnson City; 104 mi. from Knoxville.

2 - TRANSPORTATION: **Railroads**-ET&WNC.
Motor Freight Carriers-4.
Airlines-Piedmont; Southern; United; Charter service at local municipal airport.

3 - POPULATION:
Corp. City 80 Cen. 12,431; E&P 87 Est. 12,852
County 80 Cen. 50,205; E&P 87 Est. 54,112
MSA 80 Cen. 433,638; E&P 87 Est. 456,544

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,763; E&P 87 Est. 5,052
County 80 Cen. 17,868; E&P 87 Est. 20,085
MSA 80 Cen. 154,169; E&P 87 Est. 168,528

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$152,000,000
Savings & Loan	3	$142,000,000

6 - PASSENGER AUTOS: County 36,539

7 - ELECTRIC METERS: Residence 16,145

8 - GAS METERS: Residence 954

9 - PRINCIPAL INDUSTRIES: Corrugated Boxes; Furn.; Undergarments; Musical Strings; Rayon Yarn & Fabric for Tires; Rayon Knit Cloth; Vycron (Polyester); Rayon Staple & Tow; Chemical Research; Bldg. Blocks; Industrial Tool Mfg.; Air Filters; Aluminum Extrusions; Sportswear. Employment: Mfg. 5,500; Ret. 1,500; Trans. 88; Whol. 100; Servs. 1,000.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 63-85; Fall 45-69; Winter 34-55. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Elk Ave.; 4 on E. St.; 1 on F St.
Neighborhood Shopping Centers-1 block on W.G St.; Paramount and Westtown Sq.; Shpg. Ctrs. on W. Elk Ave.; Bemberg Shpg. Ctr.; Betsytowne Shpg. Ctr.
Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Tues., Wed., Fri., Sat.
Stores Open Evenings-Dept.-Fri.; Food-Every night until 7 except Fri.; Shpg. Ctrs. until 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Ira A. Watson; Parks-Belk.
Variety Stores-Dollar Stores; Family Dollar.
Discount Stores-Wal-Mart.
Chain Drug Stores-Eckerd; Burgie's (McKesson) Rexall; Revco.
Chain Supermarkets-Winn-Dixie; Giant; Publix.
Other Chain Stores-Helig-Myers; Firestone; Free Service Tire (Goodyear); Advance; Goodrich; Women's Apparel: Edna's; George-Carols Ltd.; Cato's; House of Fashions.

14 - NEWSPAPERS: STAR (e-mon to fri; S) 7,874; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Jack Campbell, Adv. Dir., STAR, 300 Sycamore St., Elizabethton, TN 37643; Tel. (615) 928-4151.
National Representative: Landon Associates.

GREENEVILLE

1 - LOCATION: Greene County, E&P Map F-2. County Seat. 59 mi. SW of Bristol; 65 mi. NE of Knoxville. On I-81, U.S. Hwys. 11E, 70 and 321; State Hwys. 34, 35, 70, 93, 172.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern.
Motor Freight Carriers-43.
Intercity Bus Lines-Tennessee; Queen City; Tenn. Coach; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,097; E&P 87 Est. 14,864
CZ-ABC: (80) 14,097
RTZ-ABC: (80) 41,146
County 80 Cen. 54,406; E&P 87 Est. 58,786
City & RTZ-ABC: (80) 55,243

4 - HOUSEHOLDS:
City 80 Cen. 5,447; E&P 87 Est. 5,737
CZ-ABC: (80) 5,447
RTZ-ABC: (80) 14,019
County 80 Cen. 19,151; E&P 87 Est. 21,471
City & RTZ-ABC: (80) 19,466

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$191,481,000
Savings & Loan	3	$93,980,053

6 - PASSENGER AUTOS: County 41,114

7 - ELECTRIC METERS: Residence 26,540

8 - GAS METERS: Residence 774

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Electronics 4,500; Tobacco 1,000; Dairy 500; Textile 400; Furn. 450; Metal Working 2,000; Chem. 350; Tool & Die 700; Paper Prods. 800; Other 1,000.

10 - CLIMATE: Min. & Max. Temp.-27-87.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown-Parks Belk; JCPenney; Woolworth.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate (12)	2	Watson's, White Stores, Revco
Food City(10)	2	Eckerd, Food City
West Greene	3	Food City, Emery's
Spencer Sq.		J&R Drug
Greeneville Plz.	2	Food Lion, Wal-Mart, Revco, K mart
Greeneville West Plaza	3	Ingles, Revco
Greeneville Sq.	NA	Revco, Winn-Dixie, Goody's

Principal Shopping Days-Fri., Sat., Tues.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Park-Belk; Watson's; Nettie Lee.
Discount Stores-Watson's; Scotties; Wal-Mart; K mart; Goody's.
Variety Stores-Woolworth; Emery's.
Chain Drug Stores-Revco; Scottie's; Eckerd.
Chain Supermarkets-White 2; Winn-Dixie 2; Ingles 2; Food City 2; Food Lion.

14 - NEWSPAPERS: SUN (e) 14,455; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Edwin Harmon, Natl. Adv. Dir., SUN, PO Box 1630, Greeneville, TN 37744; Tel. (615) 638-4181.
National Representative: Landon Associates.

JACKSON

1 - LOCATION: Madison County, E&P Map B-2. Mfg., medical, college, farming and trade center for Western TN. Midwest portion of state 85 mi. NE of Memphis; 125 mi. SW of Nashville. On U.S. Hwys. 70, 45, I-40; State Hwys. 1, 5, 18, 20.

2 - TRANSPORTATION: **Railroads**-Illinois Central/Gulf; L&N.
Airlines-Airlink; Northwest.
Motor Freight Carriers-39.
Intercity Bus Lines-Greyhound; Continental Trailways; Gulf Transport.

3 - POPULATION:
Corp. City 80 Cen. 49,131; E&P 87 Est. 52,995
CZ-ABC: (80) 50,661
RTZ-ABC: (80) 228,268
County 80 Cen. 74,546; E&P 87 Est. 78,919
City & RTZ-ABC: (80) 278,929

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,800; E&P 87 Est. 20,061
CZ-ABC: (80) 18,585
RTZ-ABC: (80) 80,323
County 80 Cen. 27,600; E&P 87 Est. 29,312
City & RTZ-ABC: (80) 98,908

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$315,786,000
Savings & Loan	3	$64,964,198

6 - PASSENGER AUTOS: County 57,359

7 - ELECTRIC METERS: Residence 21,811

8 - GAS METERS: Residence 16,237

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Mfg. 8,200; Fiberglass Materials 889; Lumber & Hardware 800; Ceramic Tile 542; Bldg. Materials 124; Aluminum Prods. 240; Chem. 80; Ptg. & Pub. 290; Carbonated Bev. 250; Power Tools 631; Misc. Mfg. 481; Sheeting for Bags 928; Dairy, Food Farm Prods. 600; Dresses 480; Frozen Foods 440; Food Prods. 1,200; Plastic Pipe 200; Furn. Mfg. 132; Pkg. 621; Automotive Parts 505; Printing 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-79; Summer 64-105; Fall 22-85; Winter 2-54. Frost-free period-Apr. 6-Oct. 23.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown 10 blocks. 48 stores.
Neighborhood Shopping Centers-Highland Park-9; Highland & Campbell Sts.; E. Chester-6; E. Chester St. at City Limits; Hollywood on Hollywood Dr.-10; South Gate-10; Hwy. 45N; Knight Sq.-7; Hwy. 45 N; Casey Jones Vlg.-8; Hwy. 45 Bypass.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Old Hickory Mall(66)	4	Sears, JCPenney, Kisber's, Goldsmiths
Jackson Plz.(13)	4	Parks-Belk, Service Mdse., E.W. James
Oak Hill(4)	4	The Spa
Hamilton Hills(14)	4	Gibson, Liberty, Helig-Meyers, Arby's, Tempo
South Gate(5)	3	Pic-Pac, Dollar General
Hollywood(6)	2	E.W. James, Fred's
Madison South(15)	3	Gibson, Liberty
Highland Park(5)	NA	Highland Park Food
McKnight Sq.(5)	4	Goodyear
Casey Jones Vlg.	10	Old Country Store
North Plz.(15)	5	Wal-Mart, Revco, Sunflower
K mart Ctr.(2)	6	K mart, Kroger
Bemis Sq.(12)	3	Wal-Mart, Kroger

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Kisber's; Parks-Belk; Goldsmiths.
Discount Stores-Gibson 2; K mart; Dollar General;

Super D; Wal-Mart 2.
Variety Stores-Woolworth; McCrory; Fred's.
Chain Drug Stores-Walgreens; Super D 2; Gibson; Rexall 3; Revco.
Chain Supermarkets-Piggly Wiggly; Liberty 4; Camp's, Kroger 2; Sunflower 2; Q-Mart 10; Pic-Pac; E.W. James 2.
Other Chain Stores-Firestone; Goodyear; Western Auto; Brodnax Jewelry; Sterchi Furniture; Mam-'selle; Singer Co.; Hancock Fabrics; Wickes Lumber; Lowes Lumber; Helig-Meyers.

14 - NEWSPAPERS: SUN (e-mon to fri) 36,005; (m-sat) 35,070; (S) 38,034; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Roy W. Heatherly, Adv. Dir., SUN, 245 W. Lafayette, Jackson, TN 38301; Tel. (901) 427-3333.
National Representatives: Gannett National Newspaper Sales.

JOHNSON CITY

1 - LOCATION: Washington County (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map F-2. 22 mi. SW of Bristol; 97 mi. from Knoxville; 65 mi. NE of Asheville, NC shopping center; manufacturing; wholesale grocery, drug and hardware center; medical center; college center; medical school; VA hospital mountain home. On Hwys. 11E, 19W, 36, 321, 411 and 137, I-81 and I-181.

2 - TRANSPORTATION: **Railroads**-Southern; Clinchfield.
Motor Freight Carriers-17.
Intercity Bus Line-Trailways; Greene County.
Airlines-Piedmont; USAir; Appalachian Flying Service (Charter); Tri City Aviation; Tennessee Airways; ASA.

3 - POPULATION:
Corp. City 80 Cen. 39,753; E&P 87 Est. 45,474
CZ-ABC: (80) 60,764
RTZ-ABC: (80) 107,164
County 80 Cen. 88,755; E&P 87 Est. 93,847
City & RTZ-ABC: (80) 167,928
MSA 80 Cen. 433,638; E&P 87 Est. 456,544
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,031; E&P 87 Est. 16,543
CZ-ABC: (80) 21,528
RTZ-ABC: (80) 37,932
County 80 Cen. 31,191; E&P 87 Est. 34,246
City & RTZ-ABC: (80) 59,460
MSA 80 Cen. 154,169; E&P 87 Est. 168,528

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$523,614,855
Savings & Loan	5	$672,227,739

6 - PASSENGER AUTOS: County 73,274.

7 - ELECTRIC METERS: Residence 41,950.

8 - GAS METERS: Residence 3,500.

9 - PRINCIPAL INDUSTRIES: Hardwood Flooring; Metal Prods.; Brick; Concrete Blocks; Baking Prods.; TV-Radio Cabinets; Tool Mfg.; Food Prods.; Women's Lingerie; Men's Trousers; Mens-Women's Clothing; Textiles; Foundry; Machine Prods.; Paint Rollers & Trays; Fine Furn.; Auto Brakes & Parts; Plastics; Elect. Heaters; Water Tanks; Mattresses; Dairy Prods.; Bottler's Sheet Metal Prods.; Electronic & Appliance Components; Aluminum Windows; Doors; Cement Prods.; Hospital Supplies; Flour; Meal; Concrete Pipe; Pipes & Valves; Chemicals; Gaskets; Surgical Supplies; Steel Cabinets; Metal Fab.; Tub & Showers; Cheese. Payroll $65,000,000 annually. 14,500 employees.
Principal Pay Days-Wkly.; 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-85; Summer 54-90; Fall 35-80; Winter 5-79.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-12 blocks on Market St.; 9 on Main; 3 on Wilson Ave.; 3 blocks on Oakland at Bristol and Kingsport Highways.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Central(40)	NA	Anderson's, Wallace Shoes
K mart Plaza(3)	3	K mart, Food Lion, Revco
Ken's Plaza(5)	5	Magic-Mart, Winn-Dixie
Hills Plaza(3)	3	Hills, Kroger, Eckerd
The Mall(80)	3	Parks-Belk, Sears, Miller's, JCPenney
Shopper City(6)	5	Food Lion, Food City
Southside Plz.(5)	2	Food Lion, Revco
Center South(7)	1	Kroger, K mart, SupeRx
Food City Plz.(5)	2	Food City, Eckerd

Principal Shopping Days-Dept. Stores: Mon., Thur., Fri., Sat.; Food: Thur., Fri., Sat.
Stores Open Evenings-Fri., Mon.; Shopping centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Parks-Belk; Sears; Nettie Lee; JCPenney; Millers.
Variety Stores-Woolworth; McCrory.
Discount Stores-Howard Bros.; Magic-Mart; K mart; Hills.
Chain Drug Stores-Hospital Phcy.; SuperRx; Revco; Eckerd; Hills.
Chain Supermarkets-Food Lion 6; Kroger 2; Publix; Jiffy 6; Winn-Dixie 2; Food City 2.
Other Chain Stores-Sears; Singer Co.; Advance Auto Access; Firestone; Ball Bros. Furn.; Sterchi Bros Furn.; Free Service Tires; Zale's; Ormonds; Anderson-Little; Chess King; Foxmoor; Brooks; Spencer's Gifts; Sherwin-Williams; Mary Carter Shoes; Lerners; Rhodes Furn.; Fifth Avenue Card Shop; Butler Shoes; Endicott-Johnson; Hofheimer's Shoes; Boy & Girl Shop; Gateway Books; Motherhood Maternity; Famous Footwear; Auto Shack.

14 - NEWSPAPERS: PRESS (m) 29,289; (S) 32,710; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bill J. Breeden, Adv. Dir., PRESS, 204 W. Main St., Johnson City, TN 37601; Tel. (615) 929-3111.
National Representative: Branham/Newspaper Sales.

KINGSPORT

1 - LOCATION: Sullivan County. (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map F-1. Industrial center in the upper eastern tip of state; 95 mi. E of Knoxville. On U.S. Hwys. 23 and 11 W; State Hwy. 81; I-81.

2 - TRANSPORTATION: **Railroads**-CSX Corp.; Norfolk Southern.
Motor Freight Carriers-17.
Intercity Bus Lines-Washington County Bus; Trailways; Suburban; Greyhound; S.W. Coach; Green Coach; Baileyton Bus.
Airlines-Piedmont; USAir; American; Eagle; ASA-Delta; Eastern Metro; Tennessee Airways.

3 - POPULATION:
Corp. City 80 Cen. 32,027; E&P 87 Est. 32,066
CZ-ABC: (80) 83,520
RTZ-ABC: (80) 139,619
County 80 Cen. 143,968; E&P 87 Est. 149,889
MSA 80 Cen. 433,638; E&P 87 Est. 456,544
City & RTZ-ABC: (80) 223,139

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,665; E&P 87 Est. 13,088
CZ-ABC: (80) 30,468
RTZ-ABC: (80) 47,881
County 80 Cen. 52,022; E&P 87 Est. 56,206
MSA 80 Cen. 154,169; E&P 87 Est. 168,528
City & RTZ-ABC: (80) 78,349

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$966,619,000
Savings & Loan	4	$1,098,942

6 - PASSENGER AUTOS: County 122,158.

7 - ELECTRIC METERS: Residence 31,002.

8 - GAS METERS: Residence 3,154.

9 - PRINCIPAL INDUSTRIES: Chem.; Printing; Paper; Cotton Cloth; Glass; Leather Belting; Munitions; Oxygen; Bookbinding; Corrugated Cartons; Trucking; Brick. Est. Local Payroll $363,220,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-92; Summer 45-100; Fall 4-90; Winter 5-76. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-16 blocks on Broad, Center, Market, Commerce, Cherokee, Sulivan and Main Sts.; Kingsport's Golden Mile, 2 mi. on E. Stone Dr. from Lynn Garden Dr. to John B. Dennis By-Pass; Fort Henry Mall, Fort Henry Drive.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fort Henry Mall (75)	3	Parks-Belk, Sears, JCPenney, Millers
Greenacres(12)	3	Oakwood Mkt.
Kings Giant Plaza(16)	1	Radio Shack, Food Lion, Revco
Kingsport Mall(36)	3	Hills, Mont. Ward, K mart, Rhodes
Midtown(22)	1	Oakwood
Parkway Plaza(6)	NA	Food Country, Eckerd
Southland(4)	NA	Food Lion, Revco, Big Lots
Colonial Hts.	NA	Food Lion, Ingles, Oakwood, Wal-Mart, Rex TV & Appliance
Mt. Carmel	NA	Winn-Dixie, Eckerd, Ben Franklin

Principal Shopping Days-Mon. through Sat. Groceries-Mon., Sat.
Stores Open Sunday-K mart; Wal-Mart; Hills; Montgomery Ward; Revco; Food City; Kroger; Eckerd; Sears; JCPenney; Food Lion Mkt.; Rose's; Parks-Belk; Millers; Winn-Dixie; Oakwood Mkts.; Rhodes Furn.
Stores Open Evenings-Most stores.

13 - RETAIL OUTLETS: **Department Stores**-Miller's; JCPenney; Parks-Belk; Montgomery Ward; Sears; Rose's.
Discount Stores-Wal-Mart; Hill's; K mart; Service Merchandise; Brendles.
Variety Stores-Woolworth; Family Dollar.
Chain Drug Stores-Revco 3; Eckerd 5.
Chain Supermarkets-Food Lion 4; Oakwood 5; Minute Mkts. 9; Quik Trips; Kroger 2; Food City 3; 7-Eleven 9; Winn-Dixie 2; Ingles.
Other Chain Stores-Jewel Box; Goodrich; Firestone; Free Service Tire; Ball Bros.; Advance Store 2; Dollar General; Sterchi; Zale's; Pic-N-Pay; Singer Co.; Glidden Paint; Sherwin-Williams; Lowe's; Pittsburgh Paints; Paty Lumber; New York Carpet; Lerner; Ford Shoes; B. Dalton Booksellers; General Nutrition; World of Clothing; Radio Shack; Rex Electronics; Rhodes Furn.

14 - NEWSPAPERS: TIMES-NEWS (all day-mon to fri) 47,167; (m-sat) 45,157; (S) 47,584; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Keith Wilson, Adv. Dir., TIMES-NEWS, 701 Lynn Garden Dr., Kingsport, TN 37662; Tel. (615) 246-8121.
National Representative: Landon Associates.
DAILY NEWS; SUNDAY POST (m-mon to fri) 2,219; (S) 2,219; sworn Sept. 24, 1986.
Local Contact for Advertising and Merchandising Data: Steve Dykes, Adv. Mgr., DAILY NEWS, 320 E. Sullivan St., Kingsport, TN 37660; Tel. (615) 246-4800.
National Representative: None.

KNOXVILLE

1 - LOCATION: Knox County (MSA). E&P Map E-2. County Seat. Industrial, wholesale, and energy center. At the junction of the Holston and French Broad Rivers, which form Loudon Lake of TVA System (Tennessee River); 112 mi. from Chattanooga; 285 mi. S of Cincinnati OH; 198 mi. E of Nashville; 191 mi. N of Atlanta, GA; U.S. Hwys. 11, 70, 129, 441, 25-W, I-40, I-75, I-81; State Hwys. 33, 71, 127, 139.

2 - TRANSPORTATION: **Railroads**-Southern; Louisville & Nashville (L&N).
Motor Freight Carriers-39.
Intercity Bus Lines-Knoxville Transit Corp. (City); Suburban; Greyhound; Trailways.
Airlines-United; Delta; Republic; Tenn. Airways; Eastern; American Eagle; Atlantis; ComAir; Florida Express; Metro Express; Piedmont; USAir.

3 - POPULATION:
Corp. City 80 Cen. 175,045; E&P 87 Est. 176,691
CZ-ABC: (80) 252,520
RTZ-ABC: (80) 739,539
County 80 Cen. 319,694; E&P 87 Est. 342,084
MSA 80 Cen. 565,970; E&P 87 Est. 614,301
City & RTZ-ABC: (80) 992,059
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 71,640; E&P 87 Est. 76,554
CZ-ABC: (80) 95,466
RTZ-ABC: (80) 258,192
County 80 Cen. 117,951; E&P 87 Est. 132,025
MSA 80 Cen. 205,749; E&P 87 Est. 232,763
City & RTZ-ABC: (80) 353,658

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$1,594,000,000
Savings & Loan	7	$788,719,000

6 - PASSENGER AUTOS: County 233,170.

7 - ELECTRIC METERS: Residence 140,685.

8 - GAS METERS: Residence 23,163.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 3,200 ($225); Food 4,100 ($270); Stone & Clay Prods. 1,600 ($332); Apparel 7,600 ($261); Mach. 2,700 ($375).
Principal Industrial Pay Days-Fri., 1st, 15th, 26th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-84; Summer 44-93; Fall 25-90; Winter 11-69. First killing frost, Oct. 20, last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Gay St.; 2 on Market St.; 1 on Clinch; 1 on Henley St.; 1 on State St.
Neighborhood Shopping Centers-2 blocks on Chapman Hwy. at Vestal; 1 on Chapman Hwy. at Colonial Vlg.; 1 on Chapman Hwy. at Green and Nixon Rds.; 1 on Kingston Pike at Bearden; 1 on Kingston Pike at West Hills; 2 on Kingston Pike at Lyons View Rd.; 1 on Kingston Pike at Morrell Rd.; 1 on Kingston Pike at Winston Rd.; 1 on Kingston Pike at Walker Springs Rd.; 1 on Kingston Pike at Cedar Bluff Rd.; 1 on Kingston Pike at Downtown West Blvd.; 1 on Executive Park Dr. at Cedar Bluff Rd.; 1 on Kingston Pike Love 11 Rd.; 1 on Broadway at Edgewood; 1 on B'way at Mineral Springs; 1 on B'way at Cecil St.; also at Hillcrest; one on Broadway at Tazwell Pike; 2 on Magnolia; 2 on Clinton Hwy.; 2 on Oak Ridge Hwy.; 1 on Asheville Hwy. at Yankee St.; 1 on Maynardville Pk. at Norris Freeway; 1 on Maynardville Pk. at Doris Circle; 1 on Northshore Dr.; 1 on I-40 at Cedar Bluff, Washington Pike at I-640.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bearden(24)	6	Whiteway
Broadway(28)	3	Woolworth, Kroger, White Store
Broadway Sq.	6	Hills, Giant, Revco
Black Oak	10	K mart, Kroger
Chapman Hwy.(15)	12	K mart, Kroger
Clinton Hwy.(15)	6	K mart, Revco, Winn-Dixie, A&P
McClain Center	6	Kroger
Cumberland(16)	6	White Store
Fountain City(14)	6	IGA
Plaza(18)	9	Kroger, Winn-Dixie
Holston(18)	4	Hall-Brown, White Store
Kingston(10)	4	Long's, White Store
Northgate(7)	5	Winn-Dixie, Revco, White Store
Southgate(12)	7	White Store
Suburban(27)	8	Toys-R-Us, Rauch Jewelry
West Haven(15)	7	Munford, White's Bradley Drug
Western Plz.(33)	5	Hall-Brown, Woolworth
West Town(30)	8	Miller's, JCPenney, Profitt's, Sears
Walker Springs(8)	12	Kroger, SupeRx
Rocky Hill(12)	9	IGA
Cedar Springs	10	Winn Dixie, Revco
Cedar Bluff	10	White Stores, Todd & Armstead
Knox Plz.	4	Kroger, SupeRx
Halls(10)	10	White's, Whiteway
Hall's Plz.(11)	10	Winn-Dixie, Revco
East Towne Mall	8	Millers, JCPenney, Sears, Proffitts, Serv. Mdse

Principal Shopping Days-Department Stores-Sun., Mon., Fri., Sat.; Foods-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur., Sears, Discount Stores and West Town-Mon through Sat.; Food-Every night until 9 p.m.
Stores Open Sundays-Some food & supermarkets; K mart; Millers (West Town); East Towne Mall.

13 - RETAIL OUTLETS: **Department Stores**-Hess; Sears 4; JCPenney 6; Ira A. Watson 2; Proffitt's 5; Hills 3.
Discount Stores-K mart 11; Service Mdse. 2; United General Prods.; Target 2; Wal-Mart 5.
Variety Stores-Woolworth; Whiteway; Emery.
Chain Drug Stores-Revco; SupeRx 7; Comers 3; Walgreens 2; Rite Aid 2; Eckerd 2.
Chain Supermarkets-White 30; Kroger 15; Winn-Dixie 8; A&P; Ingles 5; Bi-Lo 3; Pilot 12; Red Lion 6; Red Foods 2; Food Lion 4.
Other Chain Stores-Firestone; Western Auto; Sterchi's Furn.; National Shirt; Lerner's; Shoes: Hill Bros., Hardy, Jarman, Bell Bros., Kinney, Baker's; Zale's Jewelers; Richman Bros.; General Nutrition; Hickory Farms; Merle Norman; Brooks Fashions; Casual Corner; Singer Co.; Lillie Rubin; Ups & Downs; Radio Shack.

14 - NEWSPAPERS: JOURNAL (e) 44,093; NEWS-SENTINEL (m) 100,452; (S) 166,218; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Fred Griffith, Gen. Adv. Mgr., NEWS-

SENTINEL and JOURNAL, PO Box 80, Knoxville, TN 37901; Tel. (615) 521-8199.
National Representative: Sawyer-Ferguson-Walker.

LEBANON

1 - LOCATION: Wilson County. (In Nashville MSA). E&P Map D-2. County Seat. Home of Cumberland Univ. & Castle Heights Military Academy. 30 mi. NE of Nashville.

2 - TRANSPORTATION: **Railroads**-Nashville and Eastern Railroad Authority.
Bus Lines-Trailways.
Airlines-Most at Metro Airport (17 mi.)

3 - POPULATION:
Corp. City 80 Cen. 11,872; E&P 87 Est. 12,636
MSA 80 Cen. 850,505; E&P 87 Est. 948,034
County 80 Cen. 56,064; E&P 87 Est. 66,259

4 - HOUSEHOLDS:
City 80 Cen. 4,334; E&P 87 Est. 4,760
County 80 Cen. 18,863; E&P 87 Est. 23,095
MSA 80 Cen. 319,907; E&P 87 Est. 347,435

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$332,000,000
Savings & Loan	2	$92,000,000

6 - PASSENGER AUTOS: County 54,691

7 - ELECTRIC METERS: Residence 7,070

8 - GAS METERS: Residence 2,787

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Blankets & Fabrics 235; Gears 655; Clocks 385; Televisions & Microwave 665; Candy 135; Western Boots 400; Luggage 439; Rubber Seals 385; Jeans 140, Pipe 113; Windows & Doors 155; Plastic 108.

10 - CLIMATE: Min. & Max. Temp.-Av. Min. 48; Av. Max. 72; Mild.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lebanon Town Sq.	3	Cowan's, Terri Lee, McAdoo's
Cedars of Lebanon	3	IGA, Mary Lee's Style Shoppe
Village	3	Save-A-Lot, Marti-Liz Shoes
Cedar Crest	3	Wal-Mart, Behr's, Winn-Dixie
Lebanon Plaza	3	Curtis Mathis, Lebanon Sporting Goods, Lebanon Appliance
West Hills	3	Dick's Food, Cox's Gifts and Jewelry
Western Plaza	3	Artley's, Kroger, SupeRx, Payless Shoes
Parkway Ctr.	3	Klothes Tree, Video Exchange, Little Rascals
The Colony	3	Flowers by Lynn, C&C Sporting

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Cowan's; McAdoo's.
Discount Stores-Fred's; Dollar General; Family Dollar; Wal-Mart; Cato's; K mart; Goody's; Buckeye Drug.
Chain Drug Stores-Eckerd; SupeRx; Buckeye.
Chain Supermarkets-Kroger; Winn-Dixie; IGA; Save-A-Lot.
Other Chain Stores-Goodyear; Sears (catalog); Sherwin-Williams; Ace Hardware; Lowe's; Radio Shack; Auto Shack; Payless Shoes; Pick & Pay Carpet; Pic 'N Pay Shoes; Pearle Vision; Goody's; Artley's.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 8,459; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: David Beasley, Adv. Mgr., DEMOCRAT, 402 N. Cumberland St.; PO Box 430, Lebanon, TN 37087; Tel. (615) 444-3952.
National Representative: Papert Companies.

MARYVILLE-ALCOA

1 - LOCATION: Blount County (In Knoxville MSA) E&P Map E-2. 15 mi. from Knoxville. On U.S. Hwys. 129, 321 & 411; State Hwys. 33, 35, 73 & 95.

2 - TRANSPORTATION: **Railroads**-SCL/L&N; Norfolk/Southern.
Intercity Bus Lines-Greyhound; Trailways; B&C.
Airlines-Delta; Republic; Tennessee; United; USAir; Atlantis; Eastern; Eagle; ComAir; Piedmont.

3 - POPULATION:
Corp. Cities 80 Cen. 24,350; E&P 87 Est. 25,470
Alcoa 80 Cen. 6,870; E&P 87 Est. 6,878
Maryville 80 Cen. 17,480; E&P 87 Est. 18,592
CZ-ABC: (80) 51,692
RTZ-ABC: (80) 29,237
County 80 Cen. 77,700; E&P 87 Est. 85,688
MSA 80 Cen. 565,970; E&P 87 Est. 614,301
City & RTZ-ABC: (80) 80,929

4 - HOUSEHOLDS:
Cities 80 Cen. 9,300; E&P 87 Est. 9,828
Alcoa 80 Cen. 2,615; E&P 87 Est. 2,611
Maryville 80 Cen. 6,685; E&P 87 Est. 7,217
CZ-ABC: (80) 19,187
RTZ-ABC: (80) 10,104
County 80 Cen. 28,177; E&P 87 Est. 32,198
MSA 80 Cen. 205,749; E&P 87 Est. 232,763
City & RTZ-ABC: (80) 29,291

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$693,746,000
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 76,133

7 - ELECTRIC METERS: County 35,795

8 - GAS METERS: Residence 9,053

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Aluminum Smelting & Fab. 3,900; Engineering 50; Boats 400; Clothing 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-70; Summer 67-89; Fall 37-59; Winter 15-38.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Midland Center	NA	Winn-Dixie, Revco
Fair Park	NA	Food Lion, Revco, Family Dollar
Brown's Creek	NA	Food Lion
Foothills Mall(63)	NA	
Foothills Plaza	NA	Hills, Eckerd, Pic 'N Pay, Food Lion

Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Profitt's; JCPenney; Sears; Miller's.
Discount Stores-Sky City; Wynn's; K mart; Wal-Mart; Family Dollar; Hills.
Variety Stores-Fred's.
Chain Drug Stores-Revco 2; SupeRx; Lowe's; Walgreens; Eckerd 2.
Chain Supermarkets-White 3; Winn-Dixie 2; Kroger; Food Lion 4; Red Foods; South Galaxy.

14 - NEWSPAPERS: TIMES (e-mon to fri) 20,882; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jerome F. Moon, Pub., TIMES, 307 E. Harper Ave.; PO Box 568, Maryville, TN 37803-0568; Tel. (615) 981-1100.
National Representative: Landon Associates.

MEMPHIS

1 - LOCATION: Shelby County (In Memphis, TN-AR-MS MSA). E&P Map A-2. County Seat. On Mississippi River between St. Louis, MO (305 mi.) and New Orleans, LA (394 mi.). Commercial, agribusiness and distribution center for the Mid-South area; College medical center, cotton and hardwood lumber markets.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Illinois Central Gulf Railroad; Louisville & Nashville; Missouri Pacific; Southern Pacific; Southern Railway System.
Motor Freight Carriers-200 motor freight companies; 100 freight terminals.
Intercity Bus Lines-Greyhound; Continental Trailways; Gulf Transport.
Airlines-American; United; Delta; TWA; USAir; Piedmont; Republic; Federal Express; Flying Tiger; Airborne; Emery. 7 major/national; 4 regional/commuter; 42 air freight.

3 - POPULATION:
Corp. City 80 Cen. 646,174; E&P 87 Est. 674,783
NDM-ABC: (80) 913,472
Bal. in ADI-ABC: (80) 740,504
County 80 Cen. 777,113; E&P 87 Est. 830,123
MSA 80 Cen. 912,887; E&P 87 Est. 978,464
Total ADI-ABC: (80) 1,653,976
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 230,474; E&P 87 Est. 249,080
County 80 Cen. 269,186; E&P 87 Est. 298,283
MSA 80 Cen. 311,796; E&P 87 Est. 346,514
NDM-ABC: (80) 311,996
Bal. in ADI-ABC: (80) 247,918
Total ADI-ABC: (80) 559,914

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	$2,063,500,000

6 - PASSENGER AUTOS: County 535,202

7 - ELECTRIC METERS: Residence 312,861

8 - GAS METERS: Residence 241,474

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (MSA)-Gov't 65,600; Constr. 17,400; Mfg. 52,100; Trans./Commun. 32,400; Whol. Trade 35,000; Ret. Trade 72,300; Fin./Ins./R.E. 22,300; Servs. 87,400.
Principal Pay Days-15th, 30th, Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-61; Summer 70-100; Fall 50-74; Winter 20-51.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Principal Downtown Area** is approx. 4 blocks x 12 blocks (Riverside Dr. to Fourth; Poplar Ave. to Vance Ave.).
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate(45)	10	Osco, Piggly Wiggly, Super D
Factory Outlet(51)	15	Kids Port USA
Hickory Ridge(105)	18	Sears, Goldsmiths, M.M. Cohn, Dawahare
Laurelwood(19)	9	M.M. Cohn, Sears, Walgreens
Mall of Memphis (127)	14	JCPenney, Dillard, Thalhimer's
Mid-America(99)		Goldsmith's
Northgate(50)	5	Osco, Kroger, Walgreens, Zayre
Oak Court(10)	9	Goldsmith
Park Place Mall(36)	NA	Loehman's, Oshman, James Davis
Poplar Plaza(43)	6	Dillard, JCPenney, Kroger
Raleigh Springs(82)	12	Sears, JCPenney, Walgreens, Dillard's, Goldsmith's
Southgate(65)	4	Osco, JCPenney, Kroger, Zayre
Southland(60)	8	Goldsmith's, Sears, M.M. Cohn
Whitehaven(45)	8	Walgreens, Dillard's

Stores Open Evenings-Mon., Thur. (some Shopping Centers until 9:30 6 nights a week).

13 - RETAIL OUTLETS: **Department Stores**-M.M. Cohn 4; Goldsmith's 5; Sears 3; JCPenney 3; Dillard's 4; Thalhimers.
Discount Stores-Zayre 5; Fred P. Gattas 3; Fred's 10; K mart 6; Target 4; Sam's Whol. 6.
Variety Stores-TG&Y Family Centers 2; TG&Y 3.
Chain Drug Stores-Walgreens 24; Osco 9; Super D 20.
Chain Supermarkets-Kroger 18; Pic-Pac 8; Seessel's 6; Big Star 21; Food Rite 11; Megamarket 3; Food Depot; Piggly Wiggly 5.
Other Chain Stores-Baker Shoes 6; Burk Hall Paint 4; Florsheim Shoe 5; Haverty Furn. 6; Thom McAn 4; Sherwin-Williams 4; Glidden; United Paint 8; Lerner's 5; Firestone 12; Goodyear 7; National Tire Wholesale; Levitz 2; Ethan Allen; Kinney Shoes 7; Radio Shack 19; Scott Appliances 7; Scott Sound Center 7; Central Hardware 4; Lowe's Hardware 2; 84 Lumber 3; Butler's Shoes 6; Waldenbooks 3; Gordon's Jewelers 6; CMC Stereo Centers 4; Hallmark 8; Circus World; Toys by Roy; Marshalls 2; B. Dalton 2; Children's Palace 2; Naturalizer Shoes 4; Payless Shoes 9.

14 - NEWSPAPERS: COMMERCIAL APPEAL (m) 225,016; (S) 298,003; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Louis Bargiacchi, Natl. Adv. Mgr., THE COMMERCIAL APPEAL, 495 Union Ave., Memphis, TN 38103; Tel. (901) 529-2237.
National Representatives: Sawyer-Ferguson-Walker; Metropolitan Publishers Representatives.

MORRISTOWN

1 - LOCATION: Hamblen County. E&P Map E-2. County Seat. In the E Tennessee Valley, 38 mi. NE of Knoxville. On U.S. Hwys. 11E & 25E & 3 mi. from intersection of I-81 & 12 mi. to intersection of I-81 & I-40.

2 - TRANSPORTATION: **Railroads**-Norfolk/Southern (Main line, western terminus of the Carolina division).
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 19,683; E&P 87 Est. 20,436
CZ-ABC: (80) 38,308
RTZ-ABC: (80) 81,005
County 80 Cen. 49,300; E&P 87 Est. 54,292
City & RTZ-ABC: (80) 119,313
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,376; E&P 87 Est. 7,894
CZ-ABC: (80) 13,639
RTZ-ABC: (80) 27,689
County 80 Cen. 17,257; E&P 87 Est. 19,694
City & RTZ-ABC: (80) 41,328

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$272,000,000
Savings & Loan	4	$186,000,000

6 - PASSENGER AUTOS: County 46,890

7 - ELECTRIC METERS: Residence City 10,879 (County 27,408)

8 - GAS METERS: Residence County 3,900

9 - PRINCIPAL INDUSTRIES: Poultry; Furn.; Upholstered, Wood & Commercial Furn.; Synthetic Fibers; Automotive Metal Prods.; Plastics; Printing; Rubber; 14,000 Mfg. employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-95; Fall 45-80; Winter 10-50.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Buffalo Trail(10)	2	Buffalo Trail Mkt.
Eastgate(12)	1	Winn-Dixie
Morristown Plz.(21)	1	JCPenney, Sears, Rose's, Parks-Belk
Plz. Terrace(10)	1	Radio Shack
Radio Ctr.(30)	1	Teague Drugs
Sky City	1	Sky City, Ingles
Food City(15)	1	Bradley's Hdwe.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Parks-Belk 2; JCPenney; Sears (catalog).
Variety Stores-Eagle; Dollar Store; Rose's.
Chain Supermarkets-Food Lion 2; Winn-Dixie 2; Food City 3; Buffalo Trail Mkt.; Ingles 2; Red Foods.
Discount Stores-Sky City; K mart; Wal-Mart; Rose's.
Chain Drug Stores-Revco 3; Fowler's; Mims; Eckerd 2; Rite Aid.

14 - NEWSPAPERS: CITIZEN TRIBUNE (e-mon to fri) 20,287; (S) 23,706; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: C. Reece Sexton, Adv. Dir., CITIZEN TRIBUNE, 1609 W. 1st North St., Box 625, Morristown, TN 37814; Tel. (615) 581-5630.
National Representative: Landon Associates.

MURFREESBORO

1 - LOCATION: Rutherford County (In Nashville MSA). E&P Map C-2. County Seat. Residential, education center (Middle Tennessee State Univ.). 32 mi. SE of Nashville; 115 mi. NW of Chattanooga; geographic center of state. On U.S. Hwys. 41, 231, 70S, I-24; State Hwys. 10, 96, 99.

2 - TRANSPORTATION: **Railroads**-L&N.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Major airlines at Nashville Municipal Airport (26 mi.).
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 32,845; E&P 87 Est. 40,794
CZ-ABC: (80) 32,845
RTZ-ABC: (80) 51,213
County 80 Cen. 84,058; E&P 87 Est. 106,788
MSA 80 Cen. 850,505; E&P 87 Est. 948,034
City & RTZ-ABC: (80) 84,058

4 - HOUSEHOLDS:
City 80 Cen. 11,517; E&P 87 Est. 14,255
CZ-ABC: (80) 11,517
RTZ-ABC: (80) 16,485
County 80 Cen. 28,002; E&P 87 Est. 37,035
MSA 80 Cen. 319,907; E&P 87 Est. 347,435
City & RTZ-ABC: (80) 28,002

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	5	$187,000,000
Commercial	6	$288,000,000

6 - PASSENGER AUTOS: County 77,880

7 - ELECTRIC METERS: County Residence 49,401

8 - GAS METERS: Residence 7,876

9 - PRINCIPAL INDUSTRIES: Hospital Equip.; Hosiery; Motors; Elect. Heating Equip.; Dairy Proc.

Clothing; Folding Tables & Chairs; Tire Mfg.; Electric Signs; Corrugated Boxes; Pneumatic Trucks; Plastic Bags; Records; Lighters; Rail Car Mfg.; Form Printing; Food Mfg.; Boat Mfg; Truck & Car Mfg.

10 - CLIMATE: Av. Mean Temp.-60.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jackson Heights(18)	NA	Sullivan's, Dollar General
Mercury Plz.(18)	NA	Rose's, Harvey's
Memorial Vlg.(10)	NA	Wal-Mart, Giant Foods
Northside Plz.	NA	Frank's IGA, Saveway Pharmacy
Stones River Plz.	NA	K mart, Kroger, Walgreens
Outlets Limited Mall	NA	Brand Name Fashions, Handmacher's
Plz. South	NA	Kroger, Goody's
Northfield Crossing	NA	Winn-Dixie, Eckerd
Northfield Court	NA	Red Food

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Harvey's; Sullivan's; Handmachers.
Discount Stores-Wal-Mart; K mart; Rose's; Fred's; Goody's; Walgreens.
Chain Drug Stores-Revco 2; Super D; SupeRx; Walgreens; Eckerd.
Chain Supermarkets-Bi-Rite; IGA 2; Kroger 2; Giant Food; Winn-Dixie; Red Food.

14 - NEWSPAPERS: NEWS-JOURNAL (e) 15,915; (S) 17,829; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Maggi Vaughn, Adv. Dir., NEWS-JOURNAL, 224 N. Walnut St., Murfreesboro, TN 37130; Tel. (615) 893-5860.
National Representatives: Landon Associates; U.S. Suburban Press.

NASHVILLE

1 - LOCATION: Davidson County (In Nashville MSA). E&P Map C-2. State Capital. Industrial, financial, education, recreational and distribution center; river terminal; 6-spoke hub on Interstate hwys.

2 - TRANSPORTATION: **Railroads**-Louisville & Nashville; Southern.
Motor Freight Carriers-Over 140.
Intercity Bus Lines-Continental Trailways; Greyhound; Tennessee Trailblazers.
Airlines-Eastern; American; Ozark; TWA; Republic; ComAir; USAir; Piedmont; Delta; Capitol; United; Pan Am.

3 - POPULATION:
Corp. City 80 Cen. 455,651; E&P 87 Est. 470,735
NDM-ABC: (80) 850,505
County 80 Cen. 477,811; E&P 87 Est. 497,392
MSA 80 Cen. 850,505; E&P 87 Est. 948,034

4 - HOUSEHOLDS:
City 80 Cen. 169,674; E&P 87 Est. 181,726
NDM-ABC: (80) 301,945
County 80 Cen. 177,737; E&P 87 Est. 191,532
MSA 80 Cen. 201,945; E&P 87 Est. 347,435

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$6,563,029,000
Savings & Loan	7	(incl. above)

6 - PASSENGER AUTOS: County 343,549

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Printing; Shoes; Paper Prods.; Hosiery; Stoves; Food Prods.; Glass; Appliances; Dacron; Barges; Boats; Tires; Music; Corfam; Tourism; Auto and Truck Mfg.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Winter 38; Summer 80. First killing frost, Oct. 22; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Downtown Shopping Area**-3 blocks on Union St., 6 on Church St.; 5 on Broadway; 4 on Third Ave. North; 3 on Fourth Ave. North; 2 on Fifth Ave. N.; 1 on Sixth Ave. N.
Nearby Shopping Centers-Bellemeade Plaza, Harding Rd. at Woodmont Blvd.; Hillsboro Village, 21st Ave. S. at Belcourt; Green Hills, Hillsboro Rd. at Abbott Martin Rd.; Green Hills Ct., at Hillsboro Rd.; Northgate, Clarksville Hwy.; Hickory Hollow, I-24 and Bell Rd.; Hickory Plaza, Murfreesboro Rd.; Due West, Gallatin Rd. and Due West; Westgate, Hwy. 100 at Harding Rd.; Madison Square, Gallatin Rd. near Madison; Old Hickory; Merry Oaks, Lebanon Rd. near McGavock; Elysian Fields, Nolensville Rd.; Donelson Plaza, Donelson; 100 Oaks, Thompson Lane & Powell Ave.; Harding Mall, Nolensville Rd. at Harding Rd.; Hillwood Plaza, Charlotte Pike at Old Hickory Blvd.; Rivergate at 2-Mile Pike; Lion's Head Village, White Bridge Rd. & Post Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belle Meade	6	Kroger
Melrose(13)	3	Kroger
Old Hickory(10)	13	Sullivan's, Kroger
Westgate(12)	7	Super-Valu
Green Hills(50)	6	Castner-Knott, Dillard's
Madison Sq.(27)	9	Harvey's
Elysian Fields(6)	7	Kroger, Hill Groc.
Seven Oaks	7	Hill Grocer
Merry Oaks	7	Kroger
Donelson Plz.(22)	8	Castner-Knott
Harding Mall(38)	5	Castner-Knott
100 Oaks(90)	3	Harvey's
Rivergate(98)	10	Castner's, JCPenney, Dillard's
Bavarian Vlg.(14)	NA	Village Store
Belle Meade(4)	NA	Moon Drug, Theatre
Charlotte Sq.(26)	NA	Wal-Mart
Due West	8	Zayre, Foodtown
Northgate	5	
Hickory Hollow(11)	15	Dillard's, Sears, Castner-Knott, JCPenney
Hickory Plaza(12)	8	Kroger, SupeRx, Handy City
Lion's Head Vlg.	6	Handy City, Target

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Mon.-Sat.

13 - RETAIL OUTLETS: **Department Stores**-Harveys; Castner-Knott; Dillards; Sears; JCPenney; Marshalls; McClures; Uptons.
Discount Stores-K mart; Zayre; Hills; Target; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Wilson Quick; Walgreens; Rexall; SupeRx; Revco; Payless of Tenn.; Blankenship; Medicine Shoppe; Eckerd.
Chain Supermarkets-H.G. Hill; Kroger; Winn-Dixie; Sunflower; Super Value; Bi-rite; Foodtown.
Drive-In Markets-EZ Food Shops; Jim Dandy; 7-Eleven; Stop-N-Go; Hot Stop; Quik Sak; Hot Stop/SDE.
Other Chain Stores-Central Hdwe.; Service Merchandise; Lowes; Dollar General; Shoes: Hill Bros., Baynhams, Bakers, Burts, Bell Bros., Flagg Bros., Jarman, Florsheim, Family Booteries, The Athlete's Foot, Jensen, Banister, Foot Scene, Karls, Naturalizer, Payless, Stride Rite, Pic 'n Pay; Auto Supplies: Midas Mufflers, Karco, Western Auto, Auto Shack, Honeys, Autowize, Firestone, Goodyear, K mart, Sears; Clothing: T.J. Maxx, National Shirt, Toggery; Jewelry & Optical: Zimms, Pearle, Lenscrafters, Milams, Horner-Rausch, Gordons, Kay, Zale's; Others: Singer Co., Genesco Sales, Gus Mayer, Radio Shack, Helig-Meyers, Handy City.

14 - NEWSPAPERS: BANNER (e) 67,408; Mar. 29, 1987 ABC. TENNESSEAN (m) 122,589; (S) 259,705; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Steve Harper, Adv. Dir. or Bill Davis for market info., TENNESSEAN and BANNER, 1100 Broadway, Nashville, TN 37202; Tel. (615) 259-8300.
National Representative: Gannett National Newspaper Sales.

OAK RIDGE

1 - LOCATION: Anderson and Roane Counties (In Knoxville MSA). E&P Map E-2. In industrialized eastern part of state. 24 mi. from Knoxville; 65 mi. from Great Smoky Mountain National Park; 22 mi. from TVA Norris Dam. On U.S. Hwy. 25W, I-40, I-75; State Hwys. 58, 61, 62, 95.

2 - TRANSPORTATION: **Railroads**-Louisville & Nashville; Norfolk Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Delta; Piedmont; American Eagle; United; Eastern; Tenn. Airways; Metro; Republic; USAir; Florida Express.

3 - POPULATION:
Corp. City 80 Cen. 27,662; E&P 87 Est. 27,732
CZ-ABC: (80) 37,084
RTZ-ABC: (80) 80,634
Counties 80 Cen. 115,771; E&P 87 Est. 121,567
Anderson 80 Cen. 67,346; E&P 87 Est. 70,788
Roane 80 Cen. 48,425; E&P 87 Est. 50,779
MSA 80 Cen. 565,970; E&P 87 Est. 614,301
City & RTZ-ABC: (80) 117,718

4 - HOUSEHOLDS:
City 80 Cen. 11,021; E&P 87 Est. 11,384
CZ-ABC: (80) 14,298
RTZ-ABC: (80) 27,599
Counties 80 Cen. 41,694; E&P 87 Est. 45,217
Anderson 80 Cen. 24,616; E&P 87 Est. 26,788
Roane 80 Cen. 17,078; E&P 87 Est. 18,429
MSA 80 Cen. 205,749; E&P 87 Est. 232,763
City & RTZ-ABC: (80) 41,897

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$180,834,000
Savings & Loan	4	$134,129,000

6 - PASSENGER AUTOS: Anderson County 74,959; Roane County 34,078

7 - ELECTRIC METERS: Residence 11,650

8 - GAS METERS: Residence 4,604

9 - PRINCIPAL INDUSTRIES: Three major Federal (Department of Energy) installations involved in energy/conservation research and development and production of enriched uranium fuel for nuclear reactors. 14,900 employees. $633 av. wkly. wage.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 65-87; Fall 48-70; Winter 32-52. First killing frost, Oct. 30; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-on Oak Ridge Tpke. bet. Rutger's Ave. and Tulane Ave. Modern shopping (100 retail outlets, parks 7,000 cars).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Illinois Ave.(25)	1	Big Lots, K mart
Security Sq.(6)	2	Security Trust
Ridgeway(30)	2	
Grove Ctr.(15)	1	
Jackson Sq.(45)	2	Watson's
Four Oaks/Bruner		Bruner
Tri-County(15)	6	
Downtown(125)	NA	JCPenney, Miller's, Proffitt's

Neighborhood Shopping Areas-Elm Grove, 5 miles on E. Tennessee Ave.; Fairbanks, 4 miles on Fairbanks Rd; Glenwood, 8 miles on Alabama; Hilltop, 3 miles on Illinois Ave. at Outer Dr.; Pine Valley, 2 miles on New York Ave. at Utah Ave.; W. Village, 3 miles on Jefferson Circle at Jefferson Ave.; Woodland, 1 on Northwestern Ave.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Miller's; JCPenney; Proffitt's; Watson's.
Variety Stores-McCrory; Woolworth.
Discount Stores-K mart; Goody's; Big Lots.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-A&P; Kroger; White; Ingle's; Winn-Dixie; Weigels 2; Mini-Mart 3; Minit Check; Pantry 2.
Other Chain Stores-Nettie Lee; Nancy Lynn Fashions; Merle Norman; Sherwin-Williams; Zale's Jewelers; Jo Ann Fabrics; Federal Bake Shop; Singer Co.; Western Auto; Goodyear; Firestone; Sears; Otasco; Helig-Meyers; Piece Goods Shop; Barrett Shoes; Pic-N-Pay Shoes; Radio Shack; Maurice's; Fashion Bug; Uh-Oh Shops; Clark-Jones Music; Baskin-Robbins; Brooks Fashions; Endicott-Johnson; Pearle Vision Ctr.

14 - NEWSPAPERS: OAK RIDGER (e-mon to fri) 11,923; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David L. McCoy, Adv. Mgr., OAK RIDGER, 785 Oak Ridge Turnpike; PO Box 3446, Oak Ridge, TN 37831; Tel. (615) 482-1021.
National Representative: Landon Associates.

PARIS

1 - LOCATION: Henry County. E&P Map B-2. County Seat. 130 mi. NE of Memphis; 105 mi. NW of Nashville.

2 - TRANSPORTATION: **Railroads**-Seaboard Systems; Kentucky-West Tennessee.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 10,728; E&P 87 Est. 10,650
NDM-ABC: (80) 29,306
County 80 Cen. 28,656; E&P 87 Est. 29,958

4 - HOUSEHOLDS:
City 80 Cen. 4,397; E&P 87 Est. 3,902
NDM-ABC: (80) 11,199
County 80 Cen. 10,914; E&P 87 Est. 11,825

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$176,493,000
Savings & Loan	1	$122,871,129

6 - PASSENGER AUTOS: County 21,115

7 - ELECTRIC METERS: County 16,012

8 - GAS METERS: Residence 2,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Rubber Prods. 425; Clay Mining & Proc. 244; Auto Brake Parts 240; Power Tools 429; Lamps 200; Mobile Homes 160; School Furn. 140; Meat Prods. 136; Elect. Motors 425; Garments 100; Plastic Parts 187; Wood Prods. 147.

10 - CLIMATE: Av. an. temp. 60; Av. monthly Jan. 37.6-July 78.5; Av. annual precipitation 55 in. Av. annual snowfall-11.

11 - TAP WATER: Hardness 59 PPM; Iron 0.0 PPM; turbidity 0.1; pH 8.2.

12 - RETAILING: **Principal Shopping Center**-Downtown two blocks each way from court square (64 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Paris(13)	1	Kroger, Super D, Coast-to-Coast Hdwe., Family Dollar
Lakeway Vlg.(9)	2	Uncle Lee's, Odom's
Lee Greer(7)	1	Radio Shack, Nan Robbins, Sav-A-Lot
Paris Sq.(5)	1	IGA Foodliner, Ace Hdwe.
Paris Plz.(5)	1	Wal-Mart, Sears

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri. until 8; Groceries-Fri. & Sat. until 8; some supermarkets open 24 hours weekdays.
Stores Open Sundays-Some supermarkets, department, drug.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; National.
Discount Stores-Wal-Mart; Uncle Lee's; Family Dollar; Dollar General; Paris Discount Clothing.
Variety Stores-Pay-Less.
Chain Drug Stores-Rexall; Super D.
Chain Supermarkets-Kroger; Jim Adams IGA; Odom's; Big L.
Other Chain Stores-Goodyear; Western Auto; Sherwin-Williams; Pic-N-Pay; Radio Shack; Catos; Ashleys Outlet; Pay-Less Shoes; Auto Shack; Ace Hardware; Coast-to-Coast Hardware.

14 - NEWSPAPERS: POST-INTELLIGENCER (e-mon to fri) 7,927; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bill Williams, Pub., POST-INTELLIGENCER, 208 E. Wood St.; PO Box 310, Paris, TN 38242; Tel. (901) 642-1162.
National Representative: Papert Companies.

SEVIERVILLE

1 - LOCATION: Sevier County. E&P Map E-2. On U.S. Hwy. 411 & 441; State Hwy. 321; I-40. Situated in the eastern part of state.

2 - TRANSPORTATION: **Airlines**-Served by McGee-Tyson Airport at Knoxville.

3 - POPULATION:
Corp. City 80 Cen. 4,556; E&P 87 Est. N.A.
County 80 Cen. 41,418; E&P 87 Est. 49,967

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 87 Est. N.A.
County 80 Cen. 14,600; E&P 87 Est. 18,418

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 38,043

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Tourism; Textile; Agric.

10 - CLIMATE: Av. Temp.-Summer 90; Winter 50.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: **Nearby Shopping Centers**

Name (No. of stores)	Miles from Downtown	Principal Stores
River Edge(20)	NA	Wal-Mart
Sevier Plz.(18)	NA	K mart
Downtown Sevierville(40)	NA	Family Dollar
Factory Merchants Mall(66)	8	Dollar General

Principal Shopping Days-Mon., Tues.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart, K mart; Family Dollar; Dollar General.
Chain Drug Stores-Revco; SupeRx; Stewart.
Chain Supermarkets-Kroger; Food City; Food Lion.

14 - NEWSPAPERS: MOUNTAIN PRESS (m-mon to fri) 7,962; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Rick Rae, Pub., MOUNTAIN PRESS, PO Box 717, Sevierville, TN 37862; Tel. (615) 428-0746.
National Representative: Landon Associates.

SHELBYVILLE

1 - LOCATION: Bedford County, E&P Map C-2. County Seat. Retail center. Miscellaneous light manufacturing and dairy center 52 mi. S of Nashville in South Central part of state. On U.S. Hwys. 41A, 231.

2 - TRANSPORTATION: Railroads-Seaboard System.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,530; E&P 87 Est. 14,246
County 80 Cen. 27,916; E&P 87 Est. 29,831

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,031; E&P 87 Est. 5,406
County 80 Cen. 9,943; E&P 87 Est. 10,965

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$174,180,331
Savings & Loan	2	$425,725,724

6 - PASSENGER AUTOS: County 23,605

7 - ELECTRIC METERS: Residence, City 5,853

8 - GAS METERS: Residence 2,854

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Building Constr. 170; Road Constr. 150; Plumbing-Elect. 200; Food Proc. 500; Textile & Garment 275; Printing & Pub. 85; Plastics 450; Leather & Leather Goods 120; Machine Shops 75; Trans. Equip. 680; Pencil Mfg. 1,220; Metals Proc. 325; Ret. & Whol. Trade 1,475; Misc. Ret. Workers 305; Food Serv. 400; Automobile Serv. 135; Fin. & Banking 155; Ins. 40; Repair Shops 90; Servs. 230; Auto Accessories Mfg. (Japan) 425.
Principal Pay Days-Fri., 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 65-90; Fall 25-80; Winter 10-75. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, medium hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main Sq.; 5 on Main St.; Madison St.
Neighborhood Shopping Centers-Edgemont, Big Springs; Madison St.; K mart Plz.; Red Foods Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Springs(15)		SupeRx, Wal-Mart, Kenwin, Sullivan's
Red Foods Ctr	NA	Red Foods, Eckerd
Madison(7)		K mart, Kroger, Revco

Principal Shopping Days-Sat., Mon., Fri.
Stores Close-Some Wed. aft., Jan. through Nov.
Stores Open Evenings-Dept., Food-Daily.

13 - RETAIL OUTLETS: Department Stores-Sears; McKees; Carolyn's; Tip Thompson's; Sullivan's; The Garage.
Chain Drug Stores-SupeRx; Revco; Renegar's; Eckerd.
Variety Stores-Fred's.
Discount Stores-Wal-Mart; K mart; Family Dollar; Dollar General; Fred's.
Chain Supermarkets-Kroger; Guy's Mkt.; Shelbyville Super; Dial's Superett; Sav-A-Lot; D&D Foods; Red Foods; C.F. Smith Foods.
Other Chain Stores-Simmons Jewelers; Lambert's Jewelers; Bootery; Artley's; Clifford Furn.; John F's Furn.; Kenwin's; The Pantry.

14 - NEWSPAPERS: TIMES-GAZETTE (e-mon to fri) 8,031; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Mrs. Ruth Coop, Adv. Mgr., TIMES-GAZETTE, PO Box 380, Shelbyville, TN 37160; Tel. (615) 684-1200.

SOUTH FULTON, TN
See FULTON, KY

UNION CITY

1 - LOCATION: Obion County, E&P Map B-6. 120 mi. N of Memphis.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Gulf Transport.
Airlines-Taylor Charter; Pioneer Aviation Charter.

3 - POPULATION:
Corp. City 80 Cen. 10,436; E&P 87 Est. 10,407
County 80 Cen. 32,781; E&P 87 Est. 34,121

4 - HOUSEHOLDS:
City 80 Cen. 4,273; E&P 87 Est. 4,091
County 80 Cen. 12,979; E&P 87 Est. 13,048

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$205,000,000
Savings & Loan	1	$84,000,000
Obion County	9	$294,000,000

6 - PASSENGER AUTOS: County 23,347

7 - ELECTRIC METERS: Residence 5,474

8 - GAS METERS: Residence 3,879

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 1,172 ($200); Leather & Shoes 756 ($240); Metal Fab. 1,243 ($329); Food Packing 800 ($300); Tire 3,200 ($560); Lumber 211 ($210). Over 7,700 industrial jobs in Obion County.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: First killing frost, Nov. 12; last killing frost, Mar. 20.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-4 blocks on First St.; 1 on Washington; 3 on Second St.; 3 on Main; 2 on Church.
Neighborhood Shopping Centers-Edwards Additions; Garden Road Additions; 5th & Jackson Sts.; E. Main Terminus; Reelfoot Shopping Center-Reelfoot & 1st St.; Obion Sq., Reelfoot Ave.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Shatz; Brights; Dollar General; Behrs.
Variety Stores-Fred's Dollar Store; Dollar General.
Chain Drug Stores-Revco; Super D; K&D; Gibson.
Chain Supermarkets-Kroger; E.W. James; Sav-A-Lot; Pic-Pac.
Discount Stores-Gibson's; Wal-Mart; K mart.
Other Chain Stores-Libby's; Goodyear; Sears; Singer Co.; Otasco; Sherwin-Williams; Homestead; Pick 'N Pay Shoe; Ashleys Outlet; Scott Hallmark; Brooks Sewing & Vacuum; Radio Shack; Auto Shack; Master Muffler.

14 - NEWSPAPERS: MESSENGER (e) 8,780; sworn Oct. 23, 1986.
Local Contact for Advertising and Merchandising Data: Dave Critchlow, Pub., MESSENGER, 613 Jackson St., PO Box 430, Union City, TN 38261; Tel. (901) 885-0744.
National Representative: Papert Companies.

TEXAS SURVEYS

METROPOLITAN STATISTICAL AREAS

Abilene-Taylor County.
Amarillo-Potter and Randall Counties.
Austin-Hays, Travis and Williamson Counties.
Beaumont-Port Arthur-Hardin, Jefferson and Orange Counties.
Brownsville-Harlingen-Cameron County.
Bryan-College Station-Brazos County.
Corpus Christi-Nueces and Sand Patricio Counties.
El Paso-El Paso County.
Killeen-Temple-Bell and Coryell Counties.
Laredo-Webb County.
Longwiew-Marshall-Gregg and Harrison Counties.
Lubbock-Lubbock County.
McAllen-Edinburg-Mission-Hidalgo County.
Odessa-Ector County.
San Angelo-Tom Green County.
San Antonio-Bexar, Comal and Guadalupe Counties.
Sherman-Denison-Grayson County.
Texarkan, TX-AR-Bowie County, TX; Miller County, AR.
Tyler-Smith County.
Victoria-Victoria County.
Waco-McLennan County.
Wichita Falls-Wichita County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Brazoria-Brazoria County.
Dallas-Collin, Dallas, Denton, Elllis, Kaufman and Rockwall Counties.
Fort Worth-Arlington-Johnson, Parker and Tarrant Counties.
Galveston-Texas City-Galveston County.
Houston-Fort Bend, Harris, Liberty, Montgomery and Waller Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Dallas-Fort Worth-Includes Dallas PMSA and Fort Worth-Arlington PMSA.
Houston-Galveston-Brazoria-Includes Brazoria PMSA; Galveston-Texas City PMSA; and Houston PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	1,001	1,169	1,400
5-14 Years	2,330	2,380	2,851
15-24 Years	2,053	2,796	3,350
25-44 Years	2,686	4,049	4,851
45-64 Years	2,142	2,556	3,062
65 and Over	987	1,371	1,64
TOTAL	11,199	14,321	17,157

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Abilene	98	12	12.6
Austin	345	65	18.7
Baytown	57	9	16.4
Brownsville	85	71	83.7
Bryan-College Station	82	12	15.1
Corpus-Christi	232	108	46.6
Dallas	904	111	12.3
El Paso	425	266	62.5
Fort Worth	385	49	12.6
Galveston	62	11	17.7
Grand Praire	71	10	14.0
Houston	1,594	281	17.6
Laredo	91	85	93.0
Lubbock	174	33	18.8
McAllen	67	48	71.5
Midland	71	11	15.9
Odessa	90	21	23.1
Pasadena	113	19	17.0
San Angelo	73	17	23.1
San Antonio	786	422	53.7
Victoria	51	17	33.8
Waco	101	11	11.1

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr.	2,295	4,273	8,186
General Mdse.	5,884	9,109	13,977
Food	9,737	18,625	25,311
Automobiles	11,259	17,653	34,750
Gasoline Stations	3,444	6,600	6,692
Apparel	2,445	4,793	7,059
Furniture	2,044	3,585	6,715
Eat-Drink Places	3,678	7,306	11,310
Drugs	1,311	2,008	3,027
TOTAL SALES	45,616	82,272	124,411

ABILENE

1 - LOCATION: Taylor County (MSA), E&P Map D-3. 80 mi. NW of geographical center of Texas. County Seat. Cattle, oil, industry, education & transportation center.

2 - TRANSPORTATION: Railroads-Abilene Southern; Burlington; Missouri-Pacific; Ft. Worth & Denver.
Motor Freight Carriers-14.
Intercity Bus Lines-Arrow Coach; Burlington.
Airlines-Chaparral; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 98,315; E&P 87 Est. 112,733
CZ-ABC: (80) 99,761
Bal. in NDM-ABC: (80) 39,431
Total NDM-ABC: (80) 139,192
County/MSA 80 Cen. 110,932; E&P 87 Est. 128,795
Bal. in RTZ-ABC: (80) 121,622
Total NDM & Bal. in RTZ-ABC: (80) 260,814

4 - HOUSEHOLDS:
City 80 Cen. 33,939; E&P 87 Est. 40,447
CZ-ABC: (80) 34,442
Bal. in NDM-ABC: (80) 14,590
Total NDM-ABC: (80) 49,032
County/MSA 80 Cen. 38,515; E&P 87 Est. 46,739
Bal. in RTZ-ABC: (80) 46,184
Total NDM & Bal. in RTZ-ABC: (80) 95,216

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$1,385,464,000
Savings & Loan	5	$427,143,348

6 - PASSENGER AUTOS: County 112,043 (all vehicles)

7 - ELECTRIC METERS: Residence 46,315

8 - GAS METERS: Residence 32,596

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Feed, Cottonseed Oil Prods. 250; Aerospace Structures 400; Meat Prods. 448; Newspaper 300; Oil & Gas Proc. 500; Bakery Prods. 300; Soft Drinks 300; Steel Fab. 250; Plumbing Fixtures, Fitting & Trim 300; Band Instruments 350; Tire Retreading 100; Electronics 800; Soft Drink Containers 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-72; Summer 72-105; Fall 54-78; Winter 21-55. Last frost, Mar. 25.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Oak St.; 6 on Pine St.; 6 on Cypress St.; 5 on Cedar St.; 5 on Walnut St.; 3 on N. 3rd St.; 4 on N. 4th St.; 2 on N. 5th St.; 10 on S. 14th; 12 on N. Mockingbird; 5 on N. 6th; S. 23 & Barrow; 1 on Judge Ely Blvd.; Hwy. 80 & Buffalo Gap Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brook Hollow(12)	NA	Safeway
Edgewood(4)	NA	M System
Elmwood West(28)	NA	Piggly Wiggly
Frenchman's Creek(17)	NA	Albertson's
Mall of Abilene(96)	NA	JCPenney, Sears, Dillard
Meads Suburban(9)	NA	Luskey's
Merchant Park(9)	NA	Furr's Mkt., TG&Y
Oakwood Vlg.(95)	NA	Super Duper Food
Park Terrace(8)	NA	
River Oaks(20)	NA	Super Duper, TG&Y
Radford Hills(23)	NA	Wal-Mart
Westgate(42)	NA	Mont. Ward, Thornton, Minters, Beall's

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Major malls to 9 pm.

13 - RETAIL OUTLETS: Department Stores-Grissoms; Minters; Thornton's 2; Sears; Montgomery Ward; Dillard; Beall's 2; Anthony's 2.
Discount Stores-Wal-Mart 2; K mart 2; Pay-Less Cashways; McCoy's; Highway 84 Lumber; TG&Y 3; Service Merchandise.
Chain Drug Stores-Eckerd 3.
Chain Supermarkets-M-System 3; Safeway 3; Furr's Food 2; Piggly Wiggly 2; Super Duper 6; Skinnys 23; Colonial 14; Albertson's; Skaggs.
Other Chain Stores-JCPenney; Kinney; Western Auto; Firestone; Goodyear; Sherwin-Williams; Zale's 3; Jewel Box; Baker's; Lerner's; S&H Green Stamps.

14 - NEWSPAPERS: REPORTER-NEWS (m) 44,258; (S) 56,343; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gregory Shrader, Adv. Dir., REPORTER-NEWS, 100 Block Cypress St., Abilene, TX 79604; Tel. (915) 673-4271.
National Representatives: Harte-Hanks Communications; Landon Associates.

ALICE

1 - LOCATION: Jim Wells County, E&P Map D-5. County Seat. On Hwys. 44, 259, 281.

2 - TRANSPORTATION: Railroads-Texmex.
Intercity Bus Lines-Valley Transit; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,961; E&P 87 Est. N.A.
County 80 Cen. 36,498; E&P 87 Est. 42,528

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 87 Est. N.A.

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$230,000,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 28,070 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-N.A. (Av. Wkly. Wage N.A.) Oil, Gas.
Principal Industrial Pay Days-1st & 15th

10 - CLIMATE: Av. Temp.-83

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
La Villita(16)	NA	Baskin Robbins
Sagewood(8)	NA	JCPenney

Principal Shopping Days-Weekends
Stores Open Evenings-Wal-Mart

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Weiners; Anthony's; Beall's.
Discount Stores-Wal-Mart; K mart; Wonder World
Chain Drug Stores-Independence
Chain Supermarkets-HEB; Bag 'N Save

14 - NEWSPAPERS: ECHO-NEWS (e-mon to fri; S) 7,128; sworn Sept. 30, 1986
Local Contact for Advertising and Merchandising Data: Larry Smallwood, Adv. Dir., ECHO-NEWS, 405 E. Main; PO Box 1610, Alice, TX 78333; Tel. (512) 664-6588
National Representatives: Papert Companies; Texas Press Association

AMARILLO

1 - LOCATION: Potter & Randall Counties (MSA). E&P Map C-1. Geographic Ctr. of the Texas Panhandle 264 mi. W of Okla. City; 335 mi. NW of Ft. Worth; 384 mi. NW of Dallas; 454 mi. SE of Denver; 450 mi. NE of El Paso. On U.S. Hwys. 87, 60, 287; I-27, I-40; State Hwys. 117, 136, 51.

2 - TRANSPORTATION: **Railroads**-Burlington; Santa Fe.
Motor Freight Carriers-27
Intercity Bus Lines-Greyhound; Trailways
Airlines-Aspen Airways; Southwest; American; Delta.

3 - POPULATION:
Corp. City 80 Cen. 149,230; E&P 87 Est. 204,937
CZ-ABC: (80) 149,230
RTZ-ABC: (80) 280,490
Counties/MSA 80 Cen. 173,699; E&P 87 Est. 204,937
Potter 80 Cen. 98,637; E&P 87 Est. 109,485
Randall 80 Cen. 75,062; E&P 87 Est. 95,452
City & RTZ-ABC: (80) 429,720

4 - HOUSEHOLDS:
City 80 Cen. 56,216; E&P 87 Est. 78,642
CZ-ABC: (80) 56,216
RTZ-ABC: (80) 98,833
Counties/MSA 80 Cen. 64,478; E&P 87 Est. 78,642
Potter 80 Cen. 37,769; E&P 87 Est. 43,355
Randall 80 Cen. 26,709; E&P 87 Est. 35,287
City & RTZ-ABC: (80) 155,049

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$2,044,258,000
Savings & Loan	8	$4,990,884,996

6 - PASSENGER AUTOS: Counties Potter 99,265; Randall 81,137 (all vehicles)

7 - ELECTRIC METERS: Residence 77,431

8 - GAS METERS: Residence 64,128

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 9,700; Mining, Oil 1,400; Constr. 4,400; Util. 6,000; Services 15,600; Trade 25,200; Fin. 4,300.
Principal Industrial Pay Days-1st & 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 40-69; Summer 62-88; Fall 44-69; Winter 24-51. First killing frost, Nov. 1; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very hard, not fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-34th & Georgia; Wolflin & Georgia (69); 3600 W. 15th; NE 24th & Grand; I-40 & Western; 45th & Western; 34th & Bell; 34th & Western; I-40 & Coulter; 34th & Coulter; I-40 & Ross; I-40 & Bell.
Stores Open Evenings-Mon.-Sat.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Wolflin-Village	NA	Colberts, TG&Y
Wolflin-Georgia(69)	4	K mart, Albertson's, Blackburn Bros.
Trades Fair	5	K mart, TG&Y, Furr's Food
S. Lawn Plz.	6	United Foods, TG&Y, C.R. Anthony
Western Plaza(32)	5	Mont. Ward, Dunlaps, Service Mdse.
Western Square	6	United, Anthony's
Puckett Plaza(30)	7	United, Handy Dan, Revco
Spanish Crossroads	NA	Furr's Family Ctr.
Georgia Terrace	6	Furr's Food
Lawndale	5	Furr's Food, TG&Y, C.R. Anthony
Summit(15)	NA	T.J. Maxx, United
Bell Plaza	8	Wal-Mart
Wellington Sq.(25)	4	Gardski's Loft, El Artesano
Westgate Mall(120)	[illegible]	Sears, Dillard, Monnig's, Mervyn's, Beall's, Target
Interstate Village	6	Albertson's

Stores Open Evenings-Dept.-Thur.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony 4; Sears; Blackburn Bros.; Montgomery Ward; JCPenney; Colbert's 2; Mervyn's; Dillard's; Beall's
Discount Stores-K mart; Best; Service Mdse.; Wal-Mart; Target
Variety Stores-Woolworth; TG&Y 6
Chain Drug Stores-Albertson's 3; D&S 4; Maxor 2; S&[illegible] 3; Sav-On 5; Revco
Chain Supermarkets-Furr's Food 10; Safeway 4; Food Bonanza; United 7; Toot-N-Totum 40; 7-Eleven 16; Food King
Other Chain Stores-Lerner's; Western Auto; Zale's; Firestone

14 - NEWSPAPERS: NEWS (m) 44,147; (e-mon to fri) 26,033; NEWS-GLOBE (S) 77,078; Mar. 31, 1987 ABC
Local Contact for Advertising and Merchandising Data: George M. Guy, Adv. Dir., GLOBE-NEWS, 900 Harrison St.; PO Box 2091, Amarillo, TX 79166; Tel. (806) 376-4488
National Representative: Papert Companies

ANGLETON

1 - LOCATION: Brazoria County. (In Brazoria PMSA). E&P Map E-5. County Seat. Chem., oil & gas industries. Agric., cotton, rice, soybeans, cattle. Located 45 mi. S of Houston on Hwy. 288 on the Gulf Coast.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific
Motor Freight Carriers-Alamo; Merchants; UPS
Intercity Bus Lines-Trailways
Airlines-Served by all major airlines through Houston Airport

3 - POPULATION:
Corp. City 80 Cen. 11,091; E&P 87 Est. 13,877
County/PMSA 80 Cen. 169,587; E&P 87 Est. 202,151

4 - HOUSEHOLDS:
City 80 Cen. 4,678; E&P 87 Est. 4,605
County/PMSA 80 Cen. 53,907; E&P 87 Est. 66,883

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	N.A.
Commercial	3	$95,000,000

6 - PASSENGER AUTOS: County 156,415 (all vehicles)

7 - ELECTRIC METERS: Residence 5,[illegible]

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Chem., Farming
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-78; Summer 72-88; Fall 62-78; Winter 60-67

11 - TAP WATER: Alkaline, hard

12 - RETAILING: **Principal Shopping Centers**-N. Downing Rd. & Hwy. 35 (9 stores); County Rd. (Cedar St.) & State Hwy. 35 (13 stores); SWC Hwys. 36 & 288 (9 stores); K mart Hwy. 288
Neighborhood Shopping Centers-Four Corners; Angleton Plz.; Angleton Palm Ctr.; K mart Plz.; Wal-Mart

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
~~Brazos Mall~~	9	Sears, Wilsons, JCPenney, Joske's
Lacks Plantation	12	Lacks Ctr.

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Shpg. Ctrs. every evening to 9

13 - RETAIL OUTLETS: **Department Stores**-Brockmans; Weiners
Discount Stores-Wal-Mart; K mart
Variety Stores-Perry Bros.
Chain Drug Stores-Eckerd; Walgreens
Chain Supermarkets-Safeway; Kroger
Other Chain Stores-Firestone; World of Fabrics; Merle Norman

14 - NEWSPAPERS: ANGLETON TIMES (m-tues to fri; S) 3,091; Oct. 9, 1986 VAC
Local Contact for Advertising and Merchandising Data: Dwight L. Moody, Jr., Pub., ANGLETON TIMES, 700 Western Ave.; PO Box 936, Angleton, TX 77515; Tel. (409) 849-8581
National Representative: Landon Associates

ARLINGTON

1 - LOCATION: Tarrant County (In Fort Worth-Arlington PMSA). E&P Map E-3. Midway between Fort Worth and Dallas. On U.S. Hwy. 80; State Hwys. 303, 157, 360; Ft. Worth Tpke.; Interstate Hwy. 20.

2 - TRANSPORTATION: **Railroads**-Texas and Pacific; Great Southwest
Motor Freight Carriers-45
Intercity Bus Lines-Texas Motor Coaches; Continental Trailways
Airlines-Dallas-Ft. Worth Regional Airport; Arlington Municipal Airport

3 - POPULATION:
Corp. City 80 Cen. 160,123; E&P 87 Est. 242,862
City of Pub.-ABC: (80) 163,[illegible]44
County 80 Cen. 860,880; E&P 87 Est. 1,124,443
PMSA 80 Cen. 973,138; E&P 87 Est. 1,286,705
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 58,650; E&P 87 Est. 94,593
City of Pub.-ABC: (80) 59,813
County 80 Cen. 310,272; E&P 87 Est. 420,097
PMSA 80 Cen. 349,034; E&P 87 Est. 478,418

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$474,654,010
Savings & Loan	9	$6,625,486,014

6 - PASSE[illegible]S: County 991,687 (all vehicles)

7 - ELECTRIC METER[illegible]: Residence 61,197

8 - GAS METERS: Residence 27,000

9 - PRINCIPAL INDUSTRIES: Widely diversified-Auto Assembly; Medical Products; Aerospace; Electronics; Helicopters; Sprocket & Gears; Plastics; Oil Field Equip. (Av. hourly wage $6.69).

10 - CLIMATE: Av. Temp.-Summer 88; Winter 34

11 - TAP WATER: Well water-very soft, alkaline; lake water-medium

12 - RETAILING: **Downtown Shopping Area** plus 15 major centers in outlying area; 785 retail outlets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Arlington Plaza(8)	NA	Buddies
Ashbury(12)	NA	Cloth World, Skaggs-Alpha Beta
Fielder North(25)	NA	Buddies
Forum 303 Mall(60)	NA	Mont. Ward, Dillard, Kinney
Four Corners(7)	NA	Kroger
French Market(5)	NA	Buddies, Motts, J. Brannam
Galleria Plaza(5)	NA	
Overland Stage	NA	
Park Plaza(4)	NA	Buddies
Parkway Central(15)	NA	Tom Thumb
Randol Mill West(2)	NA	
Royal Park(5)	NA	Skaggs-Alpha Beta
Six Flags Mall(72)	NA	Sears, JCPenney, Foley's
Sylvan Heights(16)	NA	Piggly Wiggly
Town North(40)	NA	Buddies, Ben Franklin
Westbury Sq.(5)	NA	Monnigs
Woodland West(28)	NA	Safeway

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Anthony's; Sears; Mitchell's; Watsons; Dillard; Sanger-Har[illegible]; Montgomery Ward
Variety Stores-Ben [illegible]anklin 3; Motts; M.E. Moses; McCrory
Discount Stores-Gibson; K mart; Treasure City; Target; Edison's; Best
Chain Drug Stores-Arlington; Baker 2; Skillerns 2; SupeRx 2; Gibson 2; Skaggs-Alpha Beta; Eckerd; Revco
Chain Supermarkets-Buddies 7; Allied Foods; Minyards; Lee's 2; Piggly Wiggly; Kroger 2; Skaggs-Alpha Beta; Jewel T; Tom Thumb
Other Chain Stores-Western Auto; Singer Co.; White Auto; Cook Paint; Sherwin-Williams; Firestone; Goodyear

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,598; (S) 6,729; Mar. 31, 1987 ABC
Local Contact for Advertising and Merchandising Data: Ron Wallace, Adv. Mgr., NEWS, 1000 Ave. H East, Arlington, TX 76011; Tel. (817) 277-5511
National Representative: U.S. Suburban Press

ATHENS

1 - LOCATION: Hen[illegible]son County. E&P Map E-3. County Seat. Industrial and agricultural center in eastern Texas. 72 mi. SE of Dallas; 110 mi. SE of Ft. Worth; 175 mi. N of Houston; 190 mi. NE of Austin; 230 mi. NW of New Orleans. On U.S. Hwy. 175; State Hwys. 19, 31.

2 - TRANSPORTATION: **Railroads**-St. Louis & Southwestern
Motor Freight Carriers-5
Intercity Bus Lines-Central Texas Trailways; Continental Trailways

3 - POPULATION:
Corp. City 80 Cen. 10,197; E&P 87 Est. 11,580
County 80 Cen. 42,606; E&P 87 Est. 57,795

4 - HOUSEHOLDS:
City 80 Cen. 3,777; E&P 87 Est. 3,419
County 80 Cen. 16,087; E&P 87 Est. 22,707

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$200,026,313
Savings & Loan	3	$118,265,632

6 - PASSENGER AUTOS: County 51,471 (all vehicles)

7 - ELECTRIC METERS: Residence 4,284

8 - GAS METERS: Residence 3,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 200 ($200); Oil & Gas 372 ($255); Television Cabinetry & Assembly 1,100 ($300); Mobile Homes 153 ($220).

10 - CLIMATE: Jan. av. temp. 47, July av. temp. 83. First killing frost, Nov. 18; last killing frost, Mar. 15. Growing season 245 days; rainfall 37 in. annually.

11 - TAP WATER: Neutral, soft

12 - RETAILING: **Principal Shopping Center**-On Courthouse Square & two blocks in all directions.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park Highland(4)	NA	JCPenney, Perry Bros., Brookshire
South Park(4)	NA	Holiday Cleaners
Heritage Sq.(24)	NA	Sears, Daniels' Super Drug, True Value Hdwe.
Athens Ctr.(5)	NA	Wal-Mart, Beall's, Pay-Less Shoes

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; K. Wolens; Beall Bros. 3.
Variety Stores-Perry Bros.
Discount Stores-K mart; Wal-Mart
Chain Supermarkets-Safeway; Winn-Dixie; Brookshire's
Other Chain Stores-Western Auto; Singer

14 - NEWSPAPERS: REVIEW (e-mon to fri; S) 7,373; sworn Sept. 28, 1986
Local Contact for Advertising and Merchandising Data: Dan Youngman, Natl. Adv. Mgr., REVIEW, 201 S. Prairieville; Box 32, Athens, TX 75751; Tel. (214) 675-5626
National Representative: Papert Companies

AUSTIN

1 - LOCATION: Travis County (MSA). E&P Map D-4. State capital. County Seat. 200 hwy. mi. from Dallas & Ft. Worth; 75 mi. from San Antonio; 160 mi. from Houston.

2 - TRANSPORTATION: **Railroads**-Mo. Pacific; Southern Pacific; Mo., Kansas & Texas; Amtrak
Motor Freight Carriers-25
Intercity Bus Lines-Transportation Enterprises; Greyhound; Kerrville; Arrow Lines; Trailways
Airlines-United; Continental; Southwest; Delta; USAir; American; America West; American Eagle; Pan Am; Transtar; Trans World; Northwest

3 - POPULATION:
Corp. City 80 Cen. 345,496; E&P 87 Est. 447,958
CZ-ABC: (80) 394,673
RTZ-ABC: (80) 270,404
County 80 Cen. 419,335; E&P 87 Est. 565,086
MSA 80 Cen. 536,450; E&P 87 Est. 754,974
City & RTZ-ABC: (80) 665,077
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 133,934; E&P 87 Est. 178,903
CZ-ABC: (80) 149,645
RTZ-ABC: (80) 92,374
County 80 Cen. 158,341; E&P 87 Est. 221,523
MSA 80 Cen. 195,856; E&P 87 Est. 285,118
City & RTZ-ABC: (80) 242,019

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	54	$6,394,080,000
Savings & Loan	126	$4,815,345,806

6 - PASSENGER AUTOS: County 467,604 (all vehicles)

7 - ELECTRIC METERS: Residence 193,069

8 - GAS METERS: Residence 115,862

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 39,600; Gov't 100,900; Trade 80,200; Servs. 83,800; Constr. 20,400; Fin., Ins., R.E. 25,400; Trans., Commun. and Util. 11,400; Mining 1,000.
Principal Pay Days-Fri. and last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 70-100; Fall 60-70; Winter 32-70. First killing frost, Nov. 28; last killing frost, Mar. 3.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Barton Creek Mall(185)	6	Dillard, Foley's, Scarbrough's, Sears, Mont. Ward, JCPenney
Capital Plaza(31)	4	Mont. Ward, Beall's, HEB
Hancock Center(38)	3	Dillard, Sears, HEB, Beall's
Highland Mall(84)	3	Joske's, JCPenney, Scarbrough's, Foley's
Northcross Mall(55)	6	Frost Bros., Beall's, Scarbrough's
Westgate Mall(31)	4	Solo Serve, Beall's, Service Mdse.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Beall's 9; Dillard's 3; Foley's 2; Frost Bros.; JCPenney 2; Leon's 3; Montgomery Ward 2; Sears 2; Weiner's 6; Yaring's 10; Mervyn's 2.
Discount Stores-K mart 4; Target 2.
Variety Stores-TG&Y; Winn's 16.
Chain Drug Stores-Ace 9; Eckerd 18; Revco 20; Walgreens 11.
Chain Supermarkets-Foodland 3; HEB 18; Fresh Plus 7; MiniMax 2; Safeway 20; Tom Thumb 9; Mkt. Basket 4; Skaggs 3; Whole Foods 3.
Other Chain Stores-Baker's 3; Lerner's 2; Mission Jewelry 4; S&H Green Stamps; Thom McAn 2; Western Auto 5; White's; Zale's 4; McCoy's 7; Handy Dan 3; Furrow's 3; Ace Hardware 5; True Value 3; Bumper to Bumper.

14 - NEWSPAPERS: AMERICAN-STATESMAN (all day-mon to fri) 166,980; (m-sat) 169,038; (S) 204,816; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Warr[illegible] Smith, Adv. Dir., AMERICAN-STATESMAN, [illegible]6 E. Riverside Dr., PO Box 670, Austin, TX [illegible]04; Tel. (512) 445-3744.
National Representative: Sawyer-Ferguson-Walker.

BAY CITY

1 - LOCATION: Matagorda County, E&P Map E-5. County Seat. On the Colorado River, 150 mi. NE of Corpus Christi; 80 mi. SW of Houston and Galveston; 20 mi. N of Matagorda River to the Gulf of Mexico.

2 - TRANSPORTATION: Railroads-AT&SF; Missouri Pacific (GCL); Southern Pacific.
Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 17,837; E&P 87 Est. 20,388
County 80 Cen. 37,828; E&P 87 Est. 42,617
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 6,313; E&P 87 Est. 6,547
County 80 Cen. 13,110; E&P 87 Est. 15,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$255,422,312
Savings & Loan	2	$310,396,933

6 - PASSENGER AUTOS: County 34,586 (all vehicles)

7 - ELECTRIC METERS: Residence 6,143

8 - GAS METERS: Residence 4,963

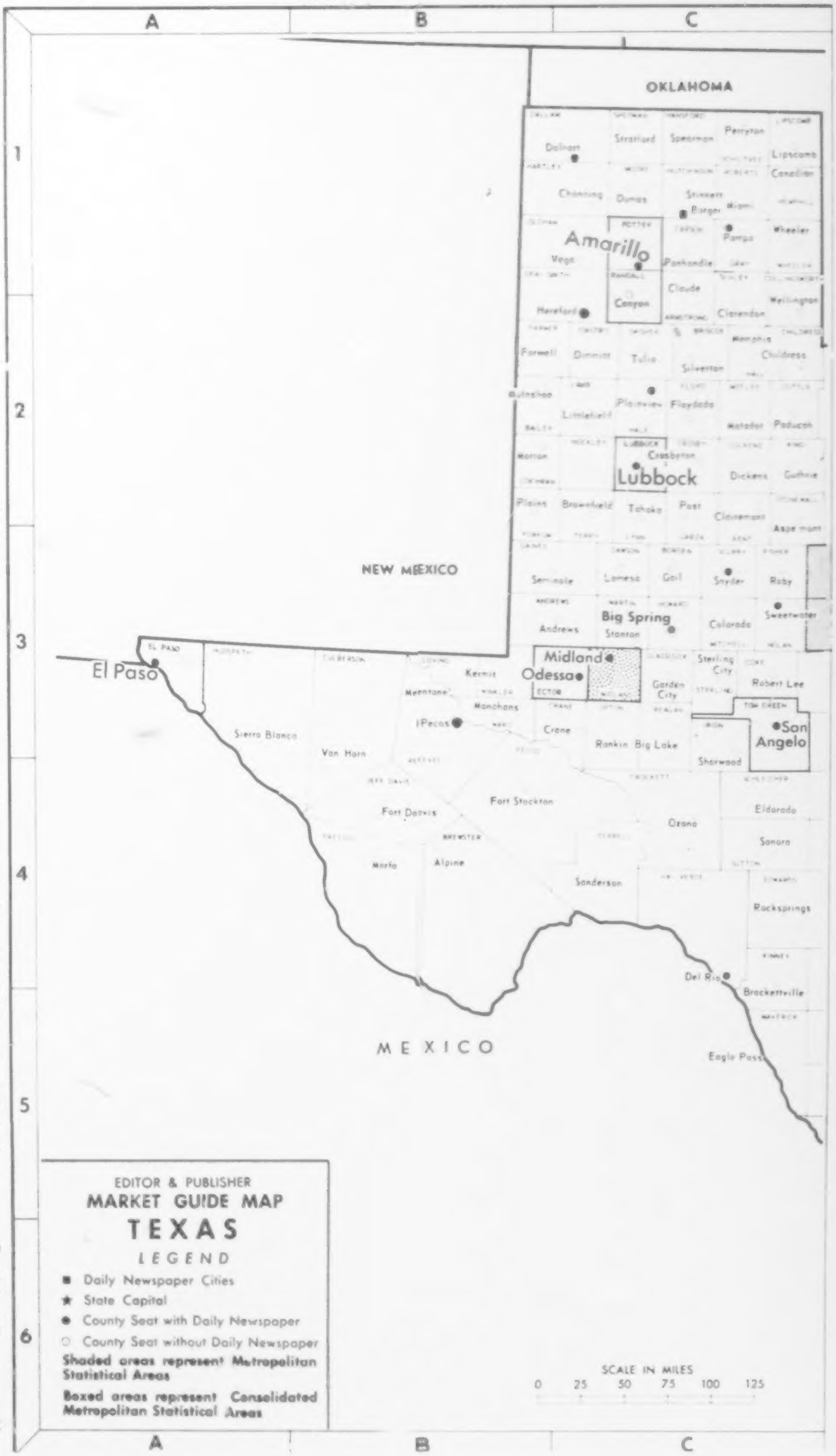
9 - PRINCIPAL INDUSTRIES: Cattle; Rice; Maize; Cotton; Soy Beans; Fishing; Packing; Shell; Meat; Dairy Prods.; Poultry; Oil Refining; Petrochemicals; Port; Welding; Nuclear Power Plant; Grass Farms.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-89; Summer 66-100; Fall 45-94; Winter 31-84.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-Matagorda Plaza, Lacks Center, Gulf Bay Plaza.

13 - RETAIL OUTLETS: Department Stores-Beall's; JCPenney; Oshman's; Weiners; Clothes Inc.
Chain Drug Stores-Matagorda Phcy.; Discount


A
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C
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6
OKLAHOMA
NEW MEXICO
MEXICO
Dalhart
Stratford
Spearman
Perryton
Lipscomb
Canadian
Channing
Dumas
Stinnett
Borger
Miami
Pampa
Wheeler
Amarillo
Vega
Panhandle
Claude
Canyon
Hereford
Clarendon
Wellington
Memphis
Childress
Farwell
Dimmitt
Tulia
Silverton
Muleshoe
Littlefield
Plainview
Floydada
Matador
Paducah
Morton
Crosbyton
Lubbock
Dickens
Guthrie
Plains
Brownfield
Tahoka
Post
Clairemont
Aspermont
Seminole
Lamesa
Gail
Snyder
Roby
Sweetwater
Andrews
Big Spring
Stanton
Colorado
Midland
Odessa
Kermit
Mentone
Monahans
Garden City
Sterling City
Robert Lee
Pecos
Crane
Rankin
Big Lake
San Angelo
Sherwood
El Paso
Sierra Blanca
Van Horn
Fort Davis
Fort Stockton
Ozona
Eldorado
Sonora
Marfa
Alpine
Sanderson
Rocksprings
Del Rio
Brackettville
Eagle Pass
EDITOR & PUBLISHER
MARKET GUIDE MAP
TEXAS
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75 100 125

Phcy.: Eckerd; Bay Drug Store.
Discount Stores-K mart; Winn's.
Variety Stores-Ben Franklin; Perry's.
Chain Supermarkets-Stanley 3; HEB; Safeway.
Other Chain Stores-Firestone; Goodyear; Goodrich; Western Auto; Sears.

14 - NEWSPAPERS: TRIBUNE (e) 7,170; Dec. 31, 1986 VAC
Local Contact for Advertising and Merchandising Data: Gerald R. Winton, Pub., TRIBUNE, 2901 16th St.; PO Box 1551, Bay City, TX 77414; Tel. (409) 245-5555.
National Representative: Landon Associates.

BAYTOWN

1 - LOCATION: Harris County (In Houston PMSA). E&P Map E-4. 22 mi. E of Houston on Houston Ship Channel. On State Hwy. 146, I-10.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Missouri Pacific.

3 - POPULATION:
Corp. City 80 Cen. 56,923; E&P 87 Est. 64,460
County 80 Cen. 2,409,544; E&P 87 Est. 2,942,364
PMSA 80 Cen. 2,735,763; E&P 87 Est. 3,426,160

4 - HOUSEHOLDS:
City 80 Cen. 20,731; E&P 87 Est. 22,792
County 80 Cen. 869,880; E&P 87 Est. 1,100,761
PMSA 80 Cen. 973,162; E&P 87 Est. 1,260,055

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$3,534,139,899
Savings & Loan	6	$4,645,815,539

6 - PASSENGER AUTOS: County 2,173,417 (all vehicles)

7 - ELECTRIC METERS: Residence 26,469

8 - GAS METERS: Residence 15,720

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Refining 6,300 ($330); Rubber 482 ($429); Chemical Research 1,000 ($495); Chemical Prods. 1,400 ($440); Carbon Black 180 ($275); Space Lab 3,000 ($440).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-89; Summer 62-98; Fall 46-88; Winter 27-75.

11 - TAP WATER: Neutral, semi-soft; surface water; natural fluoridation.

12 - RETAILING:

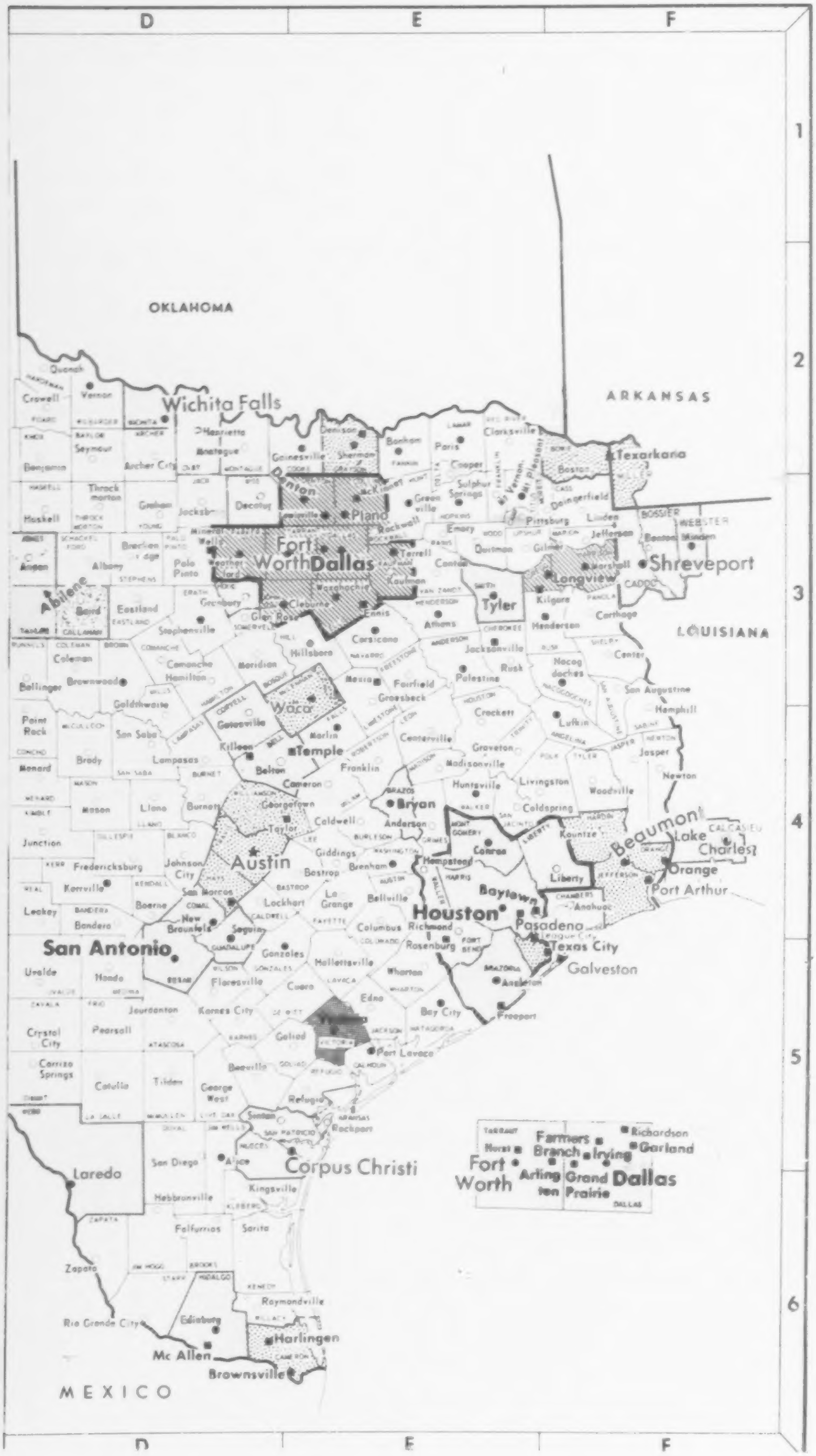
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Plaza(35)	NA	TG&Y, The Fair, Food King
K mart(4)	NA	K mart
West Town(28)	NA	Beall's, Safeway
Wood Creek(9)	NA	Wieners, Holiday Foods
Garth Plaza(5)	NA	Style Shop, Eurotan
San Jacinto Mall(160)	NA	JCPenney, Sears, Mont. Ward, Mervyn's, Foleys, Service Mdse.
Goose Creek Plz.	NA	United
Willowcreek	NA	Kroger, Walgreens

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-All to 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Beall Bros 2; Montgomery Ward; JCPenney; Weiners; Foleys; Service Merchandise; Palais Royale; The Fair 2; Oshman's; Craig's; Mervyn's.
Discount Stores-K mart; TG&Y 2; United Jewelers; Wal-Mart.
Variety Stores-Heidi's.
Chain Drug Stores-Gray; Gulf Coast; Lakewood; Medic; Eckerd 2; Walgreens.
Chain Supermarkets-Hathaways 2; Kroger 2; Lyons 2; Safeway 2; Food King 2; Super-O; Holiday; Sac & Sav.
Other Chain Stores-Jewelry: Gordon's, Sweeney, Zale's, Whitehall, Marquis, Cross, Kay, Mission; Auto: Goodyear, Firestone 2; Clothing: Foxmoor, The Gap, Gingiss Formalwear, 5-7-9, Lane Bryant, Lerner's Shops, Limited, Casual Corner; Shoes: Pay-Less, Naturalizer, Stride Rite, Thom McAn, Hanover, Kinney, Regal, Baker, Butler's; Furn.: Cargo, Furniture Etc., Wilkenfeld; Misc.: Singer, Team Electronics, Waldenbooks, Radio Shack 3, Royal Optical, Sherwin-Williams, Texas State Optical 2; Building Supplies: 84 Lumber, McCoys, Furrow's, Woods Home Ctr.

14 - NEWSPAPERS: SUN (e) 16,035; (S) 16,765; Mar. 31, 1987 VAC
Local Contact for Advertising and Merchandising Data: Bill Cornwell, Adv. Dir., SUN, 1301 Memorial Dr.; PO Box 90, Baytown, TX 77520; Tel. (713) 422-8302.
National Representative: Landon Associates.



BEAUMONT

1 - LOCATION: Jefferson County (In Beaumont-Port Arthur MSA). E&P Map F-4. County Seat. Shipping Ctr.; large oil refining ctr.; wholesale & small mfg. ctr. Extreme SE corner of the State. 80 mi. E of Houston; 277 mi. W of New Orleans. 40 foot channel to the sea.

2 - TRANSPORTATION: **Railroads**-Amtrak; Santa Fe; Union Pacific; Southern Pacific; Missouri Pacific; Kansas City & Southern.
Motor Freight Carriers-27.
Freight Steamship Lines-9.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Metro; Royale; ASA/Delta; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 118,102; E&P 87 Est. 124,094
CZ-ABC: (80) 141,565
RTZ-ABC: (80) 485,617
County 80 Cen. 250,938; E&P 87 Est. 259,969
MSA 80 Cen. 375,497; E&P 87 Est. 391,154
City & RTZ-ABC: (80) 627,182
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 43,082; E&P 87 Est. 46,992
CZ-ABC: (80) 50,648
RTZ-ABC: (80) 166,374
County 80 Cen. 90,245; E&P 87 Est. 96,350
MSA 80 Cen. 131,890; E&P 87 Est. 141,911
City & RTZ-ABC: (80) 217,022

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$1,290,000,000
Savings & Loan	7	$822,793,000

6 - PASSENGER AUTOS: County 204,040 (all vehicles)

7 - ELECTRIC METERS: Residence 45,759

8 - GAS METERS: Residence 31,919

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Petroleum 14,500; Chem. 11,250; Constr. 15,800; Food 1,050; Mach. 1,550; Trans. Equip. 4,750; Mining 1,300; Paper, Lumber, Wood Prods. 1,550; Trans. 7,400; Fab. Metal Prods. 3,200.
Principal Pay Days-Thur., Fri., Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-91; Summer 60-100; Fall 35-92; Winter 14-82.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Pearl, 5 on Orleans, 2 on Liberty, Broadway, Crockett, Fannin, Bowie & Forsythe, 3 on Park St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gateway(51)	4	White House, Weiner's, Market Basket
Gaylynn(18)	3	Fair
Parkdale Mall(134)	6	JCPenney, Sears, Joske's, Mont. Ward, Dillard's
Stadium(9)	3	Market Basket, Beall's
23rd St.(6)	4	Market Basket
Village(20)	4	Weiner's, Market Basket
Parkway Plaza(12)	5	Handy Dan, King Saver
Northpark Plz.	6	Target
Forest Park(8)	7	Market Basket
11th St. Plz.(20)	2	
Westmont(10)	6	Eckerd, Safeway
Colonnade(16)	6	The Fair
Phelan Center(17)	4	Albertson's, Kroger
The Oaks(21)	6	Walgreens, King Saver

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food Stores-Thur., Fri., Sat.; Food Stores open 24 hours daily.
Stores Open Evenings-Food Daily, Gateway, Parkdale Daily except Sunday.

13 - RETAIL OUTLETS: Department Stores-White House; Fair Store; Beall's; Palais Royal; Sears; JCPenney; Joske's; Dillard's; Montgomery Ward.
Discount Stores-Gibson; Giant Food Center; Services; K mart; Target; Wal-Mart; Weiner's; Sam's.

Variety Stores-Murphy's; McCrory; Dollar General.

Chain Drug Stores-Walgreens 3; Albertson's Phcy.; Kroger Phcy.; Eckerd 7.

Chain Supermarkets-Kroger; King-Saver 2; Hometown; 7-Eleven 15; Market Basket 11; Albertson's; Safeway 4; Country Pantry 12; Fertitta's 5; Kwik Pantry 4; Sak-N-Pak 2.

Other Chain Stores-Firestone; Goodyear; Western Auto; Thom McAn; Baker's; Lane's; Gordon's Jewelry; Kinney Shoes; Zale's Jewelry; Oshman's (sporting goods); Candle Shop; Casual Corner; Chess King; Craig's; B. Dalton; Flagg Bros.; Fox Photo; Foxmoor; Frederick's; General Nutrition; Hickory Farms; Jarman Shoes; Jean's West; Kinderphoto; Motherhood and Maternity; Musicland; The Ranch; Singer; Size 5-7-9; So-Fro Fabric; Spencer Gifts; Stover Candy; Merle Norman; Stride-Rite Shoes; Waldenbooks; Cloth World; Gordon's; Kinney; Catherine's Stout Shoppe; Hallmark; Gem; Zale's; Brook Fashion; Cards 'N Such; Claire's Boutique; Connie's Shoes; CPI Photo; Cutlery World; D.J.'s Fashions; Endicott Johnson; Eye Tech; The Gap; Original Cookie Co.; Intrigue; Kay Bee Toy; Kay Jewelers; Ladies Foot Locker; Lane Bryant; The Limited; Limited Express; Merry Go Round; Miller's Outpost; Ormond Shop; Oak Tree; [illegible] Harris; Petite Sophisticate; Petland; Papagallo Shoes; Regis Corp.; Sound Shop; Sweeney's Jewelers; Women's World.

14 - NEWSPAPERS: ENTERPRISE (m) 68,918; (S) 80,184; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Don Taylor, Natl. Adv. Mgr., ENTERPRISE, 380 Walnut; PO Box 3071, Beaumont, TX 77704; Tel. (409) 838-2842.
National Representative: Branham/Newspaper Sales.

BIG SPRING

1 - LOCATION: Howard County, E&P Map C-3, County Seat. In Midwest Texas. At intersection of IS 20, U.S. Hwys. 80 & 87. Ind. mfg. & refining ctr. Major medical ctr. with V.A. Hospital, State Hospital & four private clinic hospitals. Center of livestock, agricultural & oil production & processing, petrochemicals, carbon black. 290 mi. W of Dallas; 333 mi. E of El Paso.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Southwestern Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 24,804; E&P 87 Est. 25,727
CZ-ABC: (80) 24,804
Bal. in NDM-ABC: (80) 8,338
County 80 Cen. 33,142; E&P 87 Est. 34,913
Total NDM-ABC: (80) 33,142
Demographic Information available from Newspaper. See pargraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,089; E&P 87 Est. 9,866
CZ-ABC: (80) 9,089
Bal. in NDM-ABC: (80) 2,876
County 80 Cen. 11,965; E&P 87 Est. 13,130
Total NDM-ABC: (80) 11,965

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$317,831,811
Savings & Loan	2	$229,950,427

6 - PASSENGER AUTOS: County 31,898 (all vehicles)

7 - ELECTRIC METERS: Residence 10,301

8 - GAS METERS: Residence 8,924

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Refining & Petrochemical 869 ($250); Railroad 235 ($210); Gas Proc. 57 ($250); Carbon Black 151 ($230); Garment Sewing 150 ($185); Pipe Mfg. 69 (N.A.); VA Hospital 312 ($185); State Hospital 454 ($200); Private Hospitals 464 (N.A.); Nursing Home 95 (N.A.); Data Proc. 11 ($260); Plastic Moulding 70 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-71; Summer 70-96; Fall 51-72; Winter 28-57; First killing frost, Nov. 17; last killing frost, Mar. 24.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-18 blocks on Second, Third, Fourth, Gregg, Scurry, Main & Runnels Sts.
Neighborhood Shopping Centers-Gregg, 13th to 21st St.; State & 11th Place; Airport Addition; Lamesa Hwy.; FM 700 & Birdwell Lane.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
College Park(21)	1	Furr's, Anthony's
Highland South(24)	2	Dunlaps
Coronado Plz.(5)	2	Winn-Dixie, Wal-Mart
Big Spring Mall(14)	3	JCPenney, Beall's

Principal Shopping Days-Department Stores-Sat., Mon., Fri.; Food Stores-Fri., Sat., Wed.
Stores Open Evenings-Food stores, JCPenney, Beall's, all stores in Big Spring Mall.

13 - RETAIL OUTLETS: Department Stores-Dunlap's; C.R. Anthony; JCPenney; Beall's.
Discount Stores-Wal-Mart.
Chain Drug Stores-Leonard's 3; Revco.
Chain Supermarkets-Winn-Dixie; Furr's 2; Giant Discount; Newsom's IGA; Box Store.
Other Chain Stores-Zale's; Firestone; Goodyear; Connies; Emphasis (clothing); Gordon's Jewelry; Peanut Shack; Cowtown Boots; Radio Shack; Sherwin-Williams; Sears (catalog); Payless Shoes.

14 - NEWSPAPERS: HERALD (e-mon to fri) 9,120; (m-sat) 9,089; (S) 10,205; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Richard White, Adv. Dir., HERALD, PO Box 1431, Big Spring, TX 79721; Tel. (915) 263-7331.
National Representative: Landon Associates.

BONHAM

1 - LOCATION: Fannin County, E&P Map E-2, County Seat. Agricultural and manufacturing center. NE part of state.

2 - TRANSPORTATION: Railroads-Texas & Pacific (freight).
Motor Freight Carriers-2.
Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,338; E&P 87 Est. 7,156
County 80 Cen. 24,285; E&P 87 Est. 26,580

4 - HOUSEHOLDS:
City 80 Cen. 2,877; E&P 87 Est. 2,823
County 80 Cen. 9,267; E&P 87 Est. 10,568

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$6[illegible],799,000

6 - PASSENGER AUTOS: County 22,882 (all vehicles)

7 - ELECTRIC METERS: Residence 4,410

8 - GAS METERS: Residence 4,268

9 - PRINCIPAL INDUSTRIES: Pumps; Trailers; Fertilizer; Agric.; Meat Packing; Cable.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-70; Summer 85-104; Fall 51-81; Winter 5-55. First killing frost, Nov. 23; last killing frost, Mar. 15.

11 - TAP WATER: Lake water, medium hardness; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks surrounding City Square; Sav-Park Plaza (4 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food-Sat.

13 - RETAIL OUTLETS: Department Stores-J.B. White; Hunt.
Variety Stores-Ben Franklin; Bewley's.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; Brookshires.
Other Chain Stores-Babcock Bros.; Otasco; Western Auto; Goodyear.

14 - NEWSPAPERS: FAVORITE (e-tues to fri; S) 3,531; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Jo Thomison, Gen. Mgr., FAVORITE, 314 N Center; Box 550, Bonham, TX 75418; Tel. (214) 583-2124.
National Representative: Papert Companies.

BORGER

1 - LOCATION: Hutchinson County, E&P Map C-1. 50 mi. N of Amarillo; 27 mi. W of Pampa.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental-Panhandle.

3 - POPULATION:
Corp. City 80 Cen. 15,837; E&P 87 Est. 17,576
CZ-ABC: (80) 17,566
RTZ-ABC: (80) 21,619
County 80 Cen. 26,304; E&P 87 Est. 30,136
City & RTZ-ABC: (80) 39,185

4 - HOUSEHOLDS:
City 80 Cen. 6,093; E&P 87 Est. 6,823
CZ-ABC: (80) 6,768
RTZ-ABC: (80) 7,733
County 80 Cen. 9,837; E&P 87 Est. 11,665
City & RTZ-ABC: (80) 14,501

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$75,195,217
Commercial	2	$186,812,737

6 - PASSENGER AUTOS: County 30,545 (all vehicles)

7 - ELECTRIC METERS: Residence 6,193

8 - GAS METERS: Residence 5,662

9 - PRINCIPAL INDUSTRIES: Petroleum; Carbon Black; Synthetic Rubber; Printing Ink; Anhydrous Ammonia Fertilizer; Tool & Mach. Shops.

10 - CLIMATE: Av. Temp.-Summer 74; Winter 40; annual 58. First killing frost, Nov. 10; last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-15 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Coronado(6)		Food Bonanza
Bunavista	3	Fairlanes Mkt.
Borger Plaza	1	K mart, United Foods

Principal Shopping Days-Mon., Wed., Thur., Sat., Sun.
Stores Open Evenings-JCPenney, daily; Food-daily; Borger Plz.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Beall's.
Variety Stores-M.E. Moses; Wal-Mart.
Chain Drug Stores-Harris 3; H&M; Lee; Revco.
Chain Supermarkets-Furr; Safeway; 7-Eleven; Holt; Allsups 5; Quick Stop 6.
Discount Stores-K mart; Wal-Mart.
Other Chain Storas-Hasting Books & Records; Zale's; Oklahoma Tire; Singer Co.; Sears (catalog); Pay-Less Shoes; Western Auto; Hallmark Cards.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 7,027; (S) 7,963; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Virgil Riggan, Adv. Mgr., NEWS-HERALD, 207-209 N. Main, PO Box 5130, Borger, TX 79008; Tel. (806) 273-5611.
National Representative: Papert Companies.

BRENHAM

1 - LOCATION: Washington County, E&P Map E-4, County Seat. Agricultural center. 84 mi. E of Austin; 74 mi. W of Houston.

2 - TRANSPORTATION: Railroads-Gulf; Colorado; Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Kerrville; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,566; E&P 87 Est. 14,227
County 80 Cen. 21,998; E&P 87 Est. 27,769

4 - HOUSEHOLDS:
City 80 Cen. 3,798; E&P 87 Est. 4,525
County 80 Cen. 7,817; E&P 87 Est. 10,261

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$300,000,000
Savings & Loan	3	$200,000,000

6 - PASSENGER AUTOS: County 24,111 (all vehicles)

7 - ELECTRIC METERS: Residence 4,200

8 - GAS METERS: Residence 3,400

9 - PRINCIPAL INDUSTRIES: Ice Cream Mfg.; Textiles; Cotton Seed Prods.; Mattresses; Wood Prods.; Upholstered Furniture.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline.

12 - RETAILING: Downtown-5 block square.
Shopping Centers-H.E.B.; Brookshire's; Four Corners; Market Square; Bluebonnet Center.

13 - RETAIL OUTLETS: Department Stores-JCPenny; New York; Lou's; Cato's; Weiner's; Marsh-Bode & Tonn; Beall's.
Discount Stores-Wal-Mart, Eckerd.
Variety Stores-Perry Bros.
Chain Supermarkets-Food Pantry; Brookshire Bros.; H.E.B.; Safeway; Stanley's.
Other Chain Stores-Goodyear; White Auto; Western Auto; Sears.

14 - NEWSPAPERS: BANNER-PRESS (e-mon to fri; S) 5,802; sworn June 30, 1986 VAC.
Local Contact for Advertising and Merchandising Data: Charles Moser, Pub. or Don R. Chandler, Asst. Pub., BANNER-PRESS, 2000 Stringer; PO Box 585, Brenham, TX 77833; Tel. (409) 836-7956.
National Representative: U.S. Suburban Press.

BROWNSVILLE

1 - LOCATION: Cameron County (In Brownsville-Harlingen MSA), E&P Map E-6. Extreme SE part of Texas. 271 mi. SE of San Antonio; 22 mi. from Gulf of Mexico. Port of entry into Mexico. Ship channel, 16 mi. inland to Port of Brownsville.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Southern Pacific; National Railways of Mexico.
Motor Freight Carriers-17.
Intercity Bus Lines-Continental Trailways; Valley Transit; Circulo Rojo-Matamoros; Transportes del Norte, S.A.
Airlines-TranStar.

3 - POPULATION:
Corp. City 80 Cen. 84,997; E&P 87 Est. 108,521
CZ-ABC: (80) 84,997
RTZ-ABC: (80) 190,437
County/MSA 80 Cen. 209,680; E&P 87 Est. 275,488
City & RTZ-ABC: (80) 275,434
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,882; E&P 87 Est. 28,580
CZ-ABC: (80) 22,882
RTZ-ABC: (80) 49,328
County/MSA 80 Cen. 58,409; E&P 87 Est. 79,574
City & RTZ-ABC: (80) 72,210

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$1,200,000,000
Savings & Loan	3	$174,905,894

6 - PASSENGER AUTOS: County 133,155 (all vehicles)

7 - ELECTRIC METERS: Residence 25,804

8 - GAS METERS: Residence 12,541

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fishing & Shrimping 4,000; Cotton Proc. 2,200; Natural Gas Proc. 600; Port of Brownsville 2,200; Aviation 200; Clothing Mfg. 2,600; Import-Export 1,000; Electronics 400; Clothing 100; Mfg. Oil Drilling Rigs 3,200; Ship Dismantling 450; Misc. Dockside 500.
Principal Pay Days-Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 68-84; Summer 76-92; Fall 67-85; Winter 54-73. First killing frost, Dec. 23; last killing frost, Mar. 14.

11 - TAP WATER: Alkaline, medium hard.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on E. Elizabeth, Levee, Washington & Adams Sts.; 46 acres on Mexico St. between Palm Blvd. & Sixth St.
Neighborhood Shopping Centers-W. 2nd to 8th on Eliz. Junction Boca Chica & Los Fresnos Hwys.; Palm Blvd. & Old Alice Rd.; 14th St. & Boca Chica Blvd.; Fort Brown; Parede & Boca Chica.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amigoland Mall(52)	1	Dillard, JCPenney, Mont. Ward
Hospital(10)	2	Ransome's
N. Park Plz.(40)	3	Lord's
Palm Vlg.(18)	2	King Mart
Sunrise Mall(85)	4	Sears, Beall's, K mart

Principal Shopping Days-Mon., Sat.
Stores Open Evenings-Dept.-Sat.; Some Discount Stores; Supermarkets, Amigoland Mall, and Sunrise Mall-Daily.

13 - RETAIL OUTLETS: **Department Stores**-Anthony; Beall's; JCPenney; Terry-Farris; Sears; Montgomery Ward; Dillard.
Discount Stores-K mart; Gibson; Wal-Mart.
Variety Stores-Kress; Woolworth.
Chain Drug Stores-Walgreens; Rexall; Medico; Revco.
Chain Supermarkets-H.E. Butt 3; El Centro; Lord's; King Mart 2; Lopez 7; Warehouse Grocery.
Other Chain Stores-Tires, Auto Accessories: Goodyear, Goodrich, Western Auto 2, Firestone; Shoes: Thom McAn, Baker's, Kinney's, Pat's Shoe Box, Wally's; Women's Clothing: Lerner Shops, Vogue, Santi's, Advance Shop, Village Casuals, Mangel's; Jewelry: Sweeney's, Weldon's, Zale's, Gordon's; Other: Edelstein's Furn., Singer Co., Handy Dan, Hickory Farms, Lack's Furniture, National Shirts, The Ranch.

14 - NEWSPAPERS: HERALD (e-mon to fri) 16,416; (S) 20,205; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dale Pearson, Natl. Adv. Dir., HERALD, 1135 E. Van Buren; PO Box 351, Brownsville, TX 78520; Tel. (512) 542-4301.
National Representative: Papert Companies.

BROWNWOOD

1 - LOCATION: Brown County, E&P Map D-3, County Seat. Residential, college, wholesale ctr. near geographical ctr. of Texas. On U.S. Hwys. 67, 84 & 183; State Hwys. 10 & 279.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-7.
Intercity Bus Lines-Arrow Coach Lines; Continental Trailways; Sunset Stage.

3 - POPULATION:
Corp. City 80 Cen. 19,203; E&P 87 Est. 20,988
CZ-ABC: (80) 21,709
RTZ-ABC: (80) 70,349
County 80 Cen. 33,057; E&P 87 Est. 38,393
City & RTZ-ABC: (80) 92,058
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 7,203; E&P 87 Est. 7,637
CZ-ABC: (80) 8,098
RTZ-ABC: (80) 27,916
County 80 Cen. 12,308; E&P 87 Est. 14,981
City & RTZ-ABC: (80) 36,014

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$262,982,000
Savings & Loan	1	$140,231,000

6 - PASSENGER AUTOS: County 32,641 (all vehicles)

7 - ELECTRIC METERS: Residence 8,138

8 - GAS METERS: Residence 6,975

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-R.R. 356; Needlecraft 165; Mfg. 600; Cable 450; Woolen Mill N.A.; Wellhead Division N.A.
Principal Pay Days-Fri.; 1st, 5th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-100; Fall 50-80; Winter 30-75. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-11 blocks on Center; 12 on Fisk; 4 on Main.
Neighborhood Shopping Centers-Austin Ave.; Coggin Ave.; Melwood Ave.; W Commerce; Fort Worth Hwy.; Woodland Heights; Main St.; Commerce Square 14 units; Village Shopping Center; Heartland Mall (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Heartland Mall(40)	1	K mart, Beall's, JCPenney, Walgreens
Sav-On-Food		Palace Drug
Austin Ave.	NA	Winn-Dixie, Motts, Eckerd
Melwood Ave.	NA	Village Market
Commerce Sq.(22)	NA	Furr's, McCrory's, Singer Sewing Ctr.
Village	NA	Pin Ball Wizard, Music Box, China Inn

Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Beall's; Stevenson's; Worth's; Connies.
Discount Stores-Thompson Surplus; K mart; Wal-Mart.
Variety Stores-McCrory's; Motts.
Chain Drug Stores-Gibson; Walgreens; Eckerd; Revco.
Chain Supermarkets-Furr's Discount; Winn-Dixie; Sav-On Foods 3; Kroger.
Other Chain Stores-Sherwin-Williams; Goodyear; Firestone; Colonial; Pizza Inn; Pizza Hut; Higginbotham Bros.; Nathan's; Affiliated Foods 3; Allsups; Weakly-Watson; S&H Green Stamps; Radio Shack; Camelot Music; Jo Ann Fabric; Zale's; Kay Jewelers; McDonald's; Kinney Shoes; Burger King; Dairy Queen; Mr. Gattis; Gateway Cards; B. Dalton Bookseller; Taco Bell; Peanut Shack; Circus World Toys; Pay-Less Shoe; Kentucky Fried Chicken; Pass th' Biskits.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 9,498; (S) 11,488; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gene Bigham, Adv. Mgr., BULLETIN, 700 Carnegie; PO Box 1188, Brownwood, TX 76804; Tel. (915) 646-2541.
National Representative: Papert Companies.

BRYAN-COLLEGE STATION

1 - LOCATION: Brazos County (In Bryan-College Station MSA), E&P Map E-4, County Seat (Bryan). Midway between Houston & Dallas. 106 mi. NE of Austin; 97 mi. NW of Houston; 89 mi. SE of Waco. Site of Texas International Raceway.

2 - TRANSPORTATION: **Railroads**-Texas & New Orleans; Missouri Pacific; Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Rio Airways; Royale.

3 - POPULATION:
Corp. Cities 80 Cen. 81,609; E&P 87 Est. 116,464
Bryan 80 Cen. 44,337; E&P 87 Est. 64,841
College Station 80 Cen. 37,272; E&P 87 Est. 51,623
NDM-ABC: (80) 93,588
RTZ-ABC: (80) 51,434
County/MSA 80 Cen. 93,588; E&P 87 Est. 131,078
NDM & RTZ-ABC: (80) 145,022
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 35,592; E&P 87 Est. 40,340
Bryan 80 Cen. 16,081; E&P 87 Est. 23,630
College Station 80 Cen. 11,967; E&P 87 Est. 16,710
NDM-ABC: (80) 32,488
RTZ-ABC: (80) 19,062
County/MSA 80 Cen. 32,488; E&P 87 Est. 46,374
NDM & RTZ-ABC: (80) 51,550

5 - BANKS	NUMBER	EST. DEP.
Commercial	10	$721,900,000
Savings & Loan	6	$551,200,000

6 - PASSENGER AUTOS: County 79,767 (all vehicles)

7 - ELECTRIC METERS: Bryan 19,705; College Station 17,415

8 - GAS METERS: 23,265

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Furn. 475; Rubber Slabs & Sales 275; Alum. Windows 593; Poultry Proc. 115; Agric. Chem. 146; University Educ. (College Station) 9,200; Military Academy (Bryan); Oil Well Prods. 150; Computer Terminals 300; Electric Appliances 500; Electronic 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 70-100; Fall 54-80; Winter 15-65.

11 - TAP WATER: Very soft.

12 - RETAILING: **Principal Shopping Areas**-Downtown Bryan Area: 10 blocks long, 5 blocks wide; Manor East Mall; Post Oak Mall; Townshire Center; 18 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Texas Ave.(40)	NA	Kroger, Safeway
Culpepper Plaza (26)	NA	Safeway, Weiner's, Eckerd
Manor East(20)	NA	Fair, Mont. Ward
University Sq.(16)	NA	Alpha-Beta
Sunnyland(7)	NA	
Townshire(14)	NA	Safeway
Villa Maria(12)	NA	Merle Norman
Redmond Terr.(10)	NA	Academy
Briar Crest Drive(16)	NA	Ardans, Star Furn., Woodstone
Post Oak Mall(88)	NA	Sears, Dillard, Foleys, JCPenney

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Sears; Beall's 2; Edge's; Weiner's 2; J.B. White; Margo La Mode; Skagg's; Dillard; Foley's; Service Mdse.
Variety Stores-Woolworth; Perry Bros.
Chain Drug Stores-Eckerd; Skaggs; Walgreens.
Discount Stores-K mart; Wal-Mart.
Chain Supermarkets-Safeway 4; Kroger 2; Skaggs; Winn-Dixie 2.
Other Chain Stores-Western Auto; Sherwin-Williams; Texas State Optical; Firestone; National Cash Register; Franklin's; Star Furn.; Furrow's; The Fair; Lowe's; Cloth World; Hancock's; Ardan's; Academy; Goodyear.

14 - NEWSPAPERS: EAGLE (m) 26,170; (S) 29,590; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Burgess, Adv. Dir., EAGLE, PO Box 3000, Bryan, TX 77805; Tel. (409) 776-4444.
National Representatives: Harte-Hanks Communications; Landon Associates.

CLEAR LAKE CITY

1 - LOCATION: Harris County (In Houston PMSA), E&P Map F-4. Clear Lake consists of 8 cities around the Bay Area, including northern portion of Galveston County; subdivision of Houston. N.A.S.A. Johnson Space Center (4 mi.). Shrimping, fishing & sailing center of SE Texas. 30 mi. S of Houston.

2 - TRANSPORTATION: **Railroads**-Galveston-Houston; Henderson.
Motor Freight Carriers-All Houston based freight lines.
Airlines-10 mi. from Houston's Hobby Airport. 1 mi. from Metro Airlines.

3 - POPULATION:
County 80 Cen. 2,409,544; E&P 87 Est. 2,942,364
PMSA 80 Cen. 2,735,763; E&P 87 Est. 3,426,160
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
County 80 Cen. 869,880; E&P 87 Est. 1,100,761
PMSA 80 Cen. 973,162; E&P 87 Est. 1,260,055

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$148,880,000
Commercial	6	$352,970,000

6 - PASSENGER AUTOS: County 2,173,417 (all vehicles)

7 - ELECTRIC METERS: Residence 43,512

8 - GAS METERS: Residence 12,913

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 80-100; Fall 40-75; Winter 20-45.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-I-45 at Bay Area Blvd. Baybrook Mall (110 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Camino South(27)	3	Eagle, Walgreens
Town Plaza(20)	5	Kroger, SupeRx
Nassau Bay(21)	5	Weingarten's, TG&Y
Village Real(24)	3	Kroger, Palais Royal
Miramar(27)	7	Kroger, Gibson
Clear Lake(17)	3	Safeway, Weiner's
Dickinson Plaza(18)	6	Weingarten's
League City	2	Eckerd
Armand Center	4	Gerlands
Baybrook Terrace	2	R B Furniture

13 - RETAIL OUTLETS: **Department Stores**-Beall's; Palais Royal; Weiner's; Sears; Montgomery Ward; Joske's.
Discount Stores-Gibson; K mart; Target.
Variety Stores-TG&Y; Perry Bros.
Chain Drug Stores-Walgreens; Eckerd; SupeRx.
Chain Supermarkets-Eagle; Kroger; Safeway; Randalls; Gerland's.
Other Chain Stores-Radio Shack; Firestone; Goodrich; Sherwin-Williams; Western Auto; White Auto.

14 - NEWSPAPERS: CITIZEN (m-tues to fri; S) 5,691; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Charlie Rickett, Adv. Mgr., CITIZEN, PO Box 57907, Webster, TX 77598; Tel. (713) 488-1108.
National Representative: U.S. Suburban Press.

CLEBURNE

1 - LOCATION: Johnson County (In Fort Worth-Arlington PMSA), E&P Map D-3, County Seat. 28 mi. S of Fort Worth; 57 mi. W of Dallas; 68 mi. N of Waco. On U.S. Hwy. 67 (E&W); State Hwy. 174 (N&S).

2 - TRANSPORTATION: **Railroads**-Amtrak (on Santa Fe), Passenger; Atchison, Topeka & Santa Fe, Freight.
Intercity Bus Lines-Central Texas Trailways.
Motor Freight Carriers-4.
Airlines-55 mi. to DFW Intl. Airport-Air Canada; American; Continental; Delta; Eastern; Mexicana; Ozark; Piedmont; Texas Intl.

3 - POPULATION:
Corp. City 80 Cen. 19,218; E&P 87 Est. 25,507
County 80 Cen. 67,649; E&P 87 Est. 99,471
PMSA 80 Cen. 973,138; E&P 87 Est. 1,128,705

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,290; E&P 87 Est. 10,052
County 80 Cen. 23,122; E&P 87 Est. 35,408
PMSA 80 Cen. 349,034; E&P 87 Est. 478,418

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$379,681,000

6 - PASSENGER AUTOS: County 83,420 (all vehicles)

7 - ELECTRIC METERS: Residence 9,643

8 - GAS METERS: Residence 7,182

9 - PRINCIPAL INDUSTRIES: R.R. Shops, Locomotive Repair and Mfg.; Furn.; Dairy Prods.; Cotton Ginning; Clothing; Batteries; Air Conditioners; Optical Goods; Feed Mills & Mixers; Stove Hoods; Wiping Cloths; Intercom Systems; Meat Proc.; Building Trusses; Commercial Displays; Rubber Prods.; Corrugated Boxes & Wood Pallets; Redwood Planters & Cabinets; Lithograph, Offset Printing; Refuse Containers; Silica Sand & Flour; Explosives; Fiberglass Prods. & Insulation; Concrete Products; Portable Buildings; Radio & Electronic Equip.; Crushed Limestone; Lime Prods.; Soft Drink Bottling; Diesel Additives.

10 - CLIMATE: Jan. avg. 34; July avg. 97.4; Annual avg. 66.4.

11 - TAP WATER: Neutral, soft (Artesian wells) & surface reservoir.

12 - RETAILING: **Principal Shopping Centers**-N.A.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue Crest(6)	NA	Gibson
Cleburne(6)	NA	Thrift Mart
Meadowbrook(6)	NA	Winn's
Ridgeway(4)	NA	True Value Hdwe.
Nolan River(33)	NA	K mart, Beall's, JCPenney

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Lintz; JCPenney; Sears; Mr. Gus; Beall's.

Variety Stores-Ben Franklin.
Discount Stores-Gibson; Winn's; Wal-Mart; K mart; Weiners.
Chain Drug Stores-Rexall 4; Gibson; Eckerd; Revco.
Chain Supermarkets-Piggly Wiggly; Tom Thumb Page; Winn-Dixie; Thrift Mart; 7-Eleven 2; David's Super Save 2.
Other Chain Stores-Goodyear; Firestone; Radio Shack; Western Auto; Sherwin-Williams; Texas State Optical; True Value Hdwe.; Zale's; Austin Shoes; White's Auto; Jo Ann; Stewarts Women's Wear; T-shirts Plus; Kays Jewelers; Regis Hairstyling; Kinney; Royal Optical; Stevensons; Giovanni's; Walden II; Texas-T; Marr's Short Stop 4; Chief Auto Parts; Higginbothams Lumber; Direct Factory Outlet; Singer Co.; The Tire Store; Merle Norman; Hallmark Cards; Fayva; McCoy's Lumber; Lowes Lumber; Texas Best BBQ; Stewart Lumber; Cleburne Hdwe.; Ace Hdwe.; All Star TV & Stereo Rental; Alstart; Braums Ice Cream; Beefers; Colortyme TV & Appliance; Curtis Mathes Home Entertainment; Dairy Queen; Diet Center; Mazzio's Pizza; Wylie's Aluminum Products; Royal Jewelers.

14 - NEWSPAPERS: TIMES-REVIEW (e-mon to fri; S) 9,849; sworn Sept. 26, 1986.
Local Contact for Advertising and Merchandising Data: Bill Rice, Adv. Dir., TIMES-REVIEW, PO Box 1620, Cleburne, TX 76031; Tel. (817) 645-2441.
National Representative: Papert Companies.

CLUTE-FREEPORT-LAKE JACKSON

1 - LOCATION: Southern three-fourths of Brazoria County. (In Brazoria PMSA), E&P Map E-5. 5 mi. from Gulf Coast; 45 mi. S of Houston. Area of heavy petrochemical and refining industry. Major U.S. seaport. Major cities: Clute, Freeport, Lake Jackson, Angleton, West Columbia. Other cities: Oyster Creek, Surfside, Richwood, Sweeny, Brazoria, Jones Creek, Danbury, Old Ocean.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-Alamo Express; Merchants; Roadway Express; Missouri Pacific Truck Line; UPS; Tex Pack.
Waterway-Intercoastal Canal; Brazos River; Port of Freeport.
Airlines-Connecting with all major airlines in Houston.

3 - POPULATION:
Corp. Cities 80 Cen. 42,123; E&P 87 Est. 44,422
Clute 80 Cen. 9,577; E&P 87 Est. 9,772
Freeport 80 Cen. 13,444; E&P 87 Est. 12,920
Lake Jackson 80 Cen. 19,102; E&P 87 Est. 21,730
CZ-ABC: (80) 44,714
RTZ-ABC: (80) 67,297
County/PMSA 80 Cen. 169,587; E&P 87 Est. 202,151
City & RTZ-ABC: (80) 112,011
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 19,090; E&P 87 Est. 15,137
Clute 80 Cen. 3,327; E&P 87 Est. 3,310
Freeport 80 Cen. 4,536; E&P 87 Est. 4,446
Lake Jackson 80 Cen. 6,549; E&P 87 Est. 7,381
CZ-ABC: (80) 15,333
RTZ-ABC: (80) 20,104
County/PMSA 80 Cen. 53,907; E&P 87 Est. 66,883 City & RTZ-ABC: (80) 35,437

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	15	$575,652,000
Savings & Loan	5	$533,259,000
Credit Union	2	$64,000,000

6 - PASSENGER AUTOS: County 156,415 (all vehicles)

7 - ELECTRIC METERS: Residence 22,000

8 - GAS METERS: Residence 18,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 8,800 ($540); Constr. 3,700 ($490); Mfg. 850 ($375); Comm. Fishing 1,000 ($300); Shipping & Trans. 400 ($350).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-78; Summer 72-88; Fall 62-78; Winter 60-67.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Downtown Shopping Areas**-Clute: 10 blocks on S. Hwy. 288, 5 on S. Main, 8 on Dixie Dr.; Freeport: 2 blocks on W. PArk, 6 on 2nd St., 2 on W. Broad; Lake Jackson: 3 blocks on Circle Way, 3 on Parking Way, 3 on That Way, 3 on This Way; Angleton: 8 blocks on Hwy. 288, 10 on Hwy. 35.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brazos Mall(100)	NA	Sears, JCPenney, Beall's, Dillard's, Eckerd
Freeport 4 Corners(10)	NA	Kroger, Eckerd, Weiner's
Lake Jackson 4 Corners(12)	NA	Stanley's, Winn's, Eckerd
Wal-Mart Ctr.	NA	Wal-Mart
Angleton 4 Corners(4)	NA	Kroger, Weiner's, TG&Y
Angleton Safeway Plaza(14)	NA	Safeway, Eckerd
Palm Ctr.(7)	NA	Perry's, Firestone, Brockman's
Brazosport Vlg.(20)	NA	Stewart's, Weiner's, Linens N' More
Lack's Plantation Center(27)	NA	Lack's, Baron's
Kroger Ctr.(10)	NA	Kroger, Walgreens, True Value
K mart Center(1)	NA	K mart
Oyster Creek Center(15)	NA	Safeway, Mr. Gatti

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Grocery; Brazos Mall; most discount.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Dillard's; Beall's; Fair; Brockman's.
Variety Stores-Perry's 2; Winn's; Ben Franklin.
Discount Stores-K mart; Wal-Mart; Service Merchandise.
Chain Drug Stores-Eckerd 3; Walgreens 2.
Chain Supermarkets-Kroger 3; Safeway 2; Gerland's 2; Stanley's; Lucky 7 (2); Albertson's; Stewart's; Budget Chopper.
Other Chain Stores-Firestone 2; Goodyear 3; Western Auto 5; White's Auto; Craig's; Gordon's; Kinney Shoes; Lerner's; Zale's; Waldenbooks; Spencer Gifts; Naturalizer Shoes; Radio Shack; Baker's; Singer; Goodrich; Sherwin-Williams; County Seat; Flagg Shoes; Hanover Shoes; B. Dalton; Dyer Electronics.

14 - NEWSPAPERS: BRAZOSPORT FACTS (e) 19,370; (S) 21,006; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gilbert C. Vetters, Adv. Dir., BRAZOSPORT FACTS, 720 S. Main; PO Box 547, Clute, TX 77531; Tel. (409) 265-7411.
National Representative: Landon Associates.

CONROE

1 - LOCATION: Montgomery County, (In Houston PMSA). E&P Map E-4, County Seat. Oil well, timber, diversified farming, manufacturing area. 36 mi. N of Houston. On State Hwy. 105; U.S. Hwy. 75; I-45.

2 - TRANSPORTATION: **Railroads**-Atcheson, Topeka & Santa Fe; Missouri Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways.
Airlines-All major airlines. 25 mi. from the Houston Inter-Continental Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,034; E&P 87 Est. 21,546
CZ-ABC: (80) 18,034
RTZ-ABC: (80) 109,188
County 80 Cen. 128,487; E&P 87 Est. 188,201
PMSA 80 Cen. 2,735,763; E&P 87 Est. 3,426,160
City & RTZ-ABC: (80) 127,222
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 6,660; E&P 87 Est. 8,051
CZ-ABC: (80) 6,660
RTZ-ABC: (80) 34,827
County 80 Cen. 41,487; E&P 87 Est. 63,091
PMSA 80 Cen. 973,162; E&P 87 Est. 1,260,055
City & RTZ-ABC: (80) 41,487

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$667,251,208
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 138,950 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg.: Hardwood Lumber; Timber; Gasoline; Creosote; Foundry Products; Farming Area (Cotton, Corn, Truck Crops); Chemical, Mining Trucks; Oil Field Equip.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 72-100; Fall 55-80; Winter 15-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Conroe(14)	NA	Conroe Furn.
Greenspoint	20	Beall's, Foley's, Joske's
East Davis(8)	1	Weiner's
Edgewood	NA	
Montgomery Plz.	2	Randall, Wal-Mart, Weiner, Handy Dan
Crossroads	NA	Eckerd, Winns, Safeway
Woodwinds	NA	Kroger, Wal-Mart

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Chain Supermarkets**-Kroger; Safeway 3; Brookshire Bros. 2; Jamail's 2.
Other Chain Stores-Radio Shack 2; Weiners 2; JCPenney; Montgomery Ward; Western Auto; Amato's 2; Randall's 2; Wal-Mart 2; Beall Bros.; Kinney's; Payless Shoes; SAS Shoes; Walgreens 2; Eckerd 4; Handy Dan 2.

14 - NEWSPAPERS: COURIER (m) 8,865; (S) 9,864; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bonnie Martin, Adv. Dir., COURIER, 100 Ave. A, PO Drawer 609, Conroe, TX 77305; Tel. (713) 756-6671.
National Representative: U.S. Suburban Press.

CORPUS CHRISTI

1 - LOCATION: Nueces County (In Corpus Christi MSA). E&P Map E-5. On Gulf of Mexico in S Texas. 210 mi. SW of Houston, 145 mi. SE of San Antonio, 160 mi. N of Brownsville, which is on border of Mexico. On U.S. Hwys. 77, 181; State Hwys. 9, 44, 286. Av. Altitude is 35 ft. above sea level.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Missouri Pacific; Texas-Mexican.
Motor Freight Carriers-15.
Airlines-American; Eastern; Texas National; Southwest; Continental.

3 - POPULATION:
Corp. City 80 Cen. 231,999; E&P 87 Est. 265,732
CZ-ABC: (80) 236,561
Bal. in NDM-ABC: (80) 89,667
Bal. in RTZ-ABC: (80) 146,091
County 80 Cen. 268,215; E&P 87 Est. 307,121
MSA 80 Cen. 326,228; E&P 87 Est. 372,436
Total NDM-ABC: (80) 326,228
CZ-NDM & RTZ-ABC: (80) 472,319
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 76,661; E&P 87 Est. 89,548
CZ-ABC: (80) 77,878
Bal. in NDM-ABC: (80) 26,662
Bal. in RTZ-ABC: (80) 46,047
County 80 Cen. 86,989; E&P 87 Est. 103,586
MSA 80 Cen. 104,540; E&P 87 Est. 124,120
Total NDM-ABC: (80) 104,540
CZ-NDM & RTZ-ABC: (80) 150,587

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	29	$2,000,000,000
Savings & Loan	9	$900,000,000

6 - PASSENGER AUTOS: County 223,287 (all vehicles)

7 - ELECTRIC METERS: Residence 88,000

8 - GAS METERS: Residence 57,200

9 - PRINCIPAL INDUSTRIES: Chem.; Metals; Dextrose; Oil; Iron Prods.; Milk Prods.; Petroleum Prods.; Steel Bars; Fab. Cement; Liquid Gas;

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Aluminum; Cadmium Zinc Sulphate; Util.; Stone, Clay & Glass, Allied Prods.; Tourism; Oil & Gas; Agriculture; Fishing; Ranching; Manufacturing; Military; Port.

Principal Pay Days-1st, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Av., 63.7-78.6; mean av. 71.2.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Sunrise Mall; S. Padre Island Dr. & Airline Rd.; Padre-Staples Mall & Staples Ctr., St. Padre Island Dr. & Staples.

Neighborhood Shopping Centers-Gulfway, Airline at McArdle; Hamlin Center, Doddridge at Staples; Lamar Park, Alameda at Doddridge; Portairs, Port at Ayers; Town and Country, 4200 Alameda; Weber Square, 5800 Weber; Woodlawn, 3700 Leopard; Fire Points, 4100 Calallen Dr.; Windchase, Airline at Holly; Parkdale Plz., Staples at Gollinar; Promenade Center, Airline at McArdle; HEB Center, Waldron Rd. at SPID; Bel-Aire, 2700 Staples at Annapolis; Carmel, 4100 S. Staples; Commerce I, 4455 S. Padre Island Dr.; Country Club Plz., 5800 Everhart; Country Vlg., 5810 S. Staples; Copperfield, Staples & Holly; Crossroads Shpg. Vlg., 5830 McArdle at Airline Rd.; Cullen Mall, 4800 S. Alameda at Airline; Downtown, 10 blocks on Chaparral & 10 on Mesquite; Gaslight Sq., 1016 Santa Fe at Hancock & Third; Kingsberry Sq., 6400 Weber at Saratoga; Meadowbrook, 4700 S. Alameda at Airline; Oakbrook, 5100 Everhart; Plaza Del Sol, 5300 Everhart; Portairs, 4100-4200 Ayers; Pueblo Park Mall, 4600 S. Padre Island Dr.; Saxet, 3900 Leopard; Six Points, 1700 S. Alameda at Staples 7 Ayers; South Park, 3800 S. Padre Island Dr.; Stonegate, 5400 Everhart; Village Park Sq., 5500 Everhart; Windsor Pk., 4300 S. Alameda; Ridgewood, 5800 S. Staples; Boardwalk, 5433 S. Staples.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alameda(17)	NA	H.E.B., Winn's
Copperfield	NA	Entre Computer
Five Points(45)	NA	Beall's, K mart, Eckerd
Gulfway(42)	NA	Sun Harvest
Hamlin Place	NA	Hamlin Phcy., Model Market
K mart(8)	NA	K mart
Lamar Park(4)	NA	Womans Shop
Mission(8)	NA	K mart, Walgreens
Padre Staples(87)	NA	Beall's, Dillard, JCPenney, Foley's
Parkdale Plaza(38)	NA	Appliance Mart
Portairs(35)	NA	Beall's, Eckerd,
Saratoga Oaks	NA	Memo's
Shell Ctr.(9)	NA	Super-Mex
Stonewall Mall(4)	NA	Model Market
Sunrise Mall(95)	NA	Frost, Joske's, Sears, Eckerd
The Village(11)	NA	Jack English, Apropos
Town & Country(30)	NA	H.E.B., Bill's Shoes
Village Park(15)	NA	Waterbed Gallery, Jr. Foodmart
Wal-Mart(3)	NA	Wal-Mart
Weber Square(16)	NA	H.E.B.
Westwood City(5)	NA	H.E.B.
Woodlawn(21)	NA	Beall's, Eckerd
Staples Ctr.	NA	Solo Serve, Service Mdse.

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Every night until 9.

13 - RETAIL OUTLETS: **Department Stores**-Beall's; Dillard; Frost Bros.; Joske's; JCPenney; Oshman's; Sears; Weiner's; Solo Serve; Foley's; Palais Royal; Service Merchandise; K mart; Wal-Mart.

Variety Stores-Woolworth 2; Kress; Winn's 7; Ben Franklin.

Chain Drug Stores-Walgreens; Eckerd 9; Rexall 5; Port Avenue; Bayview; Town & Country; Valu-rite; H.E.B. Pharmacies.

Chain Supermarkets-H.E. Butt 13; Model Mkt. 2; Foodtown 2; Maverick Mkts. 58; Super-D; Super-Mex 3; Circle K 27; 7-Eleven 20; Warehouse Groc. 2; Albertson's; Furr's 4; Fuedo 2; Sun Harvest Farms.

14 - NEWSPAPERS: CALLER (m-mon to fri) 60,940; TIMES (e-mon to fri) 21,509; CALLER-TIMES (m-sat) 69,807; (S) 90,857; Mar. 31, 1987 ABC.

NOTE: Times (e-mon to fri) discontinued publication effective June 1, 1987. Caller (m) will be renamed Caller-Times.

Local Contact for Advertising and Merchandising Data: Jane Merritt, Natl. Adv. Coordinator, CALLER-TIMES, 820 Lower Broadway, PO Box 9136, Corpus Christi, TX 78469; Tel. (512) 884-2011.

National Representatives. Landon Associates; Harte-Hanks Communications.

CORSICANA

1 - LOCATION: Navarro County, E&P Map E-3. 49 mi. S of Dallas, 80 mi. SE of Ft. Worth; 75 mi. W of Tyler; 52 mi. E of Waco; 187 mi. to Houston. On U.S. Hwys. 31, 75, 287; State Hwys. 14, 22, 31, 75; I-45.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Rock Island; Burlington; St. Louis & Southwestern.
Motor Freight Carriers-19.
Intercity Bus Lines-Continental.
Airlines-Charter Air Service.

3 - POPULATION:
Corp. City 80 Cen. 21,712; E&P 87 Est. 25,834
County 80 Cen. 35,323; E&P 87 Est. 42,774

4 - HOUSEHOLDS:
City 80 Cen. 8,323; E&P 87 Est. 9,921
County 80 Cen. 13,331; E&P 87 Est. 16,828

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$287,650,000
Savings & Loan	4	$310,690,000

6 - PASSENGER AUTOS: County 34,739 (all vehicles)

7 - ELECTRIC METERS: Residence 9,332

8 - GAS METERS: Residence 7,794

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Soft Drink Bottles 270; Pastries & Cakes 326; Slacks 400; Cotton Duck 206; Men's Hats 894; Gloves 182; insulation Materials 380; Potato Chips 225; Steel 483; Fertilizer Complex & Ammonia Mfg. 250; Oil Production 531; Insurance 165; Mobile Homes 400; Plastic Prods. 300; Oil Field Equip. 1,000; Drilling Equip. 480; Glass 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-100; Fall 60-75; Winter 28-40. First killing frost, about Nov. 15; last killing frost, Mar.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
College Park Mall	NA	Wal-Mart, Beall's, JCPenney, United Jewelry
Golden Circle(7)	NA	Gibson, Winn's
Novarro Mall(18)	NA	Woolworth, Brookshire
Seventh Ave.	NA	Eckerd, Minyard
Westgate(6)	NA	Sears, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; J.M. Dyer; JCPenney; Miles; Tekell's; Beall's; Montgomery Ward.
Discount Stores-Gibson; K mart; K. Wolens; Woolworth; Wal-Mart.
Chain Supermarkets-Brookshire; Safeway; Buddie's; Minyard; HEB.
Other Chain Stores-Singer Co.; Goodyear; Sherwin-Williams; Western Auto; Radio Shack; Zale's; Cato; United Jewelry.

14 - NEWSPAPERS: SUN (eS) 10,334; sworn Oct. 2, 1986.
Local Contact for Advertising and Merchandising Data: A. J. Keeney, Pub., SUN, 405 E. Collin; PO Box 622, Corsicana, TX 75110; Tel. (214) 872-3931.
National Representatives. Landon Associates; Harte-Hanks Communications.

DALHART

1 - LOCATION: Dallam and Hartley Counties, E&P Map C-1. At Intersection of Hwys. 51, 54, and 87. 88 mi. from Amarillo. Shipping and trading center for NW Panhandle of Texas, Oklahoma and NE New Mexico.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Cotton Belt; Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,854; E&P 87 Est. 7,065
Counties 80 Cen. 10,518; E&P 87 Est. 10,272
Dallam 80 Cen. 6,531; E&P 87 Est. 6,599
Hartley 80 Cen. 3,987; E&P 87 Est. 3,673

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 2,545; E&P 87 Est. 2,583
Counties 80 Cen. 3,747; E&P 87 Est. 3,851
Dallam 80 Cen. 2,386; E&P 87 Est. 2,553
Hartley 80 Cen. 1,361; E&P 87 Est. 1,298

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$169,619,589

6 - PASSENGER AUTOS: Counties: Dallam 6,705; Hartley 3,955 (all vehicles)

7 - ELECTRIC METERS: Residence 2,720

8 - GAS METERS: Residence 2,868

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 150 ($650); Electric Power 48 ($200); Feed Proc. 75 ($150); Commercial Feed Lots (cap. 150,000 head of cattle) ($175).
Principal Industrial Pay Day-Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-95; Summer 40-110; Fall 20-95; Winter 17-90. First killing frost, Sept. 20; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Denrock; 4 on Denver; 3 on Rock Island; 12 on Hwys. 54 & 87; Shopping Ctr. on 7th St.; Apache Shopping Ctr. on 16th and Tennessee (Furr's, United Food Store, Furn. Fashions).
Principal Shopping Days-Wed., Thur.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; Sears; Montgomery Ward.
Variety Stores-H&B.
Discount Stores-Alco.
Chain Supermarkets-Jack & Jill; United Food; Allsup's 2; Southland 2; 7-Eleven.

14 - NEWSPAPERS: TEXAN (e-tues to fri; S) 2,530; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: J. Kenneth Hogue, Pub., TEXAN, 410 Denrock St., Dalhart, TX 79022; Tel. (806) 249-4511.
National Representative. Papert Companies.

DALLAS

1 - LOCATION: Dallas County (PMSA). E&P Map E-3. NE portion of Texas on Trinity River 32 mi. from Fort Worth, 240 mi. NW of Houston; 300 mi. NE of San Antonio. On Interstate Hwys. 20, 30, 35E, and 45. Also U.S. Hwys. 67, 75, 77, 80, and 175; State Hwys. 78, 114, 121, 183, 289, 342, 352, 356. County Seat. A financial, distributing, educational, mktg. and insurance center. Mfg., Wholesale and Retail Trade, Real Estate, Trans., High Tech Industries, Conventions.

2 - TRANSPORTATION: **Railroads**-Amtrak; Burlington Northern; Kansas City Southern Lines; Missouri-Kansas-Texas; St. Louis Southwestern; Union Pacific; Santa Fe-Southern Pacific.
Motor Freight Carriers-54.
Intercity Bus Lines-Central Texas Trailways; Arrow Trailways; Greyhound; Transportation Enterprises, Metropolitan Service; Dallas Transit.
Airlines-Serving Dallas-Ft. Worth Airport; Air Canada; American; Continental; Delta; Eastern; Mexicana; Ozark; Piedmont; Altus; Brit. Caledonian; Hawaiian; Iberia; Jet America; Lufthansa; Midway; Midwest Express; Northwest Orient; Pacific Western; Pan Am; Republic; Thai; Transt--; TWA; United; USAir. Cargo & Commuters: Abc; Airborne Express; American Eagle; China Airlines; Eagle Commuter; Emery; Evergreen International; Federal Express; Flying Tiger; Interstate; Kitty Hawk; Lone Star; Metro Express II; Orion; Pumpkin; Rio; Skyfreighters; Southeast; SMB Stage Line; United Parcel; Zantop International.

3 - POPULATION:
Corp. City 80 Cen. 904,078; E&P 87 Est. 1,036,932
County 80 Cen. 1,556,549; E&P 87 Est. 1,857,331
PMSA 80 Cen. 1,957,451; E&P 87 Est. 2,456,871
DALLAS MORNING NEWS:
CZ-ABC: (80) 1,556,419
Bal. in NDM-ABC: (80) 2,010,106
Total NDM-ABC: (80) 3,566,525
DALLAS TIMES HERALD:
CZ-ABC: (80) 1,556,419
RTZ-ABC: (80) 1,237,481
City & RTZ-ABC: (80) 2,793,900

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 355,073; E&P 87 Est. 430,987
County 80 Cen. 577,753; E&P 87 Est. 714,529
PMSA 80 Cen. 711,093; E&P 87 Est. 922,322
DALLAS MORNING NEWS:
CZ-ABC: (80) 577,701
Bal. in NDM-ABC: (80) 719,859
Total NDM-ABC: (80) 1,297,560
DALLAS TIMES HERALD:
CZ-ABC: (80) 577,701
RTZ-ABC: (80) 439,257
City & RTZ-ABC: (80) 1,016,958

5 - BANKS	NUMBER	DEPOSITS
(Dallas County)		
Commercial	173	$22.9 billion
Savings & Loan	35	$5.8 billion

6 - PASSENGER AUTOS: County 1,618,312 (all vehicles)

7 - ELECTRIC METERS: Residential, Industrial & Commercial 408,304.

8 - GAS METERS: Res. Ind. & Comm. 400,000.

9 - PRINCIPAL INDUSTRIES: Dallas Fort Worth MSA (State of Texas Av. Wkly. Wage)-Whol. and Ret. Trade 430,000 ($226); Mfg. 309,000 ($356); Serv. and Misc. 305,000 (N.A.); Gov't 182,700 (N.A.); Fin., Ins., R.E. 119,800 (N.A.); Trans. and Util. 96,200 ($385); Constr. 80,400 (N.A.); Mining 33,000 ($440); Total Labor Force 1,676,000.

10 - CLIMATE: Min. & Max. Temp.-Daily mean temp.: Annual Av. 66 F; Hottest month (Av. 24 hr. temp.) 86 F.; Coldest month (Av. 24 hr. temp.) 44 F.; Record temps. (highest) 113 F, (lowest) 4 F; Precipitation: Av. Annual 29 in.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Major Shopping Centers**-Northpark; Valley View; Prestonwood; Galleria; Red Bird Mall; Collin Creek Mall; Town East; Richardson Sq.; Downtown Dallas; Preston Ctr.; Big Town; Preston Forest; Wynnewood; Irving Mall; Northtown Mall; Abrams-Forest; Bruton Rd. Vlg.; Bruton Terrace; Buckingham Plz.; Broadway Vlg.; Canyon Creek; Carrollton Ctr.; Caruth Plz.; Casa Linda Plz.; Casa View; Custer Sq.; Central Pk.; Custer Pk.; Chapel Forest Vlg.; Cimarron Plz.; Lake Pk.; Meadow Glsn; Mesquite Vlg.; No. East Mall; No. Hills Mall; NW Junction; Outlet Malls of America; Plano Walnut Ctr.; Plz. of the Americas; The Promenade; Cedar Crest; Duncanville Vlg.; Hampton Sq.; Hampton Vlg.; Highland Pk. Vlg.; Hillcrest Vlg.; Independence Sq.; Inwood Vlg.; Keystone Pk.; Kiest-Polk Vlg.; Knox Street Vlg.; Lancaster-Kiest; Lochwood Mall; MacArthur Ctr.; Marsh Lane Plz.; Meadow Cen. Mall; Medallion Ctr.; Miracle Mile; Northlake; Northwood Hills; Oak Lawn; Old Town in the Vlg.; Olla Podrida; Parker Plz.; Park Forest; Pepper Sq.; Pleasant Grove; Plymouth Pk.; Preston Royal; Richardson Hts.; Snider Plz.; South Pk.; Spanish Vlg.; Spring Creek Vlg.; Promenade Ctr.; Vlg. on the Pkwy.; Spring Valley; Stevens Pk.; The Corner; The Quadrangle; Valwood Vlg.; Turtle Creek Vlg.; Walnut Hill Vlg.; Walnut Plz.; plus over 125 smaller ctrs. throughout Dallas and suburban area.
Major Retail Shopping Areas: Preston Rd.; Lovers Lane; Mockingbird Lane; Dallas N. Pkwy.; Beltline Rd.; Northwest Hwy.; Buckner Blvd.; Garland Rd.; W Jefferson; I-30; I-20; I-35E; North Central Exprwy.; Inwood Rd.; Lemmon Ave.; Oak Lawn; Plano Rd.; Greenville Ave.; McKinney Ave.; Hampton Rd.; Kiest Blvd.; Lake June Rd.; Forest Lane; Josey and Marsh Lanes; Gus Thomasson; Royal Lane; Walnut Hill Lane; Ferguson Rd.; Coit Rd.; Arapaho Rd.; Zangs Blvd.; Illinois and the Downtown area.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Many stores open until 9 p.m. every evening except Sun. Most stores open until 9 p.m. Thur. Food stores open late every night.

13 - RETAIL OUTLETS: **Department Stores**-Sanger-Harris 12; Dillard 18; Neiman Marcus 4; Lord & Taylor 3; JCPenney 14; Sears 13; Montgomery Ward 11; Myers 11; Macy's; Sakowitz; Marshall Field; Saks Fifth Avenue; Bloomingdale's; Mervyn's 5.
Discount Stores-K mart 30; Target 14; Gibson 14; Jewelry: Sterling 3, Service Mdse.; Best Products 3; O.G. Wilson's 2.
Variety Stores-M. E. Moses 27; Mott 18; Ben Franklin 5; TG&Y 6; Duke & Ayers 4; H.L. Green 2; McCrory 3; Hall's 3.
Chain Drug Stores-Revco 70; Eckerd 40; Myatt's 7; Drug Mart 6; Page/Tom Thumb 29; Skaggs-Alpha Beta 14; Treasury 20; Myers & Rosser 6; Safeway 10; Dougherty's 4; Raven's 4; Drug Emporium; Eckerd.
Chain Supermarkets-Tom Thumb 56; Albertson's 4; Minyard's 61; Kroger 41; Skaggs-Alpha Beta 32; Winn-Dixie 10; 7-Eleven 157; Stop 'N Go 36; Schepps 19; Mr. M 18; Affiliated; Sack & Save 10; Safeway.
Other Chain Stores-Women's Apparel: J. Brannum Co., Stewart's, Suzanne's, Colbert's, County Seat, The Gap, Jeans West, John's Jeans, Lerner, Margo's, Margies, Lane Bryant; Men's Apparel: Brooks Bros., Chess King, Clyde Campbell, Dads & Lads, Designers Den, Irby Mayes, John Mabry, Reynolds-Penland, J. Riggins, Kuppenheimer's, Western Junction; Family Clothing Stores: Jas. K. Wilson, Woolf Bros., Scheplers, Coopers, County Seat, The Gap, Culwell and Son, Longhorn; Shoe Stores: Just Justin, Baker's, Butler's, Fayva, Florsheim, Foot Locker, Hardy's, Jarman, Kinney, Larry's, Knapp, Naturalizer, Payless, Red Cross, Thom McAn, Vandy's, Boot Town, Nicks, Morgan Boots; Auto Repair and Parts: Goodyear, Firestone, Goodrich, General Tire, Eaton, Exxon Car Care Centers, Shell Car Care, Gulf Car Care, Midas, Tune-up

Masters, All-Pro Parts, Pep Boys, Checker, Chief Auto Parts, Ken's, Green Light, Jack's Auto Supply, Western Auto, White's Auto; Jewelry Stores: Adelstein's, Bachendorf's, Corrigans, Fullers, Gordon's, Linz, Rings and Things, Semor, J.C. Sloan, Tabers, Zales; Cleaners: Fishburns, Holiday, Faulkners, One-Hour Martinizing, Oriental, Glo, Comet, Barton-Howell, Town & Country, White Star; Home Centers: Handy Dan, Homers, Pay-Less Cashways, Sutherland Lumber, Lights Fantastic, Ivy Lumber, Simms-Moore, Ace Hdwe., True Value Hdwe., C&S, Sharp Hdwe., Glidden, Jones Blair Stores, Dalworth Paints, Sherwin-Williams Decorating Centers, Pittsburgh Paints, Tru-Test; Furniture Stores: Haverty's, Freed, Sofa Country, R.B. Furn., Pidgeon's, Hudson's, Ethan Allen, Hart, La-Z-Boy Stores, Rick, Levitz, Sleep Country, Duffey's, Weirs; TV-Stereo: J.G. Boyd's, Federated, Curtis Mathes TV Centers, CMC Stereo, Custom Hi Fi, Sound Climax, Radio Shack; Appliances: Highland Appliance.

14 - NEWSPAPERS: DALLAS MORNING NEWS (m) 390,987; (S) 531,417; Sept. 30, 1986 ABC. (Latest statement available).

Local Contact for Advertising and Merchandising Data: Jack Freudenfeld, Adv. Dir., DALLAS MORNING NEWS, Communication Center, Dallas, TX 75265; Tel. (214) 977-8222.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

DALLAS TIMES-HERALD (all day) 246,370; (S) 338,963; Sept. 30, 1986 ABC. (Latest statement available).

Local Contact for Advertising and Merchandising Data: David Holmes, Ret. Adv. Dir., DALLAS TIMES-HERALD, 1101 Pacific, Dallas, TX 75202; Tel. (214) 744-6340.

National Representative: Million Market Newspapers/Times Mirror National Marketing.

DALLAS WALL STREET JOURNAL (Southwest Edition) (m-mon to fri) 218,819; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Dave Manchee, Southwest Adv. Mgr., DALLAS WALL STREET JOURNAL, 1233 Regal Row, Dallas, TX 75247; Tel. (214) 631-7250.

Representative: Direct through branch offices.

DEL RIO

1 - LOCATION: Val Verde County. E&P Map C-5. County Seat. 153 mi. W of San Antonio; 422 mi. E of El Paso; 2 mi. NE of Rio Grande-bridge to Cuidad Acuna, Mexico.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Amtrak.

Motor Freight Carriers-6.

Intercity Bus Lines-Painter (Greyhound Affiliate), Continental Trailways.

Airlines-Texas National.

3 - POPULATION:

Corp. City 80 Cen. 30,034; E&P 87 Est. 35,646
CZ-ABC: (80) 30,034
RTZ-ABC: (80) 5,876
County 80 Cen. 35,910; E&P 87 Est. 41,373
City & RTZ-ABC: (80) 35,910

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

City 80 Cen. 8,724; E&P 87 Est. 10,221
CZ-ABC: (80) 8,724
RTZ-ABC: (80) 1,631
County 80 Cen. 10,355; E&P 87 Est. 12,430
City & RTZ-ABC: (80) 10,355

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$184,937,835
Savings & Loan	1	$66,745,970
Credit Unions	3	$23,484,434

6 - PASSENGER AUTOS: County 27,471 (all vehicles).

7 - ELECTRIC METERS: Residence 13,276.

8 - GAS METERS: Residence 6,990.

9 - PRINCIPAL INDUSTRIES: Sheep & Goat Raising; Air Force Base; Tourist; Railroad; Clothing; Winery; Electronics; Bottling; Constr.; Retail.

Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-82; Summer 72-95; Fall 62-81; Winter 38-59. First killing frost, Nov. 29; last killing frost, Feb. 26.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on S. Main St.; 6 on Pecan St.; 2 on Losoya St.; 2 on Garfield St.; 2 on Broadway; 5 mi. on Avenue F; 1 mi. on Gibbs St.

Neighborhood Shopping Centers-Las Vacas St. & Chihuahua Ave.; F extending approx. 5 mi. toward Amistad Dam & N. Main; E. Gibbs St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
La Paloma(8)	NA	Omaha Ins.
La Villita(30)	NA	Anthony's, Lacks, Perry's
Plaza del Sol(48)	NA	Beall's, K mart, JCPenney

Principal Shopping Days-Thur., Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Guarantee Store; Beall's; Terry-Farms; Anthony.

Variety Stores-Kress; Perry Bros. 2.

Discount Stores-K mart; Wal-Mart; Perry's; 50% Off.

Chain Supermarkets-M Systems; H. E. Butt 2; Foodway; Warehouse Grocery.

Other Chain Stores-Firestone; Goodyear; Western Auto; Goodrich; True Value Hardware; Radio Shack; Sears (catalog); Lacks; Zale's; Gordon.

14 - NEWSPAPERS: NEWS-HERALD (e) 6,097; (S) 6,461; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Janis Hallmark, Adv. Dir., NEWS-HERALD, 321 S. Main St., Del Rio, TX 78840; Tel. (512) 775-1551.

National Representative: Landon Associates.

DENISON

1 - LOCATION: Grayson County (In Sherman-Denison MSA). E&P Map E-2. Industrial & recreational center. 3 mi. S of Denison Dam on Red River; 8 mi. NE of Sherman; 73 mi. from Dallas. On U.S. Hwys. 69, 75; State Hwys. 6, 84, 169.

2 - TRANSPORTATION: **Railroads**-Missouri-Kansas-Texas; Frisco; Texas & Pacific; Southern Pacific.

Motor Freight Carriers-15.

Intercity Bus Lines-Greyhound, Continental Trailways.

3 - POPULATION:

Corp. City 80 Cen. 23,884; E&P 87 Est. 25,964
CZ-ABC: (80) 23,884
Bal. in NDM-ABC: (80) 65,912
County/MSA 80 Cen. 89,796; E&P 87 Est. 103,562
Total NDM-ABC: (80) 89,796

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

City 80 Cen. 9,304; E&P 87 Est. 9,885
CZ-ABC: (80) 9,304
Bal. in NDM: (80) 24,668
County/MSA 80 Cen. 33,972; E&P 87 Est. 40,660
Total NDM-ABC: (80) 33,972

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$269,221,399

6 - PASSENGER AUTOS: County 93,896 (all vehicles).

7 - ELECTRIC METERS: Residence 9,373.

8 - GAS METERS: Residence 8,147.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Medicare Claims Proc. 159; Evaporative Coolers 125; Infant Wear 175; Non-Ferrous Aluminum Castings 511; Transit and Plastic Pipe 300; Box Cars 800; Refrigerated Dough Prods. 287; Earth Augers 313; Edible Oil Prods. 400; Creosote, Timbers and Poles 103; Margarine 147; Architectural Alum. Prods. 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-81; Summer 71-92; Fall 45-65; Winter 38-58. First killing frost, Nov. 14; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Main St.

Neighborhood Shopping Centers-100 to 600 blocks S. Armstrong; Main & Tone; Morton & Fairbanks; 1000 to 1300 S. Austin Ave.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway(120)	5	Sears, Dillard's, Mervyn's, Beall's, JCPenney
Sher-Den Mall(68)	7	Beall's, Mont. Ward
Morton Plaza	3	Piggly Wiggly, Winn's

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Shpg. ctrs. every evening; Downtown-Thur. until 8 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Montgomery Ward; Beall's; Lilley's.

Chain Supermarkets-Piggly Wiggly; Safeway; Kroger; Skaggs.

Discount Stores-Winn's; Wal-Mart; K mart; Barrett's; Gibsons.

14 - NEWSPAPERS: HERALD (e-mon to fri) 13,727; (S) 15,221; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Wes King, Adv. Dir., HERALD, 331 W. Woodward, Denison, TX 75020; Tel. (214) 465-7171.

National Representative: Landon Associates.

DENTON

1 - LOCATION: Denton County. (In Dallas PMSA). E&P Map E-2. County Seat. Educational, manufacturing, retail & shipping ctr. N central part of State. 38 mi. from Dallas; 35 mi. from Ft. Worth. Junction of I-35W and I-35E; State Hwys. 377 & 380.

2 - TRANSPORTATION: **Railroads**-Missouri-Pacific; Santa Fe; Texas & Pacific; Atchison Topeka; Missouri-Kansas-Texas.

Motor Freight Carriers-12.

Intercity Bus Lines-Continental Trailways.

3 - POPULATION:

Corp. City 80 Cen. 48,063; E&P 87 Est. 56,988
CZ-ABC: (80) 58,261
RTZ-ABC: (80) 117,309
County 80 Cen. 143,126; E&P 87 Est. 215,523
PMSA 80 Cen. 1,957,451; E&P 87 Est. 2,456,871
City & RTZ-ABC: (80) 175,570

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

City 80 Cen. 17,522; E&P 87 Est. 21,438
CZ-ABC: (80) 21,058
RTZ-ABC: (80) 39,302
County 80 Cen. 49,134; E&P 87 Est. 77,169
PMSA 80 Cen. 711,093; E&P 87 Est. 922,322
City & RTZ-ABC: (80) 60,360

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$594,669,672
Savings & Loan	2	$267,502,288

6 - PASSENGER AUTOS: County 182,105 (all vehicles).

7 - ELECTRIC METERS: Residence 28,665.

8 - GAS METERS: Residence 20,040.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (An. Payroll)-University Educ. 5,147 (74,782,000); Denton State School 1,600 ($19,000,000); Welding Equip. & Suppl. 710 ($12,000,000); Flour, Corn Meal, Convenience Foods 165 ($2,700,000); Diesel Trucks 365 (N.A.); Clothing 321 (over $7,000,000); Bricks 250 ($2,600,000); Microwave Antennae 300 ($4,400,000); Rings 315 ($6,000,000).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-80; Summer 75-98; Fall 54-82; Winter 31-62. First killing frost, Nov. 10; last killing frost, Mar. 26.

11 - TAP WATER: Hardness 140; Alkalinity 105; pH 7.8.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Hickory; 4 on Oak; 8 on Elm; 6 on Locust.

Neighborhood Shopping Centers-Golden Triangle Mall, 35 at Loop 288; Denton Center, 3 blocks on University Dr. at Carroll Blvd.; 4 blocks E. on University Dr.; Picadilly, 2 blocks at Malone & University; 2 on W. Hickory; 1 on Ave. A at Hickory; 1 on Fry at Hickory; 4 on U.S. Hwy. 377; Carriage Square 35 at Ave. B; 4 blocks on Sunset St. at Alice; 6 blocks on W. University at Bonnie Brae; Golden Triangle Mall 93 stores; 1 block on 288; 1 block on 35E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carriage Sq.(18)	1	Revco
Denton Center(19)	1	Revco, Eckerd
Sunset(10)	1	Sherwin-Williams
University Ctr.(8)	1	S&H Green Stamps, Lee Optical

Principal Shopping Days-Thur., Sat.

Stores Open Evenings-Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Russells; JCPenney; Sears; Beall's; Craven; Dillard; Montgomery Ward; Wilsons; Mervyn's.

Discount Stores-Wal-Mart; K mart; Target.

Variety Stores-M.E. Moses; McCrory; Michaels MI Design.

Chain Drug Stores-Revco 2; Eckerd 2.

Chain Supermarkets-Kroger 2; Piggly Wiggly 4; Buddies 2; Skaggs 2; Minyards.

Other Chain Stores-B. Dalton; Baker's Shoes; Brooks Fashions; Butler Shoes; Casual Corner; Chess King; Connie Shoes; Claire's Boutique; Corrigan's Jewelers; Oshman's; Docktor Pet Center; El Chico; Jarman's Shoes; Florsheim Shoes; Foxmoor; General Nutrition Center; Gingiss Formal Wear; Gordon's Jewelers; Handy Dan; Hastings Records; Coach House Gifts; Jean Nicole; Jeans West; JoAnn Fabrics; K-G Men's Wear; Kinney Shoes; Lerner Shops; Linz Jewelers; Margo's La Mode; Merle Norman; Mission Jewelers; Mothercare Maternity; Motherhood Maternity; Musicland; Naturalizer Shoes; Richman Brothers; Spencer's Gifts; Stuarts; Thom McAn; Toys by Roy; Sweetbriar; Singer Co.; Goodyear; Margie's; Pay-Less Shoes; Wyatt's Cafeteria; White's Auto; Uniroyal; Handy Dan; Athlete's Foot; County Seat; Grate Fireplace; Jarman Shoes; Love Shop; Pearle Vision Center; Radio Shack; Waldenbooks; Women's World; World Bazaar; Wolfe Nursery.

14 - NEWSPAPERS: RECORD-CHRONICLE (e-mon to fri) 17,532; (S) 19,836; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Bill Patterson, Mktg. Dir., RECORD-CHRONICLE, 314 E. Hickory, Denton, TX 76201; Tel. (817) 387-3811.

National Representative: Landon Associates.

EDINBURG

1 - LOCATION: Hidalgo County (In McAllen-Edinburg-Mission MSA). E&P Map D-6. County Seat. Agricultural, industrial & governmental center. At Southern tip of Texas, in Rio Grande Valley. 220 mi. S of San Antonio; 340 mi. SW of Houston. On U.S. Hwy. 281; State Hwy. 107.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Missouri Pacific.

Motor Freight Carriers-4.

Intercity Bus Lines-Valley Transit; Greyhound; Continental Trailways.

Airlines-Continental; Muse Air.

3 - POPULATION:

Corp. City 80 Cen. 26,121; E&P 87 Est. 34,585
County/MSA 80 Cen. 283,229; E&P 87 Est. 391,455

4 - HOUSEHOLDS:

City 80 Cen. 6,755; E&P 87 Est. 9,243
County/MSA 80 Cen. 75,816; E&P 87 Est. 108,790

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$373,985,373
Savings & Loan	2	$619,773,096

6 - PASSENGER AUTOS: County 195,933 (all vehicles).

7 - ELECTRIC METERS: Residence 5,940.

8 - GAS METERS: Residence 4,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 2,300; Mineral Extraction: Oil N.A.; Mfg. and Constr. N.A.; Gov't Servs. 1,090; Non-Agric. 2,900; University Educ. 820.

Principal Pay Days-Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 66-87; Summer 74-96; Fall 63-87; Winter 53-78. First killing frost, Dec. 1; last killing frost, Feb. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on 12th St.; 2 on Cano St.; 7 on University Dr.; 6 on Closner St.

Neighborhood Shopping Centers-3 blocks on S. Closner St.; 1 on E. University Dr.; Palm Plz. (6 stores); University Plz. (11 stores); Ebony Hills Shopping Center.

Principal Shopping Days-Fri., Sat., Mon.

Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony; Beall's; J&V Mart.

Variety Stores-Winn's; TG&Y; K mart; Wal-Mart.

Chain Drug Stores-Rexall; Medico; Eckerd.

Chain Supermarkets-H.E. Butt; Scurlock's; Valley Mart Rivas 2; Trevino's Drive In 3.

Other Chain Stores-Lack's Home & Auto; Goodyear; Billups Oil; Firestone; Osment's; Hoff Auto Parts; Minyard Auto Parts; NAPA Auto; Bull Parts; Pay-Less Shoe Source; Shamrock Oil; Edelstein's; Brand X; Risica & Sons; Radio Shack; Edinburg True Value; M&S Trustworthy; Sonic; Sherwin-Williams; Zale's.

14 - NEWSPAPERS: REVIEW (e-tues to fri, S) 5,187; sworn Sept. 26, 1986.

Local Contact for Advertising and Merchandising Data: James V. Mathis, Pub., REVIEW, 215 E. University Dr., PO Box 148, Edinburg, TX 78539; Tel. (512) 383-2705.

National Representative: None.

EL PASO

1 - LOCATION: El Paso County (MSA). E&P Map A-3. County Seat. W tip of Texas. Wholesale & manufacturing center. Home of Fort Bliss Air Defense Center, Fort Bliss (U.S. Army), W. Beaumont Army Medical Center.

2 - TRANSPORTATION: Railroads-Mexico, Northwestern & Mexican Central; Santa Fe; Southern Pacific; Missouri Pacific; Amtrak.
Motor Freight Carriers-27
Intercity Bus Lines-Greyhound; New Mexico Trans.; Continental Trailways; Autobuses Internacionales; El Paso-Los Angeles; Limosine Express Inc.; Omnibus de Mexico; Tex./N.M./Okla. Coaches Inc.; Geronimo; Chihuahua; Sun City Area Transit.
Airlines-American; Delta; Aeronaves de Mexico; Southwest; America West; United.

3 - POPULATION:
Corp. City 80 Cen. 425,259; E&P 87 Est. 514,054
CZ-ABC: (80) 441,323
RTZ-ABC: (80) 351,871
County/MSA 80 Cen. 479,899; E&P 87 Est. 584,333
City & RTZ-ABC: (80) 793,194
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 128,167; E&P 87 Est. 160,737
CZ-ABC: (80) 130,712
RTZ-ABC: (80) 115,677
County/MSA 80 Cen. 140,806; E&P 87 Est. 178,043
City & RTZ-ABC: (80) 246,389

5 - BANKS: Dep.: $3,892,889,000

6 - PASSENGER AUTOS: County 344,441 (all vehicles)

7 - ELECTRIC METERS: City 184,153

8 - GAS METERS: City 139,928

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total non-agric. employment 206,600 including 28,000 military; Durable Goods 13,000; Non-Durable Goods 21,700; Mining 400; Constr. 9,100; Trans. & Public Util. 9,400; Whol. & Ret. Trade 45,200; Fin., Ins., & R.E. 9,300; Servs. 34,400; Non-Military Gov't employees 36,100.
Principal Pay Days-Fort Bliss, 1st; Others 1st, 15th & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-64; Summer 67-98; Fall 51-64; Winter 42-55.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown 5 blocks on Mills St.; 6 on Texas & San Antonio Sts.; 7 on Mesa, Stanton & Oregon Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bassett(85)	5	Safeway, Popular, Walgreens, Mervyn's, White House
Chelmont(33)	7	Woolworth, C.R. Anthony
Cielo Vista Mall(160)	8	Mont. Ward, JCPenney, Sears, Dillard
Country Club	13	Big 8, Winn's, C.R. Anthony, Safeway
Fox Plaza(37)	8	JCPenney, Winn's
Eastgate(7)	NA	Safeway, Walgreens
El Mercade Mesa(9)	7	Revco
Kern Plaza(15)	4	Walgreens
Lakeside(15)	8	Food Market, Woolworth
Northgate(48)	12	Popular, JCPenney
Northland(19)	11	Furr's
Pebble Hills(16)	13	Safeway, Revco
Ranchland(17)	15	Winns Variety, Food City
Rushfair(28)	15	Revco
Scottsdale(14)	13	Winn Variety
Sunrise(45)	10	Anthony's, Zale's
Valley	16	Big 8, Ben Franklin
Viscount(15)	14	
Montwood Sq.(27)	16	Ben Franklin, Skaggs, Anthony's
Pepper Tree Sq.(25)	5	Charlotte's
Trawood(14)	13	7-Eleven
Lee Trevino Outlet Mall(33)	13	Frugal Frank's, Old Mill, Linens N' Things
Vista Hills(26)	15	Bealls
Yarbrough Ctr.(11)	12	Mervyn's, Pep Boys, Best

Principal Shopping Days-Dept.-Mon., Fri., Sat.; Food-Wed., Fri., Sat.; Furn.-Mon., Sat.
Stores Open Evenings-Shpg. Ctrs.-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Popular Dry Goods 3; White House; Sears; JCPenney 4; C.R. Anthony 5; Levines; Montgomery Ward; Dillard; Beall's 2; Mervyn's 2.
Discount Stores-K mart 6; Wal-Mart 4.
Variety Stores-Kress; Woolworth 2; Winn 15; Springers Center; Sprouse-Reitz 4.
Chain Drug Stores-Walgreens 9; Coleman's 4; McCrory Bank Phcy. 2; Thrifty 3; Tigua; Revco 20.
Chain Supermarkets-Shur-Sav 12; Furr's 5; Safeway 15; Skaggs Alpha-Beta 3; Smith's 3; Save N' Gain 6.
Other Chain Stores-Singer Co. 5; Ladies Apparel: Franklin's 2; Lerner's 4; Western Auto 3; Goodyear 7; Goodrich; Firestone 3; Zale's 2; Thom McAn 3; Pay Less Shoes 10; Kinney 6; Gordon's 5; Pep Boys 3; Checker Auto 10.

14 - NEWSPAPERS: TIMES (m) 59,273; HERALD-POST (e) 31,178; TIMES (S) 94,266; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Sharon Griffith, Natl. & Co-op Mgr., TIMES and HERALD-POST, 401 Mills Ave., El Paso, TX 79901; Tel. (915) 546-6100.
National Representative: Gannett National Newspaper Sales.

ENNIS

1 - LOCATION: Ellis County (In Dallas PMSA). E&P Map E-3. In Eastern half of Ellis County, 33 mi. SE of Dallas; 54 mi. SE of Ft. Worth.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,110; E&P 87 Est. 15,160
County 80 Cen. 59,743; E&P 87 Est. 82,078
PMSA 80 Cen. 1,957,451; E&P 87 Est. 2,456,871

4 - HOUSEHOLDS:
City 80 Cen. 4,112; E&P 87 Est. 5,270
County 80 Cen. 19,866; E&P 87 Est. 28,408
PMSA 80 Cen. 711,093; E&P 87 Est. 922,322

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$17,327,355
Savings & Loan	1	$4,500,000

6 - PASSENGER AUTOS: County 68,907 (all vehicles)

7 - ELECTRIC METERS: Residence 38,243

8 - GAS METERS: Residence 3,612

9 - PRINCIPAL INDUSTRIES: Business Forms; Carbon; Bed Springs; Doors; Garment Mfg.; Metal Tanks; Sheet Metal Prods.; Cotton Oil; Concrete Pipe; Paper Bags; Carbon Paper; Ladies & Children's Clothing; Oil Well & Chem. Equip.; Roofing Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-110; Fall 70-95; Winter 20-70.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Shopping Center**-Willow Creek, 15 stores; South Main Plaza, 12 stores.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-K Wolens.
Discount Stores-Holmes Discount Salvage; Wal-Mart.
Variety Stores-Perry Bros.
Chain Supermarkets-Safeway; Piggly Wiggly; HEB.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 4,311; sworn Nov. 4, 1986.
Local Contact for Advertising and Merchandising Data: Roger N. Gentry, Adv. Dir., NEWS, 231 N. Dallas St., Ennis, TX 75119; Tel. (214) 875-3801.
National Representative: Papert Companies.

FORT WORTH

1 - LOCATION: Tarrant County (In Fort Worth-Arlington PMSA). E&P Map D-3. County Seat. In N Central Texas. Railroad, air travel. Auto & aircraft mfg., distribution, commercial & education center.

2 - TRANSPORTATION: Railroads-Amtrak; Burlington Northern; Missouri-Kansas-Texas; Missouri Pacific; Sante Fe; Texas & Pacific; The Rock.
Motor Freight Carriers-36.
Intercity Bus Lines-Southwestern Greyhound; Texas Motor Coaches.
Airlines-American; Ozark; Delta; Continental Texas International; Southwest; Eastern; Pan Am.

3 - POPULATION:
Corp. City 80 Cen. 385,141; E&P 87 Est. 448,498
NDM-ABC: (80) 860,880
RTZ-ABC: (80) 426,252
County 80 Cen. 860,880; E&P 87 Est. 1,124,443
PMSA 80 Cen. 973,138; E&P 87 Est. 1,286,705
Total NDM & RTZ-ABC: (80) 1,287,132

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 144,025; E&P 87 Est. 173,379
County 80 Cen. 310,372; E&P 87 Est. 420,097
PMSA 80 Cen. 349,034; E&P 87 Est. 478,418
NDM-ABC: (80) 310,272
RTZ-ABC: (80) 152,566
Total NDM & RTZ-ABC: (80) 462,838

5 - BANKS	NUMBER	DEPOSITS
Commercial	96	$9,722,034,622
Savings & Loan	22	$2,124,519,000

6 - PASSENGER AUTOS: County 991,687 (all vehicles)

7 - ELECTRIC METERS: Total 284,019

8 - GAS METERS: Residence 206,513

9 - PRINCIPAL INDUSTRIES: Automobile; Aircraft Mach.; Food Proc.; Containers.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-75; Summer 73-94; Fall 53-74; Winter 37-54. First killing frost, Nov. 1; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: There are 71 shopping centers in the metropolitan area, with a total of 1,196 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northeast(98)	NA	Dillard, Mont. Ward, Sears, JCPenney
Ridgmar(137)	NA	Dillard, JCPenney, Neiman-Marcus, Sears
Fort Worth Town Ctr.(170)	NA	Dillard, JCPenney, Sears
Forum 303(65)	NA	Dillard, Mont. Ward
Hulen Mall(92)	NA	Sangers, Mont. Ward
North Hills(56)	NA	Sangers, Cox's
Tandy Center	NA	Dillard
Monnig's Oaks(20)	NA	Monnigs, Motts
Park Plaza(60)	NA	Joske's, Minyard
Tandy Town(20)	NA	Mitchell's
Town & Country(27)	NA	Eckerd
Fielder Plaza(41)	NA	Buddies, Eckerd
Mayfair Vlg.	NA	Monnig's
Lincoln Sq.	NA	Stripling & Cox
City View Ctr.	NA	Stripling & Cox
Ridgmar Sq.	NA	Mervyn's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. Fri.; Food daily.

13 - RETAIL OUTLETS: Department Stores-Stripling & Cox 8; Dillard's 5; Neiman-Marcus; Sanger-Harris 3; Sears 4; Montgomery Ward 4; Mitchell & Myers 20; JCPenney 4; Monnig's 8; Margo's 6; Mervyn's 3.
Discount Stores-K mart 13; Best 3; Edisons 3; Target 4; White's 8; Service Mdse. 3; Wal-Mart 6.
Variety Stores-Woolworth; Mott's; Ben Franklin.
Chain Drug Stores-Eckerd 33; Revco 41; Town & Country 9.
Chain Supermarkets-Big Value 6; Diamond 4; Jewel T 4; Kroger 14; Minyards 12; Stricks 7; Skaggs 9; Tom Thumb 6; Winn-Dixie 34; Wyatts 5.
Convenience Stores-7-Eleven 102; Stop 'N Go 31; Mr. M 19; U-Tote-M 16; Quick Sak 5; Quickway 11; McCloud's 5.

14 - NEWSPAPERS: STAR-TELEGRAM (m-mon to fri) 131,923; (e-mon to fri) 129,929; (m-sat) 261,566; (S) 315,644; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mike Petrak, Gen. Adv. Mgr., STAR-TELEGRAM, PO Box 1870, Fort Worth, TX 76101; Tel. (817) 390-7400.
National Representative: Sawyer-Ferguson-Walker.

FREEPORT

See CLUTE

GAINESVILLE

1 - LOCATION: Cooke County. E&P Map E-2. County Seat. Small manufacturing center N part of state. 68 mi. from Dallas and Fort Worth; 140 mi. from Oklahoma City. I-35 & U.S. Hwy 82.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,077; E&P 87 Est. 15,587
County 80 Cen. 27,656; E&P 87 Est. 12,439

4 - HOUSEHOLDS:
City 80 Cen. 5,568; E&P 87 Est. 6,118
County 80 Cen. 10,078; E&P 87 Est. 12,312

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$103,889,000
Commercial	3	$216,933,222

6 - PASSENGER AUTOS: County 29,585 (all vehicles)

7 - ELECTRIC METERS: Residence County 13,662

8 - GAS METERS: Residence-City 5,397; County 6,295

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Field Equip. 830 ($350); Aircraft 1,455 ($250); Paint Mfg. 150 ($175); Machine Tools 200 ($275); Mainframe Computer Parts 150 ($300); Polyethylene Wrap 100 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-98; Summer 53-107; Fall 25-90; Winter 14-86. First killing frost, Oct. 20; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Centers**-20 blocks on 4 streets. Shopping center, Hwy. 82 at Grand Avenue; 25 units.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. & Groc.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Beall's.
Discount Stores-Wal-Mart; Dollar General; K mart.
Chain Drug Stores-Page Super; Eckerd.
Chain Supermarkets-Tom Thumb; AF 4; Piggly Wiggly.
Other Chain Stores-Sherwin-Williams; Babcock Bros.; Sears (catalog); Osborne; Zale's; Radio Shack; McCoys; M.E. Moses.

14 - NEWSPAPERS: REGISTER (eS) 8,464; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: David Scott, Adv. Mgr., REGISTER, 306 E. California, Gainesville, TX 76240; Tel. (817) 665-5511.
National Representative: Papert Companies.

GALVESTON

1 - LOCATION: Galveston County (In Galveston-Texas City PMSA). E&P Map F-4. County Seat. Seaside resort, heavy industry. University of Texas Medical School. Six oil refineries and chemical plants. Shipyards. Interstate Hwy. 45. 50 mi. S of Houston; 300 mi. S of Dallas.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Burlington Northern; Galveston, Houston & Henderson; Galveston Wharves Terminal Railway; Missouri-Kansas Texas Railroad; Missouri Pacific; Southern Pacific.
Motor Freight Carriers-12.
Intercity Bus Lines-Texas Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 61,902; E&P 87 Est. 63,386
CZ-ABC: (80) 61,902
RTZ-ABC: (80) 87,437
County/PMSA 80 Cen. 195,940; E&P 87 Est. 224,432
City & RTZ-ABC: (80) 149,339

4 - HOUSEHOLDS:
City 80 Cen. 24,013; E&P 87 Est. 24,753
CZ-ABC: (80) 24,013
RTZ-ABC: (80) 30,345
County/PMSA 80 Cen. 69,284; E&P 87 Est. 82,401
City & RTZ-ABC: (80) 54,358

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$685,191,000
Savings & Loan	3	$650,000,000

6 - PASSENGER AUTOS: County 161,846 (all vehicles)

7 - ELECTRIC METERS: Residence 25,852

8 - GAS METERS: Residence 15,898

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fishing & Agric. 2,555; Constr. 9,900; Mfg. 9,900; Trans. 5,400; Public Util. 3,099; Whol. Trade 2,000; Ret. Trade 11,700; Fin., Ins. & R.E. 4,700; Business & Repair Servs. 4,162; Personal, Entertainment & Recreation 3,568; Health Servs. 10,186; Education 7,602; Professional & Related 3,699; Public Administration 4,058.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-75; Summer 81-83; Fall 63-80; Winter 54-57.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-16 blocks on D, E and F Streets.
Neighborhood Shopping Centers-61st & Broadway; 61st & Stewart Rd.; 400 Strand; 61st & Central City Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Galvez Mall(45)	NA	Sears, Beall's, Eiband's
Port Holiday	NA	The Fair
Westgate(12)	NA	Kingsaver, Eckerd
K mart(10)	NA	K mart
Central Cities Plz.	NA	Wal-Mart, Randall's, Walgreens

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Shopping centers every evening until 9 p.m.
Stores Open Sundays-Most.

13 - RETAIL OUTLETS: **Department Stores**-The Fair; Eibands; Sears; Schwartz's; Weiners; Beall's; Craigs.
Variety Stores-S.H. Kress; McCrory; Perry's.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-Walgreens 3; Wright's 3; Texas 4; Eckerd.
Chain Supermarkets-Gerland's 3; Kroger; Randall's; Kingsaver; 7-Eleven 24; Stop-N-Go 9; Circle K 10.
Other Chain Stores-Athletic Attic; Butler; Fayva; Kinney; Morse; Firestone; Goodyear; Walter Pye; Sherwin-Williams; Singer Co.; Texas State Optical; True Value Hardware; Zale's; Goodrich; Western Auto; Margos La Mode; B. Dalton; Evenson's; General Nutrition Center; Junction; Kay Jewelers; Mr. Music; So-Fro Fabrics; World Bazaar; McCoy's Building Supplies; Color Tile; Radio Shack; Pay-Less; Kid's Mart.

14 - NEWSPAPERS: NEWS (m) 27,924; (S) 27,876; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David Lyons, Adv. Dir., NEWS, 8522 Teichman Rd., PO Box 628, Galveston, TX 77551; Tel. (409) 744-3611.
National Representative: Landon Associates.

GARLAND

1 - LOCATION: Dallas County (In Dallas PMSA), E&P Map E-3. 12 mi. NE of Dallas.

2 - TRANSPORTATION: **Railroads**-MKT of Texas; Santa Fe.
Motor Freight Carriers-41.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 138,857; E&P 87 Est. 176,435
CZ-ABC: (80) 138,857
RTZ-ABC: (80) 10,812
County 80 Cen. 1,556,549; E&P 87 Est. 1,857,331
PMSA 80 Cen. 1,957,451; E&P 87 Est. 2,456,871
City & RTZ-ABC: (80) 149,669

4 - HOUSEHOLDS:
City 80 Cen. 45,978; E&P 87 Est. 59,101
CZ-ABC: (80) 45,978
RTZ-ABC: (80) 3,369
County 80 Cen. 577,753; E&P 87 Est. 714,529
PMSA 80 Cen. 711,093; E&P 87 Est. 922,322
City & RTZ-ABC: (80) 49,347

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$436,267,856
Savings & Loan	7	$169,867,161

6 - PASSENGER AUTOS: County 1,618,312 (all vehicles).

7 - ELECTRIC METERS: Residence 46,109.

8 - GAS METERS: Residence 29,700.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Equip. 1,240; Food Prods. 4,032; Clothing 800; Electronics 5,365; Paint, Varnish 600.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-76; Summer 75-94; Fall 57-78; Winter 38-58.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping centers**-6 blocks on W. Garland Ave., 3 on State St., 3 on Fifth St., 3 on Sixth St., 2 on Seventh St., 2 on Eighth St., all in Downtown area; 4 in Skillern Plaza Center; 2 in Ridgewood Shpg. Ctr.; Meadowcreek; Lakeview Village.
Neighborhood Shopping Centers-4 blocks on First St.; 2 in Orchard Hills Ctr.; 2 on N. Star Rd.; 3 in Duck Creek Ctr.; 3 on S. Garland Ave.; 2 on Fifth St. & Ave. G; 4 corners Kingsley & First.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Buckingham Plz.(20)	NA	Tom Thumb, Cloth World
North Star Plz.(22)	NA	Rexall
K mart Plaza(8)	NA	K mart
Walnut Village(21)	NA	Minyards
Walnut Plaza(25)	NA	Revco, Kroger
Walnut Creek(10)	NA	Safeway
Jupiter Plaza(24)	NA	Radio Shack
Walnut Park(12)	NA	Pizza Inn
Plano/Walnut(17)	NA	Yardbirds
Duckcreek(9)	NA	Safeway
Meadowcreek(37)	NA	Safeway, Tom Thumb
Ridgewood(70)	NA	Minyards, Sears
Orchard Hills(14)	NA	Rexall
Oakridge	NA	
Club Hills(30)	NA	Safeway
Broadway Vlg (35)	NA	Tom Thumb
Garland(27)	NA	JCPenney
Eastgate(20)	NA	Radio Shack
Centerville Crossroads(22)	NA	Target, Kroger, Homers
Lakeview Vlg.(21)	NA	Winn-Dixie
Richardson Sq. (110)	NA	Dillard, Ward's Drug, Joske's
Town East(145)	NA	Sears, Joske's
Faulkner(30)	NA	

Principal Shopping Days-Thur. evening; Fri. day & evening; Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Mervyn's.
Discount Stores-K mart; Manufacturer's Outlet.
Chain Drug Stores-Drug Mart 2; Skaggs; Revco 5; Eckerd 4; Garland 3; Garview.
Chain Supermarkets-Safeway 4; Kroger 3; Tom Thumb 3; Minyards 3; Skaggs/Albertson's; Gerland's Food Fair; Winn-Dixie.
Other Chain Stores-Babcock Bros.; Sherwin-Williams; Goodyear; TG&Y; Myers; Satellite Store; Zale's; Sears (catalog); M.E. Moses; Target.

14 - NEWSPAPERS: NEWS (e-tues to sat) 12,310; (S) 13,119; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Keeter, Adv. Mgr., NEWS, 1000 Ave. H East, Arlington, TX 76011; Tel. (214) 272-6591.
National Representative: U.S. Suburban Press.

GONZALES

1 - LOCATION: Gonzales County, E&P Map D-5, County Seat. On the Guadalupe River, 90 mi. from coast in S central part of state. 65 mi. S of Austin, 70 mi. E of San Antonio, 140 mi. SW of Houston.

2 - TRANSPORTATION: **Railroads**-Galveston, Harrisburg & San Antonio (Southern Pacific).
Motor Freight Carriers-6.
Interstate Bus Lines-Kerrville, Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,152; E&P 87 Est. 8,649
County 80 Cen. 16,883; E&P 87 Est. 19,624

4 - HOUSEHOLDS:
City 80 Cen. 2,480; E&P 87 Est. 2,802
County 80 Cen. 5,949; E&P 87 Est. 7,167

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$130,716,000
Savings & Loan	3	$14,521,491

6 - PASSENGER AUTOS: County 14,982 (all vehicles).

7 - ELECTRIC METERS: 3,040.

8 - GAS METERS: 2,240.

9 - PRINCIPAL INDUSTRIES: Southern Clay Prods.; Egg Packing; Feed Mill; Hatcheries; Dog & Cat Food Prods. Plant; Meat Pkg.; Cattle Buyers; Packaged Chicken.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-74; Summer 56-98; Fall 48-85; Winter 20-65. First killing frost, Nov. 11-26; last killing frost, Feb. 27.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-13 blocks on 5 streets; Country Village Shpg. Ctr.-5 stores.
Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Gindler's; Ladies First; Toggery; J.B. White; Bill's Dollar; The Corral Western Wear; Donnie's Western Wear; The Clothes Tree.
Variety Stores-Perry's.
Chain Drug Stores-Wal-Mart; Rexall.
Chain Supermarkets-United Supers; Boysen's; Circle K; Wuest's; H.E.B.; Super S.
Other Chain Stores-Goodyear; Western Auto; Sears; Montgomery Ward; Boothe & Lewis; Wally's; True Value; Shoe Bar; C.J. Shoes.

14 - NEWSPAPERS: INQUIRER (e-mon to fri) 2,504; sworn Sept. 24, 1986.
Local Contact for Advertising and Merchandising Data: Pearl Robertson, Adv. Dir., INQUIRER, 622 N. St. Paul, Box 616, Gonzales, TX 78629; Tel. (512) 672-2861.
National Representative: None.

GRAND PRAIRIE

1 - LOCATION: Dallas County (In Dallas PMSA), E&P Map E-3. Manufacturing, North Central Texas; 15 min. from Dallas & 17 min. from Ft. Worth.

2 - TRANSPORTATION: **Railroads**-T&P.
Motor Freight Lines-15.
Intercity Bus Lines-Texas Motor Coaches.
Airports-Love Field Dallas/Ft. Worth Airport.

3 - POPULATION:
Corp. City 80 Cen. 71,462; E&P 87 Est. 94,752
City of Pub.-ABC: (80) 71,462
County 80 Cen. 1,556,549; E&P 87 Est. 1,857,331
PMSA 80 Cen. 1,957,451; E&P 87 Est. 2,456,871

4 - HOUSEHOLDS:
City 80 Cen. 23,714; E&P 87 Est. 32,020
City of Pub.-ABC: (80) 23,714
County 80 Cen. 577,753; E&P 87 Est. 714,529
PMSA 80 Cen. 711,093; E&P 87 Est. 922,322

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$44,904,162
Savings & Loan	2	$38,874,954

6 - PASSENGER AUTOS: County 1,618,312 (all vehicles).

7 - ELECTRIC METERS: Residence 16,000.

8 - GAS METERS: Residence 15,000.

9 - PRINCIPAL INDUSTRIES: Mfg.; Industrial Supply; Tanks; Pipes; Steel; Bottling; Trailers; Aerospace; Warehousing.

10 - CLIMATE: Av. Temp.-Jan. 46; June 85.

11 - TAP WATER: Artesian Wells plus water main connection with Dallas.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carrier Pkwy (9)	NA	Mitchell's, Thrifty Drug
Dalworth Ctr (2)	NA	Buddies
Grand Central(4)	NA	
Indian Hills(10)	NA	B&W Foods
Inglewood(3)	NA	Dairy Mart
Marshall Plz (25)	NA	Piggly Wiggly, TG&Y
Plaza 303(19)	NA	Kroger, Goodyear

Principal Shopping Days-Fri., Sat. All Stores open on Thur., Fri. nights.

13 - RETAIL OUTLETS: **Department Stores**-Watson Bros.; Meyer's; Dillard; Montgomery Ward.
Variety Stores-Woolworth; Mott's; TG&Y.
Discount Stores-Gibson; K mart.
Chain Drug Stores-Skillern's 2; Millar; Walgreens; Rexall; Baker's; Thrifty; SuperRx.
Chain Supermarkets-Kroger 2; Safeway; 7-Eleven 3; Cabell's 2; Buddies; Piggly Wiggly; Edelman's 3; Jefferson St. Drive In 2; Mack 2; Skaggs-Albertson's; Minyards.
Other Chain Stores-Firestone; Goodyear; Western Auto; Sherwin-Williams Paint.

14 - NEWSPAPERS: NEWS (e-tues to sat) 8,350; (S) 9,172; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ron Wallace, Adv. Mgr., NEWS, 1000 Ave. H East, Arlington, TX 76011; Tel. (214) 640-0146.
National Representative: U.S. Suburban Press.

GREENVILLE

1 - LOCATION: Hunt County, E&P Map E-3. County Seat. 42 mi. NE of Dallas.

2 - TRANSPORTATION: **Railroads**-MKT; KCS-L&A; StLSW.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 22,161; E&P 87 Est. 26,430
CZ-ABC: (80) 22,161
Bal. in NDM-ABC: (80) 33,087
County 80 Cen. 55,248; E&P 87 Est. 70,470
Total NDM-ABC: (80) 55,248
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,271; E&P 87 Est. 9,975
County 80 Cen. 20,331; E&P 87 Est. 27,290
CZ-ABC: (80) 8,271
Bal. in NDM-ABC: (80) 12,060
Total NDM-ABC: (80) 20,331

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$301,004,517
Savings & Loan	1	$473,605,943
Savings	1	$79,088,728

6 - PASSENGER AUTOS: County 54,414 (all vehicles).

7 - ELECTRIC METERS: Residence 9,903.

8 - GAS METERS: Residence 8,0890.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Needlecraft 2,500 ($135); Aircraft 2,800 ($350); Elect. 165 ($225); Rail 275 ($175); Wood Mfg. 400 ($190-$265).

10 - CLIMATE: Min. & Max. Temp.-Spring 61-82; Summer 70-92; Fall 44-67; Winter 38-59.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(26)	NA	Wal-Mart, Beall's, JCPenney
Rolling Hills(15)	NA	Martin Theatres, Woody's Mkt.
South Gate(8)	NA	Jewel-T, Harvey's TV, Kingsaver
Town South(15)	NA	TG&Y, Eckerd, White's

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Beall's; Sears; Swartz.
Variety Stores-Dollar General.
Discount Stores-Wal-Mart; General Distributors; TG&Y; Howards; K mart.
Chain Supermarkets-Safeway; Brookshire; Kroger; Woody's 12; E-Z Mart 2; Jewel-T; Kingsaver.
Other Chain Stores-White's Auto; S&H Green Stamps; Eckerd; Hallmark; Revco.

14 - NEWSPAPERS: HERALD BANNER (m) 11,860; (S) 12,938; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bill Hunsucker, Adv. Dir., HERALD BANNER, 2305 King St.; PO Box 1047, Greenville, TX 75401; Tel. (214) 455-4220.
National Representatives: Landon Associates, Harte-Hanks Communications.

HARLINGEN

1 - LOCATION: Cameron County (In Brownsville-Harlingen MSA), E&P Map D-6. Junction of Federal Hwys. 77, 83. 245 mi. SE of San Antonio.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Southern Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways; Valley Transit.
Airlines-Southwest; American; Continental.

3 - POPULATION:
Corp. City 80 Cen. 43,543; E&P 87 Est. 58,588
CZ-ABC: (80) 64,399
RTZ-ABC: (80) 241,638
County/MSA 80 Cen. 209,680; E&P 87 Est. 275,488
City & RTZ-ABC: (80) 306,037
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,091; E&P 87 Est. 17,908
CZ-ABC: (80) 18,873
RTZ-ABC: (80) 64,383
County/MSA 80 Cen. 58,409; E&P 87 Est. 79,574
City & RTZ-ABC: (80) 83,256

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$421,805,541
Savings & Loan	5	$261,203,247

6 - PASSENGER AUTOS: County 133,155 (all vehicles).

7 - ELECTRIC METERS: Residence 20,877.

8 - GAS METERS: Residence 7,989.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Dairy Proc. 175; Bakery 600; Fruit & Veg. Mach. 200; Food Proc. 1,700; Cotton Proc. 600; Chem. Plants 350; Bottlers 250; Publishing 300; Clothing Mfg. 800; Aircraft 300.
Principal Pay Days-Fri., 1st, 15th.

10 - CLIMATE: Av. An. Temp.-Spring 75; Summer 84; Fall 75; Winter 62.

11 - TAP WATER: Alkaline, medium hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-(Downtown)-5 blocks on E. Jackson St.; 3 on Van Buren; 3 on Monroe.

Neighborhood Shopping Centers-7th St. & 77 Sunshine Strip; Ed Carey Dr. & Highway 83/77 North 77 Sunshine Strip; Jackson St. & Third St. W to Commerce; Morgan Blvd. & 77 Sunshine Strip; South 77 Sunshine Strip; North 77 Sunshine Strip & 13th St.; 77 Sunshine Strip at Arroyo Colorado.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial Square	NA	Brooks & Brooks, Suburban Casuals
Commerce Plz. S.	NA	Hair Affair
Coronado Village	NA	Cook Office Supply
El Mercado	NA	Thom McAn, Kwik Copy
Laurel Park	NA	C.R. Anthony's, Pay Less Shoes
Treasure Hills Plz.	NA	Curtis Mathes, Winn's, Hallmark
Valle Viste Mall	NA	Dillards, JCPenney, Sears, Service Mdse

Principal Shopping Days-Sat.; 1st Mon. of month.
Stores Open Evenings-All on Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears, JCPenney, TG&Y, Beall's, K mart, Wal-Mart.
Variety Stores-McClellan's, Winn's.
Chain Drug Stores-Rexall 2, Walgreens, Medico.
Chain Supermarkets-H.E. Butt 3, Scurlocks.
Other Chain Stores-Suburban Casuals; Brooks & Brooks; Winn's; Sherwin-Williams; Thom McAn Shoes; Kwik Copy; C.R. Anthony's; Zale's Jewelers; Radio Shack; Curtis Mathes; Hallmark; Shoes: Baker, Connie, Kinney, Payless, Naturalizer, Butlers; Camelot Music; Casual Corner; Chess King; Chez Choclat; Chic Fil A; Cookie Co.; Dillard's; Food Action; Food Locker; General Nutrition; Gold Mine; Gordon's; Hit or Miss; Jean Nicole; Kaleidoscope; Kinderfoto; Lerners; Mission Jewelers; Morrow's Nut House; One Potato Two; Parklane Hosiery; Serv. Mdse.; Sunglass Co.; Sweeney's; Tin Can Alley; Video Sq.; Waldenbooks; Wyatt's.

14 - NEWSPAPERS: VALLEY STAR (m) 29,438; (S) 32,144; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dale Pearson, Mktg. Dir., VALLEY STAR, PO Box 511, Harlingen, TX 78550; Tel. (512) 423-5511.
National Representative: Papert Companies.

HENDERSON

1 - LOCATION: Rusk County, E&P Map E-3, County Seat. Residential ctr. 138 mi. E of Dallas, 78 mi. W of Shreveport, LA, 185 mi. N of Houston. On U.S. Hwys. 259, 79; State Hwys. 64, 43, 323, 322.

2 - TRANSPORTATION: **Railroads**-M.P.
Motor Freight Lines-5; Central Freight.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,473; E&P 87 Est. 12,641
County 80 Cen. 41,382; E&P 87 Est. 46,956

4 - HOUSEHOLDS:
City 80 Cen. 4,335; E&P 87 Est. 4,683
County 80 Cen. 15,011; E&P 87 Est. 17,735

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$115,105,721
Commercial	3	$309,210,247

6 - PASSENGER AUTOS: County 35,877 (all vehicles)

7 - ELECTRIC METERS: Residence 5,431

8 - GAS METERS: Residence 4,553

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil 3,000; Bricks 400; Mobile Homes 150; Lignite Generating Plant 1,950; Office Furn. 225; Lumber 225; Garment 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 65-95; Fall 36-70; Winter 28-65.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Henderson Plz (11)	NA	Wal-Mart, Beall's
South Main Plz (8)	NA	K mart, Eckerd
Circle Plz.	NA	Winn-Dixie

Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Beall's; J.B. White.
Variety Stores-M.E. Moses; Duke & Ayers.
Discount Stores-United Dollar; Wal-Mart; K mart.
Chain Drug Stores-Drug-Sav; Gibson; Eckerd.
Chain Supermarkets-Safeway; Brookshire; Griffith; Winn-Dixie; King Saver.
Other Chain Stores-Goodyear; Singer Co.; Western Auto; Sears; Otasco; Margo's.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 5,994; sworn Sept. 26, 1986.
Local Contact for Advertising and Merchandising Data: William Ashby, Adv. Mgr., NEWS, 1711 Hwy. 79 South; PO Box 30, Henderson, TX 75653; Tel. (214) 657-2501.
National Representative: None.

HEREFORD

1 - LOCATION: Deaf Smith County, E&P Map C-1, County Seat. Agricultural & manufacturing, panhandle section of state, 46 mi. SW of Amarillo on U.S.-60, 95 mi. N of Lubbock.

2 - TRANSPORTATION: **Railroads**-Sante Fe.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,853; E&P 87 Est. 14,899
County 80 Cen. 21,165; E&P 87 Est. 19,553

4 - HOUSEHOLDS:
City 80 Cen. 4,969; E&P 87 Est. 4,756
County 80 Cen. 6,487; E&P 87 Est. 6,225

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$156,308,000
Savings & Loan	2	$110,000,000
Credit Union	1	$14,000,000

6 - PASSENGER AUTOS: County 17,494 (all vehicles)

7 - ELECTRIC METERS: Residence 5,900

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Meat Packing 50; Sugar Plant 360; Clothing 162; Cattle Feedyards 200; Dept. of Energy 300.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 60-100; Fall 30-85; Winter 0-70. First killing frost, Oct. 22; last killing frost, Apr. 15.

11 - TAP WATER: Hard, natural fluoridation.

12 - RETAILING: **Principal Shopping Center**-8 blocks downtown, 20 other on principal hwys.
Neighborhood Shopping Centers-West Park Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Plz (12)	1	Jack & Jill, McCrory's
Sugarland Mall(25)	2	JCPenney, C.R. Anthony

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony; Gaston's; Harman's 2.
Discount Stores-Gebo's; Farm Discount & Lumber.
Variety Stores-M.E. Moses; McCrory's; Winn's.
Chain Supermarkets-Jack & Jill; Taylor & Sons; Sav 'N' Gain.
Other Chain Stores-Sherwin-Williams; Montgomery Ward; Sears (catalog); Mode O'Day; Otasco.

14 - NEWSPAPERS: BRAND (e-tues to fri; S) 3,344; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Mauri Montgomery, Adv. Mgr., BRAND, 313 N. Lee, PO Box 673, Hereford, TX 79045; Tel. (806) 364-2030.
National Representative: Papert Companies.

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"your personal research staff"

- Real Estate Transaction Reports
- Apartment Ownership Guide
- Apartment Occupancy & Rental Survey
- Retail Ownership/Rental Guide
- Consolidated Real Estate Report
- Retail Market Survey
- O.R.E.O. Report
- Houston Market Trends
- Appraisals
- Data Bank Library
- Consulting Services
- Computer Timesharing
- Ad Valorem Tax Service
- Comparable Sales Studies

11767 Katy Freeway·Suite 900
Houston, Texas 77079

(713) 496-2388

HOUSTON

1 - LOCATION: Harris County (PMSA). E&P Map E-4. On Houston Ship Channel; 23 mi. from Galveston Bay; 50 mi. from Gulf of Mexico; 252 mi. SE of Dallas; 219 mi. E of San Antonio; 50 mi. NW of Galveston; 95 mi. W of Beaumont. On U.S. Hwys. 59, 75, 90, 290, I-10, I-45; State Hwys. 35, 73, 225, 288.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Southern Pacific; Missouri-Kansas-Texas; Katy; Amtrak; Burlington Northern; Galveston Houston Henderson; Soo Line; Brit Rail; German Rail.
Motor Freight Carriers-50 Common Carriers. Over 72 Regulated Special Carriers. Over 200 Local Delivery Trucking Firms.
Intercity Bus Lines-Trailways; Greyhound; Kerrville; Texas; Valley Transit; Transportation Enterprises.
Freight Steamship Lines-Over 200.
Airlines-Aerolineas Argentina; Aeromexico; Air France; Air Link; Alaska; American; Avianca; Aviateca; British Caledonian; Cayman; Continental; Delta; Eastern; Eastern Metro Express; Emerald Air; Executive Air Link; KLM Royal Dutch; Lufthansa German; Metro; Northwest; Ozark; Pan Am; Piedmont; Royale; Southwest; Trans World; Transamerica; USAir; United; Viasa Venezuelan Intl.

3 - POPULATION
Corp. City 80 Cen. 1,594,086; E&P 87 Est. 1,810,424
County 80 Cen. 2,409,544; E&P 87 Est. 2,942,364
PMSA 80 Cen. 2,735,763; E&P 87 Est. 3,426,160
CZ-ABC: (80) 2,425,836
RTZ-ABC: (80) 964,486
City & RTZ-ABC: (80) 3,390,322
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS
City 80 Cen. 602,242; E&P 87 Est. 709,271
County 80 Cen. 896,880; E&P 87 Est. 1,100,761
PMSA 80 Cen. 973,162; E&P 87 Est. 1,260,055
CZ-ABC: (80) 874,652
RTZ-ABC: (80) 318,911
City & RTZ-ABC: (80) 1,193,563

5 - BANKS	NUMBER	DEPOSITS
Commercial	261	$33,935,128,000
Savings & Loan	58	$20,444,685,136

6 - PASSENGER AUTOS: County 2,173,417 (all vehicles)

7 - ELECTRIC METERS: Residence County 1,144,165

8 - GAS METERS: Residence County 525,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Durable Goods 74,800; Lumber & Wood Prods. 2,800; Furn. & Fixt. 1,700; Stone, Clay & Glass 5,800; Primary Metals 3,300; Fab. Metal Prods. 19,500; Mach. Non-Elect. 26,100; Elect. Mach. 19,500; Trans. Equip. 3,400; Other Durable Goods 6,000; Food 12,300; Textiles & Apparel 1,400; Paper 3,300; Printing & Publishing 16,400; Chem. 21,900; Petroleum & Coal Prods. 10,900; Other Non-Durable Goods 7,290; Mining 62,500; Contract Constr. 63,100; Trans., Commun. & Util. 91,600; Whol. Trade 105,900; Ret. Trade 348,100; Ins. & R.E. 100,400; Servs. 348,100; Business & Personal Servs. 157,900; Medical & Prof. Servs. 183,500; Agric. Serv. 6,700; Fed. Gov't 23,700; State Gov't 32,000; Local Gov't 136,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-80; Summer 73-92; Fall 59-80; Winter 45-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Main St.; 9 on Fannin St.; 9 on Travis St.
Neighborhood Shopping Centers-There are about 200 shopping centers in the area.
SHOPPING CENTERS
50 or More Stores-Almeda; Baybrook; Brazos Mall; Carillon Ctr.; Champion Vlg. III; Deerbrook; Fondren Southwest; Galleria; Greenspoint; Gulfgate; Highland Vlg.; Long Point; Memorial City; Meyerland Plz.; North Oaks; Northline Mall; Northwest; Pasadena Plz.; Pasadena Town Sq.; Post Oak/San Felipe; River Oaks; San Jacinto; Sharpstown Ctr.; The Park; The Village; Town & Country; West Oaks; Westbury Sq.; Westwood; Willowbrook; Woodlake Sq.
31 to 50 Stores-Champion Forest; Champion Vlg. I; Clear Lake Sq.; Gessner-Harwin Plz.; Greenbriar; Greenway Plz.; Humblewood Plz.; Kingwood Ctr.; Lakeside Vlg.; Mason Vlg.; Merchants Pk.; North Junction Plz.; Northland; Northtown Plz.; Northwest Vlg.; Oak Forest; Park Plz.; Pasadena Oaks; Pasadena Plz.; Popolo Vlg.; Southway; The Underground; Weslayan Plz.; Westchase; Westheimer/Ashford Oaks; Woodland Acres; Willowchase Ctr.
21 to 30 Stores-5900 North Freeway; Almeda Sq.; Ashford Sq.; Atascocita; Bay Plz.; Bear Creek; Bellwood; Belt/West; Braesner Vlg.; Braeswood Ctr.; Braeswood Sq.; Briargrove Plz.; Bunker Hill; Camino South; Clear Lake Ctr.; Cypress Landing; Cypress Plz.; Cypress Station; Cypress Vlg.; Dashwood; Deauville Sq.; Deauville Plz.; Echo Lane; Fondren Plz.; Fondrenwood Ctr.; Forest West; Four Corners West; Greenspoint Gallery; Greenspoint Sq.; Hammerly Plz.; Keegan's Vlg.; Kempwood Plz.; Lantern Lane; Maplewood; Mariner Vlg.; Miramar Ctr.; Nassau Bay; Northbrook; Northeast Lakewood; Northshore Ctr.; Northwood Plz.; Palm Ctr.; Parkland West; Parkshire Ctr.; Ponderosa Ctr.; Post Oak Plz.; Saks Ctr.; Stafford Plz.; Stella Link Ctr.; The Corners; The Jones Road Plz.; The Oaks of Inwood; Timberwood Ctr.; Town Plz.; Village Green; Village Real; West Junction; West Town; Westchase; Westhille Vlg.; Willow Pk.; Wind Chimes; Windsor Plz.; Woodway Sq.; York Plaza.
15 to 20 Stores-Allen Ctr.; Almeda Genoa; Argyle Plz.; Armand Ctr.; Baybrook Terr.; Bellaire Triangle; Bellford Crossing; Bellwood Plz.; Beltway Ctr.; Braesgate; Briarwest Ctr.; Broadway; Country Club; Countryside Vlg.; Cypress Sq.; Cypresswood Plz.; Deauville East; Deauville West; Deauville North; Fairbanks Ctr.; Garden Oaks; Gessner Sq.; Goose Creek; Gulf Point; Gulfway; Hudson Vlg.; Huntington Vlg.; Huntwick Vlg.; Inwood Forest; Jacinto City; Jester Vlg.; Kingsland Vlg.; Klein Sq.; Kuykendahl Vlg.; Laura Koppe; Levitz Plz.; Long Point Ctr.; Long Point Plz.; Loop Ctr.; MacGregor Plz.; Mainhill; Maplewood Sq.; Meyerland Plz. Annex; Mission Bend; Northshore Vlg.; Northwood Ctr.; Oak Vlg.; Parkland Humble; Piney Point; Point West; Post Oak Ctr.; Prestonwood Forest Vlg.; Rummel Creek; South Main Ctr.; Southpoint; Spencer Sq.; Sylvan Plz.; Synott Pl.; Tanglewilde Township Ctr.; Westheimer Vlg.; White Plz.; Willowcreek; Woodforest Ctr.; Deerbrook Commons.
11 to 15 Stores-Allendale; Bayshore; Bayway; Beechcrest Ctr.; Bellaire Theatre Ctr.; Bellfort East; Blalock Sq.; Braes; Briar Hollow; Cluc Creek; Cypress Trails; Edgebrook Plz.; El Camino Ctr.; El Dorado Bend; Galena Pk.; Glenbrook; Breenridge Plz.; Griggs Road Ctr.; Gulfway Plz.; Hillcroft Vlg.; Homestead Plz.; Inwood Central; Inwood Vlg.; Jensen Sq.; Kirby Glen; Little York Plz.; Memorial-Dairy Ashford; Miracle Corners; Monroe Plz.; Northborough Sq.; Orchard Green; Owens Sq.; Parkland North; Pine Forest Vlg.; Red Bluff Mall; Red Bluff Vlg.; Sheldon Forest; Southgate; Spencer Hwy. Ctr.; Sylvan Plz.; The Gessner Ctr. II; Town Centre; West Oak; Westbury Triangle; Westheimer Sq.; Willowbrook Ct.; Willowbrook Commons.
10 or Less Stores-7000 North Freeway; Alabama Antoine Sq.; Brookhollow Vlg.; Champion Forest; Country Pl.; Graywood; Heights Plz.; Hermitage Oaks; High Meadows; Homestead Vlg.; North Shepherd; Northpark Ctr.; Northwood Vlg.; Nottingham Ctr.; Olde Oaks; Parkland East; Parktown; Pinemont; Riedel Ctr.; Rolling Wood; Savon Sq.; Southmore Plz.; Spencerwood; Spring Plz.; Spring Vlg.; Steeplechase; The Crossroads; University Plz.; Williamstown Ctr.; Winfield Ctr.; Woodcreek.

13 - RETAIL OUTLETS: **Department Stores**-Beall's 15; Foley's 12; Frost Bros. 3; JCPenney 8; Dillard's 10; Lord & Taylor 4; Macy's 4; Marshall Field 2; Mervyn's 7; Montgomery Ward 8; Neiman-Marcus 2; Palais Royal 26; Sakowitz 4; Saks Fifth Avenue 2; Sears 10.
Discount Stores-Best Products 3; Houston Jewelry 2; K mart 20; Target 15; United Jewelers 7; W. Bell & Co. 3; Service Mdse. 5; Winn's 11.
Variety Stores-Ben Franklin 2; Kresge; McCrory; Variety Value; Woolworth 7.
Chain Drug Stores-Cunningham's 5; Doyles; Eckerd 107; Jones Apothecary 4; Medic Pharmacy 3; Ralston's 18; Walgreens 95.
Chain Supermarkets-Baby Giant 7; Clayton's 3; Fiesta 12; Food City 6; Food Giant 4; Gerland's 19; Kroger 58; Lucky Seven 27; Minimax 11; M&M Foods 5; Randall's 40; Rice 33; Safeway 80; 7-Eleven 250; Stop'N Go 250; Sunny's 7; Circle K 195.
Other Chain Stores-Men's Clothing: Al's Formal Wear 14; Ruck's 2; Chess King 10; Front Row 5; Kuppenheimer's 5; Leopold Price & Rolle 15; The Men's Warehouse 14; Norton Ditto 2; J. Riggin's 9; Rodneys 12; Ventura's 12; Zindler's 2; Women's Clothing: Casual Corner 17; Esther Wolf; Everitt Buelow 3; Fashion Conspiracy 4; Foxmoor 12; Frederick's 5; Isabell Gerhart 2; Judy's 5; Lane Bryant 12; Lerner's 14; The Limited 14; Margos 10; Shelly's Tall Girls 3; 5-7-9 Shops 8; The Woman's Shop 10; Family Clothing: Beall's 15; Craig's 10; County Seat 8; Frost Brothers 3; The Gap 16; Jeans West 10; Leonard's 8; Marshall's 5; Palais Royal 23; Walter Pye 5; Weiner's 43; Shoes: Athlete's Foot 5; Baker's 13; Burt's 3; Butlers 5; Chandler's 5; Church's; Cowtown 3; El Bee 6; Ellis; Fayva 20; 5 & 10 Shoe Store 7; Flagg Brothers 3; Florsheim 14; Florsheim Thayer McNeil 3; French Bootery 2; Hanover 9; Hardy's 6; Jarman 5; Johnston Murphy 4; Joyce Selby 3; Just Boots 4; Kinney 22; Knapp; National Brand 3; Naturalizer 13; Pay-Less 33; Red Cross 8; Red Wing 8; Saks 3; Shoe Box 10; Shoe Gallery 4; Shoe Hut; The Shoe Rack 6; Shoes N' Such 4; Sofwear Shoes; Shoe World; Standard Shoes 8; Thom McAn 12; Wise Pair 6; Furniture: Blum's; Brittain's 4; Carolina Fingers 8; Furniture Clearance Center; Furniture Idea 5; Georgetown Manor 2; Hilsher's 2; Lazy Boy Showcase Shoppers 3; Levitz 2; Metropolitan 3; Arron Rents Furn.; Sleep-N-Aire 4; Star 10; Storehouse 5; Suniland 3; Waddell's 3; Miscellaneous: Academy 15; Firestone 31; Goodyear 28; Front Row 5; T.H. Mandy 3.

14 - NEWSPAPERS: HOUSTON CHRONICLE (all day) 406,084; (S) 531,528; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dwight Brown, Display Adv. Dir., CHRONICLE, 801 Texas Ave., Houston TX 77002; Tel. (713) 220-7385.

National Representatives: Sawyer-Ferguson-Walker; London-Joshua B. Powers, Ltd.
POST (m) 309,400; (S) 356,424; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Jerry D. Burton, Adv. Dir., POST, 4747 Southwest Freeway, Houston, TX 77001; Tel. (713) 621-7000.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

HUNTSVILLE

1 - LOCATION: Walker County. E&P Map E-4. County Seat. Sam Houston State University. 70 mi. N of Houston, on U.S. Hwy. 190; State Hwys. 30, 94; I-45.

2 - TRANSPORTATION: **Railroads**-Missouri-Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines-Continental Trailways; Greyhound; City Transit; Brazos Transit System.
Airlines-Most national, some international lines at Houston.

3 - POPULATION
Corp. City 80 Cen. 23,936; E&P 87 Est. 34,208
CZ-ABC: (80) 25,786
RTZ-ABC: (80) 16,003
County 80 Cen. 41,789; E&P 87 Est. 53,298
City & RTZ-ABC: (80) 41,789

4 - HOUSEHOLDS
City 80 Cen. 6,558; E&P 87 Est. 9,858
County 80 Cen. 11,813; E&P 87 Est. 18,670
CZ-ABC: (80) 6,558
RTZ-ABC: (80) 5,255
City & RTZ-ABC: (80) 11,813

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$341,745,141 (County)

6 - PASSENGER AUTOS: County 29,754 (all vehicles)

7 - ELECTRIC METERS: 10,331

8 - GAS METERS: 4,992

9 - PRINCIPAL INDUSTRIES: Tank Trailer Repair; Mirror Mfg.; Chem.; Lumber & Timber; Farming; Oil Field Equip.; Lignite Coal; Oil; Gas; Ranching; Texas Dept. of Corrections.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-73; Summer 70-100; Fall 42-72; Winter 34-65. First killing frost, Oct. 10; last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Northwest Shopping Ctr.** (11th St. (9 stores); Timber Hills; Town West (10 stores); Midway Plz. (9 stores); West Hill Mall-Hwy. 30.
Neighborhood Shopping Centers-Downtown (13th St.); University Hts. (5 stores); South Place (4 stores); Brookhaven (12 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Some in Northwest Shop Ctr.; West Hill Mall-Open 10 a.m.-9 p.m. Mon.-Sat.; Sun. 1:00-6:00.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears (catalog); Beall's; The Fair; Kerr's; Martas; Felders.
Discount Stores-Wal-Mart; K mart.
Variety Stores-Wiener's; Perrys.
Chain Drug Stores-Eckerd; Walgreens; Revco.
Chain Supermarkets-Mini Max; Safeway; Food King; Kroger.
Other Chain Stores-Zale's; Firestone; Goodyear; Western Auto; TSO; Radio Shack; Gordons; Waldenbooks.

14 - NEWSPAPERS: ITEM (m-tues to sat) 5,368; (S) 6,476; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Arlene McLaughlin, Adv. Dir., ITEM, 1409 Tenth St., PO Box 539, Huntsville, TX 77340; Tel. (713) 295-5407.
National Representative: Landon Associates.

HURST

1 - LOCATION: Tarrant County (in Fort Worth-Arlington PMSA). E&P Map E-3; 12 mi. NE of Fort Worth; 17 mi. NW of Dallas; North Central Texas. Near Hwys. 121, 183, 377.

2 - TRANSPORTATION: **Railroads**-Rock Island; T&P; MK&T; St. Louis & Southwestern.
Intercity Bus Lines-Continental Trailways; Greyhound; Texas Motor Coach.
Airlines-American; Continental; Delta; Eastern; Trans Texas (Allison); new Dallas-Fort Worth International Airport.

3 - POPULATION
Corp. City 80 Cen. 31,420; E&P 87 Est. [illegible]
CZ-ABC: Cities of Hurst, Bedford, Euless and towns of North Richland Hills and Richland Hills (80) 114,812
County 80 Cen. 860,880; E&P 87 Est. [illegible]
PMSA 80 Cen. 973,138; E&P 87 Est. [illegible]

4 - HOUSEHOLDS
City 80 Cen. [illegible]; E&P 87 Est. [illegible]
CZ-ABC: (80) 40,391
County 80 Cen. 333,171; E&P 87 Est. [illegible]
PMSA 80 Cen. 369,034; E&P 87 Est. [illegible]

5 - BANKS	NUMBER	DEPOSITS
Commercial	[illegible]	[illegible]

6 - PASSENGER AUTOS: County [illegible] (all vehicles)

7 - ELECTRIC METERS: Residence [illegible]

8 - GAS METERS: Residence [illegible]

9 - PRINCIPAL INDUSTRIES: Metals; Helicopters; Welding Supplies; Galvanizing; Sand & Gravel; Refining; Pipes; Building Supplies; Mattresses; Refrigeration; Plastics; Paper Prods.; Auto Air Conditioners; Paint Mfg.; Cork; Bag & Box Mfg.; Tile; Tower Corp.; Fiberglass Engineering; Neon Signs; Bell Helicopter; Aircraft Components.

10 - CLIMATE: Mild. Av. Annual Temp. [illegible]. Av. Ann. Rainfall 33 in.

11 - TAP WATER: Artesian wells; [illegible].

12 - RETAILING: **Nearby Shopping Centers**-Bellaire; Richland Plaza; Richland Center; [illegible]; North Hills Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Euless Town Ctr.	NA	Handy Dan
Hurst(8)	NA	[illegible]
Hurst Bedford(10)	NA	[illegible]
Hurst Plaza(8)	NA	Town & Country Drugs
Mayfair Village	NA	Tom Thumb, Wyatt's
Myers(7)	NA	[illegible]
North East Mall	NA	JCPenney, Sears, Mont. Ward
[illegible]	NA	Tom Thumb
[illegible](25)	NA	Safeway
[illegible]	NA	Thrifty Drug
Village Square(22)	NA	Safeway, Skaggs
[illegible]	NA	[illegible]
[illegible]	NA	[illegible]
Willows(12)	50	Safeway
North Hills(60)	NA	Sanger-Harris, [illegible]

Principal Shopping Days-Thur., Fri., Sat.; Most stores open evenings.

13 - RETAIL OUTLETS: **Department Stores**-Wards; Montgomery Ward; JCPenney; Leonard; Anthony's; Mitchell's; Watson Bros.; Dillard; Stripling; Sears; Clark; Sanger-Harris.
Variety Stores-M.E. Moses; Watt's.
Discount Stores-Gibson; K mart; Treasure City; Best; H.S. Wilson; Target.
Chain Drug Stores-Revco; Treasure; Eckerd; Skillern's; Town & Country; Skaggs.
Chain Supermarkets-Winn-Dixie; Safeway; Kroger; Tom Thumb; Skaggs; Alpha Beta; Jewel T; Affiliated; Minyards.
Other Chain Stores-Wick's; Goodyear; Firestone.

14 - NEWSPAPERS: MID-CITIES NEWS (e-tues to sat) [illegible]; (S) [illegible]; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: [illegible], Adv. Mgr., MID-CITIES NEWS, [illegible] Ave. H East, Arlington, TX [illegible]; Tel. (817) [illegible].
National Representative: U.S. Suburban Press.

IRVING

1 - LOCATION: Dallas County (in Dallas PMSA). E&P Map E-3. Light manufacturing; North Central [illegible]

Texas. 10 min. from Dallas and 20 min. from Fort Worth.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-40.
Intercity Bus Lines-Continental.
Airlines-American; Continental; Delta; Ozark; Eastern; Mexicana; Texas Intl.; Dart.

3 - POPULATION:
Corp. City 80 Cen. 109,943; E&P 87 Est. 128,842
City of Pub.-ABC: (80) 109,943
County 80 Cen. 1,556,549; E&P 87 Est. 1,857,331
PMSA 80 Cen. 1,957,451; E&P 87 Est. 2,456,871

4 - HOUSEHOLDS:
City 80 Cen. 40,184; E&P 87 Est. 48,613
City of Pub.-ABC: (80) 40,184
County 80 Cen. 577,753; E&P 87 Est. 714,529
PMSA 80 Cen. 711,093; E&P 87 Est. 922,322

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$190,000,000
Savings & Loan	5	$110,000,000

6 - PASSENGER AUTOS: County 1,618,312 (all vehicles).

7 - ELECTRIC METERS: Residence 54,560.

8 - GAS METERS: Residence 30,023.

9 - PRINCIPAL INDUSTRIES: Petroleum Distribution; Chem.; Aluminum Prods.; Heavy Equip.; Precision Tools; Food Distribution; Asphalt; Tool & Dies; Sash & Doors; Trailers; Oil Refining; Truck Transport; Food Proc.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-82; Summer 72-100; Fall 48-68; Winter 41-61.

11 - TAP WATER: From wells and lakes.

12 - RETAILING: **Neighborhood Shopping Centers**-Downtown; Ridgecrest; Irving Plaza; K mart; Northgate Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carvel Square(10)	NA	Safeway
Central Pk. Plz.(33)	NA	Ward Drug
Citizens Center(20)	NA	Pulido's; Tom Thumb
Cortez Plaza(20)	NA	Page Drug; Tom Thumb
Freeway(9)	NA	Sears
Irvingate(10)	NA	Nichols
Irving Mall(78)	NA	Sears; JCPenney; Joske's; Dillards; Mervyns
Irving North	NA	Food Basket
Irving Shopping Village(17)	NA	TG&Y; Skillern's
MacArthur	NA	Minyards
Martinique	NA	Jewel T
Plymouth Pk. N (15)	NA	Ward Drug; Minyards
Plymouth Park(100)	NA	Kroger; Dillard
2nd & Jefferson	NA	Buddies

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon.-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; White Stores; Neal's Dry Goods; Sanger-Harris; Western Auto; Dillard; Joske's.
Variety Stores-Duke & Ayres 2; M.E. Moses 2; TG&Y; Motts; Ben Franklin.
Chain Drug Stores-Big State 3; Ward Cut Rate; Dekoven; Page; SuperRx; Skaggs; Skillern's 2.
Discount Stores-Gibson; K mart.
Chain Supermarkets-Safeway 2; Worth; Buddies 2; Reese's; Minyard's 3; Morris; Kroger 2; L & M 5; Tom Thumb; Skaggs; Albertson's.

14 - NEWSPAPERS: NEWS (e-tues to sat) 10,582; (S) 12,421; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Greg Fox, Adv. Mgr., NEWS, 1000 Ave. H East, Arlington, TX 76011; Tel. (817) 633-0400.
National Representative: U.S. Suburban Press.

JACKSONVILLE

1 - LOCATION: Cherokee County, E&P Map E-3. Shipping and distribution Center for E Texas Agriculture. Manufacturing and lumber area. College Center in E central Texas; 110 mi. SE of Dallas; 110 mi. SW of Shreveport, LA; 180 mi. N of Houston; 145 mi. SE of Texarkana.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Southern Pacific (freight).
Motor Freight Carriers-17.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 12,264; E&P 87 Est. 13,446
County 80 Cen. 38,127; E&P 87 Est. 42,922

4 - HOUSEHOLDS:
City 80 Cen. 4,501; E&P 87 Est. 4,857
County 80 Cen. 13,627; E&P 87 Est. 16,031

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$173,884,000
Savings & Loan	3	$234,108,000

6 - PASSENGER AUTOS: County 32,835 (all vehicles).

7 - ELECTRIC METERS: Residence 5,172.

8 - GAS METERS: Residence 4,400.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Charcoal 75 ($140); Plastic 1,008 ($180); Needlecraft & Clothing 627 (N.A.); Fiberglass 40 ($165); Wood 900 (N.A.); Metal 300 ($165); Printing 72 ($145); Signs 50 ($185); Plants 350 ($145).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 70-110; Fall 30-90; Winter 15-85. First killing frost, Nov. 1; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Centers**-18 blocks on 6 Sts.; Jackson Sq. (15 units); Jackson Sq. II (6 units occupied).
Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Beall's; J.B. White.
Variety Stores-Perry.
Chain Supermarkets-Safeway; Brookshires; Piggly Wiggly 2; Winn-Dixie.
Discount Stores-Discount City; Wal-Mart.
Chain Drug Stores-Drug-Sav; Revco.
Other Chain Stores-Bearden Furn.; Goodyear; Elaine's; Groom Furn.; Linda Kay; Lang Jewelry; Diamond Shop; Otasco; Kerwin Shop; Trudy's Stout Shop; Bratz TV/Tire & Appliances; John's True Value; Heath & Heath Hdwe.; Broadway Furn.; Baker's Hallmark; The Diamond Shop; Sunshine House; Lowell's Jewelry; Staton's; The Work Baket; Harry's Building Supplies; Circle W; Radio Shack; Pazzazz Boutique; Just Quackers; Imperial Gifts; Ruffles On Ragsdale; Yuletime Gifts; The Office Shop; Cook's Office Supply; Sears (catalog).
Jacksonville is hdqtrs. for following chains: Beall's; White & Mayes.

14 - NEWSPAPERS: PROGRESS (e-mon to fri) 6,712; (S) 7,713; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Rod Boudreaux, Adv. Mgr., PROGRESS, 201 Austin St., Jacksonville, TX 75766; Tel. (214) 586-2236.
National Representative: Papert Companies.

KERRVILLE

1 - LOCATION: Kerr County, E&P Map D-4. County Seat. Tourism, retirement Center. 65 mi. NW of San Antonio. On I-10; State Hwys. 27, 16.

2 - TRANSPORTATION: **Intercity Bus Lines**-Kerrville; Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 15,276; E&P 87 Est. 20,628
CZ-ABC: (80) 21,096
RTZ-ABC: (80) 29,187
County 80 Cen. 28,780; E&P 87 Est. 40,392
City & RTZ-ABC: (80) 50,283

4 - HOUSEHOLDS:
City 80 Cen. 5,955; E&P 87 Est. 7,719
CZ-ABC: (80) 8,471
RTZ-ABC: (80) 11,056
County 80 Cen. 11,171; E&P 87 Est. 16,466
City & RTZ-ABC: (80) 19,527

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$439,801,044
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 33,380 (all vehicles).

7 - ELECTRIC METERS: Corp. City 9,370.

8 - GAS METERS: Residence 4,351.

9 - PRINCIPAL INDUSTRIES: Airplane Mfr.; Tourism; Agric. & Livestock; Health Ctr.; Youth Camps; Entomology.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-96; Summer 49-105; Fall 29-98; Winter 10-90.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
River Hills(40)	1	Beall's; K mart; JCPenney
River Oaks(30)	1	Anthony's; Winn's
Town Plz.(9)	1	Crafts Etc.

Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Schreiner's; JCPenney; C.R. Anthony; Beall's; Weiners.
Variety Stores-Winn's; Crafts Etc.
Discount Stores-Gibson's; K mart; Wal-Mart.
Chain Drug Stores-Rexall; Gibson; Revco.
Chain Supermarkets-HEB; Colonial; United Super; Stop & Shop 3; Circle K 3; Super-S; Handy Andy.
Other Chain Stores-Western Auto; Radio Shack; Baskin-Robbins; Zales; Kay Jewelry.

14 - NEWSPAPERS: TIMES (e-mon to fri) 8,893; (S) 10,468; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Wm. H. Klusmeier, Adv. & Mktg. Dir., TIMES, 429 Jefferson St.; PO Box 1428, Kerrville, TX 78028; Tel. (512) 896-7000.
National Representative: Landon Associates.

KILGORE

1 - LOCATION: Gregg and Rusk Counties, E&P Map E-3. 125 mi. E of Dallas; 70 mi. W of Shreveport, LA. State Hwys. 31, 42, 135, 349; U.S. Hwy. 259; I-20.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Metro.

3 - POPULATION:
Corp. City 80 Cen. 11,332; E&P 87 Est. 12,670
Counties 80 Cen. 140,860; E&P 87 Est. 164,801
  Gregg 80 Cen. 99,487; E&P 87 Est. 117,845
  Rusk 80 Cen. 41,382; E&P 87 Est. 46,956

4 - HOUSEHOLDS:
City 80 Cen. 4,265; E&P 87 Est. 4,989
Counties 80 Cen. 50,895; E&P 87 Est. 61,941
  Gregg 80 Cen. 35,884; E&P 87 Est. 44,206
  Rusk 80 Cen. 15,011; E&P 87 Est. 17,735

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$217,367,690
Savings & Loan	2	$118,760,477

6 - PASSENGER AUTOS: Counties (all vehicles): Gregg 121,145; Rusk 35,877.

7 - ELECTRIC METERS: Residence 6,201.

8 - GAS METERS: Residence 5,320.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Gas 4,500 ($283); Plumbing Fixtures 465 ($355); Boat Mfg. 204 ($260); Plastics Mfg. 95 ($283); Air Conditioning Duct Mfg. 225 ($290); Steel Fabrication 185 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 36-98; Summer 60-108; Fall 36-95; Winter 18-80.

11 - TAP WATER: Aklaline, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Kilgore Plz. Shopping Center: Between Hwy. 42 & 259: Margaret Downs Jewelry; Otasco; Beall's; The New Yorker; Hurwitz; Revco; Brookshire's; J.B. White Co.; Rho's Hallmark; Baskin-Robbins Ice Cream.
Mid-Town Shopping Centers-Eckerd; Margie's; Kilgore First Natl. Mini-Bank; Joyce's Hair Fashions; Movies & Sounds.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: **Department Stores**-Beall's; J.B. White Co.
Discount Stores-Dollar General; Wal-Mart.
Chain Drug Stores-Longhorn; Revco; Eckerd; K&B.
Chain Supermarkets-AG; Brookshire's; Piggly Wiggly.
Other Chain Stores-The Automotive; Hurwitz; Otasco; 7-Eleven 2; Thriftyman Foods 2; The New Yorker; Kenwin; Radio Shack; Singer Sewing Machine; Merle Norman; Blake Furn.; Texas Interiors; Kwik-Kopy; Sherwin-Williams; Baskin Robbins Ice Cream; Arby's; Church's Fried Chicken; Dairy Queen; Del Taco; Golden Corral; Hardee's; Hot Biscuit; McDonald's; Pizza Hut; Pizza In; Whataburger.

14 - NEWSPAPERS: NEWS HERALD (e-mon to fri, S) 5,622; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising

The Papert Companies

......a newspaper advertising SALES organization!

HEADQUARTERS—DALLAS, TX 214-969-0000

Data: Mrs. Mary Ann McDonald, Natl. Adv. Mgr., NEWS HERALD, 610 E. Main St.; PO Box 1210, Kilgore, TX 75662; Tel. (214) 984-2593.
National Representative: None.

KILLEEN

1 - LOCATION: Bell County (In Killeen-Temple MSA). E&P Map D-4. Home of Fort Hood (largest U.S. Army Armor Center). American Educational Complex: Central Texas College, American Technological University, American Preparatory Institute. 160 mi. SW Dallas-Ft. Worth; 198 mi. NW Houston; 65 mi. NE Austin; 146 mi. NE San Antonio. On U.S. Hwy. 190.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-2.
Intercity Bus Lines-Trailways; Kerrville.
Airlines-Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 46,296; E&P 87 Est. 58,758
CZ-ABC: (80) 84,891
RTZ-ABC: (80) 43,615
County 80 Cen. 157,889; E&P 87 Est. 174,671
MSA 80 Cen. 214,656; E&P 87 Est. 233,293
City & RTZ-ABC: (80) 128,506

4 - HOUSEHOLDS:
City 80 Cen. 16,672; E&P 87 Est. 22,559
CZ-ABC: (80) 21,823
RTZ-ABC: (80) 13,355
County 80 Cen. 52,661; E&P 87 Est. 60,295
MSA 80 Cen. 66,751; E&P 87 Est. 75,264
City & RTZ-ABC: (80) 35,178

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$519,112,702
Savings & Loan	8	$2,482,874,152

6 - PASSENGER AUTOS: County 148,795 (all vehicles)

7 - ELECTRIC METERS: City & RTZ 42,700

8 - GAS METERS: City & RTZ 19,366

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food & Beverages 300; Printing & Pub. 600; Personal Servs. 650; Constr. 3,700; Packing & Moving 100; Data Proc. 300; Gov't Emp. 19,700; Vending 50; Educ. 2,500; Military Troops 40,314; Dependents 52,502.
Principal Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 62-104; Fall 58-78; Winter 29-58. First killing frost, Nov. 25; last killing frost, Mar. 10.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Killeen: Killeen Mall (100 stores, Dillard, Sears, Beall's, JCPenney), 40 blocks Business 190, Downtown, 440 Plz., Wendland Plz., Mid-town Mall, 40 blocks Rancier St. Copperas Cove: 25 blocks Business 190, Downtown, Cove Terrace S.S., West Park S.S. Harker Heights: 20 blocks Business 190, Downtown, Heights Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cove Terrace(42)	10	Super Saver
Killeen Business(6) Center	4	
Killeen Plaza(6)	4	
West Park(18)	10	Winn-Dixie
E. Rancier(5)	1	
HEB Center(2)	1	Winn's, HEB
Eastlake(12)	1	Piggly Wiggly, Winn's
Highland Park(8)	1	Winn's, Minimax
Midtown Mall(5)	NA	Weiner's
440 Plaza(36)	3	Winn-Dixie, Radio Shack
Wendland(10)	3	K mart, HEB, Lack's
Heights(5)	NA	Piggly Wiggly
Heights Plaza(9)	NA	Winn-Dixie

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Beall's; Sears; Dillard; JCPenney; Weiner's; Miller's Outpost.
Discount Stores-Ft. Hood Commissary & Post Exchange 3; Revco 3; K mart; Wal-Mart 2.
Variety Stores-Winn's 3.
Chain Supermarkets-Affiliated 2; Safeway; HEB 3; Winn-Dixie 3; Piggly Wiggly 2; IGA.
Other Chain Stores-Firestone 2; Western Auto 2; Goodyear; Otasco; Payless Shoes; Sherwin-Williams; McDuff Appliances; Zale's; Lack's Furniture; Radio Shack 3; Gordon Jewelers; Walgreens; Baker Shoes; Linz Jewelry; Waldenbooks; Kinney; Thom McAn; Pic-N-Save.

14 - NEWSPAPERS: HERALD (m) 17,249; (S) 20,865; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ray Townsend, Pub., HERALD, PO Box 1300, Killeen, TX 76540; Tel. (817) 634-2125.
National Representative: Papert Companies.

LAKE JACKSON
See CLUTE

LAREDO

1 - LOCATION: Webb County (MSA). E&P Map D-6. County Seat. An export & import inland port. 155 mi. from San Antonio; 138 mi. from Corpus Christi on new Hwy.; 150 miles from Monterrey, Mexico. Main port of entry from Mexico. On U.S. Hwys. 59, 81, 83; State Hwy. 359; I-35.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Texas Mexican. Both connect with Ferrocarriles Nacional de Mexico at Laredo.
Motor Freight Carriers-23.
Intercity Bus Lines-Continental Trailways; Greyhound; Transports del Norte; Valley Transit.
Airlines-Royale; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 91,449; E&P 87 Est. 117,564
CZ-ABC: (80) 91,449
RTZ-ABC: (80) 28,773
County/MSA 80 Cen. 99,258; E&P 87 Est. 128,243
City & RTZ-ABC: (80) 120,222
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,903; E&P 87 Est. 31,323
CZ-ABC: (80) 23,903
RTZ-ABC: (80) 8,416
County/MSA 80 Cen. 25,896; E&P 87 Est. 34,627
City & RTZ-ABC: (80) 32,319

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	$1,876,997,696
Savings & Loan	3	$448,765,000

6 - PASSENGER AUTOS: County 64,839 (all vehicles)

7 - ELECTRIC METERS: Residence 29,714

8 - GAS METERS: Residence 19,982

9 - PRINCIPAL INDUSTRIES: Mach.; Smelting; Mattresses; Frocks; Cement Prods.; Hats; Chairs; Furn.; Export-Import; Glass Specialties; Electronics; Tire Testing; Tourism; Meat Packing; Trans. (freight forwarding/warehousing); Coal Mining; Automotive Radiator; Mfg. Plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-97; Summer 74-105; Fall 56-90; Winter 33-76.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Salinas; 7 on Convent; 7 on Flores; 5 on San Augustine; 4 on Farragut; 4 on Hidalgo; 4 on Lincoln and 4 on Iturbide.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Del Mar	NA	HEB
Laredo Mall(25)	NA	
Las Lomas(8)	NA	Perry Variety
Mall Del Norte(120)	NA	Sears, Dillard, Mont. Ward
Riverdrive Mall(60)	NA	JCPenney, Frost Bros., McCrory, Wal-Mart

Principal Shopping Days-Dept. Stores: Mon., Tues., Fri. & Sat.; Food: Thur., Fri. & Sat.
Stores Open Evenings-Dept.-Sat., Sun.; Food nightly.

13 - RETAIL OUTLETS: **Department Stores**-Richter's; Hachar's; Sears; JCPenney; Beall's; Montgomery Ward.
Men's Wear-Joe Brand's; Sande Fashions; I. Alexander; Don Antonio's; Portofino; Juvencio's.
Specialty-La Feria; Dillard; Las Novedades; Polly Adams; Frontier Dept. Stores; Carrousel; Jacqueline; Cindy Fashions (Ladies); Frontier Western Wear; Lico Western Wear; Mike's Western Wear.
Shoes-Kinney Shoes 2; Scooti; Sam Sullivan; Thom McAn 2.
Discount Stores-Santos; Munden; Kroger's; Dr. Ike's Economy Center; Wal-Mart.
Variety Stores-S.H. Kress; Woolworth; McClellan's; Perry's.
Chain Drug Stores-Continental Rexall; City Drug; Central Drug.
Chain Supermarkets-El Rio Family Center; Kroger; Tony's 2; HEB 4; Jitney Jungle; Narvaez Grocery; Tom's; Warehouse Grocery 3.
Other Chain Stores-O. Tamez; Maverick Markets 13; Charm; Lane's; Sherwin-Williams; Firestone; Western Auto; White's Auto; Zale's Jewelers; Laredo Sewing Ctr.; Gordon's Jewelers; PFAU Tire; Radio Shack; City Service; Goodyear; Laredo Furn. Distributors; Star Beauty Supply; Ardans; K mart; Circle K; McCoy's.

14 - NEWSPAPERS: TIMES (m) 19,614; (S) 21,312; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Soco Garza, Natl. Adv. Dir., TIMES, PO Box 2129, Laredo, TX 78041; Tel. (512) 723-2901.
National Representative: Branham/Newspaper Sales.

LEWISVILLE

1 - LOCATION: Denton County (In Dallas PMSA). E&P Map E-3. Light industry and agriculture. In north central part of state. 25 mi. NW of Dallas on I35 E; 7 mi. E of Dallas-Fort Worth Intl. Airport. On State Hwy. 121.

2 - TRANSPORTATION: **Railroads**-Atchison, Topeka & Santa Fe; Mo.-Kansas-Texas.
Motor Freight Carriers-50.
Intercity Bus Lines-Continental Trailways.
Airlines-American; Delta; Continental; Eastern; Mexicana; Ozark; Texas Intl. (Dallas-Fort Worth Airport).

3 - POPULATION:
Corp. City 80 Cen. 24,273; E&P 87 Est. 31,171
County 80 Cen. 143,126; E&P 87 Est. 215,523
PMSA 80 Cen. 1,957,451; E&P 87 Est. 2,456,871

4 - HOUSEHOLDS:
City 80 Cen. 7,986; E&P 87 Est. 10,465
County 80 Cen. 49,134; E&P 87 Est. 77,169
PMSA 80 Cen. 711,093; E&P 87 Est. 922,322

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 182,105 (all vehicles)

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: Residence/City 11,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Electronics 5,000 (N.A.); Office Equip. 1,500 (N.A.); Windows & Doors 500 (N.A.).
Principal Industrial Pay Days-1st, 15th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 75-95; Fall 57-79; Winter 35-56. First killing frost, Nov. 22; last killing frost, Mar. 18. Heaviest rainfall in May with av. of 4.9 in.

11 - TAP WATER: Slightly alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-(No. of stores)-Main Valley 33 stores; Lakeland Plaza (28); Old Orchard East (15); Old Orchard West (15); Round Grove Crossing (10); Garden Park Shpg. Ctr. (20); Old Settler's Mall (15).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Golden Triangle Mall(100)	10	Denton, Sears, Mont. Ward, Dillard, Beall's
Irving Mall(77)	12	Sears, JCPenney
Northtown Mall	13	Mont. Ward
Valley View Mall	16	Sears, Sanger-Harris

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping centers, every evening.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Miller's Outpost.
Variety Stores-M.E. Moses 2.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Skaggs; Tom Thumb; Sack-n-Save; Kroger; Winn-Dixie; Brookshire's; The Colony.
Other Chain Stores-Goodyear; Firestone; Zale's; Chief Auto Parts; Michael's MJ Design; Cloth World; Wolfe Nursery.

14 - NEWSPAPERS: LEADER (e-tues to fri; S) 4,039; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Christian R. Schilt, Pub., LEADER, 591 W. Main; PO Box 308, Lewisville, TX 75067; Tel. (214) 436-3566.
National Representative: U.S. Suburban Press.

LONGVIEW

1 - LOCATION: Gregg County (In Longview-Marshall MSA). E&P Map E-3. County Seat. Oil field & industrial center. On U.S. Hwys. 80, 259 & I-20. 65 mi. W of Shreveport, LA; 126 mi. E of Dallas; 210 mi. N of Houston.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental Trailways; Greyhound; Mooney Motor Coach; Carthage.
Airlines-Metro Flight Airlines.

3 - POPULATION:
Corp. City 80 Cen. 62,762; E&P 87 Est. 77,997
CZ-ABC: (80) 73,372
RTZ-ABC: (80) 144,767
County 80 Cen. 99,487; E&P 87 Est. 117,845
MSA 80 Cen. 151,752; E&P 87 Est. 179,447
City & RTZ-ABC: (80) 218,139

4 - HOUSEHOLDS:
City 80 Cen. 22,934; E&P 87 Est. 29,426
CZ-ABC: (80) 25,224
RTZ-ABC: (80) 52,823
County 80 Cen. 35,884; E&P 87 Est. 44,206
MSA 80 Cen. 53,933; E&P 87 Est. 66,400
City & RTZ-ABC: (80) 78,047

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$803,700,922
Savings & Loan	6	$309,154,335

6 - PASSENGER AUTOS: County 121,145 (all vehicles)

7 - ELECTRIC METERS: Residence 30,208

8 - GAS METERS: Residence 23,291

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Employment 68,300; Oil & Gas 1,481 ($308); Chem. & Refineries (N.A.); Machine Shop 2,180 ($306); Constr. 4,400 ($350); Apparel 980 ($145); Food & Bev. 1,102 ($328); Fab. Metals 2,108 ($304); Trans. Equip. 290 ($308); Other Mfg. 6,180 ($385); Total Employees 68,300 ($330).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-97; Summer 72-106; Fall 31-70; Winter 30-70. First killing frost, Nov. 15-20; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Tyler St.; 4 on Fredonia; 5 on Methvin; 4 on Ctr.; 10 on Marshall; 4 on High; 4 on Cotton; 3 on Green; 4 on South; 8 in Greggton (W. Longview); 2 at Pine Tree; 2 on Alpine; 5 on McCann; 6 on Loop 281; 2 on Mobberly.
Neighborhood Shopping Centers-Pinewood; Earlee; High; Colonial; Brookwood; Southview; Greggton; Pine Tree; The Village; Chapparal; Alpine; High St.; Colonial Shops (2); Longview Mall; Northwest Vlg.; Royal Forest; Alpine Vlg.; Spring Hill; Towne Lake; Point North; Park Pl.; Oak Forest; Triple Creek; North Lake Plaza; Market Place; Town North Sq.; Longview Town Ctr.
Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat. [illegible] Tues.
Stores Open Evenings-Dept.: [illegible] Food: Fri., Sat.; Longview Mall 10 a[illegible]

13 - RETAIL OUTLETS: **Department Stores**-Dillard; Beall's; Sears; Anthony 2 [illegible] Bros.; Wilson's; Target; Mervyn's.
Discount Stores-Howard's; Wack[illegible] Family Ctr.; Zale's; Cook Paint; R[illegible] Kelly-Moore Paint; Singer Sewing Mach[illegible] K mart; Otasco 2; Wal-Mart 2; Ross; Weine[illegible]
Variety Stores-Moses 2; Perry Bros. 3.
Chain Drug Stores-Skaggs 2; Skillern's; Louis Morgan 4; McIntosh; Eckerd 3; K&B 2; Revco; Drug Emporium; Dollar General 2.
Chain Supermarkets-Safeway 3; Brookshire 5; Kroger 2; Tom Thumb; Winn-Dixie 3.
Other Chain Stores-Franklin's (women's); Sherwin-Williams; Mary Carter Paint; Regan's (women's). Auto Supplies: H. & S. 555, Owen, Western, Firestone, Goodrich, Bill Day Tire, General Tire, Goodyear, Kelly Springfield Tire, General Auto, Otasco, ABC Auto Parts 3, Rally Auto Parts 1 & 2, The Automotive East Texas; S&H Green Stamps; Gold Bond Stamps; Fox Photo; Gordon's Jewelers; County Seat; Fashion Conspiracy; Spencer Gifts; Waldenbooks; Circus World; General Nutrition; Haverty's Fine Furn.; Payless Cashways; Michael's; Radio Shack. Shoes: Austin, Thom McAn, Kinney, Buster Brown, Bakers. Optical: Texas State, Royal, Lee; Bldg. Materials: Lowes, McCoy's, Payless Cashways, Cassity Jones, Cade's.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 19,713; NEWS (e-mon to fri) 13,340; NEWS-JOURNAL (m-sat) 32,287; (S) 42,628; Mar. 31, 1987 ABC.
Local Contact *for Advertising and Merchandising* Data: David Timmons, Adv. Dir., JOURNAL and NEWS, 320 E. Methvin, Longview, TX 75601; Tel. (214) 757-3311.
National Representative: Landon Associates.

LUBBOCK

1 - LOCATION: Lubbock County (MSA). E&P Map C-2. County Home of Texas Tech University. 300 mi. NW of Ft. Worth; San Antonio 390 mi.; Oklahoma City 365 mi.; El Paso 350 mi.; Wichita Falls 209 mi. Trade and wholesale distributing center.

2 - TRANSPORTATION: Railroads-AT&SF; FW&D.
Motor Freight Carriers-15.
Intercity Bus Lines-Texas, New Mexico & Oklahoma Coaches.
Airlines-Southwest; Delta; American.

3 - POPULATION:
Corp. City 80 Cen. 173,979; E&P 87 Est. 186,906
CZ-ABC: (80) 175,913
RTZ-ABC: (80) 238,755
County/MSA 80 Cen. 211,651; E&P 87 Est. 229,566
City & RTZ-ABC: (80) 414,668
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,783; E&P 87 Est. 67,408
CZ-ABC: (80) 61,124
RTZ-ABC: (80) 79,413
County/MSA 80 Cen. 72,627; E&P 87 Est. 81,798
City & RTZ-ABC: (80) 140,537

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$1,827,888,000
Savings & Loan	6	$686,735,480

6 - PASSENGER AUTOS: County 181,887 (all vehicles)

7 - ELECTRIC METERS: Residence 80,556

8 - GAS METERS: Residence 56,376

9 - PRINCIPAL INDUSTRIES: Cotton Oil Mills; Food; Mach. & Equip.; Steel & Steel Fab.; Meat, Poultry Packing; Cottonseed Oil; Feed Mills; Bottling; Healthcare.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 75-100; Fall 20-70; Winter 0-60. First killing frost, Oct. 25; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Centers-10 on Main: 8 on Aves. G, H, Texas Ave., Aves. J, K, L & M all in downtown section; 8 on 50th & Ave. H; South Plains Mall.
Neighborhood Shopping Centers-8 blocks on Ave. Q and Broadway: 4 at 34th St. Vlg.; 3 in Green Acres Shopping Ctr.; 10 on E. Broadway; 10 in Arnett-Benson Ctr.; 2 in Highland Pl.; 18 on 19th St.; 6 on College Ave.; 2 at 34th St. and Ave. Q; 2 in Modern Manors; 4 at Traffic Circle; 4 at Ave. Q & 4th St.; 3 at Town & Country Shopping Ctr.; 4 on Indiana Gardens; 4 at Ave. H and 34th St.; 19 on 34th St.; Monterey, 10 on 50th; Caprock, 11 on 50th; Oakwood Vlg.; 4 on 50th; Mackenzie Terrace; 4 on Parkway Dr.; 2 on Slide & 13th; Winchester: 4 on 50th; Gibson; 2 on 50th & Slide.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mackenzie Terr.	2	Furr's
Family Park	2	Furr's, Raff & Hall Drug
Caprock	4	Dunlap's, Furr's, Mont. Ward
Monterey(28)	4	Halsey Drug
Town & Country(32)	2	Furr's
Red Bud Sq.(15)	NA	Furr's
S. Plains Mall(115)	9	JCPenney, Sears, Dillard's
Briercroft(15)	NA	United, Pay-Less Shoes
Cactus Alley(12)	NA	
Green Acres(19)	NA	Furr's Mkt.
Indiana Gdns.(4)	NA	Lena Stephen's
Mardi Gras(4)	NA	Furr's
Oakwood(13)	NA	Sound Warehouse
Parkway Mall(15)	NA	Furr's
Sunshine Square	NA	Skibells

Principal Shopping Days-Dept. Stores Thur. eve.; Food Tues. eve.; Wed. morn. & Thur. eve., Fri. morn.

13 - RETAIL OUTLETS: Department Stores-Sears; Mervyn's; Montgomery Ward; S&O Clothiers; Dunlap's; JCPenney; Skibell's; Lena Stephen's; Dillard; Margaret's; Anthony's; Beall's.
Variety Stores-McCrory's 2.
Chain Drug Stores-John Halsey 3; L & H 4; Prescription Laboratory 2; Raff & Hall 2; Fee Phcy. 2; Eckerd 4.
Discount Stores-Furr's; K mart; Albertson's; Best Products; Target; Service Mdse.; Wal-Mart.
Chain Supermarkets-Furr's 6; United 10; Independents 67; 7-Eleven 12; Albertson's 3; Food Emporium 2.
Other Chain Stores-Thom McAn; S&H Green Stamps; Gold Bond Stamps; Jones-Roberts; The Cloth World; Pier 1; Radio Lab; Payless Cashway; McCoys; Builder's Square.

14 - NEWSPAPERS: AVALANCHE-JOURNAL (m-mon to fri) 59,685; (e-mon to fri) 12,535; (m-sat) 66,624; (S) 76,497; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Steve Beasley, Adv. Dir., AVALANCHE-JOURNAL, 8th St. & Ave. J, Lubbock, TX 79408; Tel. (806) 762-8844.
National Representative: Papert Companies.

LUFKIN

1 - LOCATION: Angelina County, E&P Map F-4. E Central part of state, midway between Houston & Shreveport. On U.S. Hwys. 59, 69; State Hwys. 94, 103.

2 - TRANSPORTATION: Railroads-Angelina & Neches River; Texas Southeastern; Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways; Kerriville.

3 - POPULATION:
Corp. City 80 Cen. 28,562; E&P 87 Est. 32,466
CZ-ABC: (80) 28,562
RTZ-ABC: (80) 109,807
County 80 Cen. 64,172; E&P 87 Est. 72,704
City & RTZ-ABC: (80) 138,369
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,180; E&P 87 Est. 11,417
CZ-ABC: (80) 10,180
RTZ-ABC: (80) 38,002
County 80 Cen. 21,781; E&P 87 Est. 25,595
City & RTZ-ABC: (80) 48,182

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$393,976,000
Savings & Loan	3	$492,421,000

6 - PASSENGER AUTOS: County 60,403 (all vehicles)

7 - ELECTRIC METERS: Residence 28,865

8 - GAS METERS: Residence 11,709

9 - PRINCIPAL INDUSTRIES: Foundries; Paper Mill; Lumber; Total 5,134 employees.

10 - CLIMATE: Av. Temp.-Spring 66; Summer 82; Fall 68; Winter 51.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on First St.; 2 blocks on Lufkin Ave.
Neighborhood Shopping Centers-900 block on Ellis Ave.; 1200 block of S. Chestnut; Timberland Dr.; 600 block S. First.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Angelina Mall(23)	NA	Clark Dept., K mart
Chestnut Vlg.(18)	NA	Brookshire, Eckerd, Weiners
Lufkin Mall(71)	NA	JCPenney, Sears
Towne Square(20)	NA	Wal-Mart

Principal Shopping Days-Department Stores: Wed. through Sat. Food: Tues.; Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Clark's; JCPenney; Sears, The Fair.
Discount Stores-Howard's; Wal-Mart; K mart; Dollar General.
Chain Drug Stores-Cavanagh; Peden 10; Thompson Phcy.; Eckerd 3; Medical Discount 2.
Chain Supermarkets-Brookshire 31; O-Kay 10; Boles 2; Safeway 2; Albertson's.
Other Chain Stores-Beall's; S&H Green Stamps; Weiner's; Brown's Shoe Fit; Regans; Perry Bros.; Lerners; Foxmoor; Zale's; Missions; Corrigans; Goldfinger; Brooks; Spencers; Bakers Shoes; Kinneys; Thom McAn; Naturalizer; Beard's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,705; (m-sat) 15,036; (S) 16,552; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Joe Murray, Pub., NEWS, PO Box 1089, Lufkin, TX 75901; Tel. (409) 632-6631.
National Representative: Cresmer, Woodward, C Mara & Ormsbee.

MARLIN

1 - LOCATION: Falls County, E&P Map E-4, County Seat. Agricultural, Manufacturing, Livestock and Geothermal heat center. 222 bed VA Admin. Hosp. midway between Dallas & Houston. Hwys. 6, 7.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,099; E&P 87 Est. 6,121
County 80 Cen. 17,946; E&P 87 Est. 18,936

4 - HOUSEHOLDS:
City 80 Cen. 2,810; E&P 87 Est. 2,457
County 80 Cen. 6,920; E&P 87 Est. 7,514

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$105,950,888
Savings & Loan	1	$217,000,000

6 - PASSENGER AUTOS: County 13,765 (all vehicles)

7 - ELECTRIC METERS: Residence 5,375

8 - GAS METERS: Residence 5,328

9 - PRINCIPAL INDUSTRIES: Carpet; Glass; Sand Mining & Proc.; Bus. Forms Printing; Silk Flowers & Arrangements; Mfg. Bus. Clothing/Apparel; Day-Nite Wild Game Feeders; Agric.; Boats; Agri-Bus.; Geothermal Energy; Private Hospital & Clinic; Patient Care Ctrs.; VA Hospital; Lignite & Coal Strip Mining; Onion Ring Proc.; Mfg. Housing; Oil; Mesquite Wood; Natural Gas; Printing.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 70-103; Fall 38-92; Winter 10-75. First killing frost, early Nov.; last killing frost, early Apr.

11 - TAP WATER: Surface lake, alkaline.

12 - RETAILING: Principal Shopping Center-Downtown 3 blocks on Live Oak St. and eastward. Shopping area at intersection of Hwy. 6 bypass and Hwy. 7. Stores open Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog).
Variety Stores-Wal-Mart; Perry's; VS Variety.
Chain Drug Stores-Majestic; Shelton; Sanitarium; Gibson.
Chain Supermarkets-Live Oak; Kash Way; HEB; Texas T.
Other Chain Stores-Rush's True Value; Lonnie Hicks Shoe; RJ's; Perry Bros.; Barnett's; Heart of Texas Jewelry; Threadgill's Jewelers; Lewis Bros.; Brown Radio & TV; Fashion Fabrics; Western Auto; Kenwin Shop; Genie's of Marlin; Career Shop; Kerr Appliance; Career Girl; Sims Furn.; Pyland's Office Supply; Center Glass and Mirror; Radio Shack.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri; S) 3,219; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Robert N. Groff, Adv. Mgr., DEMOCRAT, 211 Fortune St., Marlin, TX 76661; Tel. (817) 883-2554.
National Representative: None.

MARSHALL

1 - LOCATION: Harrison County (In Longview-Marshall MSA). E&P Map F-3. County Seat. Railroad division point, system-wide general stores site and shops. Shipping and manufacturing center. U.S. Army pyrotechnics center. 150 mi. E of Dallas; 225 mi. N of Houston. On U.S. Hwys. 80, 59, I-20; State Hwys. 15, 43, 155.

2 - TRANSPORTATION: Railroads-Texas & Pacific; Missouri Pacific; Kansas City Southern; Santa Fe; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,921; E&P 87 Est. 26,545
CZ-ABC: (80) 27,324
Bal. in NDM-ABC: (80) 61,188
County 80 Cen. 52,265; E&P 87 Est. 61,602
MSA 80 Cen. 151,752; E&P 87 Est. 179,447
Total NDM-ABC: (80) 88,512

4 - HOUSEHOLDS:
City 80 Cen. 8,818; E&P 87 Est. 9,456
CZ-ABC: (80) 9,665
Bal. in NDM-ABC: (80) 21,479
County 80 Cen. 18,049; E&P 87 Est. 22,194
MSA 80 Cen. 53,933; E&P 87 Est. 66,400
Total NDM-ABC: (80) 31,144

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$250,133,575
Savings & Loan	3	$212,325,415

6 - PASSENGER AUTOS: County 45,423 (all vehicles)

7 - ELECTRIC METERS: Residence 9,550

8 - GAS METERS: Residence 8,766

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pyrotechnics Munitions 1,700; Plastics and Organic Chemicals 2,300; Petroleum Equip. and Pumps 800; Agric. Prods. 725; Lignite Mining and Proc. to Activated Carbon 500; Steel Castings and Foundry 250; Lumber Saw Mill 200; Ceramic Wall Tile 240; Bricks 100; Pottery and Stoneware 259; Industrial Abrasives 250; Lumber Mfg. 200; Aluminum Electric Cables 400; Chemical Plastics 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-97; Summer 56-102, Fall 25-98; Winter 0-50. First killing frost, Nov. 12; last killing frost, Mar. 19.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Houston; 5 on Austin; 5 on Rusk; 4 on Burleson; 22 on Grand; 4 on S. Washington; 5 on N. Washington; 4 on Wellington; 1 on Franklin; 6 on Bolivar; 3 on Lafayette.
Neighborhood Shopping Centers-4 blocks on S. Washington, from Pope to Nathan; 4 on S. Washington at Hwy. 43; 3 on W. Grand, from Bishop to Highbridge; 5 on E. Grand, from Alamo to Hwy. 43; 1 on N. Franklin at East Ave.; 1 on N. Bolivar at East Ave.; 3 mi. on East End Blvd. from E. Houston to I-20; 1 on S. Grove; Marshall Mall (36 stores); Pinecrest Dr. S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Side	2	Brookshire's, K&B Drug
W Grand	2	Grand Food II
Parkview(6)	NA	
Pinecrest(7)	NA	Dollar General, Family Dollar
Marshall Mall(36)	3	JCPenney, Beall's, K mart, Radio Shack
Grand Plaza(9)	1	Pay-Less Shoes, Brookshire's, Weiner's
Eastpark(5)	1	Otasco, Anthony's
Kroger Family Center	1	Hancock Fabrics, Radio Shack, Eckerd
Crossroads Ctr.	NA	Wal-Mart, Brookshire
Hwy. 59 South	NA	Winn-Dixie

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Sat.
Stores Open Sundays-All main stores.

13 - RETAIL OUTLETS: Department Stores-Joe Weisman; JCPenney; Beall's; Sears.
Discount Stores-K mart; Wal-Mart.
Variety Stores-McClelland's; Dollar General; Family Dollar.
Chain Supermarkets-Kroger; Brookshire 2; Winn-Dixie.
Other Chain Stores-Firestone; Goodyear; Singer Co.; Otasco; C.R. Anthony; Weiner's.

14 - NEWSPAPERS: NEWS MESSENGER (e-mon to fri) 10,072; (S) 11,923; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mike Whitworth, Adv. Dir., NEWS MESSENGER, 309 E. Austin; PO Box 730, Marshall, TX 75670; Tel. (214) 935-7914.
National Representative: Landon Associates.

McALLEN

1 - LOCATION: Hidalgo County (In McAllen-Edinburgh-Mission MSA), E&P Map D-6. On U.S. Hwy. 83; 3 mi. W of 281, at Pharr; 235 mi. SE of San Antonio; 7 mi. N of Mexican border; 150 mi. N of Monterrey, Mexico.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Motor Freight Lines-10.
Intercity Bus Lines-Valley Transit; Continental Trailways.
Airlines-Continental; Southwest; American.

3 - POPULATION:
Corp. City 80 Cen. 67,042; E&P 87 Est. 89,614
CZ-ABC: (80) 144,044
RTZ-ABC: (80) 166,545
County/MSA 80 Cen. 283,229; E&P 87 Est. 391,455
City & RTZ-ABC: (80) 310,589
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,628; E&P 87 Est. 26,018
CZ-ABC: (80) 40,143
RTZ-ABC: (80) 42,531
County/MSA 80 Cen. 75,816; E&P 87 Est. 108,790
City & RTZ-ABC: (80) 82,674

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$1,250,507,071
Savings & Loan	5	$1,017,336,804

6 - PASSENGER AUTOS: County 195,933 (all vehicles)

7 - ELECTRIC METERS: Residence 26,446

8 - GAS METERS: Residence 9,648

9 - PRINCIPAL INDUSTRIES: Canning; Shipping; Packing; Apparel; Chemical & Fertilizer Mfg.; Bottling; Refining Natural Gas; Bakeries; Sheet Metal Fab.; Pest Control Ctr.; Tourism; Importing & Exporting; Citrus & Vegetable; Cotton; Television Mfg.; Auto parts Mfg.

10 - CLIMATE: Av. An. Temp.-Spring 78; Summer 88; Fall 77; Winter 63.

11 - TAP WATER: Alkaline, medium hard.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main & Bway.; 5 on State Hwy.
Neighborhood Shopping Centers-9 blocks on N. 10th St.; 5 on S. 17th St.; Gateway S. 10th St.; E. Hwy. 83; 4 on S. 10th St.; 1 at 3 mi. E. Expressway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
El Centro Mall(50)	NA	Mont. Ward
La Plaza Mall(103)	NA	Beall's, Dillard, JCPenney, Sears, Service Mdse.
Palm Valley Mall(69)	NA	JCPenney, Sears, Zale's
Weslaco	NA	
University Plz.(7)	NA	TG&Y, Anthony's, Beall's

Principal Shopping Days-Mon. (especially 1st Mon. each month), Thur., Fri., Sat.
Stores Open Evenings-Malls until 9 p.m.; Sun. 12-6 p.m.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Anthony; Sears; Valley Mercantile; Montgomery Ward; Beall's; Dillard; Jones & Jones; Weiners; Service Mdse.; HEB Family Ctr.
Variety Stores-Woolworth; McCrory; McClellan; Winn's.
Discount Stores-Wal-Mart; 50/50 Store; Globe; K mart; Klinck's; Whalen's.
Chain Drug Stores-Klinck's; Medico; Revco.
Chain Supermarkets-HEB 3; Globe; M. Rivas; Carl's; Jerry's Supermarket; Warehouse Grocery.
Other Chain Stores-Ardans; Osment's Applicance; Strouds Furn.; J. Edelstein's; Edelstein's Better; Radio Shack; Sweeneys; Gordens; Firestone; Goodyear; PayLess Shoes; Man's Shop; Lack's; Puryear's; Thom McAn; Vogue; Amigo Store; Advance; Zale's.

14 - NEWSPAPERS: THE MONITOR (e-mon to fri) 29,448; (S) 40,524; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dale R. Pearson, Mktg. Dir., THE MONITOR, PO Box 511, Harlingen, TX 78550; Tel. (512) 423-5511.
National Representative: Papert Companies.

McKINNEY

1 - LOCATION: Collin County (In Dallas PMSA). E&P Map E-3. County Seat. Manufacturing center 30 min. N of Dallas, 55 mi. NE of Ft. Worth, center of highly productive agricultural area; in Metropolitan Dallas Area.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 16,249; E&P 87 Est. 21,414
County 80 Cen. 144,490; E&P 87 Est. 222,136
PMSA 80 Cen. 1,957,451; E&P 87 Est. 2,456,871

4 - HOUSEHOLDS:
City 80 Cen. 5,612; E&P 87 Est. 7,782
County 80 Cen. 46,344; E&P 87 Est. 74,098
PMSA 80 Cen. 711,093; E&P 87 Est. 922,322

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$487,000,000
Savings & Loan	3	$281,000,000

6 - PASSENGER AUTOS: County 190,291 (all vehicles)

7 - ELECTRIC METERS: Residence 6,211

8 - GAS METERS: Residence 5,712

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Garments 435 ($175); Gas Valves 450 ($260).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-74; Summer 73-92; Fall 57-77; Winter 35-57. First killing frost, Oct. 1; last killing frost, Apr. 1.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Louisiana & Virginia St.; 14 on Tennessee St.; 4 on Ken St.; McKinney Plaza; Westgate; Virginia Square; The Heritage.

13 - RETAIL OUTLETS: **Department Stores**-Beall Bros.; The Style Shop; JCPenney; McKinney; Wal-Mart.
Chain Drug Stores-North Side 2; Eckerd; Revco.
Variety Stores-Ben Franklin.
Chain Supermarkets-Cabell's; Piggly Wiggly; Moseleys; Birds; Brookshire; Kroger.

14 - NEWSPAPERS: COURIER-GAZETTE (e-mon to fri; S) 6,405; June 30, 1986 VAC.
Local Contact for Advertising and Merchandising Data: Jerry Strader, Pub., COURIER-GAZETTE, 4005 W. University, McKinney, TX 75069; Tel. (214) 542-2631.
National Representative. U.S. Suburban Press.

MEXIA

1 - LOCATION: Limestone County, E&P Map E-3. Agricultural and oil center, 85 mi. from Dallas; 175 mi. from Houston.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Chicago; R.I.; Pacific; Ft. Worth; Denver.
Motor Freight Carriers-2
Bus Lines-Continental Trailways; Central Texas.

3 - POPULATION:
Corp. City 80 Cen. 7,094; E&P 87 Est. 7,116
County 80 Cen. 20,224; E&P 87 Est. 23,868

4 - HOUSEHOLDS:
City 80 Cen. 2,862; E&P 87 Est. 2,787
County 80 Cen. 7,421; E&P 87 Est. 9,224

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$65,506,000
Commercial	2	$69,474,000

6 - PASSENGER AUTOS: County 18,107 (all vehicles)

7 - ELECTRIC METERS: Residence 2,991

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-State School 1,637; Mfg. 150; Whol.

10 - CLIMATE: First killing frost, Nov. 20; last killing frost, Mar. 14.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers** 4 blocks on Commerce; 3 on Palestine St.; 2 on Main St.; 2 on Railroad St.; 3 on Sherman; 2 on McKinney; 1 on Milam.
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Karner-Phillips; K. Wolens.
Variety Stores-Perry Bros.
Discount Stores-Wal-Mart.
Chain Drug Stores-Rexall.
Chain Supermarkets-HEB; Brookshire.

14 - NEWSPAPERS: NEWS (e) 3,836; sworn Sept. 11, 1986.
Local Contact for Advertising and Merchandising Data: Blake Smith, Jr., Pres., NEWS, 214 Railroad; PO Box 431, Mexia, TX 76667; Tel. (817) 562-2868.
National Representative. None.

MIDLAND

1 - LOCATION: Midland County (MSA). E&P Map C-3. County Seat. Oil, manufacturing, financial, computer, transportation, livestock, agricultural, shopping center. More than 800 oil and oil servicing firm offices. 140 mi. SW of Abilene; 300 mi. from Ft. Worth; 306 mi. E of El Paso. On U.S. Hwy. 80; I-20; State Hwys. 158, 349; F.M. 307, 868.

2 - TRANSPORTATION: **Railroads**-Union Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Mesa; Southwest; American.

3 - POPULATION:
Corp. City 80 Cen. 70,525; E&P 87 Est. 102,000
CZ-ABC: (80) 71,011
RTZ-ABC: (80) 197,318
County/MSA 80 Cen. 82,636; E&P 87 Est. 120,044
City & RTZ-ABC: (80) 268,329
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 25,558; E&P 87 Est. 38,265
CZ-ABC: (80) 25,719
RTZ-ABC: (80) 68,770
County/MSA 80 Cen. 29,650; E&P 87 Est. 44,720
City & RTZ-ABC: (80) 94,489

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$1,753,735,888
Savings & Loan	5	$586,506,164

6 - PASSENGER AUTOS: County 101,974 (all vehicles)

7 - ELECTRIC METERS: Residence 45,649

8 - GAS METERS: Residence 27,181

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum (Adm.) 11,690 ($369); Mfg. 3,700 ($229); Constr. 2,790 ($253); Trade 9,830 ($233); Servs. 6,820 ($216); Gov't 4,720 ($290).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-90; Summer 57-104; Fall 61-94; Winter 25-68. Annual rainfall 13 in.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING: **Neighborhood Shopping Areas**-Dodson St., Secor Street, W. Ohio; N. Big Spring St., E. Florida St., W. Florida St., Rankin Hwy., W. Wall St., E. Wall St., Andrews Hwy., Cuthbert & Midkiff, North A & Scharbauer Dr., W. Illinois; Midkiff Drive; Midland Dr. & Illinois; Lamesa Road, Midland Dr. & Neely. 4 blocks on Main St., 4 on Loraine, 5 on Wall, 3 on Colorado, 5 on Texas St., Andrews Hwy. Illinois; Village Shpg. Ctr., Midkiff & Wadley; Garfield & Wadley; S. Garfield, S. Big Spring; Racquet Club Dr.; Midkiff & F.M. 868; Cloverdale Rd., Garden City Hwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Village(25)	1	Walgreens, TG&Y, Folger's
Mulberry Mall	2	Albertson's, Handy Dan
Oakridge Sq.(25)	3	Pappagallo
Highland	1	
Town & Country(12)	2	Furr's, Anthony's
Northland(12)	1	Wolfe Nursery, M. System
Dellwood Plz.(31)	2	Dunlap's
The Strip(16)	2	Tull's Drug
The Plaza(25)	2	Safeway, Revco
North Park(8)	3	Wal-Mart, Skaggs, Alpha-Beta
Regency(7)	1	Western Auto
Imperial	3	Imperial Market
San Miguel Square	NA	Sports Place
Midland Mall(80)	NA	Sears, JCPenney, Dillard, Beall's
Tiara Del Sol	NA	

Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Dunlap; Skibell's; JCPenney; Sears; S&Q; Anthony's; Dillard.
Chain Drug Stores-Walgreens; Revco.
Discount Stores-K mart; Albertson's; Wal-Mart; Service Mdse.; Mervyn's.
Variety Stores-Sprouse-Reitz; TG&Y.
Chain Supermarkets-Furr's 2; Safeway 3; M. System 3; 7-Eleven 12; Albertson's; Carter's 2; Colonial 4; Handy Hut 2; Skaggs Alpha-Beta.
Other Chain Stores-Shoes: Austin, Barnes 2, J&K, Pay-Less; Krugers Jewelry; Balie Griffith Firestone 2; Singer; Southwestern Drug; Pittsburgh Plate Glass; Julian Gold; Grisby's Rag Doll; Zale's Jewelers 2; Good Housekeeping Shop; Goodyear; The Rag Doll; Heath Furn.; Pappagallo; Sherwin-Williams; TCI Paint Stores.

14 - NEWSPAPERS: REPORTER-TELEGRAM (e-mon to fri) 23,682; (m-sat) 24,315; (S) 28,272; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Rollie D. Hyde, Adv. Dir., REPORTER-TELEGRAM, 201 E. Illinois St.; PO Box 1650, Midland, TX 79701; Tel. (915) 682-5311.
National Representative. Papert Companies.

MINERAL WELLS

1 - LOCATION: Palo Pinto County. E&P Map D-3. 50 mi. W of Fort Worth.

2 - TRANSPORTATION: **Railroads**-Weatherford; Mineral Wells & NW.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 14,468; E&P 87 Est. 15,354
County 80 Cen. 24,062; E&P 87 Est. 25,734
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,257; E&P 87 Est. 5,073
County 80 Cen. 8,977; E&P 87 Est. 10,021

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$205,000,000
Savings & Loan	2	$20,000,000

6 - PASSENGER AUTOS: County 25,689 (all vehicles)

7 - ELECTRIC METERS: Residence 5,800

8 - GAS METERS: Residence 5,700

9 - PRINCIPAL INDUSTRIES: Aluminum Prods.; Kitchen Fixtures & Cabinets; Plastic Prods.; Oil & Gas Drilling & Related Industries; Resistors; Bricks; Agric.; Tourism.

10 - CLIMATE: Av. An. Temp.-Spring 74; Summer 83; Fall 55; Winter 50.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Postons; Mitchell's.
Chain Drug Stores-Hilley's.
Discount Stores-Buy-Rite; Coast-to-Coast; Alco; Wal-Mart.
Chain Supermarkets-Southside; Diamond; Piggly Wiggly; Winn-Dixie; E-Z Mart 5; Joyners; Mr. C's 3; Harmons 12.
Other Chain Stores-Goodyear; Western Auto; Sears.

14 - NEWSPAPERS: INDEX (e-mon to fri; S) 5,211; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: Gary Adkisson, Pub./Gen. Mgr., INDEX, 300 S.E. First St.; PO Box 370, Mineral Wells, TX 76067; Tel. (817) 325-4466.
National Representative. Papert Companies.

MOUNT PLEASANT

1 - LOCATION: Titus County. E&P Map E-3. County Seat. 61 mi. SW of Texarkana. On U.S. Hwys. 271, I-30; 120 mi. E of Dallas.

2 - TRANSPORTATION: **Railroads**-St. Louis Southwestern; Southern Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,003; E&P 87 Est. 12,468
CZ-ABC: (80) 11,003
RTZ-ABC: (80) 38,430
County 80 Cen. 21,442; E&P 87 Est. 24,872
City & RTZ-ABC: (80) 49,433

4 - HOUSEHOLDS:
City 80 Cen. 4,056; E&P 87 Est. 4,613
CZ-ABC: (80) 4,056
RTZ-ABC: (80) 13,799
County 80 Cen. 7,740; E&P 87 Est. 9,288
City & RTZ-ABC: (80) 17,855

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$252,000,000
Savings & Loan	2	$56,000,000

6 - PASSENGER AUTOS: County 21,488 (all vehicles)

7 - ELECTRIC METERS: Residence 5,558

8 - GAS METERS: Residence 5,932

9 - PRINCIPAL INDUSTRIES: Whol. Meat Proc.; Saw Mills; Wood Furn. Mfg.; Chicken Proc., Hardwood Timber; Lignite; Coal; Elect. Generating; Cable and Tubing; Feed Proc.; Machinery; Livestock Equip.; Doors; Trailers.

10 - CLIMATE: Min. & Max. Temp.-35-95.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Town & Country-Piggly Wiggly, Perry Bros. Variety, Eckerd; Jefferson Park-Safeway, Revco, TG&Y, Beall's, Sears; South Town-sixteen small shops downtown; Airport Road Shopping Center-Wal-Mart, Winn-Dixie, Anthony's, Spann's, Brookshire's, Family Dollar, Drug-Sav.

13 - RETAIL OUTLETS: **Department Stores**-West's; Beall Bros.; Marshall's; Sears; Anthony's.
Variety Stores. Perry's; Family Dollar.
Discount Stores-Howard's; Wal-Mart; TG&Y.
Chain Drug Stores. Drug-Sav; Revco; Eckerd.
Chain Supermarkets-Safeway; Piggly Wiggly 4; Brookshire's; Winn-Dixie.
Other Chain Stores-Western Auto; Radio Shack; True Value Hdwe.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 4,794; (S) 5,374; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert L. Palmer, Pub., TRIBUNE, 1705 Industrial; PO Drawer 1177, Mount Pleasant, TX 75455; Tel. (214) 572-1705.
National Representative: Landon Associates.

NACOGDOCHES

1 - LOCATION: Nacogdoches County, E&P Map F-3, County Seat. 97 mi. from Shreveport, LA; 140 mi. N of Houston; 168 mi. SE of Dallas; 135 mi. NW of Beaumont. On U.S. Hwy. 59; State Hwys. 21, 26, 7, 204.

2 - TRANSPORTATION: **Railroads**-HE & WT; T & NO.
Intercity Bus Lines-Continental Trailways, Kerrville Lines.

3 - POPULATION:
Corp. City 80 Cen. 27,149; E&P 87 Est. 30,914
County 80 Cen. 46,786; E&P 87 Est. 54,902

4 - HOUSEHOLDS:
City 80 Cen. 9,268; E&P 87 Est. 10,350
County 80 Cen. 16,457; E&P 87 Est. 19,463

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$376,802,350
Savings & Loan	3	$155,201,140

6 - PASSENGER AUTOS: County 39,321 (all vehicles)

7 - ELECTRIC METERS: Residence 11,452

8 - GAS METERS: Residence 7,166

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Feed & Fertilizer 400; Brass Valves 300; Women's Dresses 200; Woodworking 300; Poultry Proc. 600; Chairs 400; State Univ. 13,000

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 50-95; Fall 30-75; Winter 20-80.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northview Plaza(20)	20	Otasco
North St.(6)	NA	Safeway, Buddies, Sears
University Mall(14)	NA	Weiner's, JCPenney, Beall's
Univ. Park Plaza	8	Food-4-Less

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Mize; JCPenney; Beall's; J.B. White; Weiner's.
Variety Stores-Dollar Store; Family Dollar.
Discount Stores-Howard's; Wal-Mart.
Chain Drug Stores-Eckerd; Revco; K&B.
Chain Supermarkets-Kroger; Safeway; Brookshire's 3; Ken's Minit-Mkts 6; Food-4-Less; Winn-Dixie.
Other Chain Stores-Firestone; Sears (catalog); Western Auto; Otasco; National Automotive.

14 - NEWSPAPERS: SENTINEL (e) 8,245; (S) 11,667; Dec. 31, 1986 VAC.
Local Contact for Advertising and Merchandising Data: Charles K. Lamb, Ret. Adv. Mgr., SENTINEL, 4920 Colonial Dr.; PO Box 68, Nacogdoches, TX 75963; Tel. (409) 564-8361.
National Representative: Landon Associates.

NEW BRAUNFELS

1 - LOCATION: Comal County (In San Antonio MSA). E&P Map D-4. County Seat. Manufacturing, textile, hosiery, stone quarries, diversified farming. 23 mi. NE of San Antonio. On I-35 & U.S. Hwy. 81.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Missouri-Kansas-Texas (Katy).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound, Trailways.
Airlines-At San Antonio Airport, all major carriers.

3 - POPULATION:
Corp. City 80 Cen. 22,402; E&P 87 Est. 30,044
CZ-ABC: (80) 22,375
RTZ-ABC: (80) 24,813
County 80 Cen. 36,446; E&P 87 Est. 52,257
MSA 80 Cen. 1,071,954; E&P 87 Est. 1,311,660
City & RTZ-ABC: (80) 47,188

4 - HOUSEHOLDS:
City 80 Cen. 7,895; E&P 87 Est. 9,795
CZ-ABC: (80) 7,884
RTZ-ABC: (80) 8,883
County 80 Cen. 12,958; E&P 87 Est. 19,328
MSA 80 Cen. 349,330; E&P 87 Est. 446,436
City & RTZ-ABC: (80) 16,767

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$189,478,000
Savings & Loan	3	$243,994,000

6 - PASSENGER AUTOS: County 45,341 (all vehicles)

7 - ELECTRIC METERS: Residence 11,986

8 - GAS METERS: Residence 5,106

9 - PRINCIPAL INDUSTRIES: Industry-Textile; Furn.; Dresses; Lime Prods.; Limestone; Cement Forms; Canoes & Coolers.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-75; Summer 75-95; Fall 53-75; Winter 32-75. First killing frost, Dec.; last killing frost, Feb.

11 - TAP WATER: Alkaline, hard. Spring fed.

12 - RETAILING: **Principal Shopping Centers**-Downtown 6 blocks N. & S. on Seguin St.; Downtown 7 blocks E. & W. on San Antonio St. around Plaza Sq.
Neighborhood Shopping Centers-Courtyard, S. Seguin St. & I-35; Walnut Sq., N. Walnut & I-35; Landa, W. Landa St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Courtyard(17)	2	TG&Y, Weiner's, Bealls
Walnut Sq.(11)	2	K mart, Radio Shack, Revco
Landa(13)	1	Wuest's, Winn's, Sears (catalog)
Kroger(4)	1	Kroger, A&B Hearing Ctr.

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers & Major Chains every evening until 9.

13 - RETAIL OUTLETS: **Department Stores**-Paul Bruners; Jacob Schmidt's; Weiner's; Bealls.
Discount Stores-Gibson's; K mart; TG&Y; Wal-Mart.
Variety Stores-Winn's.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Wuest's; Kroger; H.E.B.
Other Chain Stores-Sherwin-Williams; Town & Country; House of Jeans; Radio Shack; Lowe's of Texas; Goodyear; JCPenney; Wickes; Sears (catalog).

14 - NEWSPAPERS: HERALD-ZEITUNG (e-tues to fri) 7,269; (S) 8,808; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Sandi Hutter, Asst. Adv. Mgr., HERALD-ZEITUNG, 186 S. Castell Ave., New Braunfels, TX 78130; Tel. (512) 625-9144.
National Representative: Landon Associates.

ODESSA

1 - LOCATION: Ector County (MSA). E&P Map C-3. County Seat. Manufacturing, education, ranching; wholesale & retail center. Western portion of state; 320 mi. W of Ft. Worth; 285 mi. E of El Paso; U.S. Hwys. I-20, 80, 385; State Hwy. 302.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Continental; TNM & O.
Airlines-Texas International; Southwest; American; Muse; Republic.

3 - POPULATION:
Corp. City 80 Cen. 90,027; E&P 87 Est. 106,987
CZ-ABC: (80) 111,410
RTZ-ABC: (80) 226,330
County/MSA 80 Cen. 115,374; E&P 87 Est. 143,871
City & RTZ-ABC: (80) 337,740
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,139; E&P 87 Est. 39,248
CZ-ABC: (80) 39,200
RTZ-ABC: (80) 77,265
County/MSA 80 Cen. 40,450; E&P 87 Est. 52,409
City & RTZ-ABC: (80) 116,465

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$745,893,000
Savings & Loan	5	$859,765,000

6 - PASSENGER AUTOS: County 116,514 (all vehicles)

7 - ELECTRIC METERS: 53,446

8 - GAS METERS: 28,863

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum & Petro-Chem. 8,256 ($374); Oilfield Supply 3,500 ($233); Constr. 4,880 ($295); Higher Educ. 920 ($320); Ret. 12,180 ($186); Whol. 4,595 ($344); Servs. 6,040 ($232); Computers 3,120 ($225).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 72-95; Fall 53-79; Winter 29-59. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Downtown, 9 blocks long and 3 blocks wide.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broadmoor(11)	NA	
Crestwood(9)	NA	
Eastroad(9)	NA	Bill Sears Mkt.
Ector Plaza(8)	NA	TG&Y, Safeway
Grandview Ctr.(8)	NA	Safeway, Model Shop
Great Oil Basin(18)	NA	Dunlap, Zale's
Harrisdale	NA	
Meyers Village(30)	NA	Clarks, M System
North Plaza(10)	NA	
Odessa Plaza	NA	
Permian Mall(144)	7	Sears, JCPenney, Dillard
Plaza Del Sol	NA	
Ridgecrest(30)	NA	M System, Safeway
Rockhill Annex	NA	
Rockhill Vlg.(10)	NA	Walgreens, Cobb's
Sante Fe Sq.(25)	6	Knorr Furn.
Sherwood Vlg.(11)	NA	Sears, Super Mkt.
31st St.(14)	NA	Furrs, Anthony's, TG&Y, Radio Shack
Town & Country(10)	NA	Cobb's, TG&Y, Furr's
West County Plaza	NA	Furr's, Anthony's, Radio Shack
Westgate Plaza	NA	Safeway, Beall's
West Redondo(3)	NA	
Winwood Mall(45)	NA	Beall's, Franklin, Wal-Mart, Mont. Ward

Principal Shopping Days-Mon., Wed., Thur., Sat.
Stores Open Evanings-Thur. Winwood Mall Mon. through Sat. to 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dunlap's; Sears; Montgomery Ward; Beall's 2; C.R. Anthony 2; Dillards.
Variety Stores-Wacker; TG&Y 3.
Discount Stores-Gibson's 2; Super Center; Furr's Family Center 3; K mart; Wal-Mart.
Chain Drug Stores-Walgreens 2; Skaggs; Safeway; Town & Country.
Chain Supermarkets-Furr's 3; Skaggs-Albertson; Safeway; Thriftway 3; Everybody's 2.
Other Chain Stores-White's (Auto); Kinney Shoes 2; Luskey's; Buster Hanks; Cashway; Connie's; Barker's Shoes; Franklin's; Quicksilver 2; Mode O'Day; JoAnn Shop 2; Goodyear 3; Shaw's; Jewel Box; Zale's 2; Agnew's; Western Auto; Singer; Texas State Optical; Lee Optical; Furr's Cafeteria 2; Picadilly Cafeteria; Wolfe Nursery; Color Tile; Radio Shack; Firestone 2; Musicland; Butlers Shoes; Walton Book & Card; Austin Shoes; Cloth World; Shetland Hallmark.

14 - NEWSPAPERS: AMERICAN (e-mon to fri) 29,887; (m-sat) 30,200; (S) 38,756; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Howard L. Rockafellow, Adv. Dir., AMERICAN, 222 E. 4th, Odessa, TX 79760; Tel. (915) 337-4661.
National Representative: Papert Companies.

ORANGE

1 - LOCATION: Orange County (In Beaumont-Port Arthur MSA). E&P Map F-4. County Seat. On Sabine River and Intracoastal Canal, approximately 40 ship miles from the Gulf of Mexico. On I.H. 10; N.S. Hwy. 90; State Hwy. 87. 125 mi. from Houston, 257 mi. from New Orleans.

2 - TRANSPORTATION: **Water Transportation**-Ocean going freight facilities; Intracoastal barge lines.
Railroads-Southern Pacific; Missouri Pacific (freight); Kansas City Southern; 14 mi. NW with an interchange to Missouri Pacific; Sabine River & Northern.
Motor Freight Carriers-Missouri Pacific; Southern Pacific; Herrin Trans.; Southern Motor; Central Freight; Strickland Trans.; Red Ball; Mercury; TMF.
Intercity Bus Lines-Greyhound, Trailways.
Airlines-Mid-County Airport (Jefferson County); Metro; Royale; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 23,628; E&P 87 Est. 24,227
CZ-ABC: (80) 31,293
RTZ-ABC: (80) 67,460
County 80 Cen. 83,838; E&P 87 Est. 85,761
MSA 80 Cen. 375,497; E&P 87 Est. 391,154
City & RTZ-ABC: (80) 98,753

4 - HOUSEHOLDS:
City 80 Cen. 8,237; E&P 87 Est. 8,923
CZ-ABC: (80) 11,071
RTZ-ABC: (80) 21,720
County 80 Cen. 27,918; E&P 87 Est. 29,671
MSA 80 Cen. 131,890; E&P 87 Est. 141,911
City & RTZ-ABC: (80) 32,791

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$268,411,000

6 - PASSENGER AUTOS: County 69,458 (all vehicles)

7 - ELECTRIC METERS: 21,967

8 - GAS METERS: 16,557

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 3,150 ($449); Paper Prods. 750 ($309); Rice Milling 100 ($256); Util. 200 ($279); Cement 70 ($326); Steel (N.A.); Shipbuilding (N.A.); Synthetic Rubber (N.A.).
Principal Industrial Pay Days-Wed., Thur., Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-80; Summer 72-98; Fall 55-80; Winter 32-75. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 miles along Green Ave.; 2 miles along 16th St. Orangehurst West (K mart, Walgreens, Weiners, The Fair, Market Place, King Saver, Eckerd Drug).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
MacArthur(25)	NA	Sears, The Fair, Palais Royal, Beall's
Northway(20)	NA	Market Basket, The Fair

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Clothing Thur.; Food daily.

13 - RETAIL OUTLETS: **Department Stores**-The Fair; Beall's; Palais Royal; Sears; Weiner's.
Variety Stores-Perry Bros. 2.
Discount Stores-King Saver; K mart; Wal-Mart.
Other Chain Stores-Zale's; Singer Co.; Pay Less Shoes; G.I. Surplus; Conn's Appliances; Dollar General; McLaury's; Guarantee Shoe; Radio Shack 2; Safeway; Kroger.

14 - NEWSPAPERS: LEADER (e-mon to fri) 10,594; (S) 12,195; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Don Dauterive, Adv. Dir., LEADER, 200 Front Ave.; PO Box 1028, Orange, TX 77630; Tel. (713) 883-3571.
National Representative: Landon Associates.

PALESTINE

1 - LOCATION: Anderson County, E&P Map E-3. 108 mi. SE of Dallas; 150 mi. N of Houston; 150 mi. SW of Shreveport, LA. Railroad, industrial, commercial and agricultural center in E Texas. On U.S. Hwys. 84, 79, 287; State Hwys. 19, 155.

2 - TRANSPORTATION: **Railroads**-Gulf Div. "H" for Union Pacific; TSERR.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Central Texas.

3 - POPULATION:
Corp. City 80 Cen. 15,948; E&P 87 Est. 19,241
CZ-ABC: (80) 15,948
RTZ-ABC: (80) 41,724
County 80 Cen. 38,381; E&P 87 Est. 49,505
City & RTZ-ABC: (80) 57,672
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,977; E&P 87 Est. 7,475
CZ-ABC: (80) 5,977
RTZ-ABC: (80) 13,577
County 80 Cen. 12,385; E&P 87 Est. 16,953
City & RTZ-ABC: (80) 19,554

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$162,347,000
Savings & Loan	3	$44,709,624

6 - PASSENGER AUTOS: County 34,801 (all vehicles)

7 - ELECTRIC METERS: Residence 7,505

8 - GAS METERS: Residence 5,813

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 700 ($260); Meat Packing; Oil & Gas Prods.; Granite & Marble Works; Mattresses; Ceramic Tile; Work Clothes; Bakery; Concrete Prods.; Bottling; Ice Packaging;

Millwork, Wooden Pallets; Newspaper Racks; Apparel; Metals.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-75; Summer 71-91; Fall 57-77; Winter 40-58. First killing frost, Nov. 20; last killing frost, Mar. 8.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on W. Oak St.; 5 on W. Main St.; 5 on Spring St.; 4 on Sycamore; 4 on Queen; 4 on Magnolia; 4 on Tennessee.
Neighborhood Shopping Centers-Royall at Neches; N. Mallard, 300 Spring St.; Palestine Mall, Loop 256 & Crockett Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger(7)	NA	Kroger, Dollar Stores
Palestine Plaza(14)	NA	Brookshire's, Anthony's

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-K. Wolens; JCPenney; Beall's, Montgomery Ward; Sears (catalog); Anthony's.
Discount Stores-Wal-Mart; McCoy's Building Supply Centers; Dollar Stores.
Chain Supermarkets-Safeway; Kroger; Winn-Dixie; Brookshire; Affiliated.
Other Chain Stores-Babcock Home & Auto; Automotive, Inc.; E. Tex. Auto Shop; Goodyear; S&H Green Stamps; White's Auto; 7-Eleven; Home Furn.; Zale's; Gordons; Radio Shack; Eckerd; Kinney Shoes; Curtis Mathes.

14 - NEWSPAPERS: HERALD-PRESS (e) 10,751; (S) 11,694; Mar. 31, 1987 ABC.
Local Contact for Advertising and Marketing Data: James Kerby, Adv. Dir., HERALD-PRESS, 519 Elm St.; PO Box 379, Palestine, TX 75801; Tel. (214) 729-0281.
National Representative: Papert Companies.

PAMPA

1 - LOCATION: Gray County. E&P Map C-1. 50 mi. E of Amarillo; 200 mi. W of Okla. City on Hwy. 60. County Seat. Agriculture center for 5 counties. Oil center for 6 counties.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways Bus System.
Air Service-Commercial Airport 45 mi. at Amarillo. County Airport 4 mi. N. of city. Charter & private facilities available.

3 - POPULATION:
Corp. City 80 Cen. 21,396; E&P 87 Est. 23,300
CZ-ABC: (80) 21,396
RTZ-ABC: (80) 35,480
County 80 Cen. 26,386; E&P 87 Est. 28,441
City & RTZ-ABC: (80) 56,876

4 - HOUSEHOLDS:
City 80 Cen. 8,290; E&P 87 Est. 9,316
CZ-ABC: (80) 8,290
RTZ-ABC: (80) 13,086
County 80 Cen. 10,224; E&P 87 Est. 11,482
City & RTZ-ABC: (80) 21,376

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$260,110,763
Savings & Loan	2	$270,691,892

6 - PASSENGER AUTOS: County 29,261 (all vehicles)

7 - ELECTRIC METERS: Residence 10,214

8 - GAS METERS: Residence 9,818

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum & Natural Gas 1,934 ($325); Mfg. 1,982 ($250); Constr. 1,015 ($300).
Principal Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 50-105; Fall 15-75; Winter 10-65. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Downtown Shopping Area**-4 blocks on Cuyler; 2 on Foster; 2 on Kingsmill; 2 on Francis.
Neighborhood Shopping Centers-3 miles of retail shops & offices on N. Hobart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Coronado(28)	1	Anthony's, Alco, Dunlaps
Pampa Mall(31)	5	Beall's, JCPenney, K mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Alco; Furr's; Allsup; Anthony's; K mart; JCPenney; Beall's; and all other stores at Pampa Mall. Open Sun. afternoons.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony 2; Dunlap's; Beall's.
Variety Stores-Alco; K mart; Moses; Wal-Mart.
Discount Stores-Alco; Pay Less Shoes; K mart; Wal-Mart.
Chain Drug Stores-Heard-Jones (Rexall); Revco; Medicine Shoppe.
Chain Supermarkets-Furr's; Safeway.
Other Chain Stores-Firestone; Zale's Jewelers; Sears (catalog); Sherwin-Williams; Singer; Brown's Shoe Fit; Radio Shack; Carquest; 100,000 Auto Parts; Evensan's; Kinney Shoes; Stewarts; Waldenbooks; Gordon's Jewelers; General Nutrition Center; T-Shirts Plus; Texas State Optical; Regis.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,628; (S) 8,418; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Rick K. Clark, Adv. Mgr., NEWS, 403 W. Atchison; PO Box 2198, Pampa, TX 79065; Tel. (806) 669-2525.
National Representative: Papert Companies.

PARIS

1 - LOCATION: Lamar County. E&P Map E-2. County Seat. Industrial, medical, commercial and education center. NE part of state in Red River Valley; 15 mi. to OK border; 110 mi. to Dallas; 97 mi. to Texarkana; 65 mi. to Sherman; 105 mi. to Tyler; 175 mi. to Tulsa, OK.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Frisco; Santa Fe; Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental-Dixie; Jordan.

3 - POPULATION:
Corp. City 80 Cen. 25,498; E&P 87 Est. 27,907
CZ-ABC: (80) 25,498
Bal. in NDM-ABC: (80) 16,658
County 80 Cen. 42,156; E&P 87 Est. 47,862
Total NDM-ABC: (80) 42,156

4 - HOUSEHOLDS:
City 80 Cen. 9,923; E&P 87 Est. 11,145
CZ-ABC: (80) 9,923
Bal. in NDM-ABC: (80) 5,787
County 80 Cen. 15,710; E&P 87 Est. 18,561
Total NDM-ABC: (80) 15,710

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$227,819,290
Savings & Loan	2	$432,148,361

6 - PASSENGER AUTOS: County 40,950 (all vehicles)

7 - ELECTRIC METERS: Residence 10,050

8 - GAS METERS: Residence 8,191

9 - PRINCIPAL INDUSTRIES: Elect. Lamps; Boilers; Concrete Prods.; Furn.; Bras & Corsets; Paper Boxes; Business Forms; Soups; Disposable Diapers; Christmas Trees; Bread.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Nov. 15; last killing frost, Mar. 19.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-16 blocks on Main Downtown; Located around Square & Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Place	NA	Wal-Mart, Winn-Dixie, C.R. Anthony
Brookshire(5)	NA	Brookshire
The Village(15)	NA	
Williamsburg(42)	NA	Kroger, Goodrich, Dollar General
Mirabean Sq.(35)	NA	Country Market, Belk's, JCPenney, Beall's
Plaza(4)	NA	Palace Drug, Zale's

Principal Shopping Days-Mon., Sat.
Stores Open Evenings-Dept. Stores-Mon. through Fri.; Food-Wed.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Beall's; JCPenney; Belk's; C.R. Anthony.
Discount Stores-Wal-Mart; K mart.
Variety Stores-Winn's.
Chain Drug Stores-Palace (Hilley's); Eckerd; Revco.
Chain Supermarkets-Country Market; Brookshire; Kroger's Family Center; 7-Eleven 4; Winn-Dixie; E-2 Mart; Fords Food; Harvest Food.
Other Chain Stores-Goodyear; Goodrich; Firestone; Babcock Bros.; TSO; Lee Optical; Otasco; Foxworth-Galbraith Lmbr.; Fashion Crossroads; Colortyme; Radio Shack; Hastings Books & Records; Cato; Zale's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,862; (m-sat) 12,735; (S) 13,416; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Doug Kelley, Adv. Dir., NEWS, 138 Lamar Ave., Paris, TX 75460; Tel. (214) 785-8744.
National Representatives: London Associates; Harte-Hanks Communications.

PASADENA

1 - LOCATION: Harris County (In Houston PMSA). E&P Map E-4.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Texas & New Orleans.
Intercity Bus Lines-Continental Trailways; Texas Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 112,560; E&P 87 Est. 126,228
County 80 Cen. 2,409,544; E&P 87 Est. 2,942,364
PMSA 80 Cen. 2,735,763; E&P 87 Est. 3,426,160
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 38,750; E&P 87 Est. 45,838
County 80 Cen. 869,880; E&P 87 Est. 1,100,761
PMSA 80 Cen. 973,162; E&P 87 Est. 1,260,055

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$496,000,000
Savings & Loan	7	$490,000,000

6 - PASSENGER AUTOS: County 2,173,417 (all vehicles)

7 - ELECTRIC METERS: Residence 36,100

8 - GAS METERS: Residence 26,000

9 - PRINCIPAL INDUSTRIES: Chem.; Refining; Rubber; Plastics; Paper & Steel. 65,000 Employees. Av. Wkly. Wage N.A.

10 - CLIMATE: Av. Temp.-Spring 69; Summer 92; Fall 70.5; Winter 64. First killing frost, Dec. 10; last killing frost, Feb. 2.

11 - TAP WATER: Medium.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allendale(13)	NA	
Mkt. Ctr.(21)	NA	Eckerd
Pasadena Oaks(45)	NA	
Pasadena Plz.	NA	JCPenney, Kinney
Red Bluff(16)	NA	Weiner's
Arlington Pl.	NA	Stop & Go
Berkshire Vlg.	NA	Martin's Mkt.
Family Pk.	NA	Rice
Southmoor Plz.	NA	Kroger, SupeRx
Spencer Plz.(30-40)	NA	Walgreens
Town Sq.(100)	NA	Foley's, Joske's, Walgreens

Principal Shopping Days-Tues., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Palais Royal; JCPenney; Sears; Montgomery Ward; Foley's; Oshman's; Weiners; Joske's; Mervyn's.
Discount Stores-Abel's 3; K mart; Wal-Mart.
Chain Drug Stores-Rexall; SupeRx; Eckerd; Walgreens; Rx Value.
Chain Supermarkets-Safeway; Save-Mart; Lucky-7; Sellers Bros.; Food City; Kroger; Utotem; Food King; Gerlands; Fiesta; Randalls.
Other Chain Stores-Firestone; Goodrich; Goodyear; Furrows; Handy Dan; Builders Square.

14 - NEWSPAPERS: CITIZEN (e) 7,890; (S) 11,000; Dec. 31, 1986 VAC.
Local Contact for Advertising and Merchandising Data: Lone Beasley, Adv. Dir., CITIZEN, PO Drawer 6192, Pasadena, TX 77506; Tel. (713) 477-0221.
National Representative: U.S. Suburban Press.

PECOS

1 - LOCATION: Reeves County. E&P Map B-3. County Seat. 207 mi. E of El Paso; 0 mi. W of Odessa; on U.S. Hwy. 285 & I-20.

2 - TRANSPORTATION: **Railroads**-UP; PVS.
Airlines-Served at Midland Regional Airport by American, Southwest, Continental, America West.
Intercity Bus Lines-Trailways; Greyhound; New Mexico Trans.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 12,855; E&P 87 Est. 12,337
County 80 Cen. 15,801; E&P 87 Est. 14,842

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,919; E&P 87 Est. 3,757
County 80 Cen. 4,567; E&P 87 Est. 4,688

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$107,496,000
Savings & Loan	1	$14,700,000

6 - PASSENGER AUTOS: County 11,142 (all vehicles)

7 - ELECTRIC METERS: Residence 3,699

8 - GAS METERS: Residence 3,888

9 - PRINCIPAL INDUSTRIES: Well Servicing; Oil & Gas Exploration; Agric.; Cotton; Cantaloupes; Onions; Cattle; Grain; Cattle Feeding; Tire Test Track; Sulphur Mining.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 72-95; Fall 53-78; Winter 29-59. First killing frost, Nov. 12; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Shopping Centers**-Airlawn S.C. (5 Stores)-Safeway; Winn's; Anthony's.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Swaim's; C.R. Anthony; United.
Variety Stores-Woolworth; Sprouse-Reitz; Winn's.
Discount Stores-Wal-Mart; Gibson.
Chain Drug Stores-Revco; Rexall; Val-Rite.
Chain Supermarkets-Safeway; Furr's; Thriftway.
Other Chain Stores-Goodyear; Sears (catalog); Allsup's; Town & Country; Shop 'n Go.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 2,439; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Larry C. Jackson, Pub., ENTERPRISE, 324 S. Cedar St., Pecos, TX 79772; Tel. (915) 445-5475.
National Representative: None.

PLAINVIEW

1 - LOCATION: Hale County. E&P Map C-2. County Seat. Retail center for 10 county area. Heart of irrigated district. U.S. Hwys. I-27, I-70.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Fort Worth & Denver.
Motor Freight Carriers-5.
Intercity Bus Lines-Texas, New Mexico & Oklahoma Coaches.

3 - POPULATION:
Corp. City 80 Cen. 22,187; E&P 87 Est. 22,102
County 80 Cen. 37,592; E&P 87 Est. 36,414
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,494; E&P 87 Est. 7,318
County 80 Cen. 12,385; E&P 87 Est. 12,372

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$250,000,000
Savings & Loan	4	$300,000,000

6 - PASSENGER AUTOS: County 30,985 (all vehicles)

7 - ELECTRIC METERS: Residence 10,747

8 - GAS METERS: Residence 8,005

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fertilizer 175; Farm Equip. 155; Beef Proc. 1,350; Seed & Feed 225; Aircraft 20; Solid Waste Collector Mfg. 100; Whse. 450.
Principal Pay Days-1st, 15th, Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Av. Min. 41 (Jan.); Av. Max. 78 (July). First killing frost, Nov. 21; last killing frost, Apr. 1. Av. Mean 60.

11 - TAP WATER: Alkaline, semi-hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Broadway; 9 on Ash; 7 on Austin; 13 on Fifth; 8 on Sixth; 8 on Seventh; 6 on Eighth; 2 on Beech; 4 on Date; 1 on W. Eighth; 10 on W. Fifth; 1 on W. Seventh; 1 on Columbia; 4 on Yonkers & 29th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gabriel/Wayland (18)	1	Gabriel's, Gebo's, Chief Auto, Perrys
The Village(21)	1	Radio Shack, Winn's, Claiborne's
Edgemore(6)	NA	M-Systems, Revco, K mart
College(9)	NA	Camera Shop, Florist
Plainview Towne Ctr.	NA	Wal-Mart

West-View	NA	Marse & Son, Anthony's, Revco, United, Hastings

Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Marse & Son; Gabriels; JCPenney; C.R. Anthony.
Variety Stores-Perry's; Winn's.
Chain Drug Stores-Revco.
Discount Stores-K mart; 84 Lumber; Wal-Mart; McCrory's.
Chain Supermarkets-Claiborne's; Pay N' Save; United Super Mkt. 2; M System; Allsups 5.
Other Chain Stores-White's Auto; Heath Furn.; Zale's Jewelers; S&H Green Stamps; Sherwin-Williams; Pay-Less Shoes; Radio Shack; Chief Auto.

14 - NEWSPAPERS: HERALD (e-mon to fri; S) 8,692; sworn Sept. 21, 1986.
Local Contact for Advertising and Merchandising Data: Perry Dorrell, Adv. Dir., HERALD, 820 Broadway, Plainview, TX 79072; Tel. (806) 293-1343.
National Representative: Papert Companies.

PLANO

1 - LOCATION: Collin County (In Dallas PMSA), E&P Map E-2. 18 mi. N of Dallas; on Interstate Hwy. I-75.

2 - TRANSPORTATION: Railroads-Southern Pacific; St. Louis-Southwestern.
Motor Freight Carriers-5.
Airlines-At Dallas Airport.

3 - POPULATION:
Corp. City 80 Cen. 72,331; E&P 87 Est. 118,123
CZ-ABC: (80) 83,959
RTZ-ABC: (80) 16,279
PMSA 80 Cen. 1,957,451; E&P 87 Est. 2,456,871
City & RTZ-ABC: (80) 100,238

4 - HOUSEHOLDS:
City 80 Cen. 22,221; E&P 87 Est. 37,461
CZ-ABC: (80) 25,907
RTZ-ABC: (80) 5,175
PMSA 80 Cen. 711,093; E&P 87 Est. 922,322
City & RTZ-ABC: (80) 31,082

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	20	N.A.

6 - PASSENGER AUTOS: County 190,291 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Copper & Brass Gas Fittings, Wire & Cable; Farming: grains, cotton, corn and wheat.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 75-95; Fall 57-79; Winter 36-56. First killing frost, Nov. 20; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town Square	NA	Wolfe Nursery
Panther Park(28)	NA	Brookshire's, Eckerd
Adobe Vlg.(7)	NA	
Jupiter Place(15)	NA	Tom Thumb
Preston Trail Plz.(19)	NA	
Park West Plz.(26)	NA	K mart, Brookshire's, Eckerd
Cloister Sq.(23)	NA	Eckerd
Palisades Sq.(14)	NA	Drug Emporium
Chisolm Plaza(17)	NA	
Crosspoint Plz.(8)	NA	
Ruisseau Vlg.(25)	NA	Mervyn's
Highland Shpg. Area(44)	NA	Highland Appliance, Revco
Parkway Plz.(20)	NA	
Collin Creek Mall(170)	NA	JCPenney, Dillard's, Sanger-Harris, Sears, Lord & Taylor

13 - RETAIL OUTLETS: Department Stores-Dillard's; Sanger-Harris; JCPenney; Sears; Lord & Taylor.
Variety Stores-Drugs for Less; Drug Emporium; Eckerd.
Chain Supermarkets-Brookshire's.

14 - NEWSPAPERS: STAR-COURIER (e-mon to fri) 13,058; (S) 14,482; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jim Wilson, Adv. Dir., STAR-COURIER, 801 E. Plano Pkwy., Plano, TX 75074; Tel. (214) 424-6565.
National Representative: U.S. Surburban Press.

PORT ARTHUR

1 - LOCATION: Jefferson County (In Beaumont-Port Arthur MSA), E&P Map F-4. 2nd largest deep water port in Texas. 92 mi. E of Houston; 300 mi. W of New Orleans; 78 mi. NE of Galveston; deep water channel to Gulf of Mexico. Greater Port Arthur consists of the contiguous cities of Port Arthur, Nederland, Port Neches, and Groves, Texas.

2 - TRANSPORTATION: Railroads-KCS; SP (freight).
Motor Freight Carriers-7.
Freight Steamship Agents-9.
Intercity Bus Lines-Greyhound; Texas Bus Lines.
Airlines-Royale; ASA; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 61,195; E&P 87 Est. 64,710
CZ-ABC: (80) 119,236
RTZ-ABC: (80) 22,115
County 80 Cen. 250,938; E&P 87 Est. 259,969
MSA 80 Cen. 375,497; E&P 87 Est. 391,154
City & RTZ-ABC: (80) 141,351
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,130; E&P 87 Est. 24,248
CZ-ABC: (80) 42,138
RTZ-ABC: (80) 7,852
County 80 Cen. 90,245; E&P 87 Est. 96,350
MSA 80 Cen. 131,890; E&P 87 Est. 141,911
City & RTZ-ABC: (80) 49,990

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$557,370,577

6 - PASSENGER AUTOS: County 204,040 (all vehicles)

7 - ELECTRIC METERS: Residence 42,805

8 - GAS METERS: Residence 35,698

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Retail/Trade 25,700; Servs. 20,400; Manufacturing 6,800. Av. Wkly. Wage-$393.
Principal Industrial Pay Days-Fri., Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-94; Summer 58-102; Fall 29-98; Winter 11-85. First killing frost, Dec. 14; last killing frost, Feb. 18.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Twin City Hwy.
Neighborhood Shopping Centers-12 blocks on Houston Ave., 6 blocks on Procter St., 2 blocks on Waco Ave., 3 blocks on Austin Ave., 1 block on Shreveport Ave., 33 blocks on Gulfway Dr., 7 blocks on 9th Ave., 11 blocks on 25th St., 2 blocks on Lincoln Ave., 19 blocks on Nederland Ave., 2 blocks on Boston Ave., 23 blocks on Magnolia Ave., 2 blocks on Port Neches Ave.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gulfway(12)	NA	Discount Foods, Delmar Phcy.
Jefferson City (52)	NA	Walgreens, The Fair, Oshman's, Beall's
Snell(18)	NA	Garrison's Phcy., Drago Hardware, Safeway, TG&Y
K mart(8)	NA	K mart
Central Mall(63)	NA	JCPenney, Sears, Beall's
Midcounty(10)	NA	Safeway, TG&Y, The Fair, JCPenney
Tri-Cities(9)	NA	Market Basket
Mid-Way(3)	NA	Discount Foods, Garret's TV

Principal Shopping Days-Department Stores: Sun., Mon.; Food: Mon., Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Beall's 2; JCPenney; Sears; The Fair 2; Weiner's; Dryden's; Spencers; Dillard's.
Discount Stores-K mart; Wal-Mart 2; O.G. Wilson.
Variety Stores-S.H. Kress; TG&Y; Dollar General.
Chain Drug Stores-Walgreens 3; King's 2; Pat Wood 2; Webb 2; Eckerd; K&B.
Chain Supermarkets-Market Basket 10; Discount Foods; Safeway 4; Howdy Doody; Giant; King Saver.
Other Chain Stores-Firestone; B.F. Goodrich; Goodyear; Western Auto 4; Sherwin-Williams 3; White Auto; Allied Radio Shack 3; Jewelry: Gem 2, Gordon, Nacol 2, Zales; Shoes: Kinney, Pay-Less, Thom McAn, Foot Locker, Red Cross; Conns; Oshman's; McLaury's; General Nutrition; Hancock Fabrics; So-Fro Fabrics; Waldenbooks.

14 - NEWSPAPERS: NEWS (m) 22,975; (S) 24,664; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Horace R. Fontenot, Jr., Adv. Dir., NEWS, 549 Fourth St.; PO Box 789, Port Arthur, TX 77640; Tel. (409) 985-5541.
National Representative: Landon Associates.

PORT LAVACA

1 - LOCATION: Calhoun County, E&P Map E-5, County Seat. 70 mi. NE of Corpus Christi. On U.S. Hwy. 35. On Lavaca Bay.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 10,911; E&P 87 Est. 12,063
County 80 Cen. 19,574; E&P 87 Est. 22,063
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,445; E&P 87 Est. 3,279
County 80 Cen. 6,469; E&P 87 Est. 7,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$160,986,263
Savings & Loan	2	$43,270,821

6 - PASSENGER AUTOS: County 17,284 (all vehicles)

7 - ELECTRIC METERS: City Est. 5,242

8 - GAS METERS: City Est. 3,634

9 - PRINCIPAL INDUSTRIES: Grain Sorghum; Shrimp & Oyster Freezing; Aluminum; Gas & Oil Wells; Farming; Mineral Extraction; Ranching; Plastics; Chem.; Marine Repair Building.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 77-90; Fall 62-80; Winter 45-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bottom Dollar(7)	3	Bottom Dollar
Calhoun Plz.(17)	3	Safeway, Weiner's, TG&Y, Beall's
Fairway(5)	3	Bottom Dollar, Stanley's, Goodyear
Viking Mall(14)	3	HEB, Coles Dept., Cunningham Jewelry, Oshman's Sports Ctr.

13 - RETAIL OUTLETS: Department Stores-Sears.

14 - NEWSPAPERS: WAVE (e-mon to fri) 4,394; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Chester Surber, Ed. & Pub., WAVE, 301 S. Colorado St.; PO Box 88, Port Lavaca, TX 77979; Tel. (512) 552-9788.
National Representative: Texas Press Service.

RICHARDSON

1 - LOCATION: Dallas County (In Dallas PMSA), E&P Map E-3. Adjacent to Dallas City limits on N Central Expressway. Aerospace center. Farming in N part of County.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 72,496; E&P 87 Est. 85,046
City of Pub.-ABC: (80) 72,655
County 80 Cen. 1,556,549; E&P 87 Est. 1,857,331
PMSA 80 Cen. 1,957,451; E&P 87 Est. 2,456,871
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,097; E&P 87 Est. 28,668
City of Pub.-ABC: (80) 24,157
County 80 Cen. 577,753; E&P 87 Est. 714,529
PMSA 80 Cen. 711,093; E&P 87 Est. 922,322

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$468,500,000
Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: County 1,618,312 (all vehicles)

7 - ELECTRIC METERS: Residence 12,759

8 - GAS METERS: Residence 11,899

9 - PRINCIPAL INDUSTRIES: (Av. Wkly Wage-$240) Instruments; Radio; Hoods; Sausage Plant; Electronics; Research Center.
Principal Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-85; Summer 80-110; Fall 30-90; Winter 0-70.

11 - TAP WATER: Fairly soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arapaho Vlg. North(11)	NA	Mont. Ward
Buckingham Square(18)	NA	Winn-Dixie, Minyards Super Mkt.
Camelot(17)	NA	A&P, Sears
Campbell Rd. Village(13)	NA	Kroger, 7-Eleven
Dal Rich Vlg.(60)	NA	TG&Y, Safeway
Northrich Vlg.(5)	NA	Gibson
Pavillion	NA	Marshalls
Richardson E.(16)	NA	Kinney
Richardson Heights Village(60)	NA	Kroger, JCPenney, Sun Drug
Richardson Sq. Mall(104)	NA	Sears, Dillard, Mont. Ward
Richardson Terrace(12)	NA	A&P, Safeway, Skillern
Spring Valley	NA	Kroger, Rexall
Town & Country(20)	NA	Goodyear
University Vlg.	NA	Tom Thumb, Page Drug

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Montgomery Ward; Joske's; Dillard; Marshall's.
Chain Drug Stores-Skaggs; Skillern's; Sun; Steen.
Variety Stores-Whites.
Discount Stores-Gibson; K mart.
Chain Supermarkets-A&P; Safeway; Tom Thumb; Kroger; Piggly Wiggly; Minyards; Skaggs; Winn-Dixie.

14 - NEWSPAPERS: NEWS (e-tues to sat) 7,249; (S) 7,377; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Suzy Jenkins, Adv. Mgr., NEWS, 1000 Ave. H East, Arlington, TX 76011; Tel. (214) 234-1131.
National Representative: U.S. Suburban Press.

ROSENBERG

1 - LOCATION: Fort Bend County (In Houston PMSA), E&P Map E-4. On Hwys. 36, 59, 90A.

2 - TRANSPORTATION: Railroads-Gulf, Colorado & Santa Fe; Southern Pacific.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 17,995; E&P 87 Est. 22,199
County 80 Cen. 130,846; E&P 87 Est. 209,946
PMSA 80 Cen. 2,735,763; E&P 87 Est. 3,426,160

4 - HOUSEHOLDS:
City 80 Cen. 5,753; E&P 87 Est. 7,347
County 80 Cen. 39,840; E&P 87 Est. 66,884
PMSA 80 Cen. 973,162; E&P 87 Est. 1,260,055

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$322,456,000
Savings & Loan	2	$255,975,000
Savings	2	$34,613,000

6 - PASSENGER AUTOS: County 128,874 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-78; Summer 72-88; Fall 62-80; Winter 45-67. First killing frost, Oct. 10; last killing frost, Mar. 28.

11 - TAP WATER: Medium hard, well water.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rose-Rich Ctr.	NA	Moore's Food, Woolworth
Weingarten Ctr.	NA	Beall's, Budget Chopper
Lamar Plz.	NA	Kroger, Weiners, Sears
Twin City Ctr.	NA	Fitness Plus
Randall's Ctr.	NA	Randall's Grocery

13 - RETAIL OUTLETS: Department Stores-Woolworth; K mart; Wal-Mart; Rude & Sons; Blase; Perry Brothers; Weiners; RB; Bealls.
Chain Supermarkets-Kroger; Safeway; Fiesta; Moore's; Randall's; Budget Chopper.
Other Chain Stores-Payless Shoes; Goodyear; Sherwin-Williams; Sears (catalog); Radio Shack.

14 - NEWSPAPERS: HERALD-COASTER (e-mon to fri; S) 7,918; Dec. 31, 1986 VAC.
Local Contact for Advertising and Merchandising

Data: Bill Hartman, Pub., HERALD-COASTER, 1902 4th St.; PO Box 1088, Rosenberg, TX 77471; Tel. (713) 232-3737.
National Representative: U.S. Suburban Press.

SAN ANGELO

1 - LOCATION: Tom Green County (MSA). E&P Map C-4. County Seat. 229 mi. from Austin; 236 mi. from Ft. Worth; 268 mi. from Dallas; 220 mi. from San Antonio; 451 mi. from El Paso; 352 mi. from Amarillo. On State Hwy. 208; U.S. Hwys. 67, 87, 277.

2 - TRANSPORTATION: **Motor Freight Carriers**-5.
Intercity Bus Lines-Kerrville; Arrow Trailways of Texas; Sunset Stages; Trans-Texas Coaches.
Airlines-ASA; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 73,240; E&P 87 Est. 91,918
CZ-ABC: (80) 73,240
Bal. in NDM-ABC: (80) 11,544
Bal. in RTZ-ABC: (80) 57,399
Total NDM-ABC: (80) 84,784
Total NDM & Bal. in RTZ-ABC: (80) 142,183
County/MSA 80 Cen. 84,784; E&P 87 Est. 105,020
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,576; E&P 87 Est. 34,110
CZ-ABC: (80) 26,576
Bal. in NDM-ABC: (80) 3,793
Bal. in RTZ-ABC: (80) 21,019
Total NDM-ABC: (80) 30,369
Total NDM & Bal. in RTZ-ABC: (80) 51,388
County/MSA 80 Cen. 30,369; E&P 87 Est. 39,050

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$10,142,676,000
Savings & Loan	5	$282,158,000

6 - PASSENGER AUTOS: County 85,852 (all vehicles)

7 - ELECTRIC METERS: 35,337

8 - GAS METERS: 22,366

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't (ex. military) 6,800; Goodfellow AFB 3,140; Public Schools 2,052; Fin., Ins., R.E. 2,000; Ret. Trade 10,000; Whol. Trade 1,360; Trans., Util. 3,100; Contract Constr. 2,300; Mining 800; Printing, Allied Ind. 424; Food & Kindred Prods. 855; Stone, Clay & Glass Prods. 130; Fab. Metal Prods. 360; Other Durable Goods 3,300.

10 - CLIMATE: Av. An. Temp.-64; Jan. Mean Minimum-32; July Mean Temp.-96; Av. An. Rainfall 17.53 in.; Av. An. Humidity-55%.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-17 blocks in downtown area; 8 on W. Beauregard bet. Park & Van Buren Sts.; Village, 2100 & 2200 on W. Beauregard; 3 on W. Beauregard and Sherwood Way; 3 on N. Main St.; 2 on Chadbourne; N. Chadbourne, 2 at Freeland & Van Buren Sts.; K mart Plaza at Intersection Sherwood Way and Ave. N.; 20 acres at intersection of Knickerbocker and Loop 306.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart(8)	NA	K mart, M System
Freeland(5)	NA	S&H Green Stamps, Natl. Furn.
Stadium Park(18)	NA	Allwoods, Nathan's Jewelers
Village(23)	NA	Winn-Dixie, Gabriel's, Eckerd
University Plz (5)	NA	The Rage, Bikes, Etc.
Southwest Plz.(25)	NA	Furr's, Hastings, Revco
Sunset Mall(90)	NA	Sears, JCPenney, Dillard's, Beall's, Service Mdse.
W. Beauregard	NA	Olan Mills, Home Hardware
N. Main	NA	Winn's, Eckerd, Winn-Dixie
Concho Valley Ctr.	NA	K mart, M System
Plaza 67	NA	Sassy Fox, Travel Professionals, Hollingsworth Fash.
Park 2400	NA	Ichiban's, Visions, Jack & Jill

Principal Shopping Days-Mon., Wed., Fri., Sat.
Storres Close-Food-10 p.m. Mon. through Sat. Most others 5:30 p.m.; K mart, Wal-Mart until 9 p.m. Mon.-Sat.; Albertson's until 12 p.m.; M System until 9 p.m.
Stores Open Sundays-Grocery; Sunset Mall Stores, K mart, Wal-Mart.

13 - RETAIL OUTLETS: **Department Stores**-Dillard's; Sears; JCPenney; Beall's; Anthony's.
Chain Drug Stores-Albertson's; Eckerd; Revco; Skaggs Alpha Beta.
Discount Stores-K mart; Service Mdse.; Wal-Mart.
Variety Stores-Winn's.
Chain Supermarkets-Winn-Dixie 2; Town & Country 14; Colonial 17; Albertson's; M System 3; Furr's 2; Skaggs Alpha Beta; Food-4-Less; Food Emporium.
Other Chain Stores-Singer Co.; Firestone; Goodyear; Sherwin-Williams; Zale's Jewelry; S&H Green Stamps; So Fro; Allwood's Home Ctr.

14 - NEWSPAPERS: STANDARD-TIMES (m) 34,257; (S) 40,506; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Cheryl Ebright, Adv. Dir., STANDARD-TIMES, 34 W. Harris, San Angelo, TX 76903; Tel. (915) 653-1221.
National Representative: Landon Associates.

SAN ANTONIO

1 - LOCATION: Bexar County (MSA). E&P Map D-5. Home of Randolph, Lackland, Kelly & Brooks Air Force Bases, and Fort Sam Houston (U.S. Army). 200 mi. W of Houston; 150 mi. NW of Corpus Christi; 150 mi. NE of Mexico Border at Laredo. On U.S. Hwys. 90, 87, 81, 281, 181; on State Hwy. 16; I-10, 35, 410, 37.

2 - TRANSPORTATION: **Railroads**-MKT (freight); UP; SP; Amtrak.
Motor Freight Carriers-44.
Intercity Bus Lines-Greyhound; Continental Trailways; Kerrville; Valley.
Airlines-American; Continental; Eastern; Delta; Mexicana; TranStar; Pan Am; Southwest; TWA; USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 786,023; E&P 87 Est. 925,751
County 80 Cen. 988,800; E&P 87 Est. 1,200,006
MSA 80 Cen. 1,071,954; E&P 87 Est. 1,311,660
EXPRESS-NEWS:
NDM-ABC: (80) 1,589,350
LIGHT:
CZ-ABC: (80) 896,801
RTZ-ABC: (80) 692,549
City & RTZ-ABC: (80) 1,589,350
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 258,733; E&P 87 Est. 317,426
County 80 Cen. 320,639; E&P 87 Est. 406,302
MSA 80 Cen. 349,330; E&P 87 Est. 446,436
EXPRESS-NEWS:
NDM-ABC: (80) 509,605
LIGHT:
CZ-ABC: (80) 291,781
RTZ-ABC: (80) 217,824
City & RTZ-ABC: (80) 509,605

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	75	$8,627,343,369
Savings & Loan	18	N.A.

6 - PASSENGER AUTOS: County 875,815 (all vehicles)

7 - ELECTRIC METERS: Residence 445,772

8 - GAS METERS: Residence 293,209

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't 110,000; Ret./Whol. 129,700; Mfg. 45,[illegible]00; Servs. 116,600; Military 80,104; Constr. 31,200; Fin., Ins., R.E. 39,100.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Jan. 49-62; July 74-94; Av. Annual Temp. 58-80. First killing frost, Nov. 30; last killing frost, Feb. 24.

11 - TAP WATER: Moderate mineral content, chiefly sodium bicarbonate; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-(No. of stores)-Central Park Mall (90); Ingram Park Mall (145); McCreless (65); North Star Mall (149); South Park Mall (50); Wonderland Mall (62); Windsor Park Mall (126); Westlake Mercado Mall (54).
Neighborhood Shopping Centers No. of Stores-Allena Village 10; Arcadia Grove 13; Berler 9; Big Town; Billy Mitchell Village 14; Brook Hollow 26; Burke Ctr. (Brookhill) 9; Burke Village 9; Castle Creek Village; Castle Hills Plaza 10; Castle Hills Village 11; Colonial Plaza 9; Colonies North 17; Dellcrest 17; Dell Village 12; East Park Plaza 8; Eastwood Village 9; Empire Plaza 8; Frontier Junction Recreation; Highland Hills 10; Hillcrest 11; Inspiration Hills; Jefferson Village 11; La Feria Center 12; Lackland Plaza 18; Las Palmas 28; Loma Park 9; Lone Oak Mall 21; MacArthur Plaza; McCrelles Village 12; Marbach Plaza; Military Drive 16; Multipurpose Town & Country 1 & 2; North Hill 12; Northlane 11; North Town Plaza; North View Concourse 18; North west 23; Oak Hills 5; Oak Park Village 15; Puig 8; Sam Houston 16; Shoppers City Mall 26; Stewart Center 8; Sunset Ridge 18; Terrell Plaza 31; The Wright Place; The Yard; Vally H. 34; Vanity Fair 30; Varsity Village 15; Windcrest Center 30; Wonder 19; Woodlawn-Bandera 11; Bandera Center 8; Basse West Center 2; Beitel Creek 15; Bellaire Village 3; Blanco Center 8; Callahan Plaza 15; Edgewood Square 7; Fredericksburg Square 16; Gibson's Bandera Center 13; Marin Center 7; Meadow Village 6; Northern Hills 25; Oak Gate 11; Pecan Valley 10; Perrin Plaza 27; Quadrangle Mall; Spanish Trace Village 7; Shopper's City 26; Stanley Center 11; Village Plaza 11; West Towne Square 11.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Thur.; Grocery & Shpg. Ctrs.-weeknights.

13 - RETAIL OUTLETS: **Department Stores**-Sears 4; JCPenney 6; Montgomery Ward 4; Frost Bros. 3; Dillards 7; Beall's 6; Foley's 2; Solo-Serve 6; La Feria 3; Saks Fifth Ave.; Marshall Fields.
Discount Stores-Shopper's World 5; K mart 9; Target 6; Best Products 2; Service Merchandise 2; Sam's Wholesale Club 2.
Variety Stores-Woolworth 3; Kress; TG&Y 3; Ben Franklin 2; Winn's 36.
Chain Drug Stores-Walgreens 15; Revco 11; Eckerd 23; Drug Emporium 4.
Chain Supermarkets-H.E.B. 35; Handy Andy 19; Stop 'N Go 113; Albertson's 7; Centeno 3; Warehouse Grocery 10; Kroger 13; Lone Star Ice & Food 50.
Other Chain Stores-Thom McAn 9; Baker's 6; Mervyn's 3; Marshall's 2; Ross Stores 2; Burt's 4; [illegible]ler's; Western Auto 11; Firestone 14; Lerner's 5; Zale's 6; National Shirts 5; Kinney Shoes 12; Radio Shack 26; Highland Appliance 2; Federated Superstores; Barry's Camera & Video; Pier I Imports 3; Custom Hi-Fi 3; Pfau Tire 4; Margos LaMode 6; Shepler's; Toys 'R Us 2; Furn.: Lack's 7, Levitz, Weberg's 4, Furniture Expo, Louis Shanks, Sutherlands, Handy Dan 8, McCoy's 3; Builder's Sq. 4; Liquor Stores: Don's and Ben's 16, Discount Liquor 3; Gabriels 3; Payless Beverage 4; Bargain Whse. 3.

14 - NEWSPAPERS: EXPRESS-NEWS (all day-mon to fri) 178,812; (m-sat) 188,620; (S) 249,397; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jim Allen, V.P.-Adv., EXPRESS-NEWS, Ave. E and 3rd St., San Antonio, TX 78205; Tel. (512) 225-7411.
National Representative: Branham/Newspaper Sales.
LIGHT (all day) 142,407; (S) 217,006; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Larry R. Wynn, V.P.-Mktg., LIGHT, McCullough & Broadway; PO Box 161, San Antonio, TX 78291; Tel. (512) 271-2700.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SAN MARCOS

1 - LOCATION: Hays County (In Austin MSA). E&P Map D-4, County Seat. Manufacturing and agricultural area; Southwest Texas State University. 31 mi. SW of Austin. On Interstate Hwy. 35; State Hwys. 12, 32, 80, 123.

2 - TRANSPORTATION: **Railroads**-Missouri-Kansas-Texas; Missouri Pacific; Amtrak.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 23,420; E&P 87 Est. 32,345
CZ-ABC: (80) 23,420
RTZ-ABC: (80) 23,111
County 80 Cen. 40,594; E&P 87 Est. 64,048
MSA 80 Cen. 536,450; E&P 87 Est. 754,974
City & RTZ-ABC: (80) 46,531

4 - HOUSEHOLDS:
City 80 Cen. 6,627; E&P 87 Est. 8,744
County 80 Cen. 12,583; E&P 87 Est. 20,708
MSA 80 Cen. 195,856; E&P 87 Est. 285,118
CZ-ABC: (80) 6,627
RTZ-ABC: (80) 7,166
City & RTZ-ABC: (80) 13,793

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$88,000,000

6 - PASSENGER AUTOS: County 45,144 (all vehicles)

7 - ELECTRIC METERS: City Est. 9,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Die Castings; Mfg. Bldg. Materials; Cotton; Corn; Cattle; Tourism; Pressure Measuring Systems; Indoor-Outdoor Lighting Systems; Heat Conducting Tape and Compounds; Pre-Engineered Metal Buildings; Gas Regulators; Controls.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 77-90; Fall 62-80; Winter 45-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Nelson (15 stores, Colorado St.); Springtown Shopping Center (40 stores, Loop 82 & Thorpe Lane); San Mar Plz. (25 stores).

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Beall's.
Discount Stores-Wal-Mart.
Variety Stores-Wackers.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-HEB; Wuests; Safeway; Kroger.
Other Chain Stores-White Auto; Western Auto; Goodyear; Firestone; Radio Shack; Zale's; Ben Franklin; Winn's.

14 - NEWSPAPERS: RECORD (e-tues to fri) 4,691; (S) 6,242; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Janice Eaton, Adv. Mgr., RECORD, 1910 I-35 S.; PO Box 1109, San Marcos, TX 78666; Tel. (512) 392-2458.
National Representative: None.

SEGUIN

1 - LOCATION: Guadalupe County (In San Antonio MSA). E&P Map D-4, County Seat. Texas Lutheran College. On I-10, Alt. 90, 30 mi. NE of San Antonio.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Amtrak.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-At San Antonio Airport.

3 - POPULATION:
Corp. City 80 Cen. 17,854; E&P 87 Est. 20,539
CZ-ABC: (80) 17,854
RTZ-ABC: (80) 60,116
County 80 Cen. 46,708; E&P 87 Est. 59,397
MSA 80 Cen. 1,071,954; E&P 87 Est. 1,311,660
City & RTZ-ABC: (80) 77,970

4 - HOUSEHOLDS:
City 80 Cen. 5,751; E&P 87 Est. 6,443
CZ-ABC: (80) 5,751
RTZ-ABC: (80) 20,908
County 80 Cen. 15,733; E&P 87 Est. 20,806
MSA 80 Cen. 349,330; E&P 87 Est. 446,436
City & RTZ-ABC: (80) 26,659

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$252,125,000
Savings	2	$107,900,000

6 - PASSENGER AUTOS: County 47,937 (all vehicles)

7 - ELECTRIC METERS: Residence 7,296

8 - GAS METERS: Residence 5,723

9 - PRINCIPAL INDUSTRIES: Microwave Panels; Poultry; Steel; Wallboard; Road Maintenance Equip.; Oil and Gas Storage Tanks; Fiberglass Fabric; Architectural Mill Work; Linens; Feeds; Biological & Diagnostic Prods.; Marble Prods.; Tools; Dies; Tractor Implements.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-85; Summer 75-100; Fall 50-90; Winter 45-70. First killing frost, Nov.; last killing frost, Feb.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Hwy. 90 E., U.S. Hwy. 90A, State Hwy. 123.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Oak Park Ctr.(13)	1	JCPenney, Wuests
Five Courts(44)	NA	Wal-Mart, Weiners, Beall's
Plaza Del Rey (26)	NA	K mart, TG&Y, Eckerd, Beall's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping Centers every evening until 9.

13 - RETAIL OUTLETS: **Department Stores**-Beall's; JCPenney; Reichman's; Anthony's.
Discount Stores-K mart; TG&Y; Wal-Mart.
Variety Stores-Lehmann's.
Chain Drug Stores-Eckerd.
Chain Supermarkets-Baenziger; Wuest's; Pic & Pac; HEB; 7-Eleven; Circle K; Warehouse Grocery.
Other Chain Stores-Sears (catalog); Hills Jewelers; Radio Shack; Auto Shack; Colortyme.

14 - NEWSPAPERS: GAZETTE-ENTERPRISE (e-tues to fri) 6,359; (S) 7,335; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gary Myers, Adv. Dir., GAZETTE-ENTERPRISE, 1100 N. Camp St.; PO Box 1200, Seguin, TX 78155; Tel. (512) 379-5404.
National Representative: Landon Associates.

SHERMAN

1 - LOCATION: Grayson County (In Sherman-Denison MSA), E&P Map E-2. County Seat. Agriculture, industry & residential; wholesale & retail center. 18 mi. S of Lake Texoma; 65 mi. N of Dallas; 87 mi. NE of Fort Worth; 170 mi. S of Oklahoma City, OK; 324 mi. SW of Little Rock, AR; 243 mi. NW of Shreveport, LA. On U.S. Hwys. 75, 82; State Hwy. 289.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Southern Pacific; Missouri Pacific; M-K-T.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 30,413; E&P 87 Est. 33,949
CZ-ABC: (80) 30,413
RTZ-ABC: (80) 155,434
County/MSA 80 Cen. 89,796; E&P 87 Est. 103,552
City & RTZ-ABC: (80) 185,847

4 - HOUSEHOLDS:
City 80 Cen. 11,738; E&P 87 Est. 12,821
CZ-ABC: (80) 11,718
RTZ-ABC: (80) 56,985
County/MSA 80 Cen. 33,972; E&P 87 Est. 40,660
City & RTZ-ABC: (80) 68,703

5 - BANKS	**NUMBER**	**DEPOS!TS**
Commercial	5	$442,091,284
Savings & Loan	3	$649,049,255

6 - PASSENGER AUTOS: County 93,896 (all vehicles)

7 - ELECTRIC METERS: Residence 14,115

8 - GAS METERS: Residence 9,801

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronic Equip. 3,000; Food Proc. 1,391; Surgical Prods. 709; Aluminum Castings and Extrusions 183; Textile Mfg. 278; Earth Augers 123; Box Mfg. 66; Control Valves 278; Trailer Mfg. 26; Steel Wire Prods. 139; Concrete Prods. 17; Auto Glass Mfg. 575; Clothing 162; Truck Body Mfg. 111; Fishing Lures 50; Pre-Fab. Buildings 56.
Principal Pay Days-Thur., Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-88; Summer 61-101; Fall 38-92; Winter 15-77. First killing frost, Nov. 14; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Travis St.; 3 on Lamar St.; 4 on Houston St.; 1 on Wall St.; 2 on Pecan St.; 3 on Mulberry St.
Neighborhood Shopping Centers-1 at Lamar & Willow Sts.; 1 at N. Travis & Evergreen Sts.; 2 at Lamar & Dewey; 1 at Hwy. 75N; 2 at Houston & Sunset; 1 at Woods & Lamar; 1 at Hwy. 1417; 1 at Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fairview(9)	NA	7-Eleven
Kam Corners(4)	NA	Revco, Kingsaver Foods, Dollar General
Midway	NA	Sears, Eckerd, Dillards, Mervyn's
Parkview(4)	NA	7-Eleven
Sher-Den Mall(63)	NA	JCPenney, Lilleys, Mont. Ward, Beall's
Westwood(32)	NA	Piggly Wiggly, Revco, Winns
Colonial Square(6)	NA	High Fashions
Jamestown Plaza	NA	Ambers

Principal Shopping Days-Mon., Thurs., Sat.
Stores Open Evenings-Mon. through Fri.
Stores Open Sundays-Drug, Supermarkets, Dept. Stores, Building Supply, Retailers, Discount Centers.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Sears; Beall's; Lilley's; Dillards; Mervyn's.
Discount Stores-Gibson's 2; K mart; Wal-Mart.
Variety Storas-Winn's 2; Dollar General.
Drug Stores-May's; Hestand; Revco 2; Eckerd.
Chain Supermarkets-Piggly Wiggly 2; Tom Thumb; Skaggs Alpha Beta.
Other Chain Stores-Goodyear; Goodrich; Babcock Bros. (auto); Sherwin-Williams; Havertys Furniture; Zale's; Kinney Shoes; Musicland; Sweeney Jewelers; So-Fro Fabrics; Docktor Pet Center; General Nutrition Center; Margo's-La Mode (ready-to-wear); Foxworth-Galbreth Lbr.; Radio Shack; Brooks Fashion; Bolen's Card Shop; Chess King; Fashion Crossroads; Foxmoor Casuals; Gordon's Jewelers; Lerners; Merle Norman Cosmetics; Tobacco House; B. Dalton; Pay Less Cashways; Color Tile; Lowe's; Material Center; McCoy's Bldg. Supply; Andrea's (ready to wear); Circus World; Pants West; Bed & Bath Fashion Shop; Foot Action; Connie Shoes; Cutlery World; Foot Locker; Mission Jewelers; K-G Mens Store.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 21,096; (S) 23,855; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bert Chapman, Adv. Mgr., DEMOCRAT, 603 S. Sam Rayburn Expwy.; PO Box 1128, Sherman, TX 75090; Tel. (214) 893-8181.
National Representative: Papert Companies.

SNYDER

1 - LOCATION: Scurry County, E&P Map C-3, County Seat. Oil & agricultural center in W Central part of State, 260 mi. W of Dallas on Hwy. 180.

2 - TRANSPORTATION: **Railroads**-Snyder & Pacific; Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Texas-New Mexico & Oklahoma Coaches.

3 - POPULATION:
Corp. City 80 Cen. 12,705; E&P 87 Est. 14,618
County 80 Cen. 18,912; E&P 87 Est. 20,732

4 - HOUSEHOLDS:
City 80 Cen. 4,455; E&P 87 Est. 5,105
County 80 Cen. 6,376; E&P 87 Est. 7,544

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$255,000,000
Savings & Loan	3	$95,000,000

6 - PASSENGER AUTOS: County 19,309 (all vehicles)

7 - ELECTRIC METERS: Residence 4,921

8 - GAS METERS: Residence 4,341

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gasoline Plants 325 ($285); Petroleum Prods. 1,500 ($230); Petroleum Service 1,100 ($230); Chem. Prods. 315 ($255); King's Hwys. ($200).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Av. Temp.: Winter 41; Summer 82; Annual Av. 62. Annual rainfall 21 in.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center-(Downtown)**-3 blocks on 25 St.; 4 on 26 St.; 2 on Ave. Q; 4 on Ave. R; 4 on Ave. S; Highland; New Center, 15 blocks from Downtown; Varsity Square-3 blocks from Downtown; Junction Center.
Principal Shopping Days-Mon., Wed., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: **Department Stores**-Anthony's; Sears.
Variety Stores-Perry's.
Discount Stores-Munden's; K mart; TG&Y.
Chain Supermarkets-Furr's; Piggly Wiggly; Safeway; Allsup's.
Other Chain Stores-Goodyear; Higginbotham Bartlett; True Value; Western Auto; Eckerd Drug.

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,200; (S) 6,250; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Roy McQueen, Pub., NEWS, 2103 25th, Snyder, TX 79549; Tel. (915) 573-5486.
National Representative: None.

STEPHENVILLE

1 - LOCATION: Erath County, E&P Map D-3, County Seat. 70 mi. SW of Fort Worth. On U.S. Hwys. 67, 281, 377 & State Hwy. 108.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Intercity Bus Lines-Continental; Central Texas.

3 - POPULATION:
Corp. City 80 Cen. 11,881; E&P 87 Est. 13,394
County 80 Cen. 22,560; E&P 87 Est. 28,317
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,652; E&P 87 Est. 5,088
County 80 Cen. 8,699; E&P 87 Est. 11,051

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$183,920,337
Savings & Loan	3	$106,004,780

6 - PASSENGER AUTOS: County 24,228 (all vehicles)

7 - ELECTRIC METERS: Residence 5,406

8 - GAS METERS: Residence 3,503

9 - PRINCIPAL INDUSTPIES: Industry, No. of Wage Earners-Suits & Dresses 250; Peanut Prods. 125; Feed Mfg. 85; Norton Company; Oil Field Pipe Mfg.; FMC Corp.

10 - CLIMATE: Min. & Max. Temp.-Av. Jan. 56; July 97.

11 - TAP WATER: Approved.

12 - RETAILING: **Principal Shopping Areas**-South Loop Mall; Mitchells; Reunion Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Plaza(10)	NA	K mart

Principal Shopping Days-Mon., Wed., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Beall Bros.; Mitchell's; Anthony's.
Variety Stores-Perry Bros.; Ben Franklin.
Discount Stores-K mart; Wal-Mart.
Chain Supermarkets-Safeway; Piggly Wiggly; Winn-Dixie.

14 - NEWSPAPERS: EMPIRE TRIBUNE (e-mon to fri; S) 4,877; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Norman Fisher, Pub., EMPIRE TRIBUNE, 110 S. Columbia, Stephenville, TX 76401; Tel. (817) 965-3124.
National Representative: Papert Companies.

SULPHUR SPRINGS

1 - LOCATION: Hopkins County, E&P Map E-3, County Seat. Trading and Distribution center. Dairy, farming, oil producing and manufacturing area including Hopkins and parts of Hunt, Delta, Lamar, Franklin, Wood and Rains Counties. 80 mi. NE of Dallas; 100 mi. W of Texarkana. On Interstate Route 30.

2 - TRANSPORTATION: **Railroads**-St. Louis & Southwestern (Cotton Belt); Louisiana & Arkansas (Kansas City Southern).
Motor Freight Carriers-5.
Intercity Bus Lines-Southwestern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,804; E&P 87 Est. 15,509
County 80 Cen. 25,247; E&P 87 Est. 31,414

4 - HOUSEHOLDS:
City 80 Cen. 5,013; E&P 87 Est. 5,973
County 80 Cen. 9,528; E&P 87 Est. 12,298

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$70,133,951
Commercial	4	$185,974,361

6 - PASSENGER AUTOS: County 26,357 (all vehicles)

7 - ELECTRIC METERS: Residence 10,493

8 - GAS METERS: Residence 7,131

9 - PRINCIPAL INDUSTRIES: Pipeline Valves; Oil & Refining; Dairy Proc.; Fire Brick; Fertilizer; Women's Apparel; Wooden Shutters; Meat Packing; Work Clothes; Mach.; Meteorological Balloons; Mobile Homes; Lignite Mining; Boat Trailers; Food Proc.; Door Mfg.; Office Furn.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-105; Fall 35-85; Winter 20-70. First killing frost, Nov. 13; last killing frost, Mar. 13.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-12 blocks in downtown area.
Neighborhood Shopping Centers-Spring Village (16 stores-Kroger, Perry Bros. Variety); Sears; Shannon Square (10 stores, local retail); The Center (currently 11 stores-Wal-Mart, Beall's, Pay-Less Shoes, Athlete's Corner).
Principal Shopping Days-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Beall Bros.; JCPenney; Foster's; Sears.
Variety Stores-Perry Bros.
Chain Drug Stores-Revco; Eckerd.
Discount Stores-Western; K mart; Wal-Mart.
Chain Supermarkets-Piggly Wiggly; Kroger; Super Handy 3; Safeway; Winn-Dixie.

14 - NEWSPAPERS: NEWS-TELEGRAM (e) 5,426; (S) 6,839; June 30, 1986 VAC.
Local Contact for Advertising and Merchandising Data: Clarke Keys, Ed./Bus. Mgr., NEWS-TELEGRAM, 401 Church St., Sulphur Springs, TX 75482; Tel. (214) 885-8663.
National Representative: Landon Associates.

SWEETWATER

1 - LOCATION: Nolan County, E&P Map C-3, County Seat. 200 mi. W of Fort Worth on I-20.

2 - TRANSPORTATION: **Railroads**-Union & Pacific; Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 12,242; E&P 87 Est. 12,908
County 80 Cen. 17,359; E&P 87 Est. 18,349
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,654; E&P 87 Est. 4,888
County 80 Cen. 6,446; E&P 87 Est. 7,010

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$125,783,736
Savings & Loan	3	$1,129,294,966

6 - PASSENGER AUTOS: County 15,676 (all vehicles)

7 - ELECTRIC METERS: Residence 5,621

8 - GAS METERS: Residence 4,336

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wallboard 900 ($175); Cement 300 ($160); Oil incl. Gasoline, Butane, Propane 400 ($200); Cotton Seeds By-Prods. 125 (N.A.); Clothing 550 (N.A.); Cotton Compress 100 (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 70-104; Fall 32-60; Winter 15-50. First killing frost, Oct. 15; last killing frost, Mar. 4.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Area**-20 blocks on Main, Broadway, Oak & Locust.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broadway	1	Sears, Vlg. Foods, Beall's
Lamar St.	1	
Nolan County Plaza(5)	2	Super Duper, K mart, Eckerd, McCrory's

Principal Shopping Days-Mon., Wed., Sat.; Food-Mon., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Beall's; C.R. Anthony.
Variety Stores-Mott's; McCrory's.
Discount Stores-Munden; K mart.
Chain Drug Stores-Rexall; Curry-Armor; Eckerd.
Chain Supermarkets-Village; Super Duper; IGA.
Other Chain Stores-Firestone; Goodyear; Western Auto; Higginbotham-Bartlett; Skinneys; Sav-m; Payless Shoes.

14 - NEWSPAPERS: REPORTER (e-mon to fri; S) 4,624; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Dave Kucifer, Adv. Mgr., REPORTER, 112 W. 3rd St., Sweetwater, TX 79556; Tel. (915) 236-6677.
National Representative: Papert Companies.

TAYLOR

1 - LOCATION: Williamson County (In Austin MSA), E&P Map D-4. 30 mi. NE of Austin; 168 mi. NW of Houston; 176 mi. S of Dallas. Junction of State Hwys. 95, 29; U.S. Hwys. 79, 112.

2 - TRANSPORTATION: **Railroads**-Missouri-Pacific; Missouri-Kansas-Texas; Amtrak.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,619; E&P 87 Est. 11,184
County 80 Cen. 76,521; E&P 87 Est. 125,840
MSA 80 Cen. 536,450; E&P 87 Est. 754,974

4 - HOUSEHOLDS:
City 80 Cen. 3,832; E&P 87 Est. 4,085
County 80 Cen. 24,932; E&P 87 Est. 42,887
MSA 80 Cen. 195,856; E&P 87 Est. 285,118

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$170,000,000
Savings & Loan	2	$90,000,000

6 - PASSENGER AUTOS: County 100,843 (all vehicles)

7 - ELECTRIC METERS: Residence 4,353

8 - GAS METERS: Residence 3,903

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Bedding & Furn. 450; Woodwork 220; Food Proc. 50; Clothing 100.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 70-104; Fall 40-70; Winter 20-50. First killing frost, Nov. 25; last killing frost, Feb. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; Hwy. 95 N.
Neighborhood Shopping Centers-W. Second St.; N. Main St.; W. Lake Drive, S. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lake Drive(9)	2	
Taylor Plz.(6)	3	Revco Drug

Principal Shopping Days-Department Stores-Mon. Wed., Sat. Food-Mon., Thur., Fri., Sat.
Stores Open Evenings & Sun.-Drug, grocery.

13 - RETAIL OUTLETS: **Department Stores**-Sears.
Discount Stores-Wal-Mart.
Chain Drug Stores-Thrifty; Rexall 2; Revco; Wal-Mart.
Chain Supermarkets-Safeway; HEB; Super S.
Other Chain Stores-Gellman's; Firestone; White Auto; Kenwin; Goodyear; Merle Norman.

14 - NEWSPAPERS: PRESS (e-mon to fri) 5,343; June 30, 1986 VAC.
Local Contact for Advertising and Merchandising Data: Charles A. Schulz, Jr., Assoc. Pub., PRESS, 211 W. 3rd St., Taylor, TX 76574; Tel. (512) 352-8535.
National Representative: Papert Companies.

TEMPLE

1 - LOCATION: Bell County (In Killeen-Temple MSA), E&P Map E-4. 70 mi. NE of Austin; 130 mi. from Dallas; 123 mi. from Fort Worth; 146 mi. from San Antonio; 160 mi. from Houston; 30 mi. from Ft. Hood. On Interstate Hwy. 35; intersection of U.S. Hwys. 190, 81; State Hwys. 36, 95, 53.

2 - TRANSPORTATION: **Railroads**-MK&T; Santa Fe; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Arrow Trailways; Kerrville.

3 - POPULATION:
Corp. City 80 Cen. 42,354; E&P 87 Est. 47,017
CZ-ABC: (80) 53,001
RTZ-ABC: (80) 193,144
County 80 Cen. 157,889; E&P 87 Est. 174,671
MSA 80 Cen. 214,656; E&P 87 Est. 233,293
City & RTZ-ABC: (80) 246,145
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,039; E&P 87 Est. 17,353
CZ-ABC: (80) 19,749
RTZ-ABC: (80) 64,105
County 80 Cen. 52,661; E&P 87 Est. 60,295
MSA 80 Cen. 66,751; E&P 87 Est. 75,264
City & RTZ-ABC: (80) 83,854

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$450,527,283
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 148,795 (all vehicles)

7 - ELECTRIC METERS: Residence 19,193

8 - GAS METERS: Residence 11,257

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Bottlers 150; Cardboard Containers 100; City 480; Cotton Compress 50; Cotton Seed 30; Farm Equip. 225; Fixtures 200; Foundry 284; Food 650; Gov't 1,400; Grain Terminals 105; Hatchery 75; Hydraulic Cylinders 175; Hospitals 5,500; Kiln Dried Lumber 80; Insulation 450; Livestock Feed 75; Mobile Homes 200; Plastic 3,100; Printing & Pub. 325; R.R. 725; Schools 950; Shoes 50; Screw Machine Prods. 15; Sheet Metal 363; Specialty Truck Bodies 24; Theatre, School, Church Furn. 2,100; Urethane Foam 240; Veterinarian Pharmaceuticals 50; Whol. 3,000; Wood 452; Electronics 1,650; Centrifugal & Die Casting 198.
Principal Pay Days-Fri., Sat.; 1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 75-102; Fall 30-90; Winter 18-80. First killing frost, Nov. 15.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St.; 3 on Central Ave.; 2 on Ave. A; 5 on 1st St.; 4 on 2nd St.
Neighborhood Shopping Centers-3 blocks on Ave. G; 2 on Third & French; 1 on S. 25; Ave. A through G on S. 8 St.; 25th through 29th Sts. between Adams & Barton Aves.; 21st through 29th Sts. on Adams Ave.; 7th through 11th Sts. on Adams Ave.; 3 blocks on Interstate Hwy. 35. S. 57th through S. 63rd St.; 4400 block of S. Interstate Hwy. 35; S.E. Corner of intersection of S. 31st St. & Loop 363.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Loop(14)	NA	Wal-Mart, King Saver, Perry's
Temple Mall(75)	NA	Dillard, Beall's, JCPenney, Sears, Service Mdse.
West Adams(6)	NA	HEB
Youngstown(12)	NA	Piggly Wiggly, 7-Bar Western Wear
Southwest City	NA	Safeway
Oak Park(6)	NA	Audio Tech
The Market Place(30)	NA	HEB, Revco, Weiner's, Mont. Ward
Exchange Plaza(32)	NA	The Rosebud
Pecan Plaza(11)	NA	Holze Music Co.

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.
Stores Open Sundays-Groceries & Drug.

13 - RETAIL OUTLETS: **Department Stores**-Cheeves Brothers; Montgomery Ward; JCPenney; Sears; Beall Brothers; Dillard; Cochran; Blair & Potts (in Belton); Schigut's (in Belton); Weiner's; Tripie D Tack; Western.
Discount Stores-K mart; Dollar General; First Place Warehouse; Wal-Mart.
Variety Stores-Perry's.
Chain Drug Stores-Eckerd 3; Revco 2.
Chain Supermarkets-Safeway; David's; Red & White; Piggly Wiggly; 7-Eleven 11; HEB 3; Minimax; Super-Save; Strasburger; Meshack's 2; Payless Gas 5; Zippy 8; King Saver 2; Albertson's.
Other Chain Stores-Singer; Firestone 2; Goodyear 2; Western Auto; Career Girl (Women's) 2; Sherwin-Williams (Paints); Zale's (Jewelry); S&H Green Stamps; Lack's Furn.; McCoy's (lumber); Service Merchandise; Kinney (Shoes); General Nutrition; Radio Shack; Waldenbooks; Lerners; Lowery Organs; Baker's Shoes; Hallmark; K-G Men's Wear; Casual Corner; Connie's; Foot Action; Gordon's Jewelry; J. Riggins; Ortega's (Jewelry); Merle Norman (cosmetics) 2; Gingiss; Spencer's Gifts; Stuart's; Music Den; T-Shirts Plus; Wicks 'N Sticks; Weiner's; Suzanne's; Cshman's; Command Performance; B. Dalton; Hasting's Records; Gordon's Jewelers; Kruger's; Lowe's Building Materials Ctr.; Colortech Photography; Foxworth Gabraith Bldg. Materials; Millers Outpost; Tractor Supply Co.; Toys Plus; Michaels.

14 - NEWSPAPERS: TELEGRAM (m) 25,913; (S) 29,317; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jack W. Jones, Mktg. Dir., TELEGRAM, 10 S. 3rd St., Temole, TX 76501; Tel. (817) 778-4444.
National Representative: Papert Companies.

TERRELL

1 - LOCATION: Kaufman County (In Dallas PMSA), E&P Map E-3. 30 mi. E of Dallas on Intersection Interstate 20 and Hwy. 80, Hwys. 34 & 205.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-7; Central Freight.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,225; E&P 87 Est. 15,672
County 80 Cen. 39,015; E&P 87 Est. 55,204
PMSA 80 Cen. 1,957,451; E&P 87 Est. 2,456,871

4 - HOUSEHOLDS:
City 80 Cen. 4,302; E&P 87 Est. 5,220
County 80 Cen. 13,154; E&P 87 Est. 19,576
PMSA 80 Cen. 711,093; E&P 87 Est. 922,322

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$189,543,000
Savings & Loan	2	$192,303,000

6 - PASSENGER AUTOS: County 44,936 (all vehicles)

7 - ELECTRIC METERS: Residence 4,976

8 - GAS METERS: Residence 4,202

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Hospital 1,468 ($231); Aluminum Prods. 445 ($236); Metal Shelving 375 ($256); Air Conditioning 406 ($240); Photo Processing 185 ($239); Foam Prods. 123 ($151); Air Filters 155 ($148).

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 71-94; Fall 56-80; Winter 39-62.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Hwy. 80-W.; 4 blocks on N. Rockwall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town West Plaza(20)	NA	JCPenney, Kroger, Revco

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Centers-Revco; Wal-Mart.
Variety Stores-Mott's.
Chain Supermarkets-Safeway; Brookshires; Kroger; Fresher AG Foods.
Other Chain Stores-Babcock Auto Supply; Western Auto; Radio Shack; Pay-Less Shoes; Colortyme.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; S) 5,604; swcm Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: Bill Jordan, Adv. Dir., TRIBUNE, PO Box 669, Terrell, TX 75160; Tel. (214) 563-6476.
National Representative: None.

TEXARKANA, TX-AR

1 - LOCATION: Bowie County, TX; Miller County, AR. (MSA), E&P Map F-2, County Seat of Miller County. Principal City in NE Texas. Twin cities located 189 mi. NE of Dallas; 158 mi. SW of Little Rock. Wholesale distribution center for NE Texas, SW Arkansas, NW Louisiana & SE Oklahoma. Shopping center for cotton & cattle.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Kansas City Southern; Southern Pacific; Amtrak.
Motor Freight Carriers-28.
Intercity Bus Lines-Continental; Greyhound; Jefferson & Jordan.
Airlines-American Eagle; ASA.

3 - POPULATION:
Corp. City 80 Cen. 52,730; E&P 87 Est. 56,044
CZ-ABC: (80) 72,561
RTZ-ABC: (80) 285,167
Counties/MSA 80 Cen. 113,067; E&P 87 Est. 122,111
  Bowie, TX 80 Cen. 75,301; E&P 87 Est. 82,778
  Miller, AR 80 Cen. 37,766; E&P 87 Est. 39,333
City & RTZ-ABC: (80) 357,728

4 - HOUSEHOLDS:
City 80 Cen. 20,213; E&P 87 Est. 22,259
CZ-ABC: (80) 26,797
RTZ-ABC: (80) 101,951
Counties/MSA 80 Cen. 40,925; E&P 87 Est. 46,016
  Bowie, TX 80 Cen. 27,449; E&P 87 Est. 31,426
  Miller, AR 80 Cen. 13,476; E&P 87 Est. 14,590
City & RTZ-ABC: (80) 128,748

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$789,389,094
Savings & Loan	4	$698,802,655

6 - PASSENGER AUTOS: Miller Co., AR 16,937; Bowie Co., TX 73,227 (all vehicles)

7 - ELECTRIC METERS: Residence 32,167

8 - GAS METERS: Residence 26,978

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ordnance 12,000 ($258); Clay & Min. 200 ($220); Food 228 ($210); R.R. Tank Cars 358 ($260); Tires 1,400 ($225); Pipe Fitting Prods. ($204); Lumber Prods. 550 ($270).
Principal Pay Days-Ordnance, Fri.; Lumber, Sat.; Others, 1st., 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-91; Summer 64-94; Fall 36-78; Winter 35-60.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Areas**-5 blocks on Broad St.; 2 on Pine St.; 2 on State Line Ave.; 4 on Third St.
Neighborhood Shopping Areas-4 blocks on Texas Ave.; 5 on State Line Ave.; 4 on Hwy. 82 W., Hwy. 67 W.; 2 on College Hill; 2 on Blvd.; 2 on Lake Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Mall	NA	Dillard, Sears, JCPenney
Southwest Mall	NA	Piggly Wiggly
New Boston Rd.(3)	NA	Price Lo, McCrory's
Oaklawn	NA	Mont. Ward
Wake Village	NA	7-Eleven
K mart	NA	K mart
College Hill	NA	Piggly Wiggly, West Co.
Richmond Square	NA	Piggly Wiggly, Eckerd

Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Dillard; Belk-Jones; Montgomery Ward; JCPenney; Sears; West's.
Discount Stores-K mart; Dollar General; Wal-Mart; Target.
Chain Drug Stores-Medisav; Hart; Eckerd.
Variety Stores-McCrory 2.
Chain Supermarkets-7-Eleven 12; Piggly Wiggly 7; Albertson's; Skagg's Alpha Beta; Roadrunner 6; Shur-Pak 6; E-Z Mart 17; Price Lo; Price-Slasher.
Other Chain Stores-Okla. Tire & Supplies; Otasco; Goodyear; White's Auto; Kay's; Gordon's; Zale's; Austin's; S&H Green Stamps; Skibell's; Regans; Holly's; Stelen's; Pay-Less; Fabric World.

14 - NEWSPAPERS: GAZETTE (m) 33,275; (S) 36,115; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kirk Blair, Adv. Dir., GAZETTE, 313-17 Pine St.; PO Box 621, Texarkana, TX 75501; Tel. (214) 794-3311.
National Representative: Papert Companies.

TEXAS CITY

1 - LOCATION: Galveston County (In Galveston-Texas City PMSA), E&P Map E-5. 12 mi. from Galveston on U.S. Hwy. 75; State Hwy. 146.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; M-K-T; Rock Island; Missouri Pacific; Texas City Terminal Railway; Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Texas; Central Texas.
Airlines-All major airlines at Houston, 40 mi.

3 - POPULATION:
Corp. City 80 Cen. 41,403; E&P 87 Est. 44,843
County/PMSA 80 Cen. 195,940; E&P 87 Est. 224,432
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,045; E&P 87 Est. 14,122
County/PMSA 80 Cen. 69,284; E&P 87 Est. 82,401

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$132,000,000
Saving & Loan	3	$62,000,000

6 - PASSENGER AUTOS: County 161,846 (all vehicles)

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence 16,923

9 - PRINCIPAL INDUSTRIES: 8 Major Industries With 7,658 Employees. An. Payroll $279,431,614.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 75-95; Fall 60-80; Winter 35-65.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Texas Ave., 9 on 6th St., 3 on 9th Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harbor Village	NA	Western Auto
Mainland Plaza(12)	NA	Plaza Drugs, Texas Super
Bay Center(10)	NA	Kroger, Wal-Mart, Academy
Trade Winds(24)	NA	Fair, Weiners, Sears, TG&Y
K mart Ctr.(13)		K mart, Ronnie's Super Value, Handy Dan

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Thur., Fri., Sat.
Stores Open Sundays-All Major, some local stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Weiners; The Fair; Handy Dan.
Variety Stores-TG&Y.
Chain Drug Stores-Plaza; Eckerd.
Discount Stores-Wal-Mart; K mart.
Chain Supermarkets-Texas Super 3; Kroger; Lucky-7 2; Safeway; Ronnies; Super Value Food Warehouse.
Other Chain Stores-Western Auto; Sears (catalog); Montgomery Ward; Goodyear 2; Zale's Jewelers; Sherwin-Williams; Firestone; Goodrich; Singer Co.

14 - NEWSPAPERS: SUN (mS) 8,968; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Brenda Placette, Adv. Dir., SUN, 624 Fourth Ave.; PO Box 2249, Texas City, TX 77592; Tel. (713) 945-3441.
National Representatives: Landon Associates; U.S. Suburban Press.

TYLER

1 - LOCATION: Smith County (MSA). E&P Map E-3. County Seat. Shipping, college, manufacturing, wholesale, hospital & medical center. Oil operators. Rose capital-growing & shipping center. NE central part of the state between (100 mi.) Dallas and Shreveport, LA.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific.
Motor Freight Carriers-9.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Metro.

3 - POPULATION:
Corp. City 80 Cen. 70,508; E&P 87 Est. 80,413
CZ-ABC: (80) 77,493
RTZ-ABC: (80) 395,582
County/MSA 80 Cen. 128,366; E&P 87 Est. 161,049
City & RTZ-ABC: (80) 473,075
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,024; E&P 87 Est. 30,270
CZ-ABC: (80) 28,552
RTZ-ABC: (80) 141,469
County/MSA 80 Cen. 46,042; E&P 87 Est. 59,896
City & RTZ-ABC: (80) 170,021

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$1,462,929,000
Savings & Loan	6	$700,300,000

6 - PASSENGER AUTOS: County 136,657 (all vehicles)

7 - ELECTRIC METERS: Residence 34,260

8 - GAS METERS: Residence 28,230

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cast Iron Foundry 3,500 ($235); Refining 275 ($273); Heating & Cooling Equip. 1,800 ($235); Ceramics 150 ($135); Pre-Fab. Homes 150 ($210); R.R. Mng. Office 300 ($246); Clothing 700 ($140); Alum. Casting 100 ($230); Fire Drum & Corr. Boxes 160 ($165); Oil Field Equip. 250 ($245); Tire Mfg. 1,400 ($240); Alum. Furn. 225 ($165); Rubber Parts Mfg. 100 ($216); Engineers 160 ($343); Tractor 150 ($195); Canning 200 ($132).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 71-92; Fall 56-77; Winter 39-58. First killing frost, Nov. 15; last killing frost, Mar 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-24 blocks on 6 Sts.; 4 on Erwin St.; 4 on Ferguson; 6 on Broadway; 3 on Spring; 3 on College; 2 on E. 5th; Broadway Mall 55 acres S. Broadway at Loop 323.
Neighborhood Shopping Centers-Lake Park Shopping Ctr.-8 units; NW Loop Shopping Ctr.-8 units; W.C. Square-5 units; Lincoln Plz.-3 units; Hillside Ctr.-10 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway Square Mall(72)	4	Sears, Dillard, JCPenney, Zale's
Bergfield(36)	2	Mont. Ward, Brookshire Groc.
French Quarter(40)	NA	Eckerd, Safeway, Hancock Fabric
Green Acres(41)	2	Brookshire Groc., Revco
Front-Beckham (14)	1	B-Mart Groc., Eckerd
West Bow	2	Beard's, Eckerd, Perry 5&10
West Erwin(8)	3	B-Mart Groc., General Dollar
Loop East	3	Brookshire Groc., Revco, Otasco
Southeast Crossing(3)	3	Bourbon St. Oyster Bar, Backcountry, Michaels
Times Sq. Plz.	5	Racquet & Jog
Westwood	3	Brookshire's, Royal Optical
Off Broadway	2	SR Superstore, M.A. Sims Co.
Towne Ctr.	4	Clothestime, Barrett Shoes
Gas Light Plaza(5)	1	Brookshire Groc., Skillerns, Otasco
Old English	4	Karls Cameras

Principal Shopping Days-Dept.-Mon., Fri. and Sat., Food-Sun., Wed.
Stores Open Evenings-Wed., Thur.

13 - RETAIL OUTLETS: Department Stores-J.M. Dyer; Dillard; Sears; Montgomery Ward; JCPenney; New York; Selber Bros.; Sanger Harris.
Discount Stores-K mart 2; Target.
Variety Stores-Perry 5&10 3; TG&Y.
Chain Drug Stores-Eckerd 5; Skaggs Alpha Beta; Drug-Sav 4; Revco 6; Tom Thumb; Page.
Chain Supermarkets-Safeway 2; Beards; Brookshire 7; B-Mart 4; Skaggs Alpha Beta.
Other Chain Stores-Firestone; Singer Co.; Goodrich; Sherwin-Williams; Goodyear Service; Cook's Paint 4; Zale's Jewelry; Kelly Tire; General Tire; S&H Green Stamps; Luby's; Wyatt's Cafeteria; Lee Optical; Furniture Stores: Swann's, Broadway, Brewster, Chamness, Fowler, H.C. Pittman, Pope & Turner, Rose City, Ethan Allen, Parker-Chatham, Almand's, Furn. World, Kelly Furn., Murphy Bros., Jewel T. Furn. Corner; Service Merchandise; Lowes; Payless Cashways; Wickes.

14 - NEWSPAPERS: TELEGRAPH (m) 37,450; COURIER-TIMES (e-mon to fri) 7,371; COURIER-TIMES-TELEGRAPH (S) 50,116; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William E. Zeiss, Adv. Dir., COURIER-TIMES and TELEGRAPH, 410 W. Erwin St.; PO Box 2030, Tyler, TX 75710; Tel. (214) 597-8111.
National Representative: None.

VERNON

1 - LOCATION: Wilbarger County. E&P Map D-2. County Seat. Retail center for agricultural, ranching and oil area. On U.S. Hwys. 70, 281, 287; State Hwys. 5, 23, 28; 170 mi. NW of Fort Worth; 193 mi. NW of Dallas; 180 mi. NE of Lubbock.

2 - TRANSPORTATION: Railroads-Ft. Worth and Denver.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,695; E&P 87 Est. 14,920
County 80 Cen. 15,931; E&P 87 Est. 18,494
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,871; E&P 87 Est. 5,910
County 80 Cen. 5,983; E&P 87 Est. 7,274

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$109,000,000
Savings & Loan	2	$78,000,000

6 - PASSENGER AUTOS: County 15,072 (all vehicles)

7 - ELECTRIC METERS: County 6,317

8 - GAS METERS: Residence 5,671

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 450 ($430); Feed 250 (N.A.); Meat Packing 300 ($200); Proc. & Mfg. 48 (N.A.); Proc. 125 (N.A.); State Hospital 900 ($170); Jr. College 75 ($225).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 68-95; Fall 57-88; Winter 35-76. First killing frost, Oct. 25; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-13 blocks on Main, Wilbarger, Texas, Pease, Fannin and Cumberland Sts.
Neighborhood Shopping Centers-Wilbarger, Turner, 14th and Sand Road, Hillcrest Plaza.
Principal Shopping Days-Mon., Wed., Sat.
Stores Open Evenings-Food-daily; Family Centers-daily.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Inabnit's; Louise's; Sears; Watkins; Perry's.
Shoe Stores-Gibson's; Osbornes; Bootierie.
Variety Stores-M.E. Moses; Perry's; Alco.
Chain Drug Stores-M&S Phcy.; City Phcy.; Gibson; Hillcrest.
Discount Stores-Gibson's.
Chain Supermarkets-United; Food Emporium; Coy's.
Other Chain Stores-Otasco Auto; S&H Green Stamps; Golden Corral; Brauns; R&S Mens Wear.

14 - NEWSPAPERS: RECORD (e-mon to fri; S) 5,854; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: Larry L. Crabtree, Pub. or Jim Surber, Adv. Dir., RECORD, 3214 Wilbarger St.; PO Box 1979, Vernon, TX 76384; Tel. (817) 552-5454.
National Representative: None.

VICTORIA

1 - LOCATION: Victoria County (MSA). E&P Map E-5. County Seat. 126 mi. W of Houston; 116 mi. E of San Antonio; 94 mi. N of Corpus Christi. On State Hwy. 295; U.S. Hwys. 59, 77, 87.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Kerrville; Valley Transit Co.
Airlines-Royale.

3 - POPULATION:
Corp. City 80 Cen. 50,695; E&P 87 Est. 58,728
CZ-ABC: (80) 50,116
RTZ-ABC: (80) 122,149
County/MSA 80 Cen. 68,807; E&P 87 Est. 79,837
City & RTZ-ABC: (80) 172,265
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,220; E&P 87 Est. 20,414
CZ-ABC: (80) 17,045
RTZ-ABC: (80) 42,337
County/MSA 80 Cen. 22,988; E&P 87 Est. 27,644
City & RTZ-ABC: (80) 59,382

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$1,214,255,230
Savings & Loan	5	$945,166,882

6 - PASSENGER AUTOS: County 68,350 (all vehicles)

7 - ELECTRIC METERS: Residence 19,648

8 - GAS METERS: Residence 12,391

9 - PRINCIPAL INDUSTRIES: Chem.; Aluminum; Oil; Cattle; Bldg. Materials; Petro-Chem.; Sand & Gravel; Steel Fab.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-76; Summer 77-90; Fall 63-80; Winter 44-66.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lone Tree(16)	NA	7-Eleven, Dick's
Town & Country (33)	NA	Melvin's, Leons
Town Plaza(28)	NA	Beall's, Grahams, Walgreens
Village Center(22)	NA	Weiner's, Village Drug, Woolworth
North Cross(14)	NA	Weiner's, Hastings, Revco, H.E.B.
Victoria Mall (85)	NA	Sears, Dillard, JCPenney, Wilson, Radio Shack

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Simon; Dunlaps; Sears; Beall Bros.; Leon's; Dillard; Weiner's.
Discount Stores-K mart; Wal-Mart; O.G. Wilson.
Variety Stores-Woolworth 2.
Chain Drug Stores-Walgreens 2; Revco.
Chain Supermarkets-H.E. Butt 2; Bag & Save; Dick's 3; Price-Lo; Albertson's.

14 - NEWSPAPERS: ADVOCATE (m) 36,098; (S) 37,302; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: L. Michael Tieman, Adv. Dir., ADVOCATE, 311 E. Constitution; PO Box 1518, Victoria, TX 77902; Tel. (512) 575-1451.
National Representative: Branham/Newspaper Sales.

WACO

1 - LOCATION: McLennan County (MSA). E&P Map E-3. County Seat. Market and shipping center for agricultural, and industrial area. Location of Baylor University, Paul Quinn College, McLennan Community College (2 yr.), Texas State Technical Institute. Central Texas. 90 mi. S of Ft. Worth and Dallas; 190 mi. N of Houston. On U.S. Hwys. 77, 81, 84; State Hwys. 6, 31; I-35. 190 mi. NE of San Antonio.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Missouri-Kansas-Texas; Cotton Belt.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Central Texas; Continental.
Airlines-American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 101,261; E&P 87 Est. 111,276
CZ-ABC: (80) 138,965
RTZ-ABC: (80) 300,007
County/MSA 80 Cen. 170,755; E&P 87 Est. 197,101
City & RTZ-ABC: (80) 438,972

4 - HOUSEHOLDS:
City 80 Cen. 37,578; E&P 87 Est. 42,259
CZ-ABC: (80) 50,366
RTZ-ABC: (80) 104,145
County/MSA 80 Cen. 61,554; E&P 87 Est. 73,037
City & RTZ-ABC: (80) 154,511

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	$1,572,335,000
Savings & Loan	5	$1,111,523,000

6 - PASSENGER AUTOS: County 159,384 (all vehicles)

7 - ELECTRIC METERS: 70,446

8 - GAS METERS: 38,678

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Glass 1,000; Cement 150; Lumber and Wood Prods. 1,570; Furn. & Fixtures 500; Rocket Fuel 350; Tire 300; Mobile Homes & Trans. Equip. 300; Iron & Steel Fab. 350; Food & Candy 1,800; Plastics 100; Battery Mfg. 379; Mach. 680; Elect. Mach. 500; Apparel 1,980; Paper 500; Printing & Pub. 840; Aircraft Modification 400.
Principal Pay Days-1st & 15th and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-85; Summer 73-96; Fall 47-90; Winter 37-62. First killing frost, Nov. 15; last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, hard. Artesian; soft in some areas; fluoridated.

12 - RETAILING: Principal Shopping Center-12 neighborhood centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookview Hills (17)	4	Austin-Closs, 7-Eleven, Kestner
Eastgate Plz.(15)	3	Winn's, HEB
Fairgate(21)	4	DuBois Furn.
Lake Air Ctr.(30)	5	Goldstein-Migel, Mont. Ward
K mart Center	3	Hancock, K mart
Richland Fashion Mall(102)	5	Sears, JCPenney, Beall's, Dillard, Service Mdse.
Parkdale	5	Dyer Electronics, Sack & Save
Park Lake(14)	5	Eckerd, HEB, Revco
Southgate(20)	3	HEB, Eckerd
Westview Village(23)	3	Piggly Wiggly, Cox
Brazos Sq.	NA	Fuddruckers, Po' Folks
Bosque Sq.(20)	6	Revco, Winn-Dixie

Principal Shopping Days-Dept. Stores-Mon., Thur., Sat. Food-Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur. Food Chains-all week.

13 - RETAIL OUTLETS: Department Stores-Goldstein-Migel; Cox's; Montgomery Ward; JCPenney; Sears; Dillard; Beall's; Service Mdse.; Target; Mervyn's.
Variety Stores-McCrory 2; Winn's 5.
Discount Stores-K mart 2.
Chain Drug Stores-Eckerd 7; Revco 3.
Chain Supermarkets-Safeway 2; Piggly Wiggly 2; H.E. Butt 5; 7-Eleven 23; Zippy 13; Skaggs Alpha Beta; Winn-Dixie; United; Sack & Save.
Other Chain Stores-Butlers; Thom McAn; Kinney; Pay Less; Career Girl 5; Regan's 2; Zale's Jewelers; Piccadilly Cafeteria 2; Olmstead-Kirk (paper); Sherwin-Williams 2; Singer Co.; Pollock Paper; Goodyear 2; Texas State Optical 2; S&H Green Stamps; Luby's Cafeteria; Radio Shack 3; Pier I.

14 - NEWSPAPERS: TRIBUNE-HERALD (m) 54,102; (S) 69,211; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Kolinek, Adv. Dir., TRIBUNE-HERALD, 900 Franklin; PO Box 20488, Waco, TX 76702-0488; Tel. (817) 757-5757.
National Representative: Sawyer-Ferguson-Walker.

WAXAHACHIE

1 - LOCATION: Ellis County (In Dallas PMSA). E&P Map E-3. County Seat. Diversified economy, light industry, agriculture center. 28 mi. S of Dallas; 38 mi. SE of Ft. Worth. On U.S. Hwy. 287, I-35.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri-Kansas-Texas; Burlington Rock Island.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Texas Electric Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 14,624; E&P 87 Est. 18,961
County 80 Cen. 59,743; E&P 87 Est. 82,078
PMSA *80 Cen. 1,957,451; E&P 87 Est. 2,456,871*

4 - HOUSEHOLDS:
City 80 Cen. 5,046; E&P 87 Est. 6,778

County 80 Cen. 19,866; E&P 87 Est. 28,408
PMSA 80 Cen. 711,093; E&P 87 Est. 922,322

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$193,709,000
Savings & Loan	2	$6,678,223,179

6 - PASSENGER AUTOS: County 68,907 (all vehicles)

7 - ELECTRIC METERS: Residence 5,610

8 - GAS METERS: Residence 4,560

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Refrig. 175 ($180); Furn. 200 ($175); Textile 340 ($180); Wood Work 55 ($175); Oil Field Equip. 200 ($185); Glass Containers 110 ($190); Insulation 432 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-105; Fall 60-85; Winter 20-45.

11 - TAP WATER: Neutral, Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kroger Plz.	2	Kroger
JCPenney		JCPenney, Safeway
North Gate(30)	2	Sears, Eckerd, Beall's, Motts
Ferris Ave.	NA	JCPenney

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Wal-Mart, Revco, Eckerd.

13 - RETAIL OUTLETS: **Department Stores**-Cheeves Bros., JCPenney, Sears, K-Wolen's, Beall's.
Variety Stores-Motts, Revco, Wal-Mart.
Chain Drug Stores-Eckerd.
Chain Supermarkets-Kroger, Minyards, Winn-Dixie.

14 - NEWSPAPERS: LIGHT (e-mon to fri; S) 5,585; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Lyall Kirton, Adv. Mgr., LIGHT, 200 W. Marvin; PO Box 877, Waxahachie, TX 75165; Tel. (214) 937-3310.
National Representative: Papert Companies.

WEATHERFORD

1 - LOCATION: Parker County (In Fort Worth-Arlington PMSA), E&P Map D-3. County Seat. 28 mi. W of Fort Worth.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Missouri Pacific.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 12,049; E&P 87 Est. 16,487
County 80 Cen. 44,609; E&P 87 Est. 62,791
PMSA 80 Cen. 973,138; E&P 87 Est. 1,286,705
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,609; E&P 87 Est. 6,741
County 80 Cen. 15,640; E&P 87 Est. 22,913
PMSA 80 Cen. 349,034; E&P 87 Est. 478,418

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$265,692,000
Savings & Loan	3	$75,000,000

6 - PASSENGER AUTOS: County 53,781 (all vehicles)

7 - ELECTRIC METERS: Residence 7,125

8 - GAS METERS: Residence 4,772

9 - PRINCIPAL INDUSTRIES: Mach. Shops; Gen. Agric.; Truck Farming; Natural Gas; Bakery; Lamp Mfg.; Oil Tool Engineering; Tourist; Printing.

10 - CLIMATE: Min. & Max. Temp.-36-98.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southtown(9)	2	Radio Shack
Safeway(2)	1	Safeway, Gibson's
Village(4)	1	Sears, Motts
Parker Plaza(19)	1	JCPenney, Winn-Dixie
College Park(20)	2	Kroger, TG&Y, Mitchell's, Eckerd

Principal Shopping Days-Wed., Sat., Sun.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Mitchells, The Hub.
Discount Stores-*Gibson's; K mart*; TG&Y; Wal-Mart.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Safeway; Winn-Dixie; Tony's 2; Kroger; Affiliated.
Other Chain Stores-Higinbotham's; McCoys.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri; S) 6,231; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Frank Rowe, Adv. Mgr., DEMOCRAT, 512 Palo Pinto St., Weatherford, TX 76086; Tel. (817) 594-7447.
National Representative: Papert Companies.

WICHITA FALLS

1 - LOCATION: Wichita County (MSA), E&P Map D-2. County Seat. Manufacturing; Oil & Gas; Sheppard AFB; Retail & Wholesale Trade; Convention/Visitor Service. 120 mi. NW of Fort Worth on U.S. Hwys. 82, 277, 281, 287; State Hwy. 79; I-44.

2 - TRANSPORTATION: **Railroads**-Fort Worth & Denver; Missouri-Kansas-Texas.
Motor Freight Carriers-11.
Intercity Bus Lines-Trailways; Oklahoma Trans.; Texas-New Mexico-Oklahoma; Jordan.
Airlines-Delta; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 94,201; E&P 87 Est. 100,313
County/MSA 80 Cen. 121,082; E&P 87 Est. 128,501
CZ-ABC: (80) 94,201
Bal. in NDM-ABC: (80) 36,463
Total NDM-ABC: (80) 130,664
RTZ-ABC: (80) 126,277
Total NDM & RTZ-ABC: (80) 256,941
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 33,647; E&P 87 Est. 37,334
County/MSA 80 Cen. 43,134; E&P 87 Est. 47,420
CZ-ABC: (80) 33,647
Bal. in NDM-ABC: (80) 13,094
Total NDM-ABC: (80) 46,741
RTZ-ABC: (80) 48,755
Total NDM & RTZ-ABC: (80) 95,496

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$1,020,034,687

6 - PASSENGER AUTOS: County 114,944 (all vehicles)

7 - ELECTRIC METERS: Residence 44,046

8 - GAS METERS: Residence 27,490

9 - PRINCIPAL INDUSTRIES: Industry, No. of employees-Lumber & Wood Prods. 660; Furn. & Fixtures 244; Stone, Clay & Glass 3,232; Printing & Pub. 396; Primary Metals 185; Fab. Metals 342; Apparel 776; Constr. 2,820; Photographic, Medical 456; Trans., Comm. & Util. 2,400; Fin. & R.E. 2,320; Gov't 11,280; Petroleum Prods. 5,608; Private Household 1,820; Mach. 2,634; Electronic/Elect. 1,068; Trans. Equip. 302; Food 1,214; Medical & Prof. 2,148; Ret. 8,692.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-84; Summer 75-95; Fall 43-67; Winter 36-59. First killing frost, Nov. 14; last killing frost, Mar. 22.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks at Monroe; 1 at Brook; 2 at Harrison; 1 at Ninth & Denver; 2 at Tenth & Van Buren; 1 at Bridge & Ohio; 3 at Holliday & Jacksboro Hwy.; 2 at Holliday & Eleventh; 3 at Hayes & Seymour Rd.; 3 at Grant St.; 3 at N. Broadway; 1 Midwestern Pkwy. & Kemp; 1 Midwestern Pkwy. & Maplewood.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park Plaza	NA	Superfine, United Supermkt.
Parker Sq.(45)	NA	McClurkan's, Winn's
Southmoor(11)	NA	Computerland
Faith Village(60)	NA	Western Auto, Cloth World
Sikes Center(79)	NA	JCPenney, Beall's, Dillard, Monnig's
Wichita Sq.	NA	
French Vlg.(15)	NA	Penelope's
Scott Sq.	NA	
Century Plz.	NA	Steak & Ale
Southwest Plz.	NA	Eckerd, Furr's

Principal Shopping Days-Thur., Sat., Mon.
Stores Open Evenings-Dept.: Thur.; Food: Fri., Sat. Sikes Center: Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Dillard; Monnig's; McClurkan's; JCPenney; Sears; Beall's.
Discount Stores-Gibson's 2; K mart 2; Best Prod.; Target; Edisons.
Variety Stores-Winn's 2.
Chain Drug Stores-Walgreens; Eckerd; Albertson's; Skaggs; Alpha-Beta.
Chain Supermarkets-Furr's 3; United 3; Affiliated 7; Albertson's; Skaggs.
Other Chain Stores-Auto Supplies: Western Auto, Firestone, Goodyear, Popular, Spears'; Women's Clothing: Bakers, Lerner's, Brooks, Woods; Misc.: Singer Co., Zale's Jewelry, Merle Norman Cosmetics, S&H Green Stamps, McCoys Building Supplies, Hallmark, Radio Shack, Sutherland Lumber, Stewarts', Payless Shoes, Chick Fila, County Corrigans, Gordans, Keepsake Diamond, Picadilly, Royal Optical, TSO.

14 - NEWSPAPERS: RECORD-NEWS (m-mon to fri) 35,096; TIMES (e-mon to fri) 13,728; (m-sat) 45,511; (S) 49,826; Mar. 31, 1987 ABC.
Note: Record-News (m) and Times (eS) merged to form the Times/Record-News (mS) effective Sept. 1, 1987.
Local Contact for Advertising and Merchandising Data: Marvin B. Penrod, Mgr. Gen. Adv., TIMES/RECORD-NEWS, 1301 Lamar St.; PO Box 120, Wichita Falls, TX 76307; Tel. (817) 767-8341.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Harte-Hanks Communications.

UTAH SURVEYS

METROPOLITAN STATISTICAL AREAS

Provo-Orem-Utah County.
Salt Lake City-Ogden-Salt Lake, Weber and Davis Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1988**
Under 5 Years	112	199	241
5-14 Years	241	272	330
15-24 Years	215	295	358
25-44 Years	238	384	465
45-64 Years	177	212	257
65 and Over	77	110	133
TOTAL	1,060	1,472	1,784

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1988 Est.**
Bldg. Mat./Hdwr.	290	362	735
General Mdse.	551	708	1,150
Food	821	1,481	2,132
Automobiles	952	1,178	2,457
Gasoline Stations	367	657	706
Apparel	169	292	455
Furniture	231	305	605
Eat-Drink Places	314	498	817
Drugs	130	161	258
TOTAL SALES	4,146	6,327	10,131

LOGAN

1 - LOCATION: Cache County, E&P Map B-1. County Seat. 86 mi. N of Salt Lake City. On U.S. Hwys. 89, 91, 30; State Hwy. 101. Gateway to Yellowstone National Park, Grand Teton National Park, Jackson Hole, Wyoming.

2 - TRANSPORTATION: **Railroads**-Union Pacific.
Intercity Bus Lines-Cook; Greyhound.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 26,844; E&P 87 Est. 29,241
CZ-ABC: (80) 32,988
RTZ-ABC: (80) 33,083
County 80 Cen. 57,176; E&P 87 Est. 66,966
City & RTZ-ABC: (80) 66,071
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,291; E&P 87 Est. 11,116
CZ-ABC: (80) 10,877
RTZ-ABC: (80) 9,343
County 80 Cen. 17,558; E&P 87 Est. 22,625
City & RTZ-ABC: (80) 20,220

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$119,532,748
Savings & Loan	3	$32,000,000

6 - PASSENGER AUTOS: County 29,158

7 - ELECTRIC METERS: Residence 9,589

8 - GAS METERS: Residence, City 11,069

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Women's Apparel 125; Cheese Mfg. 633; Trackmaster 225; Canning Factory 270; Farm Equip. Mfg. 230; Printing 260; Meat Packing 239; Plastic Mfg. 105; Electronics 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-72; Summer 49-88; Fall 20-63; Winter 15-47.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-18 blocks on Main St.; 2 on Center St.; 2 on First North; 2 on Second North; 2 on 4th North; Cache Valley Mall 1300 N. Main, Logan 50.
Stores Open Evenings-Drug & Dept.: Nightly until 10; Grocery: Daily until midnight (two open 24 hrs.).

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Fred Meyer; ZCMI; Ernst Home Centers; The Bon; K mart.
Variety Stores-King's, K mart.
Chain Drug Stores-Osco's; Smiths; Fred Meyer.
Chain Supermarkets-Farmer Jack, Albertson's; Smith's Foodking; Maceys.
Other Chain Stores-Standard Optical; Sherwin-Williams; Goodyear; Sunset Sporting Goods; Kinney Shoes; Thom McAn; Lerner's Shops; Nobby; Anita Shops; Discount Tire; Furniture Stores: Crystal, Edwards, Lundstrom, U&L, Bob's Furniture Outlet, Hy Whitney; House of Fabrics; Zales; Mode O'Day.

14 - NEWSPAPERS: HERALD-JOURNAL (e-mon to fri) 14,169; (S) 14,614; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Roy W. Callaway, Adv. Dir., HERALD-JOURNAL, 75 W. 3rd North St., Logan, UT 84321; Tel. (801) 752-2121.
National Representative: None.

OGDEN

1 - LOCATION: Weber County (In Salt Lake City-Ogden MSA), E&P Map B-2. County Seat. 2 Industrial Centers, R.R. shipping center. 37 mi. N of Salt Lake City. On U.S. Hwys. 15, 89, 91, 30S & 80N, State Hwys. 39, 40.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Southern Pacific; Amtrak.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound; Utah Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 64,407; E&P 87 Est. 68,415
NDM-ABC: (80) 263,001
County 80 Cen. 144,616; E&P 87 Est. 164,265
MSA 80 Cen. 910,222; E&P 87 Est. 1,081,086

4 - HOUSEHOLDS:
City 80 Cen. 23,985; E&P 87 Est. 26,675
NDM-ABC: (80) 80,507
County 80 Cen. 47,643; E&P 87 Est. 55,691
MSA 80 Cen. 289,379; E&P 87 Est. 354,736

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 99,362

7 - ELECTRIC METERS: Residence 52,755

8 - GAS METERS: Residence 51,630

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aerospace & Aircraft 2,500; Hill Air Force Base 20,705; Internal Revenue 3,996; Defense Depot ?,000; Freeport Center (60 companies) 4,600; Weber Industrial Park (10 companies) 1,500; Ogden Commercial and Industrial Park (10 companies) 1,200; Western Zirconium 450; Great Salt Lake Mineral 190; Steel Fab. (5 companies) 600.
Principal Pay Days-R.R.: 10th & 25th; Hill Air Force Base, Defense Depot Ogden, Internal Revenue Service: Twice monthly. Others: Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-70; Summer 52-95; Fall 28-76; Winter 17-50. First killing frost, Oct. 8; last killing frost, May 6.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-2nd & Harrison Blvd.; 40th & Washington Blvd.; 40th & Harrison Blvd.; 36th & Wall, North Ogden; Riverdale Center; Harrison Blvd.; Downtown; 5 Points.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
S. Ogden	4	ZCMI
Roy(21)	6	Smith's
Five Points(46)	3	Wangsgard
Layton Hills	12	Mervyn's
Mall(90)	2	
Wall Ave.	3	Sears, Smith's
2nd/Harrison	2	
K mart(12)	2	K mart
Newgate(11)	3	Sears
Newgate Mall	3	Mervyn's, Sears
Ogden Mall		Bon Marche,

		JCPenney, Nordstrom
Wangsgard's	2	Wangsgard's

Principal Shopping Days-Dept. Stores: Mon., Thur., Fri. & Sat. Food: Tues., Wed., Sat., Sun.

Stores Open Evenings-Fri. Food-Nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bon Marche; Sears; ZCMI; Weinstocks, Nordstrom; Mervyn's.

Discount Stores-Price Savers; Farr; K mart; Fred Meyer; Skaggs Alpha Beta; Osco.

Variety Stores-Woolworth, Pay & Pak.

Chain Drug Stores-Osco 2; Prescription Centers 3; Fred Meyer; Drug King; Skaggs Alpha Beta.

Chain Supermarkets-Farmer Jacks 3; Albertson's 5; Smith's Food King 6; Stimson's 7; Macey's; Harmons 2.

Other Chain Stores-Singer Co.; Baker; Firestone; Goodyear; Western Auto; Zale's; Pay 'N Pak; B Mart; Ernst Home Center.

14 - NEWSPAPERS: STANDARD-EXAMINER (e) 53,572; (S) 56,358; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: James L. Barclay, Adv. Dir., STANDARD-EXAMINER, 455 23rd St., Ogden, UT 84401; Tel. (801) 394-7711.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PROVO

1 - LOCATION. Utah County (In Provo-Orem MSA). E&P Map B-3, County Seat. Site of Brigham Young University (26,000 students) 44 mi. S of Salt Lake City. U.S. Hwys. 89, 91, 50; State Hwys. 189, 115.

2 - TRANSPORTATION: Railroads-D&RGW; UP.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 73,907; E&P 87 Est. 75,025
CZ-ABC: (80) 155,932
RTZ-ABC: (80) 62,174
County/MSA 80 Cen. 218,106; E&P 87 Est. 247,559
City & RTZ-ABC: (80) 218,106
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,059; E&P 87 Est. 20,821
CZ-ABC: (80) 42,177
RTZ-ABC: (80) 16,338
County/MSA 80 Cen. 58,515; E&P 87 Est. 68,223
City & RTZ-ABC: (80) 58,515

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	16	$310,000,000
Savings & Loan	6	$111,150,000

6 - PASSENGER AUTOS: County 99,362

7 - ELECTRIC METERS: Residence 49,414

8 - GAS METERS: Residence (County) 59,971

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 1,600; Contract Constr. 2,763; Mining 19; Mfg. 10,171; Trans. & Util. 2,564; Whol. & Ret. 16,628; Fin., Ins., & R.E. 2,335; Servs. 26,782; Gov't (Fed., State and Local) 13,675.

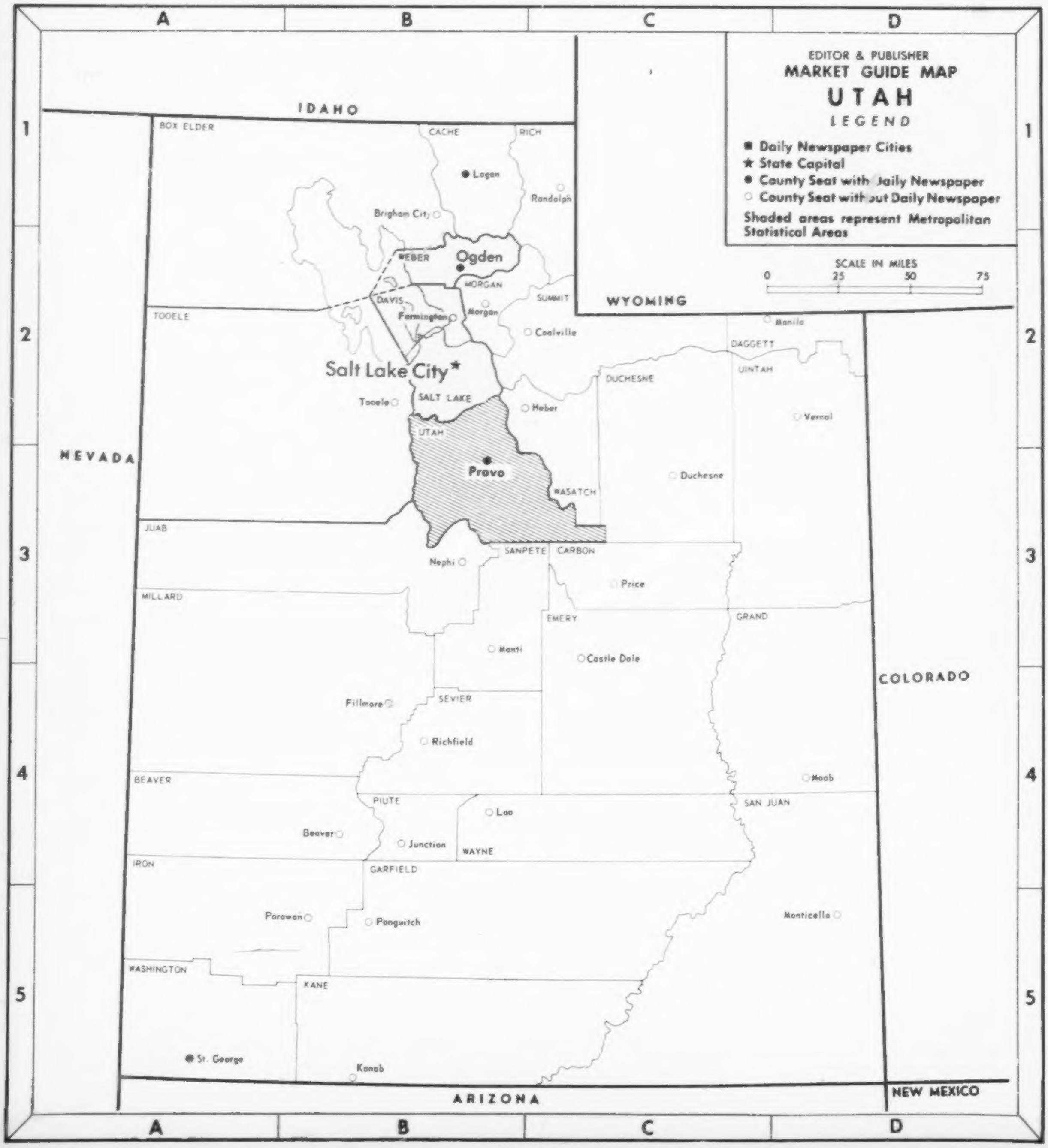
10 - CLIMATE: Min. & Max. Temp.-Spring 34-64; Summer 51-88; Fall 37-67; Winter 18-41.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
University Mall(165)	NA	ZCMI, JCPenney, Mervyn's
Carillan Sq.(17)	NA	Macey's, Sack'N Save
Parkway Ctr.(12)	NA	Fashion Gal, Utah Craft
Fred Meyer(11)	NA	Fred Meyer, Smith's Food King
Riverside Plz.(10)	NA	LaBelle's, Osco
Parkway Plz.(20)	NA	Albertson's,
Edgemont Plz.(12)	NA	Day's Thriftway
Northgate Mall	NA	Farmer Jacks


EDITOR & PUBLISHER
MARKET GUIDE MAP
UTAH
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
A
B
C
D
1
2
3
4
5
IDAHO
WYOMING
NEVADA
COLORADO
ARIZONA
NEW MEXICO
BOX ELDER
CACHE
RICH
Logan
Randolph
Brigham City
WEBER
Ogden
MORGAN
Morgan
SUMMIT
DAVIS
Farmington
Coalville
TOOELE
Salt Lake City
Tooele
SALT LAKE
Heber
DAGGETT
Manila
UINTAH
DUCHESNE
Vernal
UTAH
Provo
WASATCH
Duchesne
JUAB
Nephi
SANPETE
CARBON
Price
MILLARD
EMERY
GRAND
Manti
Castle Dale
Fillmore
SEVIER
Richfield
Moab
BEAVER
PIUTE
Loa
SAN JUAN
Beaver
Junction
WAYNE
IRON
GARFIELD
Parowan
Panguitch
Monticello
WASHINGTON
KANE
St. George
Kanab

Expressway Sq.(5)	7	K mart, Payless Shoes
Connco Plz.(15)	NA	Connco Shoes, Wallpaper Whse.
Orem Ctr.(6)	NA	Pykettes
American Fork(20)	14	Fred Meyer, Albertson's
Orem Plz.(5)	NA	Osco Drug
Orem Macey's(9)	NA	Macey's, Sack 'N Save
Univ. Festival(4)	NA	Lionel Playworld
Plum Tree	NA	Food 4 Less

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-University Mall, Mon.-Fri.

13 - RETAIL OUTLETS: **Department Stores**-LaBelle's; JCPenney; Sears; Fred Meyer; ZCMI; Mervyn's.
Variety Stores-Woolworth; Sprouse-Reitz; Cornet; Forsey's; Gibson's; K mart; Ross Stores.
Chain Drug Stores-Osco; City Drug (Walgreens).
Chain Supermarkets-Allen's 4; IGA 4; Farmer Jack's; Reams 4; Albertson's 3; A.G. Stores 8; Smith's Food King 2; Macey's Sack'N Save 3; Food 4 Less; Associated Foods 8.
Other Chain Stores-Anderson Lumber; Boise Cascade; Firestone; Sherwin-Williams Paint; Bennett's Paints; Lerner's Shops; Anita Shops; Goodrich; Sweetbriar; Douglas Optical; Standard Optical; Zale's; Montgomery Ward; House of Fabrics; Radio Shack; Payless Shoes; Bradshaw Auto Parts; Utah Auto Parts; Samon's; Castleton's; Herman's; Checker Auto Supply; Singer Co.; Midas Muffler; Ernst Home Ctr.; 84 Lumber; Discount Tire Co.; Ogden's Carpet; Pay 'N Pak; Coast-to-Coast Hardware; Bernina; Edison Bros., Hickory Farms; Pier I Imports; Fashion Gal.

14 - NEWSPAPERS: HERALD (e-mon to fri) 31,281; (S) 31,866; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Don Rowley, Adv. Dir., HERALD, 1555 N. 200 W., Provo, UT 84603; Tel. (801) 373-5050.
National Representative: Scripps League Newspapers.

ST. GEORGE

1 - LOCATION: Washington County. E&P Map A-5. County Seat. Winter resort. Diversified farming.

2 - TRANSPORTATION: **Motor Freight Carriers**-4.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-All major airlines at Las Vegas, NV, Airport & Commuter Skywest; Delta.

3 - POPULATION:
Corp. City 80 Cen. 11,350; E&P 87 Est. 17,213
County 80 Cen. 26,065; E&P 87 Est. 40,568

4 - HOUSEHOLDS:
City 80 Cen. 3,589; E&P 87 Est. 5,288
County 80 Cen. 7,80[illegible]; E&P 87 Est. 12,460

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	8	N.A.
Commercial	6	N.A.

6 - PASSENGER AUTOS: City 16,[illegible]27

7 - ELECTRIC METERS: Residence 10,215

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Sugar; Beet Seeds; Fruit; Poultry; Light Mfg.; Tourism; Cattle Ranching; Resort Community; Steel Fabrication.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Mild winters, warm summers.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown; St. George Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dixie Mall	3	Farmer Jacks
East City(8)	NA	Mont. Ward, K mart
Kemp Korner(18)	NA	Chuck's
Red Hills Plz.	NA	
Skyline Ctr.	NA	
Sunshine Sq.	NA	Sears (catalog), Ace Hdwe., Thriftway
Ancestor	NA	Commercial Ctr.
Zion Plz.(12)	8	

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shpg. Ctrs. every evening until 9 & 11.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Christensen.
Discount Stores-K mart; Ashleys; D & D Discount; Outdoor Outlet; Sprouse-Reitz; Harmons.
Variety Stores-Ben Franklin.
Chain Drug Stores-Skaggs; Osco.
Chain Supermarkets-Thriftway; Food Town; Short Stop Mkt.; Albertson's; Harmons; Farmer Jacks.
Other Chain Stores-Radio Shack; Ace Hdwe.; 7-Eleven; True Value Hdwe.; Pro Hdwe. 11.

14 - NEWSPAPERS: SPECTRUM (e) 13,997; (S) 14,413; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Greg Harding, Adv. Dir., SPECTRUM, 275 East St. George Blvd., PO Box 1630, St. George, UT 84770; Tel. (801) 673-3511.
National Representative: None.

SALT LAKE CITY

1 - LOCATION: Salt Lake County (In Salt Lake City-Ogden MSA). E&P Map B-2. State Capital. County Seat. MSA: Salt Lake; Davis; Weber. Trade ctr., heavy industry, finance. On U.S. Hwys. 40, 50; I-80, I-15.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Denver-Rio Grande; Garfield & Western; Amtrak; Southern Pacific.
Motor Freight Carriers-40.
Intercity Bus Lines-Continental; Greyhound; Lake Shore; Lewis Bros. Stages; Utah Transit Authority; Gray Line.
Airlines-Continental; United; American; Republic; Frontier; TWA; Eastern; Delta; Horizon Air; America-West.

3 - POPULATION:
Corp. City 80 Cen. 163,697; E&P 87 Est. 163,598
NDM-ABC: (80) 730,114
RTZ-ABC: (80) 436,395
County 80 Cen. 619,066; E&P 87 Est. 730,745
MSA 80 Cen. 910,222; E&P 87 Est. 1,081,086
Total NDM & RTZ-ABC: (80) 1,166,509
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 67,576; E&P 87 Est. 71,987
NDM-ABC: (80) 233,977
RTZ-ABC: (80) 122,391
County 80 Cen. 201,742; E&P 87 Est. 246,284
MSA 80 Cen. 288,779; E&P 87 Est. 354,736
Total NDM & RTZ-ABC: (80) 356,368

5 - BANKS	NUMBER	DEPOSITS
State	44	$3,841,971,000
National	6	$6,885,105,000
Savings & Loan	15	$4,819,876,000
Credit Unions	155	$1,833,415,783

6 - PASSENGER AUTOS: County 358,293

7 - ELECTRIC METERS: Residence (MSA) 330,000

8 - GAS METERS: Residence (MSA) 340,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Monthly Wage)-Nonagricultural 630,083 ($1,463); Mining 8,343 ($2,791); Contract Constr. 30,069 ($1,577); Mfg. 92,687 ($1,890); Durable Goods 64,314 ($2,068); Nondurable Goods 28,373 ($1,486); Trans., Commun. and Public Util. 37,490 ($2,087); Trade 14[illegible]064 ($[illegible]037); Whol. Trade 35,918 ($1,768); Ret. Trade 11[illegible]146 ($803); Fin., Ins., R.E. 32,414 ($1,559); Services 136,971 ($1,235); Total Gov't 144,045 ($1,5[illegible]2); Federal Gov't 40,257 ($1,998); State Gov't 39,[illegible]45 ($1,470); Local Gov't 64,543 ($1,324).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-81; Fall 22-66; Summer 49-101; Winter 19-51. First killing frost, Nov. 16; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-43 blocks on 8 streets.
Neighborhood Shopping Centers-4 to 10 blocks on Sugarhouse, Murray, Midvale, Magna, Kearns, Sandy, Holladay, West Valley, Riverton, Draper, Bountiful, Centerville, Farmington, Kaysville, Layton, Syracuse, Clearfield, Sunset.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cottonwood Mall(140)	8	ZCMI, JCPenney
Crossroads(140)		Nordstrom, Weinstocks
Fashion Place(110)	13	Sears, Weinstock's, Nordstrom
Foothill Vlg.(36)	NA	Albertson's, Castleton's
Granger(27)	NA	Merc, Sprouse-Reitz
Mid-Valley Family Ctr.(60)	NA	Radio Shack, Samon's, Silo, Shopko
Brickyard Plz.(30)	NA	REI, Mervyn's, Ernst
Olympus Hills(26)	NA	Smith's Food
7th East(2)	NA	Food King, Osco
Sugar House(20)	NA	Granite Furn.
Trolley Sq.(60)	NA	
Union Sq.(35)	NA	
Valley Fair(98)	15	JCPenney, ZCMI, Mervyn's
Valley(11)	NA	Farmer Jack, Osco
ZCMI(80)	NA	ZCMI

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-ZCMI; Castleton's; Sears; JCPenney; Weinstock's; Mervyns; Nordstroms.
Discount Stores-K mart; Thrifty Drug.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Fred Meyers 10; Osco 8; Erickson's 2; Thrifty Drug 7; Dan's 5; Professional Phcy. 3.
Chain Supermarkets-Smiths 31; Albertson's 27; Safeway 31; Reams 8; Harmons 5; Dan's 7; 7-Eleven 120; Circle K 12; Skaggs Alpha-Beta 9; Winegars 3.
Other Chain Stores-Lerner's; Sherwin-Williams; Chandler's; Firestone; Goodrich; Goodyear; Burt's; Zale's; Gallenkamp; Glidden; Dutch Boy; Baker's; Thom McAn; Kinney Shoes; Dayne's Optical; Mac's Clothes; Ernst.

14 - NEWSPAPERS: TRIBUNE (m) 112,625; (S) 142,644; DESERET NEWS (e) 63,204; (S) 69,954; Mar. 31, 1987 ABC.
Local Contact for Advertising and Market Information Data: Merlyn Rodgers, Natl. Mgr., Newspaper Agency Corp., 143 S. Main St., Salt Lake City, UT 84110; Tel. (801) 237-2725.
National Representative: None.

VERMONT SURVEYS

METROPOLITAN STATISTICAL AREAS

Burlington-Burlington, South Burlington and Winooski cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St. George, Shelburne and Williston towns in Chittenden County; Georgia town in Franklin County; South Hero and Grand Isle towns in Grand Isle County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	38	36	39
5-14 Years	92	81	88
15-24 Years	81	100	109
25-44 Years	100	145	158
45-64 Years	87	92	100
65 and Over	47	58	65
TOTAL	445	512	559

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr.	129	173	346
General Mdse.	145	171	275
Food	388	596	848
Automobiles	307	464	958
Gasoline Stations	137	217	231
Apparel	63	107	165
Furniture	56	76	149
Eat-Drink Places	125	217	351
Drugs	37	68	108
TOTAL SALES	1,668	2,601	4,110

BARRE-MONTPELIER

1 - LOCATION: Washington County. E&P Map B-3. State capitol (Montpelier). Shpg. ctr. for central VT. Granite ctr. of world; direct railroad connection. On State Hwy. 14; U.S. Hwys. 122, 302; I-89.

2 - TRANSPORTATION: **Railroads**-Montpelier & Barre (feeders for Canadian National, Central Vermont and Boston Maine; join at Montpelier Junction); Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Vermont Transit, Twin City.
Airlines-Precision.

3 - POPULATION:
Corp. Cities 80 Cen. 18,065; E&P 87 Est. 18,231
Barre 80 Cen. 9,824; E&P 87 Est. 9,941
Montpelier 80 Cen. 8,241; E&P 87 Est. 8,290
CZ-ABC: (80) 20,519
RTZ-ABC: (80) 55,280
County 80 Cen. 52,393; E&P 87 Est. 55,251
City & RTZ-ABC: (80) 75,799

4 - HOUSEHOLDS:
Cities 80 Cen. 7,257; E&P 87 Est. 6,805
Barre 80 Cen. 4,003; E&P 87 Est. 3,733
Montpelier 80 Cen. 3,254; E&P 87 Est. 3,072
CZ-ABC: (80) 8,115
RTZ-ABC: (80) 18,502
County 80 Cen. 18,613; E&P 87 Est. 20,720
City & RTZ-ABC: (80) 26,617

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	$420,000,000

6 - PASSENGER AUTOS: 308,560 (statewide)

7 - ELECTRIC METERS: Residence 8,052

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Granite Mfg. 1,500 ($260); Machine Shops 100 ($250); Capacitor Plant 350 ($210); State Gov't 3,750 ($236); Ins. 1,464 ($250); Rail Car Assembly 200 ($225).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-65; Summer 52-88; Fall 24-66; Winter 10-34. First killing frost, Sept. 15; last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Barre: Main St.; Summer, Washington, Main Sts. Montpelier: 3 blocks on Main St.; 3 on State St.; Elm, Barre & Berlin Sts.; Barre-Montpelier Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames(6)	NA	Ames, Radio Shack, Kinney Drugs
Central Plz.(5)	NA	Grand Union
Zayre(15)	NA	Woolworth, Zayre, Finast, JCPenney (catalog), Fayva
Montpelier Railroad Station(6)	NA	Grand Union
Twin City Plz.(7)	NA	
Berlin Mall(20)	3	Rich's, Magram's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Grocery chains, shpg. ctr. stores, Mon.-Sat.

13 - RETAIL OUTLETS: **Department Stores**-Homer Fitts; J.W. Campion.
Discount Stores-Harry's; Ames; Zayre; Rich's.
Variety Stores-Woolworth; Newberry.
Chain Drug Stores-Kinney; Brooks; Whelan's.
Chain Supermarkets-First Natl.; Grand Union 5; P&C 5.
Other Chain Stores-Sears (catalog); Sherwin-Williams; Endicott-Johnson 2; Aubuchon 2; So-Fro Fabrics; Radio Shack; Goss Tire; Goodyear.

14 - NEWSPAPERS: TIMES-ARGUS (e) 13,295; (S) 14,071; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Glenn Dunning, Adv. Dir., TIMES-ARGUS, 540 N. Main St., Barre, VT 05641; Tel. (802) 479-0191.
National Representative: Landon Associates.

BENNINGTON

1 - LOCATION: Bennington County. E&P Map A-6. County Seat. Residential center. 180 mi. NE of New York City; 148 mi. NW of Boston, MA; 37 mi. NE of Albany, NY. On U.S. Hwy. 7; State Hwys. 7, 9.

2 - TRANSPORTATION: **Railroads**-Vermont.
Motor Freight Carriers-2.
Intercity Bus Lines-Trailways; Vermont Transit; Greyhound; Mini-Bus.

3 - POPULATION:
Corp. City 80 Cen. 15,815; E&P 87 Est. 18,096
NDM-ABC: (80) 40,077
County 80 Cen. 33,345; E&P 87 Est. 36,680

4 - HOUSEHOLDS:
City 80 Cen. 5,457; E&P 87 Est. 5,3[illegible]5
County 80 Cen. 11,956; E&P 87 Est. 13,[illegible]51
NDM-ABC: (80) 14,259

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$190,000,000
Savings & Loan	1	$12,000,000

6 - PASSENGER AUTOS: 308,560 (statewide)

7 - ELECTRIC METERS: Residence 3,860

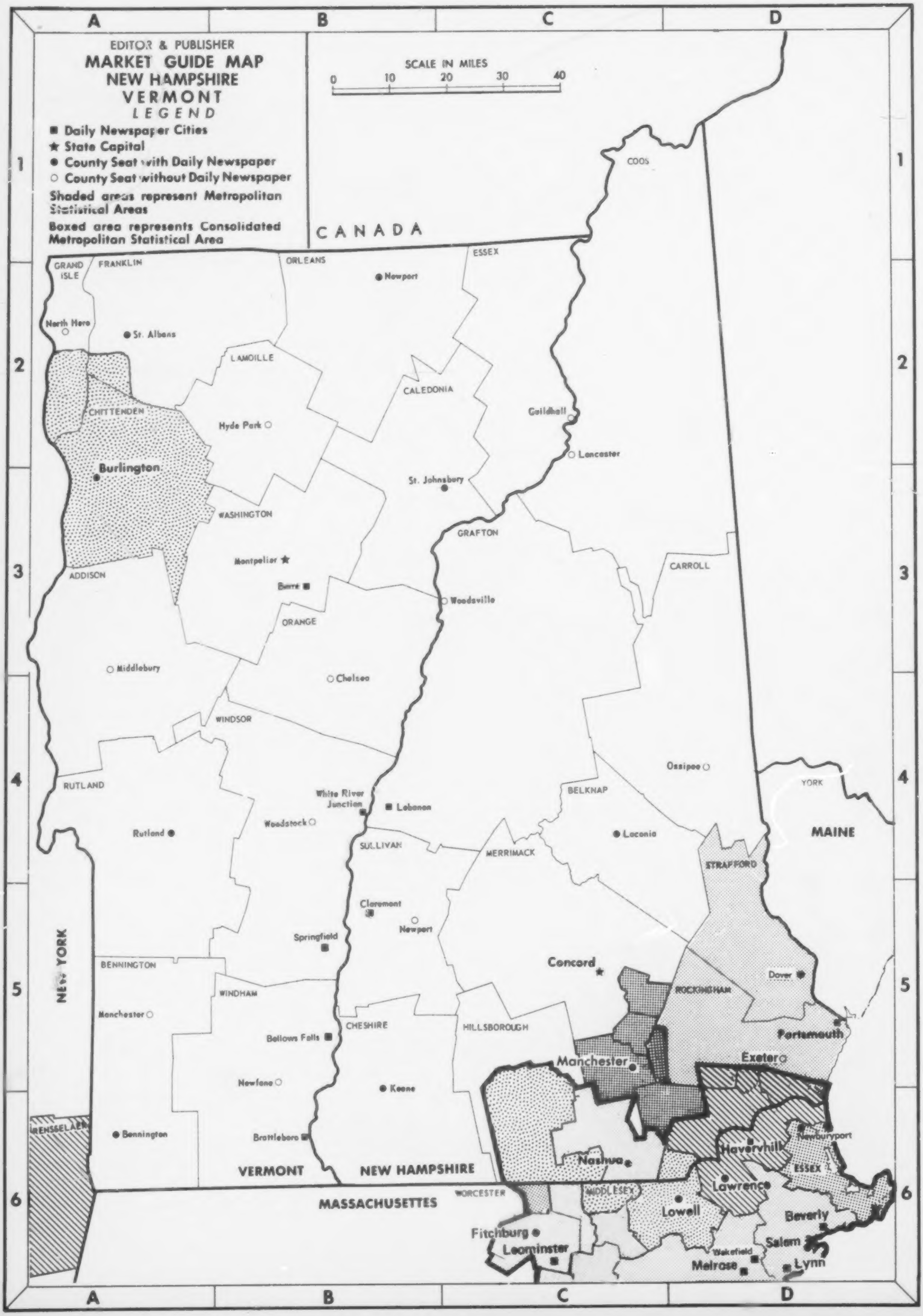
8 - GAS METERS: Residence 1,147

9 - PRINCIPAL INDUSTRIES: Town Zone-Textiles; Plastics; Paper; Wood Novelties; Yarn; Printing; Tanning; Tissue Paper; Box Board; Chemical Prods.; Electronics; Pottery; Union Carbide 1,200; Globe Union 600; Tool Mfg. 800; Paper 450; Lubrication 300; Chemical Fabrics 160; Sports Clothing 260; Total labor force (county) 14,200; Mfg. 4,500; Service and misc. 2,600; Gov't 1,200; Trade 2,450; Contract and Constr. 800. Bal. agric. and misc.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 50-95; Fall 30-75; Winter -30-50. First killing frost, Oct. 1; last killing frost, May 31.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-Five


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW HAMPSHIRE
VERMONT
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
10
20
30
40
A
B
C
D
1
2
3
4
5
6
CANADA
COOS
GRAND ISLE
FRANKLIN
ORLEANS
ESSEX
Newport
North Hero
St. Albans
LAMOILLE
CALEDONIA
CHITTENDEN
Hyde Park
Guildhall
Lancaster
Burlington
St. Johnsbury
WASHINGTON
GRAFTON
Montpelier
Barre
CARROLL
ADDISON
Woodsville
ORANGE
Middlebury
Chelsea
WINDSOR
Ossipee
RUTLAND
White River Junction
Lebanon
BELKNAP
YORK
Woodstock
Rutland
Laconia
MAINE
SULLIVAN
MERRIMACK
STRAFFORD
Claremont
Newport
Springfield
NEW YORK
Concord
BENNINGTON
Dover
ROCKINGHAM
WINDHAM
Manchester
CHESHIRE
HILLSBOROUGH
Portsmouth
Bellows Falls
Exeter
Manchester
Newfane
Keene
RENSSELAER
Bennington
Brattleboro
Newburyport
Haverhill
Nashua
VERMONT
NEW HAMPSHIRE
ESSEX
MASSACHUSETTES
WORCESTER
MIDDLESEX
Lawrence
Lowell
Beverly
Fitchburg
Leominster
Salem
Wakefield
Melrose
Lynn

blocks on Main St., downtown on Rt. 9. Four blocks on U.S. Rt. 7 downtown. A&P, Grand Union, all downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bennington Plz.(6)	NA	Price Chopper, Ames
Monument Plz.(5)	NA	Woolworth, Adams Drug, Sears (catalog), Western Auto
Bennington Sq.(11)	NA	JCPenney, P&C, K mart
North Street	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri. until 9; Price Chopper, P&C open 24 hrs., 7 days.

13 - RETAIL OUTLETS: Department Stores-E.L. Nichols; Fienberg; JCPenney; H. Greenburg; Tuttle's.
Discount Stores-Ames; Woolworth's; K mart.
Chain Drug Stores-Adams; CVS; Rite Aid; Carl's.
Chain Supermarkets-A&P; Grand Union; P&C; Price Chopper.
Other Chain Stores-Sportique; Radio Shack; Sears (catalog); Midas Muffler; Subway.

14 - NEWSPAPERS: BANNER (m) 7,786; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mark Nesbit, Adv. Mgr., BANNER, 425 Main St., Bennington, VT 05201; Tel. (802) 447-7567.
National Representative: Landon Associates.

BRATTLEBORO

1 - LOCATION: Windham County, E&P Map B-6. On Connecticut River in SE corner of state. 200 mi. from New York City; 100 mi. from Boston, MA; on I-91.

2 - TRANSPORTATION: Railroads-Amtrak; Boston & Maine; Central Vermont.
Motor Freight Carriers-5.
Intercity Bus Lines-Vermont Transit; Peoples; Greyhound.
Airports-Keene, NH (20 min.); Hartford, CT (1 1/2 hr.).

3 - POPULATION:
Corp. City 80 Cen. 11,886; E&P 87 Est. 12,611
County 80 Cen. 36,933; E&P 87 Est. 41,104

4 - HOUSEHOLDS:
City 80 Cen. 4,598; E&P 87 Est. 4,067
County 80 Cen. 13,840; E&P 87 Est. 16,035

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	~~$200,000,000~~
Savings & Loan	1	$10,000,000
Savings	2	$25,000,000

6 - PASSENGER AUTOS: 308,560 (statewide)

7 - ELECTRIC METERS: Residence 6,021

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wood & Lumber Prods. 125; Printing 1,050; Boots & Shoes 115; Paper Mills 190; Cattle Registry 200.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on 3 streets; Brattleboro North; Fairfield Plaza; Finast Plaza.
Neighborhood Shopping Centers-Western Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brattleboro Plz.(7)	NA	P&C
Brattleboro North Plz.(7)	2	Ames, O.K. Fairbanks
Fairfield Plz.(12)	2	Grand Union, JCPenney
Finast Plz.(4)	2	Finast, Brooks

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J.F. Mann; Army & Navy; JCPenney.
Discount Stores-Ames.
Chain Drug Stores-Rexall; Rite Aid; Brooks.
Chain Supermarkets-Grand Union; First National; P&C; O.K. Fairbanks.

14 - NEWSPAPERS: REFORMER (m) 8,789; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Richard Macko, Adv. Mgr., REFORMER, Box 802, Brattleboro, VT 05301; Tel. (802) 254-2311.
National Representative: Landon Associates.

BURLINGTON

1 - LOCATION: Chittenden County, (MSA), E&P Map A-3. County Seat. Banking, shipping, resort, medical. College center. In NW part of State. 300 mi. from NYC; 221 mi. from Boston; 98 mi. from Montreal.

2 - TRANSPORTATION: Railroads-Central Vermont (Canadian Nat'l); Vermont Railway.
Intercity Bus Lines-Greyhound; Vermont Transit.
Motor Freight Carriers-6.
Airlines-USAir; Continental; Piedmont; United; Piedmont Commuter; Eastern Express; Business Express.

3 - POPULATION:
Corp. City 80 Cen. 37,712; E&P 87 Est. 38,684
CZ-ABC: (80) 54,709
RTZ-ABC: (80) 163,724
County 80 Cen. 115,534; E&P 87 Est. 127,523
MSA 80 Cen. 115,308; E&P 87 Est. 127,265
City & RTZ-ABC: (80) 218,433
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,107; E&P 87 Est. 13,715
CZ-ABC: (80) 19,256
RTZ-ABC: (80) 53,481
County 80 Cen. 38,528; E&P 87 Est. 44,312
MSA 80 Cen. 38,436; E&P 87 Est. 44,777
City & RTZ-ABC: (80) 72,737

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$1,742,879,000
Savings	1	$507,959,000
Savings & Loan	1	$234,196,000

6 - PASSENGER AUTOS: 308,560 (statewide)

7 - ELECTRIC METERS: Residence 13,500

8 - GAS METERS: Residence 11,948

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft Armament 2,180; Computer Electronic and Components 8,700; Greater Burlington Area-Total non-farm employment 71,150; Total Mfg. 16,750; Durable Goods Mfg. 14,050; Nondurable Goods Mfg. 2,700; Total Non-mfg. 54,400; Contract Constr. 4,150; Trans. & Pub. Util. 3,000; Whol. & Ret. Trade 16,050; Servs. 17,200; Fin., Ins. & R.E. 3,200; Gov't 10,750.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 50-90; Fall 20-80; Winter -20-40; last killing frost, May 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on and crossing Church St. plus underground mall.
Shopping Centers-Seaway (6 units); Shelburne Rd. Plaza (23 units); Ethan Allen, North Ave. (20 units); Williston Rd. (2 units); Burlington Plaza (6 units); University Mall (45 units).
Principal Shopping Days-Food Fri.; Others Fri. & Sat.
Stores Open Evenings-Downtown Stores: Fri.; Burlington Square (downtown) Mall: Mon.-Fri.; University Mall: Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Magram's; Woolworth; Hill's; Ben Franklin; Porteus.
Discount Stores-Gaynes; K mart; Zayre; Ames; Service Mdse.
Chain Drug Stores-Mall; Brooks; Luv's; Wellby's; City Drug.
Chain Supermarkets-Grand Union 5; P&C 4; Martin's 2; A&P.
Other Chain Stores-Thom McAn; Kinney; Goodyear; Victory Auto; Pittsburgh Plate Glass; Radio Shack; Gordon Jewelry; So-Fro Fabrics; Brooks Fashions; Casual Corner; Chess King; Foxmoor; General Nutrition; Hickory Farms; Merle Norman Cosmetics; Pearle Vision Ctr.; Music Land; All Seasons Factory Outlet; Maternity Warehouse; Bass Shoes; Kids Port USA; Old Mill; Dress Barn; Frugal Franks; Labels for Less; Hit or Miss; Linen & Things; Anderson-Little; Sherwin-Williams; Lane Bryant; Limited; Jason's Jewelry; Kitchen Etc.; Bed & Bath; Timberland Sports; Pier One Imports; Belden Jewelers; The Lodge; Benetton.

14 - NEWSPAPERS: FREE PRESS (m) 49,169; (S) 53,980; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Winston G. Whitney, Natl. Adv. Mgr., FREE PRESS, 191 College St., Burlington, VT 05401; Tel. (802) 863-3441.
National Representative: Gannett National Newspaper Sales.

HARTFORD, VT
See LEBANON, NH

MONTPELIER
See BARRE

NEWPORT

1 - LOCATION: Orleans County, E&P Map B-2. County Seat. Shipping ctr. for county agric. and dairy area. Ret. trade ctr.; in NE part of State on S end of Lake Memphremagog; 225 mi. from Boston; 75 mi. from Burlington; 102 mi. from Montreal. U.S. Hwy. 5.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Quebec Central.
Motor Freight Carriers-1.
Intercity Bus Lines-Vt. Transit (Greyhound); Voyageur.

3 - POPULATION:
Corp. City 80 Cen. 4,756; E&P 87 Est. 4,546
County 80 Cen. 23,440; E&P 87 Est. 24,851

4 - HOUSEHOLDS:
City 80 Cen. 2,199; E&P 87 Est. 1,436
County 80 Cen. 8,097; E&P 87 Est. 8,382

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings	1	N.A.

6 - PASSENGER AUTOS: 308,560 (statewide)

7 - ELECTRIC METERS: Residence 7,820

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railway 75 ($350); Clothing 220 (N.A.); Plastics 100 (N.A.); Plywood 100 ($225). Other Mfg. 900 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 29-48; Summer 53-76; Fall 4-56; Winter 6-27. First killing frost, Sept. 15; last killing frost, May 15.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal shopping Center-5 blocks on Main; Coventry; Second Sts. and North Ave.
Shopping Center-Derby (4 mi. distant) Ames.
Neighborhood Shopping Centers-East Main St., two blocks; Lakeside Shpg. Ctr.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Needleman's.
Variety Stores-Newberry; Ames.
Chain Supermarkets-Grand Union; Fedeles' Mkt.; Shop & Save.
Other Chain Stores-Endicott-Johnson (shoes); Sears (catalog); JCPenney; Aubuchon.

14 - NEWSPAPERS: EXPRESS (e) 4,942; sworn Mar. 31, 1987.
Local Contact for Advertising and Merchandising Data: Richard T. Rivard, Adv. Mgr., EXPRESS, Hill St.; PO Box 347; Newport, VT 05855; Tel. (802) 334-6568.
National Representative: Scripps League Newspapers.

RUTLAND

1 - LOCATION: Rutland County, E&P Map A-4. County Seat. Shopping center for Central Vermont. 250 mi. from New York City; 160 mi. from Boston.

2 - TRANSPORTATION: Railroads-Vermont.
Motor Freight Carriers-9.
Intercity Bus Lines-Vermont Transit; White River; Greyhound.
Airlines-Precision.

3 - POPULATION:
Corp. City 80 Cen. 18,436; E&P 87 Est. 18,263
CZ-ABC: (80) 28,457
RTZ-ABC: (80) 108,570
County 80 Cen. 58,347; E&P 87 Est. 62,061
City & RTZ-ABC: (80) 137,027

4 - HOUSEHOLDS:
City 80 Cen. 6,973; E&P 87 Est. 6,038
CZ-ABC: (80) 10,437
RTZ-ABC: (80) 38,423
County 80 Cen. 20,604; E&P 87 Est. 22,837
City & RTZ-ABC: (80) 48,860

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$1,769,256,872
Savings	1	$168,353,420
Savings & Loan	1	$201,000,762

6 - PASSENGER AUTOS: 308,560 (statewide)

7 - ELECTRIC METERS: Residence 6,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Plaster; Medical Supplies; Quarrying; Dresses; Jet Turbine Components; Printing; Direct Mail Adv.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Merchants Row; 2 on West St.; 1 on Center St.; 2 on Wales St.; 1 on Evelyn St.
Shopping Centers-Green Mt. Plz.; Rutland Plz.; Rutland Mall; Tenny Brook Mini-Mall; Stony Brook Plz.; Woodstock Ave. Mini-Mall.
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Thur., Fri.; Mall nightly except Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward.
Discount Stores-Ames; K mart; Zayre.
Variety Stores-Woolworth; Rix; Duffys; CVS; Rite Aid; Osco.
Chain Supermarkets-Red & White 2; IGA 3; First National 2; Grand Union 2; Martin's.

14 - NEWSPAPERS: HERALD (m) 24,208; (S) 23,515; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Peter Kenyon, Ret. Adv. Mgr., HERALD, 27 Wales St., Rutland, VT 05701; Tel. (802) 775-5511.
National Representative: Landon Associates.

ST. ALBANS

1 - LOCATION: Franklin County, E&P Map A-2. County Seat. 3 mi. E of St. Albans Bay on Lake Champlain; 28 mi. N of Burlington. On U.S. Hwys. 7, I-89.

2 - TRANSPORTATION: Railroads-Central Vermont; Amtrak.

3 - POPULATION:
Corp. City 80 Cen. 7,308; E&P 87 Est. 7,407
County 80 Cen. 34,788; E&P 87 Est. 37,930
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,913; E&P 87 Est. 2,59,
County 80 Cen. 11,586; E&P 87 Est. 13,096

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$350,000,000

6 - PASSENGER AUTOS: 308,560 (statewide)

7 - ELECTRIC METERS: Residence 9,000

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Agriculture; Flashlights; Pulp & Paper; Software; Machine Shop; Milk Processing; Cheese; Printing; Outerwear; Chocolate Chips; Lighting Fixtures; Industrial Ceramics; Maple Sugar Utensils.

10 - CLIMATE: Min. Temp.-35; Max. 100.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Shopping Centers-Downtown; St. Albans; W.M. Doolin; St. Albans Electric; Nates; Anthony Stevens; Federal Establishment; Lorraine's; Bernos; Rixon's; Country Casuals; Children's Carousel; Kid's Stuff; Sherwin-Williams; Malric's Stationers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Switchyard	NA	Blouin's IGA Mkt., V&S Pharmacy
Redwood Plz.	NA	Janson's Sporting Goods
Highgate Plz.(12)	NA	Woolworth, Kinney Drugs, Martin's
St. Albans(15)	NA	JCPenney, Ben Franklin, Grand Union

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Ben Franklin; Woolworth.
Discount Stores-Ames; Kinney Drug; Brooks.
Chain Supermarkets-Grand Union; Martin's; Blouin's IGA.

14 - NEWSPAPERS: MESSENGER (e) 4,775; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising

Data: Stanley R. Cummings, Adv. Mgr., MESSENGER, 281 N. Main St., St. Albans, VT 05478; Tel. (802) 524-2104.
National Representative: None.

ST. JOHNSBURY

1 - LOCATION: Caledonia County, E&P Map C-3. County Seat. Shipping ctr. for Caledonia and Essex Counties; dairy area; maple sugar ctr.; NE part of state; U.S. Hwys. 2, 5, I-91; I-93; 188 railroad mi. from Boston, MA; 317 mi. from NYC.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Maine Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Vermont Transit.

3 - POPULATION:
Corp. City 80 Cen. 7,938; E&P 87 Est. 7,806
CZ-ABC: (80) 7,938
RTZ-ABC: (80) 50,790
County 80 Cen. 25,808; E&P 87 Est. 27,014
City & RTZ-ABC: (80) 58,728

4 - HOUSEHOLDS:
City 80 Cen. 3,131; E&P 87 Est. 2,752
CZ-ABC: (80) 3,131
RTZ-ABC: (80) 17,943
County 80 Cen. 9,225; E&P 87 Est. 10,085
City & RTZ-ABC: (80) 21,074

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	N.A.	$364,000,000

6 - PASSENGER AUTOS: 308,560 (statewide)

7 - ELECTRIC METERS: Residence 5,642

8 - GAS METERS: Residence 790

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Scales 700; Freight 118; Paper 600; Tap & Die Workers 300; Maple Prods. 100; Sand & Gravel 325; Electronics 345.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-54; Summer 54-90; Fall 36-57; Winter 7-28. First killing frost, Sept. 20; last killing frost, May 25.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-2 blocks on Railroad St.; 3 on Eastern Ave.; 1 on Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Green Mountain Mall(8)	NA	Fayva, Radio Shack
St. Johnsbury Plz.	NA	P&C Supermkt.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Hoveys; JCPenney; Ben Franklin.
Variety Stores-Brooks Drugs.
Discount Stores-Ames; Zayre.
Chain Supermarkets-Shop & Save 3; P&C.
Other Chain Stores-Sears; Aubuchon Hdwe.; Fayva; Radio Shack; O. Dean Hale; Sunshine Boutique; B&B Sales.

14 - NEWSPAPERS: CALEDONIAN-RECORD (e) 9,593; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John E. Byrne, Gen. Mgr., CALEDONIAN-RECORD, 25 Federal St., St. Johnsbury, VT 05819; Tel. (802) 748-8121.
National Representative: Landon Associates.

WHITE RIVER JUNCTION, VT

See LEBANON, NH

VIRGINIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Charlottesville-Charlottesville city; Albemarle, Fluvanna and Greene Counties.
Danville-Danville city; Pittsylvania County.
Johnson City-Kingsport-Bristol, TN-VA-Carter, Hawkins, Sullivan, Unicoi and Washington Counties, TN; Bristol city, Scott and Washington Counties, VA
Lynchburg-Lynchburg city; Amherst and Campbell Counties.
Norfolk-Virginia Beach-Newport News-Chesapeake, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach and Williamsburg cities; Gloucester, James City and York Counties.
Richmond-Petersburg-Colonial Heights, Hopewell, Petersburg and Richmond cities; Charles City, Chesterfield, Dinwiddie, Goochland, Hanover, Henrico, New Kent, Powhatan and Prince George Counties.
Roanoke-Roanoke and Salem cities; Botetourt and Roanoke Counties.
Washington, DC-MD-VA-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, VA; Arlington, Fairfax, Loudoun, Prince William and Stafford Counties, VA; Calvert, Charles, Frederick, Montgomery, and Prince George's Counties, MD

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1988**
Under 5 Years	392	369	410
5-14 Years	930	818	910
15-24 Years	882	1,036	1,153
25-44 Years	1,164	1,591	1,771
45-64 Years	917	1,043	1,161
65 and Over	367	505	562
TOTAL	4,652	5,362	5,967

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1988 Est.**
Bldg. Mat./Hdwr	813	1,066	2,171
General Mdse	2,215	2,868	4,679
Food	3,712	5,735	8,290
Automobiles	3,540	4,541	9,504
Gasoline Stations	1,481	2,394	2,582
Apparel	729	1,227	1,920
Furniture	740	1,135	2,261
Eat-Drink Places	1,239	2,111	3,474
Drugs	591	875	1,404
TOTAL SALES	16,545	24,706	39,792

ALEXANDRIA

1 - LOCATION: Independent City connected with Arlington and Fairfax Counties (In Washington, DC-MD-VA-MSA), E&P Map E-1. Residential center. 6 mi. S of Washington, DC. On Potomac River and U.S. Hwy. 1.

2 - TRANSPORTATION: Railroads-A.C.L.; C&O; N&W; Richmond; Fredericksburg & Potomac; Southern; Washington; B&O; Conrail; Amtrak; Chessie.
Motor Freight Carriers-41.
Intercity Bus Lines-Richmond Greyhound; Metro Bus; Continental Trailways; Gold Line; Colonial Transit.
Airlines-Major airlines. National Airport in Arlington.

3 - POPULATION:
Corp. City 80 Cen. 103,217; E&P 87 Est. 103,600
Counties 80 Cen. 749,500; E&P 87 Est. 901,394
Arlington 80 Cen. 152,599; E&P 87 Est. 150,924
Fairfax 80 Cen. 596,901; E&P 87 Est. 750,470
MSA 80 Cen. 3,250,392; E&P 87 Est. 3,587,788
NDM-ABC: (80) 103,217

4 - HOUSEHOLDS:
City 80 Cen. 49,004; E&P 87 Est. 51,073
Counties 80 Cen. 276,781; E&P 87 Est. 341,451
Arlington 80 Cen. 71,615; E&P 87 Est. 73,464
Fairfax 80 Cen. 205,166; E&P 87 Est. 267,987
MSA 80 Cen. 1,173,172; E&P 87 Est. 1,322,174
NDM-ABC: (80) 49,004

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	$7,000,000,000
Savings & Loan	9	$4,100,000,000

6 - PASSENGER AUTOS: Counties: Arlington 113,748; Fairfax 533,374

7 - ELECTRIC METERS: Residence 32,373; MSA 873,200

8 - GAS METERS: Residence 18,361; MSA 565,320

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 850; Iron Works 200; Dairy Prods. 365; Paper Cups 150; Shades & Awnings 200; Concrete Prods. 170; Servs. 14,000; Whol. & Ret. Trade 13,000; Gov't 8,000; Trans. & Public Util. 5,000.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 58-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Centers-9 blocks on King St.; 5 on Washington St., 10 on Mt. Vernon Ave; Landmark Center.
Neighborhood Shopping Centers-Braddocks and Seminary Rds.; Mt. Vernon Ave. and Russell Rd.; 600 block, Belle View Blvd.; N. Kings Hwy. (Jefferson Manor); Tavern Square; Duke St.; Landmark; Springfield Mall; Hybla Valley Plaza; Woodlawn; Ingelside Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Arlandria(35)	3	Kinney
Beacon Mall(28)	6	Giant Food
Belle View(30)	2	Safeway, People's Drugs
Farlington(12)	3	NA
Hollin Hall(9)	5	Drug Fair
Penn Daw(10)	4	Dart Drugs, K mart, Grand Union
Virginia Plaza(19)	NA	Hecht's, Evan Products

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Fri., Sat.
Stores Open Evenings-Dept.-Thur., Fri.; Food every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Hecht; Montgomery Ward; Woodward & Lothrop; Garfinckels.
Discount Stores-Luskin Sales; Zayre; Memco; K mart; Evans; Best.
Variety Stores-G.C. Murphy; H.L. Green.
Chain Drug Stores-Peoples 31; Drug Fair 13; Dart 10; Luskin 2; Revco.
Chain Supermarkets-Acme 2; Safeway 14; IGA 2; A&P 2; Giant 8; Cook 2; Basics.
Other Chain Stores-Lerner's (Ladies); Pep Boys; Penn-Jersey; Hi-Gear (Automotive); Western Auto; Goodyear; Talbots; Castlebergs; MTW; Market Tire.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 5,216; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Michael Veitch, V.P. Sales & Mktg., JOURNAL, Springfield, VA 22159; Tel. (703) 750-8100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ARLINGTON

1 - LOCATION: County seat in Arlington County, (In Washington, DC-MD-VA MSA), E&P Map E-1. This Northern Virginia trading area is central to Arlington and Fairfax Counties and the cities of Falls Church and Alexandria. Residential center, immediately W and S of Washington, DC, on the Potomac River and Hwys. 1, 50, 29-211, Interstate 66, Capital Beltway, and access road to Dulles International Airport.
Motor Freight Carriers-41.

Intercity Bus Lines-Greyhound; Trailways; Gold Line; Colonial Transit.
Airlines-Major national and international airlines at Washington, DC.

3 - POPULATION:
Corp. City/County 80 Cen. 152,599; E&P 87 Est. 150,924
MSA 80 Cen. 3,250,392; E&P 87 Est. 3,587,788
JOURNAL:
NDM-ABC: (80) 152,599

4 - HOUSEHOLDS:
City/County 80 Cen. 71,615; E&P 87 Est. 73,464
MSA 80 Cen. 1,112,579; E&P 87 Est. 1,332,174
JOURNAL:
NDM-ABC: (80) 71,615

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	17	$500,000,000
Savings & Loan	13	$150,000,000

6 - PASSENGER AUTOS: County 113,748

7 - ELECTRIC METERS: Residence 138,470; MSA 873,200

8 - GAS METERS: Residence 96,886; MSA 565,320

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret. Trade 22,950; Electronic Research 16,675; Trans. & Public Util. 14,850; Constr. 14,000; Fin., Ins. & R.E. 5,500; Mfg. Prods. 4,575; Whol. 4,300; Gov't 9,400; Total Private Ind. 92,300; Federal Gov't 101,550 (Military Personnel undisclosed); Total 1[illegible]3,850 plus Military.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING:
Arlington County-Buckingham; Cherrydale; Clarendon; Columbia Pike; Courthouse; Crystal City; East Falls Church; Harrison-Lee; Jeff Davis; Lee; Lexington; North Arlington; Parkington; Rosslyn; Shirlington; South 23rd St.; Virginia Square; Washington-Lee; Westover.
Fairfax County-Tyson's Corner; Springfield Mall; Landmark Center; Seven Corners; McLean; Herndon; Vienna; Fairfax City; Centerville; Clifton; Merrifield; Graham Road; Jefferson Village; Falls Church-Downtown West End; Falls Plaza; Willston; Culmore; Bailey's Crossroads; Annandale; Lincolnia; Springfield; Franconia; Jefferson Manor; Belle View and Hollin Hall; Fair Oaks Mall.
Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Most open every evening.

13 - RETAIL OUTLETS: Department Stores-Hecht 3; Woodward & Lothrop 3; Sears 3; Garfinckel's 4; Montgomery Ward 2; JCPenney 2; Lord & Taylor 2; Bloomingdale's.
Variety Stores-Ayers; Ben Franklin 2; Gregg; McCrory; Murphy; Robertson's; Super Giants.
Discount Stores-Zayre; K mart; Woolco; Bradlees.
Chain Drug Stores-Peoples 24; Drug Fair 22; Dart 17; Preston's 2; Standard.
Chain Supermarkets-A&P 8; Giant Foods 21; 7-Eleven 41; Safeway 37; High's Dairy 28; Westmont 2.
Other Chain Stores-Hahn's Shoe 5; Lerner's 3; Penn Jersey 3; Western Auto 3; National Shoe 2; Firestone; Goodrich Market Tire; Goodyear; Panelrama.

14 - NEWSPAPERS: NORTHERN VIRGINIA SUN (m) 10,601; sworn Sept. 30, 1986 CAC.
Local Contact for Advertising and Merchandising Data: Karol Snyder, Adv. Dir., NORTHERN VIRGINIA SUN, 1227 N. Ivy St., Arlington, VA 22201; Tel. (703) 524-3000.
National Representative: Landon Associates.
JOURNAL (m-mon to fri) 9,619; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Geoffry Edwards, Pub., The Journal Newspapers, Springfield, VA 22159; Tel. (703) 750-8100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

BLUEFIELD

See BLUEFIELD, WV

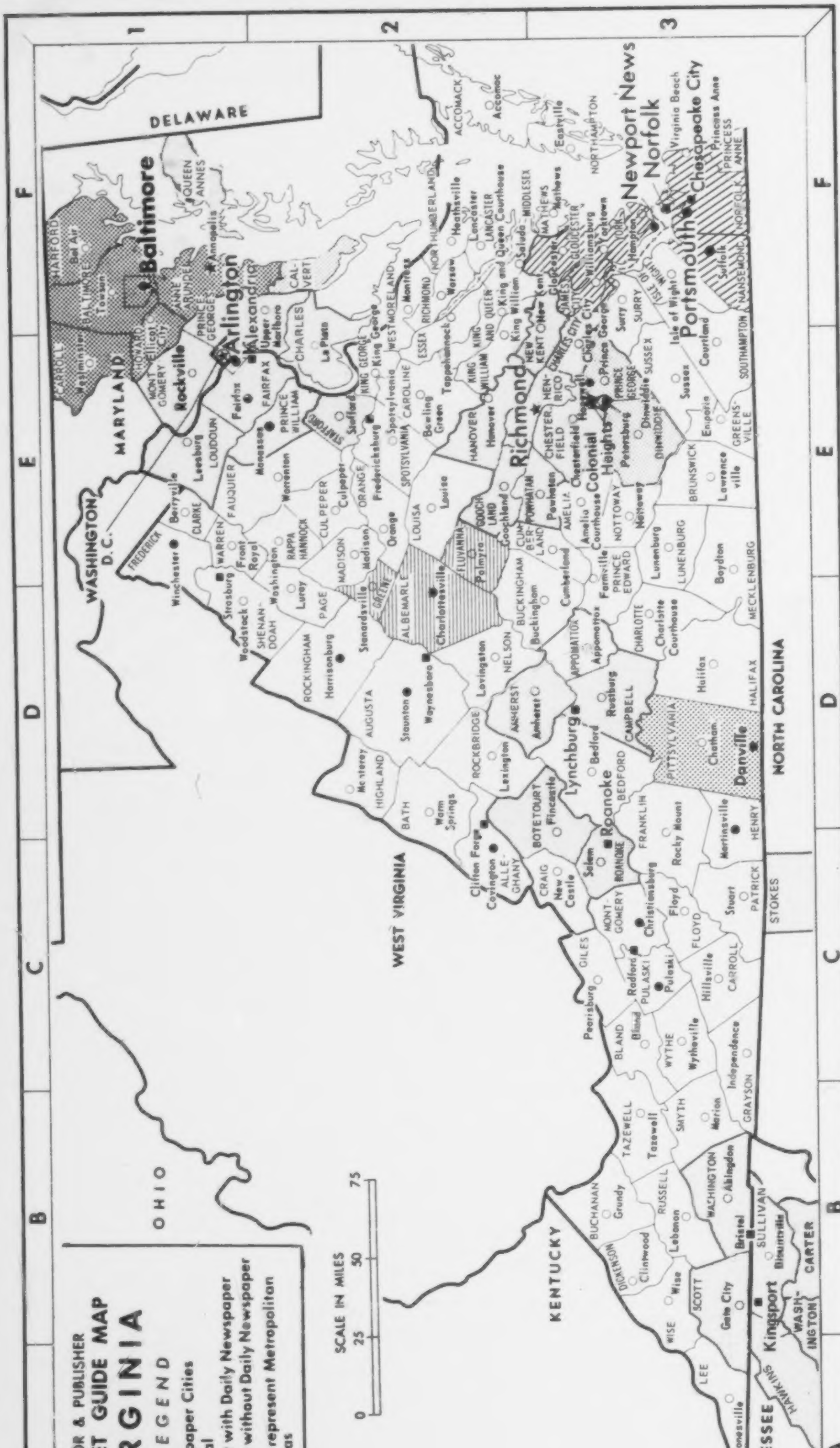
BRISTOL, VA-TN

1 - LOCATION: Independent City in Washington County, VA & city in Sullivan County, TN (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map B-3 and Map (TN) F-1. Bristol is on the Tennessee-Virginia State line running through center of city. 110 airline mi. NE, and 125 rail mi. from Knoxville, TN, 150 mi. W of Roanoke, VA. On U.S. Hwys. 11, 19, 58, 421 & I-81.

2 - TRANSPORTATION: Railroads-Norfolk; Southern Railways (Southern Railway to South western Virginia coal fields).
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Yellow Coach; Bristol-Jenkins; Continental Tennessee Trailway; City Bus System.
Airlines-Piedmont; USAir; Atlantic Southeast; American Eagle; Eastern Metro.

3 - POPULATION:
Corp. Cities 80 Cen. 43,028; E&P 87 Est. 43,658
Bristol, TN 80 Cen. 23,986; E&P 87 Est. 24,369
Bristol, VA 80 Cen. 19,042; E&P 87 Est. 19,289
CZ-ABC: (80) 50,089
RTZ-ABC: (80) 267,515
Counties 80 Cen. 190,455; E&P 87 Est. 197,929
Sullivan, TN 80 Cen. 143,968; E&P 87 Est. 149,899
Washington, VA 80 Cen. 46,487; E&P 87 Est. 48,030
MSA 80 Cen. 433,638; E&P 87 Est. 456,544
City & RTZ-ABC: (80) 317,604
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 16,543; E&P 87 Est. 17,529
Bristol, TN 80 Cen. 9,305; E&P 87 Est. 9,871
Bristol, VA 80 Cen. 7,238; E&P 87 Est. 7,658
Counties 80 Cen. 67,888; E&P 87 Est. 73,229
Sullivan, TN 80 Cen. 52,022; E&P 87 Est. 56,206
Washington, VA 80 Cen. 15,866; E&P 87 Est. 17,023


EDITOR & PUBLISHER
MARKET GUIDE MAP
VIRGINIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
WEST VIRGINIA
KENTUCKY
TENNESSEE
NORTH CAROLINA
MARYLAND
DELAWARE
WASHINGTON D.C.
OHIO
Baltimore
Arlington
Alexandria
Rockville
Richmond
Norfolk
Newport News
Portsmouth
Chesapeake City
Virginia Beach
Colonial Heights
Hopewell
Petersburg
Charlottesville
Lynchburg
Roanoke
Danville
Staunton
Waynesboro
Harrisonburg
Winchester
Fredericksburg
Martinsville
Bristol
Kingsport
Salem
Radford
Christiansburg
Pulaski
Covington
Clifton Forge
A
B
C
D
E
F
1
2
3

CZ-ABC: (80) 18,935
RTZ-ABC: (80) 91,241
MSA 80 Cen. 154,169; E&P 87 Est. 168,528
City & RTZ-ABC: (80) 110,176

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Sullivan Co. (TN) 122,158; Washington Co. (VA) 30,573; Bristol City (VA) 11,723

7 - ELECTRIC METERS: Residence 34,919; Bristol, VA 12,092; Bristol, TN 22,827

8 - GAS METERS: Residence 3,673

9 - PRINCIPAL INDUSTRIES: Food; Textile; Chem.; Metal Work; Electronics; Wood Works; Printing & Pub.; Stone, Clay & Glass Prods.; Mining Equip.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-92; Summer 52-93; Fall 6-86; Winter 4-75. First killing frost, Oct. 12; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Downtown Shopping Center**-16 blocks on State St.; 3 on Shelby St.; 2 on Moore St.; 2 on Pennsylvania Ave.; 2 on 6th & 7th Sts.; 2 on Piedmont St. & Commonwealth Ave.
Neighborhood Shopping Centers-Lee Garden Section; Cedar Valley; Edgemont; Hill's Shpg. Ctr.; Bristol Mall, Gate City Hwy. & I-81. Approx. 70 stores, K mart, Bountville Hwy.; K mart, Volunteer Pkwy., Little Creek Shpg. Ctr., Euclid Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southside	2	Winn-Dixie
Bristol Plaza(9)	2	Kroger, SupeRx
Giant Plaza South	1	Giant, Revco
Hills Volunteer	2	Hills
Giant Plaza West	1	Giant, Revco
Southgate	2	Kroger, SupeRx, K mart
Westridge (9)	1	Wal-Mart, Food Lion
Food Lion/Lee Hwy.(5)	3	Food Lion, Revco

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown-Fri.; Major food & chain drug-Mon. through Fri.; Bristol Mall Merchants and Discount Stores-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Parks-Belk; JCPenney; Sears; Millers.
Discount Stores-Hills; J&M Wholesale Co., K mart 2; Wal-Mart.
Variety Stores-Woolworth; Dollar General; Family Dollar 2.
Chain Drug Stores-Revco 4; SupeRx 2; Eckerd 2.
Chain Supermarkets-Kroger 2; Winn-Dixie 2; Thrifty 2; Hurt's; Food City 2; Food Country 2; Food Lion 2.
Other Chain Stores-Lerner's (women's); Lowes; Firestone; Free Service; Zale's; Pic Way Shoe; Paty; Singer Co.; Advance Auto 2; Western Auto; Ball Bros. Furn.; Sherwin-Williams; Spencer; Rush Electronics; Hofheimers Shoes; Pappagallo; Ormond; Hanover Shoes; Gordon Jewelry; Kinney Shoes; Radio Shack; Brooks Fashion; Butler Shoes; Port 'o' Call Records; Goody's; Sidney's; Hip Pocket; Shoe Show; Foxmoor; Worth's; B. Dalton; On Stage; Circus World.

14 - NEWSPAPERS: HERALD-COURIER VIRGINIA-TENNESSEAN (all day-mon to fri) 41,885; (m-sat) 41,743; (S) 43,033; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Lee Owens, Adv. Dir., HERALD-COURIER VIRGINIAN-TENNESSEAN, 320 Morrison Blvd., Bristol, VA 24201; Tel. (703) 669-2181.
National Representative: Branham/Newspaper Sales.

CHARLOTTESVILLE

1 - LOCATION: Independent City connected with Albemarle County (In Charlottesville MSA). E&P Map D-2. County Seat. Univ. and agric. mfg. ctr. 133 mi. by rail & 117 hwy. mi. S of Washington, DC; 66 mi. W of Richmond, VA. On U.S. Hwy. 29 N & S; U.S. Hwy. 250 E & W & State Hwy. 20; I-64.

2 - TRANSPORTATION: **Railroads**-Southern; C&O.
Motor Freight Carriers-5.
Airlines-Piedmont; USAir; American; United Express; Continental Express.

3 - POPULATION:
Corp. City 80 Cen. 45,010; E&P 87 Est. 42,467
NDM-ABC: (80) 155,159
County 80 Cen. 50,689; E&P 87 Est. 62,807
MSA 80 Cen. 113,568; E&P 87 Est. 125,534

4 - HOUSEHOLDS:
City 80 Cen. 15,706; E&P 87 Est. 16,878
NDM-ABC: (80) 54,424
County 80 Cen. 18,561; E&P 87 Est. 22,208

MSA 80 Cen. 40,241; E&P 87 Est. 46,018

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$1,904,865,000
Savings & Loan	4	$203,000,000

6 - PASSENGER AUTOS: County 42,787; City 23,140

7 - ELECTRIC METERS: Residence 28,439

8 - GAS METERS: Residence 11,010

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Univ. Research & Medical Ctr. 5,500; Electronic Equip. 3,049; Frozen Foods 1,450; Nylon & Rayon Acetate 1,100; Office Record Equip. 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 50-92; Fall 35-85; Winter 10-65. First killing frost, Nov. 24; last killing frost, Apr. 5.

11 - TAP WATER: pH7; very soft (less than 2 gpg); fluoridated .1 ppm).

12 - RETAILING: **Principal Shopping Center**-10 blocks on E. Main St.
Neighborhood Shopping Centers-Univ., W. Main St.; K mart, Univ. Shpg. Ctr., Ivy Sq., Woodbrook; Preston Plz., Meadowbrook.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Albermarle Sq.(41)	NA	Safeway, Rite Aid
Barracks Rd.(64)	NA	Superfresh
Charlottesville Fashion Sq.(75)	NA	JCPenney, Leggett Miller & Rhoads, Sears
Shoppers World(20)	NA	Dart Drug, Superfresh
Seminole Sq.(6)	NA	Giant Foods, Bradlees
Willoughby	NA	Holdrens, Food Lion
River Bend	NA	Hecks, Food Lion

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fri.; Barracks Rd.-Mon. through Fri.
Stores Open Sundays-Food and drug stores.

13 - RETAIL OUTLETS: **Department Stores**-Miller & Rhoads 2; Sears; K mart; Leggett 2; JCPenney.
Chain Drug Stores-Standard; Peoples; Dart; Rite Aid; Revco.
Chain Supermarkets-Safeway 3; Superfresh; Kroger; Reid Super Save 2; IGA 2; Food Lion 3; Giant.
Other Chain Stores-Kane Furn.; H&M Shoe 3; A&N 2; Advance; Rose's; Woolworth; Firestone 4; Glassner 3; Moores; Lowes; Best Prods.; Grand Piano & Furniture.

14 - NEWSPAPERS: PROGRESS (e) 31,239; (S) 33,072; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mark E. Laskowski, Adv. Dir., PROGRESS, PO Box 9030, Charlottesville, VA 22902; Tel. (804) 978-7220.
National Representative: Landon Associates.

CHRISTIANSBURG

1 - LOCATION: In Montgomery County, County Seat. E&P Map C-3. 200 mi. SW of Richmond. On Route 460.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western.
Motor Freight Carriers-United Parcel; Purolator Service.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 10,345; E&P 87 Est. 13,012
County 80 Cen. 63,516; E&P 87 Est. 70,898

4 - HOUSEHOLDS:
City 80 Cen. 3,929; E&P 87 Est. 5,109
County 80 Cen. 20,831; E&P 87 Est. 23,942

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 39,952

7 - ELECTRIC METERS: Residential Appalachian Power 23,950, V.P.I. 4,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furn.; Arsenal; Electric Tech.; A.T.&T.; Harvey Hubbell, Inc.; Federal Mogul Corp.; Inland Motors; Christiansburg Garment; Lynchburg Foundry; Poly-Scientific; Volvo-White Truck Corp.; New River Textiles.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-90; Fall 60-75; Winter 0-40. First killing frost, Sept. 20; last killing frost, May 15.

11 - TAP WATER: Hard & alkaline.

12 - RETAILING: **Principal Shopping Center**-University Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
University(36)	1	
Gables(21)		Leggetts
Blackbury Sq.(4)		Lowes Foods
Hills(5)	9	Hills
Northgate Vlg.(7)	4	Food World, Rose's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Discount Stores**-National Stores; K mart; Pic 'N Pay Shoes; Hills; Family Dollar; Rose's.
Variety Stores-Fenton Hdwe.; Pic 'N Save.
Chain Drug Stores-Eckerd; Peoples; Revco.
Chain Supermarkets-Kroger; Lowes; Food Lion; Harris-Teeter.
Other Chain Stores-Sears; Heironimus; Leggetts.

14 - NEWSPAPERS: NEWS MESSENGER (e-tues to fri) 5,627; (S) 5,787; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Shelby Roope, Adv. Dir., NEWS MESSENGER, PO Box 419, Christiansburg, VA 24073; Tel. (703) 382-6171.
National Representative: Landon Associates.

CLIFTON FORGE

1 - LOCATION: Independent City. Connected with Alleghany County. E&P Map D-2; 49 mi. N of Roanoke. On U.S. Hwys. 60, 220, I-64.

2 - TRANSPORTATION: **Railroads**-Railroad junction on C & O, terminal for 3 divisions.
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound, Trailways
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 5,046; E&P 87 Est. 5,021
County 80 Cen. 14,333; E&P 87 Est. 16,008

4 - HOUSEHOLDS:
City 80 Cen. 1,896; E&P 87 Est. 1,942
County 80 Cen. 4,851; E&P 87 Est. 5,645

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$80,000,000
Savings & Loan	1	$7,344,534

6 - PASSENGER AUTOS: City 2,829; County 9,972

7 - ELECTRIC METERS: Residence 2,016

8 - GAS METERS: Residence 1,940

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. 1,000; Rubber 550; Dental Mfg. 100; Knitwear Mfg. 475; Hospital 600; An. Payroll $15,000,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-85; Summer 52-95; Fall 17-85; Winter 10-75. Elevation-1,065 to 1,200 ft.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Oak Hill(5)	NA	SupeRx, Kroger

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Variety Stores**-Dollar General; Super Dollar; Family Dollar.
Chain Drug Stores-SupeRx; Thrift.
Chain Supermarkets-A&P; Kroger; Safeway.
Other Chain Stores-Sears (catalog); Western Auto; Goodyear; Cato's; TV Stamps.

14 - NEWSPAPERS: REVIEW (e) 2,750; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Jerry E. Clark, Pub., REVIEW, 505 Loop St.; PO Box 542, Clifton Forge, VA 24422; Tel. (703) 862-4139.
National Representative: General Advertising Service.

COVINGTON

1 - LOCATION: Independent City in center of Alleghany County, E&P Map C-2, County Seat. On Jackson River, tributary of James River. On U.S. Hwys. 60, 220, I-64; State Hwy. 18.

2 - TRANSPORTATION: **Railroads**-C&O; Railpax.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,063; E&P 87 Est. 7,610
CZ-ABC: (80) 9,063
Bal. in NDM-ABC: (80) 25,239
County 80 Cen. 14,333; E&P 87 Est. 16,008
Total NDM-ABC: (80) 34,302
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,511; E&P 87 Est. 3,061
CZ-ABC: (80) 3,511
Bal. in NDM-ABC: (80) 8,708
County 80 Cen. 4,851; E&P 87 Est. 5,645
Total NDM-ABC: (80) 12,219

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$732,000,000
Savings & Loan	1	$350,000,000

6 - PASSENGER AUTOS: County 9,972

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: Residence 4,235

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper 1,825 ($255); Synthetic Fiber 800 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 70-95; Fall 35-85; Winter 10-70.

11 - TAP WATER: Medium alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mallow Mall(13)	NA	K mart, Thrift Drug
Red Oak(6)	NA	Krogers, SupeRx, Family Dollar

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Groceries-Thur. & Fri.; dept., furn. & jewelry-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Leggetts; JCPenney; Sidney's; Dollar General; Aides; K mart; Rose's.
Chain Drug Stores-SupeRx; Thrift; Revco.
Chain Supermarkets-Kroger; Food Lion; Mick-or-Mack.

14 - NEWSPAPERS: VIRGINIAN (e) 8,385; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Tucker, Gen. Mgr., VIRGINIAN, 343 Monroe Ave., Covington, VA 24426; Tel. (703) 962-2121.
National Representative: Landon Associates.

CULPEPER

1 - LOCATION: Culpeper County, County Seat. E&P Map E-2. Manufacturing and agricultural center. NW portion of state, 65 mi. SW of Washington, DC; 85 mi. NW of Richmond, VA.

2 - TRANSPORTATION: **Railroads**-Southern.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-15.

3 - POPULATION:
Corp. City 80 Cen. 6,621; E&P 87 Est. 7,055
County 80 Cen. 22,620; E&P 87 Est. 25,134
NDM-ABC: (80) 56,412

4 - HOUSEHOLDS:
City 80 Cen. 2,611; E&P 87 Est. 2,769
County 80 Cen. 7,605; E&P 87 Est. 8,774
NDM-ABC: (80) 18,680

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$75,648,053
Savings & Loan	1	$124,700,000

6 - PASSENGER AUTOS: County 17,300

7 - ELECTRIC METERS: Residence County 3,914

8 - GAS METERS: Residence 2,479

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Working & Casting 1,195; Sewing 480; Light Mfg. 735; Highway & Commun. 570.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Mean Temp.-Summer 76; Winter 35. First killing frost, Sept. 25; last killing frost, Apr. 16.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Meadowbrook	NA	Food Lion, Revco, Aides
Dominion Sq.	NA	Leggett, Roses
Southgate(18)	1	People's Drug, Safeway, Jamesway

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Dept.

13 - RETAIL OUTLETS: **Department Stores**-Leggetts; Lerner's; Fashion Shop; Rose's; Fashion Bug; Fashion Ctr.
Variety Stores-Newberry; G.C. Murphy; Aides; Jamesway.
Chain Supermarkets-Safeway; A&P; Food Lion; Sun Foods.
Chain Drug Stores-Drug Fair; Peoples; Revco.
Other Chain Stores-Firestone; A&N Men's Clothing; Sears (catalog).

14 - NEWSPAPERS: STAR-EXPONENT (m) 7,110; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Linda Ryder, Adv. Dir., STAR-EXPONENT, 122 W. Spencer St., Culpeper, VA 22701; Tel. (502) 825-0771.
National Representative: Landon Associates.

DANVILLE

1 - LOCATION: Independent City connected with Pittsylvania County (MSA). E&P Map D-3, Industrial center 50 mi. N of Greensboro, NC; 70 mi. S of Lynchburg; 150 mi. from Richmond. On U.S. Hwys. 29, 58, 360; State Hwy. 86.

2 - TRANSPORTATION: **Railroads**-Norfolk/Southern; Carolina & Northwestern.
Intercity Bus Lines-Greyhound; Trailways; Silver Fox; Safety.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 45,642; E&P 87 Est. 47,565
CZ-ABC: (80) 62,550
RTZ-ABC: (80) 72,271
County 80 Cen. 66,147; E&P 87 Est. 67,928
MSA 80 Cen. 111,789; E&P 87 Est. 115,493
City & RTZ-ABC: (80) 134,821

4 - HOUSEHOLDS:
City 80 Cen. 17,511; E&P 87 Est. 19,011
CZ-ABC: (80) 23,474
RTZ-ABC: (80) 23,802
County 80 Cen. 22,147; E&P 87 Est. 23,556
MSA 80 Cen. 39,658; E&P 87 Est. 42,567
City & RTZ-ABC: (80) 47,276

5 - BANKS	**NUMBER**	**DEPOSITS**
National	3	$145,346,211
State	5	(incl. above)

6 - PASSENGER AUTOS: County 45,990; City 28,381

7 - ELECTRIC METERS: Residence 41,429

8 - GAS METERS: Residence (Nat. Gas) 15,222

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 8,297; Tobacco 2,196; Lumber & Wood Prods. 166; Comm. Steel Saw 527; Glass 740; Apparel 1,213; Rubber Prods. 2,250; Food Prods. 352; Printing & Pub. 220; Mobile Homes 228.

10 - CLIMATE: Av. An. Temp.-58.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sherwood(21)	2	Sherwood House Furn.
Danville Plz.(7)	3	Value City, Food World
Riverside(29)	3	Winn-Dixie, SupeRx
K mart	3	K mart, Food Lion
Ballou Park	5	Big Star, Food Lion, G.C. Murphy, Peebles
Dan River Plz.(4)	6	Eckerd, Family Dollar
Nor-Dan(18)	7	Piggly Wiggly, Winn-Dixie
Fairgrounds Plz.(9)	3	Heck's, SupeRx
North Danville(8)	4	Old Dutch Mkt.
Piney Forest(3)	6	Food Lion, Revco
Cain Creek(5)	5	Family Dollar, Winn-Dixie
Piedmont Mall		Belk Leggett, JCPenney, Hills, Globman's

Principal Shopping Days-Thur. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Peebles; Leggetts 2; JCPenney; Sears.
Variety Stores-Woolworth; G.C. Murphy.
Chain Drug Stores-Johnson Rexall; Peoples; Revco 2; SupeRx 4; Thrift; Johnson Drug 2; Professional Phcy. 2; Eckerd 2.
Discount Stores-K mart; Value City; Heck's; Hills.
Chain Supermarkets-Big Star; Old Dutch 5; Winn-Dixie 3; Piggly Wiggly; Food World; Food Lion 3; Farmers Food; Eddie's.
Other Chain Stores-Diana Shop; Eleanor; Sherwin-Williams 2; Pic-Way; Goodyear; PPG Paint; Schewel's Furn.; Advance; Olan Mills; Glen More.

14 - NEWSPAPERS: REGISTER (m-mon to fri) 7,766; BEE (e-mon to fri) 18,287; REGISTER (m-sat) 22,704; (S) 28,605; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: George L. Robinette, Adv. Dir., REGISTER and BEE, 700 Monument St., Danville, VA 24541; Tel. (804) 793-2311.
National Representative: Landon Associates.

FREDERICKSBURG

1 - LOCATION: Independent City connected with Spotsylvania County, E&P Map E-2. Eastern section of state; 54 mi. S of Washington, DC; 55 mi. N of Richmond on No. 1 Hwy.; Interstate 95. 23 mi. S of Quantico Marine Corps School Base; 30 mi. W of Dahlgren Naval Surface Weapons Center and 10 mi. N of Fort A.P. Hill.

2 - TRANSPORTATION: **Railroads**-Richmond; Fredericksburg and Potomac; ACL. Seaboard.
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,322; E&P 87 Est. 20,099
NDM-ABC: (80) 118,674
County 80 Cen. 34,435; E&P 87 Est. 41,766

4 - HOUSEHOLDS:
City 80 Cen. 5,927; E&P 87 Est. 8,106
County 80 Cen. 10,860; E&P 87 Est. 13,645
NDM-ABC: (80) 38,193

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 33,287· City 11,407

7 - ELECTRIC METERS: City and 4 adjacent counties 55,500

8 - GAS METERS: Residence 12,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forestry & Fishing 206; Constr. 2,880; Mfg. 4,252; Trans., Commun. & Public Util. 1,492; Whol. Trade 1,370; Ret. Trade 10,387; Fin., Ins. & Real Estate 1,265; Servs. 7,361; State, Local & Federal Gov't 9,852.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-82; Summer 53-105; Fall 40-80; Winter 10-60. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Caroline St., 3 on William St., Downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park & Shop(27)	2	Giant Food, Rose's
Fredericksburg(12)	2	McCrory's, Drug Fair
Greenbrier(20)	2	K mart
Spotsylvania Mall(100)	3	Sears, Mont. Ward, JCPenney, Leggett
4-Mile Fork(10)	4	Nichols, Peoples
Westwood Ctr.(15)	2	Peoples, Safeway
Village Square(14)	3	Standard Drug Warehouse Food
Chancellor Ctr.(10)	4	Nichols, Food Lion
Spotsylvania Crossing(8)	4	Bradlees, Giant Food
Breezewood(12)	5	Standard Drug
Woodlawn Vlg.(10)	3	Revco, Food Lion

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. & Fri.; Shpg. Ctrs.-6 nights.
Stores Open Sundays-Drug, Food & some Dept. stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Sears; Leggetts; Ames; Bradlees.
Variety Stores-Woolworth; McCrory; Ben Franklin; Roses; Dollar General 3.
Discount Stores-Nichols 2; K mart.
Chain Drug Stores-Peoples 6; Drug Fair 2; Rite Aid 2; Standard 2; Revco.
Chain Supermarkets-Safeway 4; Bon Food; Giant 3; Food Lion 3.
Other Chain Stores-Firestone 2; A&N 2; Sherwin-Williams; Radio Shack 2; W.R. Blair; Lowes; 84 Lumber Company; K & K Toys; Kay Bee Toys; Kay Jewelers; Kinney Shoes; Musicland; Ritz Camera; Rogers Jewelry; So-Fro Fabrics 2; Butler Shoes; Casual Corner; Coles Book Store; Gutman's; Lane Bryant; Spencer's; Pearl Optical; Lerner; Footlocker; Lady's; Zales; General Nutrition; Sam Goody; Docktor Pet; Gallenkamp Shoes; Hanover Shoes; Harmony Hut; Sports Locker; Sterling Optical; Susie Casuals; Waldenbooks; Hechinger's; Frank's Nursery.

14 - NEWSPAPERS: FREE LANCE-STAR (e) 35,704; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: C. Murphy Street, Adv. Dir., FREE LANCE-STAR, 616 Amelia St., Fredericksburg, VA 22401; Tel. (703) 373-5000.
National Representatives: Landon Associates; U.S. Suburban Press.

HAMPTON
See NEWPORT NEWS

HARRISONBURG

1 - LOCATION: Independent City connected with Rockingham County, E&P Map D-2. County Seat. 123 mi. SW of Washington, DC; 120 mi. NW of Richmond. On U.S. Hwys. I-81, 11, 33; State Hwys. 42 & 260.

2 - TRANSPORTATION: **Railroads**-Southern; Norfolk & Western.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Allegheny Commuter; Henson; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 19,671; E&P 87 Est. 28,424
CZ-ABC: (80) 24,641
RTZ-ABC: (80) 105,789
County 80 Cen. 57,038; E&P 87 Est. 53,661
City & RTZ-ABC: (80) 130,430
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,956; E&P 87 Est. 9,169
CZ-ABC: (80) 7,642
RTZ-ABC: (80) 36,567
County 80 Cen. 19,078; E&P 87 Est. 18,550
City & RTZ-ABC: (80) 44,209

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$458,295,000
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 41,734; City 14,804

7 - ELECTRIC METERS: Residence City 9,925; County 20,786

8 - GAS METERS: Residence City 1,926; County 332

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garments 800; Poultry 3,500; Feed Mfg. 255; Plastic Bottles 300; Auto Parts 700; Heating & Air Conditioning 640; Pkg. 190; Pharmaceuticals 747; Aluminum Prods. 549.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65, Summer 70-90; Fall 50-75; Winter Av. Temp. 53. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-11 blocks on Main St.; 10 on Liberty; 15 all other.
Neighborhood Shopping Centers-Park View; Dayton Bridgewater; Sunset Heights; Rockingham Square.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cloverleaf(12)	1	A&P, Best
Rockingham Sq.(10)	4	Food Lion, Eckerd
E. Market Sq.(20)	2	Food Lion, Eckerd, Radio Shack
Valley Plaza	1	Safeway, Rose's, Firestone, Goodyear
Nichols	2	
Valley Mall(80)	2	JCPenney, Leggett, Watson's, Lowe's

Principal Shopping Days-Mon. through Sat. Food-Fri. & Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Alfred Ney; Leggett; JCPenney; Watson's.
Variety Stores-Woolworth; A&N; Glen's Fair Price.
Discount Stores-Nichols; Medco; Capital; K mart; Rose's; Zayre.
Chain Drug Stores-Peoples; Rite Aid; Eckerd.
Chain Supermarkets-Mick-or-Mack 2; Super Fresh; 7-Eleven 4; Red Front 2; Kroger; Food Lion; High's.
Other Chain Stores-Glassner Jewelers; Western Auto; Friend; Advance; Schewel (Furn.); Grand Piano (Furn.); Sherwin-Williams.

14 - NEWSPAPERS: NEWS-RECORD (m) 30,580; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: June Warlitner, Adv. Mgr., NEWS-RECORD, 231 S. Liberty St., Harrisonburg, VA 22801; Tel. (703) 433-2702.
National Representative: Landon Associates.

HOPEWELL

1 - LOCATION: Independent City connected with Prince George County (In Richmond-Petersburg MSA). E&P Map E-3. Deep-water port for ocean-going ships, 70 mi. above Hampton Roads and 20 mi. below Richmond. U.S. Hwys. 36, 10. Access to Interstate 95 by 4-lane hwy.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Seaboard Coastline.
Motor Freight Carriers-24.
Airlines-Eastern; National; Piedmont; United; Davenport.

3 - POPULATION:
Corp. City 80 Cen. 23,397; E&P 87 Est. 24,086
CZ-ABC: (80) 23,397
RTZ-ABC: (80) 54,082
County 80 Cen. 25,733; E&P 87 Est. 26,178
MSA 80 Cen. 761,311; E&P 87 Est. 824,283
City & RTZ-ABC: (80) 77,479
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,506; E&P 87 Est. 9,097
CZ-ABC: (80) 8,506
RTZ-ABC: (80) 16,282
County 80 Cen. 6,507; E&P 87 Est. 6,898
MSA 80 Cen. 269,202; E&P 87 Est. 300,246
City & RTZ-ABC: (80) 24,788

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.
Savings & Loan	3	$210,000,000

6 - PASSENGER AUTOS: City 15,711; County 13,677

7 - ELECTRIC METERS: Residence 9,335

8 - GAS METERS: Residence 2,924

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 728; Chem. 3,879; Fiber 3,855; Total Civilian Employment 11,832.
Principal Pay Days-Wed., Thur., Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-84; Summer 61-87; Fall 39-80; Winter 30-48; First killing frost, Nov. 2; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St.; 4 on Broadway; 2 on Hopewell St.; 2 on Poythress St.; 2 on E. City Point Rd.; Cavalier Sq., Colonial Corner; Lee Plz.
Neighborhood Shopping Centers-Along City Point Rd. at intersection of 15th Ave.; around W. Broadway & 6th Ave.; at E. Broadway & Brown Ave.; several blocks on Oaklawn Ave.; Cavalier Sq.
Shopping Centers-Cavalier (33 units); Lee Plz.; Colonial Corner Shopping Ctr. (14 units); Center open evenings and Sundays.

13 - RETAIL OUTLETS: **Department Stores**-Rose's; Peebles.
Chain Drug Stores-Drug Fair 2; Standard Drug; Rite Aid.
Chain Supermarkets-A&P; Farm Fresh; Pantry Pride; Richfood; Winn-Dixie.
Other Chain Stores-Firestone; Sherwin-Williams; ABC 2; Four Seasons Cleaners; Dollar General; Family Dollar; Pic 'N Pay; Nichols; True Value; Best.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,323; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Shirley D. Connelly, Adv. Mgr., NEWS, 516 E. Randolph Rd., Hopewell, VA 23860; Tel. (804) 458-8511.
National Representative: Landon Associates.

LYNCHBURG

1 - LOCATION: E&P Map D-3 (MSA). An independent city located at the point where Campbell, Bedford and Amherst Counties meet and composed of territory annexed from Campbell and Bedford Counties; on S side of James River, 170 mi. S of Washington, DC; 117 mi. W of Richmond. On U.S. Hwys. 29, 460 and 501; State Hwys. 128, 130 and 221. Financial, mercantile, distribution, industrial, educational & transportation center.

2 - TRANSPORTATION: **Railroads**-N&W; Southern; C&O; Amtrak; Chessie System.
Motor Freight Carriers-23.
Intercity Bus Lines-Lynchburg; Greyhound; Trailways.
Airlines-Piedmont; Henson; Allegheny-USAir, American Eagle, Chautauqua.

3 - POPULATION:
Corp. City 80 Cen. 66,743; E&P 87 Est. 68,126
CZ-ABC: (80) 94,566
RTZ-ABC: (80) 109,202
Counties 80 Cen. 109,473; E&P 87 Est. 117,262
  Campbell 80 Cen. 45,424; E&P 87 Est. 48,294
  Bedford 80 Cen. 34,927; E&P 87 Est. 40,494
  Amherst 80 Cen. 29,122; E&P 87 Est. 28,474
MSA 80 Cen. 141,289; E&P 87 Est. 144,894
City & RTZ-ABC: (80) 203,768

4 - HOUSEHOLDS:
City 80 Cen. 23,940; E&P 87 Est. 24,748
CZ-ABC: (80) 32,574
RTZ-ABC: (80) 37,013
Counties 80 Cen. 36,077; E&P 87 Est. 40,275
  Campbell 80 Cen. 15,130; E&P 87 Est. 16,706
  Bedford 80 Cen. 11,985; E&P 87 Est. 14,453
  Amherst 80 Cen. 8,962; E&P 87 Est. 9,116
MSA 80 Cen. 48,032; E&P 87 Est. 50,570
City & RTZ-ABC: (80) 69,587

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$864,148,000
Savings & Loan	5	$485,502,000

6 - PASSENGER AUTOS: Counties: Campbell 34,733; Bedford 32,846; Amherst 19,318; City 41,619

7 - ELECTRIC METERS: Residence 59,775

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shoes 1,095; Foundry 2,175; Paper Prods. 500; Needle Craft 850; Nuclear Facil. 3,800; Computer Prods. & Semi-Conductors 3,800; Elect. Prods. 900; Bakery Prods. 432; Farming & Cattle N.A.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-92; Summer 48-100; Fall 20-98; Winter 11-69. First killing frost, Oct. 25; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Main St., The Plaza; River Ridge Mall; Outlet Mall.
Neighborhood Shopping Centers-Rivermont Ave. 2; Fort Ave. 2; Memorial Ave. 2; Campbell Ave.; Boonsboro Rd. 2; Langhorne Rd.; Ward's Rd.; Old Forest Rd.; Madison Heights 2; Timberlake Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
River Ridge Mall(85)	NA	Sears, Leggetts, Miller & Rhoads, Thalhimer's, JCPenney
Pittman Plaza	NA	Heironimus, A&N, Murphy's, People's Drug, Best
Forest Plaza	NA	Stephenson & Aldridge, Drug Fair
West Forest Hill(30)	NA	Kroger
Forthill Vlg.(25)	NA	Peoples Drug, Winn-Dixie
Fairview Sq.	NA	Revco, Piggly Wiggly
Hills Lynchburg(22)	NA	Hill's, Big Star
Seminole(15)	NA	Winn-Dixie, Western Auto
Boonsboro(15)	NA	Winn-Dixie
Village Sq.	NA	Harris Teeter
Westover(17)	NA	Fairway, Robertson Drug
Waterlick Plaza	NA	Winn-Dixie, Harris-Teeter
Timbrook Square	NA	Kroger

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fri., some Mon.; Shpg. ctrs. and food-weekday nights.

13 - RETAIL OUTLETS: **Department Stores**-Miller & Rhoades; Leggetts; Sears; JCPenney; G.C. Murphy; Thalhimers; Heironimus.
Discount Stores-Best Products; Moore's Super Store 2; K mart 2; Hill's; Lowe's Stores; Dale Garment Co.; Dress House; Imperial Reading Outlet; Links; Lynchburg Jobbing House; Sam's Outlet Mall; Sportswear Outlet; Tultex Apparel Outlet; Williamson Dickie Factory Outlet; Craddock Tery Shoe Corp.; Consolidated Shoe; Quality Linen & Towel Outlet; Holiday Wear, Inc; A&N; Rose's; Circuit City.
Variety Stores-Family Dollar 2.
Chain Drug Stores-Peoples 2; Revco 6; Drug Fair 2; Pearson 3; Allied 3; Eckerd 3.
Chain Supermarkets-Kroger 4; Big Star; Harris Teeter 8; Winn-Dixie 5; 7-Eleven 8; Quik-E Food 7; Food Lion 3; Piggly Wiggly.
Other Chain Stores-Advance Stores; Western Auto 3; Firestone 3; Sherwin-Williams; Hofheimer's; Anderson-Little; The Junction; Radio Shack; Davidson's; Fink's Jewelers; Ormond; Lazarus.

14 - NEWSPAPERS: NEWS & DAILY ADVANCE (all day) 41,984; (m--sat)40,619; (S) 44,437; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mary Jane Gregory, Natl. Adv. Mgr., NEWS & DAILY ADVANCE, 101 Wyndale Dr.; PO Box 10129, Lynchburg, VA 24506; Tel. (804) 237-2941.
National Representative: Cresmer, Woodward, O'Mara, & Ormsbee.

MANASSAS

1 - LOCATION: Independent City connected with Prince William County (In Washington, DC-MD-VA MSA) E&P Map E-2, County Seat. High Tech-Electronics; Timber; Farming (grain, dairy, horses, beef cattle); Steel Fabrication; 25 mi. SW of Washington, DC; 90 mi. N of Richmond. On State Hwys. 28, 234; I-66.

2 - TRANSPORTATION: **Railroads**-Southern (plus use of Chesapeake & Ohio R.R. and Norfolk & Western tracks); Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Virginia Trailways.
Airlines-Full Service Municipal Airport; Washington National Airport-25 mi. away; Dulles Intl.-15 mi. away.

3 - POPULATION:
Corp. City 80 Cen. 15,438; E&P 87 Est. 20,782
CZ-ABC: (80) 42,458
RTZ-ABC: (80) 29,851
County 80 Cen. 144,703; E&P 87 Est. 178,103
MSA 80 Cen. 3,249,611; E&P 87 Est. 3,587,788
City & RTZ-ABC: (80) 72,309
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,048; E&P 87 Est. 7,075
CZ-ABC: (80) 13,119
RTZ-ABC: (80) 9,507
County 80 Cen. 43,790; E&P 87 Est. 55,924
MSA 80 Cen. 1,173,172; E&P 87 Est. 1,332,174
City & RTZ-ABC: (80) 22,626

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$73,505,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 128,486; City 14,095

7 - ELECTRIC METERS: Residence Est. City 4,000

8 - GAS METERS: Residence Est. City 3,740

9 - PRINCIPAL INDUSTRIES: Work Force 23,000-Mfg. 2,404; Constr. 2,000; Trans. & Pub. Util. 1,000; Whol. & Ret. Trade 4,400; Fin., Ins. & R.E. 850; Servs. 2,235; Gov't 6,417; Other 2,234; Agric. 515.
Tourist Area-Manassas (Bull Run) National Battlefield Park.

10 - CLIMATE: Mild; Jan. 36; July 76

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grant Ave.(9)		Safeway
Mall at Manassas(60)		Hecht's, Mont. Ward, Work Bazaar
K mart(20)	2	K mart, Showoff, Highs
Manassas		A&P, Drug Fair, Woolworth
Westgate(35)	2	Giant Food, ABC, Peoples Drug, Leggetts
Manassas Junction	NA	Giant Food, Elm Tree, Pic'N Pay, Godfather's Pizza, Computerland
Sudley Plaza(4)	3	Hechinger, Zayre, Safeway, Peoples Drugs

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Peeble's; Sears; The Hecht Co.
Variety Stores-Rohr's; Woolworth; K mart; Zayre.
Chain Supermarkets-A&P; Safeway; Yorkshire Mkt.; Giant Food; Magruders.
Other Chain Stores-Barracini; Leggett Tires; Firestone; Sherwin-Williams; Western Auto; Market Tire; Radio Shack; Hechinger.

14 - NEWSPAPERS: JOURNAL MESSENGER (e) 12,740; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Wendell D. Harbert, Gen. Mgr. or Dennis E. Bradshaw, Adv. Mgr., JOURNAL MESSENGER, 9009 Church St., Manassas, VA 22110; Tel. (703) 368-3101.
National Representative: Landon Associates.

MARTINSVILLE

1 - LOCATION: Independent City connected with Henry County, E&P Map D-3. Industrial Center. 51 mi. S of Roanoke; 60 mi. N of Winston-Salem, NC; 150 mi. E of Bluefield, WV; On U.S. Hwys. 58, 220; State Hwys. 57, 108.

2 - TRANSPORTATION: **Railroads**-N & W; Carolina & Northwestern.
Motor Freight Carriers-15.
Intercity Bus Lines-Martinsville, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,149; E&P 87 Est. 18,551
CZ-ABC: (80) 18,986
RTZ-ABC: (80) 63,462
County 80 Cen. 57,654; E&P 87 Est. 55,978
City & RTZ-ABC: (80) 82,448
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,021; E&P 87 Est. 6,996
CZ-ABC: (80) 6,901
RTZ-ABC: (80) 21,625
County 80 Cen. 19,560; E&P 87 Est. 19,723
City & RTZ-ABC: (80) 28,526

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$96,276,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: City 11,370; County 43,541

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 1,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 4,000; Furn. 8,170; Textile 11,182; Bldg. & Mfg. N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-98; Summer 39-96; Fall 4-95; Winter 3-79. First killing frost, Oct. 19; last killing frost, Apr. 24.

11 - TAP WATER: pH Deposits 7.0 to 7.2, very soft.

12 - RETAILING: **Principal Shopping Center**-20 blocks on Church, Broad, Main, Lester, Fayette, Moss, Franklin Sts.; Collinsville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bassett	7	
Collinsville	5	Leggetts
Ridgeway	7	
Axton Fieldale	10	Stultz-Townes
Patrick Henry Mall(27)	NA	JCPenney
Holiday(21)	8	Family Dollar
Central Plz.	2	
Martinsville Plz.(8)	3	Kroger
Riverside Plz.	6	
Druid Hills(13)	NA	Kroger
Laurel Park(12)	NA	Winn-Dixie

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Leggetts; Globman's; Watson's.
Variety Stores-Woolworth; Eagle's; Rose's.
Discount Stores-Bargain Ctr.; Diskay; Family Dollar; Mason's; FBC; Mack's; Big Top; Dollar General; K mart; Big Lots.
Chain Drug Stores-SupeRx 2; Rexall; Peoples; Revco 6; Rite Aid.
Chain Supermarkets-Kroger 2; Winn-Dixie 4; A&P; Lowes 4; Food Lion 3.
Other Chain Stores-Jewel Box; Marilyn's; Glen More Clothes; Leed's; Advance; Goodyear; Western Auto; Glidden Paints; 3 Sisters Dress Shop; Pic-Way Shoes; Singer Co.; Phelps & Armistead; McCollum-Ferrel; Sherwin-Williams; Sidney's; Davidson's; Sears (catalog).

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 18,261; (S)20,544; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William R. Martin, Pub./Gen. Mgr., BULLETIN, 204 Broad St., Martinsville, VA 24115; Tel. (703) 638-8801.
National Representative: Landon Associates.

NEWPORT NEWS-HAMPTON

1 - LOCATION: Independent Cities (In Norfolk-Virginia Beach-Newport MSA). E&P Map F-3. Southeastern Virginia on Hampton Roads, Chesapeake Bay. On U.S. Hwys. I-64, 17, 60, 143, 168.

2 - TRANSPORTATION: **Railroads**-Chessie System; CSX; Amtrak.
Motor Freight Carriers-26.
Intercity Bus Lines-Greyhound; Pentran.
Freight Steamship Lines-12.
Airlines-Piedmont; Allegheny Commuter; USAir; NYAir.

3 - POPULATION:
Corp. Cities 80 Cen. 267,520; E&P 87 Est. 278,233
Newport News 80 Cen. 144,903; E&P 87 Est. 158,268
Hampton 80 Cen. 122,617; E&P 87 Est. 119,965
NDM-ABC: (80) 407,812
MSA 80 Cen. 1,160,051; E&P 87 Est. 1,294,813
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 92,820; E&P 87 Est. 99,855
Newport News 80 Cen. 51,314; E&P 87 Est. 58,126
Hampton 80 Cen. 41,506; E&P 87 Est. 41,729
NDM-ABC: (80) 139,196
MSA 80 Cen. 385,929; E&P 87 Est. 444,989

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$1,422,350,000
Savings & Loan	9	$733,607,000

6 - PASSENGER AUTOS: Newport News 93,495; Hampton 82,929

7 - ELECTRIC METERS: Residence 141,000

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shipbuilding 30,000 (N.A.); Seafood Packing 2,200 ($175); Aeronautics 4,000 ($275); Beer 1,100 (N.A.); Electronics 700 ($180); Oil Refining 250 ($290); Chem., Textile, Metal Comp. 4,700 ($175); Military 28,000; Gov't 5,200.
Principal Industrial Pay Days-15th & end of month.

10 - CLIMATE: Average Temp.-Spring 57; Summer 77; Fall 62; Winter 42. First killing frost, Nov. 8; last killing frost, Mar. 16.

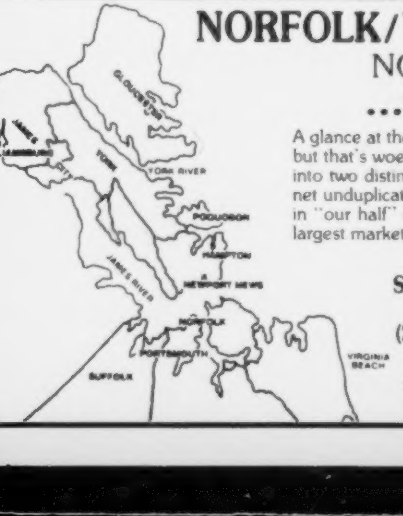
11 - TAP WATER: Alkaline, soft; fluoridated.

12 --RETAILING: **Principal Shopping Area**-Mercury Blvd., Hampton.
Neighborhood Shopping Centers-Newport News: Hilton, Old Hilton Village. Hampton: Sinclair Circle, Kecoughtan Rd. at Wythe, Kecoughtan Rd. at Southampton, Queen St., Mellen St., Langley Circle, Grant City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Denbigh	8	Mont. Ward, K mart
Wythe	3	A&P
Langley Square	3	Murphy Mart, Belo
Newport Square	5	Murphy Mart, Rose's, Safeway, Peoples
Phoebus	9	Rose's
Newmarket North	NA	Sears, Miller & Rhoads, Leggetts
Newmarket South	NA	A&P, Hechinger, Murphy Mart, JCPenney
Warwick Village	1	K mart, Hess, Pantry Pride, Peoples
Buckroe	10	A&P, Peoples
Hidenwood	10	Woolworth, Food Lion
Sherwood Park	19	
Riverdale	1	Pantry Pride
Langley Sq.	9	Murphy Mart, Belo
Mercury Plaza	NA	Giant, Open Air
Willow Oak	10	Pantry Pride, Drug Fair
Todd Center	NA	Safeway, Bradlees
Warwick	7	Hess, Farm Fresh
Coliseum Mall	NA	JCPenney, Hess, Smith & Welton, Thalhimer, Mont. Ward
Beechmont	20	Revco, Sears
Patrick Henry Mall	NA	Bradlees, Hess

Principal Shopping Days-Dept. Stores: Thur., Fri., Sat., Mon.; Food Stores: Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept.: Mon. through Sat.; Food: most evenings; Many open 24 hrs., seven days.



NORFOLK/VIRGINIA BEACH/NEWPORT NEWS MSA
NOW AMERICA'S 28th MARKET! U.S. CENSUS BUREAU 7/30/86
...where No. 2 becomes No. 1!

A glance at the market shows the Daily Press/The Times-Herald with about 23% coverage of the MSA ... but that's woefully misleading. The very waterways that contribute to our desirable lifestyle also divide us into two distinct geographic areas: Upper & Lower Hampton Roads. We're the Upper half, with 75.1% net unduplicated coverage of all adults daily and 78.4% Sunday. Norfolk newspapers reach less than 1% in "our half" of the MSA. That's why it takes both sets of newspapers to reach all of the nation's 28th largest market: Norfolk/Virginia Beach/Newport News!

National Reps:
SAWYER-FERGUSON-WALKER CO.
(212) 661-6262 in N.Y.
Gen. Adv. Mgr.
JERRY MARPLE
(804) 247-4668

Daily Press
The Times-Herald
Hampton Roads' Morning & Evening Newspapers
7505 Warwick Blvd., Newport News, Va. 23607

13 - RETAIL OUTLETS: Department Stores-Hess; Leggetts; Montgomery Ward; Sears; Smith & Welton; Thalhimers.
Discount Stores-Bradlees; K mart; Murphy Mart; Zayre's.
Variety Stores-Rose's.
Chain Drug Stores-Peoples 7; Revco 6; Wornom's 7; Treasury; Drug Fair.
Chain Supermarkets-A&P 8; Food Lion 4; Giant 3; Belo 6; Manor; Farm Fresh 7; Safeway 6; Lou Smith 6; Pantry Pride 6; Winn-Dixie.
Other Chain Stores-Auto: Western Auto, Pep Boys, Goodyear, Firestone; Building Mat.: Hechinger, Home Quarters, Mr. How, Lowes, Moore; Clothing: Lerner's, La Vogue; Shoes: Kinney, Thom McAn, Hofheimer's; Paints: Sherwin-Williams, Pittsburgh Plate Glass, Glidden Paint Co., Woolworth, Hampton Paint, Mary Carter.

14 - NEWSPAPERS: PRESS (m-mon to fri) 69,529; (m-sat) 98,421; (S) 116,542; TIMES-HERALD (e) 36,229; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: George McDaniel, Adv. Dir., PRESS and TIMES HERALD, 7505 Warwick Blvd., Newport News, VA 23607; Tel. (804) 247-4600.
National Representative: Sawyer-Ferguson-Walker.

NORFOLK PORTSMOUTH VIRGINIA BEACH CHESAPEAKE

1 - LOCATION: Independent Cities (In Norfolk-Virginia Beach-Newport News MSA). E&P Map F-3. An important maritime, industrial, vacation and seafood center at the mouth of the Elizabeth River on Hampton Roads. On U.S. Hwys. 13, 17, 58, 60, 165, 168, 170, 264, 337, 460, 464, 564, 615, I-64 & I-44.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Seaboard Coast Line; Norfolk Southern Corp.; Norfolk & Portsmouth Belt Line; Family Lines System; Norfolk & Western; Southern; Eastern Shore; Amtrak; CSX Corp.; Chessie System; Norfolk Franklin & Danville.
Motor Freight Carriers-50.
Freight Steamship Lines-87.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-United; Continental; Continental Express; Piedmont; USAir; Eastern; TWA; American; Delta; Henson; Allegheny Commuter; Cargo lines-Emery, Federal Express, Airborne, Summit.

3 - POPULATION:
Corp. Cities 80 Cen. 633,755; E&P 87 Est. 840,052
  Norfolk 80 Cen. 266,979; E&P 87 Est. 253,339
  Portsmouth 80 Cen. 104,577; E&P 87 Est. 102,050
  Virginia Beach 80 Cen. 262,199; E&P 87 Est. 347,703
  Chesapeake 80 Cen. 114,226; E&P 87 Est. 136,960
MSA-ABC: (80) 795,862
Bal. in MSA-ABC: (80) 364,449
Bal. in NDM-ABC: (80) 175,311
Total NDM-ABC: (80) 1,335,622
MSA 80 Cen. 1,160,051; E&P 87 Est. 1,294,813
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 246,014; E&P 87 Est. 284,920
  Norfolk 80 Cen. 87,802; E&P 87 Est. 84,675
  Portsmouth 80 Cen. 36,746; E&P 87 Est. 37,153
  Virginia Beach 80 Cen. 85,155; E&P 87 Est. 117,888
  Chesapeake 80 Cen. 36,311; E&P 87 Est. 45,204
MSA-ABC: (80) 261,828
Bal. in MSA-ABC: (80) 124,101
Bal. in NDM-ABC: (80) 59,733
Total NDM-ABC: (80) 445,662
MSA 80 Cen. 384,349; E&P 87 Est. 444,989

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	23	$4,413,858,000
Savings & Loan	15	$2,729,761,000

6 - PASSENGER AUTOS: Norfolk 135,211; Portsmouth 60,795; Virginia Beach 219,579; Chesapeake 88,005

7 - ELECTRIC METERS: MSA Residence 311,321

8 - GAS METERS: MSA Residence 98,012

9 - PRINCIPAL INDUSTRIES: (MSA Area)-Industry, No. of Wage Earners (Av. Wkly. Wage)-Fed. Gov't 55,000 ($410); Ret. 108,600 ($209); Servs. 120,100 ($335); Constr. 34,500 ($365); Whol. 22,000 ($464); Fin., Ins., R.E. 24,500 ($394); Printing & Pub. 4,000 ($400); Trans. & Public Util. 25,500 ($494); Trans. Equip. N.A. ($497); Food & Kindred 7,600 ($340).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-102; Summer 45-105; Fall 12-100; Winter -3-87. First killing frost, Nov. 17; last killing frost, Mar. 23.

11 - TAP WATER: Low alkalinity; slightly soft; fluoridated.

12 - RETAILING: Norfolk Principal Shopping Area-7 blocks on Granby St.; 7 on Boush St.; 6 on Monticello Ave.; 10 on Church St.; 4 on Main St.; 4 on Plume St. All E. & W. blocks from Boush St. to Monticello Ave., extending N. from Main St. to Brambleton Ave; Waterside Drive from Commercial Ave. to St. Paul's Blvd. The Waterside.
Portsmouth-10 blocks on High St.; 5 on Crawford St.; 7 on Middle St.; 6 on Court St.; 5 on Washington St.; 5 on Green St.; 10 on County St.
Virginia Beach-18 blocks on Atlantic Ave.; 4 on 31st St., 6 on 17th St.
Norfolk Neighborhood Shopping Areas-8 blocks both sides of 21st St. between Granby & Hampton Blvd.; Ballentine Pl.; Berkley Ave.-Berkley; Liberty St.-Berkley; Park Ave. at Brambleton Ave.; Campostella Rd. at Wilson Rd.; Colley Ave. from 27th St. to 51st St.; E. Ocean View Ave.; Elders Corner; Fairmont Pk.; Fairview; Five Points-Norview; Ghent-Colley Ave.; Ghent-Colonial Ave.; Hampton Blvd. from 27th to 51st Sts.; Indian River Rd.; Johnson Sq.; Lafayette St. at Tidewater Dr.; Little Creek Rd.; W. Ocean View Ave.; Riverview; Roberts Pk.; 35th St. from Colonial Ave. to Gosnold; Little Creek Road at Granby St.; Va. Beach Blvd. at Military Hwy.; Military Hwy. at Norview Ave.
Portsmouth Neighborhood Shopping Areas-Highland Biltmore; Alexanders Corner; Cradock; Churchland; W. Norfolk; Pt. Norfolk; Victory Blvd.; Upper High St.; Middle High St.; Tower Mall; Midcity.
Chesapeake Neighborhood Shopping Areas-2 blocks on Bainbridge Blvd.; Liberty St.; Poindexter St.; Portlock; Greenbrier Mall.
Virginia Beach Neighborhood Shopping Areas-Princess Anne Plaza; Princess Anne Courthouse; Chimney Hill; Lynnhaven Mall; Timberlake Plaza; Holland Plaza; Kempsville Corners; Fairfield/Providence; Haygood/Pembroke Meadows; Pembroke Mall; Aragona Village; Hilltop; Oceanfront; Great Neck Plaza; Bayside; Diamond Springs; London Bridge; Linkhorn; Lynnhaven Colony; College Park; Pinewood Gardens; West View; Parkway; Woodtide; Thalia; Loehmanns Plz.; Great American Outlet Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Norfolk:		
Best Sq.(25)	6	Ashby's, Pharmor, Nautilus
Downtown Plz.(27)	1	Family Dollar, Woolworth, Peoples
Ghent/21st St.	2	Decorum, Giant, Safeway, Twin City
Granby Mall	1	Smith & Welton, Hofheimer, Nelco
Janaf(68)	6	Peoples, Mont. Ward, Hess'
Military Circle(150)	6	Thalhimers, Leggett, JCPenney
Ocean View	10	Giant, Albano,
Selden Arcade	1	Bo's, Beecroft & Bill, Ltd.
Southern(7)	36	Peoples, Fine's, Miller & Rhodes, A&N
Ward's Corner	5	Peoples, Revco, La Vogue, Giant, K&K Toys
Waterside	1	Hofheimers, Phillips
Virginia Beach:		
Celebration Station (12)	12	Drug Emporium, Designer Depot
College Park(47)	10	Roses, Western Auto
Fairfield/Providence Sq.(135)	10	A&P, Bradlees, True Value, Safeway
Great American Outlet Mall(39)	11	Old Mill, Kid's Port
Green Run/Chimney Hill(44)	12	K mart, Giant
Haygood/Pembroke Meadows(59)	13	Roses, Peoples, A&P
Hilltop(93)	17	K mart, Zayre, Smith & Welton
Holland/Timberlake (79)	12	Food Lion, Revco, Winn-Dixie
Loehmanns Plz.(34)	12	Loehmanns, Herman's Sport
Lynnhaven Mall (151)	13	Thalhimers, Mont. Ward, Leggett, JCPenney, Miller & Rhoads
Pembroke Mall(85)	11	Miller & Rhoads, Sears, Hess's
Princess Anne Plz.	13	McCrory, Peoples
Chesapeake:		
Great Bridge(25)	15	Peoples, Roses
Greenbrier Mall(80)	9	Miller & Rhoads, Sears, Hess'
Portsmouth:		
Churchland(19)	7	Murphy's Mart/Ames, Sears Surplus
Mid-City(50)	5	Smith & Welton, JCPenney, K mart
Tower Mall(82)	4	Miller & Rhoads, Mont. Ward, Hess'

Principal Shopping Days-Department Stores-Thur., Fri., Sat.; Food-Wed., Thur., Fri., Sat., Sun. (for all four cities).
Stores Open Evenings-Dept. Stores-Mon. through Sat.; Food-most evenings.

13 - RETAIL OUTLETS: (NDM Area): Department Stores-Hess 4; JCPenney 5; Leggett 4; Miller & Rhoads 5; Montgomery Ward 4; Sears 2; Smith & Welton 5; Thalhimers 2.
Discount Stores-Bradlees 4; Eagle 4; Family Dollar 7; K mart 7; Murphy's Mart/Ames 2; Roses 10; Woolworth 6; Zayre 4.
Chain Drug Stores-Drug Fair 10; Farmco & Giant 18; Irwin's 2; Medco 15; Peoples 29; Pharmor 2; Revco 25; Rite Aid 5.
Chain Supermarkets-A&P/Superfresh 15; Be-Lo 27; Boulevard Markets 2; Earles 7; Farm Fresh 13; Food Lion 17; Giant Open Air 12; Pantry Pride 5; Safeway 9; Winn-Dixie 5; 7-Eleven 165; Tinee Giant 36.
Other Chain Stores-Appliances: Prices, Singer, Bob Johnson's, Bryant Appliance, Southland, Prices, Circuit City; Automotive Supply: Kramer Tire, Henry Johnson, Harris Tire, NTW, Firestone, Midas Muffler, Western Auto, General Tire, Goodyear, Goodrich, Master Auto, Twin B, Pro Parts, Victory Auto, Advance Auto, A&B Auto Parts; Building Supplies: Hechinger, Moores, Home Quarters, Lowes, Builder's Square, True Value Home Centers, Robbies True Value, Dails, 84 Lumber Co., Kempsville, Glidden, Sherwin-Williams, Norfolk Paint Co., Anchor Fence, C.A. Nash; Candy: Forbes, Anne Lee, Fanny Farmer; Furniture: Haynes, Grand, The Hub, Home Furn., Ethan Allen/Crawford, Meyers & Tabakin, Scan, Willis Wayside, Furniture World, Cost Plus; Gasoline Service Stations: BP, Chevron, Exxon, Mobil, Phillips 66, Shell, Spur, Texaco; Jewelers: Gordon's, Kay's, Barr Bros., Frank R. Ford, Hardy's, Zale's, Chapman's, D.P. Paul, Spertner, Tidewater Keepsake; Laundries & Cleaners: Sunlight, Compeco, Albano, Suburban & 1 Hour Martinizing; Loan Companies: American Assoc. Loan, Beneficial, GAC, Assoc. Financial Services, American Finance Corp., General Finance, Transouth, Household, Liberty Loan, Seaboard; Men's Clothing: A&N, Fine's, Anderson-Little, T.J. Maxx, Gent's, Shulmans, Eagle Cothes, S&K, The Hub, Alexander Beegle, Beecroft & Bull Ltd.; Music Dealers: Temple of Music, Center of Music; Opticians: Cooper's, Pearle Vision, Smith Dunfield, Traylor, Dr. Richard Bartley, Optecon; Shoes: Hofheimers, Pic N' Pay, Russell & Holmes, A&N, Thom McAn, Kinney, Barret, Butlers, Fanfare, Lotties, Bakers, Gallenkamp, Jarman; Trucks: International Harvester, Mack, Ryder, Hertz, U-Haul; Women's Clothing: Lerner Shops, T.J. Maxx, Lane Bryant, The Famous, La Vogue, Susie's Casuals, Naivette, Ashby's, Willners, Casual Corner, Catherine Stout.

14 - NEWSPAPERS: VIRGINIAN-PILOT (m) 143,093; LEDGER-STAR (e) 79,043; VIRGINIAN-PILOT/LEDGER-STAR (m-sat) 231,325; (S) 227,274; Mar. 31, 1987 ABC. Newspaper publishes zoned editions for Norfolk, Portsmouth, Chesapeake, Virginia Beach & Suffolk.
Local Contact for Advertising and Merchandising Data: Dale Bowen, Gen. Adv. Mgr., VIRGINIAN-PILOT/LEDGER-STAR, 150 W. Brambleton Ave., Norfolk, VA 23501; Tel. (804) 446-2092.
National Representative: None.

PETERSBURG

1 - LOCATION: Independent City connected with Dinwiddie County (In Richmond-Petersburg MSA). E&P Map E-3. 23 mi. S of Richmond; 80 mi. W of Norfolk; 110 mi. E of Lynchburg. On Appomattox River. U.S. Hwys. 1, 301, 460, I-95 & 85; State Hwy. 36.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Seaboard Coast Line.
Motor Freight Carriers-51.
Intercity Bus Lines-Greyhound; Carolina Trailways; Petersburg Area Transit.

3 - POPULATION:
Corp. City 80 Cen. 41,005; E&P 87 Est. 37,652
CZ-ABC: (80) 80,684
RTZ-ABC: (80) 124,266
County 80 Cen. 22,602; E&P 87 Est. 21,406
MSA 80 Cen. 761,311; E&P 87 Est. 824,283
City & RTZ-ABC: (80) 204,950
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,920; E&P 87 Est. 14,137
CZ-ABC: (80) 25,753
RTZ-ABC: (80) 41,119
County 80 Cen. 6,421; E&P 87 Est. 6,315
MSA 80 Cen. 269,202; E&P 87 Est. 300,246
City & RTZ-ABC: (80) 66,872

5 - BANKS	**NUMBER**	**EST. DEP.**
Petersburg:		
Commercial	6	$693,831,000
Savings & Loan	3	$129,250,000
Colonial Heights:		
Commercial	4	$36,624,000
Savings & Loan	3	$1,047,934,984

6 - PASSENGER AUTOS: City 22,245

7 - ELECTRIC METERS: Residence 47,995

8 - GAS METERS: Residence 21,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-(Av. Wkly. Wage N.A.) Cigarette 500; Luggage 400; Optical 1,240; Lumber & Furn. 210; Machinery 490; Chem. 2,500; Taper Board 1,120; Synthetic Fibers 4,800; Stone, Clay & Glass 180.
Principal Industry Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-84; Summer 61-87; Fall 39-80; Winter 30-48. First killing frost, Nov. 2; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-Petersburg: 5 blocks on Sycamore St.; 5 on Bank St.; 4 on Washington; 7 on Halifax; 2 on Adams St.; 4 on Wythe St. Colonial Heights: Pickwith Ave. and along Boulevard; Boulevard & Ellerslie Ave.; Boulevard & Branders Bridge Rd.
Neighborhood Shopping Centers-Petersburg: Walnut Hill Plaza: Located on S. Sycamore St. beginning with 1900 block & Crater Rd., U.S. 301, S.; Walnut Mall: Crater Rd., U.S. 301. S.. Lee Plaza, Rte. 36 & U.S. 301 S.; K mart, Rte. 36. Colonial Heights: Colonial Square Blvd. at Ellerslie Ave.; Town Hall Center, Blvd. at Brander's Bridge Rd.; S.E. Nichols, 2600 Blvd., S. Craten Square, Craten Rd., U.S. 301. Battlefield Plaza, Craten Rd. 301 S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ettrick	2	Goens, Bi-Rite Food, Ettrick Supermarket
Walnut Hill(16)	2	Bradlees, Sears, Miller & Rhoads
Walnut Mall(29)	2	JCPenney, Thalheimers
Colonial Sq.(16)	3	Peebles, Rose's, Revco
Town Hall(4)	2	Roper Hardware, Peoples Drug, Medallion Pools
Battlefield Plz.(3)		Foodlion, Revco, Video World
South Crater Sq.(4)		Ukrops, Standard Drug, Circuit City
Pickwick Ctr.	1	Community Sporting Goods
Lee Plaza(5)	5	S.E. Nichols, Radio Shack, Mack's, Winn-Dixie

Principal Shopping Days-Dept. Stores Mon., Fri., Sat.; Food Wed. (eve.), Thur. through Sat.
Stores Open evenings-Mon., Fri.; Food every night; Neighborhood Centers nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Taylor's; Rose's; Sears; Thalhimers; Miller & Rhoads; S.E. Nichols; K mart; Peebles; Helig-Myers; Butterworth; Harlow-Hardy; Crater House; The Oak; Love's Wayside; Philip Levy; Roadside Furniture.
Discount Stores-Bradlees; Nichol's; K mart; Rose's; Peebles.
Variety Stores-McClellan's; Mack's; Jupiter Discount; Woolworth.
Chain Drug Stores-Petersburg: Peoples 2, Standard 3, Rose's-Rexall; Colonial Heights: Revco 2, Drug Fair 3, Rite Aid 2.
Chain Supermarkets-A&P; Safeway 5; Winn-Dixie 2; Sun.
Other Chain Stores-Petersburg: Women's Clothing: Lerner's, Sandler's, Sidney's, Diana; Shoes: Kinney, Thom McAn, Shoe Show, Barett; Others: Kay Bee Toys; Firestone; Goodyear; B.F. Goodrich; Singer Co.; Sherwin-Williams; A&N; Pittsburgh Paint; Barr Bros.; So-Fro Fabrics; Moton's Jewelers; Gary's; Moore's Super Stores; Lowe's;

Master Tire; Hanover Tire; Pic 'N Pay; Radio Shack.

14 - NEWSPAPERS: PROGRESS-INDEX (e) 20,772; (S) 21,302; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Don Scott, Adv. Mgr., PROGRESS-INDEX, 15 Franklin St., Petersburg, VA 23803; Tel. (804) 732-3456.
National Representative: Thomson Newspapers.

PORTSMOUTH
See NORFOLK

PULASKI

1 - LOCATION: Pulaski County, E&P Map C-3, County Seat. 58 mi. SW of Roanoke. On U.S. Hwys. 11 (Lee Hwy.), I-81; State Hwy. 99.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,106; E&P 87 Est. 9,218
County 80 Cen. 35,229; E&P 87 Est. 34,485
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,859; E&P 87 Est. 3,503
County 80 Cen. 13,380; E&P 87 Est. 12,521

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$1,290,000,000
Savings & Loan	1	$3,500,000

6 - PASSENGER AUTOS: County 23,486

7 - ELECTRIC METERS: County 12,658

8 - GAS METERS: Residence Est. 600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage) Furn. 1,200 ($220); Acids 140 ($132); Textiles 1,440 ($170); Clothing 665 ($140); Metal Proc. 155 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-92; Summer 63-93; Fall 54-80; Winter 20-40. First killing frost, Oct.-Nov.; last killing frost, May 7.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-Main St.; Washington Ave.; Jefferson Ave.; Commerce St.; Fifth St.; E. Main St.; Rt. 99.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pulaski Plaza(8)	NA	Peoples
Pulaski Mall(10)	NA	Sidney's, Heck's
5th St.	NA	Rose's

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Parks-Belk; Felix; Heck's.
Discount Stores-Family Dollar; Saving Ctr.; Sportswear Mart; Rose's; K mart.
Chain Drug Stores-Peoples; Pulaski; Tyler; Revco; Eckerd; Martins; Dublin Pharmacy; SuperRx.
Chain Supermarkets-Kroger; Food Fair; Fast Shop; Lowe's; Wade's; Food Lion.
Other Chain Stores-Advance; Sears; Vance Home Ctr.; Bogle Tire; Ray's; Wise Fashions; Guyan Shoes; Pic 'N Pay; Goodyear; Sherwin-Williams; Helig-Myers Furn.; Grand Piano; Sidney's; Phelps & Armistead Furn.; Brown's Hallmark.

14 - NEWSPAPERS: SOUTHWEST TIMES (e-mon to fri; S) 7,048; sworn Sept. 28, 1986.
Local Contact for Advertising and Merchandising Data: Sandra Painter, Adv. Dir., SOUTHWEST TIMES, 227 N. Washington Ave.; PO Box 391, Pulaski, VA 24301; Tel. (703) 980-5220.
National Representative: Landon Associates.

RADFORD

1 - LOCATION: Independent City connected with Montgomery County, E&P Map C-3. Residential, industrial & educational Center, 42 mi. SW of Roanoke, on U.S. Hwy. 11 & State Hwy. 102.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,225; E&P 87 Est. 14,866
County 80 Cen. 63,516; E&P 87 Est. 70,898

4 - HOUSEHOLDS:
City 80 Cen. 3,955; E&P 87 Est. 4,496
County 80 Cen. 20,831; E&P 87 Est. 23,942

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	1	$11,000,000
Commercial	2	$240,879,000

6 - PASSENGER AUTOS: County 39,952; City 7,229

7 - ELECTRIC METERS: Residence 4,778

8 - GAS METERS: Residence 1,780

9 - PRINCIPAL INDUSTRIES: Textile Mills; Powder, Castings & Pipe; Elect. Motors; Rubber; Dress Mfg.; Plastics; Milk Prods.; Paper Boxes; Limestone; Newspaper Printing & Pub.; Tel. Equip. Mfg.

10 - CLIMATE: Av. Temp.-Spring 54; Summer 72; Fall 55; Winter 36.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Christiansburg(8)	8	Leggetts, Hills
Tyler Square(6)	1	Food Lion
Dublin	9	Wades
University Mall (Blacksburg)(20)	15	Heronimus
Triangle	NA	Roses, Eckerd
New River(13)	NA	Thriftway, Advance Auto
Radford Plaza(13)	NA	SupeRx, K mart, Sears
New River (Radford)	NA	Leggetts, Whitehead Drug
Village Oaks	NA	Eckerd, Food Lion

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: **Discount Stores**-Family Dollar.
Variety Stores-K mart; Hilis; Heronimus.
Chain Drug Stores-Revco; SupeRx; Professional Pharmacy; Eckerd.
Other Chain Stores-Deli-Mart; 7-Eleven; Sears; Hallmark Cards; Grand Piano Furniture; Guyan Furniture; Heilig-Meyers; Sportswear Mart; Pic'N Pay; H&M Shoes; Goodyear; Firestone; Michelin.

14 - NEWSPAPERS: NEWS JOURNAL (e-tues to fri) 3,150; (S) 3,150; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Donna Linkous, Adv. Dir., NEWS JOURNAL, Grove & First Aves.; PO Box 772, Radford, VA 24141; Tel. (703) 639-2436.
National Representative: Landon Associates.

RICHMOND

1 - LOCATION: Independent City (In Richmond-Petersburg MSA), E&P Map E-3, State Capital. Manufacturing, distribution, government, banking, financial & education center. On James River, 107 mi. S of Washington, DC; 89 mi. W of Norfolk. On U.S. Hwys. 1, 33, 60, 250, 301 & 360; State Hwys. 6, 10, 5; I-95 (Richmond-Petersburg Tpke.) & 64 & 195 & 295.

2 - TRANSPORTATION: **Railroads**-Chessie System; Seaboard Systems; Southern; RF&P; Amtrak.
Motor Freight Carriers-98.
Intercity Bus Lines-16; Greyhound; Trailways; Groome Transportation.
Airlines-Piedmont; Eastern; United; Delta; USAir; American; Wheeler; AvAir; ComAir; Henson; Air Wisconsin; Florida Express.
Water freight service on James River.

3 - POPULATION:
Corp. City 80 Cen. 219,214; E&P 87 Est. 203,584
MSA 80 Cen. 761,311; E&P 87 Est. 824,283
NDM-ABC: (80) 591,719
Bal. in MSA-ABC: (80) 169,592
Total MSA-ABC: (80) 761,311
Bal. in RTZ-ABC: (80) 368,484
Total NDM & RTZ-ABC: (80) 1,129,795
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 85,797; E&P 87 Est. 81,996
MSA 80 Cen. 269,202; E&P 87 Est. 300,246
NDM-ABC: (80) 214,922
Bal. in MSA-ABC: (80) 54,370
Total MSA-ABC: (80) 269,292
Bal. in RTZ-ABC: (80) 124,308
Total NDM & RTZ-ABC: (80) 393,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	10	$21,694,369,000
Savings & Loan	14	$2,488,667,000

6 - PASSENGER AUTOS: City 124,136

7 - ELECTRIC METERS: Residence 252,181

8 - GAS METERS: Residence 65,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tobacco 13,200 ($605); Lumber & Wood ex. Furn. 1,400 ($356); Fab. Metals 2,200 ($352); Food Prods. 3,900 ($286); Apparel & Textile Prods. 2,100 ($399); Paper Prods. 4,500 ($399); Printing & Pub. 6,200 ($277); Chem. Prods. 8,000 ($471).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-78; Summer 63-88; Fall 37-81; Winter 28-50. First killing frost, Oct. 31; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: 9 blocks on Broad & Grace Sts. from 1st to 9th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willow Lawn(81)	4	JCPenney, Hess, Miller & Rhoads
Southside(39)	5	Miller & Rhoads
Azalea(36)	4	Thalhimers, Ames
Eastgate(42)	6	Sears, Thalhimers
Cloverleaf(78)	6	Sears, JCPenney, Thalhimers
Brook Hill(25)	4	Super Fresh, Drug Way
Village(31)	5	Super Fresh
Westland(18)	8	Moore's, Peoples
Fountain Sq.(22)	8	Ukrops, Total Plus
Ridge(28)	7	Super Fresh
Merchant's Walk (25)	7	Hechinger, Marshall's
Hanover Vlg.(10)	8	Super Fresh
Henrico Plz.(5)	NA	Ames
Cary Court(15)	3	Revco, CFM Food
Gayton Crossing(48)	8	Ukrops, Safeway
River Road(8)	5	Lukhard's
Laburnum Sq.(12)	4	Safeway
Richmond(15)	3	Ukrops, Standard
Parham(20)	7	Safeway
Regency Sq.(100)	7	Sears, JCPenney, Miller & Rhoads, Thalhimers
Chesterfield Mall(34)	10	Miller & Rhoads, Hess
Midlothian(19)	13	Safeway, Standard
Bon Air(12)	7	Safeway
Chippenham Sq.	7	Super Fresh, Rite Aid
Chippenham North	6	Bradlees, Marshall's
Oxbridge(31)	10	Ukrops, Drug Fair
Meadow Brook Plz.	9	Super Fresh, G.C. Murphy
Meadowdale(20)	9	Bradlees
Rockwood(17)	10	Winn-Dixie, Revco
Tuckernuck(29)	9	Safeway, Standard
Huguerot Vlg.(27)	8	Drug Fair, Super Fresh
Sycamore Sq.(34)	13	Ukrop's
Beaufont(23)	6	Best Prods., Builder's Sq.
Stony Point	NA	Peoples, Ukrops

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri.
Stores Open Evenings-Nightly.

13 - RETAIL OUTLETS: **Department Stores**-Miller & Rhoads; Thalhimers; Sears; JCPenney; Hess.
Discount Stores-Bradlees 3; K mart 4; Best 4; Ames 4.
Variety Stores-Woolworth 4; G.C. Murphy 5.
Chain Drug Stores-Peoples 17; Standard 13; Revco 12; Drug Fair 19; Drug City 3.
Chain Supermarkets-Safeway 24; Super Fresh 13; Lukhards 3; Siegel's 5; Ukrop's 17; Winn-Dixie 10; Farm Fresh 6; Chuck's 9; Food Lion 7.
Other Chain Stores-Appliances: Circuit City, Singer Co., Lowe's; Automotive Supply: Pep Boys, Western Auto, Firestone, Goodrich, Goodyear, Midas Muffler, General Tire, Uniroyal, Amoco, Advance Auto Supply, Earl Scheib; Building Supplies: Builders Square, Anchor Fence, Pittsburgh Plate Glass, Binswanger Glass, Glidden, Hechingers, Sherwin-Williams, 84 Lumber, Moore's, Bracken Fence, Lowes, Republic Lumber; Candy: Fanny Farmer; Women's Apparel: Lerner, LaVogue, Montaldo's, Marshall's, Jay Aldon's, May Co., Lane Bryant, Berry Burk, Ardley; Men's Apparel: Jefferson, Steven Windsor, Kuppenheimer, A&N, Fines, Berry Burk, George's, Joseph Bank, Britches of of Georgetown, S&K, Shevel's; Furniture: The Hub, Heilig-Meyers, Haverty's, Virginia Wayside, Colony House, Haynes; Jewelers: Zale's, Schwarzchild, Morton's, D.P. Paul; Shoes: Bakers, Butler's, Kinney, Mary Jane, Hanover, Hofheimers, Thom McAn, Florsheim, Regal, Russell & Holmes.

14 - NEWSPAPERS: TIMES-DISPATCH (m) 141,544; NEWS LEADER (e) 109,103; TIMES-DISPATCH (S) 245,741; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Bowerman, Display Mgr., NEWS LEADER and TIMES-DISPATCH, PO Box C-32333, Richmond, VA 23293; Tel. (804) 649-6269.
National Representative: Sawyer-Ferguson-Walker.

ROANOKE

1 - LOCATION: Independent city connected with Roanoke County (MSA), E&P Map C-3. Financial, mercantile, industrial, distribution, transportation, agricultural, center for Western VA. HQ. for Norfolk Southern Co. Trading center for rich farm market. 165 mi. W of Richmond; 238 mi. SW of Washington, DC. On I-81; U.S. Hwys. 11 (Lee Hwy.), 460, 220, 221; State Hwys. 24, 115, 116, 117, 118, 311 & 419.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern Railway (headquarters for general offices and shops) major freight-break point, 5 radiating routes.
Intercity Bus Lines-Greyhound; Trailways; 4 local and regional carriers.
Motor Freight Carriers-58.
Airlines-Air Virginia; Piedmont; general aviation air cargo; Charter and Helicopter Services.

3 - POPULATION:
Corp. City 80 Cen. 100,427; E&P 87 Est. 98,326
MSA-ABC: (80) 220,393
Bal. in NDM-ABC: (80) 497,210
County 80 Cen. 72,945; E&P 87 Est. 77,432
MSA 80 Cen. 220,600; E&P 87 Est. 228,515
Total NDM-ABC: (80) 717,603
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 40,027; E&P 87 Est. 40,683
County 80 Cen. 25,237; E&P 87 Est. 27,884
MSA 80 Cen. 81,882; E&P 87 Est. 87,850
MSA-ABC: (80) 81,878
Bal. in NDM-ABC: (80) 171,464
Total NDM-ABC: (80) 253,342

5 - BANKS: N.A.

6 - PASSENGER AUTOS: City 68,613

7 - ELECTRIC METERS: Metro-Res. 108,940

8 - GAS METERS: Metro-Res. 34,829

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forestry, & Fish 6,890; Constr. 6,770; Mfg. 20,580; Trans., Commun. & Util. 8,320; Trade 28,100; Fin., Ins. & R.E. 6,640; Servs. 26,560.
Principal Pay Days-Fri., 15th; Last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-67; Summer 68-87; Fall 40-68; Winter 29-51. Mean An. Temp.-56. First killing frost, Oct. 18; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Jefferson St.; 4 on Campbell Ave.; 4 on Church Ave.; 4 on Salem Ave.
Neighborhood Shopping Areas-29 blocks, Williamson Rd.; 2 on Grandin Rd.; 2 on Brambleton Ave.; 3 on Franklin Rd. to City Limits; Melrose Ave. from 22nd St. NW to City Limits; 11th St., NW & Moorman Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grandin Road(28)	2	Thriftway, Revco, Mick-or-Mack
Oak-Grove(10)	7	Mick-or-Mack, Eckerd
Crossroads Mall(51)	5	Kroger, Firestone, Heironimus, Rose's, Peoples, K mart
Tanglewood Mall(109)	5	JCPenney, Leggetts, Kroger, SupeRx, Miller & Rhodes, Brendle's, Firestone
Towers(55)	2	John Simmons, Heironimus, Mick-or Mack, Woolworth
Roanoke-Salem(23)	4	Leggetts, Miller & Rhoads, Peoples, Winn-Dixie, Woolworth
Cave Spring Corners(19)	5	Kroger, SupeRx, Hills
Townside(2)	3	Mick-or-Mack, Eckerd
Celebration Station(36)	3	
Valley View(118)	5	Sears, Thalhimer's, JCPenney, Leggetts, Miller & Rhoads
Vinton Plaza	3	Winn-Dixie, Sherwin-Williams
Parkside	3	K mart, Winn-Dixie
Lake Drive(17)	3	G.C. Murphy, Kroger, SupeRx, Sidney's Radio Shack, Hatheimers
Spartan Sq.(26)	10	Kroger, K mart, SupeRx
West Salem Plz.(5)	9	Winn-Dixie

Southwest Plz.(8)	7	Winn-Dixie, Revco, Firestone
Market Square North(10)	10	Eckerd, Food Lion
Market Square East(8)	4	Eckerd, Food Lion
Jamestown Plaza(3)	3	Mick-or-Mack, Bi-Rite
Blue Ridge(10)		Eckerd, Food Lion

Principal Shopping Days-Fri.; 15th; Last day of month.
Stores Open Evenings-Food, drug, dept. stores in shopping centers open nightly.

13 - RETAIL OUTLETS: Department Stores-S. H. Heironimus; Leggetts; Miller & Rhoads; JCPenney; Sears; Thalhimer's.
Discount Stores-Lowe's; Moore's 4; Pete Moore; Best Co., Inc.; Thriftee 2; Revco 13; K mart 3; Family Dollar 4; Hills 2; Brendlees 2; T.J. Maxx; Ashby's; S&K.
Variety Stores-Newberry; Rose's; Woolworth 3; Scotties.
Chain Drug Stores-Peoples 9; Revco 13; SuperRx 10; Eckerd 7.
Chain Supermarkets-Kroger 9; Mick-or-Mack 10; Winn-Dixie 5; Hop-In 20; IGA 2; Pic-Quick 8; Sureway 3; 7-Eleven 12; Thriftway 4; Food World 3; Food Lion 4; Other Grocery Stores 264.
Other Chain Stores-Devoe; Firestone; Goodrich; Goodyear; Grand Piano; Hanover Shoe; Hofheimer Shoes; Kinney Shoes; Lerner's Shops; Stuart McGuire Shoes; Pic-Way Shoes; Radio Shack; Remington Rand; Sherwin-Williams; Thom McAn; Webster Clothiers; Western Auto; Sidney's; Advance Stores; Spencer Gifts.

14 - NEWSPAPERS: TIMES & WORLD NEWS (m-mon to fri) 79,747; (e-mon to fri) 43,992; (m-sat) 123,917; (S) 127,579; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Montgomery, Gen. Adv. Mgr., TIMES & WORLD NEWS, PO Box 2491, Roanoke, VA 24010; Tel. (703) 981-3100.
National Representative: Branham/Newspaper Sales.

SPRINGFIELD

1 - LOCATION: Independent City in Fairfax County (In Washington DC-MD-VA MSA), E&P Map E-1, County Seat. Suburban Washington.

2 - TRANSPORTATION: Motor Freight Carriers-41 in SMSA.
Intercity Bus Lines-Continental Trailways; Greyhound; Gold Line; Colonial Transit.
Airlines-Major airlines in Washington, DC.

3 - POPULATION:
Corp. City 80 Cen. 19,390; E&P 87 Est. 20,804
County 80 Cen. 596,901; E&P 87 Est. 750,470
MSA 80 Cen. 3,250,392; E&P 87 Est. 3,587,788
NDM-ABC: (80) 745,103

4 - HOUSEHOLDS:
City 80 Cen. 6,881; E&P 87 Est. 7,104
County 80 Cen. 205,166; E&P 87 Est. 267,987
MSA 80 Cen. 1,173,172; E&P 87 Est. 1,332,174
NDM-ABC: (80) 270,162

5 - BANKS	NUMBER	EST. DEP.
Comm.(MSA)	63	$13,000,000,000
Savings & Loan (MSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: County 533,374

7 - ELECTRIC METERS: Residence 873,200 (MSA)

8 - GAS METERS: Residence 565,320 (MSA)

9 - PRINCIPAL INDUSTRIES: Gov't; Whol. & Ret. Trade; Servs.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Center-Springfield Mall.
Neighborhood Shopping Centers-Bradick.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Garfinckels; Woodward & Lothrop; Montgomery Ward; Penney's.
Discount Stores-K mart.
Chain Drug Stores-Peoples; Drug Fair; Dart Drug; Revco.
Chain Supermarkets-Giant; Safeway; A&P.

14 - NEWSPAPERS: FAIRFAX JOURNAL (m-mon to fri) 58,880; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Michael Veitch, V.P.-Sales & Mktg., Journal Newspapers, Springfield, VA 22159; Tel. (703) 750-8100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

STAUNTON

1 - LOCATION: Independent City connected with Augusta County, E&P Map D-2, County Seat. Trading center for three-county agricultural area. School center. West Central part of State. 87 mi. from Roanoke; 72 mi. from Lynchburg; 107 mi. from Richmond. On U.S. Hwys. 250, 11, I-81, I-64; State Hwy. 254.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio, Chesapeake & Western (freight).
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound; Virginia Trailways.
Airlines-Henson.

3 - POPULATION:
Corp. City 80 Cen. 21,857; E&P 87 Est. 21,215
CZ-ABC: (80) 32,268
RTZ-ABC: (80) 94,093
County 80 Cen. 53,732; E&P 87 Est. 57,528
City & RTZ-ABC: (80) 126,361

4 - HOUSEHOLDS:
City 80 Cen. 8,097; E&P 87 Est. 8,147
CZ-ABC: (80) 11,344
RTZ-ABC: (80) 32,634
County 80 Cen. 17,978; E&P 87 Est. 19,975
City & RTZ-ABC: (80) 43,978

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$271,164,000
Savings & Loan	2	$237,507,153

6 - PASSENGER AUTOS: County 40,680; City 14,268

7 - ELECTRIC METERS: Residence 25,000

8 - GAS METERS: Residence 8,171

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trans., Commun. & Util. 1,377; Mfg. 1,021; Trade 2,092; Lumber & Furn. 500; Fibers & Textiles 4,380; Metal Prods. & Fabric 1,080; Mach. & Misc. Mfg. 3,330; Apparel 1,300; Food 510; Constr. 2,100; Fin., Ins., R.E. 487; Gov't 5,130.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 61-82; Fall 38-57; Winter 24-43. First killing frost, Oct. 19; last killing frost, May 7.

11 - TAP WATER: Neutral, medium soft; fluoridated and chlorinated.

12 - RETAILING: Principal Shopping Center-5 blocks on Beverly St.; 4 on Central Ave.; 2 on Augusta St.

Neighborhood Shopping Centers-1 block at Hays & W. Beverly; 1 block at College Park; 1 block at Churchville & Grubert Aves. Staunton Mall, Rt. 11, South (Greenville Ave.) (30 acres); 3 blks. at Beverly & Grubert; 1 blk. at Churchville & Springhill; Chestnut Hills Shopping Center; Statler Square Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Terry Court(24)	NA	Terry Court Drug
Town & Country(3)	NA	K mart, Sears
Statler Sq.(16)		Roses, Eckerd, Kroger
Staunton Plaza(31)	NA	JCPenney, Mont. Ward, Woolworth, Leggett, Sears Surplus
Chestnut Hills(5)	NA	Heck's, Big Lots

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Shpg. Ctrs. every evening.

13 - RETAIL OUTLETS: Department Stores-Leggett's; Montgomery Ward; JCPenney; Sears Surplus.
Variety Stores-Woolworth.
Chain Drug Stores-Peoples; SuperRx; Drug Fair; Medco; Eckerd; Rite Aid; Revco.
Chain Supermarkets-IGA; Kroger; Shop & Save; 7-Eleven; A&P; Food Lion.
Discount Stores-Heck's; K mart; Roses; Big Lots.
Other Chain Stores-Lowe's; Goodyear; Dollar General; Family Dollar; Advance; A&N; Sears (catalog); Moore's; Glassner Jewelers; Wise Discount; Medco; High's; Memory Lane Gifts; Super Dollar; University Tire Co.; Advance Auto.

14 - NEWSPAPERS: NEWS-LEADER (m) 17,564; (S) 21,844; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert D. Grimes, Adv. Mgr., NEWS-LEADER, PO Box 59, Staunton, VA 24401; Tel. (703) 885-7281.
National Representative: Landon Associates.

STRASBURG

1 - LOCATION: Shenandoah County, E&P Map E-1. On U.S. Hwy. 11; State Hwy. 55. I-81 and Junction I-66. Miscellaneous manufacturing center in agricultural region. 90 mi. W of Washington, DC; 130 mi. SW of Baltimore, MD. Serving Tri County area, Frederick, Warren, and Shenandoah Counties.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Southern; Conrail; Chessie.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 2,431; E&P 87 Est. 2,875
County 80 Cen. 27,559; E&P 87 Est. 29,389
NDM-ABC: (80) 116,357

4 - HOUSEHOLDS:
City 80 Cen. 904; E&P 87 Est. 936
County 80 Cen. 10,035; E&P 87 Est. 11,058
NDM-ABC: (80) 41,906

5 - BANKS	NUMBER	EST. DEP.
Commercial	13	$478,207,000
Savings & Loan	5	$50,000,000

6 - PASSENGER AUTOS: Counties-Shenandoah 24,214; Warren 18,733; Frederick 31,052; Regional total 73,999.

7 - ELECTRIC METERS: Residence Est.-Shenandoah Co. 8,800; Warren Co. 9,320; Frederick Co. 19,993; Regional total 38,113.

8 - GAS METERS: 3,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 5,440; Apple Prods. 750; Rubber Prods. 933; Poultry 3,260; Auto Parts 260; Brake Shoes 950; Sewing 900; Building Materials 425; Comm. Printing 300; Quarries 200; Food Proc. 950; Light Bulbs 250; Records & Tapes 1,065; Travel Trailers & Mobile Homes 250; Furn. 350.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-92; Summer 50-105; Fall 28-86; Winter 10-75. First killing frost, Oct. 30; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Winchester; Front Royal; Strasburg; Woodstock.
Neighborhood Shopping Centers-Mt. Jackson; Edinburg; New Market; Berryville; Boyce; Wardensville; Middletown; Stephens City.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Fri.; Food-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Leggetts 2; JCPenney; Sears; Peebles; Nichols; K mart 2; Zayre; Rose's; Maxway.

Variety Stores-Newberry 2; McCrory 2; Ben Franklin; Kresge; Family Dollar.
Chain Drug Stores-Peoples 2; Drug Fair 2; Dart Drug; Revco 2; Rite Aid; Standard Drug.
Chain Supermarkets-Safeway 4; A&P 4; IGA 4; 7-Eleven 15; Acme; High's; Food Lion 3; Martin's 2.
Other Chain Stores-Singer Co. 2; Firestone 3; Goodyear 2; Western Auto 3; Goodrich; Advance; A&N 2; Jewel Box; Burton Men's Shop; Dollar General 3; Lowes; Lafayette; Radio Shack 2; Heck's.

14 - NEWSPAPERS: NORTHERN VIRGINIA DAILY (m) 14,351; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David Rickard, Adv. Contact, NORTHERN VIRGINIA DAILY, PO Box 69, Strasburg, VA 22657; Tel. (703) 465-5137.
National Representative: Landon Associates.

SUFFOLK

1 - LOCATION: Independent City (In Norfolk-Virginia Beach-Newport News VA-NC MSA), E&P Map F-3. 20 mi. SW of Norfolk, VA. On U.S. Hwys. 58, 460.

2 - TRANSPORTATION: Railroads-Atlantic Coast; Norfolk, Franklin and Danville; Norfolk & Western; Seaboard.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 47,621; E&P 87 Est. 50,241
CZ-ABC: (80) 47,621
RTZ-ABC: (80) 42,758
MSA 80 Cen. 1,160,051; E&P 87 Est. 1,294,813
City & RTZ-ABC: (80) 90,379

4 - HOUSEHOLDS:
City 80 Cen. 15,742; E&P 87 Est. 17,220
MSA 80 Cen. 385,929; E&P 87 Est. 444,989
CZ-ABC: (80) 15,742
RTZ-ABC: (80) 13,924
City & RTZ-ABC: (80) 29,666

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$86,000,000
Savings & Loan	2	$29,200,000

6 - PASSENGER AUTOS: City 31,514

7 - ELECTRIC METERS: Residence 13,500

8 - GAS METERS: Residence 1,835

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Peanut 2,370; Television Assembly 4,900; Lumber 465; Meat Pkg. 195; Tea & Coffee Prods. 260; Farm Mach. Mfg. 175.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-73; Summer 77-95; Fall 41-62; Winter 39-47.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Suffolk Plaza(28)	NA	Mont. Ward, Ames, Super Fresh
Suffolk West(19)	NA	Drug Fair
Suffolk Shopping Ctr.	NA	Rose's

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Leggetts; Ames; B. Laderberg & Son.
Variety Stores-Woolworth; Rose's; Super Dollar; Dollar General.
Chain Drug Stores-Peoples; Revco; Drug Fair.
Chain Supermarkets-Super Fresh; Belo 4; Safeway; Farm Fresh; Food Lion.
Other Chain Stores-Goodyear; Kinney Shoes; Singer; Sherwin-Williams; Radio Shack; Western Auto; Eleanor Shops; Cato's; Fashion Sents; Pic 'N Pay.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 6,835; (S) 7,246; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Earl T. Jones, Jr., Adv. Dir., NEWS-HERALD, 130 S. Saratoga St., Suffolk, VA 23434; Tel. (804) 539-3437.
National Representative: Landon Associates.

VIRGINIA BEACH
See NORFOLK

WAYNESBORO

1 - LOCATION: Independent City connected with Augusta County, E&P Map D-2. Railroad junction and shipping center for industrial, agricultural and dairy area of E Augusta, N Nelson and W Albermarle Counties, 98 mi. W-NW of Richmond; 90 mi. N-NE of Roanoke. On U.S. Hwys. 250 and 340; I-64; State Hwys. 254, 340, 624, 664, 795, 865.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Norfolk & Western; Belt (freight line).
Motor Freight Carriers-5.
Intercity Bus Lines-Virginia Trailways.
Airlines-Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 15,329; E&P 87 Est. 14,951
CZ-ABC: (80) 23,159
RTZ-ABC: (80) 47,812
County 80 Cen. 53,732; E&P 87 Est. 57,528
City & RTZ-ABC: (80) 70,971
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,870; E&P 87 Est. 5,917
CZ-ABC: (80) 8,578
RTZ-ABC: (80) 16,383
County 80 Cen. 17,976; E&P 87 Est. 19,975
City & RTZ-ABC: (80) 24,961

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$89,884,000
Savings & Loan	2	$26,052,000
Credit Unions	6	$28,380,000

6 - PASSENGER AUTOS: County 40,438

7 - ELECTRIC METERS: Residence 6,600

8 - GAS METERS: Residence 6,425

9 - PRINCIPAL INDUSTRIES: Electronics; Chem.

and Synthetics; Furn.; Textiles; Metalcraft; Plastics; Filaments; Shipfittings; Vinyl; House Siding; Pipe and Electronic Organs; Plywood; Confectionery; No. of Wage Earners-over 9,000; Annual payroll in excess of $165,000,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Annual rainfall approx. 40 in.; Annual snowfall approx. 20 in.; Winter av. temp. 35; Summer av. temp. 75.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-22 blocks on 7 sts.; 5 on Main St.; 4 on Wayne Ave.; 1 on Federal St.; 1 on Short St.; 1 on Market Ave.; 3 on Arch Ave.; 1 on 11th St.; 6 blks. on Broad St.
Neighborhood Shopping Centers-3 blocks on Commerce Ave.; 2 on W. Main St.; 4 on W. Broad; 3 on E. Broad.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Waynesboro Center(22)	NA	Rose's, Peoples, Heck's, Food Lion

Principal Shopping Days-Thur. through Sat.
Stores Open Evenings-Mon. through Fri.; Shopping Centers, Food Stores & many others nightly.

13 - RETAIL OUTLETS: **Department Stores**-Leggetts; Cato's; Corner Hdwe.
Variety Stores-Rose's.
Discount Stores-K mart; Heck's.
Chain Drug Stores-Standard; Kroger Sav-on; Peoples Service Drugs; Drug Fair.
Chain Supermarkets-A&P, Kroger Savon; IGA; Shop & Save; Food Lion.
Other Chain Stores-Western Auto; Advance; Jewel Box; Firestone; Goodyear; Goodrich; Sherwin-Williams; Sears; A&N; Grand Piano; Moores.

14 - NEWSPAPERS: NEWS-VIRGINIAN (e) 12,445; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Marty White, Adv. Dir., NEWS-VIRGINIAN, 544 W. Main St., Waynesboro, VA 22980; Tel. (703) 949-8213.
National Representative: Landon Associates.

WINCHESTER

1 - LOCATION: Independent City connected with Frederick County, E&P Map E-1, County Seat. Manufacturing, shopping, fruit growing & packing, tourist, medical center. In N tip of State. On U.S. Hwys. 11, 17, 50, 522, 340; I-81. 72 mi. W of Washington, DC; 142 mi. from Richmond.

2 - TRANSPORTATION: **Railroads**-B&O; Chessie, N/W Freight only.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 20,217; E&P 87 Est. 21,602
CZ-ABC: (80) 20,217
Bal. in NDM-ABC: (80) 44,115
County 80 Cen. 34,150; E&P 87 Est. 37,492
Total CZ & Bal. in NDM-ABC: (80) 64,332
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,971; E&P 87 Est. 8,897
CZ-ABC: (80) 7,971
Bal. in NDM-ABC: (80) 14,981
County 80 Cen. 11,467; E&P 87 Est. 13,124
Total CZ & Bal. in NDM-ABC: (80) 22,952

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	7	$4,423,021,325
Savings & Loan	1	$583,843,438

6 - PASSENGER AUTOS: County 27,906

7 - ELECTRIC METERS: Residence City 9,926; County 15,200

8 - GAS METERS: Residence City & County 3,360

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. Serv. & Quarrying 330; Constr. 1,600; Textiles & Apparel 530; Food 990; Lumber & Furn. 670; Stone, Clay, Glass Prods. 1,420; Metal Prods. & Mach. 1,440; All Other Mfg. 15,400; Fin. 970; Gov't 2,320; Servs. 3,670.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-62; Summer 63-85; Fall 45-68; Winter 28-48. First killing frost, Oct. 19; last killing frost, Apr. 21.

11 - TAP WATER: Alkaline.

12 - RETAILING: **Principal Shopping Area**-10 blocks on 5 sts.; Downtown Pedestrian Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berryville Pl.	NA	Nichols, Choice IGA
Ward Pl.(16)	NA	Mont. Ward, Kresge, Peoples Drug
Delco Plz.(8)	NA	Zayre, Dart Drug
Apple Valley Sq.(14)	NA	Heck's, Acme, Revco
Apple Blossom Mall(43)	NA	Leggett, Sears JCPenney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department: Mon and Fri.; Food and Shpg. Ctrs.: Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Leggett; JCPenney; Montgomery Ward; Sears; K mart.
Variety Stores-McCrory; Kresge.
Discount Stores-Revco 4; Zayre; Nichols; K mart; Heck's; Family Dollar; Dollar Bargain; Dollar General.
Chain Drug Stores-Peoples 2; Drug Fair 2; Revco 4; Dart Drug.
Chain Supermarkets-A&P 2; Safeway; Choice IGA; Acme; Martins; Food Lion.
Other Chain Stores-Royal Jewelers; Kinney; A&N; Schewels; Firestone; Sherwin-Williams; Eleanor; McPhail Paint; Goodyear; Lowes; Moores; Fashion Bug; Pic Way; Pic N'Pay; 84 Lumber; Alfred Neys; Zale's; Grand Piano.

14 - NEWSPAPERS: STAR (e) 21,036; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Howard, Adv. Mgr., STAR, 2 N. Kent St., Winchester, VA 22601; Tel. (703) 667-3200.
National Representative: Landon Associates.

WOODBRIDGE

1 - LOCATION: Prince William County (In Washington, DC-MD-VA MSA), E&P Map E-2. Suburban residential and military center. In N Virginia, 30 mi. S of Washington, DC, 20 mi. N of Fredericksburg; on I-95.

2 - TRANSPORTATION: **Railroads**-Richmond, Fredericksburg & Potomac; Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Major national and international airlines at Washington, DC.

3 - POPULATION:
District 80 Cen. 14,867; E&P 87 Est. 18,299
NDM-ABC: (80) 107,632
County 80 Cen. 144,703; E&P 87 Est. 178,103
MSA 80 Cen. 3,250,392; E&P 87 Est. 3,587,788
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,700; E&P 87 Est. 5,745
NDM-ABC: (80) 31,442
County 80 Cen. 43,790; E&P 87 Est. 55,924
MSA 80 Cen. 1,173,172; E&P 87 Est. 1,332,174

5 - BANKS: N.A.

6 - PASSENGER AUTOS: County 128,486

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Percentage of Wage Earners (80 Cen.)-Gov't 48%; Prof. & Tech. 20%; Clerical 20%; Crafts 20%; Servs. 11%; Industrial 10%; Farming 0.3%.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 68-85; Fall 47-68; Winter 38-44. First killing frost, Oct. 26; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Neighborhood Shopping Centers**-Potomac Plaza, Prince William Plaza, Dumfries, Triangle Plaza, Lynwood, Ashdale Plaza, Forestdale Plaza, Glendale Plaza, Westgate, Georgetown South, Center Plaza, Manassas Junction, Tackett's Mill, Potomac Mills, Prince William Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marumsco Plaza(50)	NA	Peebles, Giant Foods Peoples Drugs
Gordon Plaza(20)	NA	Zayre, Basics, Dart
Manassas Mall(75)	NA	Mont. Ward, Hecht's
Manaport(25)	NA	Dart Home
Manassas(41)	NA	Peebles, Drug Fair

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Peebles; Zayre; Leggetts; Montgomery Ward; Hecht Co.; K mart; Ames; Bradlees.
Chain Drug Stores-Dart; Peoples; Drug Fair.
Chain Supermarkets-Basics; Grand Union; A&P; Safeway; Giant Foods; Bon Food; Shoppers Food Whse.
Other Chain Stores-Goodyear; Merchants Tire; Market Tire; Harpers; Steven Windsor; Abbey Carpets; Hechingers; Lowe's; Hub Furniture; Sherwin-Williams; Hi-Gear; Radio Shack; Mattress Discounters; Rug Man; Waxie-Maxie; Scotts Lumber; Color Tile; Waccamaw Pottery; Luskins; IKEA; Coho.

14 - NEWSPAPERS: POTOMAC NEWS (e-mon to fri) 23,949; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: George Coleman, Adv. Dir., POTOMAC NEWS, 14010 Smoketown Rd., Woodbridge, VA 22192; Tel. (703) 670-8151.
National Representative: U.S. Suburban Press.

WASHINGTON SURVEYS

METROPOLITAN STATISTICAL AREAS

Bellingham-Whatcom County.
Bremerton-Kitsap County.
Olympia-Thurston County.
Richland-Kennewick-Pasco-Benton and Franklin Counties.
Spokane-Spokane County.
Yakima-Yakima County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Seattle-King and Snohomish Counties.
Tacoma-Pierce County.
Vancouver-Clark County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Portland-Vancouver, OR-WA-Includes Portland, OR PMSA and Vancouver, WA PMSA.
Seattle-Tacoma-Includes Seattle PMSA and Tacoma PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	281	306	338
5-14 Years	679	618	683
15-24 Years	627	769	850
25-44 Years	808	1,241	1,374
45-64 Years	698	775	857
65 and Over	321	439	485
TOTAL	3,413	4,148	4,587

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Pasco-Kennewick Richland	86	18	20.9

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr	898	1,083	2,038
General Mdse	1,604	2,170	3,269
Food	2,895	4,805	6,417
Automobiles	2,757	3,203	6,197
aasolineSStatons	947	1,690	1,684
Apparel	611	972	1,405
Furniture	669	818	1,504
Eat-Drink Places	1,356	2,233	3,394
Drugs	536	796	1,179
TOTAL SALES	13,503	20,008	29,674

ABERDEEN

1 - LOCATION: Grays Harbor County, E&P Map A-2. On the Chelalis River, 50 mi W of Olympia. On U.S. Hwys. 12, 101.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Burlington Northern.
Motor Freight Carrier-5.
Intercity Bus Lines-Washington Coast Lines; Grays Harbor Transit.
Airlines-San Juan.

3 - POPULATION:
Corp. City 80 Cen. 18,739; E&P 87 Est. 16,079
CZ-ABC: (80) 30,033
RTZ-ABC: (80) 46,089
County 80 Cen. 66,314; E&P 87 Est. 61,725
City & RTZ-ABC: (80) 76,122
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,539; E&P 87 Est. 6,310
CZ-ABC: (80) 11,886
RTZ-ABC: (80) 17,074
County 80 Cen. 25,181; E&P 87 Est. 24,217
City & RTZ-ABC: (80) 28,960

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$475,792,000
Savings & Loan	3	(Incl. above)

6 - PASSENGER AUTOS: County 30,501

7 - ELECTRIC METERS: Residence 29,030

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Lumber; Logging; Plywood; Fishing and Small Wood Working 7,120 Emp.; Pulp & Paper Mfg.; Pulp Mills; Paper Mills; Commercial Fishing.
Principal Pay Days-Sat. 1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 50-85; Fall 50-75; Winter 30-60.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Heron St.; 5 on Wishkah St.; 4 on Market St.; East Wishkah Mall (20 stores); South Shore Mall (55 Stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; La Monts; K mart.
Variety Stores-Pay 'N Save.
Discount Stores-Pay Less; Ernst-Malmo.
Chain Drug Stores-Pay Less; Rexall 2; Pay 'N Save; The Medicine Shoppe.
Chain Supermarkets-Safeway 3; Thriftway; Swanson's 3; Shop Rite; Prairie Mkt.; Price Plus.
Other Chain Stores-Weisfield Jewelers; Coast-to-Coast; Discount Fabrics; Radio Shack 3; Sherwin-Williams; General Tire; Kinney Shoes 2; Mode O'Day; True Value Hdwe. 3; Sprouse-Reitz; F.T. Kluh; Hickory Farms; Squire Shop; Hallmark 3; House of Fabric; Maurices's; 7-Eleven 5; Tires Inc.; Sea Galley; Centerville; Hazel's Candies; Waldenbooks; Robinsons; Goodyear; Ace Hdwe. 3; Gallencamps; Fabricland; Zales; Kits Camera.

14 - NEWSPAPERS: WORLD (e) 17,356 (S) 17,200; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Duane Langeliners, Gen. Mgr., WORLD, 315 S. Michigan; PO Box 269, Aberdeen, WA 98520; Tel. (206) 532-4000.
National Representative: Landon Associates.

AUBURN
See KENT

BELLEVUE

1 - LOCATION: King County (In Seattle PMSA), E&P Map B-2. 6 mi. E of Seattle. E of Lake Washington, on I-405 (alternate to N-S I-5 which passes through Seattle). Two floating bridges connect with Seattle to the west (I-90 and Hwy. 520).

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Greyhound; Seattle Metro Transit.
Airlines-Alaska; British Airways; Continental; Delta; Eastern; Northwest; Pacific Western; Pan American; Scandinavian; United; TWA; Republic; Horizon Air; (In Seattle).

3 - POPULATION:
Corp. City 80 Cen. 73,903; E&P 87 Est. 85,118
NDM-ABC: (80) 301,461
County 80 Cen. 1,269,749; E&P 87 Est. 1,415,616
PMSA 80 Cen. 1,606,765; E&P 87 Est. 1,819,851
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,871; E&P 87 Est. 33,436
NDM-ABC: (80) 105,528
County 80 Cen. 497,263; E&P 87 Est. 576,719
PMSA 80 Cen. 617,645; E&P 87 Est. 726,838

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$517,548,000
Savings & Loan	9	$324,280,000
Commercial	10	$234,073,000

6 - PASSENGER AUTOS: County 858,896

7 - ELECTRIC METERS: East Side 138,000

8 - GAS METERS: East Side 71,000

9 - PRINCIPAL INDUSTRIES: Electronic Control Systems; Phototypesetting Equip.; Bldg. Materials; Trucks; Constr. Equip.; Soft Drinks; Food Prods.; Medical Electronics; Computer Software Developers; Aerospace Support Systems.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 56-75; Fall 48-60; Winter 36-45. First killing frost, Nov. 2; last killing frost, Mar. 20.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Centers**-(No. of Stores)-8400 stores on East Side. Bel-Square; Bellevue Way & N.E. 8th (198); Crossroads-N.E. 8th & 156th N.E. (60); Totem Lake Exit 124 off 405, Kirkland (68); Factoria, I-90 & 405 (80); Overlake, 148th & N.E. 24th (55).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Square	NA	JCPenney, Fredrick & Nelson, Nordstrom, The Bon
Crossroads(60)	NA	Lamont's, Ernst Hdwe.
Totem Lake(68)	NA	Pay'N Save, Thrifty, Ernst Hdwe., Lamont's
Lake Hills	NA	QFC Grocery
Evergreen Vlg.(21)	NA	Pay'N Save, Safeway
Redmond Ctr.(21)	NA	QFC, Sears
Juanita Vlg.(11)	NA	Safeway
Sunset Village(20)	NA	Safeway, Fisher Drug
Eastgate Plaza	NA	Albertson's, Skaggs
Bear Creek(23)	NA	Pay'N Save, Safeway
Overlake(12)	NA	Pay Less
Factoria(4)	NA	Pay'N Save, Safeway

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Nordstrom; Frederick and Nelson; Lamont's; Fred Meyer; Eddie Bauer; Loehmanns.
Chain Drug and Variety Stores-Pay 'N Save; Pay Less; Skaggs; Coast-to-Coast; Ernst Hardware; Fred Meyer; Bartells; Pay 'n Pak; K mart.
Chain Supermarkets-Albertson's; Safeway; Lucky; Thriftway; Thrifty; QFC; Mark-It Foods; Tradewell; Fred Meyer.
Other Chain Stores-Firestone; Goodyear; Big O Tires; O.K. Tire; R&B Furniture; Hancock Fabrics; Discount Fabrics; Gran Tree Furniture Rental; Friedlander's Jewelry; Radio Shack; Dunn Lumber; 7-Eleven; Dairy Queen; Schuck's Auto; Fisher Drug; Bartell Drug; Sleepaire; Hickory Farms; J.K. Gill; Western Farmers Assoc.; Hallmark; Standard Service Tire; Fabricland; Music West; Lee Myles Transmission; Capitol Tire; Malmo; Big Five; Sam's Tires.

14 - NEWSPAPERS: JOURNAL-AMERICAN (m) 27,241; (S) 27,627; Mar. 31, 1987 ABC.
Local Contact for Advertising, Market, and Merchandising Data: George Bean, Adv. Dir., JOURNAL-AMERICAN, PO Box 90130, Bellevue, WA 98009-0130; Tel. (206) 455-2222.
National Representative: Landon Associates.

BELLINGHAM

1 - LOCATION: Whatcom County (MSA), E&P Map B-1. 86 mi. N of Seattle. On U.S. Hwy. I-5; State Hwys. 11, 542, 539. On Bellingham Bay.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Chicago.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound.
Airlines-San Juan, P.S.A.

3 - POPULATION:
Corp. City 80 Cen. 45,794; E&P 87 Est. 46,910
CZ-ABC: (80) 45,794
RTZ-ABC: (80) 60,907
County/MSA 80 Cen. 106,701; E&P 87 Est. 118,177
City & RTZ-ABC: (80) 106,701
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 18,440; E&P 87 Est. 17,512
CZ-ABC: (80) 18,440
RTZ-ABC: (80) 21,190
County/MSA 80 Cen. 39,630; E&P 87 Est. 45,599
City & RTZ-ABC: (80) 39,630

5 - BANKS	NUMBER	EST. DEP.
Commercial	10	$420,000,000
Mutual Savings	5	$125,000,000
Savings & Loan	7	$275,000,000

6 - PASSENGER AUTOS: County 62,153

7 - ELECTRIC METERS: Residence 28,010

8 - GAS METERS: Residence 10,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture 5,500; Food & Kindred Prods. 1,450; Lumber & Wood Prods. 1,400; Printing & Pub. 250; Stone, Clay & Glass Prods. 310; Other Durable Goods 1,960; Other Non-Durable Goods 2,280; Forestry, Fishing, Mining & Misc. 600; Contract Constr. 1,300; Whol. & Ret. Trade 9,250; Fin., Ins. & R.E. 1,200; Servs. 6,800; Gov't 7,880; Educational Servs. 5,400; Other Gov't 2,600.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-58; Summer 46-72; Fall 39-60; Winter 30-45. First killing frost, Sept. 28; last killing frost, May 12.

11 - TAP WATER: Neutral, soft, filtered, chlorinated.

12 - RETAILING: **Principal Shopping Center**-23 blocks on State, Railroad, Cornwall, Commercial, Magnolia, Holly.
Neighborhood Shopping Centers-12th & Harris; Meridian & Broadway; Northwest & E Maplewood; E Holly & Ellis; Meridian & Illinois; Northwest & Birchwood; Cornwall & Ohio; Bellingham Mall, College Pkwy.; Fountain District; Park Manor; Sunset Square; Town & Country; Fred Meyer; Meridian Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellingham Mall(27)	NA	
Fred Meyer(7)	NA	Fred Meyer, General Mdse.
Haggen Ctr.(6)	NA	N.W. Realty
Meridian Vlg.(22)	NA	House of Fabrics, Sizzler Steak House
Northwest Ctr.(17)	NA	Variety Store

Principal Shopping Days-Dept. Stores: Mon., Fri. and Sat.; Food Stores: Thur., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Golden Rule; Bon Marche; Fred Meyer; Payless; Nordstrom's Place Two; Jafco; J.K. Gill.
Variety Stores-Woolworth; 88 Center; Sprouse-Reitz; Pay 'N Save.
Discount Stores-Yeager's; K mart.
Chain Supermarkets-Safeway Stores; Thriftway 5; Albertson's.
Other Chain Stores-Weisfield's Jewelry; Goodyear; Firestone; Pittsburgh Paints; Sherwin-Williams; Singer Co.; Coast-to-Coast; Karl's; Jeanne Dale Fabrics; Hickory Farms; Discount Fabrics; Skipper's; Ernst Hdwe.

14 - NEWSPAPERS: HERALD (e) 21,861; (S) 24,959; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gerry Rhea, Adv. Dir., HERALD, 1155 State St.; PO Box 1277, Bellingham, WA 98225; Tel. (206) 676-2600.
National Representative: Gannett National Newspaper Sales.

BREMERTON

1 - LOCATION: Kitsap County (MSA), E&P Map B-2. On Puget Sound. 32 mi. from Tacoma. On Hwys. 3, 16.

2 - TRANSPORTATION: **Railroads**-Northern Pacific; Chicago; Milwaukee Train Ferry.
Motor Freight Carriers-5.
Intercity Bus Lines-Bremerton Tacoma Stages; Bremerton-Charleston Transportation; Greyhound; Continental Trailways.
Water-Washington State Ferries (to Seattle).

3 - POPULATION:
Corp. City 80 Cen. 36,208; E&P 87 Est. 36,843
CZ-ABC: (80) 83,025
RTZ-ABC: (80) 70,301
County/MSA 80 Cen. 146,609; E&P 87 Est. 180,777
City & RTZ-ABC: (80) 153,326

4 - HOUSEHOLDS:
City 80 Cen. 14,067; E&P 87 Est. 14,616
CZ-ABC. (80) 31,491
RTZ-ABC: (80) 23,662
County/MSA 80 Cen. 52,591; E&P 87 Est. 67,654
City & RTZ-ABC: (80) 55,153

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$534,730,000
Savings	3	$19,880,000
Savings & Loan	16	$342,380,000

6 - PASSENGER AUTOS: County 87,053

7 - ELECTRIC METERS: 64,509

8 - GAS METERS: Residence 8,537

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Annual Payroll)-Shipbuilding-Repairing Puget Sound Naval Shipyard 11,700 ($380 million); Bangor/Trident Submarine Base, Civilian, 10,353 ($141,558 million); Naval Undersea Warfare Eng. Station (Keyport) 3,286 ($96 million).
Principal Pay Days-Alternate Fridays.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-54; Summer 51-73; Fall 43-59; Winter 34-46. First killing frost, Nov. 27; last killing frost, Mar. 28.

11 - TAP WATER: Natural, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Pacific; 1 on First; 1 on Second; 2 on Burwell; 2 on Fourth; 2 on Fifth; 1 on Sixth; 2 on Park.
Neighborhood Shopping Centers-3 blocks on Callow; 3 on Silverdale Hwy.; 5 on E. end of Manette Bridge; 2 on Hwy. 21 and Lebo Blvd.; 3 on Cambrian; 8 on Wheaton Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kitsap Mall(80)	12	The Bon, Sears, Lamonts
East Town Ctr.	3	Pay'N Pak, Bag'N Save
Redwood Plz.	4	Mt. Constance, Mountain Shop
Poulsbo Vlg.	23	Albertson's, Value Giant, Sprouse-Reitz
Sheridan Vlg.	2	Noah's, Shop-Rite
Perry Ave. Mall	3	Thriftway, Coast-to-Coast
Westgate	3	Arnold's Furn.
Value Giant	3	Albertson's, Value Giant, Payless N.W.
Oyster Bay Plaza	3	Thriftway, Pay Less, Smalley Drug
Kitsap Lake	4	Ralph's, Shop-Rite
Wheaton Mall(12)	3	Ernst Hdwe., Safeway, Pay 'N Save
Westbay(7)	8	Mark-It Foods
South Park Vlg.(22)	10	Thriftway, Ben Franklin
Port Orchard	8	Safeway
Silverdale Vlg.	12	Shop-Rite, Coast-to-Coast
CK Mall-Silverdale	12	Mark-It Foods
Hi Point	9	Safeway, Sprouse-Reitz
Alexander	3	Picadilly, Smart Size, Color Tile
Ross Plaza	12	Ross Dress for Less
S.K. Mall	9	Albertson's, Ernst, The Hub, Pay'N Save

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; JCPenney; Sears; The Bon; Lamont's; Ross Dress for Less.
Variety Stores-Woolworth; Sprouse-Reitz.
Discount Stores-Pay Less N.W. (Value Giant); K mart; Pay'N Save; Pay Less.
Chain Drug Stores-Thrifty 2; Rexall 2; Walgreens 4; Farrell's 3.
Chain Supermarkets-Safeway 4; Shop-Rite 4; Thriftway 2; IGA 6; Family Mkt.; Albertson's 2; Prairie Market.
Other Chain Stores-Coast-to-Coast; Firestone; Pay N' Pak; Raff's Shoes; Top Auto Supply; Radio Shack; Thurman Supply; Schuck's Auto Supply; Pacific Iron; Weisfield's Jewelry; Zale's; Ben Bridge; Track 'n Trail.

14 - NEWSPAPERS: SUN (e) 39,019; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Charles Kimble, Adv. Dir., SUN, 545 5th St., Bremerton, WA 98310; Tel. (206) 377-3711.
National Representative: Branham/Newspaper Sales.

CENTRALIA-CHEHALIS

1 - LOCATION: Lewis County, E&P Maps A-2 & A-3. Chehalis is County Seat. Shipping, manufacturing, lumber, power production and agricultural center. Situated midway between Portland, OR and Seattle. On U.S. Hwys. 5, 12; State Hwys. 6, 12, 507, 508.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Western Greyhound; Continental Pacific Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 16,909; E&P 87 Est. 18,717
Centralia 80 Cen. 10,809; E&P 87 Est. 12,550
Chehalis 80 Cen. 6,100; E&P 87 Est. 6,167
CZ-ABC: (80) 20,237
RTZ-ABC: (80) 66,152
County 80 Cen. 55,279; E&P 87 Est. 60,001
City & RTZ-ABC: (80) 86,389
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 6,793; E&P 87 Est. 7,404
Centralia 80 Cen. 4,404; E&P 87 Est. 5,056
Chehalis 80 Cen. 2,389; E&P 87 Est. 2,348
CZ-ABC: (80) 8,055
RTZ-ABC: (80) 22,982
County 80 Cen. 20,369; E&P 87 Est. 23,080
City & RTZ-ABC. (80) 31,037

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$218,660,635
Savings & Loan	4	$301,332,158
Mutual Savings	1	$14,330,000

6 - PASSENGER AUTOS: County 31,006

7 - ELECTRIC METERS: Residence 23,108

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Logging, Lumber & Wood Prods. 2,500 ($330); Retail 3,393 ($156); Whol. 1,004 ($268); Servs. 2,169 ($171); Agric. 328 ($138); Gov't 3,171 ($289); Constr. 502 ($300); Other Mfg. 425 ($257); Trans., Commun. & Util. 696 ($370); Fin., Ins. & R.E. 512 ($215); Coal Mining 600 ($445); Food Proc. 426 ($273); Printing & Pub. 451 ($265); Power Generating 210 ($420).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-87; Summer 42-99; Fall 24-84; Winter 11-65. First killing frost, Nov. 7; last killing frost, Mar. 18.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Centralia: 7 blocks on Tower Av.; 3 on Main St.; 3 on Pearl St. Chehalis: 2 on Market St.; 1 on Boistfort St.; 3 on Chehalis Ave.; 3 on Pacific Ave.
Neighborhood Shopping Centers-3 blocks on S. Market; 2 on S. Gold; 4 between Chehalis and Centralia.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairway(4)	1	C.C. Sooper
Yard Birds(9)	2	Bi-Lo Foods, Yard Birds
Lewis Co. Mall(24)	2	Sears, Pay Less
Sunbird(3)	2	Sunbird
Safeway(7)	1	Safeway, Giant T
K mart	2	K mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears, JCPenney.
Variety Stores-Ben Franklin; Bonanza; K mart.
Chain Drug Stores-Olympic Drug; Pay Less; Giant T.
Chain Supermarkets-Safeway 2; Fuller's 2; Prairie Mkt.; C.C. Sooper; U-Mark-It.
Other Chain Stores-Coast-to-Coast 3; Mode O' Day; Fashion Crossroads; Pittsburgh Paint; Radio Shack; House of Fabrics; Kinney Shoes; Goodyear; Les Schwab; Schoefeld's; Ace Hdwe.; True Value Hdwe. 4; Kit's Cameras.

14 - NEWSPAPERS: CHRONICLE (e) 14,704; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Clarence Hull, Adv. Dir., CHRONICLE, 321 N. Pearl, Centralia, WA 98531; Tel. (206) 736-3311.
National Representative: Branham/Newspaper Sales.

CLARKSTON
See LEWISTON, ID

ELLENSBURG

1 - LOCATION: Kittitas County, E&P Map C-2. County Seat. Education center (Central Washington University). At junction of I-90, I-82. 108 mi. E of Seattle; 185 mi. W of Spokane.

2 - TRANSPORTATION: **Railroads**-Central Washington.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 11,752; E&P 87 Est. 11,667
County 30 Cen. 24,877; E&P 87 Est. 25,711

4 - HOUSEHOLDS:
City 80 Cen. 4,585; E&P 87 Est. 3,921
County 80 Cen. 9,496; E&P 87 Est. 9,811

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$111,495,500
Savings & Loan	2	$23,214,000

6 - PASSENGER AUTOS: County 12,162

7 - ELECTRIC METERS: Residence 4,424

8 - GAS METERS: Residence 1,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Beef Packing 38 ($350); Food Processing 90 ($200); Lumber 41 ($250); Central Washington U. 900 ($500); Lamb Packing 40 ($350).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-61; Summer 52-91; Fall 36-60; Winter 0-37. First killing frost, Oct. 5; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks wide on 3 streets.
Shopping Center-Ellensburg; Central Bus. District.
Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Berry's; Sears (retail & catalog).
Variety Stores-Bonanza 88¢; Sprouse-Reitz.
Chain Drug Stores-Ostrander's; Bi-Mart; Downtown Pharmacy.
Chain Supermarkets-Albertson's; Safeway; Thriftway 3; Price Chopper; Super 1 Foods.
Other Chain Stores-Coast-to-Coast; Mode O'Day; Maurice's; Woods Ace Hdwe.; Ranch & Home; True Value.

14 - NEWSPAPERS: RECORD (e) 5,774; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Rick Wright, Adv. Dir., RECORD, 4th & Main Sts.; PO Box 248, Ellensburg, WA 98926; Tel. (509) 925-1414.
National Representative: Branham/Newspaper Sales.

EVERETT

1 - LOCATION: Snohomish County, (In Seattle PMSA), E&P Map B-2, County Seat. Industrial Center. On Puget Sound. 28 mi. N of Seattle. On I-5. Deep water harbor.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; Milwaukee Road.
Motor Freight Carriers-6.
Freight Steamship Lines-2.
Intercity Bus Lines-Snohomish County Public Transit; Everett Transit; Greyhound; Metropolitan.
Airport-Paine Field.

3 - POPULATION:
Corp. City 80 Cen. 54,413; E&P 87 Est. 60,531
CZ-ABC: (80) 69,494
RTZ-ABC: (80) 312,274
County 80 Cen. 337,016; E&P 87 Est. 404,235
PMSA 80 Cen. 1,606,765; E&P 87 Est. 1,819,851
City & RTZ-ABC: (80) 381,768
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,358; E&P 87 Est. 25,426
CZ-ABC: (80) 28,133
RTZ-ABC: (80) 108,425
County 80 Cen. 120,382; E&P 87 Est. 150,119
PMSA 80 Cen. 617,645; E&P 87 Est. 726,838
City & RTZ-ABC: (80) 136,558

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	N.A.
Savings Associations	1	N.A.
Credit Unions	12	N.A.

6 - PASSENGER AUTOS: County 236,618

7 - ELECTRIC METERS: Residence County 172,696

8 - GAS METERS: Residence County 17,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret./Whol. 27,400; Servs. 19,600; Gov't 18,300; Aircraft Mfg. 15,500; Constr. 6,600; Trans./Commun./Util. 6,000; Electronic Mfg. 4,500; Lumber 3,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-59; Summer 51-70; Fall 44-60; Winter 35-47. First killing frost, Oct. 13; last killing frost, Apr. 14.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-15 blocks on Colby and Rucker.
Neighborhood Shopping Centers-19th & Broadway; 49th & Hwy. 99 S.; Madison & Hwy. 99; View Ridge & Mukiteo Blvd.; 62nd & Hwy. 99 S.; S. Broadway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alderwood Mall(136)	11	Bon Marche, JCPenney, Nordstrom, Sears, Lamonts
Cascade Plz.	4	
Everett Mall(115)	5	Sears, Bon Marche, Frederick & Nelson
Frontier Vlg.(8)	5	Safeway
Lynnwood(100)	19	Pay Less, Jafco
James Vlg.(25)	11	Albertson's
Alderwood Plz.(16)	10	Pay 'N Save, Big 5 Sporting, Ernst, Haggens
College Plaza(8)	2	Pay Less, Jafco, Albertson's
Marysville Sq.(6)	6	Safeway, Sprouse-Reitz, Pay 'n Save
Mill Creek(11)	9	Albertson's, Pay 'n Save, Ernst Hdwe.
Smokey Point Mall(10)	7	Johnny's
Southpoint Plz.	4	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon. through Fri.; Food & Discount every evening.

13 - RETAIL OUTLETS: **Department Stores**-Bon Marche (Allied) 4; Sears 2; JCPenney; Frederick & Nelson; Nordstrom's; Lamonts; Marshall's; Mervin's 2.
Discount Stores-Pay Less 3; Best; Fred Meyer 3; K mart 3.
Variety Stores-Bonanza; Sprouse-Reitz.
Chain Drug Stores-Pay N' Save 6; Bartell's 4; Payless 3; Giant T.
Chain Supermarkets-Safeway 10; Thriftway 3; Tradewell; Albertson's 6; Haggen's 2; Olson's 6; Market Place; Top Foods; Johnny's; 7-Eleven; Plaid Pantry.
Other Chain Stores-Jewelry: J. Herbert Hall, Weisfield's, Ben Bridge, Friedlander & Sons, Burnett's; Shoes: Kinney, Florsheim, Thom McAn, Volume, Stride Rite, Leed's; Hardware: Ernst, Pay 'n Pak, Ace, Coast-to-Coast; Home Club; Electronics: Silo, Judd 'n Black, Radio Shack, Jack Roberts; Off-Price Specialty: Nordstrom's Rack, Ross, Shoe Works; Other Clothing Stores: Lipman's, Squire Shop, Jay Jacobs, Lerners, Lane Bryant, Mode O'Day, Frederick's of Hollywood, Klopfensteins; Misc.: Firestone, Goodyear, Pittsburgh Paint, Sherwin-Williams, Tandy Leather, Hallmark, Hickory Farms, Kit's Camera, General Nutrition, Pier 1 Imports, Trident Imports, Musicland, Waldenbooks, B. Dalton Books, Big 5 Sporting Goods.

14 - NEWSPAPERS: HERALD (e) 55,710; (S) 59,816; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dave Johnson, Adv. Mgr., HERALD, PO Box 930, Everett, WA 98206; Tel. (206) 339-3031.
National Representative: Sawyer-Ferguson-Walker.

KELSO
See LONGVIEW

KENNEWICK
See PASCO

KENT-RENTON-AUBURN

1 - LOCATION: King County, (In Seattle PMSA), E&P Map B-2. Located approx. 18 mi S of Seattle on S.R. 167, off I-5.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific; Amtrak.
Motor Freight Carriers-62.
Intercity Bus Lines-Metro (King Co. Transit System); Greyhound & Trailways (In Seattle).
Airlines-Served by all major Airlines through Seattle Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 80,181; E&P 87 Est. 96,389
Kent 80 Cen. 23,152; E&P 87 Est. 28,893
Renton 80 Cen. 30,612; E&P 87 Est. 35,938
Auburn 80 Cen. 26,417; E&P 87 Est. 31,558
County 80 Cen. 1,269,749; E&P 87 Est. 1,415,616
PMSA 80 Cen. 1,606,765; E&P 87 Est. 1,819,851

4 - HOUSEHOLDS:
Cities 80 Cen. 22,493; E&P 87 Est. 37,167
Kent 80 Cen. 9,511; E&P 87 Est. 13,602
Renton 80 Cen. 12,586; E&P 87 Est. 10,147
Auburn 80 Cen. 10,396; E&P 87 Est. 13,418
County 80 Cen. 497,263; E&P 87 Est. 576,719
PMSA 80 Cen. 617,645; E&P 87 Est. 726,838

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$159,000,000
Commercial	14	$342,000,000

6 - PASSENGER AUTOS: County 858,896

7 - ELECTRIC METERS: Residence (Est.) 41,150

8 - GAS METERS: Residence (Est.) 20,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Aerospace 8,000 ($475); Electronics 1,000 ($325); Mfg. 500 ($320); Mfg. Phone Equip. 675 ($342); Furn. Mfg.; Clothing; Woodenware; Fishing Tackle; Crates; Metalware; Computer Equip.; Ceramics; Chemicals; Glass; Greenhouses; Farming.
Principal Industrial Pay Days-1st & 15th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 55-73; Fall 48-60; Winter 38-48; First killing frost, Nov. 25; last killing frost, Mar. 15.

11 - TAP WATER: Soft

12 - RETAILING: **Principal Shopping Center**-Downtown Kent, East Hill Kent; Downtown Renton; Downtown Auburn.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Benson Ctr.(15)	2	Ernst-Malmo
East Hill Ctr.(38)	2	
Kent Hill Plz.(15)	2	Sears
Sea Tac Mall(102)	12	Bon Marche, Sears, Mervyn's
South Center(124)	7	JCPenney, Nordstroms, Bon Marche

Principal Shopping Days-Daily & Sun.
Stores Open Evenings-Shopping Centers every evening until 9.

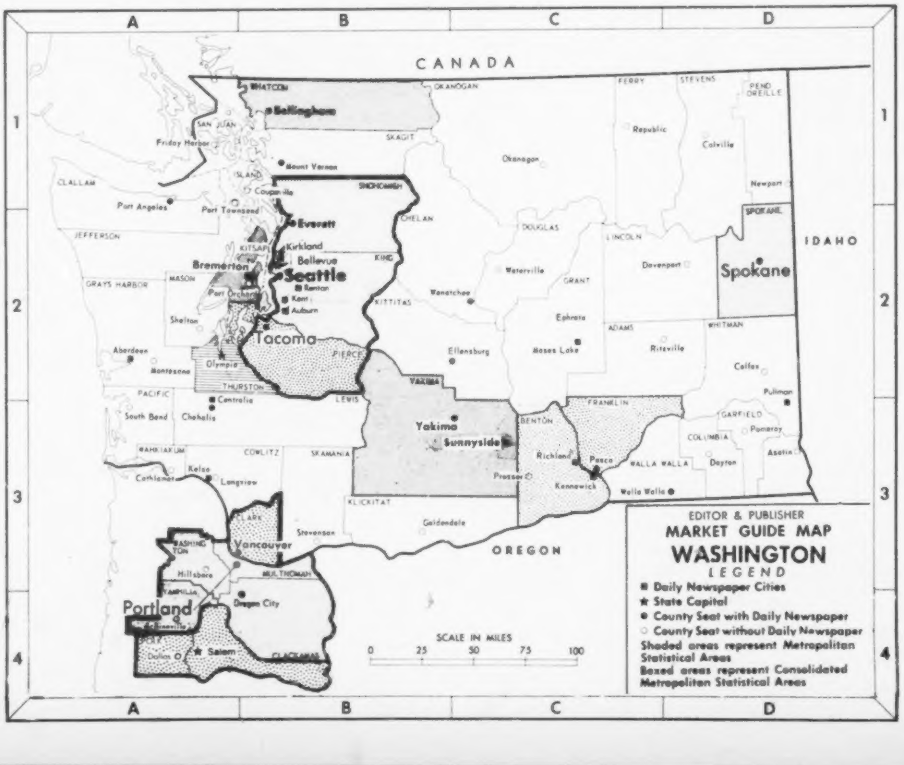
13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears.
Discount Stores-K mart.
Variety Stores-Fred Meyer; Target.
Chain Drug Stores-Pay 'N Save; Pay Less; Giant; Osco.
Chain Supermarkets-Safeway; Albertson's; Johnny's; Stock Market.
Other Chain Stores-Firestone; Coast-to-Coast; Goodyear.

14 - NEWSPAPERS: VALLEY DAILY NEWS (m) 29,589; (S) 29,961; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Souza, Adv. Dir., VALLEY DAILY NEWS, 600 S. Washington; PO Box 130, Kent, WA 98032; Tel. (206) 872-6600.
National Representative: Landon Associates.

LONGVIEW-KELSO

1 - LOCATION: Cowlitz County, E&P Map A-3. Industrial, trading ctr. On Columbia River. 50 mi. downstream from Portland, OR; 130 mi. S of Seattle. On U.S. Hwys. 4, I-5; State Hwy. 411.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Burlington-Northern; Amtrak; Columbia & Cowlitz.
Motor Freight Carriers-15.
Intercity Bus Lines-Community-Urban Bus Service; Greyhound; Trailways; Air Porter; Transcontinental.
Freight Steamship Lines-23.
Air Taxi-Aero West.


A
B
C
D
1
2
3
4
CANADA
IDAHO
OREGON
Bellingham
Mount Vernon
Everett
Kirkland
Bellevue
Seattle
Renton
Kent
Auburn
Bremerton
Port Orchard
Tacoma
Olympia
Port Angeles
Port Townsend
Aberdeen
Shelton
Centralia
Chehalis
South Bend
Kelso
Longview
Cathlamet
Vancouver
Portland
Oregon City
Hillsboro
Salem
Dallas
Stevenson
Goldendale
Yakima
Sunnyside
Prosser
Richland
Pasco
Kennewick
Walla Walla
Dayton
Pomeroy
Asotin
Ellensburg
Wenatchee
Waterville
Ephrata
Moses Lake
Ritzville
Colfax
Pullman
Davenport
Spokane
Newport
Colville
Republic
Okanogan
WHATCOM
SAN JUAN
SKAGIT
SNOHOMISH
CLALLAM
JEFFERSON
KITSAP
MASON
GRAYS HARBOR
KING
PIERCE
THURSTON
PACIFIC
LEWIS
WAHKIAKUM
COWLITZ
SKAMANIA
CLARK
KLICKITAT
YAKIMA
KITTITAS
CHELAN
DOUGLAS
GRANT
OKANOGAN
FERRY
STEVENS
PEND OREILLE
LINCOLN
SPOKANE
ADAMS
WHITMAN
FRANKLIN
BENTON
WALLA WALLA
COLUMBIA
GARFIELD
WASHINGTON
YAMHILL
MULTNOMAH
CLACKAMAS
SCALE IN MILES
0 25 50 75 100
EDITOR & PUBLISHER
MARKET GUIDE MAP
WASHINGTON
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas

3 - POPULATION:
Corp. Cities 80 Cen. 42,181; E&P 87 Est. 38,804
Kelso 80 Cen. 11,129; E&P 87 Est. 10,333
Longview 80 Cen. 31,052; E&P 87 Est. 28,471
CZ-ABC: (80) 48,099
RTZ-ABC: (80) 49,159
County 80 Cen. 79,548; E&P 87 Est. 77,354
City & RTZ-ABC: (80) 97,258
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 16,636; E&P 87 Est. 15,950
Kelso 80 Cen. 4,373; E&P 87 Est. 4,308
Longview 80 Cen. 12,263; E&P 87 Est. 11,642
CZ-ABC: (80) 18,636
RTZ-ABC: (80) 17,177
County 80 Cen. 29,516; E&P 87 Est. 29,766
City & RTZ-ABC: (80) 35,813

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$250,596,000
Savings & Loan	6	$185,250,000
Credit Unions	8	$260,387,000

6 - PASSENGER AUTOS: County 42,945

7 - ELECTRIC METERS: Residence County 37,049

8 - GAS METERS: Residence 2,057

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-Other Mfg. 2,550 ($502); Lumber 4,000 ($496); Pulp & Paper 3,220 ($591).

10 - CLIMATE: Min. & Max. Temp.-Winter 36-51; Fall 46-67; Summer 50-75; Spring 38-55. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Commerce, downtown Longview, 135 units; 14th Ave. Plz., Longview, 20 units; 6 blocks on 15th, Longview, 42 units; 15 blocks on Ocean Beach, Longview, 242 units; 30th & Ocean Beach, Longview, 23 units; 6 blocks on Pacific Ave., Kelso, 60 units; Riverway Plz., Kelso, 16 units; Triangle Shpg. Ctr., Longview, 45 units; Kelso Three Rivers Mall, 60 units.
Neighborhood Shopping Centers-48th & Ocean Beach, 5 units, Longview; Oregon Way, 6 blocks, 12 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kelso Three Rivers Mall(70)	NA	JCPenney, The Bon, Sears, The Emporium
Vancouver Mall(135)	36	JCPenney, Sears, Meir & Frank, Mervyn's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. & Food-Fri.

13 - RETAIL OUTLETS: **Department Stores**-The Bon; Sears; Montgomery Ward; JCPenney; Newberry; Bobs Mdse.; Fred Meyer; The Emporium.
Variety Stores-Woolworth; Bonanza 88c; Ron's Emporium.
Discount Stores-Bob's; Pay-n-Pak; Volume Shoes.
Chain Drug Stores-Olympic; Pay 'N Save; Fred Meyer; Giant T; Thrifty.
Chain Supermarkets-Safeway 3; Shop & Kart 2; Marketplace; Fred Meyer; IGA.
Other Chain Stores-Weisfields; Firestone; Sherwin-Williams; Ernst Hdwe.; Gallenkamp; Zale's Jewelry; Jean Nicole; Kinney Shoes; Schuck's; Hallmark Cards 2; The Blade; Radio Shack 2; JoAnn's Fabrics; Fabricland; House of Fabrics.

14 - NEWSPAPERS: NEWS (e) 24,374; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Joyce A. Bates, Nat'l Adv. Mgr., NEWS, 11th & Douglas; PO Box 189, Longview, WA 98632; Tel. (206) 577-2500.
National Representatives: Landon Associates.

MOSES LAKE

1 - LOCATION: Grant County. E&P Map C-2.

2 - TRANSPORTATION: **Railroads**-Chicago, Milwaukee, St. Paul & Pacific; Burlington-Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-1.

3 - POPULATION:
Corp. City 80 Cen. 10,629; E&P 87 Est. 10,952
County 80 Cen. 48,522; E&P 87 Est. 53,891

4 - HOUSEHOLDS:
City 80 Cen. 3,807; E&P 87 Est. 3,820
County 80 Cen. 17,158; E&P 87 Est. 19,737

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$50,283,872
Savings & Loan	4	$18,368,294

6 - PASSENGER AUTOS: County 27,851

7 - ELECTRIC METERS: Residence 3,100

8 - GAS METERS: Residence 962

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners and (Av. Wkly. Wage)-Food Prods. 1,444 ($165); Construction 632 ($204); Transportation, Communication and Utilities 353 ($137).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Av. Temp. Jan.-20; July-91. First killing frost, Oct. 14; last killing frost, Apr. 14. Growing season (frost free) approx. 165 days.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Third Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grant County Mall(12)	NA	Pay N' Save, Safeway
Penn Plaza(5)	NA	
Vista Village	1	

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Sprouse-Reitz; K mart.
Chain Drug Stores-Pay Less; Professional Ctr. Phcy.; Pay 'N Save.
Chain Supermarkets-Safeway; Excell; Buttreys.
Other Chain Stores-Sears (catalog); Coast-to-Coast; Goodyear; Radio Shack.

14 - NEWSPAPERS: COLUMBIA BASIN HERALD (e-mon to fri) 7,650; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Joe Grimes, Adv. Dir., COLUMBIA BASIN HERALD, 813 W. 3rd Ave.; PO Box 910, Moses Lake, WA 98837; Tel. (509) 765-4561.
National Representative: None.

MOUNT VERNON

1 - LOCATION: Skagit County. E&P Map B-1. County Seat. 63 mi. N of Seattle. Two harbors on Puget Sound; 10 & 19 mi. from Mount Vernon. On U.S. Hwys. 20, I-5.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,009; E&P 87 Est. 15,524
County 80 Cen. 64,138; E&P 87 Est. 73,697
NDM-ABC: (80) 64,138

4 - HOUSEHOLDS:
City 80 Cen. 5,203; E&P 87 Est. 6,014
County 80 Cen. 24,472; E&P 87 Est. 29,267
NDM-ABC: (80) 24,472

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$407,560,514
Savings & Loan	6	$432,821,732

6 - PASSENGER AUTOS: County 43,175

7 - ELECTRIC METERS: Residence County 30,020

8 - GAS METERS: Residence County 8,000

9 - PRINCIPAL INDUSTRIES: County-Agric.; Constr.; Forestry, Fishing & Mining; Trans. & Util.; Whol. & Ret.; Services.; Gov't; Fin., Ins. & Real Estate; Mfg.; Total Employed 27,340.
Principal Pay Days-Fri., 1st, 10th, 15th, 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-62; Summer 50-75; Fall 38-51; Winter 33-60. First killing frost Sept. 25; last killing frost, May 10.

11 - TAP WATER: Neutral med. soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-First St., Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mt. Vernon Ctr.(18)	NA	Safeway, Sprouse-Reitz, Thrifty Drugs
Mt. Vernon Mall(30)	NA	Pay Less, Emporium, JCPenney
Riverside Plz.(8)	NA	Northern Sales
Skagit Valley Mall(24)	NA	Sears, Ernst, Pay 'N Save

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Nightly ex. Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Emporium; Golden Rule; Northern Sales;
Variety Stores-Ernst.
Chain Drug Stores-Pay 'N Save; Payless; Thrifty.
Chain Supermarkets-Thrifty Foods; Market Place; Safeway; Family Prairie Market; Family Grocer; AG; Today's Market; Stewart's.
Other Chain Stores-Western Auto; Firestone; Radio Shack; Pay 'N Pak; Hickory Farms; Coast-to-Coast; Fabricland; Zale's; Thurmand Industries; Al's Auto; Schuck's Auto Supply.

14 - NEWSPAPERS: SKAGIT VALLEY HERALD (e) 16,544; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Larry Thomas, Mktg. Dir. or Leighton Wood, Pub., SKAGIT VALLEY HERALD, 1000 E. College Way; PO Box 578, Mount Vernon, WA 98273; Tel. (206) 424-3251.
National Representative: Landon Associates.

OLYMPIA

1 - LOCATION: Thurston County (MSA). E&P Map A-2. State Capital. County Seat. Fort Lewis U.S. Army Base. At extreme S end of Puget Sound on navigable waters. 30 mi. SW of Tacoma; 60 mi. from Seattle.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Burlington-Northern; Amtrak.
Intercity Bus Lines-Greyhound; Trailways; Capital Aeroporter; Intercity Transit; Compass Tours; Voyagers USA.
Motor Freight Carriers-11.

3 - POPULATION:
Corp. City 80 Cen. 27,447; E&P 87 Est. 31,630
CZ-ABC: (80) 48,092
RTZ-ABC: (80) 103,458
County/MSA 80 Cen. 124,264; E&P 87 Est. 154,108
City & RTZ-ABC: (80) 151,550

4 - HOUSEHOLDS:
City 80 Cen. 11,669; E&P 87 Est. 13,793
CZ-ABC: (80) 19,820
RTZ-ABC: (80) 36,806
County/MSA 80 Cen. 46,375; E&P 87 Est. 59,763
City & RTZ-ABC: (80) 56,626

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$461,468,000
Savings & Loan	4	$448,467,000

6 - PASSENGER AUTOS: County 89,273

7 - ELECTRIC METERS: Residence County 66,857

8 - GAS METERS: Residence 12,793

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State Gov't 14,047 ($423); Trade & Servs. 17,163 ($222); Mfg. 2,815 ($439); Fin., Ins., & R.E. 1,931 ($299); Constr 2,091 ($325); Trans. & Public Util. 1,227 ($448); Agric., Forestry & Fishing 996 ($204).
Principal Pay Days-10th & 25th of month; last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-92; Summer 26-96. Winter 0-73; First killing frost, Sept. 29; last killing frost, May 12.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-16 blocks center at 5th Ave. & Washington St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Yardbirds(5)	1	
South Sound(80)	3	Sears, Safeway, Ernst, Woolworth, Place II, Pay 'N Save, Mervyn's
Tanglewide(9)	5	Shop-Rite
Westside(13)	1	Peterson's Mkt., Top Auto, Olympic Drugs
Lacey(15)	3	Albertson's, K mart, House of Values
Tumwater(10)	2	Safeway, Bailey's, Sprouse-Reitz
Southgate(6)	2	Southgate Rexall, Shop-Rite
Capital Village(14)	2	Safeway, Ernst, Pay 'N Save
Black Lake Vlg.(3)	6	Silo
Capital Mall(104)	2	Bon, JCPenney, Frederick & Nelson, Lamont's

Principal Shopping Days-Department Stores Fri., Sat., Sun.; Food: Thur., Fri., Sat.
Stores Open Evenings-Dept. and food nightly.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Mervyn's; Bon; Place II; Frederick & Nelson; Lamont's.
Variety Stores-G.O. Guy; Meredith's; Woolworth; Sprouse-Reitz.
Discount Stores-Yardbirds; K mart.
Chain Drug Stores-Gillette & Guffey 2; Rexall 2; Pay 'N Save 2; Bailey 2; Yardbirds; House of Values; Medicine Shoppe; Ralph's Rx Super Saver; Olympic.
Chain Supermarkets-Safeway 5; Albertson's; Thriftway; Prairie Mkt.; Mark & Pak 2; Shop-Rite 3; Marketplace 2.
Other Chain Stores-Auto Supplies: Bilo, Grand Auto, Firestone, Schucks; Shoes: Leeds, Kinney, Bonnie's Stride Right, Thom McAn, Red Wing; Women's Apparel: Casual Corner, The Limited; Other: Ernst Hardware 2; Malmo Nursery 2; Radio Shack 4; Hickory Farms 2; Jay Jacobs 2.

14 - NEWSPAPERS: OLYMPIAN (e) 27,330; (S) 30,995; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David Minnich, Adv. Dir., OLYMPIAN, 1268 4th Ave. E.; PO Box 407, Olympia, WA 98507; Tel. (206) 754-5400.
National Representative: Gannett National Newspaper Sales.

PASCO-KENNEWICK-RICHLAND

1 - LOCATION: Pasco in Franklin County; Kennewick-Richland in Benton County. (In Richland-Kennewick-Pasco MSA). E&P Map C-3. Pasco is Franklin County Seat. In SE part of State. 230 mi. from Seattle; 145 mi. from Spokane; 211 mi. from Portland OR; Kennewick (Benton Co.): 2 mi. SW of Pasco. Richland (Benton Co.). Center of Hanford Works Project; 9 mi. NW of Kennewick. On U.S. Hwys. 12, 395; State Hwys. 14, 240.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Burlington-Northern; Amtrak.
Motor Freight Carriers-9.
Airlines-Horizon; Delta; Alaska; PSA.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 86,400; E&P 87 Est. 91,513
Pasco 80 Cen. 18,425; E&P 87 Est. 18,676
Kennewick 80 Cen. 34,397; E&P 87 Est. 40,172
Richland 80 Cen. 33,578; E&P 87 Est. 32,665
CZ-ABC: (80) 98,863
RTZ-ABC: (80) 48,752
Counties/MSA 80 Cen. 144,469; E&P 87 Est. 149,745
Franklin 80 Cen. 35,025; E&P 87 Est. 35,807
Benton 80 Cen. 109,444; E&P 87 Est. 113,938
City & RTZ-ABC: (80) 147,615

4 - HOUSEHOLDS:
Cities 80 Cen. 31,958; E&P 87 Est. 35,268
Pasco 80 Cen. 6,666; E&P 87 Est. 7,074
Kennewick 80 Cen. 12,885; E&P 87 Est. 15,917
Richland 80 Cen. 12,407; E&P 87 Est. 12,277
CZ-ABC: (80) 34,997
RTZ-ABC: (80) 16,920
Counties/MSA 80 Cen. 50,963; E&P 87 Est. 54,716
Franklin 80 Cen. 11,985; E&P 87 Est. 12,686
Benton 80 Cen. 38,978; E&P 87 Est. 42,030
City & RTZ-ABC: (80) 51,917

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	23	$421,000,000
Savings & Loan	16	$289,000,000

6 - PASSENGER AUTOS: Counties: Benton 59,699; Franklin 24,372

7 - ELECTRIC METERS: Residence: Franklin County, Benton County 60,285

8 - GAS METERS: Residence: Pasco, Kennewick, Richland 5,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Total Wage)-Food Prods. 2,000 ($190); Printing 300 ($250); Dept. of Energy 18,000 ($350); Stone, Clay 100 ($280); Fertilizer 325 ($300); Pulp Paper 985 ($275); Railroads 700 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-105; Fall 40-80; Winter 20-40.

11 - TAP WATER: Hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pasco Downtown		Sears, Pay Less, Youngs
Court Street(19)	2	Thrifty, Hancock Fabrics, Albertson's, Price Chopper
Highland Center(23)	3	Pay Less, Pay 'N Pak, Albertson's, Safeway, Ernst, Pay 'n Save
Tri-Cities Ctr.	5	K mart, Jafco, Price Chopper, Hancock Fabrics

Columbia Ctr.(63)	5	Bon Marche, Ernst, Pay 'N Save, JCPenney, Safeway, Woolworth
Richland Downtown		Pay Less, Bell Furn., Albertson's
Richland Uptown	1	Buttrey-Osco, Men's Wear, Dawson-Richards, Price Chopper
Washington Plz.	NA	Ernst, Safeway, Pay'N Save

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores-Fri.; Food-nightly; Kennewick stores also open Mon.

13 - RETAIL OUTLETS: Department Stores-Carls; Sears; JCPenney; Bon Marche; Woolworth; Young's; Dawson Richards.
Discount Stores-Grigg's Self Service; K mart; Jafco; Fred Meyer; Costco.
Chain Drug Stores-Thrifty; Rexall 5; Pay Less 3; Fred Meyer; Pay 'N Save 4; Giant T 2; Osco 4.
Chain Supermarkets-Price Chopper 4; Safeway 3; IGA 2; Albertson's 3; Lucky Dollar; Rosauer's; Ware Mart; Buttrey 4.
Other Chain Stores-Firestone; Weisfield's; Goodyear; Radio Shack; 7-Eleven 18; True Value Hdwe. 2; Bunch-Finnigan; David's Shoes; Lantors; Washington Hdwe.; Deraneleau's; Furn.: Bell, Kennewick, Ennis Drexel, Self-Service, Griggs, Les Schwab.

14 - NEWSPAPERS: TRI-CITY HERALD (m) 32,211; (S) 36,183; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jack Kelly, Mktg. Dir., TRI-CITY HERALD, PO Box 2608, Pasco, WA 99302; Tel. (509) 586-2121.
National Representative: Landon Associates.

PORT ANGELES

1 - LOCATION: Clallam County, E&P Map A-1. County Seat. 80 mi. NW of Seattle; gateway to Olympic Natl. Park. On U.S. Hwy. 101.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Clallam Transit.
Motor Freight Carriers-11.
Steamship Lines-Black Ball ferry to Victoria, B.C. (passengers and freight).
Airline-San Juan (scheduled and charter).

3 - POPULATION:
Corp. City 80 Cen. 17,311; E&P 87 Est. 16,885
CZ-ABC: (80) 17,311
RTZ-ABC: (80) 34,337
County 80 Cen. 51,648; E&P 87 Est. 53,891
City & RTZ-ABC: (80) 51,648

4 - HOUSEHOLDS:
City 80 Cen. 6,937; E&P 87 Est. 6,732
CZ-ABC: (80) 6,937
RTZ-ABC: (80) 13,059
County 80 Cen. 19,996; E&P 87 Est. 21,598
City & RTZ-ABC: (80) 19,996

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$203,265,255
Savings & Loan	3	$223,910,819
Credit Unions	2	$7,456,592

6 - PASSENGER AUTOS: County 27,223

7 - ELECTRIC METERS: Residence: City 8,500; County 18,639

8 - GAS METERS: None.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forestry & Fisheries 184; Constr. 510; Mfg. 2,918; Whol. Trade 281; Ret. Trade 2,793; Trans. & Public Util. 846; Trades 3,000; Fin., Ins., Real Estate 471; Other 2,782; Total Employed 13,785.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 42-80; Fall 35-60; Winter 30-55.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Lincoln St.; 2 on Front St.; 3 on First St.; 2 on Laurel St.
Neighborhood Shopping Areas-Sixth and Lincoln; E. First St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Plaza	3	Sprouse-Reitz, Pay Less, Safeway
Town of Sequim	15	Shop-Rite, Ben Franklin

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Lamont's; JCPenney.
Discount Stores-Pay'N Save; Pay Less; Swain's.
Variety Stores-Bonanza 88.
Chain Drug Stores-Pay'N Save; Pay Less.
Chain Supermarkets-Safeway; Tradewell; Albertson's; Mark-It Foods.
Other Chain Stores-Sears (catalog); Kaufman-Miller; Weisfield; Coast-to-Coast; Mode O'Day; Goodyear; Firestone; Sprouse-Reitz; Discount Fabrics; Schuck's Auto; Ben Franklin; Kit's Cameras; Radio Shack.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,401; (S) 13,456; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Huston, Adv. Dir., NEWS, 305 W. 1st; PO Box 1330, Port Angeles, WA 98362; Tel. (206) 452-2345.
National Representative: Landon Associates.

PULLMAN

1 - LOCATION: Whitman County, E&P Map D-3. Business & agricultural center. University education. 80 mi. S of Spokane and 310 mi. E of Seattle.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific (freight).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Pullman Transit System; Campus Link.
Airlines-Horizon.

3 - POPULATION:
Corp. City 80 Cen. 23,579; E&P 87 Est. 22,599
County 80 Cen. 40,103; E&P 87 Est. 39,113

4 - HOUSEHOLDS:
City 80 Cen. 7,859; E&P 87 Est. 6,422
County 80 Cen. 12,532; E&P 87 Est. 13,244

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$52,050,100
Commercial	3	$65,061,002

6 - PASSENGER AUTOS: County 16,011

7 - ELECTRIC METERS: Residence 8,040

8 - GAS METERS: Residence 2,294

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-University Educ. 3,704 ($310); Constr. 582 ($220); Mfg. 218 ($200); Gov't 3,905 ($251); Services 1,066 ($156); Trans., Commun. & Util. 272 ($311); Ret. Trade 1,539 ($148).
Principal Industrial Pay Days-1st, 15th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 53-81; Fall 40-59; Winter 22-32. First killing frost, Sept. 26; last killing frost, Apr. 29.

11 - TAP WATER: Neutral; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 6 on Paradise St.; 15 blocks on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wheatland Ctr.	1	Sprouse-Reitz, Safeway, Payless
Palouse Empire Mall(64)	8	The Bon, JCPenney, Pay'N Save, Lamonts
Moscow Mall(25)	10	Sears, Giant T, Safeway

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Discount Stores-Radio Shack.
Variety Stores-Fonks.
Chain Drug Stores-White; Corner (IDL).
Chain Supermarkets-IGA; Warehouse Foods; Rosauer's; Safeway.
Other Chain Stores-Edward D. Jones.

14 - NEWSPAPERS: NEWS (e) 9,321; Sept. 30, 1986 VAC.
Local Contact for Advertising and Merchandising Data: Kurt Vantosky, Asst. Adv. Mgr., NEWS, E. 205 & Main, Pullman, WA 99163; Tel. (509) 334-7434.
National Representative: Landon Associates.

KENNEWICK
See PASCO

RICHLAND
See PASCO

SEATTLE

1 - LOCATION: King County (PMSA), E&P Map B-2, County Seat. On Puget Sound and W shore of Lake Washington. 172 mi. N of Portland, OR; San Francisco, CA 885 mi.; Los Angeles CA, 1,203 mi., W of Spokane 276 mi.

2 - TRANSPORTATION: Railroads-Amtrak; Burlington Northern.
Motor Freight Carriers-155.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Domestic: Air Cal, Alaska, American, America West, Continental, Delta, Eastern, Hawaiian, Horizon, Jet America, Northwest, PSA, Pan Am, Sunworld, TWA, United; Foreign: Air BC, Braniff, British, Canadian Intl., Condor, Finnair, JAL, Korean Air, Mexicana, SAS, Thai; Commuter: Coastal, San Juan, Harbor, Ludlow Aviation, Sun Country; Total Air Cargo: 14 operators.

3 - POPULATION:
Corp. City 80 Cen. 493,846; E&P 87 Est. 508,102
NDM-ABC: (80) 1,355,320
County 80 Cen. 1,269,749; E&P 87 Est. 1,415,616
PMSA 80 Cen. 1,606,765; E&P 87 Est. 1,819,851
Demographic Information available from The Seattle Times & The Post Intelligencer. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 219,469; E&P 87 Est. 234,379
NDM-ABC: (80) 527,910
County 80 Cen. 497,263; E&P 87 Est. 576,719
PMSA 80 Cen. 617,645; E&P 87 Est. 726,838

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	37	$12,086,000,000
Savings	7	$2,785,000,000
Savings & Loan	26	$4,237,000,000
Credit Unions	117	$1,513,000,000

6 - PASSENGER AUTOS: County 858,8[illegible]

7 - ELECTRIC METERS: Residence County 273,057

8 - GAS METERS: Residence County 184,993; City 64,908

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 129,831 ($601); Trans. Equip. 69,223 ($707); Food Prods. 8,500 ($509); Lumber 5,455 ($627); Mach. 5,050 ($500); Whol. Trade 53,275 ($518); Ret. Trade 122,206 ($255); Servs. 154,484 ($338); Fin., Ins., Real Estate 56,580 ($461); Trans. & Public Util. 46,816 ($600); Constr. 30,631 ($482).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-52; Summer 51-70; Fall 51-68; Winter 36-46; First killing frost, Nov. 25; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Downtown Shopping Area-3 blocks from University to Pike Sts. on First, through Sixth Aves.
Neighborhood Shopping Districts-Lake City (N.E. 125th St. & [illegible] City Way N.E.); Burien (S.W. 152nd St. & [illegible] Ave. S.); Ballard (N.W. Market St. & Leary Way N.W.); Roosevelt (Roosevelt Way N.E. & N.E. 65th St.); Magnolia Village (33rd Ave. W. & W. McGraw St.); Uptown (Queen Anne Ave. N. & W. Mercer St.); Broadway (Broadway Ave. E. bet. E. Olive St. & E. Roy St.); Alaska Junction (California Ave. S.W. & S.W. Alaska St.); University District (University Way N.E. & N.E. 45th St.); Greenwood (Greenwood Ave. N. & N. 85th St.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alderwood Mall(145)	17	The Bon, Lamonts, JCPenney, Nordstrom
Aurora Vlg.(80)	11	Frederick & Nelson, Nordstrom, JCPenney
Bellevue Sq.(200)	8	The Bon, Frederick & Nelson, Nordstrom, JCPenney
Crossroads Mall(90)	12	Lamonts, Nordstrom Place Two
Everett Mall(111)	25	The Bon, Frederick & Nelson, Payless, Sears
Factoria Sq.(60)	11	Lamonts, Safeway
Forest Park(60)	9	Albertson's, Lamonts
Northgate Mall(122)	6	The Bon, Lamonts Nordstrom, JCPenney
Renton(60)	9	JCPenney, Sears
SeaTac Mall(115)	14	The Bon, Lamonts, Mervyns, Nordstrom Place Two
Southcenter(127)	12	The Bon, Frederick & Nelson, Nordstrom, JCPenney
Totem Lake Mall(65)	11	Lamonts, Thrifty
Univ. Vlg.(68)	4	Bartell, QFC, Lamonts
Westwood Vlg.(42)	7	Lamonts

Principal Shopping Days-Mon. through Sat. from 9:30 a.m.; Sun. from 11 a.m.
Stores Open Evenings-Dept.: Mon. & Fri. until 7 p.m.; Supermarkets: some open 24 hrs.; Discount Stores: except Sun.; Shopping Centers: Mon. through Fri. until 9 p.m., Sat. until 6 p.m., Sun. until 5 p.m.

13 - RETAIL OUTLETS: Department Stores-The Bon 12; Frederick & Nelson 5; Lamonts 10; Nordstrom 10; JCPenney 11; Sears 7.
Discount Stores-General Mdse.-Fred Meyer 10; Best 6; K mart 10.
Variety Stores-Meredith's 7; Sprouse-Reitz 3; Woolworth 3.
Chain Drug Stores-Bartell 28; Drug Emporium 5; G.O. Guy 6; Fred Meyer 11; Osco 7; Payless 11; Pay 'n Save 32; Thrifty 5.
Chain Supermarkets-Albertson's 34; Prairie Market 28; QFC 22; Safeway 68; Thriftway 18; Tradewell 18.

14 - NEWSPAPERS: JOURNAL OF COMMERCE (m) 6,957; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Jim Preston, Nat'l Adv. Mgr., JOURNAL OF COMMERCE, 83 Columbia St., Seattle, WA 98104; Tel. (206) 622-8272.
National Representative: None.
POST-INTELLIGENCER (m-mon to fri) 203,726; (m-sat) 170,813; TIMES (e-mon to fri) 231,207; (m-sat) 226,707; (S) 500,781; Mar. 31, 1987 ABC.
Local Contact for Advertising And Merchandising Data: Marji Ruiz, Adv. Dir., TIMES, Fairview Ave. N. & John; PO Box 70, Seattle, WA 98111; Tel. (206) 464-8940.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SPOKANE

1 - LOCATION: Spokane County (MSA), E&P Map D-2, County Seat. Wholesale; distributing and shipping ctr. 350 mi. from Portland, OR; 275 mi. from Seattle.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Union Pacific; Amtrak.
Motor Freight Carriers-100.
Intercity Bus Lines-Western Greyhound; Okanogan Valley; Spokane Transit System; Empire Lines; Charter Lines.
Airlines-United; Northwest; Continental; Horizon; Delta; PSA; Alaska; Sun World.

3 - POPULATION:
Corp. City 80 Cen. 171,300; E&P 87 Est. 175,830
CZ-ABC: (80) 277,766
RTZ-ABC: (80) 451,222
County/MSA 80 Cen. 341,835; E&P 87 Est. 366,710
City & RTZ-ABC: (80) 728,988

4 - HOUSEHOLDS:
City 80 Cen. 70,916; E&P 87 Est. 75,903
CZ-ABC: (80) 108,313
RTZ-ABC: (80) 157,583
County/MSA 80 Cen. 128,403; E&P 87 Est. 142,988
City & RTZ-ABC: (80) 265,896

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$3,653,690,916
Mutual Savings	2	$655,118,403
Savings & Loan	4	$487,491,509

6 - PASSENGER AUTOS: County 190,785

7 - ELECTRIC METERS: Residence 133,536

8 - GAS METERS: Residence 41,467

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $295)-Constr. 6,311; Mfg. 17,464; Trans., Commun. & Util. 5,783; Whol. & Ret. 33,764; Fin., Ins., etc. 7,571; Services 29,763; Misc. 500; Gov't 20,937.
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-58; Summer 53-80; Fall 38-58; Winter 24-36. First killing frost, Oct. 14; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Riverside Ave.; 10 on Main Ave.; 7 on Sprague Ave.; 10 on Main Ave.; 7 on Sprague Ave.; 6 on Spokane Falls Blvd.
Major Shopping Centers-Northtown (62 stores); Shadle Center (38 stores); University City (33 stores); Franklin Park Mall (23 stores).
Neighborhood Shopping Centers: Dishman (27 stores); East Sprague (343 stores); Garland (33 stores); Hillyard (35 stores); Millwood (11 stores); Mission Village (15 stores); Monroe and Indiana (16 stores); North Division (107 stores); Opportunity (19 stores); South Perry (11 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Argonne Vlg.(15)	NA	Albertson's
Dishman Sq.(7)	NA	Fabricland, Outdoor Sportsman
East Town(11)	NA	K mart, Albertson's
Fairwood Ctr.(40)	NA	Albertson's
Five Mile(25)	NA	Rosauer's, Drug Fair

Franklin Park Mall(23)	NA	Mont. Ward
Heritage Vlg.(12)	NA	Rosauer's
K mart, Eastown (11)	NA	K mart
K mart Plz.(10)	NA	K mart
Lincoln Heights(27)	NA	Safeway
Lincoln Sq.(8)	NA	Rosauer's
Manito(12)	NA	Lamonts, Safeway
Mission Vlg.(15)	NA	Jax Thrift
Northtown(62)	NA	Albertson's, Sears
Opportunity(19)	NA	Safeway, Pay 'N Save
River Ridge(7)	NA	Rosauer's
Shadle Ctr.(38)	NA	JCPenney, Safeway, Newberry, Lamonts
Town & Country (10)	NA	Safeway, T&C Drugs
University City(62)	NA	JCPenney, Newberry, Rosauer's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.: Mon., Fri.; Food: nightly.

13 - RETAIL OUTLETS: Department Stores-Bon Marche; Montgomery Ward; Sears 2; JCPenney 3; The Crescent 3; Nordstrom; Lamonts 2.
Variety Stores-Woolworth; Newberry 3.
Discount Stores-Fred Meyer 2; K mart 3; Two Swabbies 2; Giant; Jafco 2.
Chain Drug Stores-Skaggs 4; Thrifty; Pay 'N Save 4; Super Save; Miller & Felt.
Chain Supermarkets-Safeway 12; Rosauer's 12; Albertson's 6.
Other Chain Stores-Firestone; Goodrich; Goodyear; Western Auto; Fuller Paint; Pittsburgh Plate Glass; Sherwin-Williams; General Paint; Mode O'Day; Anita Shops; Leed's (shoes); House of Fabrics; Thom McAn; Lerner's; Burt's (shoes); Weisfield's (jewelry); Zale's; Kinney; Gallenkamps.

14 - NEWSPAPERS: SPOKESMAN-REVIEW (m) 86,321; CHRONICLE (e) 34,671; (m-sat) 126,223; SPOKESMAN-REVIEW (S) 134,189; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: W. Duane Harter, Nat'l Sales Mgr., SPOKESMAN-REVIEW & CHRONICLE, Review Tower, W. 999 Riverside; PO Box 2160, Spokane, WA 99210; (509) 459-5005.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SUNNYSIDE

1 - LOCATION: Yakima County. (In Yakima MSA). E&P Map C-3.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-4.
Airlines-Yakima Municipal Airport, 35 mi. from Sunnyside.

3 - POPULATION:
Corp. City 80 Cen. 9,225; E&P 87 Est. 10,160
County/MSA 80 Cen. 172,508; E&P 87 Est. 186,347

4 - HOUSEHOLDS:
City 80 Cen. 3,138; E&P 87 Est. 3,474
County/MSA 80 Cen. 61,341; E&P 87 Est. 68,762

5 - BANKS	**NUMBER**	**EST. DEP.**
Commerical	3	N.A.
Savings & Loan	2	$200,000,000

6 - PASSENGER AUTOS: County 93,349

7 - ELECTRIC METERS: 2,800

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Plastics; Fruit/Vegetable Packing (seasonal); Farming; Winery.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 80-100; Fall 30-80; Winter 0-60.

11 - TAP WATER: City has five wells.

12 - RETAILING: **Principal Shopping Centar**-Downtown.
Neighborhood Shopping Center-Eastway Shopping Center.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mid Valley Mall	NA	Payless, Rosauers
Tri Cities Columbia Center(80)	50	Totem Sales, The Hub, Sprouse-Reitz
Valley Mall(60) (Yakima)	40	JCPenney, Giffens

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Totem Sales.
Discount Stores-Bonanza 88.
Chain Drug Stores-Rosauers; Payless.
Chain Supermarkets-Safeway; Rosauers; Price Chopper.
Other Chain Stores-Sears (catalog); Coast-to-Coast; True Value; Sprouse-Reitz.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,263; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Tom Lanctot, Pub., NEWS, 520 S. 7th St.; PO Box 878, Sunnyside, WA 98944; Tel. (509) 837-4500.
National Representative: None.

TACOMA

1 - LOCATION: Pierce County (PMSA), E&P Map B-2, County Seat. Industrial, wholesale center. On Commencement Bay near head of navigation of Puget Sound.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; Union Pacific. Steamship lines to all parts of the world.
Motor Freight Carriers-Over 120 (trucking).
Freight Steamship Lines-Over 20.
Intracity Bus Lines-Greyhound; Continental Trailways; Bremerton-Tacoma Stages; Puyallup-Sumner-Tacoma; Canada Trailways.
Airlines-Northwest; United; Pan Am; Alaska; Japan; Air Canada, Eastern; Continental; American; British Airways; CP Air; Delta; Mexicana; Scandinavian; TWA; PSA; Horizon; America West; Jet America; Braniff.

3 - POPULATION:
Corp. City 80 Cen. 158,501; E&P 87 Est. 164,202
CZ-ABC: (80) 315,489
RTZ-ABC: (80) 530,790
County/PMSA 80 Cen. 485,643; E&P 87 Est. 543,078
City & RTZ-ABC: (80) 846,279
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 63,405; E&P 87 Est. 68,227
CZ-ABC: (80) 121,007
RTZ-ABC: (80) 182,646
County/PMSA 80 Cen. 174,232; E&P 87 Est. 202,908
City & RTZ-ABC: (80) 303,853

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$1,453,331,000
Savings & Loan	7	$144,728,000
Savings	7	$1,119,345,000
Credit Union	28	$279,451,000

6 - PASSENGER AUTOS: County 274,234

7 - ELECTRIC METERS: City 116,987

8 - GAS METERS: City 20,233

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Prods. 2,200; Lumber & Wood Prods. 4,400; Furn. & Fixtures 500; Paper Prods. 1,600; Chem. Prods. 700; Primary Metals 1,000; Fab. Metals/Mach. 4,400; Trans. Equip. 1,300; Other Mfg. 5,800; Constr. 7,400; Trans. & Util. 7,800; Whol. & Ret. Trade 39,600; Fin., Ins. & Real Estate 8,100; Services 39,300; Fed. Gov't 9,800; State & Local Gov't 26,200.
Principal Pay Days-Fri.; 1st and 15th; Last working day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-67; Summer 59-74; Fall 38-70; Winter 34-50. First killing frost, Nov. 2; last killing frost, Mar. 11.

11 - TAP WATER: Neutral, very soft mountain river water; stand-by aquifer well supply, relatively hard; not fluoridated.

12 - RETAILING: **Downtown Shopping Areas**-Broadway Plaza, Tacoma Ctr. Market. 4 blocks on Pacific Ave.; Regional Shopping Centers, Tacoma Mall (150 stores under cover); Lakewood Villa Plaza (54 stores).
Neighborhood Shopping Centers-B&I; Bellevue Sq.; Bi-Lo; Capital Mall, Olympia; Cascade Plz.; College Pl.; Center Plz.; Century Sq.; Edgewood Sq.; Federal Way; Fife Square, Fife Valley Mart; Fred Meyer-Hi-Ho; Fred Meyer-Pacific; Fred Meyers-Stevens; Fred Meyer-Lakewood; Green Firs; Hi-Ho, Payallue; Highland Hill; James Ctr.; K mart Plz.; Lakewood Colonial Ctr.; Meridian Place; Olympic Vlg.; Pacific Commons; Pacific Ctr.; Parkway Plaza; Pavilion Outlet; Pt. Fosdick Sq.; Rainier Place; Sea-Tac Mall; Sea-Tac Vlg.; 72nd St. Sq.; Southcenter; Southsound Mall, Lacey; S. Hill; S. Tacoma Vlg.; Spanaway Park; Tacoma Mall; Tacoma Vista; 38th St. Mall; Thunderbird; Twin Lakes; University Place Ctr.; University Park II; University Vlg.; Valley Plz.; Village Sq., Villa Plz., Westgate; The Willows; 6th Ave. Plz.; Narrows Plz.; Narrows Place; Plaza West; Seatac Plz.; Pacific Sq.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broadway Plz.	NA	Woolworth
Lakewood Colonial Ctr.(43)	10	Ethan Allen, Pay Less
Southcenter(127)	24	The Bon, Frederick & Nelson, JCPenney, Pay 'n Save
Sea Tac Mall	12	Sears, Mervyn's, Lamonts, The Bon
Tacoma Mall(150)	5	JCPenney, Sears, Thriftway, Bon, Nordstrom
Villa Plaza(50)	7	Frederick & Nelson, Thriftco, Pay 'N Save, Ernst, Safeway
Puyallup(17)	7	JCPenney, Elvins, Mont. Ward, Safeway

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. & specialty stores-Mon., Thur., Fri.; Larger stores-every evening; Larger food stores-24 hours.

13 - RETAIL OUTLETS: Department Stores-Mervyns; Frederick & Nelson; Sears; JCPenney; The Bon; Montgomery Ward; Nordstrom; Elvin's; Lamonts.
Discount Stores-Dahnken; K mart; Fred Meyer; Best; Ross; Clothestime; Costco; Silo; Price Savers.
Variety Stores-Woolworth.
Chain Drug Stores-Fred Meyer 4; Thrifty, H&P; Harold Meyer; Mark-It Pharmacy; Pay Less 4; Pay 'N Save 8; Sav-on 2; Stowell's 2; Drug Emporium; Medicine Shoppe 2; Albertson's 3.
Chain Supermarkets-Albertson 3; Stock Market; Hoagy's Corner 8; Fred Meyer 4; Lively Mkt. 3; Bi-Lo 4; Piggly Wiggly 7; Safeway 19; Thriftco; 7-Eleven 45; Shop-Rite 6; Mega Foods 2; Thriftway 8.
Other Chain Stores-Mrs. Field's; Shucks; Thom McAn; Singer Co.; Goodrich; Firestone; Western Auto; Sherman-Clay; Radio Shack; Paulson's; Ernst; Lerner; Bernie's; Leeds; Dutch Boy; Gallenkamp; Bottoms; Gordon's Shoeland; Coast-to-Coast; Fabricland; Weisfields; See's Candy; Klopfenstein's, Foreman & Clark; House of Fabrics; Jay Jacobs; Farrell's; Goodenough's; Hancock Fabrics; Pay 'N Pak; Color-Tile; Standard Brands; Schoenfelds.

14 - NEWSPAPERS: NEWS TRIBUNE (e) 110,184; (S) 122,948; Mar. 31, 1987 ABC.
NOTE: The News-Tribune converted to a morning publication effective Apr. 6, 1987. Circulation figure does not reflect this change.
Local Contact for Advertising and Merchandising Data: Julie Sarff, Research and Prom., NEWS TRIBUNE, 1950 S. State St.; PO Box 11000, Tacoma, WA 98411; Tel. (206) 597-8562.
National Representative: Sawyer-Ferguson-Walker.

VANCOUVER

1 - LOCATION: Clark County (PMSA), E&P Map A-3, County Seat. Shipping lumber, paper products, aluminum, diversified light manufacturing and electronics. On the Columbia River, 8 mi. N of Portland, OR.

2 - TRANSPORTATION: **Railroads**-Freight: Burlington Northern; Union Pacific. Passenger: Amtrak.
Motor Freight Carriers-150.
Intercity Bus Lines-Vancouver-Portland; Greyhound; Trailways.
Airlines-Portland Airport; United; Northwest; Alaska; Continental; Eastern; Republic; Horizon Air; Delta; American; Air Cal; PSA; TWA; Hawaiian Airlines; Sun World Airways.

3 - POPULATION:
Corp. City 80 Cen. 42,834; E&P 87 Est. 43,989
NDM-ABC: (80) 192,227
County/PMSA 80 Cen. 192,227; E&P 87 Est. 216,884
Demographic Information available from newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 18,808; E&P 87 Est. 20,139
NDM-ABC: (80) 68,750
County/PMSA 80 Cen. 68,750; E&P 87 Est. 80,499

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: County 122,127

7 - ELECTRIC METERS: Residence County 81,266

8 - GAS METERS: Residence County 6,002

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 2,419 ($682); Mfg. 12,314 ($407); Trans., Commun. & Util. 1,923 ($447); Whol. & Ret. Trade 11,097 ($440); Fin., Ins. & R.E. 2,024 ($274); Servs. 8,625 ($288).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-83; Summer 41-93; Fall 21-67; Winter 23-50. First killing frost, Oct. 21; last killing frost, May 2.

11 - TAP WATER: Medium, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Vancouver Mall located 5 miles Northeast of Vancouver on I-205.
Neighborhood Shopping Centers-N.E. 52 St.; E. Fourth Plain Blvd.; E. Mill Plain & N.E. 120 Ave.; N.E. 164 Ave. & N.E. 1 St.; N.E. Gher Rd.; W. Fourth Plain Blvd.; Mill Plain & McArthur; N.E. 81 & Hazel Dell Ave.; S.E. Mill Plain Blvd.; Grand Blvd.; N.E. Hwy. 99; Fourth Plain Blvd. & 117 Ave.; 3021 Fourth Plain Blvd.; N.E. Thurston Way; 135th & Mill Plain Blvd.; N.E. 78 St. & Hwy. 99; E. Mill Plain Blvd.; Hwy. 99 & I-205; N.E. 78th St. & N.E. Hazel Dell Ave.; N.E. 99th St. & N.E. Hazel Dell Ave.; Garrison & Mill Plain Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Jantzen Beach	3	Payless, Mont. Ward, Frederick & Nelson, Place 2, K mart, Toys R Us

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Retail: Mon.-Fri; Food and Discount: daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Frederick & Nelson; Sears; Meier & Frank; Nordstroms; Place II; Mervyn's.
Discount Stores-K mart.
Variety Stores-Coast-to-Coast; Boyd's 88, Ctr.; Newberry.
Chain Drug Stores-Fred Meyer Drugs 3; Pay Less 2; Hi-School Phcy. 5.
Chain Supermarkets-Albertson's 2; Fred Meyer 3; Minit Mart 22; Plaid Pantry 8; Safeway 7; 7-Eleven 9; Thriftway (United Grocers) 10; Dick & Steve's 4.
Other Chain Stores-Goodrich; Fuller; Sherwin-Williams; Goodyear; Western Auto; Shoe Source; Kinney Shoes; AT&T Phone Ctr.; Firestone; Lerners; Squire Shop; Petries; JJ Jeans; Zale's; Schuck's; Toys R Us; Garden Way; Pay 'N Pak; Les Schwab; Hickory Farms; Radio Shack; Color Tile; Nelsen Tire; General Nutrition; Buster Brown; Casual Corner; B. Dalton; Endicott Shoes; Fashion Conspiracy; Florsheim Shoes; Foxmoor Casuals; Fredericks of Hollywood; Gallenkamps; The Gap; Gordon's Jewelers; J.K. Gill; Jean Machine; Jeans West; K.G. Men's Store; Kay Jewelers; Leed's; Motherhood Maternity; Naturalizer; See's; Spencer Gifts; Stride Rite; Susie Casuals; Thom McAn; Van Duyn's; Video Concepts; Waldenbooks; Weisfields; Women's World.

14 - NEWSPAPERS: COLUMBIAN (e-mon to fri) 46,963; (S) 52,227; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John McDonagh, Ret. Adv. Mgr. COLUMBIAN, PO Box 180, Vancouver, WA 98666; Tel. (206) 694-3391.
National Representative: None.

WALLA WALLA

1 - LOCATION: Walla Walla County, E&P Map D-3, County Seat. Retail and wholesale agric. ctr. serving 3 Washington and 2 Oregon Counties. 131 mi. from Yakima; 158 mi. from Spokane; 237 mi. from Portland OR, 271 mi. from Seattle.

2 - TRANSPORTATION: **Railroads**-Freight via Union Pacific and Burlington Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Valley Transit; Northwest Greyhound.
Airlines-Horizon Airways (commuter service); Mountain Air and Martin Aviation (charter, sales, flight instruction, air ambulance).
Barge Service-Shipments of oil, grain and other materials are carried by barge or lighter vessels on the Columbia and Snake Rivers.

3 - POPULATION:
Corp. City 80 Cen. 25,618; E&P 87 Est. 26,401
CZ-ABC: (80) 35,808
RTZ-ABC: (80) 26,417
County 80 Cen. 47,435; E&P 87 Est. 50,038
City & RTZ-ABC: (80) 62,225

4 - HOUSEHOLDS:
City 80 Cen. 9,703; E&P 87 Est. 10,293
CZ-ABC: (80) 13,110
RTZ-ABC: (80) 9,639
County 80 Cen. 16,975; E&P 87 Est. 18,768
City & RTZ-ABC: (80) 22,749

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$507,000,000
Savings & Loan	4	(incl. above)
Mutual Savings	1	(incl. above)

6 - PASSENGER AUTOS: County 22,168

7 - ELECTRIC METERS: Residence 17,304

8 - GAS METERS: Residence 6,041

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Forestry and Fisheries N.A.; Contract Constr. 450; Food Processing 4,160; Trans., Comm. and Util. 920; Schools/Hospitals 4,670; Gov't 4,170; Whol. & Ret. 3,730.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-62 Summer 63-89; Fall 45-64; Winter 27-39. First killing frost, Oct. 28; last killing frost, Apr. 3.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Main St.; 3 on Alder St.; 3 on Rose St., 7 on Second St.; 2 on First St.; 2 on Colville St.; 2 on Palouse St.; 1 on Boyer Ave.
Neighborhood Shopping Centers-3 mi. on E. Isaacs from White St. to City Limits; 1 on S. 2nd from Morton to Cherokee; 6 in College Place between Fifth and A Sts. on College Ave.; 1 on Wallula Hwy.; 1 on Plz. Way between 9th & Village Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza Shopping	1	Safeway, Sprouse-Reitz, Bi-Mart, M&R Drug
Eastgate	2	Fleenor's, K mart, Radio Shack, Herman's World of Sports
Eastgate Mall	2	Albertson's, Pay Less, Hatfield's, Schuck's, Wendy's, Kinney's
Southgate	1	Fleenor's, Southgate Drug
Big Y	2	Wade's Thriftway, Foxy Flowers, Central Phcy.
Oregon Stateline	6	Grigg's, Danielson's Food Warehouse

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. & Banks Fri.; Food stores; EG Mall.

13 - RETAIL OUTLETS: **Department Stores**-The Bon; Sears; JCPenney; Hatfields; Country Store.
Discount Stores-K mart; Bi-Mart.
Variety Stores-Bonanza 88; Sprouse-Rietz
Drug Stores-Eastgate; Southgate; Pay Less; Professional Pharmacy; M&R; Green & Jackson; Tallman; Book Nook.
Chain Supermarkets-Fleenor's 2; Safeway 3; Price's Sentry; Albertson's; Wade's Thriftway; Danielsons Food Warehouse; Food 4 Less; Jackpot 2; 7-Eleven 3.
Other Chain Stores-Shoes: Volume, Kinney; Women's Wear: Jay Jacobs, The Closet; Appliance & Hdwe.: Pay 'N Pak, Grover, Radio Shack; Auto: Twin W Motor Supply, Walla Motor Supply, Goodyear, Schuck's; Paint: Pittsburgh, Sherwin-Williams; Boats: Nixon's; Others: Book Nook, Fabricland, Mark's Hallmark, Herman's World of Sports, Courtesy TV & Appliance, P.D.Q. Mkt. (food/gas).

14 - NEWSPAPERS: UNION-BULLETIN (e-mon to fri) 15,344; (S) 15,746; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Gifford, Adv. Mgr., UNION-BULLETIN, 1st & Poplar; PO Box 1358, Walla Walla, WA 99362; Tel. (509) 525-3300.
National Representative: None.

WENATCHEE

1 - LOCATION: Chelan County, E&P Map C-2. County Seat. In geographic center of state at junction of Wenatchee and Columbia Rivers. Intersection of U.S. Hwys. 2 (Stevens Pass Hwy.) and 97. 165 mi. W of Spokane; 138 mi. E of Seattle.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Amtrak (passenger).
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.
Airlines-Horizon.

3 - POPULATION:
Corp. City 80 Cen. 17,257; E&P 87 Est. 18,696
CZ-ABC: (80) 32,811
RTZ-ABC: (80) 113,579
County 80 Cen. 45,061; E&P 87 Est. 52,213
City & RTZ-ABC: (80) 146,390

Demographic Information (Limited) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,125; E&P 87 Est. 6,916
CZ-ABC: (80) 12,765
RTZ-ABC: (80) 41,540
County 80 Cen. 17,792; E&P 87 Est. 21,401
City & RTZ-ABC: (80) 54,305

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$296,700,000
Savings & Loan	3	$189,604,100
Credit Unions	10	$12,513,500

6 - PASSENGER AUTOS: County 29,377

7 - ELECTRIC METERS: Residence County 21,852

8 - GAS METERS: Residence 3,540

9 - PRINCIPAL INDUSTRIES: (Chelan-Douglas Counties): Industry, No. Wage Earners-Mfg., incl. Primary Metals Proc. 3,060; Contract Constr. 2,570; Trans., Commun. & Util. 850; Whol. & Ret. Trade 7,320; Fin., Ins. & R.E. 940; Servs. 4,460; Gov't 4,590; Total Civilian Work Force 36,420.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-80; Summer 47-97; Fall 29-76; Winter 10-53. First killing frost, Oct. 15; last killing frost, Apr. 21.

11 - TAP WATER: Slightly alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Downtown, 5 blocks on Wenatchee Ave.; Valley North Shopping Center, 34 stores; Wenatchee Valley Mall, 46 stores.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fridays; Valley North and Wenatchee Valley Malls-Mon. through Fri.; Food-every night.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Lamonts; JCPenney.
Discount Stores-Stan's Merry Mart; Sav-Mart; K mart; Stanley's.
Variety Stores-Bonanza.
Chain Drug Stores-PayLess; Buttrey Drugs.
Chain Supermarkets-Safeway 2; Albertson's; Buttrey's; Fleenor's; Top; Family Grocer.
Other Chain Stores-Mode O'Day; House of Fabrics; Fabricland; Weisfield Jewelers; Radio Shack; Columbia Paints; Jay Jacobs; Les Schwab Tires; Coast-to-Coast; Pay 'N Pak; Grand Auto; Zale's Jewelers; Schuck's Auto Parts; Squire Men's Shops; DJ's Sound City; Kinney Shoes; Allen Jewelry; Cost-Cutter Toys; Ernst Home Center; Thurman Supplies; Computerland.

14 - NEWSPAPERS: WORLD (e-mon to fri) 26,343; (S) 29,554; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jay White, Adv. Dir., WORLD, 14 N. Mission St.; PO Box 1511, [illegible], WA 98801; Tel. (509) 663-5161.
National Represent[illegible]nham/Newspaper Sales.

YAKIMA

1 - LOCATION: Yakima County (MSA), E&P Map C-3, County Seat. Shipping center for Yakima irrigated valley. Wholesale center for central part of State. 201 mi. from Spokane; 145 mi. from Seattle. On U.S. Hwys. 97, 410, I-82.

2 - TRANSPORTATION: **Railroads**-Burlington (freight); Union Pacific (freight).
Airlines-Horizon; PSA
Motor Freight Carriers-7.
Intercity Bus Lines-Western Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 49,826; E&P 87 Est. 50,040
CZ-ABC: (80) 82,625
Bal. in NDM-ABC: (80) 89,883
County/MSA 80 Cen. 172,508; E&P 87 Est. 186,347
Total NDM-ABC: (80) 172,508

4 - HOUSEHOLDS:
City 80 Cen. 20,160; E&P 87 Est. 20,499
CZ-ABC: (80) 32,294
Bal. in NDM-ABC: (80) 29,047
County/MSA 80 Cen. 61,341; E&P 87 Est. 68,762
Total NDM-ABC: (80) 61,341

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$435,000,000
Savings	2	N.A.
Savings & Loan	5	$446,336,487

6 - PASSENGER AUTOS: County 93,349

7 - ELECTRIC METERS: Residence 23,289

8 - GAS METERS: Residence 9,975

9 - PRINCIPAL INDUSTRIES: Mfg.-218 firms; 7,805 (av. mo. employed); $1,408 (av. mo. wage).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-73; Summer 50-90; Fall 34-86; Winter -10-46. First killing frost, Oct. 23; last killing frost, Apr. 13.

11 - TAP WATER: Neutral, semi-hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Yakima Ave.; 2 on Third St.; S 1st & Old Town Road (Valley Mall); Yakima Downtown Mall (65 stores).
Neighborhood Shopping Centers-56th & Summitview; 9th & Summitview; 16th and Nob Hill, Westpark; 1 mi. on Fruitvale Blvd., Glenwood; Southgate; 16th and Lincoln; Nob Hill & Ward Plaza; Chalet Mall; Lincoln Center; 11th & Tieton, 37th & Tieton; Meadowbrook at 72nd & Nob Hill.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept.-Mon. through Fri.; Food-every evening.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Mervyn's; Sears; Montgomery Ward; Nordstrom's; Lamonts; Bon Marche.
Discount Stores-Bi-Mart 2; Fred Meyer; Pay 'N Pak; K mart; Ernst; Giant T.
Chain Drug Stores-Pay Less 2; Thrifty 2; Giant T; Bi-Mart; Fred Meyer; Medicine Mart; Wray's.
Chain Supermarkets-Albertson's Food Center 2; Safeway 11; Thriftway 5; Buttrey's; Associated Grocers 2; Rosauer's; Family Grocery.
Other Chain Stores-Firestone; Mode O'Day; Weisfield's; Gallenkamp; Kinney; Leeds; Jay Jacobs; Self Service Furn.; Penguin Electric; Zale's; Volume Shoes; B. Dalton; Radio Shack; Waldenbooks; McMahan's Furn.

14 - NEWSPAPERS: HERALD-REPUBLIC (all day) 38,895; (S) 41,777; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Tim DeGraw, Adv. Dir., HERALD-REPUBLIC, PO Box 9668, Yakima, WA 98909; Tel. (509) 248-1251.
National Representatives: Landon Associates.

WEST VIRGINIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Charleston-Kanawha and Putnam Counties.
Cumberland, MD-WV-Allegany County, MD and Mineral County, WV
Huntington-Ashland, WV-KY-OH-Cabell and Wayne Counties, WV; Boyd, Carter and Greenup Counties, KY; Lawrence County, OH.
Parkersburg-Marietta, WV-OH-Wood County, WV and Washington County, OH.
Steubenville-Weirton, OH-WV-Jefferson County, OH; Brooke and Hancock Counties, WV.
Wheeling, WV-OH-OH and Marshall Counties, WV; Belmont County, OH.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	138	146	149
5-14 Years	336	310	315
15-24 Years	301	347	353
25-44 Years	383	513	522
45-64 Years	392	396	403
65 and Over	194	238	242
TOTAL	1,744	1,950	1,984

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr	388	437	764
General Mdse	776	1,008	1,410
Food	1,335	1,968	2,440
Automobiles	1,265	1,322	2,374
Gasoline Stations	493	709	657
Apparel	238	329	442
Furniture	260	274	469
Eat-Drink Places	352	523	739
Drugs	175	270	371
TOTAL SALES	5,676	7,521	10,388

BECKLEY

1 - LOCATION: Raleigh County, E&P Map B-4. 276 mi. S of Pittsburgh; 333 mi. W of Washington, DC; 266 mi. E of Cincinnati, OH.

2 - TRANSPORTATION: **Railroads**-C&O; Norfolk & Western.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.
Airlines-Christman Air; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 20,492; E&P 87 Est. 19,291
NDM-ABC: (80) 268,724
County 80 Cen. 86,821; E&P 87 Est. 83,265

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,164; E&P 87 Est. 8,010
NDM-ABC: (80) 92,373
County 80 Cen. 30,154; E&P 87 Est. 29,936

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$627,422,668

6 - PASSENGER AUTOS: County 55,791

7 - ELECTRIC METERS: Residence 9,327

8 - GAS METERS: Residence 9,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 4,884 ($451).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Average Temp.-Spring 50; Summer 70; Fall 54; Winter 34. First killing frost, Oct. 4; last killing frost, May 7.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Main, 1 on Heber, 3 on Neville St.
Neighborhood Shopping Center-East Beckley; By-Pass; Valley Drive; Skelton By-Pass Plaza; Bradley; Lester Sq. in Sophia.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
By-Pass Plz.(12)	3	Revco, Hills
Beckley Plz.(23)	3	Acme Mkt., K mart
Raleigh Mall(43)	3	Murphy, Mont. Ward, Stone & Thomas, Kroger
Town & Country Plaza(9)	1	Foodland, Heck's
Crossroads Mall(70)	4	Sears, JCPenney, Leggetts
Lester(14)	6	Kroger, Artley, Family Dollar

Principal Shopping Days-Food: Wed., Thur. Department Stores: Sat., Sun.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept. Stores-Fri., Food-every evening.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; K mart; JCPenney; Hill's; Sears; Leggetts; Heck's 4; Stone & Thomas.
Variety Stores-G.C. Murphy.
Discount Stores-K mart; Heck's 2; Hills; McCrory.
Chain Drug Stores-Rite Aid 2; Rexall; SupeRx 4; Health Cross 2; Thompson; Revco 2.
Chain Supermarkets-Kroger 5; Acme; Carolina 6; Pic Pac 2; Foodland.
Other Chain Stores-Ladies: H. & M.; Pic-Way Shoes; Silver Brand; Famas 3; Lilly Crown Jewelers 2; Artleys; Nation Wise Auto.

14 - NEWSPAPERS: REGISTER/HERALD (m) 32,642; (S) 33,557; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Frank D. Wood, Adv. Dir., REGISTER/HERALD, PO Drawer P&R, Beckley, WV 25802; Tel. (304) 255-4400.
National Representative: Sawyer-Ferguson-Walker.

BLUEFIELD, WV-VA

1 - LOCATION: Mercer County, WV; Tazewell County, VA. E&P Map B-4. Extreme southern part of the state extending into Virginia. 102 mi. from Charleston via West Virginia Tpke.; 103 mi. from Roanoke. On U.S. Hwys. 19, 21, 52, 460; State Hwy. 85; I-77.

2 - TRANSPORTATION: **Railroads**-Norfolk and Western.
Motor Freight Carriers-8.
Intercity Bus Lines-Tri-City; Greyhound; Trailways.
Airlines-Christman.

3 - POPULATION:
Corp. City 80 Cen. 16,060; E&P 87 Est. 14,427
NDM-ABC: (80) 225,692
Counties 80 Cen. 124,453; E&P 87 Est. 122,949
  Mercer, WV 80 Cen. 73,942; E&P 87 Est. 71,542
  Tazewell, VA 80 Cen. 50,511; E&P 87 Est. 51,407

4 - HOUSEHOLDS:
City 80 Cen. 6,170; E&P 87 Est. 5,729
NDM-ABC: (80) 76,755
Counties 80 Cen. 42,360; E&P 87 Est. 44,476
  Mercer, WV 80 Cen. 26,494; E&P 87 Est. 26,597
  Tazewell, VA 80 Cen. 15,866; E&P 87 Est. 17,879

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$688,800,000
Savings & Loan	4	$25,000,000

6 - PASSENGER AUTOS: Counties: Mercer 48,949; Tazewell 32,119.

7 - ELECTRIC METERS: Residence 26,144.

8 - GAS METERS: Residence 8,330.

9 - PRINCIPAL INDUSTRIES: Food Mfg.; Furn.; Mining Machinery.
Principal Pay Days-1st, 15th, Fri.

10 - CLIMATE: Average Temp.-Spring 50; Summer 71; Fall 56; Winter 34. First killing frost, Sept. 29; last killing frost, May 12.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-One, centered around Bland, Union, North and South Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bluefield Plaza(12)	1	Kroger, K mart
Blue Prince(11)	3	Hill's Dept., Murphy
Mercer Mall(53)	2	Sears, JCPenney, Stone & Thomas, Mont. Ward, Leggett
West Gate(9)	2	Acme

Principal Shopping Days-Department Stores: Mon., Fri., Sat.; Food: Wed. through Sat.
Stores Open Evenings-Food nightly; others Mon.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Leggetts; Stone & Thomas; Sears.
Variety Stores-G.C. Murphy; Ben Franklin.
Discount Stores-A-Mart; Hills; Ammar Bros.; Heck's; K mart; Rose's 2.
Chain Drug Stores-Bi Rite; Rexall 3; Rite Aid; Walgreens; SupeRx; Southside 2; Thrift; Revco; Eckerd.
Chain Supermarkets-Kroger 4; Deskin's 6; Acme 4; Warden's 2; IGA 3.
Other Chain Stores-Firestone; Singer Co.; H&M (shoes); Goodyear; Western Auto 2; Pic-Way Shoe; S&H Green Stamps; Top Value Stamps; Gold Bond Soft Center; Family Discount Stamp; Shoe Mart.

14 - NEWSPAPERS: TELEGRAPH (m) 26,430; (S) 29,941; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Lew Spence, Adv. Dir., TELEGRAPH, 928 Bluefield Ave., Bluefield, WV 24701; Tel. (304) 327-6171.
National Representative: Landon Associates.

CHARLESTON

1 - LOCATION: Kanawha County (MSA), E&P Map A-3 & B-3. State Capitol. County Seat. Wholesale distribution, financial, medical and education center; federal offices, insurance, transportation. At confluence of Great Kanawha and Elk Rivers. 210 mi. from Cincinnati; 358 mi. from Washington; 215 mi. from Pittsburgh; 171 mi. from Columbus. On U.S. Hwys. 60, 21, 35, 119 and State Hwys. 4, 14, 25 and 61; Northern terminus of WV Tpke.; Junction of I-64, I-77 & I-79.

2 - TRANSPORTATION: **Railroads**-Chessie System; Amtrak; Conrail.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; KRT (local).
Airlines-USAir; United; Christman; Piedmont; ComAir; Atlantic SouthEast.

3 - POPULATION:
Corp. City 80 Cen. 63,968; E&P 87 Est. 54,783
NDM-ABC: (80) 522,062
County 80 Cen. 231,414; E&P 87 Est. 213,686
MSA 80 Cen. 269,595; E&P 87 Est. 256,299
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,438; E&P 87 Est. 23,701
NDM-ABC: (80) 186,368
County 80 Cen. 86,446; E&P 87 Est. 82,474
MSA 80 Cen. 99,418; E&P 87 Est. 97,526

5 - BANKS	NUMBER	DEPOSITS
Commercial	33	$1,811,877,000
Savings & Loan	15	$319,218,000

6 - PASSENGER AUTOS: County 161,548.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: City Res. 19,600.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 8,971 ($620); Metal Fab. 1,225 ($588); Coal Mining 3,334 ($588); Contract Constr. 3,871 ($422); Gov't 18,883 ($323); Health Servs. 8,748 ($386); Servs. 19,838 ($304); Whol./Ret. 24,247 ($266).
Principal Pay Days-Thur., Fri.; 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-65; Summer 61-86; Fall 44-69; Winter 24-45. First killing frost, Oct. 30; last killing frost, May 15.

11 - TAP WATER: Alkaline, soft in city, varies outside; fluoridated.

12 - RETAILING: **Principal Shopping Areas**-4 blocks on Capital St.; 4 on Summers St.; 5 on Virginia; 4 on Quarrier; 5 on Lee St.; 1 on Washington St.; 1 on Broad St.; Patrick St. Plaza; 7 blocks on MacCorkle Ave. (Kanawha City).
Neighborhood Shopping Centers-West Side (W. Washington St.) (24 stores); East End (E. Washington St.) (10 stores); St. Albans (Main Street) (12 stores); South Charleston (16 stores); Dunbar (7 stores); Marmet (18 stores); Spring Hill (12 stores); Nitro (13 stores); Belle (6 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town Center Mall(100)		Sears, JCPenney, Mont. Ward, Kaufmann's
West St. Albans	8	Heck's, Pick-Pac, Value City
Kanawha Mall(70)	4	Hill's, Kroger, SupeRx, Stone & Thomas, Murphy Mart
St. Albans(30)	10	K mart, Kroger, Watson's
Dunbar Vlg.(20)	7	Rex, Kroger, Murphy's Mart
Southside Expwy.	2	Heck's
Plaza East(12)	1	Hecks, Rex
Patrick St. Plaza	2	K mart, Lowe's, Hills, Big Bear
K mart	4	K mart
Putnam Vlg.(33)	20	Heck's, Kroger

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Drug & Food: Mon. through Sat.; All on Mon.; Some, Fri.; Discount, 7 days.

13 - RETAIL OUTLETS: **Department Stores**-Kaufmann's; Montgomery Ward; Stone & Thomas; Sears; JCPenney; McClung & Morgan; Charleston.
Discount Stores-Heck's; K mart; Murphy's Mart; Hills.
Variety Stores-McCrory; Ben Franklin; Family Dollar.
Chain Drug Stores-Revco 5; Rite Aid 21; SupeRx; Medicine Shop 2; K mart 2; Kroger.
Chain Supermarkets-Big Bear; Fas-Chek; Kroger; Shop-A-Minit; Super Valu; Foodland; 7-Eleven; Key Markets; IGA; Pic-Pac; Go-Mart.
Other Chain Stores-Shoes: Butler, Edison Bros., Kinney, Endicott-Johnson, John Lee, Pic-Way, Shoe World, Shoe Show; Women's Ready to Wear: Embees, Woman's World, Sidney's, Artley's, Fashion Bug, Brooks, Deb Shop, Lane Bryant; Furniture: Valu City, Ethan Allen, La-Z-Boy; Rubber Goods: Goodyear, Firestone, Tire America; Jewelers: Cliffords, LeRoy's, Kay, McCormick, Lilly's Crown; Electronics: Circuit City, Rex, The Appliance Store; Auto Accessories: Nationwise, Auto Works.

14 - NEWSPAPERS: GAZETTE (m) 55,151; MAIL (e) 53,268; GAZETTE-MAIL (S) 108,686; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William E. Birt, Natl. Adv./Co-op Mgr., GAZETTE/MAIL, 1001 Virginia St. E., Charleston, WV 25301; Tel. (304) 348-5105.
National Representative: Sawyer-Ferguson-Walker.

CLARKSBURG

1 - LOCATION: Harrison County, E&P Map B-2. County Seat. On U.S. Hwys. 50 and 19 and I-79. 225 mi. from Washington, DC; 276 mi. from Cincinnati, OH; 140 mi. from Pittsburgh, PA.

2 - TRANSPORTATION: **Railroads**-Chessie System.
Motor Freight Carriers-15.
Intercity Bus Lines-Central WV Transit Authority; Interstate; Greyhound.
Airlines-Crown; Continental Express.

3 - POPULATION:
Corp. City 80 Cen. 22,371; E&P 87 Est. 20,136
CZ-ABC: (80) 36,509
RTZ-ABC: (80) 141,106
County 80 Cen. 77,710; E&P 87 Est. 75,579
City & RTZ-ABC: (80) 177,615

4 - HOUSEHOLDS:
City 80 Cen. 10,053; E&P 87 Est. 8,873
CZ-ABC: (80) 14,513
RTZ-ABC: (80) 42,585
County 80 Cen. 28,434; E&P 87 Est. 28,664
City & RTZ-ABC: (80) 63,098

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$663,551,516

6 - PASSENGER AUTOS: County 53,503.

7 - ELECTRIC METERS: Residence 27,521.

8 - GAS METERS: Residence 37,193.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Glass 3,404; Coal 1,741; Chem. 2,000; Aircraft Parts 300; Natural Gas 1,500; Heavy Mach. 685.
Principal Pay Days-Fri.; 15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-90; Summer 44-98; Fall 41-92; Winter 1-79. First killing frost, Sept. 29; last killing frost, May 3.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Main and Pike Sts.
Neighborhood Shopping Centers-Stealey, Nutter Fort, Bridgeport.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastpointe	2	K mart, Aaron's, Kroger, Emily's
Hills Plaza(7)	2	David Weis, Hills
Holiday Plaza(4)	2	Heck's
Rosebud Plaza(3)	1	Heck's
Bridgeport(8)	3	
Meadowbrook Mall	3	JCPenney, Mont. Ward, Murphy's Mart, Bonton, Stone & Thomas
Valley Hills(5)	3	Super Dollar
Middletown Mall(40)	18	Sears, Lowe's, Stone & Thomas, Hess
Tygart Valley Mall(2)	18	Murphy's Mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.; Food nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Stone & Thomas; Sears; Hess; Bonton; Sears.
Variety Stores-McCrory's.
Discount Stores-Heck's; Hill's; Murphy's Mart; Gee Bee; David Weis; K mart.
Chain Drug Stores-Rexall; Walgreens; Rite Aid; Revco.
Chain Supermarkets-Kroger; Foodland; Shop'n Save; Giant Eagle.
Furniture-Fan Fare; Jack's Friendly; Rose's; Frank's; Custom Carpet; Mike DeMaria; La-Z-Boy.

14 - NEWSPAPERS: EXPONENT (m-tues to sat) 7,575; TELEGRAM (e) 16,543; EXPONENT-TELEGRAM (S) 27,708; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jack L. Smith, Adv. Mgr., EXPONENT and TELEGRAM, 324-326 Hewes Ave., Clarksburg, WV 26301; Tel. (304) 624-6411.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ELKINS

1 - LOCATION: Randolph County, E&P Map C-3. 35 mi. SE of Clarksburg. Elevation 2,000 feet. County Seat.

2 - TRANSPORTATION: **Railroads**-B&O; W. MD.
Airlines-USAir connection.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,536; E&P 87 Est. 8,602
CZ-ABC: (80) 8,536
RTZ-ABC: (80) 30,626
County 80 Cen. 28,734; E&P 87 Est. 29,684
City & RTZ-ABC: (80) 39,162
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,146; E&P 87 Est. 3,097
CZ-ABC: (80) 3,146
RTZ-ABC: (80) 10,201
County 80 Cen. 9,692; E&P 87 Est. 10,362
City & RTZ-ABC: (80) 13,347

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$30,715,405
Savings & Loan	1	$1,685,579

6 - PASSENGER AUTOS: County 20,111.

7 - ELECTRIC METERS: Residence 3,562.

8 - GAS METERS: Residence 3,418.

9 - PRINCIPAL INDUSTRIES: Brick and Tile Planing; Mill Prods.; Furn.; Limestone & Limestone Prods.; Foundry Prods.; W. MD R.R. Shops; Shoe Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 50-94; Fall 10-60; Winter 10-40. First killing frost, Oct. 1; last killing frost, May 15.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Davis Ave.; 3 on Third St.; Elkins Plaza on Beverly Pike; Tygart Valley Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elkins Plaza(12)	NA	Rite Aid, Foodland
Tygarts Valley Mall(5)	NA	A&P, Revco, K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Food nightly; all on Fri.; Plaza on Sunday.

13 - RETAIL OUTLETS: **Department Stores**-K mart; Smart Shop.
Variety Store-G.C. Murphy.
Discount Store-Heck's.
Chain Drug Stores-Revco; Rite Aid.
Chain Supermarkets-A&P; Kroger; Key; Hi-Lo; Super Dollar.

14 - NEWSPAPERS: INTER-MOUNTAIN (e) 10,994; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Paula Harris, Adv. Dir., INTER-MOUNTAIN, PO Box 1339, Elkins, WV 26241; Tel. (304) 636-2121.
National Representative: Landon Associates.

FAIRMONT

1 - LOCATION: Marion County, E&P Map B-2. County Seat. Coal mining, manufacturing. Fairmont State College. Major highway hub. U.S. Hwys. 250, 19; I-79; State Hwy. 73. 88 mi. S of Pittsburgh, PA; 21 mi. NE of Clarksburg; 78 mi. SE Wheeling.

2 - TRANSPORTATION: **Railroads**-Chessie System; Monongahela.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-10.
Airlines-Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 23,863; E&P 87 Est. 22,004
CZ-ABC: (80) 33,090
RTZ-ABC: (80) 50,325
County 80 Cen. 65,789; E&P 87 Est. 64,110
City & RTZ-ABC: (80) 83,415

4 - HOUSEHOLDS:
City 80 Cen. 9,727; E&P 87 Est. 9,329
CZ-ABC: (80) 13,115
RTZ-ABC: (80) 17,633
County 80 Cen. 24,409; E&P 87 Est. 24,523
City & RTZ-ABC: (80) 30,748

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$522,697,000
Savings & Loan	2	$98,900,000

6 - PASSENGER AUTOS: County 44,965.

7 - ELECTRIC METERS: Residence 10,500.

8 - GAS METERS: Residence 8,628.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coal Mining 3,802; Fluorescent Lamps 1,100; Mach. & Equip. Mfg. 1,028; Mining Equip. Mfg. 700; Fabricated Metal Prods. 485; Electric 619; Rolled Aluminum Prods. 300; Corrugated Fiber Containers 265; Can & Glass Labels 130; Gift Distribution Ctr. N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-69; Summer 68-87; Fall 40-65; Winter 10-40. First killing frost, Oct. 14; last killing frost, May 1.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Area**-7 blocks on Adams St.
Neighborhood Shopping Centers-East Side on Merchant St.; Country Club Rd.; Bellview Blvd.; Marion Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(4)	NA	
Middletown Mall(74)	3	Sears, Gee Bee, Stone & Thomas, Hess
Tygart Valley(6)	3	Murphy's Mart
12th St.	NA	Radio Shack, Revco, Giant Eagle
Meadowbrook	13	Bon-Ton, Mont. Ward, JCPenney, Stone & Thomas

Principal Shopping Days-Mon. through Sun.
Stores Open Evenings-Dept. Mon.; Food and shopping centers Nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Stone & Thomas; Sears.
Variety Stores-McCrory; Murphy's Mart; Gee Bee.
Discount Stores-Revco; Hill's; Heck's; Dollar General; Dollar Bargain.
Chain Drug Stores-Revco 3; Rite Aid; Mason's; Thrift; Clove's.
Chain Supermarkets-Foodland 3; Pitrolo's 3;

Kroger; Giant Eagle; Warehouse Grocery; A&P.
Other Chain Stores-Kinney; Goodrich; Montgomery Ward; Pic Way; Carriage Shop; Giant Shoe; Bressler's; Teek's; Shoe World; The Unlimited; Lerner's; Fashion Bug; Casual Corner; Bauer; Brown; Lowes; Gordon Jewelry; Chess King; Pettrey's; Friendly Furn.

14 - NEWSPAPERS: TIMES-WEST VIRGINIAN (m) 14,306; (S) 15,540; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Carolyn Hatting, Adv. Mgr., TIMES-WEST VIRGINIAN, PO Box 1472, Fairmont, WV 26554; Tel. (304) 363-5000.
National Representative: Thomson Newspapers.

HUNTINGTON

1 - LOCATION: Cabell & Wayne Counties (In Huntington-Ashland, WV-KY-OH MSA), E&P Map A-3. Seat of Cabell County. Industrial, wholesale and shipping center. 255 mi. from Pittsburgh, PA; 163 mi. from Cincinnati, OH. On U.S. Hwys. 52, 60; State Hwys. 2, 4, 7, 10; I-64.

2 - TRANSPORTATION: **Railroads**-CSX.
Motor Freight Carriers-30.
Intercity Bus Lines-TTA; Greyhound.
Airlines-USAir; Piedmont; ComAir; Christman.

3 - POPULATION:
Corp. City 80 Cen. 63,684; E&P 87 Est. 56,290
CZ-ABC: (80) 125,194
RTZ-ABC: (80) 208,921
Counties 80 Cen. 152,856; E&P 87 Est. 145,287
Cabell Co. 80 Cen. 106,835; E&P 87 Est. 100,278
Wayne Co. 80 Cen. 46,021; E&P 87 Est. 45,009
MSA 80 Cen. 336,410; E&P 87 Est. 325,844
City & RTZ-ABC: (80) 334,115

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 25,496; E&P 87 Est. 23,420
CZ-ABC: (80) 47,444
RTZ-ABC: (80) 71,786
Counties 80 Cen. 55,866; E&P 87 Est. 54,955
Cabell Co. 80 Cen. 40,218; E&P 87 Est. 39,037
Wayne Co. 80 Cen. 15,648; E&P 87 Est. 15,918
MSA 80 Cen. 119,007; E&P 87 Est. 119,360
City & RTZ-ABC: (80) 119,230

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$872,313,000

6 - PASSENGER AUTOS: Counties: Cabell 72,404; Wayne 22,950

7 - ELECTRIC METERS: Counties: Cabell 45,700; Wayne 17,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-$470)-Metals 7,700; Glass & Stone 2,000; Apparel 1,800; Chem. 1,200.
Principal Industrial Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-60; Summer 42-85; Fall 41-82; Winter 25-44. First killing frost, Oct. 20; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on 3rd, 4th, 5th Aves.; 3 on 9th, 10th, 11th Streets downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ceredo Plz.(11)	12	Harts, Big Bear
Eastern Heights(16)	6	Thrift, Mack's, Tradewell
Fairfield Plz.(8)	2	Big Bear
East Hills Mall(12)	9	Kelly & Cohen
Westland Plaza(6)	5	Big Lots, Thrift
Pea Ridge(20)	9	K mart, Kroger
Huntington Mall (125)	10	JCPenney, Lazarus, Stone & Thomas, Sears

Principal Shopping Days-Department Stores: Fri., Sat., Sun.; Food: Wed., Sun.
Stores Open Evenings-All until 9:30 P.M.

13 - RETAIL OUTLETS: **Department Stores**-Stone & Thomas 2; JCPenney; Lazarus; Sears.
Variety Stores-McCrory; Green's.
Discount Stores-Heck's 2; Hills 3; K mart 3; Hart's 4; Big & Small Lots 2.
Chain Drug Stores-Thrift 3; Rite Aid 2; Revco 2.
Chain Supermarkets-Kroger 4; Big Bear 3; Tradewell 8; Foodland 3; Foodfair 4.

14 - NEWSPAPERS: HERALD-DISPATCH (m) 41,256; (S) 49,373; Mar. 30, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David Alley, Adv. Dir., HERALD-DISPATCH, 946 Fifth Ave., Huntington, WV 25701; Tel. (304) 526-2820.
National Representative: Gannett National Newspaper Sales.

KEYSER

1 - LOCATION: Mineral County (In Cumberland, MD-WV MSA), E&P Map C-2. County Seat. On E bank of Potomac River. 24 mi. SW of Cumberland, MD. U.S. Hwys. 50, 220; WV Hwy. 28; 131 mi. W of Washington, DC; 110 mi. SE of Pittsburgh.

2 - TRANSPORTATION: **Railroads**-B&O; Western Md.
Intercity Bus Lines-Mt. State Bus; Greyhound; Emery; Potomac Transit Authority.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 6,569; E&P 87 Est. 6,729
MSA 80 Cen. 107,782; E&P 87 Est. 102,517
County 80 Cen. 27,234; E&P 87 Est. 28,024
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,496; E&P 87 Est. 2,584
MSA 80 Cen. 39,107; E&P 87 Est. 38,460
County 80 Cen. 9,438; E&P 87 Est. 10,044

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$89,834,000

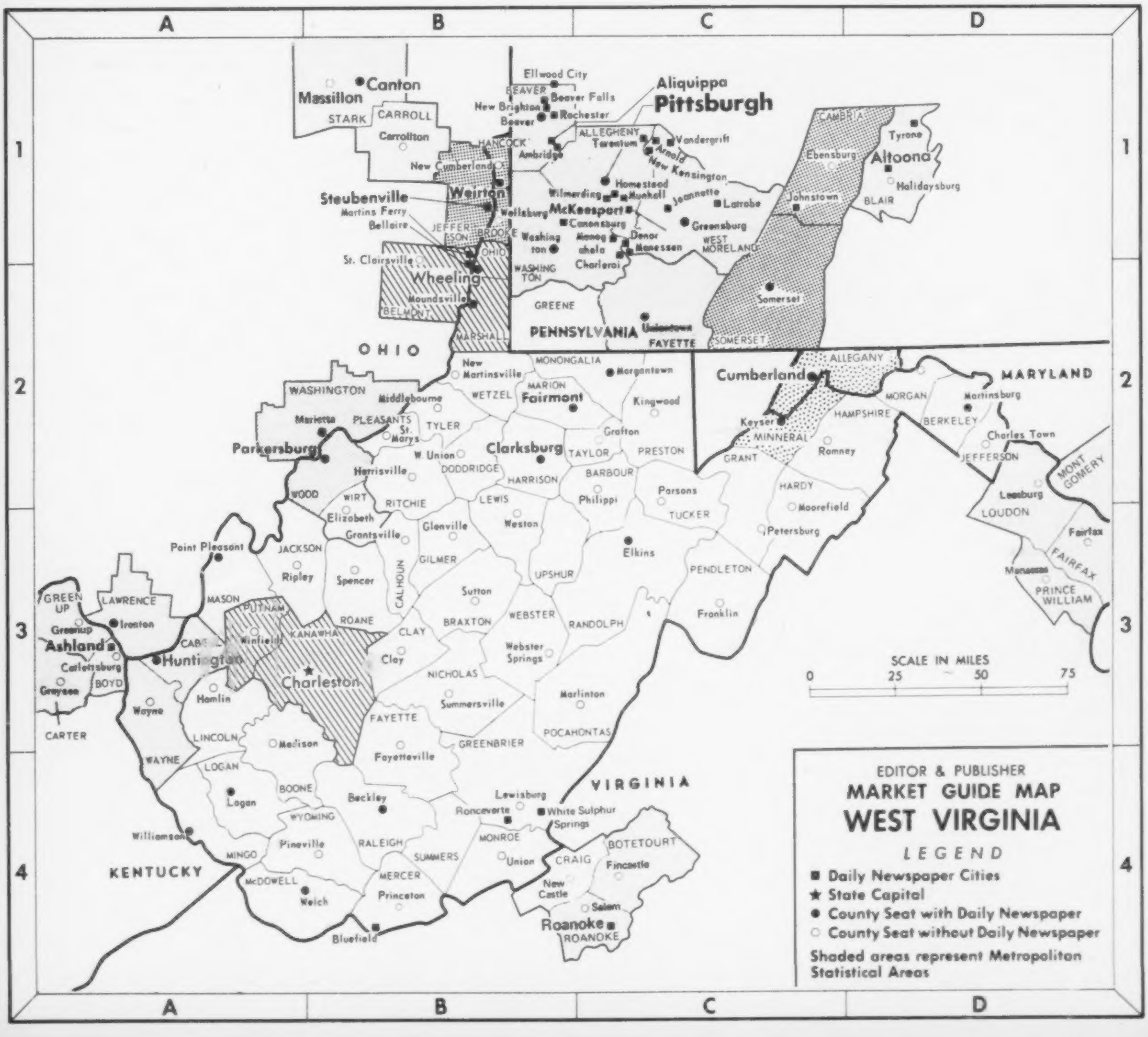
6 - PASSENGER AUTOS: County 20,458

7 - ELECTRIC METERS: Residence 4,521

8 - GAS METERS: Residence (RTZ) 4,125

9 - PRINCIPAL INDUSTRIES: Railroad Shop; Pulp and Paper; Women's Wear; Farm Mach.; Ballistics & Plastics; Sports Equip.; Electronics; Glass Beads; Glass; Glass Containers; Plastic Containers; Stainless Steel; Machine Shop; Printing Plant.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-85;



Summer 58-85; Fall 30-57; Winter 17-41. First killing frost, Oct.; last killing frost, May.

11 - TAP WATER: Hard to soft.

12 - RETAILING: **Principal Shopping Area**-3 blocks each on Main & Armstrong Sts.
Neighborhood Shopping Centers-West Piedmont, S. Mineral St., Heck's Shopping Center, Tri-Town Shopping Ctr.
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Wed., Fri.

13 - RETAIL OUTLETS: **Variety Stores**-Murphy; Heck's.
Chain Drug Stores-Revco; People's; Rite Aid.
Chain Supermarkets-A&P; Dishong's 3; Foodland; IGA 2; Brownings.
Other Chain Stores-Wolf Furniture; Western Auto; Sears; Montgomery Ward; J.S. Raub's Shoes; Burton's Men's Shop; Charles Store; Shoe World; Dollar General 2.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 5,935; (m-sat) 6,200; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Robert G. Tetrick, Adv. Mgr., NEWS-TRIBUNE, 24 Armstrong, Keyser, WV 26726; Tel. (304) 788-3333.
National Representative: American Newspaper Representatives.

LEWISBURG-RONCEVERTE-WHITE SULPHUR SPRINGS

1 - LOCATION: Greenbrier County, E&P Map B-4. U.S. Hwys. 60, 219 & I-64; State Hwys. 3, 12, 20, 39, 63.

2 - TRANSPORTATION: **Railroads**-C&O.
Airlines-Piedmont; USAir; Air Atlanta; Henson.
Intercity Bus Lines-Greyhound; Mountain Transit Authority.

3 - POPULATION:
Corp. Cities 80 Cen. 8,748; E&P 87 Est. 8,607
Lewisburg 80 Cen. 3,065; E&P 87 Est. 2,992
Ronceverte 80 Cen. 2,312; E&P 87 Est. 2,324
White S. Springs 80 Cen. 3,371; E&P 87 Est. 3,291
County 80 Cen. 37,665; E&P 87 Est. 39,780

4 - HOUSEHOLDS:
Cities 80 Cen. 3,415; E&P 87 Est. 3,363
Lewisburg 80 Cen. 1,240; E&P 87 Est. 1,217
Ronceverte 80 Cen. 849; E&P 87 Est. 856
White S. Springs 80 Cen. 1,326; E&P 87 Est. 1,290
County 80 Cen. 13,535; E&P 87 Est. 14,849

5 - BANKS	NUMBER	DEPOSITS
National	3	$30,808,397
State	1	(incl. above)

6 - PASSENGER AUTOS: County 27,757

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: (County)-Agric.; Constr.; Mfg.; Trans.; Commun. & Other Public Util.; Whol. & Ret.; Resort Hotels.

10 - CLIMATE: Av. An. Temp. 54; Av. Jan. 28; Av. June 74.

11 - TAP WATER: Alkaline, soft; some iron & sulfur content.

12 - RETAILING: **Downtown Shopping Centers**: 3 department stores and approx. 25 antique & specialty shops.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Red Oaks(11)	3	Kroger
Fairlea Mall(20)	2	Heck's, Stone & Thomas

13 - RETAIL OUTLETS: **Department Stores**-Leggett's; Federated; Stone & Thomas; Yarid's.
Discount Stores-Aides; Heck's.
Chain Drug Stores-Rite Aid 2; Eckerd.
Chain Supermarkets-Kroger's 2; IGA 2.

14 - NEWSPAPERS: WEST VIRGINIA DAILY NEWS (e-mon to fri) 6,251; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Frank L. Spicer, Pub., WEST VIRGINIA NEWS, 200 S. Court St.; Box 471, Lewisburg, WV 24901; Tel. (304) 645-1206.
National Representative: General Advertising Service.

LOGAN

1 - LOCATION: Logan County, E&P Map A-4. On Guyandotte River, 65 mi. from Charleston, 67 mi. from Huntington. On U.S. Hwy. 119; State Hwy. 10, and Corridor "G" Interstate Highway.

2 - TRANSPORTATION: **Railroads**-C&O.
Motor Freight Carriers-6.
Intercity Bus Lines-Consolidated Trailways; connecting with Greyhound at Huntington, Charleston and Bluefield.

3 - POPULATION:
Corp. City 80 Cen. 3,029; E&P 87 Est. 2,708
CZ-ABC: (80) 3,029
RTZ-ABC: (80) 47,650
County 80 Cen. 50,679; E&P 87 Est. 48,379
City & RTZ-ABC: (80) 50,679
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,254; E&P 87 Est. 1,177
CZ-ABC: (80) 1,254
RTZ-ABC: (80) 15,143
County 80 Cen. 16,397; E&P 87 Est. 16,219
City & RTZ-ABC: (80) 16,397

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$180,000,000
Savings & Loan	2	$19,372,256

6 - PASSENGER AUTOS: County 27,844

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 400 ($200); Mining Equip. 700 ($250); Coal Mining 6,000 ($400); Clothing Mfg. 140 ($200); Heavy Mach. 145 ($275); Printing 65 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-93; Summer 40-103; Fall 70-96; Winter 11-78.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Stratton St. and surrounding County Court House.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ellis Addn	1	Bi-Rite
Man	10	Hensley Furn.
West Logan	2	Bi-Rite
K City	31	Cherry Tree
Huff Junction	10	McNelly's, Cooks
Midway Plaza	9	Kroger, Heck's, Wenders
Monitor Mall	4	Super S, Pizza Hut

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Logan Mercantile; Collins; McCormick's; Watson's; Sayer Bros., Raymond's; Crown's.
Discount Stores-Super S; "K" City; Revco; Dollar General; EJ's; C&W Discount Furn.; Heck's.
Variety Stores-G.C. Murphy 2.
Chain Drug Stores-Rite Aid 2; Aracoma; Jack Prof. Pharmacy; Revco 2.
Chain Supermarkets-A&P; Kroger; Bi-Rite 4; IGA 6; AG Grocers 8; Pic 'N Pac 3; AJ's 3; Island Creek Produce; Clay Bros. 2.
Other Chain Stores-Firestone; Goodyear; Schiff's Shoe; Thrifty Shoppes; U.S. Royal; Sears; Crown Jewelers; B&L Furn.; Murphy's; Watsons; Silver Brand Clothes; Southern Auto; Weiners; Samsons; Lewis; Steel's; Wenders; Anderson Wholesale; B&B Loans.

14 - NEWSPAPERS: BANNER (e-mon to fri) 10,593; (S) 10,633; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data. Richard Osborne, Adv. Mgr., BANNER, 435 Stratton St.; PO Box 720, Logan, WV 25601; Tel. (304) 752-6950.
National Representative: Landon Associates.

MARTINSBURG

1 - LOCATION: Berkeley County, E&P Map D-2. County Seat. Trading and manufacturing center of three-county NE neck of WV, bounded by Shenendoah and Potomac rivers. 75 mi. from Washington, 90 mi. from Baltimore. On U.S. Hwy. 11; State Hwys. 9, 45; I-81.

2 - TRANSPORTATION: **Railroads**-Chessie System; Conrail; Amtrak.
Intercity Bus Lines-Pan Tran.
Motor Freight Carriers-5.
Airlines-Air Shenandoah (charter); Val Air (charter).

3 - POPULATION:
Corp. City 80 Cen. 13,063; E&P 87 Est. 13,310
County 80 Cen. 46,775; E&P 87 Est. 52,986
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,303; E&P 87 Est. 5,450
County 80 Cen. 16,432; E&P 87 Est. 19,301

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$406,926,536

6 - PASSENGER AUTOS: County 41,900

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-V.A. Hospital 1,273; R.R. 111; Telephone Dist. & Service 171; Air National Guard 208; Glass Works 669; Explosives 354; Wood Veneer 110; Automotive Parts Dist. 1,093; I.R.S. Computer Center 421; Daily Newspaper 169; Fruit Proc. 800 (Seasonal); Clothing Mfg. 425; Bread Prods. 230; Util. 136; Cement Prods. 227; Explosives Containers 65; Boxes & Containers 58; Limestone Prods. 109; Bathtub & Shower Enclosures 50; Hosiery 172; Wire Control Cables 395 (1984).

10 - CLIMATE: Min. & Max. Temp.-Spring 23-85; Summer 47-101; Fall 21-95; Winter 4-64.

11 - TAP WATER: Very hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on N. & S. Queen and intersecting streets, W. King St. and E. Moler Ave.; 12 store outlet mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Martinsburg Plaza(6)	NA	Barnhart's, Drug Fair
Berkeley Plz.(30)	NA	JCPenney, Kinney, Sherwin-Williams
Nichols Discount City	NA	Weis, K mart, Nichols Discount
Charles Town Plaza(17)	NA	Foodland, Heck's

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Dept.: Mon.-Fri.; Food and Shopping Centers: nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Eyerly's; Sears (catalog).
Variety Stores-McCrory.
Discount Stores-Nichol's; Hecks 2; K mart.
Chain Drug Stores-Peoples 2; Drug Fair; Widmann.
Chain Supermarkets-Acme-American 2; Martins; Weis.

14 - NEWSPAPERS: JOURNAL (e) 17,769; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: David C. Butler, Adv. Dir.; Edward W. Kruger, Gen. Mgr., JOURNAL, 207 W. King St., Martinsburg, WV 25401; Tel. (304) 263-8931.
National Representative: Landon Associates.

MORGANTOWN

1 - LOCATION: Monongalia County, E&P Map C-2. County Seat. Educational (WV Univ.), Medical, Agricultural, Mining, Research (Mining and Energy Research Center) & Shopping Center. 72 mi. from Pittsburgh; 225 mi. from Washington. On Monongahela River.

2 - TRANSPORTATION: **Railroads**-B&O; Monongahela.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; Monongalia County Transit System.
Airlines-Colgan Allegheny.

3 - POPULATION:
Corp. City 80 Cen. 27,605; E&P 87 Est. 27,475
CZ-ABC: (80) 48,025
RTZ-ABC: (80) 64,282
County 80 Cen. 75,024; E&P 87 Est. 79,152
City & RTZ-ABC: (80) 112,307

4 - HOUSEHOLDS:
City 80 Cen. 9,628; E&P 87 Est. 9,867
CZ-ABC: (80) 17,777
RTZ-ABC: (80) 22,109
County 80 Cen. 27,100; E&P 87 Est. 29,490
City & RTZ-ABC: (80) 39,886

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$234,482,000
Savings & Loan	4	18,000,000

6 - PASSENGER AUTOS: County 44,580

7 - ELECTRIC METERS: Residence 23,000

8 - GAS METERS: Residence 13,206

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educ. & Research 8,161; Coal 3,268; Metal & Metal Prods. 1,790; Glass 861; Public Service 796; Bldg. Contractors 477; Clothing & Textiles 325.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-85; Summer 42-94; Fall 20-90; Winter 0-70. First killing frost, Oct. 13; last killing frost, May 1.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: **Principal Shopping Area**-6 blocks on High St.; 3 on Pleasant St.; 3 on Walnut St.; 2 on University Ave.; 2 on Spruce.
Neighborhood Shopping Centers-Holland Ave & Dunkard Ave.; Westover; Mileground; Sabraton; Suncrest Plaza; Patteson Drive & University Ave.; Hills Plaza; Monongahela Blvd.; Heck's; Sabraton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mountaineer(50)	2	JCPenney, Mont. Ward, Murphy's, Giant Eagle
Middletown	22	Sears, Watsons, Gee Bee, Thorofare
Morgantown Pl.(6)	3	Thorofare, Hill's
Suncrest Plz.(7)	2	Thrift Drug
Westover	1	Foodland, Heck's, Shop 'N Save
Sabraton	1	Heck's, Kroger

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food & Chain Stores: Every evening. Independent Stores: Mon.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; David Weis; Hills; Heck's; Lowe's; JCPenney.
Variety Stores-G.C. Murphy; Murphy's Mart.
Discount Stores-Revco 3; Thrift Drug 2; Rite Aid 3; Heck's; Hills; Greys.
Chain Drug Stores-Thrift 2; Revco 3; Rite Aid 3; SupeRx; Thrift 2.
Chain Supermarkets-Thorofare 2; Foodland 2; Kroger 2; Dairy Mart 7; Shop 'N Save; Giant Eagle; Super Dollar.
Other Chain Stores-Kinney; Rogers Jewelry; Pettrey's (shoes); Sears (catalog); Heck's; Hill's; Firestone; Crane's Clothing; Sherwin-Williams; House of Cards; Giant Shoemart; Pic-Way Shoes; Lowe's, Inc.; Bauer Home Supplies; Goodyear; Georgian Gallerie; Associated Hdwe.; Fashion Bug; JoAnn Fabrics; Lerner Dress Shop; General Nutrition Center; Coles Book; De Roy Jewelers; Gordon Jewelers; Nobil Shoes; Teeks Shoes; Radio Shack 2; Fulton Organs; Hickory Farms; 84 Lumber Co.

14 - NEWSPAPERS: DOMINION-POST (m) 20,126; (S) 27,746; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: James D. Hoffman, Gen. Mgr., DOMINION-POST, Greer Bldg., Morgantown, WV 26505; Tel. (304) 292-6301.
National Representative: Landon Associates.

MOUNDSVILLE

1 - LOCATION: Marshall County (In Wheeling WV-OH MSA). E&P Map B-2. On Ohio River, 12 mi. S of Wheeling. On U.S. Hwy. 250; State Hwys. 2, 88; and Ohio Rt. 7.

2 - TRANSPORTATION: **Railroads**-B&O.
Motor Freight Carriers-15.
Water Transportation-Deep water docks.
Intercity Bus Lines-Greyhound; Cooperative Transit.

3 - POPULATION:
Corp. City 80 Cen. 12,419; E&P 87 Est. 11,418
County 80 Cen. 41,608; E&P 87 Est. 41,608
MSA 80 Cen. 185,566; E&P 87 Est. 175,765

4 - HOUSEHOLDS:
City 80 Cen. 4,511; E&P 87 Est. 4,205
County 80 Cen. 14,344; E&P 87 Est. 14,044
MSA 80 Cen. 67,532; E&P 87 Est. 65,937

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$37,647,443
Commercial	2	$100,085,000

6 - PASSENGER AUTOS: County 23,261

7 - ELECTRIC METERS: Residence 12,301

8 - GAS METERS: Residence 3,989

9 - PRINCIPAL INDUSTRIES: Glassware; Coal Mining; Elect. Conduit and Cable; In County: Chem. Plants; Salt Chlorine Prods.; Aniline and other basic Chem.; Polyurethane; Basics (Coal & Gasoline); Electric Power; Dairy Farming; Carbon Black; Carbon Electrodes.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-50; Summer 50-99; Fall 0-70; Winter 0-60. First killing frost, Oct. 10; last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Second, Jefferson, 7th & Lafayette; three Shpg. Ctrs. in city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Moundsville Shopping Plz.(15)	NA	Kroger, McCrory, Heck's
Murphy Mart(3)	NA	Murphy, Giant Eagle

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Variety Stores-G.C. Murphy; McCrory.
Chain Drug Stores-Rite Aid; Myers; SupeRx; Revco.
Chain Supermarkets-State Food 4; A&P; Foodland; Kroger; Giant Eagle.
Other Chain Stores-Sears (catalog); Montgomery Ward; Reichart.

14 - NEWSPAPERS: ECHO (e-mon to fri) 4,820; sworn Dec. 31, 1986.
Local Contact for Advertising and Merchandising Data: Samuel Shaw, Pub., ECHO, 715 Lafayette Ave.; PO Box 369, Moundsville, WV 26041; Tel. (304) 845-2660.
National Representative: None

PARKERSBURG

1 - LOCATION: Wood County (In Parkersburg-Marietta, WV-OH MSA), E&P Map B-2, County Seat. On confluence of Ohio and Little Kanawha Rivers. 150 mi. S of Pittsburgh; 100 mi. N of Huntington; 80 mi. W of Clarksburg. On U.S. Hwys. 50, 21; State Hwys. 2 and 47, I-77.

2 - TRANSPORTATION: Railroads-Chessie.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 39,967; E&P 87 Est. 37,840
CZ-ABC: (80) 70,793
RTZ-ABC: (80) 127,861
County 80 Cen. 93,648; E&P 87 Est. 91,686
MSA 80 Cen. 157,914; E&P 87 Est. 158,334
City & RTZ-ABC: (80) 198,654
Demographic Information available from Parkersburg Chamber of Commerce.

4 - HOUSEHOLDS:
City 80 Cen. 15,873; E&P 87 Est. 15,676
CZ-ABC: (80) 26,787
RTZ-ABC: (80) 43,731
County 80 Cen. 33,822; E&P 87 Est. 34,231
MSA 80 Cen. 56,100; E&P 87 Est. 58,249
City & RTZ-ABC: (80) 70,518

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$81,880,000
Savings & Loan	3	$4,822,800

6 - PASSENGER AUTOS: County 67,427

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum; Chem.; Glass; Insulation; Plastics.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-88; Summer 60-86; Fall 36-79; Winter 28-54.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Central Mall(101)	NA	JCPenney, Sears, Stone & Thomas, G.C. Murphy
Park(10)	NA	Dollar General, Harts, Sherwin-Williams
Southgate(10)	NA	Dollar General, Big & Small Lots

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Food Daily, Grand Central Mall 7 days.
Stores Open Sunday-Mall, Food Stores.

13 - RETAIL OUTLETS: Department Stores-Dils Bros.; JCPenney; Montgomery Ward; Sears; Stone & Thomas.
Discount Stores-K mart; Hills; Heck's; Harts.
Variety Stores-McCrory's; Murphy; Dollar General; Family Dollar; Big & Small Lots.
Chain Drug Stores-Thrift; Revco; SuperRx; Nelson; Nancarrow; Rite Aid.
Chain Supermarkets-Kroger 3; Big Bear 2; 7-Eleven; IGA; Hickory Farms; Foodland; Mr. Moneysworth.
Other Chain Stores-Fashion Bug; Merle Norman; Lerner; Singer; Kinney; Radio Shack.

14 - NEWSPAPERS: NEWS (m) 21,352; SENTINEL (e) 14,930; NEWS (S) 39,798; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: W. Edward Hofmann, Adv. Dir., NEWS and SENTINEL, 519 Juliana St., Parkersburg, WV 26101; Tel. (304) 485-1891.
National Representative: Landon Associates.

POINT PLEASANT

1 - LOCATION: Mason County, E&P Map A-3. 40 mi. N of Huntington; 54 mi. S of Parkersburg; 54 mi. NW of Charleston. On Ohio River at mouth of Great Kanawha River.

2 - TRANSPORTATION: Railroads-B&O; Conrail.

3 - POPULATION:
Corp. City 80 Cen. 5,682; E&P 87 Est. 5,315
County 80 Cen. 27,045; E&P 87 Est. 25,983

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,174; E&P 87 Est. 2,071
County 80 Cen. 9,400; E&P 87 Est. 9,403

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$180,000,000
Savings & Loan	1	$38,500,000

6 - PASSENGER AUTOS: County 17,653

7 - ELECTRIC METERS: Residence 2,680

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Iron castings; Chem. Prods.; Mining Mach.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-60; Summer 42-85; Fall 41-82; Winter 25-44.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Downtown Shopping Centers-3 blocks on Main, Colonial Plz., Heck's Plz.

13 - RETAIL OUTLETS: Variety Stores-G.C. Murphy.
Discount Stores-Heck's.
Chain Drug Stores-Rite Aid; Fruth.
Chain Supermarkets-Johnson's; Foodland.
Other Chain Stores-Firestone; Western Auto; Goodyear; Hardman's Home Ctr.; Fashion Tree; Solo; Super America; Almeda's; Dairy Queen; Shoney's; Mister Donut; Gino's; Domino's; Kentucky Fried Chicken.

14 - NEWSPAPERS: REGISTER (e) 5,690; Sworn, Aug. 11, 1987.
Local Contact for Advertising and Merchandising Data: K.S. Halstead, Adv. Mgr., REGISTER, 200 Main St., Point Pleasant, WV 25550; Tel. (304) 675-1333.
National Representative: Branham/Newspaper Sales.

RONCEVERTE
See LEWISBURG

WEIRTON

1 - LOCATION: Brooke and Hancock Counties (In Steubenville-Weirton, OH-WV MSA), E&P Map B-1. E of Ohio River, 4 mi. SE of New Cumberland.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound; Trailways; Shortline.

3 - POPULATION:
Corp. City 80 Cen. 25,371; E&P 87 Est. 21,909
CZ-ABC: (80) 25,371
RTZ-ABC: (80) 23,006
Counties 80 Cen. 71,535; E&P 87 Est. 66,220
Brooke County 80 Cen. 31,117; E&P 87 Est. 29,114
Hancock County 80 Cen. 40,418; E&P 87 Est. 37,106
MSA 80 Cen. 163,099; E&P 87 Est. 149,368
City & RTZ-ABC: (80) 48,377
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,117; E&P 87 Est. 8,099
CZ-ABC: (80) 9,117
RTZ-ABC: (80) 7,618
Counties 80 Cen. 24,872; E&P 87 Est. 23,841
Brooke County 80 Cen. 10,619; E&P 87 Est. 10,253
Hancock County 80 Cen. 14,253; E&P 87 Est. 13,588
MSA 80 Cen. 57,577; E&P 87 Est. 54,554
City & RTZ-ABC: (80) 16,735

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$214,312,811
Savings & Loan	2	$114,352,533

6 - PASSENGER AUTOS: Brooke 17,994; Hancock 28,033

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 17,000

9 - PRINCIPAL INDUSTRIES: Steel; Tin Cans; Chem.; R.R. Shops; Coal Mining; Metal Fab. and Coating; Salt Mfg.; Shelving; Trucking and Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-87; Summer 40-100; Fall 8-96; Winter -3-65. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 Blocks on Main St., Weirton Shopping Plz. 18 Stores; K mart Plz. 11 Stores.
Neighborhood Shopping Centers-Weirton Heights, 2 blocks on Pennsylvania Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ft. Steuben Mall(70)	10	Sears, JCPenney, Kaufman, Hill's
Hollywood(8)	5	Kroger, SuperRx, K mart
Tri-State Mall(10)	15	Hart's, Big Bear
Premier	7	Fisher Bros
Kusic	1	Thrift Drug
K mart Plz.	6	K mart, Kroger, SupeRx

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur.; Shopping Plz. daily until 9 p.m. and Sun.

13 - RETAIL OUTLETS: Department Stores-Stone & Thomas; Kaufman's; JCPenney; Sears.
Discount Stores-Jim's of Weirton; Pic-Way Shoe Mart; Fisher's Big Wheel; K mart; Big Lots; Family Dollar.
Variety Store-Murphy.
Chain Drug Stores-Thrift 2; SuperRx; Anile Pharmacy 2; Penn-Way.
Chain Supermarkets-Kroger 2; Convenient Market; Foodland.
Other Chain Stores- Western Auto; Genuine Parts; Goodyear; Nationwise; Radio Shack; Sherwin-Williams; Big & Small Lots; Family Dollar.

14 - NEWSPAPERS: DAILY TIMES (e) 7,718; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Harry Pappas, Pub., TIMES, 114 Lee Ave., Weirton, WV 26062; Tel. (304) 748-0606.
National Representative: Thomson Newspapers.

WELCH

1 - LOCATION: McDowell County, E&P Map A-4, County Seat. Coal mining center, 36 mi. W of Bluefield; 129 mi. S of Charleston, WV. On U.S. Hwy. 52.

2 - TRANSPORTATION: Railroads-N&W.
Intercity Bus Lines-Trailways; Intercity County; Price.

3 - POPULATION:
Corp. City 80 Cen. 3,885; E&P 87 Est. 3,492
County 80 Cen. 49,899; E&P 87 Est. 43,192

4 - HOUSEHOLDS:
City 80 Cen. 1,[illegible]3; E&P 87 Est. 1,448
County 80 Cen. 16,034; E&P 87 Est. 14,352

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$90,000,000

6 - PASSENGER AUTOS: County 25,996

7 - ELECTRIC METERS: Residence 2,400

8 - GAS METERS: City 1,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 10,517 ($300).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Collins; Watsons; Sears (catalog); Super 10.
Variety Stores-Murphy.
Discount Stores-Buddy's; Magic Mart; Big Lots.
Chain Supermarkets-Goodsons; Deskins.
Chain Drug Stores-Buddy's; Rite Aid 2.
Other Chain Stores-Giant Dollar; H&M Shoe; Goodrich; Credit Dept.; Thrifty Shops; Shoe Mart; Family Shoes; Welch Hdwe.; Howard; Best Furn.; Heileg-Meyers.

14 - NEWSPAPERS: NEWS (e-mon to fri) 10,625; *sworn Sept. 30, 1986*.
Local Contact for Advertising and Merchandising Data: Vance Hayes, Adv. Dir., NEWS, 125 Wyoming St., Welch, WV 24801; Tel. (304) 346-3144.
National Representative: General Advertising Service.

WHEELING

1 - LOCATION: Ohio County (WV-OH MSA), E&P Maps B-1, B-2. Industrial and Commercial center on Ohio River; Northern part of State. On U.S. Hwys. 40, 250; State 2, 88; I-70.

2 - TRANSPORTATION: Railroads-Conrail; B&O; Nichel Plate (freight only).
Motor Freight Carriers-33.
Intercity Bus Lines-Greyhound; Continental Trailways; Ohio Valley Regional Bus Authority; Reynolds Transportation.

3 - POPULATION:
Corp. City 80 Cen. 43,070; E&P 87 Est. 38,913
CZ-ABC: (80) 92,987
In Ohio: (80) 25,416
In WV: (80) 67,571
RTZ-ABC: (80) 186,342
County 80 Cen. 61,389; E&P 87 Est. 56,512
MSA 80 Cen. 185,566; E&P 87 Est. 175,765
City & RTZ-ABC: (80) 279,329

4 - HOUSEHOLDS:
City 80 Cen. 17,087; E&P 87 Est. 16,062
CZ-ABC: (80) 36,213
In Ohio: (80) 10,090
In WV: (80) 26,123
RTZ-ABC: (80) 63,975
County 80 Cen. 22,938; E&P 87 Est. 21,719
MSA 80 Cen. 67,532; E&P 87 Est. 65,937
City & RTZ-ABC: (80) 100,188

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$475,889,000

6 - PASSENGER AUTOS: County 37,753

7 - ELECTRIC METERS: 23,862

8 - GAS METERS: 16,360

9 - PRINCIPAL INDUSTRIES: Steel; Foundry & Machine; Glass; Proprietary Medicines; Chem.; Toys; Tooth Paste Tubes; Food Prods.; Elect. Equip.; Enamel Ware; Stone; Clay & Aluminum Prods.; Clothing; Bearings; Corrugated Boxes; R.R. Shops; Coal Mines; Oil; Natural Gas; Tobacco; Television and Radio Broadcasting.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 70-95; Fall 32-80; Winter 0-65. First killing frost, Oct. 18; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Neighborhood Shopping Center-Warwood Plaza (Ben Franklin, Kroger); Grove Shopping Center (Elm Terrace Supermarket, Stone & Thomas, Rite Aid); Ohio Valley Mall; Elm Grove Crossings.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elm Grove Crossings	NA	Riesbeck's, Food Mart, Heck's, Gray Drug
Elm. Terr. Plz.(8)	NA	Ben Franklin
Warwood Ctr.(7)	NA	Kroger, Heck's, Ben Franklin
Ohio Valley Mall(80)	NA	Sears, JCPenney, K mart, Kaufmanns
Benwood Plaza	NA	Hills, Rinks, Kroger

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Stone & Thomas; Horne's; Kaufman's; Sears; JCPenney.
Discount Stores-Bernie Glenns Commercial Sales; Hart's Family Center; Hecks; Rinks; Hills; K mart; Big Lots.
Variety Stores-Murphy's; Ames.
Chain Drug Stores-SupeRx; Revco; Rite Aid 3; Gray Drug.
Chain Supermarkets-Kroger 7; Convenient Food Marts 10; Farm Fresh Store 23; Ross 4; Shop 'n Save 2; Hart's (Big Bear); Giant Eagle 2.

14 - NEWSPAPERS: INTELLIGENCER (m-mon to fri) 23,540; (m-sat) 45,776; NEWS-REGISTER (e-mon to fri) 24,780; NEWS-REGISTER (S) 54,769; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising *Data: Robert H. Diehl, Adv. Dir.*, INTELLIGENCER and NEWS-REGISTER, 1500 Main St., Wheeling, WV 26003; Tel. (304) 233-0100.
National Representative: Landon Associates.

WHITE SULPHUR SPRINGS
See LEWISBURG

WILLIAMSON

1 - LOCATION: Mingo County, E&P Map A-4. Coal mining center on Tug River, 82 mi. from Huntington; 41 mi. from Logan; 72 mi. from Welch; 110 mi. from Charleston. On U.S. Hwys. 52 and 119.

2 - TRANSPORTATION: **Railroads**-N. & W.
Motor Freight Carriers-5.
Intercity Bus Lines-Consolidated Trailways.
Air Travel-County Airport-3000' runway.

3 - POPULATION:
Corp. City 80 Cen. 5,219; E&P 87 Est. 5,493
NDM-ABC: (80) 137,869
County 80 Cen. 37,336; E&P 87 Est. 36,384

4 - HOUSEHOLDS:
City 80 Cen. 2,023; E&P 87 Est. 2,232
NDM-ABC: (80) 44,153
County 80 Cen. 11,876; E&P 87 Est. 11,998

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$166,702,485

6 - PASSENGER AUTOS: County 21,527

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Coal Mining; Railroad Ctr.; Gas; 5 Machine Armature Plants; Lumber.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-93; Summer 40-103; Fall 70-96; Winter 11-78.

11 - TAP WATER: Alkaline, varies.

12 - RETAILING: **Shopping Centers**-Appalachia Plz. (7 Stores-Piggly Wiggly, Magic Mart); Maloneys; South Side Mall (28 stores).
Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Cox; Watson's; Dawahares; Cantee's; JCPenney; Sears.
Discount Stores-Magic Mart; Maloney's; Williamson Sundry Store; Super Dollar.
Variety Stores-G.C. Murphy; R.H. Hobbs; K mart.
Chain Drug Stores-Rite Aid; Hurley 3; Sargent; Strosniders; SupeRx.
Chain Supermarkets-Piggly Wiggly 3; A&P; Kroger; Pic Pac; IGA.
Other Chain Stores-Brooks; Fashion Bug; Artleys; Radio Shack; Gem Nutrition; Regis Hair; Kinney Shoes; C&H Rauch; Pic 'N Pay Shoes.

14 - NEWSPAPERS: NEWS (e) 11,879; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Elmer Ray, Adv. Mgr., NEWS, PO Box 1660, Williamson, WV 25661; Tel. (304) 235-4242.
National Representative: General Advertising Service.

WISCONSIN SURVEYS

METROPOLITAN STATISTICAL AREAS

Appleton-Oshkosh-Neenah-Calumet, Outagamie and Winnebago Counties.
Duluth, MN-WI-St. Louis County, MN; Douglas County, WI
Eau Claire-Eau Claire and Chippewa Counties.
Green Bay-Brown County.
Janesville-Beloit-Rock County.
La Crosse-La Crosse County.
Madison-Dane County.
Minneapolis-St. Paul, MN-WI-Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington and Wright Counties, MN; St. Croix County, WI
Sheboygan-Sheboygan County.
Wausau-Marathon County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Kenosha-Kenosha County.
Milwaukee-Milwaukee, Ozaukee, Washington, Waukesha Counties.
Racine-Racine County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Chicago-Gary-Lake County, IL-IN-WI-Includes Aurora-Elgin, IL PMSA; Chicago, IL PMSA; Gary-Hammond, IN PMSA; Joliet, IL PMSA; Kenosha, WI PMSA; and Lake County, IL PMSA.
Milwaukee-Racine-Includes Milwaukee PMSA and Racine PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1988**
Under 5 Years	382	347	358
5-14 Years	936	740	763
15-24 Years	771	916	944
25-44 Years	977	1,262	1,301
45-64 Years	881	889	916
65 and Over	471	574	592
TOTAL	4,418	4,728	4,874

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1988 Est.**
Bldg. Mat./Hdwr	985	1,022	1,913
General Mdse	1,929	2,409	3,608
Food	3,084	4,478	5,942
Automobiles	3,033	3,432	6,596
Gasoline Stations	1,250	2,111	2,090
Apparel	560	832	1,197
Furniture	682	842	1,539
Eat-Drink Places	1,524	2,167	3,272
Drugs	382	546	803
TOTAL SALES	14,930	20,554	30,316

ANTIGO

1 - LOCATION: Langlade County, E&P Map C-3, County Seat. Dairy, agricultural & recreation area. Miscellaneous small manufacturing 270 mi. NW of Chicago; 185 mi. NW of Milwaukee; 80 mi. NW of Green Bay; 215 mi. E of Minneapolis-St. Paul. On State Hwys. 45, 47, 52 & 64.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.
Intercity Bus Lines-Inter-County.

3 - POPULATION:
Corp. City 80 Cen. 8,653; E&P 87 Est. 8,412
County 80 Cen. 19,978; E&P 87 Est. 19,538

4 - HOUSEHOLDS:
City 80 Cen. 3,344; E&P 87 Est. 2,549
County 80 Cen. 7,060; E&P 87 Est. 7,208

5 - BANKS	**NUMBER**	**DEPOSITS**
Prod. Credit (Farm Loans)	2	$28,000,000
Commercial	2	$100,512,000
Savings & Loan	1	$41,000,000
Credit Unions	1	$52,359,373

6 - PASSENGER AUTOS: County 8,766

7 - ELECTRIC METERS: County 10,042

8 - GAS METERS: Residence 3,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Working 201 ($248); Steel & Metal 375 ($321); Food & Bev. 88 ($380); Gov't 846 ($350).
Principal Pay Days-5th, 20th; 1st, 15th; Some Sats.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-81; Summer 42-83; Fall 29-67; Winter 16-48. First killing frost, Oct. 10; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Area**-15 blocks on five sts.; shpg. and recreation development N. side of Antigo.
Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Almost all Fri.; some every night (including stores on Hwy. 45 N., Schultz's Dept. Store).
Stores Open Sundays-Food Stores; Schultz's and several downtown stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Sears (catalog).
Discount Stores-Mills Fleet Farm.
Variety Stores-Woolworth; Spurgeon; Snyder's.
Chain Supermarkets-Red Owl; IGA Foodliner; Antigo Big Food Saver Store; Lee's Antigo Super Valu.

14 - NEWSPAPERS: JOURNAL (e) 6,738; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Bill Williams, Adv. Mgr., JOURNAL, 612 Superior St., Antigo, WI 54409; Tel. (715) 623-4191.
National Representative: None.

APPLETON-NEENAH-MENASHA

1 - LOCATION: Outagamie & Winnebago Counties (In Appleton-Oshkosh-Neenah MSA). E&P Map C-4. 105 mi. N of Milwaukee; 185 mi. N of Chicago, IL. On U.S. Hwys. 10, 41, 45; State Hwys. 47, 55, 76, 96, 114.

2 - TRANSPORTATION: **Railroads**-Chicago Northwestern; Soo/Milwaukee System.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Wis./Michigan Trailways.
Airlines-Northwest; United Express/Air Wisconsin; Midwest Express.

3 - POPULATION:
Corp. Cities 80 Cen. 97,032; E&P 87 Est. 101,853
Appleton 80 Cen. 58,913; E&P 87 Est. 64,295
Neenah 80 Cen. 23,272; E&P 87 Est. 22,651
Menasha 80 Cen. 12,307; E&P 87 Est. 14,907
CZ-ABC: (80) 141,228
RTZ-ABC: (80) 126,684
Counties 80 Cen. 260,458; E&P 87 Est. 274,481
Outagamie Co. 80 Cen. 128,726; E&P 87 Est. 137,466
Winnebago Co. 80 Cen. 131,732; E&P 87 Est. 137,015
MSA 80 Cen. 291,325; E&P 87 Est. 309,238
City & RTZ-ABC: (80) 267,912
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 38,052; E&P 87 Est. 38,556
Appleton 80 Cen. 19,314; E&P 87 Est. 23,737
Neenah 80 Cen. 9,222; E&P 87 Est. 8,074
Menasha 80 Cen. 9,516; E&P 87 Est. 6,745
CZ-ABC: (80) 49,798
RTZ-ABC: (80) 40,845
Counties 80 Cen. 89,620; E&P 87 Est. 97,594
Outagamie Co. 80 Cen. 42,728; E&P 87 Est. 47,252
Winnebago Co. 80 Cen. 46,892; E&P 87 Est. 50,342
MSA 80 Cen. 99,314; E&P 87 Est. 108,968
City & RTZ-ABC: (80) 90,643

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$964,640,219
Savings & Loan	10	$482,412,000

6 - PASSENGER AUTOS: Outgamie Co. 71,354; Winnabago Co. 69,248

7 - ELECTRIC METERS: Residence 64,154

8 - GAS METERS: Residence 43,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 49,413 ($461); Retail Trade 23,115 ($162); Servs. 21,992 ($258); Trans. & Utilities 4,827 ($329); Whol. Trade 5,698 ($405); Finance, Ins. & Real Estate 6,593 ($320); Constr. 6,430 ($426); Agric., Forestry & Fishing 795 ($229); Gov't 14,166 ($344).
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Mean Temps.-Spring 44; Summer 70; Fall 40; Winter 19. First killing frost, Oct. 25; last killing frost, May 9.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-14 blocks on College Ave.; 8 on Oneida St.; 6 on Appleton St.; 2 on Superior St.; 4 on Morrison St.; 2 on Walnut St.; 2 on State St.; 20 on Richmond St.; 4 at Wisconsin at Richmond.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
S. Lawe St.	2	Kitz & Pfeil, Landens
Valley Fair(25)	3	Mike's Towne & Country, Kohl's
Fox Point(16)	7	Kresge, Pic 'N Save
Northland Plz.	2	Shopko, Kohl's
Sunset Plz.(6)	NA	Gordy's, K mart
Fox River Mall(125)	NA	Prange's, Sears, JCPenney, Target

Principal Shopping Days-Thur., Fri., Sat., Sun., Mon.
Stores Open Evenings-Dept.-Mon. & Fri.; Food-nightly.

13 - RETAIL OUTLETS: **Department Stores**-Prange's; JCPenney 2; Sears; Kohl's; Marshall Field's.
Discount Stores-Prange Way; K mart 2; Shopko 3; Target.
Variety Stores-S.S. Kresge.
Chain Drug Stores-Walgreens; Ford 4; Appleton Phcy. 2; Morton's 4; Snyder.
Chain Supermarkets-Cub; Sav-U-Foods 3; Towne & Country 3; Landens; Super Valu 5; Sentry 3; Austin's; Kohl's 2; Pick 'N Save 2; Red Owl; Copps.
Other Chain Stores-Fanny Farmer 2; Neumode Hosiery; Singer Co.; Firestone; Goodyear; Montgomery Ward; Galienkamp's 2; Nobil; Thom McAn; Ready-to-Wear; Coast-to-Coast 2; Gamble's; So-Fro Fabrics; Ace Hdwe.; True Value 2; Menard's; Wickes; Waldenbooks; Payless; Radio Shack.

14 - NEWSPAPERS: POST-CRESCENT (e) 52,253; (S) 65,289; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Roy Valitchka, Adv. Sales Mgr., POST-CRESCENT, PO Box 59, Appleton, WI 54912; Tel. (414) 733-4411.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ASHLAND

1 - LOCATION: Ashland County, E&P Map B-2, County Seat. On Lake Superior, at head of Chequamegon Bay, on the S shore of Lake Superior. 70 mi. E of Duluth. On U.S. Hwy. 2; State Hwys. 13 & 63.

2 - TRANSPORTATION: **Railroads**-Soo Line; Burlington-Northern.

3 - POPULATION:
Corp. City 80 Cen. 9,115; E&P 87 Est. 9,386
County 80 Cen. 16,783; E&P 87 Est. 17,514

4 - HOUSEHOLDS:
City 80 Cen. 3,710; E&P 87 Est. 3,157
County 80 Cen. 6,103; E&P 87 Est. 6,656

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$99,913,000
Savings & Loan	1	$74,000,000

6 - PASSENGER AUTOS: County 6,710

7 - ELECTRIC METERS: Residence 3,200

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Prods. 375; Paper Prods. 230; Printing Forms 27; Wood Prods. 206; Garment Firms 250; Whol. 117; Util. 248; Dairy Prods. 12.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon through Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Pamida.
Variety Stores-Woolworth; McCrory.
Chain Supermarkets-Super Valu; IGA; Hunt's; Holiday Village.

14 - NEWSPAPERS: PRESS (m) 8,075; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Byron Johnson, Gen. Mgr., PRESS, 122 W. Third St., Ashland, WI 54806; Tel. (715) 682-2313.
National Representative: Papert Companies.

BARABOO

1 - LOCATION: Sauk County, E&P Map C-5, County Seat. On Baraboo River, 12 mi. from WI Dells; 40 mi. from Madison. On U.S. Hwys. 12, 33; 5 mi. S of I-90 & I-94.

2 - TRANSPORTATION: **Railroads**-C&NW.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,081; E&P 87 Est. 8,183
County 80 Cen. 43,469; E&P 87 Est. 49,307

4 - HOUSEHOLDS:
City 80 Cen. 3,720; E&P 87 Est. 3,138
County 80 Cen. 15,510; E&P 87 Est. 18,270

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$130,400,000
Savings & Loan	1	$89,374,235

6 - PASSENGER AUTOS: County 22,723

7 - ELECTRIC METERS: Residence 3,216

8 - GAS METERS: Residence 1,503

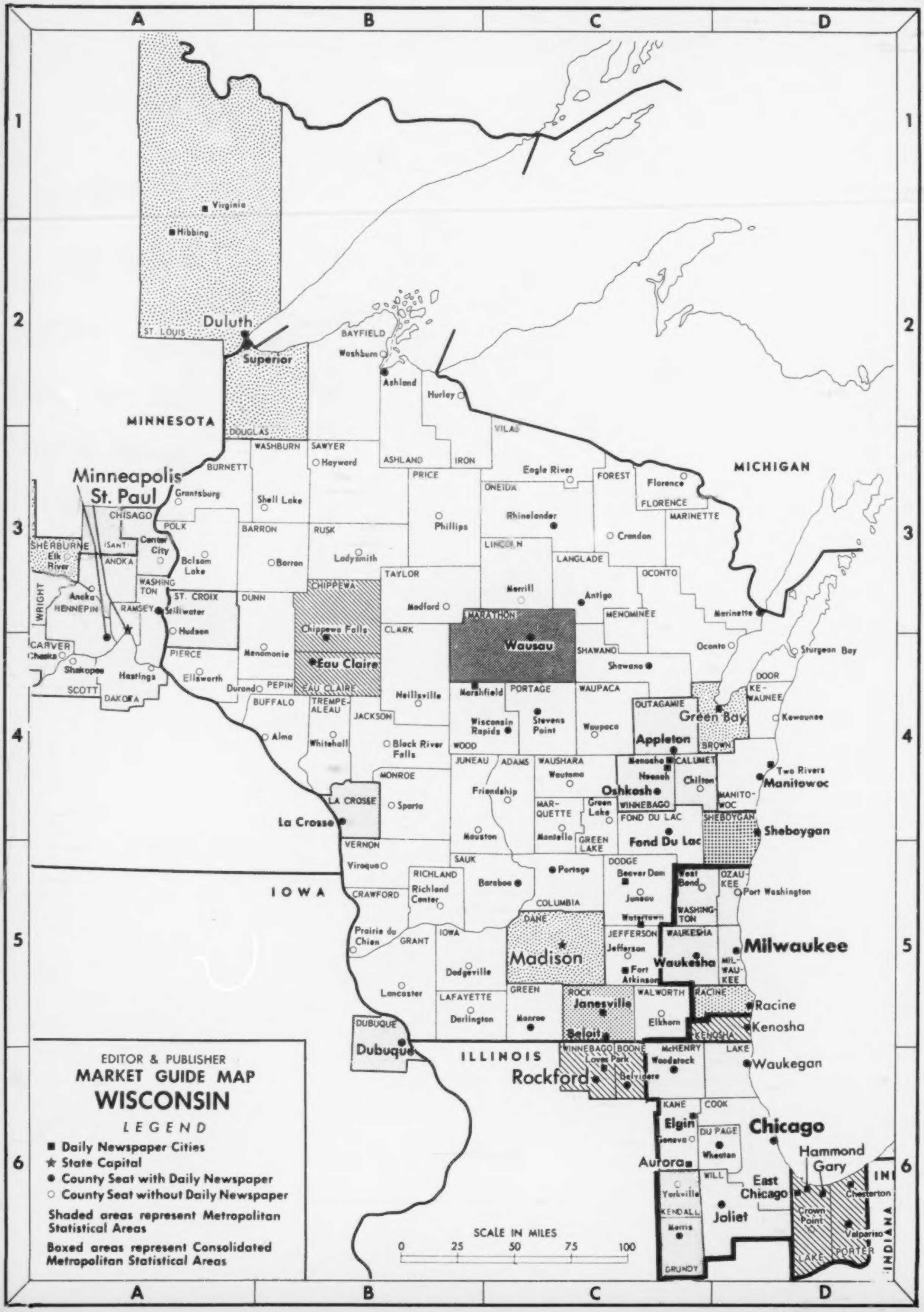
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastic Prods. 900; Recreation Furn. 300; Transformers 100; Coils 300; Can Mfg. 40; Munitions 400; Timers 200; Tents 25; Printing 150; Car Jacks 150.

10 - CLIMATE: First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 blocks on 4 streets.
Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Food & Dept.: Thur.; Food: evenings ex. Sat., Sun.; 20 others on Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Coast-to-Coast; Spurgeons; Isenberg's; Farm & Fleet.
Discount Stores-Ritz Outlet; K mart.
Variety Stores-Woolworth.


A
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MINNESOTA
MICHIGAN
IOWA
ILLINOIS
INDIANA
Virginia
Hibbing
ST. LOUIS
Duluth
Superior
DOUGLAS
BAYFIELD
Washburn
Ashland
Hurley
VILAS
WASHBURN
SAWYER
Hayward
ASHLAND
IRON
BURNETT
Minneapolis
St. Paul
Grantsburg
Shell Lake
PRICE
Eagle River
FOREST
Florence
FLORENCE
ONEIDA
Rhinelander
Crandon
MARINETTE
CHISAGO
POLK
Center City
Balsam Lake
BARRON
Barron
RUSK
Ladysmith
Phillips
LINCOLN
LANGLADE
SHERBURNE
ISANTI
ANOKA
Elk River
WASHINGTON
Anoka
WRIGHT
HENNEPIN
RAMSEY
Stillwater
ST. CROIX
Hudson
DUNN
Menomonie
CHIPPEWA
Chippewa Falls
TAYLOR
Medford
Merrill
Antigo
OCONTO
MARATHON
Wausau
MENOMINEE
Marinette
CLARK
SHAWANO
Shawano
Oconto
Sturgeon Bay
DOOR
CARVER
Chaska
Shakopee
Hastings
PIERCE
Ellsworth
Eau Claire
EAU CLAIRE
PEPIN
Durand
SCOTT
DAKOTA
BUFFALO
TREMPEALEAU
Neillsville
Marshfield
PORTAGE
WAUPACA
OUTAGAMIE
KEWAUNEE
Green Bay
Kewaunee
Alma
JACKSON
Whitehall
Black River Falls
Wisconsin Rapids
Stevens Point
Waupaca
Appleton
BROWN
WOOD
JUNEAU
ADAMS
WAUSHARA
Wautoma
Menasha
Neenah
CALUMET
Chilton
Two Rivers
Manitowoc
MONROE
Sparta
LA CROSSE
La Crosse
Friendship
Oshkosh
WINNEBAGO
MANITOWOC
MARQUETTE
Montello
Green Lake
GREEN LAKE
FOND DU LAC
Fond Du Lac
SHEBOYGAN
Sheboygan
Mauston
VERNON
Viroqua
SAUK
Baraboo
Portage
DODGE
Beaver Dam
Juneau
West Bend
OZAUKEE
Port Washington
RICHLAND
Richland Center
CRAWFORD
COLUMBIA
Watertown
WASHINGTON
DANE
Madison
JEFFERSON
Jefferson
WAUKESHA
Waukesha
MILWAUKEE
Milwaukee
Fort Atkinson
Prairie du Chien
GRANT
IOWA
Dodgeville
Lancaster
LAFAYETTE
Darlington
GREEN
Monroe
ROCK
Janesville
WALWORTH
Elkhorn
RACINE
Racine
Kenosha
KENOSHA
Beloit
DUBUQUE
Dubuque
WINNEBAGO
BOONE
Loves Park
Belvidere
McHENRY
Woodstock
LAKE
Waukegan
Rockford
KANE
COOK
Elgin
Geneva
DU PAGE
Wheaton
Chicago
Aurora
Hammond
Gary
WILL
East Chicago
Chesterton
Yorkville
KENDALL
Joliet
Crown Point
Morris
Valparaiso
LAKE
PORTER
GRUNDY
SCALE IN MILES
0
25
50
75
100

EDITOR & PUBLISHER
MARKET GUIDE MAP
WISCONSIN

LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

Boxed areas represent Consolidated Metropolitan Statistical Areas

Chain Drug Stores-Walgreens; Rexall.
Chain Supermarkets-IGA 2.

14 - NEWSPAPERS: NEWS-REPUBLIC (m) 5,237; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Orlene Grant Johnson, Adv. Mgr., NEWS-REPUBLIC, 219 1st St., Baraboo, WI 53913; Tel. (608) 356-4808.
National Representative: None.

BEAVER DAM

1 - LOCATION: Dodge County, E&P Map C-5. Agric. Ctr. 65 mi. NW of Milwaukee, 35 mi. from Madison. On U.S. Hwy. 151; State Hwy. 33.

2 - TRANSPORTATION: **Railroads**-Wisconsin & Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,149; E&P 87 Est. 13,867
County 80 Cen. 74,747; E&P 87 Est. 77,201

4 - HOUSEHOLDS:
City 80 Cen. 6,479; E&P 87 Est. 5,238
County 80 Cen. 24,750; E&P 87 Est. 26,529

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$187,000,000
Savings & Loan	2	$38,082,000

6 - PASSENGER AUTOS: County 36,648

7 - ELECTRIC METERS: Residence 6,181

8 - GAS METERS: Residence 4,701

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,262 ($358); Metal Mfg. 3,990 ($355); Food Prods. 2,003 ($269); Wood Prods. 344 ($286); Shoes 400 ($210).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 40-96; Fall 20-72; Winter 20-40.

11 - TAP WATER: Soft. Water treatment & iron removal plant; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaver Mall(32)	1	Herbergers, JCPenney, Copps, Lewis Drug, Wal-Mart
Park Plz. Mall(10)	1	Piggly Wiggly, Mont. Ward, ShopKo

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Sundays-Food, Drug and Dept.; Beaver Mall; ShopKo.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Montgomery Ward; Copps; Fleet Farm; Herbergers; Spurgeons.
Variety Stores-ShopKo; K mart; Wal-Mart.
Chain Supermarkets-Piggly Wiggly; Shop-Rite; Super Valu; Sentry; United Foods; Pic 'N Save.
Other Chain Stores-Elliots Model; Lewis Drug; Musicland; Tradehome Shoes; Wardrobe; Kinney Shoes; Radio Shack; Waldenbooks; Zale's; Copper Rivet; Kay Bee Toys; Stevensons; Sterling Optical; Regis Hairstylists.

14 - NEWSPAPERS: DAILY CITIZEN (e) 9,800; sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Richard McDermott, Adv. Mgr., DAILY CITIZEN, 805 Park Ave., Beaver Dam, WI 53916; Tel. (414) 887-0321.
National Representative: None.

BELOIT-SOUTH BELOIT-ROCKTON, IL

1 - LOCATION: Beloit in Rock County, WI; South Beloit and Rockton in Winnebago County, IL (In Janesville-Beloit MSA), E&P Map C-5. Educational center. On the banks of Rock River, 50 mi. S of Madison; 18 mi. N of Rockford; 90 mi. NW of Chicago; 75 mi. SW of Milwaukee. On U.S. Hwys. I-19 & 51; WI Hwys. 13, 15, 21; IL Hwys. 2, 75, 190.

2 - TRANSPORTATION: **Railroads**-Chicago, Milwaukee & Pacific; Chicago & North Western.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Peoria-Rockford.
Airlines-Republic; Mississippi Valley Airways.

3 - POPULATION:
Corp. Cities 80 Cen. 41,600; E&P 87 Est. 39,814
Beloit 80 Cen. 35,207; E&P 87 Est. 32,758
S. Beloit 80 Cen. 4,088; E&P 87 Est. 4,545
Rockton 80 Cen. 2,313; E&P 87 Est. 2,511
Counties 80 Cen. 380,304; E&P 87 Est. 390,717
Rock, WI/MSA 80 Cen. 139,420; E&P 87 Est. 135,174
Winnebago, IL 80 Cen. 250,884; E&P 87 Est. 255,543
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 15,242; E&P 87 Est. 16,025
Beloit 80 Cen. 12,785; E&P 87 Est. 12,208
S. Beloit 80 Cen. 1,575; E&P 87 Est. 1,840
Rockton 80 Cen. 882; E&P 87 Est. 977
Counties 80 Cen. 138,445; E&P 87 Est. 143,710
Rock, WI/MSA 80 Cen. 49,037; E&P 87 Est. 49,396
Winnebago, IL 80 Cen. 89,408; E&P 87 Est. 94,314

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$89,395,638
Savings	1	$17,187,378
Savings & Loan	3	$19,828,026

6 - PASSENGER AUTOS: Counties: Rock 71,306; Winnebago 69,248

7 - ELECTRIC METERS: Residence 18,006

8 - GAS METERS: Residence 14,039

9 - PRINCIPAL INDUSTRIES: Industries, No. of Wage Earners-Diesel Eng. 2,900; Paper Mach. 3,300; Radiators, Motors (Elect.) 1,141; Shoes 1,200; 25 Mfg. employment 9,183.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 70-95; Fall 50-70; Winter 5-25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Downtown Shopping Areas**-6 blocks on Grand Ave.; 4 on State St.; 3 on Broad St.; 3 on Pleasant St.; 1 on 4th St.; on Cranston Rd.; Food Fair Ctr.
Regional Shopping Centers-Beloit Plz., 38 Stores at Riverside Dr. & Henry Ave.
Neighborhood Shopping Centers-1 block at Park & White; 1 at Grand & 8th; 1 at Brooks & St. Lawrence; 2 at Liberty & Madison Rd.; 1 at W. Grand & Town Line; 1 at Wisconsin & Woodward.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beloit Plz.(41)		JCPenney, Sears, Weise
Westgate(3)	NA	Woodman
Prairie Ave.(2)	NA	K mart, Sentry

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Food: Nightly; Others: Mon., Fri. & Sun.; Beloit Plz., Mon. to Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; McNeany; Stewart's; Sears; Weise.
Variety Stores-Woolworth.
Discount Stores-Jupiter; K mart.
Chain Drug Stores-Walgreens; May's.
Chain Supermarkets-Eagle Foods 2; Fox 2; Crystal 3; Woodman's; Kohl's; Sentry.
Other Chain Stores-Singer Co.; Firestone; Leath (furn.); Montgomery Ward; Diane Shop; Nobil Shoes; Neumode; Father & Son Shoes; Schiff Shoes; Goodyear.

14 - NEWSPAPERS: NEWS (e) 17,377; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: John Munson, Adv. Dir., NEWS, 149 State St., Beloit, WI 53511; Tel. (608) 365-8811.
National Representative: Landon Associates.

CHIPPEWA FALLS

1 - LOCATION: Chippewa County (In Eau Claire MSA), E&P Map B-3. On Chippewa River, near Lake Wissota, 92 mi. N of LaCrosse; 90 miles E of Minneapolis/St. Paul, MN; 10 mi. N of Eau Claire. In the NW part of the State. On U.S. Hwy. 53, State-WI Hwys. 29, 124, 178.

2 - TRANSPORTATION: **Railroads**-CM St.; P&P; Soo and C St. PM&O (C&NW).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Motor; North Central; B.U.S. City Bus with service to and from Eau Claire, WI.
Airlines-Chicago Air; Gibson Aviation.

3 - POPULATION:
Corp. City 80 Cen. 11,845; E&P 87 Est. 12,889
CZ-ABC: (80) 12,270
RTZ-ABC: (80) 44,044
County 80 Cen. 51,702; E&P 87 Est. 55,493
MSA 80 Cen. 130,507; E&P 87 Est. 143,977
City & RTZ-ABC: (80) 56,314
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,515; E&P 87 Est. 4,728
CZ-ABC: (80) 4,433
RTZ-ABC: (80) 14,321
County 80 Cen. 17,262; E&P 87 Est. 19,016
MSA 80 Cen. 44,592; E&P 87 Est. 50,843
City & RTZ-ABC: (80) 18,754

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$140,000,000
Savings & Loan	2	$48,000,000
Credit Unions	2	N.A.

6 - PASSENGER AUTOS: County 23,723

7 - ELECTRIC METERS: Residence 5,200

8 - GAS METERS: Residence 1,500

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners (Av. Wkly. Wage)-Computer Mfg. N.A. ($400); Shoes 495 ($200); Plastics 600 ($225); Wood Wkg. 95 ($200); Plastics Extrusion Mach. 100 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 52-89; Fall 17-92; Winter -26-54. First killing frost, Sept. 28; last killing frost, Apr. 23.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Bridge St.; Bridge St.; Wissota Vlg. Shpg. Ctr., 7 stores. Chippewa Mall Anchor Stores; Prange Way; Super Valu; ShopKo.
Principal Shopping Days-Dept. Stores: Thur., Fri., Sat.; Food: Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Farm & Fleet; Spurgeon's; PrangeWay; ShopKo.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreens; Medicine Shop; Snyder.
Chain Supermarkets-Super Valu; Red Owl; IGA; Red & White.

14 - NEWSPAPERS: HERALD-TELEGRAM (e) 8,982; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Peter Pritchard, Adv. Mgr., HERALD-TELEGRAM, 321 Frenette Dr., Chippewa Falls, WI 54729; Tel. (715) 723-5515.
National Representative: Papert Companies.

EAU CLAIRE

1 - LOCATION: Chippewa and Eau Claire Counties (MSA), E&P Map B-4. 90 mi. E of St. Paul, MN; 225 mi. NW of Milwaukee. Junction Eau Claire and Chippewa Rivers. On U.S. Hwys. I-94, 12, 53; State Hwys. 37, 85, 93.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western; Soo Line.
Motor Freight Carriers-9.
Intercity Bus Lines-2 lines, 25 buses per day. Greyhound; Wis. Northern.
Airlines Serving City-Northwest.

3 - POPULATION:
Corp. City 80 Cen. 51,509; E&P 87 Est. 57,619
CZ-ABC: (80) 60,004
RTZ-ABC: (80) 174,049
Counties/MSA 80 Cen. 130,507; E&P 87 Est. 143,977
Chippewa 80 Cen. 51,702; E&P 87 Est. 55,493
Eau Claire 80 Cen. 78,805; E&P 87 Est. 88,484
City & RTZ-ABC: (80) 234,053

4 - HOUSEHOLDS:
City 80 Cen. 18,359; E&P 87 Est. 21,041
CZ-ABC: (80) 21,348
RTZ-ABC: (80) 58,367
Counties/MSA 80 Cen. 44,592; E&P 87 Est. 50,843
Chippewa 80 Cen. 17,262; E&P 87 Est. 19,016
Eau Claire 80 Cen. 27,330; E&P 87 Est. 31,827
City & RTZ-ABC: (80) 79,715

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$571,000,000
Savings & Loan	4	$536,000,000
Credit Unions	2	$153,000,000

6 - PASSENGER AUTOS: Counties: Chippewa Falls 23,723; Eau Claire 39,392

7 - ELECTRIC METERS: Residence 24,970

8 - GAS METERS: Residence 98,600

9 - PRINCIPAL INDUSTRIES: Tire Plant; Paper Mill; Steel Corp.; Computer Co.; Printing & Publishing. Total 67,600 Wage Earners. (Av. Wkly. Wage $510).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Sept. 25; last killing frost, May 20.

11 - TAP WATER: Neutral, soft; fluoridated.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(1)	2	K mart
Putnam Heights(3)	3	Thriftway, True Value, Ben Franklin
Barstow Commons(6)	2	Snyder Drug
Water St.(6)	2	Roy's Liquor
London Sq.(60)	3	Sears, Prange
ShopKo(8)	3	ShopKo
Oakwood Mall(89)	6	Target

Principal Shopping Days-Wed., Sat., Sun.
Stores Open Evenings-Dept. Stores-Mon., Thur.; Food-every night.

13 - RETAIL OUTLETS: **Department Stores**-Samuelson's; Sears; JCPenney; H.C. Prange.
Variety Stores-Woolworth.
Discount Stores-K mart; Prange-Way; ShopKo; Target.
Chain Drug Stores-Walgreens; Snyder.
Chain Supermarkets-Randalls.
Other Chain Stores-Leath Furn.; Kinney Shoes; Kelly Furn.; Mautz Paint; Stevenson's; Northwest Fabric.

14 - NEWSPAPERS: LEADER-TELEGRAM (e-mon to fri) 34,165; (m-sat) 36,940; (S) 37,886; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Merryfield, Adv. Dir., LEADER-TELEGRAM, 701 S. Farwell St., Eau Claire, WI 54701; Tel. (715) 833-9225.
National Representative: Branham/Newspaper Sales.

FOND DU LAC

1 - LOCATION: Fond du Lac County, E&P Map C-4. County seat. 62 mi. N of Milwaukee; 148 mi. N of Chicago, IL; 70 mi. NE of Madison; 61 mi. S of Green Bay. On U.S. Hwys. 41, 45, 151; State Hwys. 23, 55, 175.

2 - TRANSPORTATION: **Railroads**-C&NW; Soo Line.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Wisconsin-Michigan Trailways; American Trailways; Leisure-Way; Priggs.
Airline-County-owned Class 3 commercial airport.

3 - POPULATION:
Corp. City 80 Cen. 35,863; E&P 87 Est. 36,727
CZ-ABC: (80) 39,707
RTZ-ABC: (80) 111,967
County 80 Cen. 88,952; E&P 87 Est. 91,861
City & RTZ-ABC: (80) 151,674
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,098; E&P 87 Est. 13,539
CZ-ABC: (80) 14,424
RTZ-ABC: (80) 35,883
County 80 Cen. 29,867; E&P 87 Est. 31,992
City & RTZ-ABC: (80) 50,307

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$613,949,944
Savings & Loan		(incl. above)

6 - PASSENGER AUTOS: 45,244

7 - ELECTRIC METERS: Residence 25,886

8 - GAS METERS: Residence 16,725

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Tools 1,000; Outboard Motors 3,700; Railroad Shops 650; Textile & Apparel 140; Auto Parts 600; Hospital 850.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-51; Summer 60-84; Fall 42-55; Winter 14-30. First killing frost, Oct. 4; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Forest Mall(52)	NA	Kohl's, Prange, JCPenney, Walgreens
Forest Plz.(16)	NA	K mart, Sears, Osco, Pick 'n Save
Southtown(17)	NA	Country Store
Downtown(60)	NA	Kohl's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Forest Mall and Southtown-Mon. through Sat.; Downtown-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; H.C. Prange; JCPenney.
Chain Drug Stores-Osco; Walgreens.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-ShopKo; Prange Way; Fleet Farm; K mart.
Chain Supermarkets-Piggly Wiggly; Sentry; Super Valu; Kohl's; Pick 'n Save; Red Owl.

Other Chain Stores-Firestone; Goodyear; Leath Furniture; Northwest Fabrics; Pay-Less Shoes; Sherwin-Williams; Radio Shack; Musicland; Kinney; Seiferts; Richman's.

14 - NEWSPAPERS: REPORTER (e) 19,624; (S) 20,343; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bekki Lapine, Adv. Sales Mgr., REPORTER, 33 W. 2nd St., Fond du Lac, WI 54935; Tel. (414) 922-4600.
National Representative: Thomson Newspapers.

FORT ATKINSON

1 - LOCATION: Jefferson County, E&P Map C-5. Shopping and industrial center. 50 mi. from Milwaukee; 35 mi. from Madison; 112 mi. from Chicago, IL. On U.S. Hwy. 12; State Hwys. 26, 89, 106.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western (freight).
Motor Freight Carriers-Yerges Trucking Co.; Fort Transportation; Allard; RS Transport; Blackhawk Express; Badger Truck and Trailer.

3 - POPULATION:
Corp. City 80 Cen. 9,785; E&P 87 Est. 9,959
County 80 Cen. 66,152; E&P 87 Est. 68,166

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,703; E&P 87 Est. 3,774
County 80 Cen. 22,264; E&P 87 Est. 23,876

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$115,613,560
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 32,947

7 - ELECTRIC METERS: Residence 3,781

8 - GAS METERS: Residence 3,050

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Equip. 405; Meat Proc. 465; Veg. Canning, Seasonal 350; Fish Bait 65; Frozen Foods 310; Movable Storage 150; Pub. 220; Metal Salvage 115; Educational Materials 250; Textiles 100; Machine Shop; Dairy Equip. 75.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-84; Summer 52-94; Fall 39-89; Winter 12-51. First killing frost, Oct. 16; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-14 blocks on six sts.
Neighborhood Shopping Centers-Madison Ave.; Whitewater Ave.; S. Main St.; Janesville Ave.
Nearby Shopping Centers-Old Fort (Sentry, The Pharmacy, Coast-to-Coast).
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Chain Drug Stores-Walgreens; The Pharmacy.
Chain Supermarkets-Sentry Food; DeWitt (Roundy's); Piggly Wiggly.
Other Chain Stores-K mart; Badger Paint; Goodyear; Coast-to-Coast; Hardware Hank; Radio Shack; Payless Shoes; ShopKo.

14 - NEWSPAPERS: DAILY JEFFERSON COUNTY UNION (e-mon to fri) 8,460 sworn Sept. 30, 1986.
Local Contact for Advertising and Merchandising Data: Charles Frandson, Adv. Mgr., DAILY JEFFERSON COUNTY UNION, 28 W. Milwaukee Ave., Fort Atkinson, WI 53538; Tel. (414) 563-5551.
National Representative: None.

GREEN BAY

1 - LOCATION: Brown County, (MSA). E&P Map D-4, County Seat. Situated on Fox River at southern end of Green Bay. NE part of state. 115 mi. N of Milwaukee; 200 mi. N of Chicago, IL; 275 mi. E of Minneapolis, MN. Whol. & retail trading area; port of entry. Shipping ctr. On I-43, U.S. Hwy. 41; State Hwys. 29, 32, 54, 57, 172.

2 - TRANSPORTATION: **Railroads**-(freight only on all railroads) Chicago & Northwestern; Green Bay & Western; Sioux Line; Escanaba & Lake Superior; Escanaba & Northern.
Motor Freight Carriers-49.
Freight Steamship Lines-24.
Intercity Bus Lines-Central Greyhound; Seymour; Wisconsin-Michigan.
Airlines-Northwest; Midstate; American Eagle; United Express; Midway Connection.

3 - POPULATION:
Corp. City 80 Cen. 87,899; E&P 87 Est. 91,972
CZ-ABC: (80) 140,399
RTZ-ABC: (80) 135,278
County/MSA 80 Cen. 175,280; E&P 87 Est. 188,096
City & RTZ-ABC: (80) 275,677
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 33,488; E&P 87 Est. 35,938
County/MSA 80 Cen. 59,908; E&P 87 Est. 66,472
CZ-ABC: (80) 49,611
RTZ-ABC: (80) 45,139
City & RTZ-ABC: (80) 94,750

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	$878,954,657
Savings & Loan	6	$563,416,959

6 - PASSENGER AUTOS: County 94,223

7 - ELECTRIC METERS: Residence 40,622

8 - GAS METERS: Residence 32,930

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper & Prods. 11,300; Food & Prods. 4,900; All Other Nondurables 460; Non-electrical Mach. 3,400; All other Durables 3,500; Trans., Commun., and Public Util. 6,400; Contract Constr. 2,700; Wholesale Trade 5,800; Retail Trade 18,000; Fin., Ins., Real Estate 3,300; Services & misc. 20,000; Gov't 11,000; Av. Wkly. Wage $461.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-51; Summer 60-81; Fall 40-59; Winter 11-25. First killing frost, Oct. 2; last killing frost, May 9.

11 - TAP WATER: Alkaline, hard, from Lake Michigan; fluoridated.

12 - RETAILING: **Principal Shopping Areas**-3 blocks on N. Washington St.; 1 on E. Walnut St.; 3 on N. Adams St.; Port Plaza Mall, corner N. Washington and Cedar Sts.
Neighborhood Shopping Centers-Four blocks on Broadway; 2 on W. Walnut St.; 1 on Dousman St.; 2 on Main St.; 4 on University.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beacon(18)	3	Aim
Marquette(7)	1	Sure Way, Ben Franklin
Colonial Vlg.(6)	2	Sure Way
Green Bay Plz.(26)	3	Lindy's, Sears, Prange-Way
Bay Park Sq.(48)	6	Mont. Ward, Shopko, Kohl's
Lombardi	5	Kohl's Foods, Osco
East Town(20)	5	K mart, White Store, Kohl's, Prange-Way

Additional Shopping Centers (No. of Stores)-Bay (10); Fort Howard (6); St. Agnes (8); ShopKo East (4); Westgate (17); ShopKo West (3); Vernon Court (10); Bellevue Plaza (9).
Principal Shopping Days-Sat., Sun., Mon.
Stores Open Evenings-All stores-Mon., Fri.; Food-Mon. through Sun.; Shopping Centers Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-H.C. Prange; Montgomery Ward; Sears; JCPenney; The White Store; Boston Store; Kohl's.
Discount Stores-ShopKo 4; K mart 2; Prange-Way 3.
Variety Stores-Kresge; Ben Franklin; Aim.
Chain Drug Stores-Osco 2; Snyder 3.
Chain Supermarkets-Red Owl 3; Sure Way 10; Piggly Wiggly; Super Ron's 2; Sentry 3; Kohl's; Lindy's 3; Cub Foods 2.
Other Chain Stores-Kinney Shoes; Pay Less Shoes 2; Nobil Shoes 2; Singer Co.; Goodyear 2; Firestone 2; Western Auto; Mautz Paint; Merle Norman Cosmetics; Fanny Farmer 2; Color Tile; Abbey Carpet; Menard Lumber; Northwest Fabrics 2; House of Fabrics; So-Fro Fabrics; Waldenbooks 2; Midas Mufflers; Kindy Optical 2; Zale's; Pittsburgh Paints; Radio Shack; Kay-Bee Toys; Peck & Peck; Seifert's; Casual Corner; Lerner Shops; Regis Beauty Salon; Baker Shoes; Richman Brothers; Thom McAn 2; Braun's Fashions; County Seat; The Wardrobe; The Closet; Father & Son Shoes; General Nutrition; Hurrah; B. Dalton Booksellers 2; Toys R Us; Just Pants; The Gap; The Limited; Maurice's; Jean Nicole; Foxmoor; Team Electronics; Benetton; Musicland.

14 - NEWSPAPERS: NEWS-CHRONICLE (m) 11,848; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: Jerold McGrath, Gen. Mgr., NEWS-CHRONICLE, 133 S. Monroe; PO Box 2467, Green Bay, WI 54306; Tel. (414) 432-2941.

**Buying or Selling . . .
Ad messages in *Editor & Publisher*
in these 1988 "event" issues will
help you:**

January 2 — Business Review and Forecast Issue
January 23 — INAME Winter Meeting
March 12 — Newspaper in Education Week Conference
April 9 — ASNE Conference
April 23 — ANPA Convention
May 14 — ANPA/TEC Planning Issue
May 21 — INFE Conference
May 28 — E&P Annual Linage Issue
June 11 — ANPA/TEC Conference
June 25 — ICMA Conference
July 23 — INAME Summer Meeting
July 30 — E&P Annual Syndicate Directory
October 15 — AP Managing Editors Conference
October 15 — SNPA Conference
October 22 — NNA Convention
December 3 — E&P Special Trademark Section
December 31 — E&P 1989 Journalism Awards and Fellowship Directory

National Representative: Landon Associates.
PRESS-GAZETTE (e) 55,533; (S) 76,966; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William Nusbaum, Adv. Dir., PRESS-GAZETTE, 435 E. Walnut; PO Box 19430, Green Bay, WI 54307-9430; Tel. (414) 435-4411.
National Representative: Gannett National Newspaper Sales.

JANESVILLE

1 - LOCATION: Rock County (In Janesville-Beloit MSA), E&P Map C-5, County Seat. Wholesale center. 105 mi. NW of Chicago, IL; 65 mi. SW of Milwaukee; 35 mi. N of Rockford, IL; 40 mi. S of Madison. On U.S. Hwys. 14, 51; I-90; State Hwys. 11, 26.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Chicago & North Western; Wisconsin & Calumet.
Motor Freight Carriers-15.
Intercity Bus Lines-Peoria-Rockford; Alco; Greyhound; Trailways; Van Galder Charter.
Airlines-Passenger, air freight, helicopter, charter service available.

3 - POPULATION:
Corp. City 80 Cen. 51,071; E&P 87 Est. 50,565
CZ-ABC: (80) 51,071
RTZ-ABC: (80) 164,382
County/MSA 80 Cen. 139,420; E&P 87 Est. 135,174
City & RTZ-ABC: (80) 215,453
Demographic Information (partial) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,363; E&P 87 Est. 18,681
CZ-ABC: (80) 18,491
RTZ-ABC: (80) 56,627
County/MSA 80 Cen. 49,037; E&P 87 Est. 49,396
City & RTZ-ABC: (80) 75,118

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$382,402,296
Savings & Loan	4	$129,282,962

6 - PASSENGER AUTOS: County 71,306

7 - ELECTRIC METERS: Residence 19,984

8 - GAS METERS: Residence 17,079

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Auto Assembly 7,000; Pen & Pencil 350; Auto Trans. 475; Food 150; Electronics 350; Engineering 550; Textiles/Mill Prods. 495. Av. Wkly. Wage $627.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 44-102; Fall -12-89; Winter -20-24. First killing frost, Oct. 30; last killing frost, May 23.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Janesville Mall, 75 stores; 32 block downtown area with 70 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blackhawk Vlg.(8)	1	K mart
Creston Pk.(8)	1	Village Furn.
Janesville Mall(75)	2	JCPenney, Kohl's, Bergner's
Memorial Plz.(9)	2	Gentz' County Mkt.
Sunnyside(7)	2	Piggly Wiggly
Fairview Mall(13)	2	Fairview
Janesville Plz.(16)	2	Color Tile

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.; Shopping Centers-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bergner's; Kohl's; Menard's.
Discount Stores-K mart 2; Holiday; Farm & Fleet; ShopKo.
Chain Drug Stores-Walgreens; Rexall 3; Thrift; Union Prescription; Family Drug 2.
Chain Supermarkets-Sentry 2; Piggly Wiggly; Woodman; Super Valu; Stop-N-Go 5; Kohl's; Gentz' 2.
Other Chain Stores-Ace Hardware; Barefoot Sports; Rundell's; Brooks; Buddy Squirrel; Ben Franklin 2; Claire's Boutique; Card Cage; Co-op Records; Computerland; Color Tile; Champion Auto; Osterman Jewelry; Elliott's; Flowerama; Forbes-Meagher; Firestone Tire; F & F Tire; Fannie May Homemade Candies; General Nutrition Center; Hallmark; Haack Cycle; Hanover Shoes; Hamlin Jewelry; Leath Furn.; Marling Lumber; Maurice's; Merle Norman; Musicland; Marianne's; Maling's; Mautz Paint; Nobil Shoe; Northwest Fabrics; Perle Vision Center; PicWay Shoes; Radio Shack; Siker's; J.J. Smith's; Saxer's; Superamerica; Sherwin-Williams; Shoe-Tique; Rupert Cornelius; Team Electronics; Trinket Tree; True Value Hardware; Waldenbooks; Wicks 'N Sticks; Wisconsin Office Supply; Wolohan's; Woolworth.

14 - NEWSPAPERS: GAZETTE (e) 29,592; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Crandell W. Bliss, Natl. Adv. Mgr., GAZETTE, One S. Parker Drive, Janesville, WI 53545; Tel. (608) 754-3311.
National Representative: Landon Associates.

KENOSHA

1 - LOCATION: Kenosha County (PMSA), E&P Map D-5, County Seat. On Lake Michigan, 35 miles S of Milwaukee and 65 miles N of Chicago, IL.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Intercity Bus Lines-Greyhound; Wis. Coach Lines.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 77,685; E&P 87 Est. 74,321
CZ-ABC: (80) 81,022
RTZ-ABC: (80) 42,115
County/PMSA 80 Cen. 123,137; E&P 87 Est. 120,418
City & RTZ-ABC: (80) 123,137
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,964; E&P 87 Est. 26,247
CZ-ABC: (80) 29,020
RTZ-ABC: (80) 14,044
County/PMSA 80 Cen. 43,064; E&P 87 Est. 43,365
City & RTZ-ABC: (80) 43,064

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$350,000,000
Savings & Comm.	4	$595,000,000

6 - PASSENGER AUTOS: County 58,952

7 - ELECTRIC METERS: Residence 40,600

8 - GAS METERS: Residence 31,496

9 - PRINCIPAL INDUSTRIES: Automobiles; Brass, Copper & Alloy Prods.; Textiles; Musical Instruments; Cranberry Proc.; Mechanical Tools; Wire Rope; Plumbing Fixtures; Fire Fighting Equip.; Commercial Fertilizer; Industrial Tools; Dies; Jigs & Fixtures; Castings; Structural Steel Prods.; Equip. for Dairy & Food Proc. Industries; Power Drives & Elect. Units & Spec. Mach. 14,300; Wage Earners Av. Wkly. Wage-$517. University of Wisconsin 5,241; Carthage College 1,117; Gateway Technical Institute 5,345.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Areas**-Downtown (6th Ave., 56th-58th Sts.); Uptown (22nd Ave.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pershing Plz.(14)	NA	Kohl's, Sears
Town & Country(11)	NA	Ace Hdwe., Piggly Wiggly
Villa Capri(18)	NA	Sentry, Ben Franklin
Sun Plz.	NA	Sun Foods
Gateway Plz.	NA	Kohl's, K mart
Sunnyside	NA	Piggly Wiggly, Sentry
Greenwood Plz.	NA	Walgreens, Super Valu
Factory Outlet Ctr.(30)	NA	

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.; Shopping Ctrs.-every evening.

13 - RETAIL OUTLETS: Department Stores-Barden's; Leader; Sears.
Discount Stores-K mart; ShopKo.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreens 2; Thrift; Union; General 2.
Chain Supermarkets-Super-Valu; Piggly Wiggly 3; Kohl's 3; Sentry 4; Sun Foods; Pick 'n Save.
Other Chain Stores-Goodyear; Firestone; Kinney; Shoe Kicks; Fanny Farmer; Pay Less Shoes; Neumode; 1 Hour Martinizing 2; So-Fro Fabrics; Glidden Paint; Abbey Carpet; Fayva; Coast-to-Coast Hdwe.; Radio Shack.

14 - NEWSPAPERS: NEWS (e-mon to fri) 29,252; (S) 30,682; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Frank M. Misureli, Dir. of Sales, NEWS, 715 58th St., Kenosha, WI 53140; Tel. (414) 657-1000.
National Representative: Branham/Newspaper Sales.

LA CROSSE

1 - LOCATION: La Crosse County (MSA), E&P Map B-4, County Seat. State Office Building. Regional center for retail, manufacturing, medicine, education, agriculture, wholesale distribution. On Mississippi River, 271 mi. NW of Chicago, IL; 154 mi. SE of Minneapolis, MN; 135 mi. NW of Madison, WI. U.S. Hwys. I-90, 14, 16, 53, 61; State Hwys. 33, 35.
River Front-On Mississippi River-9 ft. Gov't maintained river channel. Modern municipal terminal & docks. Low cost inland waterway system for transportation to cities on Mississippi, Ohio, Missouri Rivers & to Gulf ports. Bridges crossing from La Crosse to Minnesota.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak; Soo Lines.
Motor Freight Carriers-23.
Intercity Bus Lines-Greyhound; Hiawatha Coaches; Scenic Trails; Municipal Transit Corp.
Airlines-American Eagle; Northwest (Republic); United Express.

3 - POPULATION:
Corp. City 80 Cen. 48,347; E&P 87 Est. 49,558
CZ-ABC: (80) 71,008
RTZ-ABC: (80) 162,988
County/MSA 80 Cen. 91,056; E&P 87 Est. 99,739
City & RTZ-ABC: (80) 233,996
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 18,085; E&P 87 Est. 19,297
CZ-ABC: (80) 25,830
RTZ-ABC: (80) 56,149
County/MSA 80 Cen. 32,017; E&P 87 Est. 36,418
City & RTZ-ABC: (80) 81,979

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$816,608,000
Savings & Loan	2	$626,298,000

6 - PASSENGER AUTOS: County 45,464

7 - ELECTRIC METERS: Residence 20,814

8 - GAS METERS: Residence 11,772

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Durable Goods 5,600; Nondurable Goods 5,000; Contract Constr. 950; Trans., Elect., Gas Servs. 2,300; Trade-Whol. and Ret. 13,300; Fin., Ins., R.E. 1,440; Servs. & Misc. 14,100; Gov't-Local, State, Federal 7,400.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-90; Summer 42-91; Fall 25-58; Winter 0-22. First killing frost, Oct. 7; last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Downtown Shopping Centers**-4 blocks on Main; 5 on Third; 4 on Fourth; 3 on Fifth; 2 on Sixth.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bridgeview Plz.(20)	4	ShopKo
Caledonia St.(12)	3	Ben Franklin
Center Q(7)	2	Rexall
K mart Plz.	3	K mart
Village(32)	3	Woolwort[illegible]GA
Center 90(11)	6	IGA, Woolworth
Menard Plz.(2)	4	Menard's, IGA
Shelby Mall(25)	5	ShopKo, Walgreens, Ace Hardware
Valley View Mall(87)	5	Dayton's, Sears, JCPenney, Herberger's

Principal Shopping Days-Sat., Sun.
Stores Open Evenings-Mon. & Thur.; Grocery: Mon. through Sun.; Malls open evenings, Mon.-Fri., Sun.
Stores Open Sundays-Drug, Food, Discount, Major malls.

13 - RETAIL OUTLETS: Department Stores-Dayton's; Herberger's; Sears; JCPenney.
Discount Stores-K mart 2; ShopKo 2; Farm & Fleet; Menard's; Best Buy Superstore.
Variety Stores-Woolworth 2; Ben Franklin 3.
Chain Drug Stores-Major (Rexall); Walgreens; Degen-Berglund 2; Hilton's; Osco 2.
Chain Supermarkets-Super Valu; Gateway IGA 16; Kwik Trips 8; Roundy's; Cub Foods.
Other Chain Stores-Brooks 2; Fanny Farmer; Hallmark; Leath's Furn.; Maurice's; Firestone; Goodyear; Sherwin-Williams; Pittsburgh Paint; B. Dalton; Barker's Shoes; Berman Buckskin; Braun's; Brooks; Brown Photo; Casual Corner; Connie Shoes; County Seat; Cutlery World; Dunkin Jewelers; Foot Locker; Foxmoor Casuals; Goodman Jewelers; Jean Nichole; Jo-Ann Fabrics; Kinney; Lerner's; Maling's; Musicland; Naturalizer; Nutrition World 2; Pearle Vision; Schaak Electronics; Seiferts; Shirt Works; Team Electronics; Thom McAn; Wicks 'N Sticks; Northwest Fabrics; Sound Idea; Sound World; Ace Hardware; The Dahl House 2; Buddy Squirrel's Nut Shop; Hal's; Two Plus Two; Pet Parade; Zale's; Kaybee Toy & Hobby; Motherhood Maternity; St. Paul Clothiers; Stevenson's; Ace Hardware; Super America; Scandinavian Design; The Limited; Just Petites; Waldenbooks.

14 - NEWSPAPERS: TRIBUNE (e) 34,471; (S) 37,104; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Donald R. Johnson, Adv. Dir., TRIBUNE, 401 N. Third St., La Crosse, WI 54601; Tel. (608) 782-9710.
National Representative: Branham/Newspaper Sales.

MADISON

1 - LOCATION: Dane County (MSA), E&P Map C-5, State Capital, County Seat. 77 mi. W of Milwaukee; 146 mi. NW of Chicago. On U.S. Hwys. 12, 14, 18, 51, 151. On State Hwys. 30, 113; I-90, I-94.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Soo/Milwaukee; Wisconsin & Calumet.
Motor Freight Carriers-40.
Intercity Bus Lines-Greyhound; Badger Coach; Madison Trailways; Van Galder; Alco.
Airlines-United; American Eagle; Midwest Express; Transworld Airlines; Midway; United Express; Northwest.

3 - POPULATION:
Corp. City 80 Cen. 170,616; E&P 87 Est. 176,346
CZ-ABC: (80) 209,065
RTZ-ABC: (80) 397,006
County/MSA 80 Cen. 323,545; E&P 87 Est. 350,319
City & RTZ-ABC: (80) 606,071
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 69,543; E&P 87 Est. 70,099
CZ-ABC: (80) 82,828
RTZ-ABC: (80) 137,235
County/MSA 80 Cen. 120,601; E&P 87 Est. 134,077
City & RTZ-ABC: (80) 220,063

5 - BANKS	NUMBER	DEPOSITS
Commercial	61	N.A.
Savings & Loan	39	N.A.
Credit Unions	21	N.A.

6 - PASSENGER AUTOS: County 185,104

7 - ELECTRIC METERS: Residence 105,134 (1986)

8 - GAS METERS: Residence 74,844 (1986)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 21,400; Constr. 5,600; Trans. & Commun. 6,600; Whol. & Ret. 45,400; Fin., Ins. and R.E. 17,100; Serv. & Misc. 40,000; Gov't 57,900.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-82; Summer 52-100; Winter 18-39. First killing frost, Sept. 22; last killing frost, Apr. 4.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown surrounding State Capitol Building and on State Street (275 units).
Neighborhood Shopping Centers-Shorwood on University; Monroe St.; Sherman & Aberg; Cottage Grove Rd.; Gammon Rd.; Odana Rd.; Monona Drive; University Hills; West Beltline Hwy.; Mineral Point Rd.; Northport Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Towne(110)	6	Boston Store, JCPenney, H.C. Pranges, Sears
Heritage Sq.(14)	5	
High Point Ctr.(13)	9	Pier 1
Hilldale(47)	4	Marshall Fields, Walgreens, Sentry
Nakoma Plz.(20)	4	Kohl's Food, Toys R Us, Walgreens
S. Mall Towne(29)	6	Kohl's Dept., Shopko
Walnut Grove(12)	3	
Westgate(73)	5	Bormanns, T.J. Maxx, Famous Footware, Walgreens
West Towne(79)	8	Sears, JCPenney, Prange

Principal Shopping Days-Mon. through Sun.
Stores Open Evenings-Dept., Discount and Shopping Malls 10 am to 9 pm. Sun., noon to 5 pm. Every evening, holidays.

13 - RETAIL OUTLETS: Department Stores-JCPenney 2; Sears 2; Yost's 3; H. C. Prange 2; Kohl's 3; Marshall Fields; Boston Store.
Discount Stores-K mart 3; Prange-Way 4; ShopKo 3; Wal-Mart 2; Sam's Wholesale Club.

Variety Stores-Woolworth; Ben Franklin; Discount Den 2.
Chain Drug Stores-Walgreens 15; Prescription Phcy. 4; Thrift 2; Gerhardt 3; Bergmann 3; Consumers 3; Shopko 3.
Chain Supermarkets-Kohl's 6; Sentry 6; Woodmans 2; Cub 2; Food Country 2; Sav-U Food Warehouse 2.
Other Chain Stores-Men's Clothing: Baskins, Chess King, County Seat 2, Just Pants, Kuppenheimer, Land's End, Redwood & Ross, Richman Bros., Silverman's; Women's Clothing: Baskins, Benetton, Braun's, Brooks, Burlington Coat, Can'da Fashions, Casual Corner, Catherines, Esprit, Foxmoor, Hit or Miss, House of Large Sizes, I M Petite, Id Boutique 3, Jean's Talls, Just Pants, Land's End, Lerner Shop, The Limited, Marianne, Maurices 2, Peck & Peck, Redwood & Ross, Sieferts 2, Talbots; Furniture: American 2, Ethan Allen, Happy Sleeper, La-Z-Boy, Leath, Naked Furn., Workbend Contemporary; Auto Supply: Bumper to Bumper, Carquest, Champion Auto 2, Firestone 2, Goodyear 3; Audio: American 2, Radio Shack 7, Colortyme, Team, Musicland, TV Clinic, Evans, Video Station 3; Hardware: Menards, True Value 8, Ace 4, Coast to Coast, Hardware Hank, Our Own 2, Sevistar, Trustworthy.

14 - NEWSPAPERS: WISCONSIN STATE JOURNAL (m-mon to fri) 78,350; CAPITAL TIMES (e-mon to fri) 28,075; (m-sat) 84,327; (e-sat) 29,816; STATE JOURNAL (S) 147,430; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Rohr, Gen. Adv. Mgr., Madison Newspapers, Inc., 1901 Fish Hatchery Rd.; PO Box 8056, Madison, WI 53713; Tel. (608) 252-6200.
National Representative: Branham/Newspaper Sales.

MANITOWOC-TWO RIVERS

1 - LOCATION: Manitowoc County, E&P Map D-4, County Seat. On W. shore of Lake Michigan. 86 mi. N of Milwaukee. Two Rivers is 4 mi. N of Manitowoc, also on lake shore.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western; Soo Line.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.
Airlines-Alliance.

3 - POPULATION:
Corp. Cities 80 Cen. 45,901; E&P 87 Est. 43,647
Manitowoc 80 Cen. 32,547; E&P 87 Est. 31,495
Two Rivers 80 Cen. 13,354; E&P 87 Est. 12,152
CZ-ABC: (80) 49,741
RTZ-ABC: (80) 58,575
County 80 Cen. 82,918; E&P 87 Est. 80,985
City & RTZ-ABC: (80) 108,316
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,421; E&P 87 Est. 16,819
Manitowoc 80 Cen. 12,769; E&P 87 Est. 12,152
Two Rivers 80 Cen. 5,652; E&P 87 Est. 4,667
CZ-ABC: (80) 18,421
RTZ-ABC: (80) 18,284
County 80 Cen. 28,525; E&P 87 Est. 28,695
City & RTZ-ABC: (80) 36,705

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$554,686,000
Savings & Loan	4	$135,000,000

6 - PASSENGER AUTOS: County 41,422.

7 - ELECTRIC METERS: Residence 21,808; Manitowoc 13,639; Two Rivers 8,923.

8 - GAS METERS: Residence 16,254; Manitowoc 10,435; Two Rivers 3,923.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Aluminum Furniture Mfg.; Heavy Mach.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Monthly Temp.-Dec.-Feb. 17; Mar.-May 41; June-Aug. 67; Sept.-Nov. 47. Av. annual precipitation 30 in. First killing frost, Oct. 23; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, medium; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Manitowoc: 7 blocks on 8th St.; 7 on Washington St.; 2 on Jay St.; In Two Rivers: 8 blocks on Washington St.
Shopping Centers-Park Plaza on Hwy. 151, 6 stores, Park 900 cars; Mid-Cities Mall on Memorial Drive, 1,600 cars, 12 stores; Riverview Savings Center on 22nd & Lincoln Ave., Two-Rivers, 4 stores; ShopKo Plaza on Hwy. 151, 12 stores; Edgewater Plaza on Magnolia Ave., 16 stores.
Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-K mart; Schuette Bros.; JCPenney; Sears; Schroeder Bros.; ShopKo; Pranges; Prange-Way.
Variety Stores-Fleet Farm; Woolworth; Evan's.
Chain Drug Stores-Rexall 2; Osco; Snyder.
Chain Supermarkets-Red Owl 2; Piggly Wiggly; Sentry 2; Super Value 2; Copps; IGA Warehouse.

14 - NEWSPAPERS: HERALD-TIMES-REPORTER (e) 16,584; (S) 16,486; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Tryon, Natl. Adv. Mgr., HERALD-TIMES-REPORTER, 902 Franklin St., Manitowoc, WI 54220; Tel. (414) 684-4433.
National Representative: Thomson Newspapers.

MARINETTE

1 - LOCATION: Marinette County, E&P Map D-3, County Seat. Retail and industrial center in NE part of state, on MI State line. 160 mi. N of Milwaukee; 300 mi. E of Minneapolis. On U.S. Hwy. 41; State Hwys. 64, M35.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western; Escanaba & Lake Superior; Soo Line (Milwaukee Road).
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound.
Airlines-Alliance.

3 - POPULATION:
Corp. City 80 Cen. 11,965; E&P 87 Est. 11,652
CZ-ABC: (80) 11,965
RTZ-ABC: (80) 65,129
County 80 Cen. 39,314; E&P 87 Est. 41,267
City & RTZ-ABC: (80) 77,094

4 - HOUSEHOLDS:
City 80 Cen. 4,685; E&P 87 Est. 3,186
CZ-ABC: (80) 4,685
RTZ-ABC: (80) 22,810
County 80 Cen. 14,131; E&P 87 Est. 15,447
City & RTZ-ABC: (80) 27,495

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$119,346,171
Savings & Loan	2	$70,000,000

6 - PASSENGER AUTOS: County 19,249.

7 - ELECTRIC METERS: Residence 5,553.

8 - GAS METERS: Residence 4,400.

9 - PRINCIPAL INDUSTRIES: (Marinette-Menominee-Peshtigo) Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prods. 1,700 ($500); Lumber and Prods. 450 ($275); Elect. and Nonelect. Metals 1,700 ($250); Marine and Chemicals 1,860 ($400); Gloves 75 ($250); Food 300 ($250).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-87; Summer 31-94; Fall 15-73; Winter 17-59. First killing frost, Oct. 4; last killing frost, May 15.

11 - TAP WATER: Alkaline, medium; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St. and 3 on Hall Ave. from Interstate Bridge.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
M&M Plz.(14)	NA	McCrory, Super Valu
Pine Tree Mall(38)	NA	JCPenney, Sears, Prange

Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Lauermans; Sears; JCPenney; Bell Store; H.C. Prange.
Variety Stores-McCrory; K mart.
Chain Drug Stores-Osco; Snyder.
Chain Supermarkets-Red Owl; Piggly Wiggly; Neimann; Jack's 2; Angelis; County Market; Baker Don's.
Other Chain Stores-Kinney; Goodyear; Firestone; Zale's; Gap; Athlete's Foot; Team Electronics; Radio Shack; So-Fro Fabrics; Seifert's; Stewarts; Bostwicks/Stevensons; The Id; Galaxie of Sound; Coach-House Gifts; Hallmark; GNC; Claires Boutique; B. Dalton.

14 - NEWSPAPERS: EAGLE-STAR (e) 9,133; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jim Hofer, Adv. Mgr., EAGLE-STAR, 1809-27 Dunlap Ave., Marinette, WI 54143; Tel. (715) 735-6611.
National Representative: Landon Associates.

MARSHFIELD

1 - LOCATION: Wood County, E&P Map B-4. 169 mi. E of St. Paul-Minneapolis; 124 mi. W of Green Bay; 191 mi. NW of Milwaukee; 143 mi. N of Madison. On U.S. Hwy. 10; State Hwys. 13, 97.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western; Minneapolis, St. Paul & Sault Ste. Marie; Chicago, St. Paul & Omaha.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Wisconsin Michigan Coach Lines-American Coachlines.

3 - POPULATION:
Corp. City 80 Cen. 18,290; E&P 87 Est. 19,951
CZ-ABC: (80) 18,290
RTZ-ABC: (80) 69,012
County 80 Cen. 72,799; E&P 87 Est. 79,247
City & RTZ-ABC: (80) 87,302

4 - HOUSEHOLDS:
City 80 Cen. 6,943; E&P 87 Est. 7,645
CZ-ABC: (80) 6,794
RTZ-ABC: (80) 22,333
County 80 Cen. 25,067; E&P 87 Est. 28,263
City & RTZ-ABC: (80) 29,127

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$153,200,000
Savings & Loan	3	$58,429,000

6 - PASSENGER AUTOS: County 36,842.

7 - ELECTRIC METERS: Residence 9,163.

8 - GAS METERS: Residence 4,631.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Prods. 1,117 ($370); Mobile & Factory Built Homes 1,125 ($210); Food 535 (seasonal 1,596) ($150); Metal Working 476 ($265); Shoes, Clothing 262 ($176); Concrete Prods. 41 ($151); Furn. & Fixtures 89 ($153); Distribution & Warehousing 285 ($164); Health Care 2,469 ($197); plus 156 Medical Doctors.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-82; Summer 56-94; Fall 18-42; Winter-38-32.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St.; Northway Mall.
Principal Shopping Days-Mon., Thur., Fri.
Stores Evenings-Fri., Mall daily.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; H.C. Prange; Sears.
Variety Stores-McCrory.
Discount Stores-ShopKo; K mart; Fleet Farm.
Chain Drug Stores-Wing Snyder; Rexall.
Chain Supermarkets-IGA 2; Super Valu; Red & White 2.
Other Chain Stores-Jerrold; St. Clair-Page; Coast-to-Coast; Sherwin-Williams; Northwest Fabrics; Seifert's; Stevensons; Tradehome Shoes; Sarco; Thom McAn; Regis; The Barbers; Id; Musicland; B. Dalton; Wickes Lumber.

14 - NEWSPAPERS: NEWS-HERALD (e) 15,526; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Tom Mayer, Bus. Mgr. or James Felhofer, Adv. Dir., NEWS-HERALD, 111 W. 3rd; PO Box 70, Marshfield, WI 54449; Tel. (715) 384-3131.
National Representative: Branham/Newspaper Sales.

MENASHA
See APPLETON

MILWAUKEE

1 - LOCATION: Milwaukee County (PMSA), E&P Map D-5, County Seat. 68 mi. N of Chicago, IL on Lake Michigan. On U.S. Hwys. 16, 18, 41, 45, 141; I-94, I-43; State Hwys. 15, 24, 30, 32, 36, 38, 42, 57, 59, 75, 100, 145, 181, 190. Great Lakes port.

2 - TRANSPORTATION: **Railroads**-Amtrak; Chicago & Northwestern; Soo Line.
Motor Freight Carriers-350.
Intercity Bus Lines-Badger; Royal Coach; Greyhound; Wisconsin Coach; Trailways.
Airlines-Republic; United; Eastern; Ozark; Northwest Orient; Air Wisconsin; Midwest Express; ComAir; TWA; American; Midstate Frontier; Continental; United; Florida Express; USAir; United Express.
Deep Sea Port City-St. Lawrence Seaway.

3 - POPULATION:
Corp. City 80 Cen. 636,236; E&P 87 Est. 572,298
NDM-ABC: (80) 1,397,020
RTZ-ABC: (80) 698,891
Total NDM & RTZ-ABC: (80) 2,095,911
County 80 Cen. 964,988; E&P 87 Est. 902,928
PMSA 80 Cen. 1,397,143; E&P 87 Est. 1,355,155
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 241,818; E&P 87 Est. 226,850
County 80 Cen. 363,653; E&P 87 Est. 351,326
NDM-ABC: (80) 500,684
RTZ-ABC: (80) 239,740
Total NDM & RTZ-ABC: (80) 740,424
PMSA 80 Cen. 500,684; E&P 87 Est. 499,902

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	76	$11,600,000,000
Savings & Loan	133	$4,700,000,000

6 - PASSENGER AUTOS: County 436,934.

7 - ELECTRIC METERS: Residence PMSA 491,000.

8 - GAS METERS: Residence PMSA 420,970.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Nonelect. Mach. 43,400 ($527); Elect. Mach. 29,900 ($482); Fabricated Metals 20,700 ($471); Food 13,700 ($450); Trans. Equip. 9,800 ($662); Primary Metals 7,700 ($421); Printing & Pub. 15,200 ($476).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-54; Summer 58-80; Fall 40-60; Winter 11-30. First killing frost, mid Oct.; last killing frost, end of Apr.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on Wisconsin Ave. (Downtown).
Regional Shopping Areas-Downtown; West Allis; 29 neighborhood shopping centers and areas.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southridge(134)	NA	JCPenney, Sears, Kohl's, Marshalls
Mayfair(139)	NA	Marshall Field's, Boston Store
Northridge(135)	NA	Sears, JCPenney, Marshall Field's
Brookfield Sq.(74)	NA	Boston Store, Sears, JCPenney
Grand Ave.(190)	NA	Boston Store, Marshall Field's
Southgate(60)	NA	Boston Store, Walgreens, Woolworth
Bay Shore(87)	NA	Boston Store, Sears
Capitol Ct.(110)	NA	Target, Dunham's Sporting Goods
Spring Mall(23)	NA	T.J. Maxx, Walgreens
Greenfield Fashion Ctr.(35)	NA	Marshalls, F&M Distributors, Inc.
Brookfield Fashion Ctr.(36)	NA	Marshalls, Pier I Imports
Loehmann's Plz.	NA	Loehmann's
Packard Plz.	NA	JCPenney Outlet
Northwest Fashion Ctr.	NA	Marshalls
Brown Port Shpg. Ctr.(45)	NA	Bay Point Phcy.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Downtown-Mon. through Fri.; Shopping Centers-Mon. through Fri., some Sat.
Stores Open Sunday-Major shopping centers, discount, dept. stores and some food.
Food Chains-Mon. through Sat.; some Sun; some 24 hr.

13 - RETAIL OUTLETS: **Department Stores**-Boston Store 7; Sears 6; JCPenney 6; Goldmann's; Marshall Field 4.
Discount Stores-Kohl's 14; Target 7; K mart 12; Zayre 4; T.J. Maxx 3.
Chain Drug Stores-Walgreens 46; Rexall; Union Prescriptions 12; Court 3; Laabs 3; Drug Fair 2; Phillips 6; Snyder 2; Serv-U 17; Drug Emporium 6.
Chain Supermarkets-Shop Rite 16; Pick 'N Save 20; Kohl's 36; Sentry 27; Cub 3; Sav-U 4; Sun 2; Piggly Wiggly; AG Stores 200; Other Ind. 39.
Other Chain Stores-Men's Clothing: Brills, Johnnie Walkers, Richman Bros., Berman-Bach, Redwood & Ross; Women's Clothing: Lerner Shops, Stuart's, Hixon's, Lane Bryant, Casual Corner, Chudik; The Limited, Loehmann's, Marshall's, Chapmans II, Designer Depot; Shoes: Famous Footwear, Athlete's Foot, Pay Less, Red Cross, Warehouse, Hicker's, Florsheim, Priebe, Naturalizer, Branovan, Brouwer's, Chandler's, Baker's, Kinney, Maling, Thom McAn; Candy: Chocolate House, Fanny Farmer, Quality; Auto Supply: Whitlock, Firestone, Goodyear, Goodrich; Furniture: Steinhafel, Colders, Kunzelmann-Esser, Carriage House.

14 - NEWSPAPERS: SENTINEL (m) 192,638; JOURNAL (e) 289,254; SENTINEL (m-sat) 182,097; JOURNAL (e-sat) 270,611; (S) 516,890; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Al Litchy, Gen. Adv. Mgr., JOURNAL-SENTINEL, PO Box 661, Milwaukee, WI 53201; Tel. (414) 224-2282.
National Representatives: Million Market Newspapers/Times Mirror National Marketing.

MONROE

1 - LOCATION: Green County. E&P Map C-5. County Seat. 25 mi. N of Freeport, IL; 40 mi. W of Janesville, WI; 45 mi. S of Madison, WI. On State Hwys. 11, 59, 69, 81.

2 - TRANSPORTATION: **Railroads**-Chicago, Madison Northern.

Motor Freight Carriers-4.

3 - POPULATION:

Corp. City 80 Cen. 10,027; E&P 87 Est. 10,829

County 80 Cen. 30,012; E&P 87 Est. 31,688

4 - HOUSEHOLDS:

City 80 Cen. 4,364; E&P 87 Est. 4,508

County 80 Cen. 10,759; E&P 87 Est. 11,757

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$126,854,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 15,107

7 - ELECTRIC METERS: Residence 11,196

8 - GAS METERS: Residence 2,474

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Cheese Proc. 625; Elect. Devices 500; Corn Chips 65; Oil & Gas Burners 52; Brewing 95; Tire Recapping 52; Business Forms 200; Radio & TV Speakers 60; Medical Complex 600.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-94; Summer 42-96; Fall -7-46; Winter -4-56.

11 - TAP WAFER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-West Mall, 22 Stores.

Shopping Days-Wed., Thur., Fri.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's; Beckers Leader.

Discount Stores-Valu-Village; K mart; Bauman Ace Hardware; Farm & Fleet; Wal-Mart.

Variety Stores-McClellan's.

Chain Supermarkets-IGA; Sentry; Pick-N-Save.

14 - NEWSPAPERS: TIMES (e) 7,648; sworn Sept. 29, 1986.

Local Contact for Advertising and Merchandising Data: James D. Bruce, Adv. Mgr., TIMES, 1065 4th Ave. W., PO Box 230, Monroe, WI 53566; Tel. (608) 328-4202.

National Representative: Papert Companies.

NEENAH

See APPLETON

OSHKOSH

1 - LOCATION: Winnebago County (In Appleton-Oshkosh-Neenah MSA). E&P Map C-4. County Seat. Dairy, agricultural, mfg. & resort ctr. 83 mi. N of Milwaukee; 170 air mi. from Chicago, IL. West shore of Lake Winnebago at mouth of Fox River in East Central Wisconsin. On U.S. Hwys. 41, 45; State Hwys. 21, 26, 44, 110, 175.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western; Soo Line.

Motor Freight Carriers-22.

Intercity Bus Lines-Greyhound; Wisconsin-Michigan Trailways.

Airlines-Air Wisconsin.

3 - POPULATION:

Corp. City 80 Cen. 49,678; E&P 87 Est. 50,734

CZ-ABC: (80) 60,003

RTZ-ABC: (80) 150,152

County 80 Cen. 131,732; E&P 87 Est. 137,015

MSA 80 Cen. 291,325; E&P 87 Est. 309,238

City & RTZ-ABC: (80) 210,155

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Corp. City 80 Cen. 19,623; E&P 87 Est. 18,885

CZ-ABC: (80) 21,481

RTZ-ABC: (80) 53,211

County 80 Cen. 46,892; E&P 87 Est. 50,342

MSA 80 Cen. 99,314; E&P 87 Est. 108,968

City and RTZ-ABC: (80) 74,692

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$382,598,000
Savings & Loan	4	$152,864,000

6 - PASSENGER AUTOS: County 69,248

7 - ELECTRIC METERS: Residence 25,684

8 - GAS METERS: Residence 20,896

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood Prods. 1,550; Furn. & Fixt. 240; Stone, Clay & Glass 240; Prof. & Scientific 180; Primary Metals 1,260; Fab. Metal Prods. 530; Non-Elect. Mach. 2,300; Misc. Mfg. 240; Chem. 250; Pub. 3,100; Non-Durable Goods 210; Contract Constr. 1,660; Trans. & Util. 1,990; Gov't 8,700; Servs. & Misc. 10,500.

Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-60; Summer 65-95; Fall 35-70; Winter -15-40. First killing frost, Sept. 15; last killing frost, May 20.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Koeller Center(20)	4	Prange Way, Shopko, Copps Food
K mart Plaza	3	K mart
Lake Aire(10)	NA	Carlson's, Kitz & Pfeil Hdwe.
Park Plz.(61)		Prange, Sears
Sawyer Ctr.(10)	2	Prescott's Shop Rite, F.W. Mueller Drugs
Menards Plz.(6)	4	Menard's

Principal Shopping Days-Department Stores-Mon., Fri., Sat., Sun.; Food-Wed., Thur., Fri., Sat.

Stores Open Evenings-Dept.-Mon., Fri.; K mart, Shopko, Prangeway and Park Plaza, Mon. through Fri.; Food-every evening.

13 - RETAIL OUTLETS: **Department Stores**-Kline's; Sears; H.C. Prange; JCPenney.

Discount Stores-K mart; Shopko; Prangeway; Fleet Farm.

Variety Stores-Banner.

Chain Drug Stores-Schultz; Walgreens; Coe 3; Union Pharmacy.

Chain Supermarkets-Carlson's Super Valu 2; Piggly Wiggly 2; Copps IGA; Sentry; County Market; Warehouse Foods; Prescott's Shop Rite.

Other Chain Stores-Thom McAn; Kay-Bee Toys; Chess King; Computerland; Seifert's; Athlete's Foot; Sherwin-Williams; W G & R Furniture; The Barbers; Cross Country; Kinney Shoes; Klein Dickert; Dartmouth; Hallmark Shop 2; Foxmoor; Hal's Sportswear; Hot Sam; Bee Frank; Kindy Optical; Zale's Jewelers; Maurice's; Moto-Photo; Northwest Fabrics; Radio Shack 2; Naturalizer Shoes; Regis Hair Stylists; Waldenbooks; General Nutrition Center; Marianne's; Menard's; Brooks; Pearle Vision; Fanny Farmer; Fashion Bug; One Photo Two; Vanity; Page Jewelers; Hal's; All-Car; DMS Auto Parts. (All within Corp. City limits).

14 - NEWSPAPERS: NORTHWESTERN (e) 25,541; (S) 27,854; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: John F. Skoglind, Natl. Adv. Mgr., NORTHWESTERN, 224 State St.; PO Box 2926, Oshkosh, WI 54901; Tel. (414) 235-7700.

National Representative: Papert Companies.

PORTAGE

1 - LOCATION: Columbia County, E&P Map C-5. County Seat. Light Manufacturing and Agricultural Center. 38 mi. from Madison; 170 mi. from Chicago; U.S. Hwys. 16, 51; State Hwy. 33.

2 - TRANSPORTATION: **Railroads**-Chicago; Milwaukee; St. Paul & Pacific.

Motor Freight Carriers-11.

Intercity Bus Lines-Northland Greyhound.

3 - POPULATION:

Corp. City 80 Cen. 7,896; E&P 87 Est. 8,158

County 80 Cen. 43,222; E&P 87 Est. 42,089

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 3,154; E&P 87 Est. 3,098

County 80 Cen. 15,534; E&P 87 Est. 15,625

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$140,000,000

6 - PASSENGER AUTOS: County 22,687

7 - ELECTRIC METERS: Residence 3,044

8 - GAS METERS: Residence 1,331

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Dairy Food Proc. 180 (N.A.); Hosiery 200 ($160); Plastics 245 ($175); Batteries 200 ($185).

Principal Industrial Pay Days-Every Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Center**-15 blocks on 4 streets.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Fri.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Moore's Family Center	3	Ben Franklin, Burnstad's
Northridge Plz.	2	Piggly Wiggly, Value Village, Spurgeon's
K mart	2	K mart

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's; Value Village; Ben Franklin; Montgomery Ward; Sears (catalog).

Variety Stores-Schultz Bros.

Discount Stores-Great Surplus; K mart.

Chain Drug Stores-Walgreens.

Chain Supermarkets-Burnstad's; Piggly Wiggly; Pierce's.

Other Chain Stores-Pries Apparel; Famous Footwear; Hardware Hank; True Value Hardware; Our Own Hardware; Radio Shack; Thom McAn.

14 - NEWSPAPERS: REGISTER (m) 7,109; sworn Oct. 1, 1986.

Local Contact for Advertising and Merchandising Data: Bill Berenz, Adv., Dir., REGISTER, 309 Dewitt St., Portage, WI 53901; Tel. (608) 742-2111.

National Representative: None.

RACINE

1 - LOCATION: Racine County (PMSA), E&P Map D-5. 25 mi. S of Milwaukee; 65 mi. N of Chicago, IL.

2 - TRANSPORTATION: **Railroads**-Chicago/Milwaukee; Amtrak.

Motor Freight Carriers-14.

Intercity Bus Lines-Wisconsin Coach Lines, Greyhound.

3 - POPULATION:

Corp. City 80 Cen. 85,725; E&P 87 Est. 79,632

CZ-ABC: (80) 132,532

RTZ-ABC (80) 40,600

County/PMSA 80 Cen. 173,132; E&P 87 Est. 169,489

City & RTZ-ABC: (80) 173,132

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 31,744; E&P 87 Est. 30,249

CZ-ABC: (80) 46,586

RTZ-ABC: (80) 12,832

County/PMSA 80 Cen. 59,418; E&P 87 Est. 60,269

City & RTZ-ABC: (80) 59,418

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$584,856,000
Savings & Loan	8	$361,812,000

6 - PASSENGER AUTOS: County 84,566

7 - ELECTRIC METERS: Residence City 31,287

8 - GAS METERS: Residence City 43,081

9 - PRINCIPAL INDUSTRIES: Type of Industry, Percentage of Wage Earners-Mfg. 32%; Whol./Ret. 15.3%; Servs. 12.6%; Gov't 10.6%; Agric. 1.7%; Constr. 2.6%; Trans. 2.6%; Financial 2.6%; Misc. 12.6%.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-90; Summer 42-93; Fall 10-85; Winter -12-65. First killing frost, Oct. 24; last killing frost, May 11.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Areas**-4 blocks on Main St.; 4 on Sixth St.

Neighborhood Shopping Centers-4 blocks on Washington Ave. (Uptown District); 3 on Washington Ave. (West Racine); 3 blocks on Douglas (North Side); 3 on Lathrop Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Shorecrest(6)	NA	Piggly Wiggly
Westgate Mall(20)	NA	ShopKo, Randalls Foods
K mart Complex	NA	K mart
Durand Complex-Zayre	NA	Zayre, Sav U Foods
Western Village(13)	NA	
Regency Mall(5)	NA	Pranges, JCPenney, Boston Store, Sears, Target
Greenridge(6)	NA	Piggly Wiggly
Spring Bay Complex(6)	NA	Kohl's Food
Pioneer Village(8)	NA	
Crossroads(3)	NA	Kohl's Dept.
Rapids	NA	Zayre

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Mon.-Fri.; Food nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Boston Store; Pranges; Kohl's.

Discount Stores-Zayre 2; ShopKo; Target; K mart.

Variety Stores-S.S. Nelson 2.

Chain Drug Stores-Walgreens 3; Red Cross 3; Rexall; Professional Phcy. 3; Roecher's 2.

Chain Supermarkets-Open Pantry 8; PDQ 3; Roundy's & Red Bell; Piggly Wiggly 4; Sentry Food 2; Kohl's 3; Convenient Food Marts 3; Sav U Foods; White Hen Pantry; Randalls.

Other Chain Stores-Auto Supplies: Goodrich, Midwest Tire & Auto, Western Tire & Auto 2; Shoes: Kinney 2, Airstep/Footstep, Baker, Father & Son, Footlocker, Gallenkamp, Hanover, Hot Line, Stride Rite, Thom McAn; Apparel: Chess King, Park Lane Hosiery, County Seat, The Gap, Just Pants, Brauns, Brooks Fashions, Casual Corner, Foxmoor, Jean Nicole, Lerner, The Limited; Books: B. Dalton, Waldenbooks; Confections: Fanny Farmer, Bresslers 33 Flavors, Buddy Squirrel Nut Shop, Original Cookie Co., Quality Candy, Avors; Paint: Pittsburgh, Sherwin-Williams; Misc.: Neumode, Richman, Adelman's 2, Martinizing 3, Olivetti, Cards Such, The Gift Box, Things Remembered, Tivoli Imports, Camelot Music, Radio Shack, Merle Norman, Cutlery World, Jo Ann Fabrics, Kay Bee Toy & Hobby, Wicks 'N Sticks, Berman's Leather Experts.

14 - NEWSPAPERS: JOURNAL-TIMES (e) 35,627; (S) 38,247; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Mike Roliand, Ret. Adv. Mgr., JOURNAL-TIMES, 212 4th St., Racine, WI 53403; Tel. (414) 634-3322.

National Representative: Branham/Newspaper Sales.

RHINELANDER

1 - LOCATION: Oneida County, E&P Map C-3. County Seat. Vacation resort. In Central NE part of State. 60 mi. from N Wausau. On U.S. Hwy. 8; State Hwys. 17, 47.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.

Intercity Bus Lines-Greyhound; Green Bay.

Airlines-United Express; Northwest Airlink.

3 - POPULATION:

Corp. City 80 Cen. 7,873; E&P 87 Est. 7,623

County 80 Cen. 31,216; E&P 87 Est. 32,770

4 - HOUSEHOLDS:

City 80 Cen. 3,020; E&P 87 Est. 2,710

County 80 Cen. 11,426; E&P 87 Est. 12,462

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$131,252,895
Savings & Loan	2	$356,600,000
Credit Union	1	$20,806,000

6 - PASSENGER AUTOS: County 15,240

7 - ELECTRIC METERS: District 16,248

8 - GAS METERS: District 4,982

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Mfg. 800 (N.A.); Package Ptg. 190 ($225); Cement Prods. 32 ($180); Potato Prods. 120 ($175); Souvenirs and Novelties (seasonal) 64 ($135); Soft Drink Bottler 50 ($200); Wood Prods. 130 ($210); Cutting Tools 400 ($215); Health Services 1,711 ($280).

Principal Pay Days-Every Other Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-78; Summer 43-87; Winter -25-32. First killing frost, Sept. 15; last killing frost, May 25.

11 - TAP WATER: Slightly acid, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on 8 sts. Two Shopping Centers.

Neighborhood Shopping Centers-Lincoln; N. Stevens; Sunrise Plaza; Oneida Mall.

Principal Shopping Days-Wed. through Sun.

Stores Open Evenings-Some Fri., some 6 nights.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Campbell; DeByle's; Wickes; Shultz Bros.; Ben Franklin; K mart.

Variety Stores-Woolworth; Happiness Shop; Winslow; Super America.

Chain Drug Stores-Snyder.

Chain Supermarkets-Foodlane; Trig's; Cirilli's; Ray's Castle Foods.

14 - NEWSPAPERS: NEWS (e-mon to fri) 6,403; (S) 6,579; sworn Oct. 1, 1986.

Local Contact for Advertising and Merchandising Data: Richard Timmons, Pub./Adv. Dir., NEWS, 314 Courtney St., Rhinelander, WI 54501; Tel. (715) 362-6397.

National Representative: Scripps League Newspapers.

SHAWANO

1 - LOCATION: Shawano County, E&P Map C-4. County Seat. On Shawano Lake, the Wolf River, Loon Lake, Washington Lake. 40 mi. from Green Bay; 60 mi. from Wausau; 45 mi. from Appleton. On Hwys. 22, 29, 47, 55.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Soo; Terminal Truck.
Intercity Bus Lines-Green Bay-Wausau; Cross State; Northern; Wis.-Mich. Coaches.

3 - POPULATION:
Corp. City 80 Cen. 7,013; E&P 87 Est. 7,653
CZ-ABC: (80) 7,013
Bal. in NDM-ABC: (80) 28,610
County 80 Cen. 35,928; E&P 87 Est. 37,404
Total NDM-ABC: (80) 35,623
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,787; E&P 87 Est. 2,693
County 80 Cen. 12,347; E&P 87 Est. 13,361
CZ-ABC: (80) 2,787
Bal. in NDM-ABC: (80) 9,167
Total NDM-ABC: (80) 11,954

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$155,185,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 17,080

7 - ELECTRIC METERS: Residence 3,608

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners N.A.-Lumber; Wood Working; Paper; Boxes; Plywood; Dairy; Doors; Beverages; Cement; Broiler; Gloves; Garments; Printing; Electric Foundry.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 50-85; Fall 35-60; Winter -10-35.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 Stores-Schultz Family Ctr.; Downtown business district.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Chaimson's; JCPenney; Spurgeon's; Schultz Family Store; Farm & Home.
Chain Supermarkets-Red Owl; Super Valu; T&C; Pick 'N Save Warehouse.
Other Chain Stores-Gamble's; Sears; Coast-to-Coast.

14 - NEWSPAPERS: LEADER (e) 7,459; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ron Henn, Adv. Dir., LEADER, 1464 E. Green Bay St., Shawano, WI 54166; Tel. (715) 526-2121.
National Representative: None.

SHEBOYGAN

1 - LOCATION: Sheboygan County (MSA), E&P Map D-4, County Seat. On W bank of Lake Michigan, 57 mi. N of Milwaukee; 135 mi. N of Chicago. On I-43 Wisconsin Hwys. 23, 28, 32, 42.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-26.
Freight-1 Dock Warehouse; 2 Harbor Docks.
Intercity Bus Lines-Greyhound; Sheboygan City.
Airlines-At County Memorial Airport; Chaplin's.

3 - POPULATION:
Corp. City 80 Cen. 48,085; E&P 87 Est. 48,433
CZ-ABC: (80) 58,951
RTZ-ABC: (80) 101,103
County/MSA 80 Cen. 100,935; E&P 87 Est. 104,763
City & RTZ-ABC: (80) 160,054
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,510; E&P 87 Est. 18,705
CZ-ABC: (80) 22,011
RTZ-ABC: (80) 31,938
County/MSA 80 Cen. 35,484; E&P 87 Est. 38,201
City & RTZ-ABC: (80) 53,949

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$860,988,000
Savings & Loan	8	$606,476,594

6 - PASSENGER AUTOS: County 52,872

7 - ELECTRIC METERS: Residence 27,840

8 - GAS METERS: Residence 26,923

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber Prods. 1,160; Furn. 1,540; Stone, Clay & Glass 835; Prim. Metal Prods. 1,310; Fab. Metal Prods. 4,893; Mach. 4,100; Other Durable Goods 2,600; Food Prods. 1,910; Textiles & Apparel 670; Paper Prods. 531; Printing & Pub. 515; Chem. & Plastic Prods. 1,450; Leather Prods. 730; Constr. 2,009; Trans. Util. 1,376; Whol. & Ret. Trade 8,575; Fin., Ins. & R.E. 1,920; Servs. 7,400; Gov't 5,900; Other Non-Farm Workers 7,553. Total Labor Force 56,977.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-59; Summer 60-78; Fall 30-45; Winter 17-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on N. 8th St. with approximately 7 blocks on aves. bisecting; 1 block each side of main thoroughfare; 7 on Michigan Ave.; 2 on S. 12th St.
Neighborhood Shopping Centers-2 blocks on N. 8 St. between Lincoln and Bluff Ave.; 2 between Martin & North Ave. on N. 15th St. Mixed, including new & used cars on Calumet Dr. & N. 13th St. One mile on Union Ave. from S. 12 St. to Hwy. 141; Indiana Ave. from S. 8 to S. 17 St.; 2 blocks on County Trunk EE; 1 block on County Truck J.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Memorial Mall (40)	2	Kohl's, Sears, JCPenney
Memorial Plz.(6)	2	Prange-Way
North Gate(15)	1	Coast-to-Coast
Plaza 8(56)	NA	Prange, Walgreens

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur., Fri.; Food nightly; Sunday.

13 - RETAIL OUTLETS: Department Stores-H.C. Prange; JCPenney; Sears; Kohl's; Wickes.
Discount Stores-K mart; Prange-Way.
Variety Stores-Evans 3.
Chain Drug Stores-Roenitz 5; Walgreens 2; Union Prescription; Grube Phcy. 2; South High Rexall 2.
Chain Supermarkets-Piggly Wiggly 3; Bensman Park 2; Open Pantry 2; Park & Save; Sav-U; Q-Mart 7; Sentry; Zimmerman's Red Owl.
Other Chain Stores-Firestone; Continental Baking; Blunt; Ellis & Loewi; Nobil Shoe; Richman (men's); Burrough's; Remington Rand; Ross Business Machines; NAPP Office Products; IBM; Household Finance; Sherwin-Williams; B.C. Ziegler Co.; R.W. Baird; Beneficial Finance; Edward D. Jones & Co.; I.M. Simon Co.; Associates Financial Services; Goodyear; Hallmark; Maurice; Musicland; Payless Shoe Source; Mode O'Day; Jean Nicole; General Nutrition Centers; Page Jewelers; Bridal Village; So-Fro Fabrics; Sheboygan Acceptance Corp.; Waldenbooks; Wisconsin Finance; Coast-to-Coast Hdwe.; Radio Shack; Fleet Feet; Neet Feet; Baubles Bangles & Skins; DuBois Formal Wear; Brookes Co.; Below The Belt; Kindy Optical; Building Center; Ace Hardware; Siefert's; Brooks; Foxmoor; Shabree Keepsake Jewelers; Menard Bldg. Ctr.; Brunette's; Richardson's; Ebenreiter; Kindt Trilling; True Value; Major Appliance Dealers: Capelle's, Tag's, Quality Appliance, R.P. Jost, Machtig's; Major Furniture Stores: Kaat's, Kuechle Co., Dekker's, Bitter-Newmann, Buehler's, Cobble Peg Shop, Fale's, Hometown Furn., Korner Decor, Robert's Furn., Wisc. Bedding.

14 - NEWSPAPERS: PRESS (e) 29,690; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Richter, Gen. Adv. Mgr., PRESS, 632 Center Ave., Sheboygan, WI 53081; Tel. (414) 457-7711.
National Representative: Landon Associates.

STEVENS POINT

1 - LOCATION: Portage County, E&P Map C-4, County Seat. 150 mi. NW of Milwaukee; 220 mi. SE of Minneapolis, MN. Junction point of U.S. Hwys. 10, 51; State Hwy. 66.

2 - TRANSPORTATION: Railroads-Soo Line; Green Bay & Western.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; American Coach Lines; Huettl.
Airlines-Republic; Midstate; Air Chicago; Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 22,970; E&P 87 Est. 21,601
CZ-ABC: (80) 30,973
RTZ-ABC: (80) 30,125
County 80 Cen. 57,420; E&P 87 Est. 59,096
City & RTZ-ABC: (80) 61,098
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,560; E&P 87 Est. 7,071
CZ-ABC: (80) 10,066
RTZ-ABC: (80) 9,612
County 80 Cen. 18,313; E&P 87 Est. 19,571
City & RTZ-ABC: (80) 19,678

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$383,226,736
Savings & Loan	2	$1,914,978,681

6 - PASSENGER AUTOS: County 26,836

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Furn. & Millwork 1,320 ($200); Paper & Pulp 1,049 ($400); Potato & Vegetable Proc. 1,917 ($225); Trans., Public Util. 650 ($350); Sports Equip. & Plastics 300 ($275); Food 978 ($210); Fin., Ins., Real Estate 2,465 ($2,000); College 1,135 ($350).

10 - CLIMATE: Av. Temp.-July 71; Jan. 15. First killing frost, Oct. 1; last killing frost, May 28.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main; 2 on Strongs Ave.; 2 on Second St.; 1 on Water St.
Neighborhood Shopping Centers-(Location), No. of stores-Southside Shpg. Ctr. (Division at Church), 10; Northpoint Shopping Center (Division St. North), 11; Southside Discount Center (Church St. South), 9; East Side Shopping Center (Park Ridge Dr.), 20; Downtown Mall.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Fri., Tues.; Food & Discount-every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; ShopKo; Fleet Farm; Sears.
Chain Drug Stores-Osco; Shopko; K mart; Snyder.
Variety Stores-K mart.
Chain Supermarkets-IGA 3; Super Value 2; Piggly Wiggly 2; Thrifty; Copps Food Center, Warehouse Foods; Westgate; Jerry's Parkway.
Other Chain Stores-Sherwin-Williams; Seifert's (women's); Tradehome (shoes); Northern Auto Supply; Wolohan Bldg. Supplies; All-Car; Northwest Fabrics.

14 - NEWSPAPERS: JOURNAL (e) 13,735; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth A. Brezinski, Adv. Dir., JOURNAL, 1200 Third St., Stevens Point, WI 54481; Tel. (715) 344-6100.
National Representative: Branham/Newspaper Sales.

SUPERIOR

1 - LOCATION: Douglas County (In Duluth, MN-WI MSA), E&P Map A-2, County Seat. At head of Great Lakes. Two bridges connect Superior, WI & Duluth, MN. On U.S. Hwys. 2, 53; State Hwys. 13, 35, 105. Oil refining & shipping, dairy, agricultural & light mfg. ctr. Winter & summer resort; taconite and coal shipping.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo; Chicago & North Western; Duluth, Winnipeg & Pacific; Duluth, Mesabi & Iron Range; Canadian National.
Motor Freight Carriers-11.
Intercity Bus Lines-Duluth-Superior; Northland Greyhound; Wisconsin Northern.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 29,571; E&P 87 Est. 25,501
County 80 Cen. 44,421; E&P 87 Est. 39,958
MSA 80 Cen. 266,650; E&P 87 Est. 233,181

4 - HOUSEHOLDS:
City 80 Cen. 11,500; E&P 87 Est. 8,659
County 80 Cen. 16,467; E&P 87 Est. 15,308
MSA 80 Cen. 97,949; E&P 87 Est. 88,214

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$198,511,090
Savings & Loan	1	$37,138,570

6 - PASSENGER AUTOS: County 19,119

7 - ELECTRIC METERS: Residence 11,147

8 - GAS METERS: Residence 7,902

9 - PRINCIPAL INDUSTRIES: (Duluth & Superior area) Industry (Av. Wkly. Wage)-Lumber & Wood Prods. ($498); Elect. Mach. ($429); Mach. Shop ($471); Trans. Equip. ($678); Oil & Ref. ($635); Gen'l Constr. ($525); Trans. ($520); Railway Shops ($540); Trucking & Warehousing ($500).
Principal Industrial Pay Days-1st & 15th; 5th & 20th; Fri. & Sat.

10 - CLIMATE: Av. yearly temp. 40 degrees; Summer Av. 65 degrees; Precipitation 27.47 in.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-11 blocks on Tower Ave.; 6 on Belknap & 15th St.
Neighborhood Shopping Centers-3 blocks at E. 5th & 22nd Ave.; 3 at Tower & N. 58th St.; 2 on Iowa in Billings Pk.; 2 at 38th & E. 2nd St.; 2 at Belknap & Elm.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belknap Plaza(19)	NA	North Star Drug, Red Owl
Mariner Mall(50)	NA	Prange, JCPenney, Prange-Way
Midtown Plaza	NA	K mart, Piggly Wiggly

Stores Open Evenings-Thur., Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; K mart; Prange; Prange-Way.
Chain Drug Stores-Allouez; East End Drug 2; Walgreens; Rexall.
Variety Stores-Woolworth; Ben Franklin.
Chain Supermarkets-Red Owl; IGA; Country Market; Super One.
Other Chain Stores-Sears (catalog); Gamble's; Firestone; Maurice's; Kinney; Trade Home; Hardware Hank; True Value Hdwe.; Air Step Shoes; B. Dalton; Braun's; Brook's Fashions; Foxmoor; Lerner's; Radio Shack; Gordon Jewelers; Pay Less Shoes; Crown Auto; OK Auto.

14 - NEWSPAPERS: TELEGRAM (e) 13,312; sworn Sept. 29, 1986.
Local Contact for Advertising and Merchandising Data: Richard Crawford, Adv. Dir., TELEGRAM, 1226 Ogden Ave., Superior, WI 54880; Tel. (715) 394-4411.
National Representative: Papert Companies.

TWO RIVERS
See MANITOWOC

WATERTOWN

1 - LOCATION: Dodge and Jefferson Counties, E&P Map C-5. 45 mi. W of Milwaukee. U.S. Hwy. 16. Misc. light mfg.; shipping and processing center for dairy and agric. area. 130 mi. from Chicago.

2 - TRANSPORTATION: Railroads-C.M.; St. Paul & Pacific main line; Chicago & Northwestern.
Motor Freight Carriers-3
Intercity Bus Lines-Greyhound; Wis./Mich. Trailways.
Airport-Municipal.

3 - POPULATION:
Corp. City 80 Cen. 18,113; E&P 87 Est. 18,640
Counties 80 Cen. 140,899; E&P 87 Est. 145,367
Dodge 80 Cen. 74,747; E&P 87 Est. 77,201
Jefferson 80 Cen. 66,152; E&P 87 Est. 68,166
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,174; E&P 87 Est. 6,359
Counties 80 Cen. 47,014; E&P 87 Est. 50,405
Dodge 80 Cen. 24,750; E&P 87 Est. 26,529
Jefferson 80 Cen. 22,264; E&P 87 Est. 23,87[illegible]

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$118,975,000
Savings & Loan	2	$86,300,000

6 - PASSENGER AUTOS: Counties: Dodge 36,648; Jefferson 32,947

7 - ELECTRIC METERS: Residence 7,268

8 - GAS METERS: Residence 5,658

9 - PRINCIPAL INDUSTRIES: Industry-Evaporating Equip.; Rubber Prods.; Coin Handling Mach.; Counting and Measuring Mach.; Plastic Containers; Paper Boxes; Industrial Furnaces and Ovens; Transformers; Home Heating Furnaces; Table Slides; Foundry; Gas Controls; Liquid Sugar; Soft Drink; Mattresses.
Principal Industrial Pay Days-Fri., Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-72; Summer 54-86; Fall 30-54; Winter 10-36. First killing frost, Oct. 15; last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-10 blocks on Main; 3 on Third St.; 1 on Madison St.; 2 on Second St.; 15 on Church St.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kline's; Chas. Fischer's; Shopko; Kohl's.
Chain Supermarkets-Piggly Wiggly; United Foods; Kohl's; Pick 'N Save.
Other Chain Stores-Elliott's; Farm & Fleet; Coast-to-Coast; River Valley Co-op; Kusel's; Ray's Shoes; Ben Franklin; Walgreens; JoAnn Fabrics; Pay Less Shoes.

14 - NEWSPAPERS: TIMES (e) 9,821; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: James M. Clifford, Assoc. Pub. & Gen. Mgr.,

TIMES, 113-115 W. Main St.; PO Box 140, Watertown, WI 53094-0140; Tel. (414) 261-4949.
National Representative: None.

WAUKESHA

1 - LOCATION: Waukesha County (In Milwaukee PMSA), E&P Map C-5. County Seat. Agricultural & residential center. On Little Fox River. 15 mi. W of Milwaukee. On U.S. Hwy. 18; State Hwys. 59, 164.

2 - TRANSPORTATION: **Railroads**-CMSt P&P; C&NW; Soo Line.
Intercity Bus Lines-Northland; Greyhound; Cardinal; Wisc. Motor Coaches.

3 - POPULATION:
Corp. City 80 Cen. 50,365; E&P 87 Est. 53,229
CZ-ABC: (80) 50,365
Bal. in NDM-ABC: (80) 108,007
County 80 Cen. 280,326; E&P 87 Est. 293,052
PMSA 80 Cen. 1,397,143; E&P 87 Est. 1,355,155
Total NDM-ABC: (80) 158,372

4 - HOUSEHOLDS:
City 80 Cen. 19,660; E&P 87 Est. 19,190
CZ-ABC: (80) 17,644
Bal. in NDM-ABC: (80) 33,481
County 80 Cen. 88,552; E&P 87 Est. 95,871
PMSA 80 Cen. 500,684; E&P 87 Est. 499,902
Total NDM-ABC: (80) 51,125

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$354,519,398

6 - PASSENGER AUTOS: County 158,105

7 - ELECTRIC METERS: Residence 16 550

8 - GAS METERS: Residence 10,550

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. Shops 6,300 ($280); Foundries 3,200 ($275); Food 600 ($310); Cement & Tile 100 ($310).

10 - CLIMATE: Min. & Max. Temp.-Spring 36-51; Summer 60-76; Fall 43-57; Winter 16-30.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookfield Sq.	6	Sears, JCPenney, Boston Store
Fox Run(15)	NA	Ben Franklin, Sentry, John's True Value
Westbrook(30)	NA	Kohl's Dept., Super Valu
Moreland Plaza(12)	NA	Red Owl Mkt.
Mayfair Mall(114)	12	Marshall Field

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Johnson Hill's; Kohl's.
Discount Stores-K mart; Target.
Variety Stores-Ben Franklin; Schultz Bros.
Chain Drug Stores-Walgreens; Pill-N-Puff; Sentry Drug.
Chain Supermarkets-Sentry 2; SuperValu 3; Kohl's; Town & Country 2; Pick 'N Save.

13 - RETAIL OUTLETS: FREEMAN (e) 22,580; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Douglas Farrell, Adv. Mgr., FREEMAN, 200 Park Pl., PO Box 7, Waukesha, WI 53187; Tel. (414) 542-2501.
National Representative: Thomson Newspapers.

WAUSAU

1 - LOCATION: Marathon County (MSA), E&P Map C-4. On Wisconsin River. 200 mi. NW of Milwaukee; 200 mi. E of Minneapolis; 280 mi. NW of Chicago. Large wholesale-retail shopping ctr.; rich dairying area, diversified small industry. Gateway to Northern resort district. Wausau on U.S. Hwy. 51; State Hwys. 29, 52.

2 - TRANSPORTATION: **Railroads**-Chicago, Milwaukee, St. Paul & Pacific; Chicago & North Western.
Motor Freight Carriers-19 Interstate.
Intercity Bus Lines-Wisconsin Michigan Coaches, Inc.; Motor Bus; Greyhound; Wausau Transit.
Airlines-Republic; Chicago Air; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 32,426; E&P 87 Est. 31,521
CZ-ABC: (80) 52,770
RTZ-ABC: (80) 90,790
County/MSA 80 Cen. 111,270; E&P 87 Est. 114,364
City & RTZ-ABC: (80) 143,560

4 - HOUSEHOLDS:
City 80 Cen. 13,423; E&P 87 Est. 12,774
CZ-ABC: (80) 19,724
RTZ-ABC: (80) 29,430
County/MSA 80 Cen. 37,703; E&P 87 Est. 40,250
City & RTZ-ABC: (80) 49,154

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$545,675,000
Savings & Loan	3	$226,177,000

6 - PASSENGER AUTOS: County 54,171

7 - ELECTRIC METERS: City 38,771

8 - GAS METERS: City 23,725

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Goods 1,043 ($278); Paper 2,904 ($416); Chem. 81 ($436); Stone & Glass Prods. 461 ($320); Food & Beverages 1,610 ($250); Printing 239 ($229); Lumber & Wood 3,005 ($267); Homes 1,805 ($307).
Principal Industrial Pay Days-5th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 13-87; Summer 34-92; Fall 30-83; Winter -29-73. First killing frost, Oct. 4; last killing frost, May 19.

11 - TAP WATER: Acid, hard.

12 - RETAILING: **Neighborhood Shopping Areas**-Wausau: West Side; Wausau Center Mall; N. Third Ave.; S. Third Ave.; Hwy. 29 West Menard South Side; Shopko, Grand Ave.; Rothschild: NE Side N. Sixth St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(4)	NA	County Market
Grand Ave.(7)	NA	Ben Franklin, True Valu Hdwe.
Riverside(11)	NA	Prange Way
ShopKo Plz.(7)	7	ShopKo, Radio Shack
Wausau Mall(47)	NA	Prange Way, Sears, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept.: Mon., Fri.; Food: every evening.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; H.C. Prange; K mart 2; Prange-Way; Shopko.
Chain Drug Stores-Walgreens.
Chain Supermarkets-IGA 2; Super Valu 2; Red Owl 4; Village Pantry 3; County Market.
Other Chain Stores-Fanny Farmer Candy; Firestone; Goodyear; Hoffer (Paints & Glass); Kinney; Farm & Home Supply; St. Clair's; Sherwin-Williams; Singer Co.; Fleet Farm; Tradehome; U.S. Royal Tires 2; Midas; Foxmoor; Hot Sam; The Limited; Modas; Baker's Shoes; Berman's; Brauns; Buddy Squirrel; Camelot Music; GNC; Regis Hairstylists; Fabric Centers of America; County Seat; 16 Plus; Things Remembered; Kay Bee Toys.

14 - NEWSPAPERS: HERALD (e) 24,450; (S) 23,798; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Richard J. Barrett, Adv. Dir., DAILY-HERALD, 800 Scott St.; PO Box 1286, Wausau, WI 54401; Tel. (715) 842-2101.
National Representative: Gannett National Newspaper Sales.

WISCONSIN RAPIDS

1 - LOCATION: Wood County, E&P Map C-4. County Seat. 40 mi. SW of Wausau; 160 mi. from Milwaukee. On State Trunk Hwys. 13, 34, 54 & 73.

2 - TRANSPORTATION: **Railroads**-Soo/Milwaukee Line; CMSt P&P; C&NW; GB&W.
Motor Freight Carriers-7.
Intercity Bus Lines-American Coach Lines.

3 - P[illegible]ON:
Corp. C[illegible] E&P 87 Est. 19,234
CZ-ABC: (8[illegible]
RTZ-ABC: (80) 2[illegible]
County 80 Cen. 72,7[illegible] E&P 87 Est. 79,247
City & RTZ-ABC: (80) 56,199
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,988; E&P 87 Est. 7,628
CZ-ABC: (80) 11,064
RTZ-ABC: (80) 8,308
County 80 Cen. 25,067; E&P 87 Est. 28,263
City & RTZ-ABC: (80) 19,372

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$196,846,189
S&L/Credit Unions	10	$132,264,006

6 - PASSENGER AUTOS: County 36,842

7 - ELECTRIC METERS: Residence 10,119

8 - GAS METERS: Residence 7,732

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coated and Fine Papers 5,700 ($525); Appliances 500 ($315); Chem. 80 ($575); Warehousing 35 ($350); Trucking 300 ($475); Potato Proc. 1,075 (N.A.)

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 38-95; Fall 5-75; Winter -25-40.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Port Edwards	4	J&K Foods
The Mall at Shopko Plz.(7)	NA	Endicott-Johnson, Fashion Bug, Aspen Tree
Town & Country(6)	2	True Value, Goodwill, Leath, Snyder
Southtown	2	Ace Hdwe., Sears, Bob's Castle Foods
Rapids Mall(45)	NA	Prange's, JCPenney

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Fri.; Some Thur. & Fri.; some nightly.

13 - RETAIL OUTLETS: **Department Stores**-Johnson-Hill; JCPenney; Coast-to-Coast; Prange's.
Variety Stores-Snyder Drug; Daly Drug.
Discount Stores-ShopKo; Holiday.
Chain Drug Stores-John E. Daly; Major Rexall; Church's 2; Union Prescription.
Chain Supermarkets-IGA 4; Red & White; Foodland 2; Bob's Castle Foods; Copps; County Market.
Other Chain Stores-Maurice's; Radio Shack; Galaxie of Sound; So-Fro Fabrics; Foxmoor Fashions; Winslows; General Nutrition; B. Dalton; Braun's; T Shirts Plus; Fashion Bug; Endicott-Johnson.

14 - NEWSPAPERS: TRIBUNE (e) 13,012; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Brian McMillan, Adv. Mgr., TRIBUNE, 220 1st Ave., Wisconsin Rapids, WI 54494; Tel. (715) 423-7200.
National Representatives: Branham/Newspaper Sales; Thompson Newspapers.

WYOMING SURVEYS

METROPOLITAN STATISTICAL AREA

Casper-Natrona County.
Cheyenne-Laramie County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1988
Under 5 Years	28	45	50
5-14 Years	71	77	85
15-24 Years	58	94	104
25-44 Years	78	142	157
45-64 Years	67	80	89
65 and Over	30	37	41
TOTAL	332	475	526

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat./Hdwr	148	198	325
General Mdse	135	189	248
Food	314	620	721
Automobiles	344	488	821
Gasoline Stations	214	399	346
Apparel	79	136	172
Furniture	68	93	149
Eat-Drink Places	146	278	368
Drugs	48	91	118
TOTAL SALES	1,654	2,819	3,642

CASPER

1 - LOCATION: Natrona County (MSA), E&P Map C-2. County Seat 180 mi. N of Cheyenne; 300 mi. S of Billings. On U.S. Hwys. 20, 26, 27; State Hwys. 220, I-25.

2 - TRANSPORTATION: **Railroads**-BN; C&NW.
Motor Freight Carriers-8.
Intercity Bus Lines-Central Wyo. Trans.; Continental Trailways; Powder River Trans.
Airlines-United; Big Sky; Centennial; Continental.

3 - POPULATION:
Corp. City 80 Cen. 51,016; E&P 87 Est. 49,034
CZ-ABC: (80) 55,490
RTZ-ABC: (80) 136,011
County/MSA 80 Cen. 71,856; E&P 87 Est. 75,185
City & RTZ-ABC: (80) 191,501
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 18,874; E&P 87 Est. 18,213
CZ-ABC: (80) 20,518
RTZ-ABC: (80) 45,621
County/MSA 80 Cen. 25,841; E&P 87 Est. 27,879
City & RTZ-ABC: (80) 66,139

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$754,421,602
Savings & Loan	3	$452,545,445

6 - PASSENGER AUTOS: County 43,774

7 - ELECTRIC METERS: Residence 27,087

8 - GAS METERS: Residence 22,556

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 5,100 ($534); Constr. 2,400 ($419); Mfg. 1,300 ($496); Trans., Commun., Util. 2,200 ($422); Whol./Ret. 3,600 ($340); Fin., Ins. & R.E. 1,700 ($316); Services 5,600 ($302); Gov't 6,500.

10 - CLIMATE: Mean monthly temps.: Jan. 22; July 71.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beverly Plz.(13)	2	Buttrey, Pay 'N Pak
Hilltop(28)	2	Albertson's
K mart Ctr.	2	K mart
Mountain Plz.(10)	5	K mart, Buttrey
Plaza East(10)	3	Safeway
Sunrise(18)	3	
Westridge(11)	2	Albertson's
East Ridge Mall(92)	6	Sears, JCPenney, The Bon, Target

Principal Shopping Days-Mon., Thur., Fri., Sat. & Sun.
Stores Open Evenings-Mon through Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; The Bon.
Discount Stores-K mart; Target.
Variety Stores-Woolworth.
Chain Drug Stores-Bi-Rite.
Chain Supermarkets-Albertson's 2; Safeway 3; Buttrey 2; Smith's Food King.
Other Chain Stores-Firestone; Goodrich; Goodyear; Radio Shack; Zale's; Singer; Our Own Hardware; Pay 'N Pak; Coast-to-Coast; Fred Schmid.

14 - NEWSPAPERS: STAR-TRIBUNE (m) 34,993; (S) 39,522; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David J. Mertz, Mktg. Dir., STAR-TRIBUNE, 170 Star Lane; PO Box 80, Casper, WY 82602; Tel. (307) 266-0500.
National Representative: Branham/Newspaper Sales.

CHEYENNE

1 - LOCATION: Laramie County, E&P Map D-3. State Capital and County Seat. 100 mi. N of Denver. On I-80, 25 and Yellowstone Hwys.

2 - TRANSPORTATION: **Railroads**-Union Pacific; C&S; Burlington.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Rocky Mountain; Aspen.

3 - POPULATION:
Corp. City 80 Cen. 47,283; E&P 87 Est. 53,511
CZ-ABC: (80) 51,343
RTZ-ABC: (80) 75,265
County 80 Cen. 68,649; E&P 87 Est. 76,349
City & RTZ-ABC: (80) 126,608
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 18,239; E&P 87 Est. 21,276
CZ-ABC: (80) 19,059
RTZ-ABC: (80) 27,522
County 80 Cen. 25,292; E&P 87 Est. 29,251
City & RTZ-ABC: (80) 46,581

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$332,252,000
Savings & Loan	6	$289,500,000

6 - PASSENGER AUTOS: County 50,012

7 - ELECTRIC METERS: Residence 29,050

8 - GAS METERS: Residence 23,691

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Constr. 1,950; Mfg. 1,600; Trans. & Util. 4,200; Whol. Trade 1,100; Ret. Trade 5,700; Fin., Ins., R.E. 1,500; Servs. 4,400; Fed. Gov't 2,200; Local Gov't 6,400.

10 - CLIMATE: Av. Temp.: Jan. 37; July 83.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Frontier Mall(80)	5	Sears, Zale's, Joslins, Target
Cole(29)	2	Cole's, Safeway
Town & Country(4)	5	Town & Country, Safeway
Pershing Sq.(3)	2	Mont. Ward
Cheyenne Plz.(35)	6	Albertson's, Pay 'n Save Drug
K mart(2)	3	K mart, Pay 'N Pak
Melton(6)	6	Osco Drug
Westgate(9)	7	McDonalds, K mart

Stores Open Evenings-Shopping Centers every evening and Sun.
Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Fowler's; JCPenney, Sears, Joslins.
Discount Stores-K mart; Gibson's, Target.
Chain Drug Stores-Gibson's; Roedel 5; Mountain View Phcy.; Wood House 2; Osco; Pay 'n Save.
Chain Supermarkets-Safeway 4; Food 4 Less; Albertson's; Mini Mart 7; Buttrey 2; Dan's County Mkt.
Other Chain Stores-Fashion Bar; Ernst Home Ctr.; Western Ranchman Outfitters.

14 - NEWSPAPERS: WYOMING EAGLE (m) 8,667; WYOMING STATE TRIBUNE (e) 10,409; WYOMING TRIBUNE-EAGLE (S) 20,088; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: J. Doug Reeves, Adv. Dir., TRIBUNE and EAGLE, 702 W. Lincolnway, Cheyenne, WY 82001; Tel. (307) 634-3361.
National Representative: Branham/Newspaper Sales.

GILLETTE

1 - LOCATION: Campbell County, E&P Map C-1. County Seat. Open pit mining, oil wells, raising sheep & cattle, agriculture, grain. 130 mi. N of Casper on U.S. Hwys. 14, 16, I-90; State Hwy. 59.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.
Airlines-Aspen Airways.

3 - POPULATION:
Corp. City 80 Cen. 12,134; E&P 87 Est. 27,082
County 80 Cen. 24,367; E&P 87 Est. 40,658

4 - HOUSEHOLDS:
City 80 Cen. 4,231; E&P 87 Est. 9,435
County 80 Cen. 8,006; E&P 87 Est. 13,925

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$311,044,384
Savings & Loan	2	$22,550,988

6 - PASSENGER AUTOS: County 18,642

7 - ELECTRIC METERS: Residence 7,552

8 - GAS METERS: 4,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Coal Mining 5,429 ($634); Retail 3,061 ($134); Constr. 1,810 ($425); Services with agric., forestry and fisheries 3,382 ($171); Trans., Commun. & Util. 880; Whol. Trade 110 ($502); Fin., Ins. & R.E. 420 ($450); Mfg. 180 ($301).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-95; Summer 30-97; Fall 11-80; Winter -2-64. First killing frost, Sept. 12; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Gillette Ave.
Neighborhood Shopping Centers-Deckers Food Center; Southview; Holiday Plz.; 1001 Plz.; Camel Plz.; Downtown Gillette; McCann Ctr.; Powder Basin Ctr.; Lakeway Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Camel Plaza(19)	NA	C.R. Anthony, Buttrey
Holiday Plaza(6)	NA	Dairy Queen, IGA
Powder Basin(21)	NA	Albertson's, Alco, Pamida

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony.
Discount Stores-Pamida, Alco, K mart, Buttrey.
Chain Drug Stores-Drug Fair.
Chain Supermarkets-Buttrey (Div. of Jewel Tea); Mini-Mart; 7-Eleven; Tiger Discounter (IGA); Decker's; Albertson's; Common Cents.
Other Chain Stores-Firestone; Coast-to-Coast; Farmers Co-op; Sears (catalog and automotive store); Hdwe. Hank; Goodyear; Corral West Ranchwear; Fashion Crossroads; Maurice's; Edward's Optical.

14 - NEWSPAPERS: NEWS-RECORD (e-mon to fri; S) 7,128; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Brian Ryan, Adv. Mgr., NEWS-RECORD, 1201 W. 2nd St.; PO Box 3006, Gillette, WY 82716; Tel. (307) 682-9306.
National Representative: None.

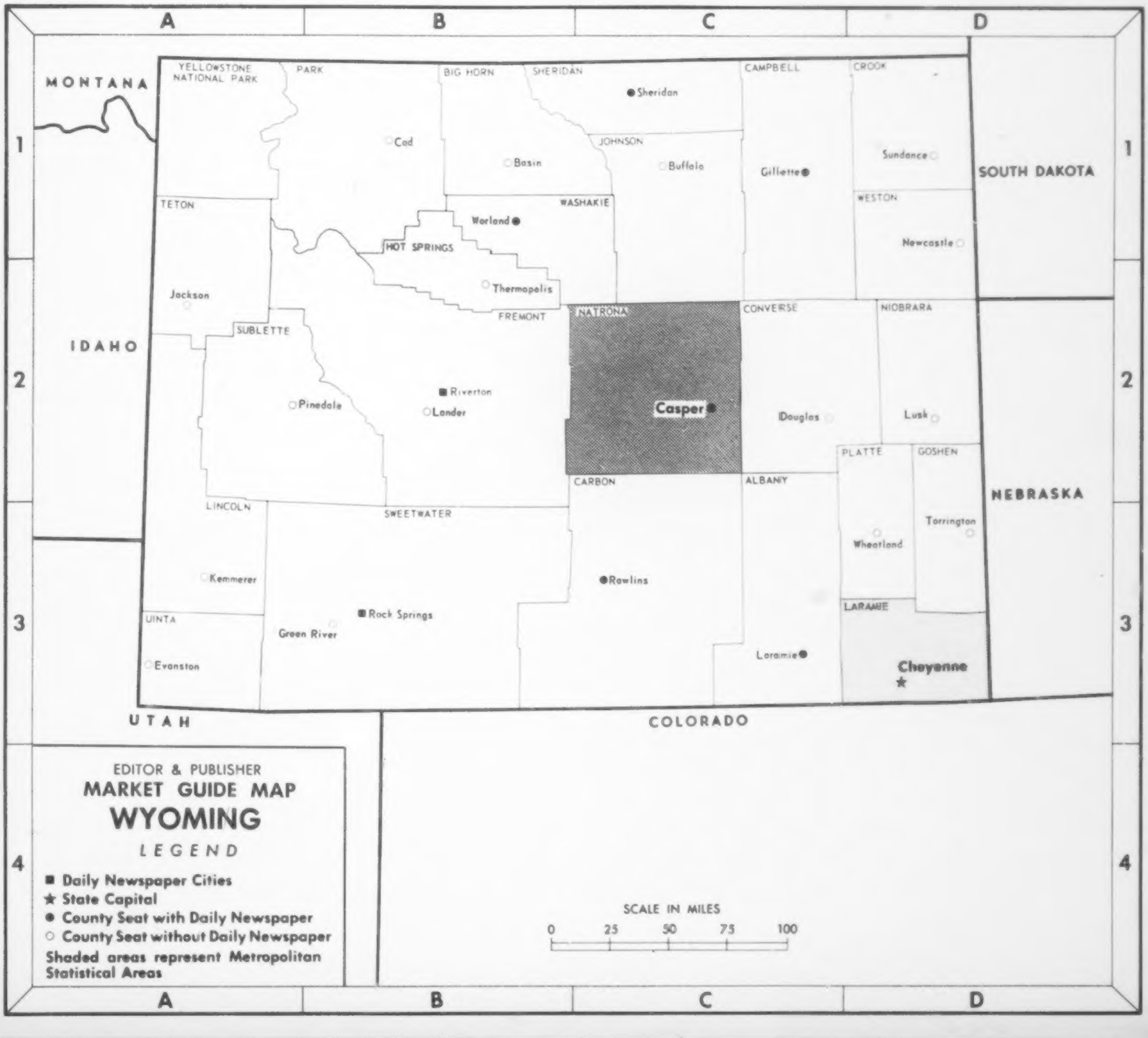
LARAMIE

1 - LOCATION: Albany County, E&P Map C-3. County Seat. 134 mi. from Denver, CO; 49 mi. W of Cheyenne, WY. On U.S. Hwys. 30, 287, I-80; State Hwys. 34, 130, 230.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Colorado, Southern.
Motor Freight Carriers-5.
Intercity Bus Lines-Union Pacific; Greyhound.
Airlines-Laramie Aviation; Rocky Mtn. Airways; Centennial.

3 - POPULATION:
Corp. City 80 Cen. 24,410; E&P 87 Est. 26,125
CZ-ABC: (80) 24,410
RTZ-ABC: (80) 16,068
County 80 Cen. 29,062; E&P 87 Est. 31,322
City & RTZ-ABC: (80) 40,478

4 - HOUSEHOLDS:
City 80 Cen. 8,943; E&P 87 Est. 9,095
CZ-ABC: (80) 8,943
RTZ-ABC: (80) 5,763
County 80 Cen. 10,639; E&P 87 Est. 11,502
City & RTZ-ABC: (80) 14,706


A
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MONTANA
IDAHO
UTAH
COLORADO
SOUTH DAKOTA
NEBRASKA
YELLOWSTONE NATIONAL PARK
PARK
BIG HORN
SHERIDAN
CAMPBELL
CROOK
JOHNSON
TETON
WASHAKIE
WESTON
HOT SPRINGS
FREMONT
NATRONA
CONVERSE
NIOBRARA
SUBLETTE
PLATTE
GOSHEN
LINCOLN
SWEETWATER
CARBON
ALBANY
LARAMIE
UINTA
Sheridan
Cod
Basin
Buffalo
Gillette
Sundance
Worland
Newcastle
Thermopolis
Jackson
Riverton
Pinedale
Lander
Casper
Douglas
Lusk
Torrington
Wheatland
Kemmerer
Rawlins
Rock Springs
Green River
Evanston
Laramie
Cheyenne
EDITOR & PUBLISHER
MARKET GUIDE MAP
WYOMING
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$186,981,000
Savings & Loan	3	$63,506,532

6 - PASSENGER AUTOS: County 18,131

7 - ELECTRIC METERS: Residence 12,397

8 - GAS METERS: Residence 9,000

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage N.A.)-Timber 50; Warehousing 55; Wood Preserving 51; Cabinet Mfg. 35; Constr. 49; Cement Mfg. 100; Gov't 225; Lumber Mfg. 60; Log Home Mfg. 36; Home Constr. Mfg. 89; U.P.R.R. 400; Univ. of Wyo. 2,255.

10 - CLIMATE: Min. & max. temp.-Jan. 25; July 76. Mean Annual precipitation 11 in.; Mean Annual snowfall 41 in.; last killing frost, May 29.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
600 N. 3rd	NA	Safeway, Pay-N-Save, K mart, True Value
15th & Spring Creek(3)	NA	Albertson's Super Mkt., Osco
Campus Mall(4)	1	Independent Records, Varsity Sports
Odd Fellows	1	Center Phcy
30th Grand	4	Buttrey's, Alco, Payless Shoes

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Gibson's, Osco, Alco, K mart.
Variety Stores-Woolworth.
Chain Supermarkets-Safeway, Albertson's, Ideal, Buttrey's.

14 - NEWSPAPERS: DAILY BOOMERANG (m-tues to sat) 7,561; (S) 7,675; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ted Duffy, Adv. Dir., DAILY BOOMERANG, 314 S. 4th St., Laramie, WY 82070; Tel. (307) 742-2176.
National Representative: Branham/Newspaper Sales.

RAWLINS

1 - LOCATION: Carbon County. E&P Map C-3. County Seat. 148 mi. W of Cheyenne; 300 mi. E of Salt Lake City; 240 mi. N of Denver; 117 mi. S of Casper. On I-80 & U.S. Hwy. 287.

2 - TRANSPORTATION: **Railroads**-Union Pacific main line (freight distribution only.)
Motor Freight Carriers-4.
Intercity Bus Lines-Overland Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,547; E&P 87 Est. 11,130
County 80 Cen. 21,896; E&P 87 Est. 19,326
CZ-ABC: (80) 11,547
RTZ-ABC: (80) 14,687
City & RTZ-ABC: (80) 26,234

4 - HOUSEHOLDS:
City 80 Cen. 3,892; E&P 87 Est. 3,657
County 80 Cen. 7,475; E&P 87 Est. 6,812
CZ-ABC: (80) 3,892
RTZ-ABC: (80) 4,988
City & RTZ-ABC: (80) 8,880

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$126,192,000
Savings & Loan	1	$50,843,000

6 - PASSENGER AUTOS: County 10,386

7 - ELECTRIC METERS: County-Commercial, Residential 6,402.

8 - GAS METERS: Residential & Commercial 3,260

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage N.A.)-Union Pacific R.R.; Oil Refining; Lumbering; Coal Mining; Constr.; Mfg.; Trans., Comm. & Util.; Whol. & Ret. Trade; Fin., Ins. & R.E.; Agric., Forestry & Fisheries; Public Admin.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-76; Summer 40-92; Fall 12-75; Winter 11-41. First killing frost, Sept. 22; last killing frost, June 8.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Days**-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Gamble's; Sears (catalog); Karl's; Anthony's.
Variety Stores-True Value; Corral West Ranchwear; B & H Sports.
Discount Stores-Pamida, Alco-Duckwall.
Chain Drug Stores-Bi-Rite 4; Hi-Way Merit.
Chain Supermarkets-City Market, Sav-on.

14 - NEWSPAPERS: TIMES (m-tues to sat) 3,863; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mark Helwick, Adv. Mgr., TIMES, 6th & Buffalo Sts.; PO Box 370, Rawlins, WY 82301; Tel. (307) 324-3411.
National Representative: Branham/Newspaper Sales.

RIVERTON

1 - LOCATION: Fremont County. E&P Map B-2. Mining, milling, manufacturing, agricultural, dairy, meat packing, oil and gas. West central portion of state. 123 mi. W of Casper on U.S. Hwy. 26 and State Hwys. 135, 789.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern.
Motor Freight Carriers-3.
Airlines-Mesa; Rocky Mountain Airways.

3 - POPULATION:
Corp. City 80 Cen. 9,712; E&P 87 Est. 10,359
County 80 Cen. 40,251; E&P 87 Est. 36,609
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,427; E&P 87 Est. 3,711
County 80 Cen. 13,294; E&P 87 Est. 12,472

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	5	$157,636,747

6 - PASSENGER AUTOS: County 19,073

7 - ELECTRIC METERS: Residence 4,585

8 - GAS METERS: Residence 4,329

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Agric., Forestry & Fisheries 124 ($188); Mining 633 ($495); Constr. 648 ($356); Mfg. 578 ($319); Trans., Commun. & Util. 714 ($411); Whol. Trade 454 ($274); Ret. Trade 2,369 ($185); Fin., Ins. & R.E. 363 ($315); Servs. 3,793 ($311); Public Administration 795 ($309).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-86; Summer 44-96; Fall 8-77; Winter -21-65. First killing frost, Sept. 27; last killing frost, May 17.

11 - TAP WATER: Artesian, very soft, pure.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Riverton Mall(6)	1	Safeway, K mart
N. Federal(6)	1	Woodward's IGA, Bi-Rite Drug
West Main	1	Smith's, Alco

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-All Grocery, Drug and Convenience Stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony.
Variety/Discount Stores-Woolworth's, K mart, Alco.
Chain Drug Stores-Bi-Rite; Safeway; Smith's.
Chain Supermarkets-Safeway; Woodward's; IGA; Smith's.
Other Chain Stores-Big A Auto Parts; Champion Auto Stores; Coast-to-Coast; Corral West Ranchwear; JB's Big Boy; Kline's; Linton's Big R; McDonald's; Maurice; Maverick Country Stores; Mini Mart; NAPA Motor Parts, Inc.; Pizza Hut; Riverton Builders Mart; Sears (catalog); Taco John's; Taco Time; Valley Motor Supply; Wendy's.

14 - NEWSPAPERS: RANGER (e-mon to fri) 6,528; sworn Oct. 9, 1986.
Local Contact for Advertising and Merchandising Data: Robert A. Peck, Pub., RANGER, 421 E. Main, Riverton, WY 82501-0993; Tel. (307) 856-2244.
National Representative: Branham/Newspaper Sales.

ROCK SPRINGS

1 - LOCATION: Sweetwater County. E&P Map B-3. Retail center for 5-county area; bituminous coal and trona (sodium carbonate) mining area, oil & gas. Shipping center for sheep and cattle; Chevron Fertilizer Plant. Wholesale center. 190 mi. E of Salt Lake City, UT; 350 mi. W of Denver, CO. On I-80 (U.S. Hwy. 30) and U.S. Hwy. 187; on State Hwys. 430 & 1908.

2 - TRANSPORTATION: **Motor Freight Carriers**-10.
Intercity Bus Lines-Greyhound; Jackson.
Airlines-Commuter: Trans-Colorado; Skywest; Flightaire; Pioneer.

3 - POPULATION:
Corp. City 80 Cen. 19,458; E&P 87 Est. 20,773
CZ-ABC: (80) 19,458
RTZ-ABC: (80) 71,312
County 80 Cen. 41,723; E&P 87 Est. 45,072
City & RTZ-ABC: (80) 90,770
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,031; E&P 87 Est. 7,752
CZ-ABC: (80) 7,031
RTZ-ABC: (80) 23,764
County 80 Cen. 14,052; E&P 87 Est. 15,766
City & RTZ-ABC: (80) 30,795

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$346,682,991
Savings & Loan	3	(incl. above)

6 - PASSENGER AUTOS: County 24,675

7 - ELECTRIC METERS: Residence 11,872

8 - GAS METERS: Residence 9,548

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Mining 5,812 ($671); Constr. 3,384 ($408); Mfg. 404 ($466); Trans., Commun. and Util. 1,534 ($537); Whol. and Ret. Trade 3,889 ($189-422); Fin., Ins. & R.E. 433 ($353); Agric., Forestry, Fisheries 4,242 ($278); Public Administrations 765 ($315).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-69; Summer 44-94; Fall 18-72; Winter 7-33. First killing frost, Sept. 28; last killing frost, May 10.

11 - TAP WATER: Alkaline; soft in Spring to very hard in Fall and Winter; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rock Springs Plaza(38)	NA	Thrifty Drug, Sunset Sports, Anthony's, Albertson's
White Mountain (50)	NA	JCPenney, Ernst, K mart, Herbergers, Woolworth

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Herberger's; JCPenney; Anthony's.
Variety Stores-Woolworth; Sprouse-Reitz; K mart; Ernst.
Discount Stores-Pamida; Thrifty.
Chain Drug Stores-Thrifty; Osco; Del's Bi-Rite; Ernst; College Hill Drug.
Chain Supermarkets-Safeway; Ben's; City Market; Albertson's.
Other Chain Stores-Sunset Sports; Coast-to-Coast; Yellow Front; Radio Shack; Montgomery Ward; Sears; Kinney Shoes; Lerner; Gallenkamps; Maurice's; Work Wearhouse; Zale's; Schuback's; So-Fro Fabrics; General Nutrition Center; Circus World.

14 - NEWSPAPERS: ROCKET-MINER (m-tues to sat) 7,098; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Helen Pulos, Bus. Mgr., ROCKET-MINER, 215 D St.; PO Box 98, Rock Springs, WY 82901; Tel. (307) 362-3736.
National Representative: None.

SHERIDAN

1 - LOCATION: Sheridan County. E&P Map C-1. County Seat. Agricultural, mining, tourism center. Sheridan College. 25 mi. from Montana state line; 135 mi. SE of Billings, MT; 151 mi. N of Casper. On U.S. Hwys. 87, 14, I-90.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.
Airlines-Aspen Airways; Pioneer; Falcon Flight; Big Horn Airways.

3 - POPULATION:
Corp. City 80 Cen. 15,146; E&P 87 Est. 17,514
CZ-ABC: (80) 15,146
RTZ-ABC: (80) 16,602
County 80 Cen. 25,048; E&P 87 Est. 28,528
City & RTZ-ABC: (80) 31,748
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,053; E&P 87 Est. 6,771
CZ-ABC: (80) 6,053
RTZ-ABC: (80) 5,753
County 80 Cen. 9,321; E&P 87 Est. 11,035
City & RTZ-ABC: (80) 11,806

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$238,448,000
Savings & Loan	2	$111,721,645

6 - PASSENGER AUTOS: County 15,300

7 - ELECTRIC METERS: Residence 10,004

8 - GAS METERS: Residence 5,382

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Heavy Constr. 200 ($500); Sawmills 100 ($225); Coal 253 ($350); VA Hospital 514 ($410).

10 - CLIMATE: Min. & Max. Temp.-Spring 11-91; Summer 31-100; Fall 04-95; Winter -21-59.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Area**-5 blocks downtown on Main St.
Neighborhood Shopping Center-Sugarland Village (13 units).
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-K mart, Pamida, Yellow Front until 9; Corral West until 8pm; Woolworth.
Stores Open Sunday Woolworth, Corral West 12-5pm.

13 - RETAIL OUTLETS: **Department Stores**-Stevens Fryberger; Conrad's; JCPenney; Montgomery Ward; Sears.
Variety Stores-Woolworth.
Discount Stores-Yellow Front; K mart; Pamida.
Chain Drug Stores-Rexall; Buttrey.
Chain Supermarkets-Safeway; I.G.A.; Boyd's 3; Buttreys.
Other Chain Stores-Coast-to-Coast; Sweet Briar; Fashion Crossroads; Maurice's.

14 - NEWSPAPERS: PRESS (e) 6,231; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Milton B. Chilcott, Pub., PRESS, 144 Grinnell; PO Box 2006, Sheridan, WY 82801; Tel. (307) 672-2431.
National Representative: Landon Associates.

WORLAND

1 - LOCATION: Washakie County. E&P Map B-1. County Seat. 165 mi. from Billings, MT; 164 mi. from Casper; 365 mi. from Cheyenne. Shipping center for oil and livestock. At junction of U.S. Hwys. 16, 20.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-3.
Airlines-Mesa.
Intercity Bus Lines-Powder River.

3 - POPULATION:
Corp. City 80 Cen. 6,391; E&P 87 Est. 7,244
CZ-ABC: (80) 6,391
RTZ-ABC: (80) 16,344
County 80 Cen. 9,496; E&P 87 Est. 10,329
City & RTZ-ABC: (80) 22,735
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,309; E&P 87 Est. 2,574
CZ-ABC: (80) 2,309
RTZ-ABC: (80) 5,852
County 80 Cen. 3,275; E&P 87 Est. 3,740
City & RTZ-ABC: (80) 8,161

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$113,689,000
Savings & Loan	2	$19,749,000

6 - PASSENGER AUTOS: County 5,181

7 - ELECTRIC METERS: Residence 4,156

8 - GAS METERS: Residence 2,875

9 - PRINCIPAL INDUSTRIES: Industry-Refinery; Sugar; Bentonite; Beverages; Agric.
Principal Industrial Pay Days-5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-87; Summer 30-98; Fall 11-81; Winter -20-65. First killing frost, Sept. 12; last killing frost, Apr. 18.

11 - TAP WATER: Artesian well, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Big Horn Ave.
Neighborhood Shopping Centers-10th and Bonine; 11th and Charles.
Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; JCPenney; Pamida; Linton's; Sears (catalog).
Variety Stores-Ben Franklin.
Chain Supermarkets-IGA; Wea, Thriftway.

14 - NEWSPAPERS: NORTHERN WYOMING DAILY NEWS (m-tues to sat) 4,139; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Doug Cottet, Adv. Mgr., NORTHERN WYOMING DAILY NEWS, 723 Robertson Ave., Worland, WY 82401; Tel. (307) 347-3241.
National Representative: Branham/Newspaper Sales.

PUERTO RICO SURVEYS

METROPOLITAN STATISTICAL AREAS

Aguadilla-Aguada, Aguadilla, Isabela and Moca Municipios.
Arecibo-Arecibo, Camuy, Hatillo and Quebradillas Municipios.
Mayaguez-Anasco, Cabo Rojo, Hormigueros, Mayaguez and San German Municipios.
Ponce-Juana Diaz and Ponce Municipios.

PRIMARY METROPOLITAN STATISTICAL AREAS

Caguas-Aguas Buenas, Caguas, Cayey, Cidra, Gurabo and San Lorenzo Municipios.
San Juan-Barceloneta, Bayamon, Canovanas, Carolina, Catano, Corozal, Dorado, Fajardo, Florida, Guaynabo, Humacao, Juncos, Las Piedras, Loiza, Luquillo, Manati, Naranjito, Rio Grande, San Juan, Toa Alta, Toa Baja, Trujillo Alto, Vega Alta and Vega Baja Municipios.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

San Juan-Caguas-Includes Caguas PMSA and San Juan PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1988
Under 5 Years	318	311	N.A.
5-14 Years	673	725	N.A.
15-24 Years	525	669	N.A.
25-44 Years	613	824	N.A.
45-64 Years	406	468	N.A.
65 and Over	177	191	N.A.
TOTAL	2,712	3,188	N.A.

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1988 Est.
Bldg. Mat. Hdwr.	N.A.	N.A.	N.A.
General Mdse.	N.A.	N.A.	N.A.
Food	N.A.	N.A.	N.A.
Automobiles	N.A.	N.A.	N.A.
Gasoline Stations	N.A.	N.A.	N.A.
Apparel	N.A.	N.A.	N.A.
Furniture	N.A.	N.A.	N.A.
Eat-Drink Places	N.A.	N.A.	N.A.
Drugs	N.A.	N.A.	N.A.
TOTAL	N.A.	N.A.	N.A.

SAN JUAN

1 - LOCATION: San Juan is located on the NE Coast of Puerto Rico, which is an island commonwealth located about 1,000 miles SE of Miami, 1,600 mi. from N.Y., and 500 mi. N of Caracas, Venezuela. Smallest and most Easterly of the Greater Antilles. Bet. longitude 66 and 67 W. and bet. 18 and 18 30' N. Bounded N by the Atlantic Ocean, S by the Caribbean Sea, W by the Mona Passage, and E by the Viegues Passage. The rectangular island is 95 to 100 mi. long by 35 mi. wide, with an area of 3,423 sq. mi.

The City of San Juan is the center of the San Juan PMSA, the commercial, industrial, and transportation center of the island.

2 - TRANSPORTATION: **Motor Freight Carriers**-In San Juan-358; In Puerto Rico-1,698.
Bus Lines-Puerto Rico Motor Coach; Travel Service; Borinquen Tour; Will Rey, Inc; Pronto Seeing Tour; Contact of Puerto Rico; Puerto Rico Sight Seeing; Grayline; Limousine Service Group (bet. Isia Verde Airport and Condado Hotel Area).
Also Government Operated-Metropolitan Bus Authority (bet. San Juan City and the municipios of Bayamon, Guaynabo, Trujillo Alto, Catano, Carolina.).
Air Transportation-American; Capitol; Delta; Eastern; Pan American; BWIA; Iberia; Avianca; Mexicana; Dominicana; Quisquellana; Air France; ALM (Dutch Antillean Airlines); Viasa; Windward Islands International; Lufthansa.
Local Airlines-Antilles Air Boats; Air Best; Dorado Wings; Pan Island; Vieques Air Link; Prinair; Saint Thomas Tax Air; Trans Commuter Air Lines; Caribbean Islands Air Services; Helicopter Service; Puerto Rico Air; Crown Air.
Steamshop Companies-26

3 - POPULATION:
San Juan City 80 Cen. 434,849
CZ-ABC: (80) 982,179
RTZ-ABC: (80) 307,230
City & RTZ-ABC: (80) 1,289,409
Commonwealth 80 Cen. 3,196,520
  Aguadilla MSA 80 Cen. 152,793
  Arecibo MSA 80 Cen. 160,336
  Caguas PMSA 80 Cen. 265,854
  Mayaguez MSA 80 Cen. 200,424
  Ponce MSA 80 Cen. 232,551
  San Juan PMSA 80 Cen. 1,509,406

All Municipios in Puerto Rico (80 Census)
Adjuntas 18,786
Aguada 31,567
Aguadilla 54,606
Aguas Buenas 22,429
Aibonito 22,167
Anasco 23,274
Arecibo 86,766
Arroyo 17,014
Barceloneta 18,942
Barranquitas 21,639
Bayamon 196,206
Cabo Rojo 34,045
Caguas 117,959
Camuy 24,884
Canovanas 31,880
Carolina 165,954
Catano 26,243
Cayey 41,099
Ceiba 14,944
Ciales 16,211
Cidra 28,365
Coamo 30,822
Comerico 18,212
Corozal 28,221
Culebra 1,265
Dorado 25,511
Fajardo 32,087
Florida 7,232
Guanica 18,799
Guayama 40,183
Guayanilla 21,050
Guaynabo 80,742
Gurabo 23,574
Hatillo 28,958
Hormigueros 14,030
Humacao 46,134
Isabela 37,435
Jayuay 14,722
Juana Diaz 43,505
Juncos 25,397
Lajas 21,236
Lares 26,743
Las Marias 8,747
Las Piedras 22,412
Loiza 20,867
Luquillo 14,895
Manati 36,562
Maricao 6,737
Maunabo 11,813
Mayaquez 96,193
Moco 29,185
Morovis 21,142
Naguabo 20,617
Naranjito 23,633
Orocovis 19,332
Patillas 17,774
Penuelas 19,116
Ponce 189,046
Quebradillas 19,728
Rincon 11,788
Rio Grande 34,283
Sabana Grande 20,207
Salinas 26,438
San German 32,922
San Juan 434,849
San Lorenzo 32,428
San Sebastian 35,690
Santa Isabel 19,854
Toa Alta 31,910
Toa Baja 78,246
Trujillo Alta 51,389
Utuado 34,505
Vega Alta 28,696
Vega Baja 47,115
Vieques 7,662
Villalba 20,734
Yabucoa 31,425
Yauco 37,742

Cities of 25,000 or more (80 Census)
Arecibo 48,779
Bayamon 185,087
Caguas 87,214
Carolina 147,835
Catano 26,243
Fajardo 26,928
Guaynabo 65,075
Mayaguez 82,968
Ponce 161,739
San Juan 424,600
Toa Baja 31,613
Trujillo Alta 41,141

4 - HOUSEHOLDS:
San Juan City 80 Cen. 152,266
Commonwealth 80 Cen. 989,753
CZ-ABC: (80) 285,635
RTZ-ABC: (80) 80,240
City & RTZ-ABC: (80) 365,875

5 - BANKS	NUMBER	DEPOSITS
Commercial	22	N.A.
Savings & Loan	8	N.A.
Savings	NA	N.A.

NOTE: There are 244 (1976) Banking Offices located in Puerto Rico, including those with main offices located there as well as the USA and Canada (Resources $5,781,000,000). An accurate figure for deposits is not possible, particularly since Banks that have their main offices in the USA do not disclose figures for local areas or branches.

6 - PASSENGER AUTOS: Commonwealth 1,272,013; San Juan 66,145
All other Municipios
Adjuntas 4,325
Aguada 6,742
Aguadilla 15,137
Aguas Buenas 6,487
Aibonito 7,251
Anasco 7,759
Arecibo 36,380
Arroyo 4,579
Barceloneta 5,597
Barranquitas 7,251
Bayamon 112,064
Cabo Rojo 13,865
Caguas 56,605
Camuy 7,251
Canovanas 10,431
Carolina 80,645
Catano 25,440
Cayey 13,992
Ceiba 5,088
Ciales 4,070
Cidra 6,487
Coamo 6,615
Comerio 4,834
Corozal 9,031
Culebra 382
Dorado 10,049
Fajardo 12,975
Florida 2,926
Guanica 4,579
Guayama 13,865
Guayanilla 5,088
Guaynabo 41,722
Gurabo 7,632
Hatillo 5,215
Hormigueros 6,233
Humacao 20,225
Isabela 9,667
Jayuya 3,053
Juana Diaz 7,887
Juncos 10,558
Lajas 8,777
Lares 6,487
Las Marias 2,798
Las Piedras 9,031
Loiza 4,070
Luquillo 5,979
Manati 10,939
Maricao 1,781
Maunabo 3,053
Mayaguez 44,648
Moca 6,487
Morovis 5,978
Naguabo 6,996
Naranjito 8,523
Orcovis 5,597
Patillas 4,834
Penuelas 3,307
Ponce 65,763
Quebradillas 5,978
Rincon 3,053
Rio Grande 10,939
Sabana Grande 8,014
Salinas 6,487
San German 13,101
San Juan 66,145
San Lorenzo 8,268
San Sebastian 9,667
Santa Isabel 3,816
Toa Alta 8,522
Toa Baja 18,698
Trujillo Alto 18,572
Utuado 8,268
Vega Alta 8,904
Vega Baja 17,045
Vieques 2,417
Villalba 4,070
Yabucoa 8,650
Yauco 10,303

7 - ELECTRIC METERS: Residence 232,114; Commonwealth 422,979

8 - GAS METERS: Residence (City) 22,500

9 - PRINCIPAL INDUSTRIES: Agric., Constr., Food; Tobacco; Textile Mill Prods.; Apparel; Lumber & Wood Prods.; Furn. Fixt.; Paper Prods.; Printing & Pub.; Chem. & Allied Prods.; Petroleum & Coal Prods.; Rubber & Plastics; Leather Prods.; Stone, Clay & Glass Prods.; Primary Metals; Fab. Metal Prods.; Mach. (ex. elect.); Elect. Mach.; Trans. Equip.; Instruments; Trans. & Util.; Whol.; Retail; Fin., Ins. & Real Estate; Services.

10 - CLIMATE: Av. Winter Temperature-75; Summer-79. Av. Annual Rainfall 61 inches; fairly even distribution; heavier normally from May to Dec.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Areas**: Old San Juan; principally Fortaleza St. (6 blocks) and San Francisco St. (5 blocks).
On Santurce-Ponce de Leon Ave. from San Antonio Bridge to San Jorge St.; Jose de Diego Ave from Ponce de Leon Ave. to the Minillas Govt. Center; Roberto H. Todd Ave. from Ponce de Leon Ave. to del Carmen St.; Fernandez Juncos Ave. from Esteves Bridge to San Jorge St.; Roberto H. Todd from Del Carmen St. to Torres de La Vega Dr.; Ashford Ave. from Hermanos Behn Bridge to de Diego Ave.; Isla Verde in the area included between the Atlantic Ocean, Baldorioty Ave. and the Boundary line between San Juan and Carolina Municipio; Both sides of Loiza St. from José de Diego Ave. at Las Americas St. before Providencia St.
On Rio Piedras-Rio Piedras town principally on De Diego Robles; Brungbaugh; Arzuaaga; Georgetti; Vallejo Sts. and Ponce de Leon Ave. from Martin Pena Canal to F.D. Roosevelt Ave.; Both sides of Munoz Rivera Ave. from Martin Pena Canal to Celly Toste St.
On Bayamon-Area bounded by Betances St.; W. side of Barbosa St.; Baldorioty St.; E. side of Degetau St.; S. side of Maceo St.; E. side of Palmar St.; W. side of Ferrer St.; W. side of T'io St.; S. side of Dr. Veve St.; E. side of Parque St.; Highway No. 2; Sanchez Lopez St.; N. side of Dr. Veve St. and Parque St.
Shopping Center/San Juan PMSA (Car Parking Spaces)-Norte 1,500; Bayamon 709; Santa Rosa 1,500; Plaza Las Americas 4,000; Caparra 600; 65th Infanteria 470; Repto. Metrop. 300; San Patricio 1,500; Sta. Maria (Guay.) 1,000; Metropolitan 400; Victory 375; Santa Juanita 100; Monte Mall 200; Country Club 75; El Commandante 250; San Jose 285; Berwind 265; Bayamon Oeste 1,500; Los Dominicos 235; Levitt Plaza 275; San Francisco 400; Borinquen Towers 105; Laguna Gardens 456; El Centro 125; Central Plaza 100; Plaza Carolina 5,000; Plaza Riohondo 4,000.

13 - RETAIL OUTLETS: **Department Stores-(San Juan PMSA)** International Dept. 6; New York Dept. 5; Gonzalez Padin 4; Velasco 2; La Colombina; La California; Infanzon; La Reina; K mart 3; JCPenney 2; Sears 7; Walgreens 14; Seedmans 2.
Variety Stores-Woolworth; Kresge's.
Chain Drug Stores-Moscoso 8; Walgreens 4; Arlivon 3; Puerto Rico 3; Gonzalez 2.
Chain Supermarkets-Pueblo 18; Criollo 16; Amigo 6; Conchita 4; Casablanca 4; Econo 10; Selectos 8; Pueblo X-Tra 6; Grande 4; Centro Plaza 5.
Auto Supplies-Western Auto 5; Garcia Motor 5; Bolivar 4; Mopar 3; Narvaez 2; Labra.
Other Chain Stores-Kress 5; Lerner Shop 4; Tiendas Capri 3; Marianne 2; Blackton 2; Fernandez Donato 12; San Rio 7; Clubman 6; La Esquina Famosa 4; Franks 3; Martinez 2; D'Elegants Mens 5; Euromoda 2; Madison 4; Thom McAn 15; General Tire 6; JCPenney (catalog); Sears Whse.; Tecnicentros Mundiales 7; La Favorita 3; Kinney 5.

14 - NEWSPAPERS: EL NUEVO DIA (Spanish) (m) 193,076; (S) 193,296; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Fernando Zegri, Jr., Adv. Mgr., EL NUEVO DIA, PO Box S-297, San Juan, PR 00902.
National Representative: S.S. Koppe & Co.
EL VOCERO DE PUERTO RICO (Spanish) (m-mon to fri) 208,567; (sat) 163,359; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Alfredo Arias, Adv. Mgr., EL VOCERO DE PUERTO RICO, PO Box 3831, Old San Juan, PR 00904.
National Representative: None
STAR (English) (m) 36,751; (S) 38,819; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Roberto Perez DeLeon, Adv. Mgr., STAR, PO Box 4187, San Juan, PR 00936; Tel. (809) 782-4200.
National Representative: Landon Associates
EL REPORTERO (e) 49,000 (Pub. statement 1985 latest information available).
Local Contact for Advertising and Merchandising Data: Josef Pons, Vice Pres./Adv., EL REPORTERO, PO Box 4234, San Juan, PR 00905; Tel. (809) 721-2560.
National Representative: None

Newspaper facts, figures, and personnel data are at your fingertips...in the pages of the

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SECTION III

Surveys of Daily Newspaper Cities

Communities in Canada
where daily newspapers are published

Canadian Daily Newspaper Cities

Alberta 1
British Columbia 2
Manitoba 6
New Brunswick 7
Newfoundland 8
Nova Scotia 8
Ontario 9
Prince Edward Island 18
Quebec 19
Saskatchewan 20

Note: Tables showing Population, Income and Retail Sales for Canadian markets are on pages 89 & 161 in Section IV.

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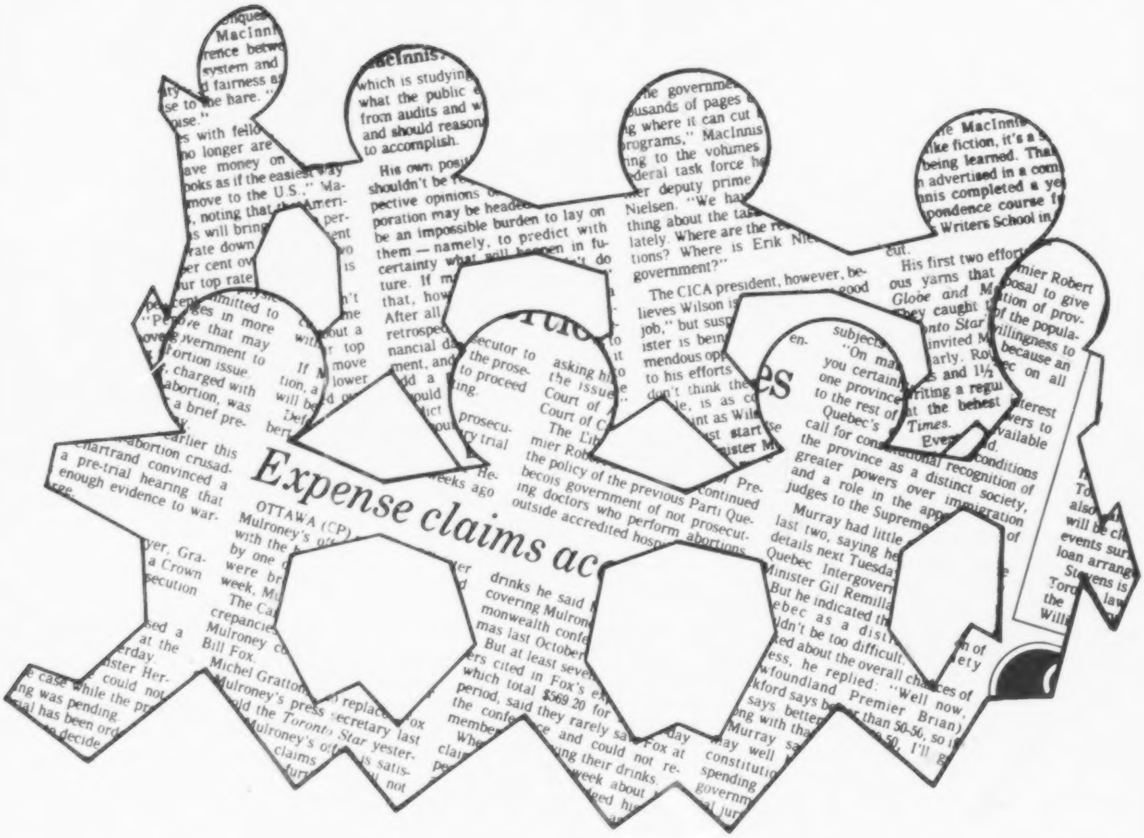

If it's women you want, you can have them. Men too. On any given day, one insertion in daily newspapers will introduce you to more than 60% of all Canadian adults.

That's a lot of people. But that's the newspaper for you. A medium that people go out of their way to read and use; page after page. For news, information, advice, and, yes, for the advertising as well.

Newspapers are designed to let you reach a variety of specific target markets. So there's no waste. And, best of all, newspapers allow advertising flexibility, fast turn-around and quick response - without big costs. All of which makes the newspaper one of the most cost-effective ways to reach consumers, coast to coast.

Every time someone picks up a newspaper, it's prime time. Keep that in mind the next time you want to meet Canadian adults. A lot of them.

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SURVEYS OF CANADA

All cities and communities publishing newspapers daily in Canada

ALBERTA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	**1976**	**1981**	**1988**
Under 5 Years	153	188	207
5-14 Years	350	354	389
15-24 Years	379	479	527
25-44 Years	500	695	765
45-64 Years	319	359	395
65 and Over	139	163	179
TOTAL	1,840	2,238	2,462

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1971**	**1983**	**1988**
General Mdse.	561	2,602	2,989
Apparel	64	689	1,231
Furniture	38	289	807
Groceries	519	2,439	3,298
Lumber/Bldg. Mat	49	89	72
Restaurants	103	1,115	1,140
Autos	424	3,107	4,674
Gasoline/Fuel Oil	246	776	802
Drugs	68	390	751
TOTAL SALES	2,675	13,617	17,924

Source: Census of Canada/Retail Trade

CALGARY, ALTA.

1 - LOCATION: Division 6. E&P Map B-3. Business and industrial center, distribution point. Agriculture, military center. 826 mi. W of Winnipeg; 620 mi. E of Vancouver; 201 mi. N of U.S. Border; 77 mi. E of Banff.

2 - TRANSPORTATION: **Railroads**-C.P.R.; C.N.R.; VIA.
Motor Freight Carriers-100.
Intercity Bus Lines-Greyhound; Cardinal; Coach Lines; Brewster; Diversified; Pacific Western; Canadian Coachways; Red Arrow.
Airlines-Air Canada; Canadian Air; Western; Pacific Time Airways; Wardair; Lufthansa; United; America West; Continental.

3 - POPULATION:
Corp. City/Met. Area 81 Cen. 592,743; E&P 87 Est. 662,296
CZ-ABC: (81) 592,743
RTZ-ABC: (81) 413,368
City & RTZ-ABC: (81) 1,006,111
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/Met. Area 81 Cen. 212,466; E&P 87 Est. 253,327
CZ-ABC: (81) 210,830
RTZ-ABC: (81) 137,090
City & RTZ-ABC: (81) 347,920

5 - BANKS	**NUMBER**	**DEPOSITS**
All Banks	9 (337 Br.)	N.A.

6 - PASSENGER AUTOS: Province 1,278,710

7 - ELECTRIC METERS: Residence 220,047

8 - GAS METERS: Residence 184,310

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 30,495 ($550); Constr. 33,075 ($630).

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring -11 to 16; Summer 7 to 23; Fall -8 to 17; Winter -17 to -1.

11 - TAP WATER: Slightly alkaline, moderately hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-(No. of Stores) Beddington Sq. Mall 30; Bow Valley Sq. 48; Brentwood Vlg. Mall 110; Calgary Market Mall 175; Chinook Ctr. 235; Deervalley Mall 44; Deerfoot Mall 103; Franklin Mall 45; Glenmore Landing 36; Lake Bonavista 35; Marlborough Mall 100; Midnapore Mall 45; Mount Royal Vlg. 40; North Hill Ctr.; Northgate Vlg. 50; Northland Vlg. 143; Palliser Sq. 13; Penny Lane Mall 25; Richmond Sq. 32; Scotia Fashion Ctr. 45; Southcentre 200; Sunridge Mall 160; Toronto Dominion Sq. 110; Trans Canada Mall 24; Village Square Mall 16; Westbrook Mall 50; Willowpark Vlg. 63.
Neighborhood Shopping Centers-Approximately 70 throughout Calgary.
Principal Shopping Days-Thurs., Fri., Sat. & Sun.
Stores Open Evenings-Most major retailers and malls open evenings 5 days a week and Sundays. Some stores open only Wednesday, Thursday and Friday evenings.
Stores Open Evenings-Wed., Thur., Fri. Some stores open every evening. Most malls and major retailers open Sun.

13 - RETAIL OUTLETS: **Department Stores**-The Bay 5; Eatons 3; Simpsons-Sears 4; Woodwards 4; Woolco 5; K mart 4; Zellers 5; Calgary Co-op 14.
Variety Stores-Kresge; Metropolitan 2; Army and Navy; The Brick; Saan Stores 4.
Chain Drug Stores-Boots 11; Shoppers Drug Mart 12; Pinder's 4; London 2; Super Drug Mart 6; Value Drug Mart 4; Guardian 3; IDA 18; Associated Retail 10.
Chain Supermarkets-Canada Safeway 29; IGA; Calgary Co-op 12; 7-Eleven 54; Macs 62; Loaf'n Jug 7; All West 6; Super Value 5; Food City 6; Jay's 5; Red Rooster 8; Food For Less 3.
Other Chain Stores-Shoes: Aggies 4, Aldo 3, Agnew 5, Athlete's World 2, Bata 5, Bally Gallenkamp 3, Checkmate, Sassy Straps 2, Lewis 3, Maher 2, Sterling 3, British Boot Shop 4, Antels 3, Vanity 2, Sole Comfort 2, Soda 3, Arnold Churgin 3, Kinney's 7, Robert's 3, Scholls, Spence's 7, Fredelle's 6, Florsheim 3, Bourne 6; Women's Wear: Mariposa 6, Serena 3, Stiches 3, Gazebo 3, Gloria & Co. 5, Heritage House 4, Karin Tina 4, Lady Foot Locker 5, Mannequin 4, Holt Renfrew, Hurtig/Fairweather 7, Suzy Shier 5, Marks and Spencer 3, Le Chateau 5, Smart Set 8, Ethos 5, Dalliards 7, Dalmys 7, Pennington's 3, Melanies 4, Reitman's 8, Sweet 16, Tall Girl 2, Pacy's, Ricki's 7, Silk-O-Lina, Addition-Elle 2; Mens Wear: Anthony's 2, Asher, Big and Tall Shops 2, Big Steel 8, Black Sheep, O'Connors, Bootlegger 5, Thomas Jeffery, Mister Grant, Jack Fraser 6, McLeod 4, Tip Top 8; Jewelry: OB Allen 4, Craftsman 4, Birks 6, Mappins 6, Breslauer & Warren 2, Ben Moss 7, Classic McKenzie 2, Peoples 7; Sporting Goods: Collegiate Sports World 2, Sport Chek 2, Eddie Bauer; Miscellaneous: Cotton-Ginny 2, Thrifty's 8, A & A Records 8, Mister Sound 4, Radio Shack 18, Canadian Tire 4, Laura Secord 8, Lighting Unlimited 3, Classique Books 7, The Picture Store 3, Japan Camera Centre 8, PMS Photo 2, Black's Photo 4, Hallmark 3, Happy Hour Cards 2, Grand and Toy 5, Coles 11.

14 - NEWSPAPERS: CALGARY SUN (m-mon to fri) 77,100; (S) 96,243; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Donald Buzzee, Adv. Dir., CALGARY SUN, 2615-12 St. N.E., Calgary, AB T2E 7W9; Tel. (403) 250-4244.
National Representative: None.
HERALD (e-mon to thur & sat) 134,553; (m-fri) 178,448; (S) 118,693; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: J.A. Muir, Adv. Dir., HERALD, 215 16th St. S.E., Calgary, AB T2P 0W8; Tel. (403) 235-7175.
National Representative: Southam Newspapers.

EDMONTON, ALTA.

1 - LOCATION: Division 11. E&P Map B-3. N Saskatchewan River. 300 mi. N of U.S. border; 793 mi. W of Winnipeg; 711 mi. E of Vancouver.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific; Canadian National; Northern Alberta; Great Slave Lake; Alberta Resources; Via Rail.
Motor Freight Carriers-90; over 300 truck firms.
Intercity Bus Lines-Canadian Coachways; Greyhound; Western.
Airlines-Air Canada; CP Air; Northwest Orient; Associated Helicopters; Wardair; Pacific Western; Jetair; Time Air; Northwest Territorial Airways Ltd.; Southern Frontier Airlines; Trans North Air; Wapiti Aviation; America West.

3 - POPULATION:
Corp. City 81 Cen. 532,246; E&P 87 Est. 550,307
Met. Area 81 Cen. 657,057; E&P 87 Est. 695,075
JOURNAL:
CZ-ABC: (81) 593,695
RTZ-ABC: (81) 705,094
City & RTZ-ABC: (81) 1,298,789
SUN:
NDM-ABC: (81) 683,622
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 198,391; E&P 87 Est. 218,049
Met. Area 81 Cen. N.A.; E&P 87 Est. 264,880
JOURNAL:
CZ-ABC: (81) 213,867
RTZ-ABC: (81) 220,323
City & RTZ-ABC: (81) 434,190
SUN:
NDM-ABC: (81) 240,469

5 - BANKS: Deposits-$25.7 Billion Total Alberta

6 - PASSENGER AUTOS: Province 1,289,040

7 - ELECTRIC METERS: Residence 236,819

8 - GAS METERS: Residence Metro 255,622

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)- Constr. ($513); Mfg. ($521); Trans ($578); Fin. ($429)
Principal Pay Days-Fri. 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-85; Summer 33-92; Fall 14-68; Winter 31-50. First killing frost, Oct. 9; last killing frost, May 4.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Areas**-4 blocks on 101 St.; 4 on 97 St.; 10 on Jasper Ave.; 3 on 102 St.
Neighborhood Shopping Areas-South Edmonton, 99 St. to 109 St. on 82 Ave.; 82 Ave. to 85 Ave. on 104 St.; West End 149 St. to 156 St. on Stony Plain Rd.; 102 Ave. to 109 Ave. on 124th St.
Shopping Centers-Bonnie Doon Mall (87 units); Capilano Mall (58 units); Centennial Vlg. (70 units); McCauley Plz. (33 units); Meadowlark Park (70 units); Northwood (105 units); Southgate (130 units); Londonderry Mall (165 units); Westmount Mall (117 units); Edmonton Ctr. (125 units); Kingsway Garden Mall (61 units); Northtown Mall (44 units); Parkway Vlg. (6 units); Abbotsfield Mall (28 units); Millbourne Mall (45 units); Lake Beaumaris Town Sq. (36 units); St. Albert Ctr. (63 units); Sherwood Park Mall (35 units); Heritage Mall (150 units); West Edmonton Mall (824 units).
Principal Shopping Days-Department stores: Thur. Fri., Sat.; Food: Thur., Fri. evenings, Sat.

13 - RETAIL OUTLETS: **Department Stores**-Eaton's 4; The Bay 5; Woodward's 5; Simpson-Sears 5; Zellers 7; Woolco 5; Kresge; Army & Navy 2; Macleods 2; K mart 3; Saveco 2; Bi-Way 8.
Chain Drug Stores-ARP 4; Baydala 7; IDA 17; Shoppers Drug Mart 17; Sprague 7; Dispensaries Ltd. 7; Boots 7; London 5; Owl 11; Value 12.
Chain Supermarkets-Safeway 37; IGA 10; Guardian 11; Q-Mart 4; 7-Eleven 45; Mac's Convenient Foods 37; Red Rooster 12; Superstores 3; Food For Less 3.
Other Chain Stores-Shoes: Bata 7, Agnew-Surpass 12, Cedar 4, Dack's 2, Florsheim 2, Gallenkamp, Saan 13, Kinney 8, Fredelle 6, Scholl's 2, Lewis 6, Villager; Clothing: Sally Burdines 2, Dalmy's 7, Thrifty's 11, Marks & Spencer 3, D'Allairds 7, Fairweather 9, Francine's 7, Giselle 4, Pennington's 5, Reitman's 11, Ricki's 12, Sweet Sixteen 3, Town & Country 4, Big Steel 8, Jack Fraser 10, Tip Top 12, Work Wearhouse 7; Electronics: Radio Shack 24, International Stereo 2, Mister Sound 7, A&A Records 9, Ikea, Leon's; Other: National Drapery, Cara Shops 8; Coles 11; McBain Camera 6; Birks 6; Beau Jangles 2; MacKenzies 5; Mappins 5; Peoples 12; General Paints 7; Cloverdale Paint 3; Tower Paint 2; Sherwin-Williams 5; General Paint 7; St. Clair 12; Glidden 2; Totem Lumber 2; Revelstoke 3; Windsor Plywood 4; Beaver Lumber 3; Factory Carpet 3.

14 - NEWSPAPERS: JOURNAL (e-mon to thur, sat) 170,707; (e-fri) 208,239; (S) 151,586; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Clarence C. Heringer, Adv. Dir., JOURNAL, 10006-101 St., Edmonton, AB T5J 2S6; Tel. (403) 429-5440.
National Representative: Southam Newspapers.
SUN (m-mon to fri) 86,443; (S) 122,858; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David Black, Adv. Dir., SUN, 100-9405-50 St., Edmonton, Alberta T6B 2Y2; Tel. (403) 468-5111.
National Representative: None.

FORT McMURRAY, ALTA.

1 - LOCATION: E&P Map B-4. Primary industry extraction and conversion of sands to crude oil. Located on Athabasca River 275 mi. NE of Edmonton. On Provincial Hwy. 63.

2 - TRANSPORTATION: **Railroads**-Northern Alberta.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Red Arrow.
Airlines-Canadian Airlines International; Wapiti Aviation; Time Air.

3 - POPULATION:
Corp. City 81 Cen. 31,000; E&P 87 Est. 45,333

4 - HOUSEHOLDS:
City 81 Cen. 9,275; E&P 87 Est. 14,655

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	N.A.

6 - PASSENGER AUTOS: Province 1,275,000

7 - ELECTRIC METERS: Residence 11,377

8 - GAS METERS: Residence 9,077

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Mining 7,048; Mfg. 244; Constr. 1,298; Commun. and Utilities 651; Ret./Whol. 1,713; Educ. 1,218; Gov't 968; Other 2,922. Av. Wkly. Wage-$615.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av.-Spring 30; Summer 71; Fall 45; Winter -6. First killing frost, Sept. 1; last killing frost, May 15.

11 - TAP WATER: Medium.

12 - RETAILING: **Principal Shopping Area**-2 on Franklin Ave. three major malls each.
Neighborhood Shopping Centers-4
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Peter Pond Shopping Centre-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Zellers; The Brick; Fields.
Drug/Variety Stores-Shoppers Drug Mart 2; Plaza Drug Mart.
Chain Food Stores-Safeway; Super A; IGA.
Other Chain Stores-Simpson-Sears; National Tire; Shell; Red Rooster; Beaver Lumber; Revelstoke; Kinney Shoes; Tip Top Taylors; Saan; People's Jeweller's; O.B. Allan; Fairweather; Rietman's; Thriftys; Work Warehouse; Texas Star; Town & Country Furn.; Stereo People; Big K Music; Video Showplace; Davis Automotive; Safety Supply; Randy River; Agnew-Surpass; Frozani's; Marshall Wells; Boston Pizza; A & W; Dairy Queen; McDonald's; National Video; Coles Book Stores; Buns Master; Canadian Tire.

14 - NEWSPAPERS: TODAY (e-mon to thur) 6,354; (e-fri) 7,884; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Neil Sutcliffe, Adv. Mgr., TODAY, 9701 Franklin Ave., PO Box 4008; Fort McMurray, AB T9H 3G1; Tel. (403) 743-8186.
National Representative: None.

GRAND PRAIRIE, ALTA.

1 - LOCATION: Census Division No. 15. E&P Map B-3. 278 mi. NW of Edmonton; 87 mi. E of B.C. border. On Hwy. No. 2 (connecting with Alaska Hwy. at Dawson Creek, B.C.), paved roads to N, E and W.

2 - TRANSPORTATION: **Railroads**-Northern Alberta; Alberta Resources.
Motor Freight Carriers-12.
Interprovincial Bus Lines-Greyhound.
Airlines-Canadian Airlines International; Air BC; Time Air; Wapiti Aviation.

3 - POPULATION:
Corp. City 81 Cen. 24,263; E&P 87 Est. 29,045
CZ-ABC: (81) 24,263
RTZ-ABC: (81) 84,240
City & RTZ-ABC: (81) 108,503

4 - HOUSEHOLDS:
City 81 Cen. 8,083; E&P 87 Est. 10,216
CZ-ABC: (81) 7,985
RTZ-ABC: (81) 24,980
City & RTZ-ABC: (81) 32,965

5 - BANKS	NUMBER	EST. DEP.
All Banks	8	N.A.

6 - PASSENGER AUTOS: Province 1,289,040

7 - ELECTRIC METERS: Residence 5,150

8 - GAS METERS: Residence 5,150

9 - PRINCIPAL INDUSTRIES: North Canadian Forest Industries (plywood plant, lumber camps, etc.); Cellulose; Pulp Mill; Grain Elevators; Feed & Seed Plants; Whol. Warehouses; Steel Industries; Iron Works; Northern Alberta Dairy Pool; Soft Drink Bottling Plants; Poultry Hatcheries; Farming; Ranching; Gas and Oil Industries; Govt. Telephones; Elect.; Gas; Railway; Federal & Provincial Govt. Depts.; Constr. Firms; Concrete; Telecommunications; Sulphur; Higher Educ.; Aviation; Meat Packing; Natural Gas Plant; Regional Hospital.

10 - CLIMATE: Av. An. Temp.-36 F.; Min. & Max. Temp.-Min.-Jan. 9 F.; Max.-July 60 F. Av. mo. rainfall 10 in.; Av. mo. snowfall 69 in.; Total av. precip. 17 in.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on 99 through 102 Aves.; 3 blocks on 101 St.; 10 blocks on 100 St.; Industrial District 98 to 102 St., on 97 & 98 Aves., S. and N. of NAR tracks; Industrial Pk. at 100 Ave.-108 St.
Neighborhood Shopping Centers-Safeway Plz.; N. on Clairmont Road; Towne Ctr. Mall-Downtown Prairie Mall, 100 St., & 177 Ave.; Patterson Pl. Shopping Ctr. 84th Ave.

13 - RETAIL OUTLETS: **Department Stores**-Co-op; Simpson-Sears; T. Eaton; The Brick.
Variety Stores-Woolworth's; Metropolitan.
Chain Supermarkets-Safeway; IGA; Alberta Grocers; Co-op.
Other Chain Stores-Fields; Saan; St. Clair Shop; Singer Co.; Sweet 16; National Home Furn.; Home Hardware; Beaver Lumber.

14 - NEWSPAPERS: HERALD-TRIBUNE (e-mon to thur) 8,521; (e-fri) 11,409; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Allan R. Parsons, Adv. Mgr., HERALD-TRIBUNE, 10604-100th St., Grand Prairie, AB T8V 2M5; Tel. (403) 532-1110.
National Representative: None.

LETHBRIDGE, ALTA.

1 - LOCATION: Division 2, E&P Map B-3. 135 mi. S of Calgary and 66 mi. N of the U.S. border. On Provincial Hwy. 3 E and W (Trans-Alberta).

2 - TRANSPORTATION: **Railroads**-Canadian.
Motor Freight Carriers-50.
Interprovincial Bus Lines-Greyhound.
Airlines-Time Airways.

3 - POPULATION:
Corp. City 81 Cen. 54,072; E&P 87 Est. 55,453
CZ-ABC: (81) 54,072
RTZ-ABC: (81) 104,170
City & RTZ-ABC: (81) 158,242

4 - HOUSEHOLDS:
City 81 Cen. 19,904; E&P 87 Est. 21,741
CZ-ABC: (81) 19,760
RTZ-ABC: (81) 31,865
City & RTZ-ABC: (81) 51,625

5 - BANKS	NUMBER	DEPOSITS
Savings	8	N.A.
Trust & Credit Unions	9	N.A.

6 - PASSENGER AUTOS: Province 1,289,040

7 - ELECTRIC METERS: Residence 19,580

8 - GAS METERS: Residence 20,203

9 - PRINCIPAL INDUSTRIES: Grain Elevators; Food Proc.; Furn.; Metal Fab.; Rollers; Tanks; House Trailers; Comm. Trailers; Pre-fab. Homes; Drums; Boats; Cellular Radios; Cinder Blocks; Brewery; Macaroni; Farm Mach.; Oxygen Plant; Mfg. & Refining; Edible & Non-Edible Oils; Meat Packing & Dressing; Distillers; Ceramics; Poultry; Oilwell Equip.; Frozen Foods; Foundry; Flour Milling; Metal Door & Windows; Higher Educ.; Soft Drinks; Feed Plants; Bakeries; Dairy Prods.; Poly Bogs; Clothing; Metal Fab.; Aluminum Architectural Prods.; Boilers & Pressure Vessels.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 15-20; Summer 5-32; Fall -17-20; Winter -15-11. First killing frost, Oct. 9; last killing frost, May 20.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on 3rd & 4th Aves.; 4 on 5th St.; 2 on 6th & 7th Sts. S.; 4 on 13th St. N.
Neighborhood Shopping Centers-3rd Ave. & 13th St. S.; 9th Ave. & 15th St. S.; Holiday Vlg. on Mayor Magrath Dr.; on 16th Ave. S.; Norbridge, 24th St. at 7th Ave. N.; College Mall on Mayor Magrath Dr. at 20th Ave. S.; Centre Vlg., 13th St. and 2nd Ave. N.; Westminster, 5th Ave. and 13th St. N.; Lethbridge Ctr., 5th St. and 4th Ave. S.; South Plz., 16th Ave. and Mayor Magrath Dr.; Chinook Ctr., 13th Ave. N.; Park Meadow Mall, 23rd St. & 18th Ave. N.; 100 Columbia Blvd. W.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Center Vlg. Mall(36)	NA	Simpson-Sears, Food Giant, MacLeods
College Mall(46)	NA	Woolco, Super Valu, Canadian Tire
Sandman Inn Plz.(26)	NA	7-Eleven
Lethbridge Ctr.	NA	Woodward's
South Plz.(15)	NA	Zeller's, Safeway
Chinook Ctr.(5)	NA	
Park Meadow(35)	NA	Safeway
West Vlg. Mall(1)	NA	Super Sam

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-T. Eaton; Woolco; Zeller's; Sears; MacLeod's; Woodward's.
Variety Stores-Woolworth; Saan; Kresge's; Canadian Tire.
Chain Supermarkets-Safeway 3; Super Valu; Woodward's; Food Giant.

14 - NEWSPAPERS: HERALD (e) 26,545; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William Andreachuk, Adv. Mgr., HERALD, 504 7th St. S., Lethbridge, AB T1J 3Z7; Tel. (403) 328-4411.
National Representative: Thomson Newspapers.

MEDICINE HAT, ALTA.

1 - LOCATION: Division 1, E&P Map B-3. Industrial trading ctr. for SE Alberta. On S branch of Saskatchewan River. 175 mi. from Calgary; 340 mi. from Edmonton. On Trans-Canada Hwy.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific.
Motor Freight Carriers-7.
Bus Lines-Greyhound.
Airlines-Time Airways.

3 - POPULATION:
Corp. City 81 Cen. 40,380; E&P 87 Est. 44,278
CZ-ABC: (81) 40,380
RTZ-ABC: (81) 21,616
City & RTZ-ABC: (81) 61,996
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 14,901; E&P 87 Est. 17,388
CZ-ABC: (81) 14,730
RTZ-ABC: (81) 6,555
City & RTZ-ABC: (81) 21,285

5 - BANKS	NUMBER	EST. DEP.
All Banks	8	N.A.

6 - PASSENGER AUTOS: Province 1,289,040

7 - ELECTRIC METERS: Residence 16,808

8 - GAS METERS: Residence 14,037

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Garages 300 ($195); Chemical 320 ($200); Clay & Glass 1,100 ($185); Constr. 1,200 ($200); Trans. 600 ($185); Whse. 300 ($130); Ret. 1,500 ($125); Fin. 160 ($155); Restaurant 380 ($140); Dairy 70 ($165); Servs. 2,000 ($145); Others 2,000 ($150); Industrial composite for firms employing 20 or more ($285).
Principal Industrial Pay Days-2nd and 4th Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 13-72; Summer 49-106; Fall 45-90; Winter 22-60. First killing frost, Sept. 24; last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, hard 140 ppm.

12 - RETAILING: **Principal Shopping Center**-5 blocks on 2nd and 3rd Sts.
Neighborhood Shopping Centers-4th Ave., Aberdeen St.; 3rd St. on Riverside; Industrial Dist.; N Railway St.; Division Ave. bet. 6th & 7th Sts.; Crescent Hghts.; Dunmore Rd. SE; Southview Mall; Medicine Hat Mall.
Principal Shopping Days-Department Stores-Mon., Thur., Fri., Sat.; Food-Fri., Sat.; Food Lumber Outlets -Sun. 11-4.

13 - RETAIL OUTLETS: **Department Stores**-T. Eaton; Simpson-Sears; K mart; The Bay.
Variety Stores-Woolworth; Kresge.
Chain Supermarkets-Safeway 3; Co-op; IGA 2; OK Economy; Red Owl 2.

14 - NEWSPAPERS: NEWS (e) 14,289; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Stuart M. Warne, Adv. Mgr., NEWS, 3257 Dunmore Rd. SE, Medicine Hat, AB T1A 7E6; Tel. (403) 527-1101.
National Representative: Southam Newspapers.

RED DEER, ALTA.

1 - LOCATION: E&P Map B-3, Midway between Calgary and Edmonton (95 mi.). Hub for the four Western Canadian Provinces; accessible to newly developing Canadian Northland, Alaska and NW U.S.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific; Canadian National.
Motor Freight Carriers-40.
Bus Lines-Greyhound; Coachways; Red Arrow Express.

3 - POPULATION:
Corp. City 81 Cen. 46,393; E&P 87 Est. 56,927
CZ-ABC: (81) 46,393
RTZ-ABC: (81) 134,199
City & RTZ-ABC: (81) 180,592
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 16,168; E&P 87 Est. 21,047
CZ-ABC: (81) 16,050
RTZ-ABC: (81) 43,570
City & RTZ-ABC: (81) 59,620

5 - BANKS	NUMBER	DEPOSITS
Commercial	26	N.A.

6 - PASSENGER AUTOS: Province 1,275,000

7 - ELECTRIC METERS: Residence 20,102

8 - GAS METERS: Residence 20,200

9 - PRINCIPAL INDUSTRIES: Milk Condensery; Poultry Eviscerating & Creamery; Packing & Can Mfg.; Mfg. of Transformers; Bottling; Trailer Mfg.; Concrete; Auto Parts; Railroads; over 3,500 oil and gas wells; Brewery; Prov. Gov't 3,000; Alberta Gas Ethylene Mfg.; Pipeline Mfg.; Steel Mfg.

10 - CLIMATE: Av. Temp.-May to Sept. 54. First killing frost, Oct. 1; last killing frost, Mar. 31.

11 - TAP WATER: Filtered soft; fluoridated, reduced from 232 ppm to 70 ppm hardness.

12 - RETAILING: **Principal Shopping Centers**-On Gaetz Ave. & Ross St. Other shopping centers in West Park; Eastview & Ross St.; E. Parkland Shopping Mall (North Hill); Bower Place (Southhill).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bower Place(99)	3	Woodwards, Eatons
Eastview(10)	2	IGA, Eastview Super Drug
Parkland Mall(100)	4	Sears, Woolco
Safeway Plz. Ctr.	NA	Co-op
Port-O-Call(8)	1	Safeway, Western
Pines Shopping Plz.(10)	2	Red Rooster

Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-T. Eaton; Hudson's Bay; Simpson-Sears; Co-op; Woolco; Merit; Woodwards.
Variety Stores-S.S. Kresge; Zellers; Saan.
Discount Stores: Saveco.
Other Chain Stores-Safeway 2; IGA 2; Tom Boy; Woodwards Food Floor; Collegiate Sports; The Brick; North Star Sports; Shoppers Drugmart; Boots; London Drugs.

14 - NEWSPAPERS: ADVOCATE (e) 23,426; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: R.F. Grainger, Adv. Mgr., ADVOCATE, 2950 Bremner Ave.; PO Box 5200, Red Deer, AB T4N 5G3; Tel. (403) 343-2400.
National Representative: None.

BRITISH COLUMBIA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1988
Under 5 Years	173	191	209
5-14 Years	422	397	434
15-24 Years	460	491	536
25-44 Years	676	831	908
45-64 Years	495	536	585
65 and Over	243	298	325
TOTAL	2,469	2,744	2,997

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1988
General Mdse.	719	2,611	2,802
Apparel	122	584	818
Furniture	99	299	542
Groceries	904	3,104	4,271
Lumber/Bldg. Mat.	36	105	120
Restaurants	205	1,535	3,390
Autos	580	2,801	3,503
Gasoline/Fuel Oil	283	885	1,321
Drugs	124	596	672
TOTAL SALES	3,744	15,190	19,962

Source: Census of Canada/Retail Trade

CRANBROOK, B.C.

1 - LOCATION: E&P Map B-3. Located on Hwys. 3 & 95, 52 mi. N of the Canadian-U.S. border, 90 mi. W of the B.C.-Alta. border. Div. No. 1, Sub-div. 8, SE corner of Province. Hub city of the East Kootenay region & a major hwy. & railway center.

2 - TRANSPORTATION: **Railroads**-C.P.R.
Intercity Bus Lines-Greyhound.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 15,915; E&P 87 Est. 17,759
CZ-ABC: (81) 15,915
RTZ-ABC: (81) 37,808
City & RTZ-ABC: (81) 53,723

4 - HOUSEHOLDS:
City 81 Cen. 5,520; E&P 87 Est. 6,499
CZ-ABC: (81) 5,475
RTZ-ABC: (81) 12,650
City & RTZ-ABC: (81) 18,125

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: City 8,012

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Forestry; Coal Mining; Trans.; Gold, Silver & Lead Mining; Dairy, Trucking & Farming; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 55-100; Fall 25-75; Winter 0-60. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Downtown on Baker St., Tamarack Shopping Ctr., Cranbrook Mall.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: TOWNSMAN (e-mon to fri) 4,260; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Carol Murray, Pub., TOWNSMAN, 822 Cranbrook St. N., Cranbrook, BC V1C 3R9; Tel. (604) 426-5201.
National Representative: None.

DAWSON CREEK, B.C.

1 - LOCATION: Peace River-Prince George Elect. Dist. (PC), E&P Map B-2. 800 mi. NE of Vancouver; 380 mi. NW of Edmonton, Alta. Major coal development underway, oil development, forestry, farming & agriculture. Mile Zero on Alaska Hwy.

2 - TRANSPORTATION: **Railroads**-Canadian National; British Columbia.
Motor Freight Carriers-11.
Airlines-Canadian Airlines; Air B.C.; Time Air; Various Charter Lines.

3 - POPULATION:
Corp. City 81 Cen. 11,373; E&P 87 Est. 11,902

4 - HOUSEHOLDS:
City 81 Cen. 4,095; E&P 87 Est. 4,470

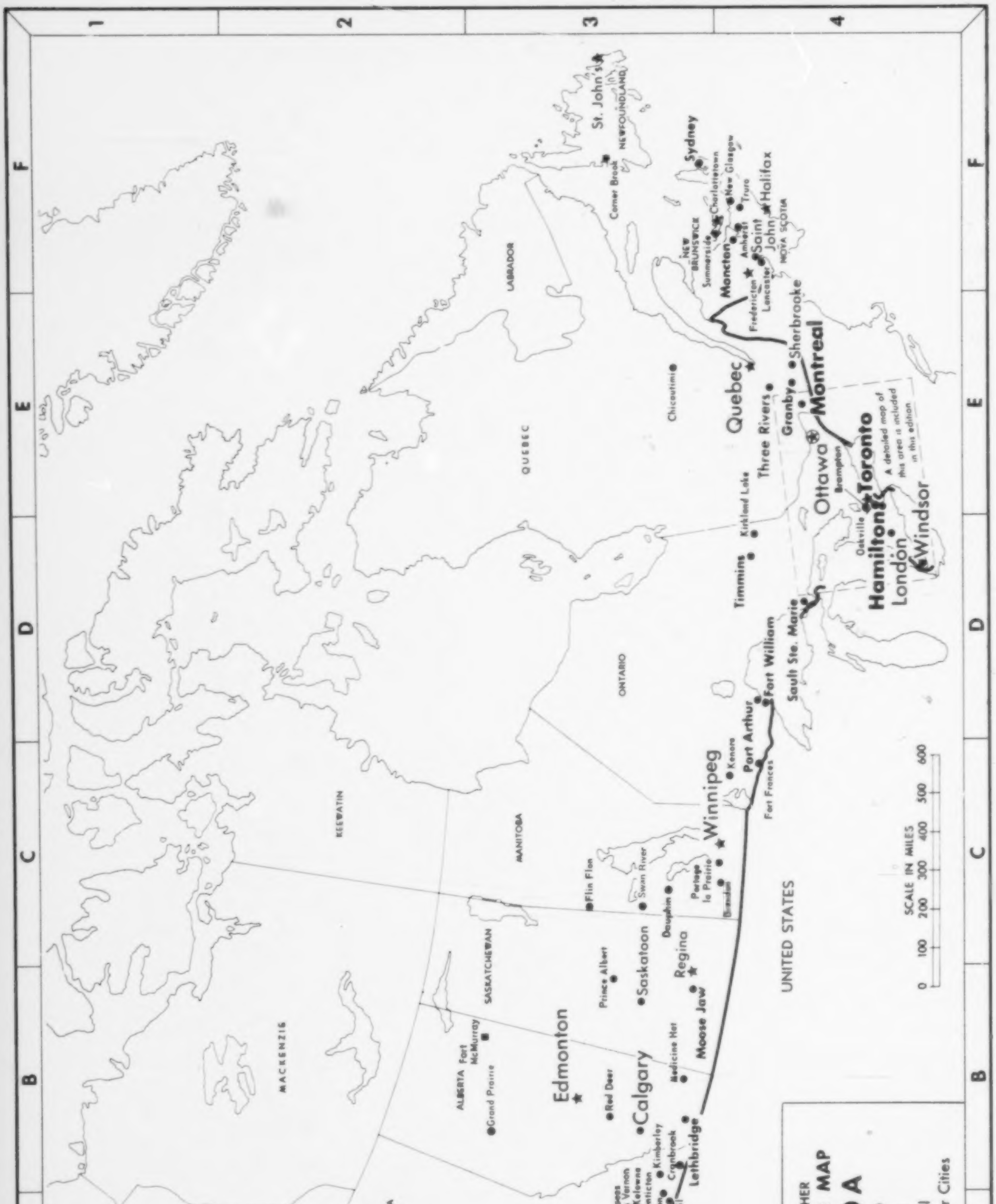
5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: City 6,436

7 - ELECTRIC METERS: Residence 4,383

8 - GAS METERS: Residence 4,210

9 - PRINCIPAL INDUSTRIES: Lumbering; Mining; Oil Development; Farming & Ranching; Agric.; Tourism; Trans.
Principal Industrial Pay Days-Thur., Fri.


EDITOR & PUBLISHER
MARKET GUIDE MAP
CANADA
LEGEND
National Capital
Provincial Capital
Daily Newspaper Cities
SCALE IN MILES
0 100 200 300 400 500 600
A detailed map of this area is included in this edition
UNITED STATES
YUKON
Whitehorse
BRITISH COLUMBIA
MACKENZIE
KEEWATIN
ALBERTA
SASKATCHEWAN
MANITOBA
ONTARIO
QUEBEC
LABRADOR
NEWFOUNDLAND
NEW BRUNSWICK
NOVA SCOTIA
Prince Rupert
Prince George
Port Alberni
Nanaimo
Vancouver
Victoria
Kamloops
Vernon
Kelowna
Penticton
Nelson
Trail
Kimberley
Cranbrook
Lethbridge
Grand Prairie
Fort McMurray
Edmonton
Red Deer
Calgary
Medicine Hat
Prince Albert
Saskatoon
Moose Jaw
Regina
Flin Flon
Swan River
Dauphin
Portage la Prairie
Brandon
Winnipeg
Kenora
Fort Frances
Port Arthur
Fort William
Sault Ste. Marie
Timmins
Kirkland Lake
Chicoutimi
Three Rivers
Quebec
Granby
Sherbrooke
Montreal
Ottawa
Brampton
Toronto
Oakville
Hamilton
London
Windsor
Fredericton
Lancaster
Saint John
Moncton
Summerside
Charlottetown
Amherst
Truro
New Glasgow
Halifax
Sydney
Corner Brook
St. John's
1
2
3
4
A
B
C
D
E
F

10 - CLIMATE: Six-year Av. (Celsius)-Spring 1; Summer 14; Fall 3; Winter 13. Av. frost free days 74.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Dawson Mall, 40 stores.
Neighborhood Shopping Centers-Dawson Co-op; Century Place mini mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Prairie Mall	80	Zeller's, Safeway
Fort St. John	50	Zeller's, Safeway

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. to Fri.

13 - RETAIL OUTLETS: **Department Stores**-K mart; Co-op; MacLeod's.
Discount Stores-Woolworth; Kresge's; Saan; Fields.
Variety Stores-Woolworth; Kresge's.
Chain Drug Stores-Shoppers.
Chain Supermarkets-Safeway; Co-op.
Other Chain Stores-Reitmans; Sweet 16; Kelly's Stereos; Sears; Kit's Camera; Bumper to Bumper.

14 - NEWSPAPERS: PEACE RIVER BLOCK NEWS (e-mon to fri) 3,556; sworn Dec. 31, 1986.
Local Contact for Advertising and Merchandising Data: Lois Armas, Pub., PEACE RIVER BLOCK NEWS, PO Box 180, Dawson Creek, BC V1G 4G6; Tel. (604) 782-4888.
National Representative: None.

FORT ST. JOHN, B.C.

1 - LOCATION: Peace River-Liard Regional District, E&P Map B-2. 45 mi. NW of Dawson Creek. Tourism, gas, logging, oil wells & diversified farming.

2 - TRANSPORTATION: **Railroads**-B.C.R.
Motor Freight Carriers-White Pass; Canadian Freightways.
Intercity Bus Lines-Greyhound.
Airlines-CPAir; (connecting point Edmonton, Whitehorse, Prince George, Vancouver).

3 - POPULATION:
Corp. City 81 Cen. 13,891; E&P 87 Est. 19,346
CZ-ABC: (81) 13,891
RTZ-ABC: (81) 7,651
City & RTZ-ABC: (81) 21,542

4 - HOUSEHOLDS:
City 81 Cen. 4,642; E&P 87 Est. 6,745
CZ-ABC: (81) 4,590
RTZ-ABC: (81) 2,164
City & RTZ-ABC: (81) 6,754

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	6	N.A.

6 - PASSENGER AUTOS: City 6,271

7 - ELECTRIC METERS: City 6,430

8 - GAS METERS: 5,677

9 - PRINCIPAL INDUSTRIES: Forestry; Gas & Oil Wells; Dairying; Livestock; Alfalfa Seed; Feed Grains; Honey.

10 - CLIMATE: Min. & Max. Temp. -40 to 40 C.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-Totem Mall.
Neighborhood Shopping Centers-Northgate Mall; Co-op Shopping Ctr.

13 - RETAIL OUTLETS: **Department Stores**-Zeller's; Central; The Bay; Co-op.
Discount Stores-Save-A-Lot.
Chain Drug Stores-People's Drug Mart; Shoppers Drug.
Chain Supermarkets-Overwaitea; IGA; Safeway.
Other Chain Stores-MacLeod's; Fields; Marshall Wells; Workwear World; Daines Western; Ming Loong.

14 - NEWSPAPERS: ALASKA HIGHWAY NEWS (e-mon to fri) 3,300; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gerry P. Tremblay, Adv. Mgr., ALASKA HIGHWAY NEWS, 9916-98th St., Fort St. John, BC V1J 3T8; Tel. (604) 785-5631.
National Representative: None.

KAMLOOPS, B.C.

1 - LOCATION: Division 6, E&P Map A-3. About 220 mi. NE of Vancouver; approximately same distance NW of Trail; 390 mi. W of Calgary.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific; Canadian Natl. Railway.
Airlines-Canadian Airlines; Air BC.

3 - POPULATION:
Corp. City 81 Cen. 64,048; E&P 87 Est. 68,253
CZ-ABC: (81) 64,048
RTZ-ABC: (81) 37,935
City & RTZ-ABC: (81) 101,983

4 - HOUSEHOLDS:
City 81 Cen. 21,841; E&P 87 Est. 24,640
CZ-ABC: (81) 21,690
RTZ-ABC: (81) 12,435
City & RTZ-ABC: (81) 34,125

5 - BANKS	NUMBER	EST. DEP.
All Banks	20	N.A.

6 - PASSENGER AUTOS: City 27,188

7 - ELECTRIC METERS: Residence 23,683

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary 1840; Mfg. 3,165; Constr. 3,280; Trans., Util. & Comm. 3,585; Trade 6,420; Fin., Ins. & R.E. 1,595; Commerce, Business & Personal Service 10,285; Public Administration & Defense 2,370.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Town, soft. Trading area, fairly hard; fluoridated.

12 - RETAILING:

Neighborhood Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aberdeen(80)	5	Bay/Woodwards
Brock(5)	7	Coopera
Fortune(10)	5	Safeway
K mart Plz.(5)	7	K mart
N. Hills(4)	5	Zellers, Fields
Sahali Ctr. Mall(30)	2	Woolco, Fields
Thompson Park Mall(36)	2	Sears, Fields
Valleyview(10)	5	Coopers

Principal Shopping Days-Thur., Fri., Sat. & Sun.
Stores open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Woodwards; Bay; Sears; K mart; Zellers; Woolco Fields 3.
Chain Drug Stores-Shoppers Drug Mart; Boots; Circle Drugs.
Other Chain Stores-Canadian Tire 2; Copps 2; Singer; Sally; Saans 2; Jack Fraser's 2; People's Jewellers 2; Mappins; O.B. Allen Jewelers; Buckerfields; Thunderbird; Radio Shack 2.
Food Outlets-Safeway 4; Coopers 3; Super-Valu. Overwaitea 2.

14 - NEWSPAPERS: NEWS (e-mon to fri) 20,312; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: M.L. Recchi, Adv. Mgr., NEWS, 106-63 W. Victoroa St., Kamloops, BC V2C 6J6; Tel. (604) 372-2331; Fax No. (604) 374-3884.
National Representative: Southam Newspapers.

KELOWNA, B.C.

1 - LOCATION: Division 3, E&P Map A-3. On Okanagan Lake; 295 mi. E of Vancouver. In Central Okanagan Regional District.

2 - TRANSPORTATION: **Railroads**-C.P.; C.N.R.
Motor Freight Carriers-12
Intercity Bus Lines-Greyhound.
Airlines-C.P.; Pacific Western; Time Air.

3 - POPULATION:
Corp. City 81 Cen. 59,196; E&P 87 Est. 65,516
CZ-ABC: (81) 46,890
RTZ-ABC: (81) 38,347
City & RTZ-ABC: (81) 85,237

4 - HOUSEHOLDS:
City 81 Cen. 22,310; E&P 87 Est. 26,114
CZ-ABC: (81) 17,588
RTZ-ABC: (81) 13,577
City & RTZ-ABC: (81) 31,165

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: City 41,660

7 - ELECTRIC METERS: 11,000

8 - GAS METERS: 6,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fruit Picking & Pkg. 2,800; Logging & Saw Mills 1,050; Retailing 2,000; Office & Clerical 1,200; Trans. 288; Constr. 1,200; Distillery 400; Truck Mfg. 450; Rec. Vehicles 850.

10 - CLIMATE: Daily mean temperature 47. Precipitation 12.35 in. annually.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **N.A.**

13 - RETAIL OUTLETS: **Department Stores**-Field's; Hudson's Bay; MacLeod's; Sears; Woolco.
Variety Stores-Woolworth; Metropolitan; Saan.
Chain Drug Stores-Rexall; Western; London Drug; Shoppers Drug Mart.
Chain Supermarkets-Safeway; Super Valu; IGA; Overwaitea.

14 - NEWSPAPERS: COURIER (e) 16,545; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ron Harding, Gen. Adv. Mgr., COURIER, 550 Doyle Ave., Kelowna, BC V1Y 7V1; Tel. (604) 762-4445.
National Representative: Thomson Newspapers.

KIMBERLEY, B.C.

1 - LOCATION: Division 3, E&P Map B-3. Hwy. 95 in East Kootenay Regional District.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific.
Intercity Bus Lines-Greyhound.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 7,375; E&P 87 Est. 7,362

4 - HOUSEHOLDS:
City 81 Cen. 2,744; E&P 87 Est. 2,895

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: City 3,275

7 - ELECTRIC METERS: Residence 2,701

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining; Fertilizer Plant 429; Trans., Commun., Util. 240; Pulp Mill 250.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: **Department Stores**-Field's (catalog); Simpson.
Variety Stores-MacLeod's.
Chain Drug Stores-Rexall; Tamblyn.
Chain Supermarkets-Super Valu; Overwaitea.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 2,140; sworn Dec. 31, 1986.
Local Contact for Advertising and Merchandising Data: Carol Murray, Pub., BULLETIN, 335 Spokane St., Kimberley, BC V1A 1Y9; Tel. (604) 427-5333.
National Representative: None.

NANAIMO, B.C.

1 - LOCATION: Division [illegible] E&P Map A-3. 32 mi. W of Vancouver; 70 mi. N of Victoria; on Island Hwy. Center of wood pulp production area.

2 - TRANSPORTATION: **Railroads**-E&N; C.P.R. and B.C.; Ferries to Vancouver.
Interprovincial Bus Lines-Vancouver Island.

3 - POPULATION:
Corp. City 81 Cen. 47,069; E&P 87 Est. 53,318
CZ-ABC: (81) 47,069
RTZ-ABC: (81) 71,493
City & RTZ-ABC: (81) 118,562

4 - HOUSEHOLDS:
City 81 Cen. 17,739; E&P 87 Est. 21,161
CZ-ABC: (81) 17,555
RTZ-ABC: (81) 26,025
City & RTZ-ABC: (81) 43,580

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	12	$149,000,000

6 - PASSENGER AUTOS: City 25,455

7 - ELECTRIC METERS: Residence 14,000

8 - GAS METERS: Residence 1,350

9 - PRINCIPAL INDUSTRIES: Lumber; Logging Mach.; Pulp; Shipbldg.; Fishing; Agric.; Tourism.

10 - CLIMATE: Min. & Max. Temp.-10-35.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Stores Open Evenings**-Thur., Fri., Woolco-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-T. Eaton; Simpson-Sears; MacLeod's; Fields; Woolworth; Woolco; The Bay.
Chain Drug Stores-Shoppers Drug Mart 3; Central Drug 3, Nanaimo Pharmacy 2; Western.
Chain Supermarkets-Safeway 2; Super Valu 2; Overwaitea; IGA.

14 - NEWSPAPERS: FREE PRESS (e) 9,793; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Clyde T. Wicks, Pub./Gen. Mgr., FREE PRESS, 225 Commercial St., Nanaimo, BC V9R 5K5; Tel. (604) 753-3451.
National Representative: Thomson Newspapers.

NELSON, B.C.

1 - LOCATION: West Kootenay Electoral District, E&P Map A-3. 450 mi. E of Vancouver; 400 mi. W of Calgary. On West Arm of Kootenay Lake; Near Duncan and Hugh Keenlyside Dams. On Southern Trans-Canada Hwy. 3.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific; Burlington Northern.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Kaslo-Nelson; Airline Service.
Airlines-PWA.

3 - POPULATION:
Corp. City 81 Cen. 9,143; E&P 87 Est. 8,601
CZ-ABC: (81) 9,507
RTZ-ABC: (81) 46,757
City & RTZ-ABC: (81) 56,264

4 - HOUSEHOLDS:
City 81 Cen. 3,599; E&P 87 Est. 3,557
CZ-ABC: (81) 3,703
RTZ-ABC: (81) 16,987
City & RTZ-ABC: (81) 20,690

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: City 6,139

7 - ELECTRIC METERS: Residence 3,983

8 - GAS METERS: Residence 2,327

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Trans. 400 ($150); Lumber 900 ($175); Contracting 300 ($175); Mfg. 400 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 55-100; Fall 25-75; Winter 0-60. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-12 blocks on Baker, Stanley, Josephine, Ward & Vernon Sts.
Neighborhood Shopping Centers-Fairview-Nelson Ave.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri. until 9.

13 - RETAIL OUTLETS: **Department Stores**-Eaton's; Army & Navy; Field's; Zeller's; Woodward's; Saan; MacLeod's.
Variety Stores-Woolworth.
Chain Supermarkets-Super-Valu; Safeway.

14 - NEWSPAPERS: NEWS (m-mon to fri) 5,941; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Steen O. Jorgenson, Pub., NEWS, 266 Baker St., Nelson, BC V1L 4H3; Tel. (604) 352-3552.
National Representative: None.

PENTICTON, B.C.

1 - LOCATION: Division 3, E&P Map A-3. On Lake Okanagan. 256 mi. E of Vancouver.

2 - TRANSPORTATION: **Railroads**-C.P.; C.N.
Intercity Bus Lines-Greyhound.
Airlines-Pacific Western; Canadian Pacific Airways.

3 - POPULATION:
Corp. City 81 Cen. 23,181; E&P 87 Est. 24,324
CZ-ABC: (81) 24,043
RTZ-ABC: (81) 28,405
City & RTZ-ABC: (81) 52,448

4 - HOUSEHOLDS:
City 81 Cen. 9,143; E&P 87 Est. 10,376
CZ-ABC: (81) 9,676
RTZ-ABC: (81) 10,684
City & RTZ-ABC: (81) 20,360

5 - BANKS	NUMBER	DEPOSITS
Savings	7	N.A.

6 - PASSENGER AUTOS: City 17,202

7 - ELECTRIC METERS: 5,758

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Forestry 312; Mfg. 420; Constr. 670; Trans. Storage 700; Mining 305; Fruit & Pkg. 1,984.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Stores Open Evenings**-Fri.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Sears (catalog); Woodward's; Woolco.
Variety Stores-Woolworth; Penticton 5.
Chain Drug Stores-Rexall 2; Shopper's Drug Mart.
Chain Supermarkets-Super-Valu 2; Canada Safeway; IGA; Shop Easy; Woodward's.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,096; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: George Solomonides, Adv. Mgr., HERALD, 186 Nanaimo Ave. W., Penticton, BC V2A 1N4; Tel. (604) 492-4002.
National Representative: Thomson Newspapers.

PORT ALBERNI, B.C.

1 - LOCATION: Division 5, E&P Map A-3. 50 mi. NW of Nanaimo on Hwy. 4 and 30 mi. from the E coast of Vancouver Island. Center of forest complex (pulp paper, plywood and lumber manufacturing); Province's third largest deep-sea port with commercial fishery facilities.

2 - TRANSPORTATION: Railroad-Canadian Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Pacific Coach Lines Ltd.
Airlines-Pacific Rim.

3 - POPULATION:
Corp. City 81 Cen. 19,892; E&P 87 Est. 18,772
CZ-ABC: (81) 19,892
RTZ-ABC: (81) 12,666
City & RTZ-ABC: (81) 32,558

4 - HOUSEHOLDS:
City 81 Cen. 6,864; E&P 87 Est. 6,837
CZ-ABC: (81) 6,815
RTZ-ABC: (81) 4,070
City & RTZ-ABC: (81) 10,885

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: City 9,532

7 - ELECTRIC METERS: Residence 7,005

8 - GAS METERS: None.

9 - PRINCIPAL INDUSTRIES: Pulp & Paper; Plywood & Lumber Mills; Logging; Fishing; Heavy Mach.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-50; Summer 60-90; Fall 55-70; Winter 20-40.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Areas-3 blocks on Third Ave.; Port Alberni; Plz. Shopping Ctr. & Alberni Mall; 10th & Redford; Southgate Shopping Ctr.; Harbor Quay; Waterfront facility.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Woodward's; K mart; Simpson-Sears (catalog).
Chain Drug Stores-Shopper's Drug Mart; People's.
Chain Supermarkets-Safeway; Super-Valu; Woodward's.
Other Chain Stores-Color Your World; Woolworth; Saan; Radio Shack; People's Jewelers; Revelstoke Lumber; Copp Shoes; Reitman's; Bootlegger; Sweet 16; Windsor Plywoods.

14 - NEWSPAPERS: ALBERNI VALLEY TIMES (e-mon to fri) 6,878; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: N.F. Hannaford, Pub., ALBERNI VALLEY TIMES, 4918 Napier St.; PO Box 400, Port Alberni, BC V9Y 7N1; Tel. (604) 723-8171.
National Representative: None.

PRINCE GEORGE, B.C.

1 - LOCATION: E&P Map A-3. 466 mi. N of Vancouver.

2 - TRANSPORTATION: Railroads-British Columbia; Canadian National.
Bus Lines-Greyhound; Coachways.
Airlines-Canadian Airlines.

3 - POPULATION:
Corp. City 81 Cen. 67,559; E&P 87 Est. 73,976
CZ-ABC: (81) 67,559
RTZ-ABC: (81) 60,181
City & RTZ-ABC: (81) 127,740
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 22,037; E&P 87 Est. 25,474
CZ-ABC: (81) 21,875
RTZ-ABC: (81) 18,260
City & RTZ-ABC: (81) 40,135

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	27	N.A.

6 - PASSENGER AUTOS: City 26,973

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Lumbering ($465); Trans.; Gov't; Pulp and Paper; Oil Refinery; Caustic Chem.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Fluoridated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Sears; Woodward's; Woolco.
Variety Stores-Kresge; Saan; Canadian Tire.
Chain Supermarkets-Safeway; Overwaitea 4; Woodward's; Extra Foods.

14 - NEWSPAPERS: THE CITIZEN (e) 21,830; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Doug French, Adv. Mgr., CITIZEN, 150 Brunswick St.; PO Box 5700, Prince George, BC V2L 5K9; Tel. (604) 562-2441.
National Representative: None.

PRINCE RUPERT, B.C.

1 - LOCATION: Skeena-Queen Charlotte Regional District, E&P Map A-2. On Kaien Island. NW part of Hecate Strait, between mouths of Skeena River and Portland Canal; Pacific Coast terminus of Canadian National Railway; 500 mi. N of Vancouver; 40 mi. S of Alaskan boundary.

2 - TRANSPORTATION: Railroads-Canadian National.
Motor Freight Carriers-3.
Passenger Steamship Lines-2.
Freight Steamship Lines-4.
Intercity Bus Lines-Watson Island; Far West.
Airlines-Canadian Pacific; B.C.; Alaska Coastal; North Coast Air Servs.; Trans Provincial.

3 - POPULATION:
Corp. City 81 Cen. 16,197; E&P 87 Est. 17,251
CZ-ABC: (81) 16,197
RTZ-ABC: (81) 6,443
City & RTZ-ABC: (81) 22,640

4 - HOUSEHOLDS:
City 81 Cen. 5,296; E&P 87 Est. 5,944
CZ-ABC: (81) 5,235
RTZ-ABC: (81) 1,665
City & RTZ-ABC: (81) 6,900

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	6	N.A.

6 - PASSENGER AUTOS: City 4,922

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fishing 2,500 (N.A.); Trans. 200 (N.A.); Pulp & Paper 1,000 ($400); Mfg. 300 (N.A.); Food 190 (N.A.); Gov't 300 (N.A.); Gov't-Owned Paper Mill (N.A.).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-50; Summer 49-62; Fall 42-53; Winter 32-41. First killing frost, Oct. 1; last killing frost, May 7.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-Rupert Sq.; Third Ave.; Pride 'O' North Mall.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Fri. until 9.

13 - RETAIL OUTLETS: Variety Stores-Woolworth; Field's; MacLeod's.
Chain Supermarkets-Zellers; Reitman's; Overwaitea; Fisherman's Co-Op; Safeway; Super Valu.
Other Chain Stores-Sears.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,880; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Iris M. Christison, Pub.; Mrs. Christal Keehn, Adv. Mgr., NEWS, Box 580, Prince Rupert, BC V8J 3R9; Tel. (604) 624-6781.
National Representative: None.

TRAIL, B.C.

1 - LOCATION: District of West Kootenay, E&P Map A-3. On the Columbia River. 10 mi. from International boundary, in section of district; 410 mi. E of Vancouver.

2 - TRANSPORTATION: Railroads-Canadian Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Airline; City Transit Service.
Airlines-Pacific Western; Arrow.

3 - POPULATION:
Corp. City 81 Cen. 9,599; E&P 87 Est. 8,691
CZ-ABC: (81) 11,568 -
RTZ-ABC: (81) 27,386
City & RTZ-ABC: (81) 38,954

4 - HOUSEHOLDS:
City 81 Cen. 3,770; E&P 87 Est. 3,598
CZ-ABC: (81) 4,460
RTZ-ABC: (81) 9,350
City & RTZ-ABC: (81) 13,810

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.

6 - PASSENGER AUTOS: City 8,637

7 - ELECTRIC METERS: Residence 6,457

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining-Lead, Zinc, Silver, Cadmium, Bismuth, Mercury, Tin, Iron & Electronic Metals; Mfg. Steel; Fertilizers; Chemicals; Hardware Specialties; Zinc (Die Castings & Extruded); Chain Saws; Employment 7,500.
Principal Industrial Pay Days-8th, 23rd.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-85; Summer 44-96; Fall 27-87; Winter 16-52.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on 3 streets (Waneta Plz.).
Neighborhood Shopping Centers-Rossland Ave. (2 blocks); E. Trail (3 blocks); Glenmerry (1 block).
Principal Shopping Days-Tues. through Sat.
Stores Open Evenings-Fri.
Stores Close-Most on Mon.

13 - RETAIL OUTLETS: Department Stores-Hudson's Bay; Simpson-Sears; Woolco.
Variety Stores-S.S. Kresge.
Chain Supermarkets-Super Valu; Safeway.
Other Chain Stores-Sally; MacLeod's; Sweet 16; Firestone.

14 - NEWSPAPERS: TIMES (e-mon to fri) 5,927; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ray Picco, Adv. Mgr., TIMES, 1163 Cedar Ave., Trail, BC V1R 4B8; Tel. (604) 368-8551.
National Representative: None.

VANCOUVER, B.C.

1 - LOCATION: Division 15, E&P Map A-3. On Burrard Inlet. Canada's largest Pacific seaport; direct access to ocean. Principal products handled: forest products, grain, potash, propane gas, sulphur, coal, flour and fish. 45.2 cargo tons. Harbor has 98 mi. water frontage; 49 sq. mi. deep-sea anchorage. Commercial metropolis for British Columbia and Yukon. Financial, distributing & University center. 31 mi. N of U.S. border; 140 mi. N of Seattle; 80 mi. from Victoria. Hwys. to Trans-Canada and U.S.

2 - TRANSPORTATION: Railroads-Terminus for Canadian National and Canadian Pacific. Terminus for Burlington Northern Inc. (serves Southern British Columbia en route to U.S.). British Columbia Railway; serves Northern and interior British Columbia.
Motor Freight Carriers-200.
Intercity Bus Lines-Greyhound; Pacific Stage; Continental Trailways; British Columbia Hydro; Kay's Trans.; SMT Coachlines; Sechelt Thunderbird Tours; Columbia Stage Lines; Gray Line; H & H; Maverick Coach; Sechelt; Squamish Coachlines; V & J Trans.; Vancouver Airline Limousines; Seabus (betw. Vanc. & N. Vanc.).
Airlines-Air Canada; Air B.C.; United; Canadian Airlines; Japan; Quantas; Ocean Air (Port Alberni); Delta; Wardair Canada. Associated; Air France; British Airways; Alaska; Sabena; Lufthansa; Northwest Orient; Alitalia; KLM; Pan American; Air India; Irish Intl.; Swiss; Continental; Eastern; APSA Peruvian; El Al Israel; Iberian of Spain; Olympic Airways; Pakistan International; Philippine; Scandinavian; TAP Portuguese Airways; Trans International World Airways; Finn Air; Transavia Holland (charter only).
Steamship Lines-67.

3 - POPULATION:
Corp. City 81 Cen. 414,281; E&P 87 Est. 400,613
Met. Area 81 Cen. 1,268,183; E&P 87 Est. 1,336,685
CZ-ABC: (81) 820,526
RTZ-ABC: (81) 612,903
City & RTZ-ABC: (81) 1,433,429

4 - HOUSEHOLDS:
City 81 Cen. 173,040; E&P 87 Est. 178,623
Met. Area 81 Cen. 476,755; E&P 87 Est. 540,969
CZ-ABC: (81) 327,750
RTZ-ABC: (81) 205,720
City & RTZ-ABC: (81) 533,470

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	204(city) 370(metro)	N.A.
Commercial	4	N.A.
Savings & Loan	38	N.A.
Trust Companies	34(city) 41(metro)	N.A.
Credit Unions	47	N.A.

6 - PASSENGER AUTOS: City 196,419

7 - ELECTRIC METERS: Lower Mainland 586,110

8 - GAS METERS: Residence Lower Mainland 355,427

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 67,000; Retail Trade 58,000; Wholesale Trade 47,000; Finance & Insurance 45,000; Food & Beverage Servs. 37,000; Business Servs. 36,000; Health & Social Servs. 32,000 Trans. Servs. 29,000; Educ. Servs. 28,000; Consti. 28,000; Gov't Servs. 17,000; Others 29,000. Total Wage Earners-453,000.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 3-18; Summer 4-30; Fall 7-21; Winter 13-14.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Area-Downtown Vancouver bounded by Hastings (N), Burrard (W), Hamilton (E) and Robson.
Major Retail Areas-Vancouver Proper-Pacific Ctr.; Oakridge Shpg. Ctr.; Harbour Ctr.; Kingsgate Mall; Champlain Mall; Royal Ctr.; Arbutus Village Sq.; Denmam Mall; Il Mercato.
North Shore-Park Royal; Capilano Mall; Westlynn Mall; Westview Shpg. Ctr.; Lonsdale Quay.
Burnaby/New Westminster-Metrotown Ctr.; Brentwood Mall; Lougheed Mall; Middlegate Ctr.; Westminster Mall; North Rd. Ctr.; Royal Sq.
Coquitlam Pt./Moody Maple Ridge-Coquitlam Ctr.; Westwood Mall; Sunwood Sq.; Haney Plz.; Pine Tree; Poco Plz.; Valley Fair Mall; Burquitlam Plz.; Como Lake; Haney Plz.
Richmond-Lansdowne Park; Richmond Sq.; Richmond Central; Richmond Ctr.; Richlea Sq.; Seafair.
Delta-Delta Shoppers Mall; Kennedy Hts.; Scott 72 Ctr.; Scottsdale Mall; Ladner Ctr.; Delta Fair; Sunshine Hills.
Surrey-Guildford Town Ctr.; Surrey Plz.; Panorama Ctr.; Guildford Market Sq.; Semiahmoo Ctr.; Riverside Hts.; Evergreen Mall; Newton Town Ctr.; Dell; Clover Sq.; Cedar Hill Plz.; Newton Plz.; Scott Town Plz.; King George Ctr.
Langley-Willowbrook Shpg. Ctr.; Langley Mall; Langfield Mall.

13 - RETAIL OUTLETS: Major Department Stores-Woodward's 10; The Bay 7; Eaton's 6; Sears 5.
Variety/Discount/Department Stores-Field's 18; Zeller's 8; Marks & Spencer 7; K mart 5; Woolco 3; Woolworth 3; Army & Navy 2.
Chain Drug Stores-Pharmasave 41; Shopper's Drug Mart 29; Boots 17; London Drugs 17; People's 15; Woodward's 8; Owl 6; Regency 5; K mart 5; Garlane 4; Macdonald's 4; Circle 3.
Chain Supermarkets-Safeway 53; Super Valu 21; Woodward's Food Floor 7; Save-On-Foods 7; Overwaitea 6; Stong's 5; Produce City 4; IGA.

14 - NEWSPAPERS: PROVINCE (m-mon to fri) 174,872; (S) 218,385; Mar. 31, 1987 ABC.
SUN (e-mon to thur) 230,297; (e-fri) 275,851; (e-sat) 281,102; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Norman R. Weitzel, Adv. Dir., Pacific Press Ltd., 2250 Granville St., Vancouver, BC V6H 3G2; Tel. (604) 732-2431.
National Representatives: Thomson Newspapers; Cresmer, Woodward, O'Mara & Ormsbee.

VERNON, B.C.

1 - LOCATION: North Okanagan Regional District, E&P Map R-12. Fruit & vegetable processing, agriculture, lumber, stock-raising area; 71 mi. SE of Kamloops.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Central Coach; Greyhound.
Airlines-American; Eastern; USAir.

3 - POPULATION:
Corp. City 81 Cen. 19,987; E&P 87 Est. 21,950
CZ-ABC: (81) 27,271
RTZ-ABC: (81) 50,209
City & RTZ-ABC: (81) 77,480

4 - HOUSEHOLDS:
City 81 Cen. 7,827; E&P 87 Est. 9,070
CZ-ABC: (81) 10,115
RTZ-ABC: (81) 17,160
City & RTZ-ABC: (81) 27,275

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: City 18,688

7 - ELECTRIC METERS: City 4,250

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fruit & Vegetable Proc. (dehydration and canning); Lumber Mills (sash & door); Farming: Fruit, Cattle, Sheep Raising, Dairying.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: NEWS (e) 8,489; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gary Oldfield, Pub./Gen. Mgr., NEWS, 3309 31st Ave., Vernon, BC V1T 6N8; Tel. (604) 545-0671.
National Representative: Thomson Newspapers.

VICTORIA, B.C.

1 - LOCATION: Vancouver Island, E&P Map A-3. Provincial Capital. Tourism, Oceanographic, Research center. Education and Cultural center. Lumbering, Small Fruits and Agriculture. Naval base and dockyard. Wholesale Center on S tip of Vancouver Island. 80 mi. from Vancouver and Seattle, WA.

2 - TRANSPORTATION: **Railroads**-Esquimalt & Nanaimo; Canadian National (freight).
Steamship Lines-4, also B.C. Steamship Ltd. Ferry to Seattle; Washington State Ferries to Anacortes; B.C. Government Ferries, Swartz Bay to Tsawwassen; Black Ball Ferries to Port Angeles, U.S.
Motor Freight Carriers-5.
Intercity Bus Lines-Vancouver Island Coach covering Vancouver Island.
Airlines-Air Canada; Air B.C.; Pacific Western; Burrard Air; Otter Air; Wardair; Canadian Airlines Int'l; Helijet; San Juan Air.

3 - POPULATION:
Corp. City 81 Cen. 64,379; E&P 87 Est. 63,663
Met. Area 81 Cen. 233,481; E&P 87 Est. 241,678
NDM-ABC: (81) 201,857
RTZ-ABC: (81) 177,418
NDM & RTZ-ABC: (81) 379,275

4 - HOUSEHOLDS:
City 81 Cen. 33,372; E&P 87 Est. 34,662
Met. Area 81 Cen. N.A.; E&P 87 Est. 105,102
NDM-ABC: (81) 84,500
RTZ-ABC: (81) 63,980
NDM & RTZ-ABC: (81) 148,480

5 - BANKS	NUMBER	DEPOSITS
Commercial	72	N.A.
Trust & Loan	29	N.A.
Credit Unions	42	N.A.

6 - PASSENGER AUTOS: City 109,268

7 - ELECTRIC METERS: Residence 120,958

8 - GAS METERS: Residence 3,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-$391)-Mfg. 4,800; Trans. & Util. 3,800; Trade 6,600; Servs. 5,400; Industrial Composite 24,300. Total employment 110,560.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-55; Summer 51-67; Fall 45-56; Winter 36-44. First killing frost, Dec. 4; last killing frost, Mar. 4.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: **Principal Shopping Area**-Downtown area bounded by Wharf St., Humboldt, Cook and Herald Sts. Downtown Association comprises 350 member firms.
Neighborhood Shopping Centers-Major Shopping Ctrs. Hillside Mall 120 stores; Mayfair Mall 100; Tillicum Mall 80; Town & Country 23; Can West; Saanich Plz.; Saanich Ctr.; University Heights.
Stores Open Evenings-Many stores open 7 days a week; all stores open Wed., Thur., Fri., evening. Substantial Sun. opening.

13 - RETAIL OUTLETS: **Department Stores**-Eaton's; Hudson's Bay; Woodward; Woolco; Simpson-Sears; Zeller's; K mart.
Chain Drug Stores-Shoppers; London; Pharmas; People's; Boots.
Chain Supermarkets-Safeway; Low Cost Stores; Shop Easy; IGA; Oakcrest; Fairways; Thrifty's; 7-Eleven; Woodward's; Economart; Mac's Convenience Stores; Save-on-Foods.
Other Chain Stores-Aamco; A&B Sound; A&A Records; O.B. Allan Jewelers; Agnew-Surpass; Allied Radio Shack; Bata Shoe; Beaver Lumber Co. Ltd.; Buckerfield's Ltd.; Charmante's; Color Your World; D'Allaird's Ltd.; Dalmy's; Discus Music World; Fairweather; Firestone; Jack Fraser; Footlocker; Great West Gold & Diamond Co.; Japan Camera; Grassie's; Jordan's Victoria Ltd.; Kinney Shoes; Black's Cameras; Lords Shoes; Mappins Jewellers; Mariposa; Marks & Spencer; Miller's; Midas; Murray Goldman; The Nut House; Pennington's Large Size Shop; People's Jewelers; The Pop-Shoppe; Purdy Chocolates; Reitman's; Ricki's; Roots Natural Footwear; Saba Bros.; Sally Shops; Shirley K Maternity; Singer; Speedy Muffler King; Sterling Shoes; Superstar Athletic Footwear; Sweet Sixteen; Thrifty's; Thunderbird; Tip Top Tailors; Windsor Plywoods.

14 - NEWSPAPERS: TIMES-COLONIST (m) 78,856; (S) 76,149; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: B.E. Hobbs, Adv. Dir., TIMES-COLONIST, 2621 Douglas St.; Box 300, Victoria, BC V8W 2N4; Tel. (604) 381-5200.
National Representatives: Thomson Newspapers; Cresmer, Woodward, O'Mara & Ormsbee.

MANITOBA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1988
Under 5 Years	82	77	83
5-14 Years	183	161	174
15-24 Years	194	190	205
25-44 Years	253	278	300
45-64 Years	202	198	214
65 and Over	107	122	132
TOTAL	1,021	1,026	1,108

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1988
General Mdse	335	884	1,067
Apparel	52	176	316
Furniture	26	90	231
Groceries	281	1,031	1,634
Lumber/Bldg. Mat.	17	25	44
Restaurants	17	336	669
Autos	225	808	1,320
Gasoline/Fuel Oil	95	260	557
Drugs	40	141	219
TOTAL SALES	1,346	4,338	6,566

Source: Census of Canada/Retail Trade

BRANDON, MAN.

1 - LOCATION: Division 7, E&P Map C-4.

2 - TRANSPORTATION: **Railroads**-C.P.; C.N.
Intercity Bus Lines-Greyhound; Manitoba Motor Transit; Grey Goose.
Airlines-Canadian Airlines International.

3 - POPULATION:
Corp. City 81 Cen. 36,242; E&P 87 Est. 40,378
CZ-ABC: (81) 36,242
RTZ-ABC: (81) 71,641
City & RTZ-ABC: (81) 107,883
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 13,619; E&P 87 Est. 16,072
CZ-ABC: (81) 13,455
RTZ-ABC: (81) 24,810
City & RTZ-ABC: (81) 38,265

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	N.A.

6 - PASSENGER AUTOS: City 19,929

7 - ELECTRIC METERS: Residence 9,210

8 - GAS METERS: 5,725

9 - PRINCIPAL INDUSTRIES: Metal Fab.; Chem. & Fertilizers; Elect. Components; Health Care; Railroads (4,400 employees); Meat & Poultry Proc.; Power Generating.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Shopping Centers**-Brandon Shopping Mall-2 mi. S. of downtown-72 stores (open 9:30 a.m.-10:00 p.m.-Mon. through Sat.); Downtown area open Thur., Fri. evening; K mart Shopping Complex-1 mile W. of downtown (open 10:00 a.m. to 10:00 p.m.-Mon. through Sat.); Brandon Gallery Downtown, 54 stores (open 9:30 a.m.-9:30 p.m. Mon. through Fri., 9:30 a.m.-6:00 p.m. Sat.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Shoppers Mall(24)	NA	Woolco, Allen-Brown Drug, Saan, Safeway
River Heights	NA	K mart
Gallery	NA	Zellers, Eaton's, IGA, Shoppers Drug

Principal Shopping Days-Thur., Fri. (evening), Sat.

13 - RETAIL OUTLETS: **Department Stores**-Eaton's; Woolco; K mart; Zellers.
Variety Stores-Metropolitan; BiWay.
Chain Supermarkets-Safeway 2; Solo Stores; Econo-Mart; IGA 3; Economy; Other Grocery Stores 50.
Other Chain Stores-Maher; Reitmans; Gallenkamp; Canadian Tire; Thriftys; Tip Top; Bootlegger; Bata; Dalmys; Irene Hill; Kinney Shoes; Drapery Shoppe; Jean Junction; Orange Julius; Coles Books; Radio Shack; Astral Photo; Agnew-Surpass; Peoples Jewelers; Japan Camera.

14 - NEWSPAPERS: SUN (e-mon to thur; sat) 18,501; (e-fri) 22,537; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: E.W. Pow, Mktg. Dir., SUN, 501 Rosser Ave., Brandon, MB R7A 5Z6; Tel. (204) 727-2451.
National Representative: Southam Newspapers (Toronto, Montreal, Vancouver & Ottawa).

DAUPHIN, MAN.

1 - LOCATION: On E&P Map C-3. Approx. 210 mi. NW of Winnipeg; 90 mi. N of Brandon.

2 - TRANSPORTATION: **Railroads**-Canadian Natl.
Intercity Bus Lines-Grey Goose; Greyhound.
Airlines-Perimeter.

3 - POPULATION:
Corp. City 81 Cen. 8,971; E&P 87 Est. 9,280

4 - HOUSEHOLDS:
City 81 Cen. 3,546; E&P 87 Est. 3,875

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.

6 - PASSENGER AUTOS: 4,696

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. 383; Beverages 34; Hwy. 139; Telephone 71.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 1,081; sworn June 30, 1986.
Local Contact for Advertising and Merchandising Data: Robert Gilroy, Pub., BULLETIN, 120-1st Ave., Dauphin, MB R7N 1A5; Tel. (204) 638-4420.
National Representative: None.

FLIN FLON, MAN.

1 - LOCATION: Retailing, resort, mining and smelting center. E&P Map S-3.

2 - TRANSPORTATION: **Intercity Bus Lines**-Grey Goose.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 7,894; E&P 87 Est. 8,037

4 - HOUSEHOLDS:
City 81 Cen. 2,819; E&P 87 Est. 3,042

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.

6 - PASSENGER AUTOS: City 2,525

7 - ELECTRIC METERS: 3,100

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Smelting.

10 - CLIMATE: Min. & Max. Temp.-38, 84.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: REMINDER (e-mon to fri) 3,981; sworn May 31, 1986.
Local Contact for Advertising and Merchandising Data: Sharon Salthammer, Adv. Mgr., REMINDER, 38 Main St.; Box 727, Flin Flon, MB R8A 1N5; Tel. (204) 687-3454.
National Representative: None.

PORTAGE LA PRAIRIE, MAN.

1 - LOCATION: Division 9, E&P Map C-4, 56 mi. W of Winnipeg on Hwys. 1, 4.

2 - TRANSPORTATION: **Railroads**-C.P.; C.N.
Interprovincial Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 81 Cen. 13,086; E&P 87 Est. 14,600
CZ-ABC: (81) 13,086
RTZ-ABC: (81) 14,251
City & RTZ-ABC: (81) 27,337
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 4,634; E&P 87 Est. 5,480
CZ-ABC: (81) 4,600
RTZ-ABC: (81) 4,115
City & RTZ-ABC: (81) 8,715

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.

6 - PASSENGER AUTOS: City 7,202

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Grain Elevators; Flour Mills; General Farm Mach.; Clothing; Soup Plant; Pea Proc. & Intl. Shipping; Glassware Mfg.; Electric Cable Mfg.; Fishing Equip. Mfg.; Frozen Potato Chip Plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 50-85; Fall 26-50; Winter 0-25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-40 store mall-Woolco & Safeway.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Stylerite; Federated Co-op; Woolco.
Variety Stores-Metropolitan; Saan.
Chain Supermarkets-Safeway; Co-op.
Other Chain Stores-Canadian Tire.

14 - NEWSPAPERS: DAILY GRAPHIC (e) 4,695; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: W.J. (Bill) Hamilton, Adv. Mgr., DAILY GRAPHIC, 1941 Saskatchewan Ave. W., Portage La Prairie, MB R1N 3B4; Tel. (204) 857-3427.
National Representative: None.

SWAN RIVER, MAN.

1 - LOCATION: In Churchill Electoral District; E&P Map C-3. Manufacturing & agricultural area; about 300 mi. NW of Winnipeg; On Canadian Hwys. 10, 49, 83.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Grey Goose; Manitoba Motor Transit.

3 - POPULATION:
Corp. City 81 Cen. 3,782; E&P 87 Est. 4,074

4 - HOUSEHOLDS:
City 81 Cen. 1,458; E&P 87 Est. 1,649

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: City 2,297

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Plywood Mfg.; Brick Mfg.; Farming (livestock, grain, dairy).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: REPORT (e-mon to fri) 1,200; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Wilfred or Dale-Marie Wiebach, Co-Editors, REPORT, Main St.; Box 1629, Swan River, MB R0L 1Z0; Tel. (204) 734-2729.
National Representative: None.

WINNIPEG, MAN.

1 - LOCATION: Metropolitan Corp. of Greater Winnipeg. E&P Map C-4. Provincial Capital. At the junction of the Red and Assiniboine rivers. 60 mi. N of U.S. border. Largest wholesale and distribution center in western Canada; center of natural market area between Head of Lakes and Rocky Mountains.

2 - TRANSPORTATION: Railroads-Canadian Pacific/Canadian National; VIA Rail.
Intercity Bus Lines-Beaver; Eagle; Greyhound; Grey Goose; Southern Bus Lines; Winnipeg Transit.

Airlines-Air Canada; CP Air; Northwest; Pacific Western; Nordair; North Central.

3 - POPULATION:
Corp. City 81 Cen. 564,473; E&P 87 Est. 604,703
CZ-ABC: (81) 570,814
Bal. in NDM-ABC: (81) 196,245
Met. Area 81 Cen. 548,842; E&P 87 Est. 630,574
Total NDM-ABC: (81) 767,059
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 213,038; E&P 87 Est. 241,811
CZ-ABC: (81) 213,080
Bal. in NDM-ABC: (81) 61,065
Met. Area 81 Cen. N.A.; E&P 87 Est. 252,156
Total NDM-ABC: (81) 274,145

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial (193 Branches)	11	N.A.

6 - PASSENGER AUTOS: City 270,924

7 - ELECTRIC METERS: Residences-combined totals Wpg. Hydro/Man. Hydro 238,968.

8 - GAS METERS: Residences 164,800 (total Greater Winnepeg gas customers).

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (Av. Wkly. Wage)-Whol. 18,400 ($338); Ret. 30,800 ($249); Fin., Ins. & R.E. 15,600 ($405); Service 86,300 ($385); Industrial Composite 129,000 ($396); Mfg. 39,200 ($418); Durable Goods 17,500 ($449); Non-durable Goods 21,70[illegible] ($393); Constr. 6,300 ($475); Trans. and Commun. 25,400 ($530).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Mean Daily (Celsius)-Jan. 19.3; Apr. 3.4; July 19.6; Oct. 6.1. Max. Temp. 40.6; Min.-45. First killing frost, Sept. 22; last killing frost, May 23.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centre-11 blocks on Portage Ave.; 12 on Main St.; Polo Park; Grant Park Plaza; Garden City Shopping Centre; Unicity Mall; Northgate Shopping Plaza; Niakawa [illegible]; Goulet; Kern Park; Westwood; Dakota; Munroe; Kildonan; Rossmere; Windsor Park; Tuxedo Park; St. James; Crossroads; Southdale; St. Boniface; Osborne St.; River W. Park; Selkirk Ave.; Garden City Sq.; St. Vital Shopping Centre; Kildonan Place; Park W. Mall; Eaton Place; Forest Park Mall; Shops of Winnipeg Sq.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri.; Food: Thur., Fri.; Shopping centers: every evening.

13 - RETAIL OUTLETS: Department Stores-Eaton's 4; Hudson's Bay 4; Simpson-Sears 3.
Discount Stores-BiWay 7; K mart 5; Woolco 5; Zellers 7.
Variety Stores-Woolworth; S.S. Kresge; Metropolitan.
Chain Drug Stores-Boots 3; ARP 5; Howies 2; Metro 15; Shoppers 12; Nieman 7; Woolco 5; Price Watchers 15.
Chain Supermarkets-Dominion 3; Economart 7; IGA 13; Loblaw's 2; Canada Safeway 31; Penner 2; Tom Boy 4; Family Fare 10; Super Valu 5.
Other Chain Stores-Agnew-Surpass 4; Birk's 5; Beaver Lumber 4; People's Jewelers 9; Tip Top Tailors 7; Steen & Wright; Holt-Renfrew; D'Allairds 5; Gray's Apparel 2; Bata Shoe 5; Bowring's 2; Radio Shack 14; Reitman's 6; MacLeod's 3; Canadian Tire 7; Firestone 3; Pennington's 6; Fairweather 5; Goodyear 5; Clifford's 4; Consumers Distributing 9; B.F. Goodrich 2; Color Your World 4.

14 - NEWSPAPERS: FREE PRESS (e-mon to fri) 172,246; (m-sat) 233,683; (S) 149,428; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: R.W. Churchward, Adv. Dir., FREE PRESS, 300 Carlton St., Winnipeg, MB R3C 3C1; Tel. (204) 943-9331.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers.
SUN (m-mon to fri) 47,249; (S) 57,673; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: R. Dagdick, Mktg. Dir., SUN, 1700 Church Ave., Winnipeg, MB R2X 3A2; Tel. (204) 694-2022.
National Representative: None.

NEW BRUNSWICK SURVEYS

POPULATION ESTIMATES

(Thousands)

Age Group	**1976**	**1981**	**1988**
Under 5 Years	58	53	56
5-14 Years	135	120	127
15-24 Years	138	137	145
25-44 Years	167	194	205
45-64 Years	118	122	129
65 and Over	61	70	74
TOTAL	677	696	736

Based on Statistics Canada Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	**1971**	**1983**	**1988**
General Mdse	158	456	590
Apparel	29	125	193
Furniture	22	52	107
Groceries	197	667	862
Lumber/Bldg. Mat.	19	19	25
Restaurants	8	196	433
Autos	150	553	958
Gasoline/Fuel Oil	78	256	376
Drugs	22	112	166
TOTAL SALES	851	2,772	4,046

Source: Census of Canada/Retail Trade

FREDERICTON, N.B.

1 - LOCATION: York County, E&P Map F-4. Provincial Capital, County Seat. Location of Federal Government Provincial offices. 15 mi. from Canadian Forces Base Gagetown. Division Headquarters of Royal Canadian Mounted Police. Centre of agricultural and dairying area, lumber and pulpwood industries. Important wholesale distributing point. Situated on navigable river 65 mi. from year round seaport; 561 mi. from Montreal; 783 mi. from Gander, Newfoundland on Trans-Canadian Hwy.

2 - TRANSPORTATION: Motor Freight Carriers-8.
Intercity Bus Lines-SMT (Eastern).
Airlines-Air Canada; Eastern Provincial Airways.

3 - POPULATION:
Corp. City 81 Cen. 43,723; E&P 87 Est. 42,310
CZ-ABC: (81) 46,983
RTZ-ABC: (81) 67,156
City & RTZ-ABC: (81) 114,139

4 - HOUSEHOLDS:
City 81 Cen. [illegible]6,067; E&P 87 Est. 16,960
CZ-ABC: (81) 16,685
RTZ-ABC: (81) 20,715
City & RTZ-ABC: (81) 37,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	21	N.A.
Finance & Trust	9	N.A.

6 - PASSENGER AUTOS: Province 286,037; City 28,407

7 - ELECTRIC METERS: City 18,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Footwear 150; Millwork 200; Printing 200; Creamery 70; Food Proc. 115; Brick & Concrete Prods. 115. Gov't Offices and Educational Institutions (combined) 2,450.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 60-90; Fall 40-65; Winter-10-30.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Downtown Shopping Center-4 blocks and facing blocks bounded by Queen, Regent, King and Westmorland Sts. on S. Side; Union & Bridge Sts.; Brookside Dr. & Sunset Dr.; in section of city across 3/4 mile-wide river on North Side.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fredericton Mall	NA	Zeller's, Sobeys, Metropolitan
K mart Plz.	NA	K mart, Mr. Grocer
Devon Park	NA	Save Easy Mkt.
Oromocto Mall	10	Woolworth, Save Easy Mkt.
Regent Mall	NA	Woolco, Dominion
Brookside Mall	NA	K mart

Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Creaghan; Levine's; Neill's; Sears; Zellers; Metropolitan; K mart; Woolco.
Chain Supermarkets-Dominion 2; Sobeys 4; Red & White 2; Save Easy 3.
Chain Drug Stores-Ross 3; Shoppers 2; Devon Pharmacy 2; Lawtons.
Other Chain Stores-Canadian Tire; Western Tire.

14 - NEWSPAPERS: GLEANER (e) 28,642; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: D.H. Lawson, Adv. Mgr., GLEANER, PO Box 3370, Fredericton, NB E3B 5A2; Tel. (506) 452-6671.
National Representative: Media Marketing.

MONCTON, N.B.

1 - LOCATION: Westmorland County. E&P Map F-4. Geographical center of Maritimes. On Trans-Canada Highway.

2 - TRANSPORTATION: Railroads-Canada National.
Motor Freight Carriers-31.
Intercity Bus Lines-S.M.T. (Eastern).
Airlines-Air Canada; Canadian Pacific; Atlantair Ltd.

3 - POPULATION:
Corp. City 81 Cen. 54,743; E&P 87 Est. 53,879
CZ-ABC: (81) 78,161
RTZ-ABC: (81) 224,110
City & RTZ-ABC: (81) 302,271

4 - HOUSEHOLDS:
City 81 Cen. 19,402; E&P 87 Est. 20,855
CZ-ABC: (81) 26,265
RTZ-ABC: (81) 63,400
City & RTZ-ABC: (81) 89,665

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	30	N.A.

6 - PASSENGER AUTOS: Province 286,037; City 32,452

7 - ELECTRIC METERS: Residence 19,500

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Regional HQ. C.N.R. (Offices & Shps.) 6,000 Emp., Payroll $24 million an. Mfg. 2,342 Emp., Payroll approx. $17 million an. Approx. 400 smaller industries.
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-47; Summer 52-74; Fall 37-56; Winter 11-28; last killing frost, May 23.

11 - TAP WATER: Acidic, very soft.

12 - RETAILING: Principal Shopping Areas-7 blocks on Main St.; 4 shpg. malls: Highfield Sq., Champlain Pl. Shpg. Mall, Riverview Mall, Moncton Mall.
Neighborhood Shopping Centers-St. George St., Mountain Rd.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Sears; Lounsbury's; Creaghan's.
Variety Stores-Woolco; Metropolitan; Zeller's; K mart.
Chain Drug Stores-Good Neighbor 3; Shoppers 4; Lawton's.
Chain Supermarkets-Sobey's 4; Save-Easy 3; Mountain Way 3; Dewares 3; Low Food; No Frills; Mr. Grocer; Nub.
Other Chain Stores-Goodrich; Peoples Jewelers; Agnew-Surpass; Dalmy's; Reitman's; Firestone; Lewis Shoes; Fifth Avenue Stores Ltd.; Canadian Tire; Birks; Marks & Spencer; Tip Top Tailors; Jack Frazer's; Town and Country; Suzy Sheer; Dominion Playworld; Jean Junction; Tower Jewellers; Direct Film; D'Allairds; Penningtons; Cole's Book Stores; Braemar; Fredelle's; Nortell's; Singer; Mona Liza; Smart Set; Thrifty's; Battah Shoe; Cara Tobacco; Consumers Distributing; Elk's; Gazebo; Krazy Tops; Merrils; Montreal Draperies; Pant City; Radioland; Cartier's; Abram's; Pantorama; Medjuck's; Sam the Record Man; Kelly's Stereo Mart; Big Steel; Fairweathers; Radio Shack; Building Supplies: Kent, Lockhart's.

14 - NEWSPAPERS: TIMES-TRANSCRIPT (e) 45,767; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: B. Coyle, Adv. Mgr., TIMES-TRANSCRIPT, 939 Main St., Moncton, NB E1C 8P3; Tel. (506) 853-9321.
National Representative: Associated Media Representatives.

SAINT JOHN, N.B.

1 - LOCATION: St. John County, E&P Map F-4. County Seat. National port; on Bay of Fundy at mouth of the St. John River. 482 mi. E of Montreal. Manufacturing and distribution center.

2 - TRANSPORTATION: Railroads-Canadian Pacific; VIA Rail.
Motor Freight Carriers-8.
Steamship Lines-15.
Airlines-Air Canada; Eastern Provincial.

3 - POPULATION:
Corp. City 81 Cen. 80,521; E&P 87 Est. 74,749
CZ-ABC: (81) 83,288
RTZ-ABC: (81) 613,115
Met. Area 81 Cen. 114,048; E&P 87 Est. 116,919
City & RTZ-ABC: (81) 696,403

4 - HOUSEHOLDS:
City 81 Cen. 27,665; E&P 87 Est. 27,972
CZ-ABC: (81) 28,085
RTZ-ABC: (81) 186,830
Met. Area 81 Cen. 30,900; E&P 87 Est. 40,894
City & RTZ-ABC: (81) 214,915

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	28	N.A.

6 - PASSENGER AUTOS: Province 286,037; City 43,494

7 - ELECTRIC METERS: Residence 28,382

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Drydock & Shipbuilding 921; Sugar Refinery 416; Oil Refinery 450; Pulp Mill 500; Newsprint Mill 550; Port of

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Saint John 1,500; Paint Brush Manufacturer 180; Newspaper 200; Tea Company 200; Breweries 300; Steel/Welding 400; Telecommunications 2,500; Hospitals (2) 2,900; University/Community College 310.
Principal Pay Days-5th & 15th; 20th & 30th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 3-27; Summer 13-24; Fall 13-21; Winter 14-23. First killing frost, Oct. 11; last killing frost, May 11.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on King, Charlotte, Union Street (Uptown).
Neighborhood Shopping Centers-Lancaster; Haymarket Sq.; Loch Lomond Mall; Prince Edward Square; Parkway Mall; Manawagonish Road Mall; McAllister Pl.; Brunswick Sq.; Westmorland Pl.; Chesley Pl.; Market Sq. Complex.
Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Centers open every evening until 10 p.m. Sears-Wed., Thur., Fri. until 9:30; Mon., Tues., Sat., until 5:30 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Calp's Limited; Sears; K mart 2; Woolco; Towers; Pascal-Emerson; Ideal Stores; Woolworth 2; Metropolitan; Zeller's.
Chain Drug Stores-Shoppers; Lawton's; Drug City; Guardian.
Chain Supermarkets-Sobey's 7; Mr. Grocer; Save-Easy; IGA; Village Food Stores.
Other Chain Stores-Canadian Tire 2; Agnew-Surpass Shoes; Bata Shoe; Henry Birks; D'Allaird's; Dalmy's; Sally Shops; Tip-Top Tailors; Reitman's; Singer Co.; Martin Senour; International; Pennington's; Fairweather's; Big Steel Gallenkamp; Firestone; Jack Fraser; People's Jewellers; B.F. Goodrich; Radio Shack; Tibbett's Paints; Maher Shoes; O.B. Allen Jewellers; Thrifty's; Smart Set; Radioland; Sam The Record Man; Colour Your World.

14 - NEWSPAPERS: THE TELEGRAPH-JOURNAL (m-mon to fri) 31,165; THE EVENING TIMES-GLOBE (e-mon to fri) 32,535; (m-sat) 61,458; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Edward Thurlbeck, Adv. Mgr., THE TELEGRAPH-JOURNAL and THE EVENING TIMES-GLOBE, 210 Crown St.; PO Box 2350, Saint John, NB E2L 3V8; Tel. (506) 632-8888.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Bardal, Gosbee & Associates.

NEWFOUNDLAND SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1988
Under 5 Years	58	49	51
5-14 Years	130	118	122
15-24 Years	115	114	118
25-44 Years	134	156	162
45-64 Years	84	87	90
65 and Over	37	44	46
TOTAL	558	568	589

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1988
General Mdse.	159	414	472
Apparel	21	106	186
Furniture	8	40	84
Groceries	130	507	858
Lumber/Bldg. Mat.	61	5	42
Restaurants	8	160	178
Autos	96	331	615
Gasoline/Fuel Oil	39	190	274
Drugs	15	92	142
TOTAL SALES	599	2,009	3,057

Source: Census of Canada/Retail Trade

EDITOR'S NOTE: Passenger Auto totals for Newfoundland, Ontario and Quebec are 1985 figures as these were the latest available at press time.

CORNER BROOK, NFLD.

1 - LOCATION: E&P Map F-3.

2 - TRANSPORTATION: **Railroads**-Canadian National.
Steamship Lines-6.
Airlines-Air Canada; Air Nova; LabAir; Sealand; Canadian Airlines International.
Intercity Bus Lines-CN Roadcruiser; Corner Brook Transit.

3 - POPULATION:
Corp. City 81 Cen. 24,333; E&P 87 Est. 23,273
CZ-ABC: (81) 24,748
RTZ-ABC: (81) 63,281
City & RTZ-ABC: (81) 88,029

4 - HOUSEHOLDS:
City 81 Cen. 6,745; E&P 87 Est. 7,160
CZ-ABC: (81) 6,825
RTZ-ABC: (81) 15,910
City & RTZ-ABC: (81) 22,735

5 - BANKS	NUMBER	DEPOSITS
Savings	7	N.A.

6 - PASSENGER AUTOS: Province 168,416

7 - ELECTRIC METERS: Residence 8,092

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Newsprint 3,000 ($190); Cement 130 ($170); Gypsum 65 ($140).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-65; Summer 45-90; Fall 32-60; Winter 10-40.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Broadway; West Street; Millbrook and Corner Brook Plz.; Valley Mall.
Principal Shopping Days-Thur., Fri. and Sat.
Stores Close-Sun.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Co-op; Coleman's; K mart; Zellers; The Met.
Chain Drug Stores-Shoppers; Lawtons.
Chain Supermarkets-Sobeys; Dominion.
Discount Stores-Target Discount.

14 - NEWSPAPERS: WESTERN STAR (e) 11,242; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Peter Padbury, Adv. Mgr., WESTERN STAR, West St.; Box 460, Corner Brook, NF A2H 6E7; Tel. (709) 634-4348.
National Representative: Thomson Newspapers.

ST. JOHN'S, NFLD.

1 - LOCATION: E&P Map F-3. Easternmost point in Canada. Industrial center; Capital of Province.

2 - TRANSPORTATION: **Railroads**-C.N.R.
Motor Freight Carriers-20.
Intercity Bus Lines-St. John's; United; Fleet Line.
Airlines-Air Canada; Canadian Airlines International; Air Transit, Ltd.; United Helicopter, Ltd.; Sealand Helicopter; Air Atlantic; Air Nova, NFLD; LeMador Airway.

3 - POPULATION:
Corp. City 81 Cen. 83,770; E&P 87 Est. 80,871
CZ-ABC: (81) 83,770
RTZ-ABC: (81) 483,911
Met. Area 81 Cen. 154,820; E&P 87 Est. 168,833
City & RTZ-ABC: (81) 567,681

4 - HOUSEHOLDS:
City 81 Cen. 24,953; E&P 87 Est. 26,653
CZ-ABC: (81) 24,525
RTZ-ABC: (81) 123,895
Met. Area 81 Cen. N.A.; E&P 87 Est. 52,630
City & RTZ-ABC: (81) 148,420

5 - BANKS 39 Branches, Deposits N.A.

6 - PASSENGER AUTOS: Province 168,416

7 - ELECTRIC METERS: Residence 144,884

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 14,300 ($293); Food & Beverages 8,200 ($213); Trade 13,000 ($208); Industrial Composite 58,700 ($296); Constr. 2,100 ($360); Ret. 9,500 ($185).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-49; Summer 50-65; Fall 33-43; Winter 6-46. First killing frost, Oct. 11; last killing frost, June 5.

11 - TAP WATER: Soft, neutral (lime added); not fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Water St.; LeMarchant Rd.; Churchill Park; Cornwall Ave.; Elizabeth Ave. E.; Elizabeth Ave. W.; Topsail Hwy.; Sobeys Sq.; Avalon Mall; Kenmount Rd.; K mart Plz.; Torbay Rd.; Tobay Rd. Mall; Atlantic Place; Water Street; Duckworth Street; Village Mall.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Sun.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears.
Variety Stores-Bowrings; Ayres; Woolworth; Woolco; K mart; Zeller's.
Chain Supermarkets-Dominion 7; The General 2; Consumers Co-op; Sobeys 6.

14 - NEWSPAPERS: TELEGRAM (e-mon to fri) 39,142; (wknd) 54,764; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: R.T. Keeping, Adv. Mgr., TELEGRAM, Columbus Drive; PO Box 5970, St. John's, NF A1C 5X7; Tel. (709) 364-6300.
National Representative: Thomson Newspapers.

NOVA SCOTIA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1988
Under 5 Years	66	61	65
5-14 Years	158	138	148
15-24 Years	163	164	176
25-44 Years	208	236	252
45-64 Years	154	156	167
65 and Over	83	92	99
TOTAL	832	847	907

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1988
General Mdse.	187	541	811
Apparel	42	165	298
Furniture	21	66	143
Groceries	246	924	1,463
Lumber/Bldg. Mat.	8	34	75
Restaurants	16	303	675
Autos	173	633	1,395
Gasoline/Fuel Oil	113	270	513
Drugs	27	149	322
TOTAL SALES	971	3,545	6,298

Source: Census of Canada/Retail Trade

AMHERST, N.S.

1 - LOCATION: Cumberland County, E&P Map F-4. Between Northumberland Strait and Bay of Fundy on Isthmus of Chignecto.

2 - TRANSPORTATION: **Railroads**-C.N.
Motor Freight Carriers-1.
Intercity Bus Lines-S.M.T.; Acadian.

3 - POPULATION:
Corp. City 81 Cen. 9,684; E&P 87 Est. 9,172
CZ-ABC: (81) 9,684
RTZ-ABC: (81) 33,492
City & RTZ-ABC: (81) 43,176

4 - HOUSEHOLDS:
City 81 Cen. 3,448; E&P 87 Est. 3,558
CZ-ABC: (81) 3,435
RTZ-ABC: (81) 11,025
City & RTZ-ABC: (81) 14,460

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.

6 - PASSENGER AUTOS: City 4,516

7 - ELECTRIC METERS: Residence 3,263

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Iron Mills; Structural Steel & Boilers; Clothing; Chemicals; Polyethelene; Galvanizing; Woodworking; Tanning Oils; Plastics; Aircraft Components; Reinforcing Steel; Dairy Prods.; Custom Mach.; Mobile Home Mfg.; Electronics; Chewing Gum.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral.

12 - RETAILING: **Shopping Centers**-Cumberland Mall (20 stores); Amherst Centre Mall (30 stores).
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Margolians.
Variety Stores-Metropolitan; Zeller's; County Fair; K mart.
Chain Drug Stores-Rexall; Good Neighbor Drug Mart; Shoppers Drug Mart.
Chain Supermarkets-Save-Easy; Co-op Stores; Sobeys.

14 - NEWSPAPERS: NEWS (m-mon to fri) 4,083; Mar. 31, 198[illegible] ABC.
Local Contact for Advertising and Merchandising Data: Richard Spicer, Adv. Dir., NEWS, PO Box 280, Amherst, NS B4H 3Z2; Tel. (902) 667-5102.
National Representative: None.

HALIFAX, N.S.

1 - LOCATION: Halifax County, E&P Map F-4. Provincial Capital. On the Atlantic Coast, 805 mi. E of Montreal.

2 - TRANSPORTATION: **Railroads**-C.N.; Dominion Atlantic.
Motor Freight Carriers-13.
Intercity Bus Lines-Acadian; DTS Buses Ltd.
Passenger Steamship Lines-5.
Freight Steamship Lines-Container 7; Freight 25.
Airlines-Canadian Pacific; Air Canada; Air Atlantic.

3 - POPULATION:
Corp. City 81 Cen. 114,594; E&P 87 Est. 113,705
Met. Area 81 Cen. 277,727; E&P 87 Est. 299,282
CHRONICLE-HERALD and MAIL-STAR:
CZ-ABC: (81) 209,702
RTZ-ABC: (81) 467,652
City & RTZ-ABC: (81) 677,354
DAILY NEWS:
NDM-ABC: (81) 288,126

4 - HOUSEHOLDS
City 81 Cen. 44,640; E&P 87 Est. 48,104
Met. Area 81 Cen. N.A.; E&P 87 Est. 114,893
CHRONICLE-HERALD and MAIL-STAR:
CZ-ABC: (81) 74,325
RTZ-ABC: (81) 149,640
City & RTZ-ABC: (81) 223,965
DAILY NEWS:
NDM-ABC: (81) 97,295

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	9	N.A.

6 - PASSENGER AUTOS: City 56,429

7 - ELECTRIC METERS: City 105,800

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: **Metro Area**-Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 6,700 ($306); Nondurable Goods 4,200 ($309); Constr. 2,900 ($364); Trans., Comm. & Util. 9,100 ($316); Trade 14,500 ($192); Fin., Ins. & R.E. 6,100 ($258); Serv. 9,000 ($155); Industrial Composite 48,500 ($24[illegible]).

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 0-20; Summer 9-28; Fall 2-14; Winter -8-8. First killing frost, Oct. 31; last killing frost, May 13.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: **Metro Area**-Principal Shopping Areas-6 blocks on Barrington St.; 2 on Granville St.; 6 on Gottingen St.; 5 on Spring Garden Rd.; 4 on Portland St. (Dartmouth), 2 on Commercial St. (Dartmouth); 7 on Quinpool Road.
Neighborhood Shopping Centers-Capitol Plz. (8 stores); Capitol Vlg. Ctr. (7 stores); Clayton Park Plz. (5 stores); Green Street Plz. (3 stores); Shannon Plz. (3 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barrinston Pl.(35)	NA	Colwell Bros., Import Bazaar
Bayers Road(80)	NA	Dominion, Zellers
Bedford Place(36)	NA	Towers, IGA
Clayton Park(12)	NA	Dominion
Dartmouth S.C.(12)	NA	Zellers, Dominion
Downsview Mall(16)	NA	Metropolitan, K mart
Halifax S.C.(74)	NA	Eatons, Kresges
Historic Prop.(31)	NA	
K mart Mall(15)	NA	K mart
Maritime Mall(32)	NA	
Micmac Mall(99)	NA	Simpson's, Eaton's
Penhorn Mall(85)	NA	Woolco, Sobeys, Sears
Quinpool Ctr.(20)	NA	Canadian Tire, Dominion
Sackville Town Centre(15)	NA	Dominion
Scotia Square(100)	NA	Woolco
Simpson's Mall(26)	NA	Simpson's, Sobeys
Spryfield Mall(21)	NA	Save-Easy, Metropolitan
Sunnyside(30)	NA	Zellers, Dominion
Woodlawn Mall(20)	NA	Save-Easy, Metropolitan

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.
Stores Close-Sunday.

13 - RETAIL OUTLETS: **Department Stores**-T. Eaton; Robert Simpson; Woolco; Towers.
Variety Stores-Woolworth; Zellers 4; Metropolitan 6; Kresges.
Chain Drug Stores-Associated Retail 8; McQuinn's 3; Lawton's 17; Shoppers 7; Independents 40.
Chain Supermarkets-Sobey's 12; Dominion 10; Capitol 6; IGA 5; Save-Easy 2; Green Gables 39; Independents 159.
Other Chain Stores-Men's: Tip Top Tailors; Women's: Sally Shop, Dalmy's, P3, Reitman's,

Penningtons, Gazebo, Fairweather, Arcade, Cojana, Next To You, Smart Set, Shirley K, Maternity, Suzy Shier, Town and Country; Shoes: Agnew-Surpass, Athlete's World, Bata, Bonita, Maher, Roots Natural Foot Wear, Winsbys; Auto Supply: Canadian Tire, Western Tire; Jewelry: Birk's, Peoples Jewelry, Charm Jewelry, G.C. Murphy, Mappins.

14 - NEWSPAPERS: CHRONICLE-HERALD (m) 80,707; MAIL-STAR (e) 59,910; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: F.E. Buckland, Adv. Mgr., CHRONICLE-HERALD and MAIL-STAR, 1650 Argyle St., Halifax, NS B3J 2T2; Tel. (902) 426-2811.
National Representative: None.
DAILY NEWS (m) 20,917; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Harry Luckhurst, Adv. Dir., DAILY NEWS, PO Box 8330, Stn. A, Halifax, NS B3K 5M1; Tel. (902) 465-1222.
National Representative: None.

NEW GLASGOW, N.S.

1 - LOCATION: Pictou County, E&P Map F-4. On the East River near Pictou Harbor. 36 mi. NE of Truro; 100 mi. NE of Halifax.

2 - TRANSPORTATION: Railroads-Canada National.
Motor Freight Carriers-3.
Intercity Bus Lines-Pictou Co. Transit; Acadian.

3 - POPULATION:
Corp. City 81 Cen. 10,464; E&P 87 Est. 10,502
CZ-ABC: (81) 23,575
RTZ-ABC: (81) 26,775
City & RTZ-ABC: (81) 50,350

4 - HOUSEHOLDS:
City 81 Cen. 3,598; E&P 87 Est. 3,928
CZ-ABC: (81) 7,815
RTZ-ABC: (81) 8,180
City & RTZ-ABC: (81) 15,995

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	13	N.A.

6 - PASSENGER AUTOS: City 4,794

7 - ELECTRIC METERS: Residence 7,270

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Railway Cars & Parts; Heavy Mach. 2,100; Boilers & Mining Equip. 155; Bed Spring Mattresses 175; Paint N.A.; Steel Fab. 325; Sheet Metal 50; Pulp and Paper 675; Chemicals 75; Tire Mfg. 2,100; Shipyard 200; Dairy 400; Casket Making N.A.; Coal Mining; Ship Building.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-55; Summer 52-80; Fall 36-60; Winter 10-52.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Provost and Archmedes Sts.
Neighborhood Shopping Centers-Stellarton; Westville; Trenton; Pictou; West Side; New Glasgow; Aberdeen Mall on East River Rd.; Highland Mall on Westville Rd.; East River Rd. Plaza.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Malls-Mon. through Sat.; Other Stores-Wed. through Fri.

13 - RETAIL OUTLETS: Department Stores-Zeller's; K mart; Woolco; Sears; Biway; Dalfens; Stedman's.
Chain Drug Stores-Shoppers 2; Lawton's; Guardian; ARP 3.
Chain Supermarkets-Sobey's 4; Save Easy; IGA 2; Johnson & MacDonald 2; Red & White.
Other Chain Stores-Agnew-Surpass (shoes); Sally Shops (women's); Canadian Tire; Maritime Auto; Maher Shoes; Reitman's; Radio Shack; People's Jewelry; Sherwin-Williams; Jack Frazer (men's).

14 - NEWSPAPERS: EVENING NEWS (e) 11,323; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Cheek, Adv. Mgr., NEWS, 352 E. River Road, New Glasgow, NS B2H 5E2; Tel. (902) 752-3000.
National Representative: Thomson Newspapers.

SYDNEY, N.S.

1 - LOCATION: Cape Breton County, E&P Map F-3. SE end of Sydney Harbor, Cape Breton Island.

2 - TRANSPORTATION: Railroads-Intercommunication; Sydney to Glace Bay-Sydney & Louisburg RR, Sydney to North Sydney, Sydney, Mines, Florence, Bras d' Or, Pt. Tupper, Inverness and St. Peters-C.N.R.
Motor Freight Carriers-16.
Intercity Bus Lines-Acadian; Transit Cape Breton; Sydney-Grace Bay; Sydney-New Waterford; Sydney Mines; North Sydney; Cabot.
Airlines-Air Canada; Canadian Airlines; Air Nova; Air Atlantic; Air Bras D'Or.
Steamship Lines-12.

3 - POPULATION:
Corp. City 81 Cen. 29,444; E&P 87 Est. 28,765
CZ-ABC: (81) 36,708
RTZ-ABC: (81) 133,380
City & RTZ-ABC: (81) 170,088

4 - HOUSEHOLDS:
City 81 Cen. 9,444; E&P 87 Est. 10,047
CZ-ABC: (81) 11,371
RTZ-ABC: (81) 37,859
City & RTZ-ABC: (81) 49,230

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	33	N.A.

6 - PASSENGER AUTOS: City 13,651

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Ctr. of industrial area of Cape Breton; 12 miles from Sydney. Farming pop. of 169,865. Main industries: Steel Plant 1,400 employees; Canadian Coast Guard College; Ship Repair Drydock; 2 Aluminum Fab. Plants. Coal 6,000 employees; Point Tupper: Power Plant, Pulp Mill 2,000 employees; Raw & Refined Limestone; Component Homes Plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-66; Summer 46-89; Fall 32-66; Winter 11-55.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Areas-Sydney; 10 blocks on Charlotte St.; 10 on George St.; 8 on Prince St.; 4 on Townsend St.; 6 on Victoria Rd.; Glace Bay; 4 on Main St.; 8 on Commercial St.; New Waterford; 6 Plummer L Ave. North Sydney; 10 on Commercial St.; 2 on Bowers St. Sydney Mines; 4 on Main St.; 1 on Fraser Ave.; Port Hawkesbury; 4 on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(21)	NA	K mart, LoFood
Sydney(27)	NA	Zeller's, Sobey's
Woolco(15)	NA	Woolco, Sobey's
Glace Bay(20)	NA	Sobey's, Met.
North Sydney(25)	NA	Zeller's, Peoples, Sobey's
Mayflower(60)	2	Woolco, Simpson's

Stores Open Evenings-Fri.; Shopping Plazas-daily.

13 - RETAIL OUTLETS: Department Stores-The Bay; Crowell's; Sears 4; Woolco; K mart; Zellers.
Variety Stores-Woolworth 4; Metropolitan 3; People's 2; Zeller's; Woolco 2; Furn. 8; Bi-Way 2; Bargain Harold's 2.
Chain Supermarkets-IGA 4; F.N.S. 26; Sobeys 6; Shores 2; Eastern Co-op 3; Red & White 3; Cosmo Metro Raheys 3; Basic Foods 3; LoFood 2.
Other Chain Stores-Canadian Tire; Agnew-Surpass; Woodhouse; Tip Top; Suzy Sheir; Big Steel; Jack Frazer; Fairweather; Sherwin-Williams Paints; Shoppers 6; Radio Shack; Reitmans 2; Singer Co.

14 - NEWSPAPERS: CAPE BRETON POST (e) 31,296; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Roger Brown, Adv. Mgr., CAPE BRETON POST, PO Box 1500, Sydney, NS B1P 6K6; Tel. (902) 564-5451.
National Representative: Thomson Newspapers.

TRURO, N.S.

1 - LOCATION: Colchester County, E&P Map F-4. County Seat. On Salmon River, 65 mi. from Halifax; 124 mi. from Moncton. On Hwys. running E, W & S. Railway & Hwy. hub.

2 - TRANSPORTATION: Railroads-Canadian National.
Motor Freight Carriers-17.
Intercity Bus Lines-Acadian Coach.
Airlines-Halifax Intl. Airport (37 mi.). Regular Air Line taxi service.

3 - POPULATION:
Corp. City 81 Cen. 12,552; E&P 87 Est. 12,547
CZ-ABC: (81) 18,982
RTZ-ABC: (81) 39,242
City & RTZ-ABC: (81) 58,244

4 - HOUSEHOLDS:
City 81 Cen. 4,755; E&P 87 Est. 5,204
CZ-ABC: (81) 6,810
RTZ-ABC: (81) 12,320
City & RTZ-ABC: (81) 19,130

5 - BANKS: 12, Deposits N.A.

6 - PASSENGER AUTOS: City 8,439

7 - ELECTRIC METERS: Residence 5,744

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Textiles; Bldg. Materials; Dairy Prods.; Railway.
Principal Industrial Pay Days-5th & 15th; 20th & 30th.

10 - CLIMATE: First killing frost, Sept. 15; last killing frost., May 31.

11 - TAP WATER: Acid, very soft; trace of fluorine.

12 - RETAILING: Principal Shopping Centers-Inglis and Prince Sts.; Fundy Trail Shopping Ctr. (15 stores); Truro Mall (30 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Margolian's; Walker's; K mart; Zeller's; People's.
Variety Stores-Woolworth; Metropolitan; Zeller's; Bargain Harold's.
Chain Drug Stores-MacQuarries; Lawtons; Shoppers.
Chain Supermarkets-Sobey's; IGA; Save-Easy.
Other Chain Stores-Canadian Tire; Simpson-Sears; Handy Andy; Charm Jewelers; G.C. Murphy; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 9,466; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Pearson, Adv. Mgr., NEWS, 6 Louise St., PO Box 220, Truro, NS B2N 5C3; Tel. (902) 893-9405.
National Representative: Thomson Newspapers.

ONTARIO SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1988
Under 5 Years	607	593	652
5-14 Years	1,467	1,294	1,422
15-24 Years	1,552	1,599	1,757
25-44 Years	2,267	2,529	2,778
45-64 Years	1,632	1,742	1,914
65 and Over	739	868	954
TOTAL	8,264	8,625	9,477

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1988
General Mdse.	1,874	5,340	7,318
Apparel	739	2,084	3,182
Furniture	385	889	1,317
Groceries	2,831	10,206	13,958
Lumber/Bldg. Mat	138	250	492
Restaurants	270	4,101	11,186
Autos	1,839	7,670	17,776
Gasoline/Fuel Oil	988	3,431	4,539
Drugs	316	1,392	2,595
TOTAL SALES	12,606	41,753	68,182

Source: Census of Canada/Retail Trade

EDITOR'S NOTE: Passenger Auto totals for Newfoundland, Ontario and Quebec are 1985 figures as these were the latest available at press time.

BARRIE, ONT.

1 - LOCATION: Simcoe County, E&P Maps E-4 & M-2, County Seat. Agricultural, light manufacturing, tourism; 60 mi. N of Toronto, on Ontario Hwys. 11, 26-27, 93 (90 to Base Borden); 400.

2 - TRANSPORTATION: Railroads-C.N.; C.P. (at Midhurst, 5 miles).
Motor Freight Carriers-10.
Intercity Bus Lines-Gray Coach; Greer Trans.
Airlines-Air Canada; American; C.P.A. (Toronto Airport 40 mi.).

3 - POPULATION:
Corp. City 81 Cen. 38,423; E&P 87 Est. 45,005
CZ-ABC: (81) 38,423
RTZ-ABC: (81) 70,797
City & RTZ-ABC: (81) 109,220
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 13,477; E&P 87 Est. 16,883
CZ-ABC: (81) 13,370
RTZ-ABC: (81) 22,455
City & RTZ-ABC: (81) 35,825

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	8	$49,000,000

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 7,820

8 - GAS METERS: Residence 2,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Appliances 850; Railways 250; Tanning 375; Rubber 220; Compressors 156; Steel Rules 75.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Winter 9-54. First killing frost, Sept. 28; last killing frost, Apr. 21.

11 - TAP WATER: From artesian wells, alkaline, medium hard.

12 - RETAILING: Principal Shopping Areas-5 blocks on Dunlop St.; 2 on Collier St.; 1 each on Bayfield & Clapperton.
Neighborhood Shopping Centers-Barrie Plaza, Wellington & Anne Sts.; Simcoe, Hwy. 11.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayfield Mall(38)	NA	Miracle Food Mart
Wellington St.	NA	Woolworth
Georgian Mall(40)	NA	Sears, Dominion

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Woolworth; Tower; K mart; Sayvette; Walker's; Sears.
Chain Supermarkets-Loblaw's; Dominion; A&P; Power; K mart; Food City; IGA; Red & White; Super Save; Miracle Mart.
Other Chain Stores-Sally; Evangeline; Walkwel; Maher; Burroughs; Canadian Tire; Tamblyn; Adams; Laura Secord; Coward; Kerns; Valu Fair Mart; Lincoln; Reward; Uniroyal; Firestone.

14 - NEWSPAPERS: EXAMINER (e) 13,853; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David Woronka, Adv. Dir., EXAMINER, 16 Bayfield St., Barrie, ON L4M 4T6; Tel. (705) 726-6537.
National Representative: Thomson Newspapers.

BELLEVILLE, ONT.

1 - LOCATION: Hastings County, E&P Maps E-4 & N-2, County Seat. Dairy and agricultural area; 115 mi. from Toronto; 235 mi. from Montreal. Wholesale shopping, manufacturing center on provincial Hwys. 2, 14, 37 and 401. Steamboat connections with Great Lakes and St. Lawrence River ports.

2 - TRANSPORTATION: Railroads-Canadian National; C.P. Div. point & repair shops for C.N.R.
Motor Freight Carriers-6.
Intercity Bus Lines-Belleville Transit; Colonial Coach; Rathbun, Smith.

3 - POPULATION:
Corp. City 81 Cen. 34,881; E&P 87 Est. 35,319
CZ-ABC: (81) 34,881
RTZ-ABC: (81) 109,746
City & RTZ-ABC: (81) 144,627

4 - HOUSEHOLDS:
City 81 Cen. 13,400; E&P 87 Est. 14,488
CZ-ABC: (81) 13,285
RTZ-ABC: (81) 36,680
City & RTZ-ABC: (81) 49,965

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Trust	15	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Total 13,203

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 1,199; Lock Mfg. 367; Plastics 180; Cement 320; Locomotive Shops 1,204; Conveyor Systems 250; Pablum Metrecal 200; Sporting Goods; Liquor and Industrial Alcohol; Cheese and Spices.
Principal Industrial Pay Days-Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-75; Summer 45-90; Fall 25-76; Winter -13-54. First killing frost, Oct. 24; last killing frost, May 16.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-4 blocks on Front St., 1 on Bridge St.; 1 on Victoria Ave., N. Front St.; Pinnacle St.
Neighborhood Shopping Centers-2 on Pinnacle St.; Belleville Plz., Dundas St.; Westgate Plz., Allied Towers, Trent Road; North Front St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Quinte Mall(65)	NA	Town & Country, Miracle Food, Sears, K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; many Thur.

13 - RETAIL OUTLETS: Department Stores-Walker; Lipson's; Sears; Allied Towers; Family Fair; McIntosh; Grafton-Fraser; People's Credit Jewelers; K mart.
Variety Stores-Kresges; Woolworths.
Chain Drug Stores-Shopper's Drug Mart; Tamblyn's; IDA 6; Rexall 2; Guardian Drugs 2.
Chain Supermarkets-Loblaw's 2; Dominion; A&P 2; Food City; Miracle Food Mart.
Other Chain Stores-Reitman's; Adams; Canadian Tire; Firestone; Goodyear; Goodrich; Provincial Tire; Shoes: Bata, Lincoln, Mahar's, Pollack's; Men's Wear: Jack Fraser's; Coles Books; Pulver's Ladies Wear; Laura Secord; 5th Avenue; Living Lighting; Young Canada.

14 - NEWSPAPERS: INTELLIGENCER (e) 17,874; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: R.E. Rabe, Adv. Dir., INTELLIGENCER, 45 Bridge St. E., Belleville, ON K8N 1L5; Tel. (613) 962-9171.
National Representative: Thomson Newspapers.

BRAMPTON, ONT.

1 - LOCATION: Peel County, E&P Maps E-4 and M-2. 25 mi. NW of Toronto. Hwys. 7 & 10.

2 - TRANSPORTATION: **Railroads**-CNR; CPR; GO Trans.
Motor Freight Carriers-20.
Intercity Bus Lines-Gray Coach.
Airlines-Toronto International Airport: 15 min. from downtown Brampton.

3 - POPULATION:
Corp. City 81 Cen. 149,030; E&P 87 Est. 215,131
CZ-ABC: (81) 149,030
RTZ-ABC: (81) 26,645
City & RTZ-ABC: (81) 175,575

4 - HOUSEHOLDS:
City 81 Cen. 44,055; E&P 87 Est. 68,259
CZ-ABC: (81) 43,950
RTZ-ABC: (81) 7,855
City & RTZ-ABC: (81) 51,805

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: 9,087

8 - GAS METERS: 4,200

9 - PRINCIPAL INDUSTRIES: Building Prods.; Packaging; Auto Mfg.; Roofing Supplies; Flowers; Commun. Equip.; Mattresses; Cigarettes; Food; Air Conditioning; Plastics; Adhesives; Office Supplies; Shoes; Boats; 10,000 employees.

10 - CLIMATE: Min. & Max. Temp.-Winter 27-32; Summer 39-85.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brampton Mall(33)	NA	Steinberg's Mkt.
Brampton Ctr.(4)	NA	Dominion Store
Peel Vlg. Sq.(9)	NA	Shoppers Drug Mart, Dominion
Shoppers World(119)	NA	K mart, Canada Safeway, Simpsons
Bramalea City Ctr.(160)	NA	Hudson's Bay, Eaton's
Mississauga Sq. One(170)	NA	Sears, Woolco, Hudson's Bay
Centennial Mall(20)	NA	Zeller's, Dominion
Southgate Mall(20)	NA	Steadman's

13 - RETAIL OUTLETS: Department Stores-K mart; Towers; Eaton's; Simpson's; Zeller's; Hudson's Bay; Miracle Beaucoup.
Discount Stores-BiWay; Stripe Discount.
Chain Drug Stores-Boots; Shoppers Drug Mart.
Chain Supermarkets-Dominion; Safeway; IGA; Loblaw's; Miracle Mart; Food City; Warehouse Foods.
Other Chain Stores-Canadian Tire; Goodrich; Firestone; Uniroyal; Elks; Reitman's; Jack Fraser; Laura Secord; Maher; Agnew-Surpass; Peoples Credit Jewelers; Flagg Shoes; Modernage; Lighting Unlimited; Ostrander's; Stitsky's; Bonita Shoes; Aikenhead.

14 - NEWSPAPERS: TIMES (e-mon to fri) 9,288; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Fred McMann, Adv. Mgr., TIMES, 33 Queen St. W., Brampton, ON L6Y 1M1; Tel. (416) 451-2020.
National Representative: Thomson Newspapers.

BRANTFORD, ONT.

1 - LOCATION: Brant County, E&P Maps E-4, M-3. On the Grand River. 24 mi. WSW of Hamilton; 65 mi. SW of Toronto. On Provincial Hwys. 2, 24, 53, 403.

2 - TRANSPORTATION: **Railroads**-Canadian National; Toronto, Ham. & Buffalo.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Canada Coach; Public Utilities Comm.; Burley; United Trails.

3 - POPULATION:
Corp. City 81 Cen. 74,315; E&P 87 Est. 83,261
CZ-ABC: (81) 74,315
RTZ-ABC: (81) 106,012
City & RTZ-ABC: (81) 180,327

4 - HOUSEHOLDS:
City 81 Cen. 26,545; E&P 87 Est. 31,938
CZ-ABC: (81) 26,545
RTZ-ABC: (81) 35,055
City & RTZ-ABC: (81) 61,600

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	18	N.A.
Trust Co's.	8	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 24,700

8 - GAS METERS: Residence 20,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Mach.; Refrigeration; Automotive; Textiles; Durables 10,300; Non-Durables 5,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-67; Summer 53-82; Fall 29-72; Winter 11-33.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-Eaton Market Sq.; Brantford Mall; Lynden Park Mall; Mohawk Plz.; Towers; Colborne Sq.; Fairview; Morrell Street Plz.; Pleasant Plz.; St. Paul Plz.; Greenbrier Plz.; Dunsdon Plz.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Eaton Market Sq.-Wed., Thur., Fri.; Brantford and Lynden Park Malls and Towers Mon.-Sat. All others Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Right House; Woolco 2; Towers; K mart; Sears.
Chain Drug Stores-SupeRx; Shoppers'; Boots; Towers; Woolco; K mart.
Chain Supermarkets-IGA; Calbecks 5; Gordon-Guscott Super Save; Miracle Mart; Vickerman's; Valdi's; No Frills; Zehrs; A&P.
Other Chain Stores-Reitman's 3; Agnew-Surpass 4; Maher's; Cole's Book Store; People's Jewellers; Pennington's; Elk's; Belinda and Brother 3; A & A Records; Black's Camera; Laura Secord 3; Muntz Stereo; Fotomat 2; Jean Junction; St. Clair Paint; Beaver Lumber; Cashway; Dominion Hardware; Mufflerman; Midas Muffler; Mr. Transmission; Speedy Muffler King; Speedy Auto Glass; Sherwin-Williams; Canadian Pittsburgh Ind.; Firestone; Goodyear; Gallenkamp Shoes; Radio Shack 2; Jack Fraser 2; Japan Camera 2; BiWay 2; Tip Top Tailors 2; Fairweathers; Bargain Harolds 2; Nabour 2; Sunrise Records; Leisure World; Athletes Foot; Churchills; Lady Footlocker; Suzie Shier 3; Hallmark Cards; Toys & Wheels; Town & Country; Youngs Jewellers.

14 - NEWSPAPERS: EXPOSITOR (e) 33,023; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: J.H. Gaul, Pub., EXPOSITOR, 53 Dalhousie St., Brantford, ON N3T 5S8; Tel. (519) 756-2020.
National Representative: Southam Newspapers.

BROCKVILLE, ONT.

1 - LOCATION: Leeds County, E&P Maps E-4, O-2. On St. Lawrence River. 208 mi. E of Toronto; 125 mi. W of Montreal; 70 mi. S of Ottawa. Queen's Hwys. 2, 29, 401.

2 - TRANSPORTATION: **Intercity Bus Lines**-Voyageur; Howard Bus; Leeds County; City; Greyhound; Healey Trans. Ltd.

3 - POPULATION:
Corp. City 81 Cen. 19,896; E&P 87 Est. 20,465
CZ-ABC: (81) 19,896
RTZ-ABC: (81) 62,256
City & RTZ-ABC: (81) 82,152
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 7,729; E&P 87 Est. 8,492
CZ-ABC: (81) 7,695
RTZ-ABC: (81) 20,870
City & RTZ-ABC: (81) 28,565

5 - BANKS	NUMBER	EST. DEP.
Savings	9	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 2,500

9 - PRINCIPAL INDUSTRIES: Abrasion & Grinding Wheels; Insulated Chimneys; Computers; Concrete Prods.; Tel. Installation & Switchboards; Wire & Cables; Elect. Tools; Phcy. Supplies; Footwear; Exhaust Fans; Beverage Base; Steel Tubing; Chemical Ind.; Publishers; Railway; Provincial Hospital; Computer Component Assembly; Chain Saws; Vacuum Cleaners.
Wage Rates-Manufacturing: Unskilled $4.35-$6.00; Semi-Skilled $5.00-$7.00; Skilled $9.00-$15.00.
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-72; Summer 55-92; Fall 38-65; Winter 20-40. First killing frost, Oct. 1; last killing frost, May 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on King St.; 3 on Buell St.; 5 on Perth St.; Shpg. Plz. on Stewart Blvd., 32 stores; Thousand Islands Mall, 30 stores.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Lipson's; Zeller's; Woolco.
Variety Stores-Woolworth.
Chain Drug Stores-IDA 3; Rexall; Shoppers'; Family Pharmacy 2; Boots.
Chain Supermarkets-A&P; No Frills; OK Economy; Steinberg; IGA.
Other Chain Stores-Kern's Jeweler; Agnew-Surpass Shoes 2; Lindor; Irene Hill; Canadian Tire; Giant Tiger; Home Hardware; Sherwin-Williams; Firestone; Goodyear; Singer; Pro Hardware; Reitman's; Cashway; Smart Set; Domininion Hardware.

14 - NEWSPAPERS: RECORDER & TIMES (e) 15,510; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dick Powers, Adv. Mgr., RECORDER & TIMES, 23 King St. W.; PO Box 10, Brockville, ON K6V 5T8; Tel. (613) 342-4441.
National Representative: None.

CAMBRIDGE, ONT.

1 - LOCATION: Waterloo County, E&P Map E-4, M-3. 13 mi. SE of Kitchener; 25 mi. NW of Hamilton. On Provincial Hwys. 8, 24, 24A, 97, 401.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific; Canadian National.
Motor Freight Carriers-12.
Intercity Bus Lines-Canada Coach; Burley; Grey Coach; Cambridge Transit.

3 - POPULATION:
Corp. City 81 Cen. 77,183; E&P 87 Est. 85,930
CZ-ABC: (81) 77,183
RTZ-ABC: (81) 13,452
City & RTZ-ABC: (81) 90,635

4 - HOUSEHOLDS:
City 81 Cen. 25,585; E&P 87 Est. 30,561
CZ-ABC: (81) 25,495
RTZ-ABC: (81) 4,115
City & RTZ-ABC: (81) 29,610

5 - BANKS	NUMBER	EST. DEP.
Savings	26	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 19,986

8 - GAS METERS: Residence 12,000; Commercial 1,400; Industrial 250.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 2,610; Mach. 5,875; Shoes 1,436; Rubber & Plastics 1,265; (Av. Wkly. Wage) Mfg. ($280); Industry ($300).
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 50-95; Fall 30-80; Winter 10-60.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Main St., Ainslie, Dickson, & Water Sts.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ayr	11	Zehr's
K mart Centre	5	K mart
Fairview Mall	9	Simpson's, Sears, Woolco, Zehr's

Other Shopping Centers-Cambridge Shoppers Mall; Highlands; Westgate; The Mall; John Galt Ctr.; Bishop Gate Mall; South Cambridge Ctr.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping centers open every evening. Downtown stores open Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Right House; Zeller's; Woolco; Miracle Mart; K mart.
Chain Drug Stores-Rexall; IDA; Shoppers; Boots.
Chain Supermarkets-Miracle Mart 2; Zehr's 4; Food Barn; A&P.
Other Chain Stores-Woodhouse; Canadian Tire; Firestone; Goodyear; Agnew-Surpass.

14 - NEWSPAPERS: REPORTER (e) 13,454; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jim Waterton, Adv. Mgr., REPORTER, 26 Ainslie St., Cambridge, ON N1R 3K1; Tel. (519) 621-3810.
National Representative: Thomson Newspapers.

CHATHAM, ONT.

1 - LOCATION: Kent County, E&P Maps D-4, L-3. County Seat. On River Thames. 190 mi. W of Toronto; 50 mi. E of Detroit. On Kings Hwys. 2, 401; Bluewater Hwy.; near Kings Hwys. 3, 21, 98.

2 - TRANSPORTATION: **Railroads**-C.P.; Canadian National; Norfolk; Western; C&O (freight).
Motor Freight Carriers-15.
Intercity Bus Lines-Chatham; Greyhound

3 - POPULATION:
Corp. City 81 Cen. 40,952; E&P 87 Est. 45,214
CZ-ABC: (81) 40,952
RTZ-ABC: (81) 66,070
City & RTZ-ABC: (81) 107,022

4 - HOUSEHOLDS:
City 81 Cen. 14,622; E&P 87 Est. 17,239
CZ-ABC: (81) 14,555
RTZ-ABC: (81) 22,140
City & RTZ-ABC: (81) 36,695

5 - BANKS	NUMBER	EST. DEP.
Trust & Mortgage	6	N.A.
Credit Unions	6	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 12,833

8 - GAS METERS: Residence (Chatham and immediate rural areas) 30,827

9 - PRINCIPAL INDUSTRIES: Auto Parts; Motor Trucks & Parts; Plastics; Metal & Paper Containers; Canned Goods; Fertilizers; Natural Gas Distributing; Jute Bags; Frozen Foods; Brick & Tile; Flour; Aluminum; Steel; Filters.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-75; Summer 57-102; Fall 31-85; Winter -3-50. First killing frost, Oct. 5; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on King St. & adjoining 2 blocks on Market Sq.; 1 on 4th St.; 1 on 5th St.; 1 on 6th St.
Neighborhood Shopping Centers-St. Clair St.; Thames St.; Queen St.; Richmond St.; Nortown-Chatham North.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Thames Lea(20)	2	A&P, Zeller's, Gordon's, K mart
Nortown(12)	2	IGA, Zehrs
North Maple Mall(24)	3	Woolco, Dominion, Bi-Way
Downtown Chatham Centre(60)	NA	Sears, Miracle Mart

Principal Shopping Days-Fri., Sat.
Stores Close-Sun.
Stores Open Evenings-Fri., Food Thur., Fri.; some nightly.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Woolco; K mart; Sears.
Discount Stores-Shoppers Drug Mart; Krazy Kelly; Valdi; Bargain Harold; Bi-Way.
Variety Stores-Bi-Way.
Chain Drug Stores-SupeRx 4; Shoppers; Boots.
Chain Supermarkets-A&P 2; IGA; Zehrs.
Other Chain Stores-Young's Jewellers; Singer; Women's Wear: Reitman's; Men's Wear: Tip Top Tailors, Jack Fraser; Shoes: Kinney, Bata, Fitzgerald-Walkwell, Agnew-Surpass, Kent, E. & R. Maher, Reward; Auto: Canadian Tire, Firestone,

Goodyear; Furniture: Tepperman's, Capri; Misc.: Canada (paint); Beaver Lumber & Hdwe.; Cashway Lumber; Pro Hdwe.

14 - NEWSPAPERS: NEWS (e) 15,566; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Larry Koziana, Adv. Mgr., NEWS, PO Box 2007, Chatham, ON N7M 2G4; Tel. (519) 354-2000.
National Representative: Thomson Newspapers.

COBOURG, ONT.

1 - LOCATION: Northumberland County, E&P Map E-4, M-2. On Lake Ontario, 35 mi. E of Oshawa. Manufacturing and cultural center.

2 - TRANSPORTATION: **Railroads**-C.N.; C.P.
Intercity Bus Lines-Gray; Colonial; Charterway; G.O. Buses.
Airlines-At Toronto International Airport.

3 - POPULATION:
Corp. City 81 Cen. 11,385; E&P 87 Est. 11,667
CZ-ABC: (81) 11,385
RTZ-ABC: (81) 14,490
City & RTZ-ABC: (81) 25,875

4 - HOUSEHOLDS:
City 81 Cen. 4,150; E&P 87 Est. 4,546
CZ-ABC: (81) 4,125
RTZ-ABC: (81) 5,820
City & RTZ-ABC: (81) 9,945

5 - BANKS: N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry-Mfg. Chrome Office Furn. & Fixtures; Tires; Mobile Homes; Boxes; Core; Pallets; Cocoa Mats & Matting; Rubber Mats; Metal Fab.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: DAILY STAR (e-mon to fri) 5,495; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William J. Poirier, Pub., COBOURG DAILY STAR, 415 King St. W.; Box 400, Cobourg, ON K9A 4L1; Tel. (416) 372-0131.
National Representative: None.

CORNWALL, ONT.

1 - LOCATION: Stormont County, E&P Maps E-4, O-2, County Seat. On St. Lawrence River; Headquarters St. Lawrence Seaway; Site of International St. Lawrence Power Generating Station 75 mi. W of Montreal; 270 mi. E of Toronto; 70 mi. SE of Ottawa.

2 - TRANSPORTATION: **Railroads**-Canadian National; C.P.
Motor Freight Carriers-7.
Intercity Bus Lines-Voyageur Coach.
Water Shipping-Great Lakes and Ocean Steamships.

3 - POPULATION:
Corp. City 81 Cen. 46,144; E&P 87 Est. 47,516
CZ-ABC: (81) 46,144
RTZ-ABC: (81) 34,452
City & RTZ-ABC: (81) 80,596

4 - HOUSEHOLDS:
City 81 Cen. 16,228; E&P 87 Est. 17,888
CZ-ABC: (81) 16,130
RTZ-ABC: (81) 10,975
City & RTZ-ABC: (81) 27,105

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	9	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Province 3,700,000; Residence 16,600

8 - GAS METERS: Residence 5,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 1,700; Textiles 1,000; Men's Clothing 200; Chem. 1,450; Other 1,850.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-88; Summer 36-90; Fall -6-77; Winter -16-48. First killing frost, Oct.; last killing frost, May.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Pitt St.; 2 on Second St.; 5 on Montreal Rd. (E. Cornwall) 5 plazas.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Thur., Fri.; Shpg. Plazas daily to 10 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Zeller's; Woolco; Sears; K mart; Reitman's; Harts; Giant Tiger; Bargain Harold, Bi-Way.
Variety Stores-People's.
Chain Drug Stores-Fullerton's IDA 2; Tamblyn's 2; Medical Arts; Woolco Pharmacy; Shoppers; Jean Coutu.
Chain Supermarkets-Loblaws 2; Dominion 2; Steinberg's 2; Red & White; Super Save; Valdi Food.
Other Chain Stores-Laura Secord; Canadian Tire; Firestone; Goodyear; Cashway; Radio Shack; Marks & Spencer; Tip Top; Elks; Family Fair; Leisure World; Joe Feller; Suzy Shier; Steel Man; Agnew Shoes; Astral Photo; Atlantic Video & Sound; Bare Essentials; Boutique Marie Claire; Coles Books; Fairweather; Flipside Records; Irene Hill; Shoes: Fredelle, Kinney, Dexter, Belinda & Brother, Lewis, Maher; Mappins Jewelry; Montreal Draperies; Penningtons; Peoples Jewelers; St. Clair Paint & Wallpaper; Smart Set; Town & Country.

14 - NEWSPAPERS: STANDARD-FREEHOLDER (e) 17,350; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Amar Badami, Adv. Dir., STANDARD-FREEHOLDER, 44 Pitt St., Cornwall, ON K6J 3P3; Tel. (613) 933-3160.
National Representative: Thomson Newspapers.

FORT FRANCES, ONT.

1 - LOCATION: Rainy River District, E&P Map D-4, Judicial Seat. Pulp, paper, lumber, tourism, agriculture. Canada-U.S. border crossing point.

2 - TRANSPORTATION: **Railroads**-C.N.; D.W.P.
Motor Freight Carriers-3.
Intercity Bus Lines-Grey Goose; Excel Motor Coach.
Airlines-Northwest Orient (International Falls); NorOntair.

3 - POPULATION:
Corp. City 81 Cen. 8,906; E&P 87 Est. 8,597

4 - HOUSEHOLDS:
City 81 Cen. 3,257; E&P 87 Est. 3,355

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.
Savings & Loan	1	N.A.
Credit Unions	1	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: 4,300

8 - GAS METERS: 1,700

9 - PRINCIPAL INDUSTRIES: Pulp & Paper; Agric.; Lumbering; Tourism.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Soft; fluoridated & chlorinated.

12 - RETAILING: **Principal Shopping Area**-5 blocks in town.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Chain Stores**-Safeway; Canadian Tire; Saan; Ackland's; MacLeod's; IGA; Metropolitan.

14 - NEWSPAPERS. BULLETIN (e-mon, tues, thur, fri) 2,978; sworn July 30, 1987.
Local Contact for Advertising and Merchandising Data: J. Cumming, Adv. Mgr., BULLETIN, 116 First St.; PO Box 339, Fort Frances, ON P9A 3M7; Tel. (807) 274-5373.
National Representative: None.

GUELPH, ONT.

1 - LOCATION: Wellington County, E&P Map E-4, M-2, County Seat. Agricultural, manufacturing, dairy and university center. 55 mi. W of Toronto; 28 mi. N of Hamilton. On Provincial Hwys. 6, 7, 24, 25, 86, 401.

2 - TRANSPORTATION: **Railroads**-C.N.; C.P.; Junction.
Motor Freight Carriers-31.
Intercity Bus Lines-Canada; Elliott Coach; Grey Coach.
City Bus Lines-Guelph Trans. Comm.
Airlines-Waterloo Wellington, private & charter; Guelph Air Park, private & small charter.

3 - POPULATION:
Corp. City 81 Cen. 71,207; E&P 87 Est. 78,248
CZ-ABC: (81) 71,207
RTZ-ABC: (81) 71,431
City & RTZ-ABC: (81) 142,638

4 - HOUSEHOLDS:
City 81 Cen. 25,180; E&P 87 Est. 30,143
CZ-ABC: (81) 25,180
RTZ-ABC: (81) 22,584
City & RTZ-ABC: (81) 47,764

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	38	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 24,228

8 - GAS METERS: Residence 14,268

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Prods. 3,475; Machinery 1,130; Clothing 1,039; Food & Beverages 1,010; Textiles 787; Primary Metal 696; All Other 6,672.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-90; Fall 30-65; Winter 0-40. First killing frost, Sept. 28; last killing frost, Apr. 30.

11 - TAP WATER: Acid, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-on 9 Sts.; 8 blocks Macdonell; Eaton Ctr.; Carden; Quebec; Woolwich; Wyndham; Cork; Norfolk; Douglas; Wilson; Speedvale; Willow West Mall; Victoria Rd. Plz.; Stone Rd. Mall; Westwood Plz.; Bullfrog Mall; Campus Estates.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fergus	14	Russels, Vince's Mkt., IGA, Zehr's, L&M Mkt.
Elora	13	L&M Food
Acton	14	Eisen, IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri. until 9 pm.

13 - RETAIL OUTLETS: **Department Stores**-Budds; Sears; Zeller's County Fair 2; K mart; BiWay 2; Eaton's.
Variety Stores-Woolworth; Bargain Harold.
Chain Drug Stores-IDA; Big V 3; Boots 2; Shoppers 3; Guardian.
Chain Supermarkets-A&P 2; Foodland; Zehr's 6; Miracle Mart; Bonanza; Valdi.
Other Chain Stores-Shoes: Aggie's, Athletes Foot, Joggers, Rizzo, Cord Wainer 3, Kiddie Cobbler, Gallenkamp, Belinda & Brother 2, Heller & Moisan, Ab Amies; Auto Supply: Canadian Tire 2, Marsh Tire, Apple Auto Glass, Guelph Auto Electric, Standard Auto Glass; Confectionery: Laura Secord 2; Clothing: Lorraine, Robert K. Smith, Milady, Zacks, Reitman's 2, Arcade, Irene Hill, Suzy Shier 2, Brown's, House of David, Star 2, Ellen's Fashion's, Lee's Apparel, Petticoat Lane; T.V.: Wickham's County TV, Shortreed, Love's, Japan Camera, Tip Top, Fairweather, Playtime, Thrifty's, Black's; Jewelry: Birk's, Pequegnat's, A.W. Smith, Walters, People's, Morse, Young's, Brancier.

14 - NEWSPAPERS: MERCURY (e) 18,463; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Peter Kohl, Pub./Gen. Mgr., MERCURY, 8-14 Macdonnell St.; PO Box 3604, Guelph, ON N1H 6P7; Tel. (519) 822-4310.
National Representative: Thomson Newspapers.

HAMILTON, ONT.

1 - LOCATION: Wentworth & Halton Counties, E&P Maps E-4, M-3. Western end Lake Ontario. County Seat; 19,230 acres, one of the largest land-locked harbors on Great Lakes, 42 mi. SW of Toronto; 64 mi. W of Buffalo; 47 mi. W of Niagara Falls, 200 mi. E of Detroit, on Queen Elizabeth Hwy. & Ontario Hwys. 2, 5, 6, 8, 20, 403.

2 - TRANSPORTATION: **Railroads**-C.N.; C.P.; TH&B.
Motor Freight Carriers-100.
Intercity Bus Lines-Eastern Canadian Greyhound; Gray Coach; Canada Coach.
Steamship Lines-61.
Airlines-Air Canada; C.P.; American; British Airways, Nordair; United; Alitalia; Eastern; USAir; Jamaica; Transair; Lufthansa; KLM; Air France.

3 - POPULATION:
Corp. City 81 Cen. 306,434; E&P 87 Est. 307,928
CZ-ABC: (81) 473,903
RTZ-ABC: (81) 258,435
Met. Area 81 Cen. 542,095; E&P 87 Est. 575,088
City & RTZ-ABC: (81) 732,338
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 114,684; E&P 87 Est. 123,345
Met. Area 81 Cen. 190,250; E&P 87 Est. 221,771
CZ-ABC: (81) 169,075
RTZ-ABC: (81) 82,360
City & RTZ-ABC: (81) 251,435

5 - BANKS	**NUMBER**	**EST. DEP.**
All	135	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 151,593

8 - GAS METERS: Residence 73,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 70,600 ($387); Durable Goods 54,400 ($411); Non-durable Goods 16,300 ($311); Food & Beverages 4,400 ($289); Metal Fab. Industries 7,800 ($387); Mach. & Elect. 5,400 ($418); Elect. Prods. 7,900 ($360); Constr. 4,900 ($452); Trans., Commun. & Util. 7,200 ($344); Trade 21,300 ($222); Fin., Ins. & R.E. 5,000 ($222); Servs. 9,100 ($165).
Principal Pay Days-Thur., Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-53; Summer 60-95; Fall 40-59; Winter 15-31. First killing frost, Oct. 23; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Districts**-4 blocks on King, James, John, Main and York Sts. centered on King and James; Mohawk & Upper James St. Mtn.
Neighborhood Shopping Districts-Ottawa St. N.; Hess Village; Kenilworth Ave. N.; Locke St. S.; Westdale (King St. W.); Concession St. Mountain; Barton St. E.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
University Plz. Dundas(32)	5	Miracle Food Mart, A&P
Greater Hamilton(70)	3	Robinson's, Sears, K mart, A&P
Burlington Mall(80)	12	Sears, Eaton's, K mart, Robinson's, A&P
Mountain Plz.(30)	2	Woolco
Skyway Plz. Stoney Crk.(20)	8	Woolworth, A&P
Skyway	14	
Fennel Sq.(15)	30	A&P, Woolworth
Terminal Towers		
Aldershot(15)	8	Towers, Canadian Tire, A&P
Brant Plaza(15)	10	No Frills
Roseland Plz.(20)	11	SupeRx
County Fair(5)	4	Zeller's, No Frills
Appleby Mall-Burlington	10	Zeller's, A&P
Queenston Mall	5	Miracle Food Mart, Canadian Tire
Eastgate Sq.(104)	5	Eaton's, Woolco, Robinson's Super Store
Jackson Sq.(110)		Eaton's, Marks & Spencer
Westcliffe Mall(34)	3	Home Hdwe., A&P
Gage Square(6)	NA	A&P, Canadian Tire
Stadium Mall(7)	3	Consumer Dist., Food City
Strath-Barton(6)	.4	Family Fair, Food City
Harvard Sq.	NA	Supertops
Lime Ridge Mall(190)	5	Sears, Robinson's, Eaton's, K mart
Fiesta Mall	7	Zeller's, A&P
Hopedale Mall(20)	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most downtown chain food & shopping centers: Thur., Fri.; Plaza food stores open 6 nights; Most other city malls: Mon. to Fri.

13 - RETAIL OUTLETS: **Department Stores**-Eaton's; G.W. Robinson; Sears.
Discount Stores-Towers; Zeller's; Woolco; K mart.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-IDA 14; Shoppers 7; Big V 16; SupeRx 3; Boots 13; Dell Chemists 9.
Chain Supermarkets-Miracle Food Marts 4; IGA 17; A&P 11; Valdi 3; Fortino 6; No Frills 3; Min-A-Mart 5; Zehr's 2.
Other Chain Stores-Tip-Top Tailors, Reitman's, D'Allaird's, Agnew-Surpass, Maher, Elks Men's Wear, Lindor; Auto: Canadian Tire 7, Firestone 5; Jewelry; Henry Birks and Sons, People's Credit Jewelers, Mappin's, Kern's, Walters, Ostranders, Ashleys, Grahams.

14 - NEWSPAPERS: SPECTATOR (e) 142,733; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Dave Copeland, Adv. Dir., SPECTATOR, 44 Frid St., Hamilton, ON L8N 3G3; Tel. (416) 526-3333.
National Representative: Southam Newspapers.

KENORA, ONT.

1 - LOCATION: District of Kenora. E&P Map C-3. Hwy. 17. Agricultural, tourist resort, manufacturing area.

2 - TRANSPORTATION: Railroads-C.P.
Intercity Bus Lines-Greyhound.
Airlines-Norontair; Bearskin; Helitac (Helicopter Service); Walsten Air Service (Float & Ski Service); Austin Air; Air Canada.

3 - POPULATION:
Corp. City 81 Cen. 9,817; E&P 87 Est. 9,161
CZ-ABC: (81) 9,817
RTZ-ABC: (81) 10,482
City & RTZ-ABC: (81) 20,299
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 3,677; E&P 87 Est. 3,649
CZ-ABC: (81) 3,610
RTZ-ABC: (81) 3,230
City & RTZ-ABC: (81) 6,840

5 - BANKS	**NUMBER**	**DEPOSITS**
Banks	6	N.A.
Credit Unions	2	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Paper; Fresh Water Fishing; Lumber Mills; Boat Mfg.; Tourism; Mining; Crafts.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-10; Summer 20-26; Fall 10-20; Winter -25-20. First killing frost, mid-Oct.; last killing frost, mid-May.

11 - TAP WATER: Lake water (treated).

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kenora Shoppers Mall(15)	NA	Woolworth
Kenora Town Centre(65)	NA	

Principal Shopping Days-Thur. through Sat. Major food stores and mall open 9 to 9 (summer only).

13 - RETAIL OUTLETS: Canadian Tire; Safeway; Saan; Loblaws; Sears (mail order).

14 - NEWSPAPERS: MINER & NEWS (e-mon to fri) 4,726; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bob Ponton, Adv. Mgr., MINER & NEWS, 33 Main St. S., Kenora, ON P9N 3X7; Tel. (807) 468-5555.
National Representative: None.

KINGSTON, ONT.

1 - LOCATION: Frontenac County. E&P Maps E-4 N-2. 165 mi. E of Toronto; 185 mi. W of Montreal; 129 mi. SW of Ottawa. On Queen's Hwy. 2, 15 and Macdonald-Cartier Freeway.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Water-St. Lawrence Seaway Port.
Motor Freight Carriers-20.
Intercity Bus Lines-Voyageur Colonial, Ltd.; Charter Aircraft.
Airlines-Corporate Air; Kingston Flying Club.

3 - POPULATION:
Corp. City 81 Cen. 52,616; E&P 87 Est. 49,798
Bal. in NDM-ABC: (81) 75,481
Total NDM-ABC: (81) 128,364
CZ-ABC: (81) 52,883
RTZ-ABC: (81) 31,851
Total NDM & RTZ-ABC: (81) 160,215

4 - HOUSEHOLDS:
City 81 Cen. 22,209; E&P 87 Est. 22,267
Bal. in NDM-ABC: (81) 23,308
Total NDM-ABC: (81) 44,795
CZ-ABC: (81) 21,487
RTZ-ABC: (81) 10,745
Total NDM & RTZ-ABC: (81) 55,540

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	32	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: 22,839

8 - GAS METERS: 5,316

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Synthetic Fibers 2,000 (N.A.); Metal Proc. 2,500 (N.A.).
Principal Industrial Pay Days-15th & 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 65-83; Fall 32-60; Winter -10-40. First killing frost, Oct. 9; last killing frost, May.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Cataraqui Town Ctr.; 5 blocks on Princess St.; Kingston Shopping Ctr.; Frontenac Mall; 4 other plzs., 30 stores.
Neighborhood Shopping Centers-Upper Princess St.; N. Montreal St. and Reddendale; Hwy. 33.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plz.(6)	NA	K mart, Loblaw's
Kingston Centre(4)	NA	Simpsons-Sears, Loblaw's
Frontenac Centre(6)	NA	Dominion, Woolco
Cataraqui Centre(6)	8	Simpson's, Zeller's, Loblaw's

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Jos. Abramsky & Sons; Zeller's; Sears; Cherney's; The Bay.
Discount Stores-S&R; Woolco; K mart; Consumers Distributing; Bi-Way.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Tamblyn; Thrifty; Shoppers; Boots; Guardian; Medical Arts Pharmacy; I.D.A.
Chain Supermarkets-A&P; Loblaw; Dominion; IGA; Food City; Valdi's.
Other Chain Stores-Reitman's (ladies'); Sally Shops (ladies'); Tip Top Tailors (men's); Agnew-Surpass (shoes); Firestone; People's Credit Jewellers; Canadian Tires; Fairweather (apparel); Bata Shoes; Kiddie-Kobbler (shoes); Uniroyal; Cherney's (furn.); Kinney Shoes; Suzy Shier; Marks & Spencer; Elk's; Frontier Fruit & Nut; Bowring's; Shorney's; Keyman Shop; Town & Country National Bakeries; Singer; Sport Experts; Family Fair; Dapper Dan; Laura Secord; Toy World; Aggies; Astral Photo; Atlantic Stereo; Barnes Wines; Big Steel; Birks Jewellers; Classic Bookshop; D'Allairds; Discus; Drapery Shoppe; Jack Fraser; Garfield H. Halpern, Esq.; Health-Tex; Japan Camera; Lawley's of London; Lights & Lamps; Lindor; Maher Shoes; Micro Cooking Centre; Mmmuffins; Merle Norman; Orange Krate; Pantorama; Radio Shack; Stiches; Stokes; W.H. Smith Books; The Bombay Co.; The Key Shop; Trans-Canada Shoes; Turning Point; Walters Jewellers; Redmond Optical.

14 - NEWSPAPERS: WHIG-STANDARD (e) 36,126; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ray Johnston, Adv. Dir., WHIG-STANDARD, 306 King St. E., Kingston, ON K7L 4Z7; Tel. (613) 544-5000.
National Representative: Bardal, Gosbee & Associates.

KIRKLAND LAKE, ONT.

1 - LOCATION: Temiskaming County, E&P Map D-4. Mining, farming, education, distribution center. 365 mi. from Toronto. On Hwys. 11, 66.

2 - TRANSPORTATION: Railroads-Ontario-Northland and Bus.
Motor Freight Carriers-2.
Airlines-NorOntair.

3 - POPULATION:
Corp. City 81 Cen. 12,219; E&P 87 Est. 10,929
CZ-ABC: (81) 12,219
RTZ-ABC: (81) 29,069
City & RTZ-ABC: (81) 41,288

4 - HOUSEHOLDS:
City 81 Cen. 4,716; E&P 87 Est. 4,486
CZ-ABC: (81) 4,645
RTZ-ABC: (81) 9,485
City & RTZ-ABC: (81) 14,130

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 5,160

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-70; Summer 45-95; Fall 0-80; Winter 0-50.

11 - TAP WATER: Neutral; very soft; fluoridated.

12 - RETAILING: Principal Shopping Center- 4 blocks on Government Road.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Variety Stores-Metropolitan; Kresge; Woolworth.
Chain Drug Stores-IDA 2; Rexall.
Chain Supermarkets-A&P; Dominion; Montemurro's; IGA.

14 - NEWSPAPERS: NORTHERN NEWS (e) 5,774; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ron Mullin, Adv. Mgr., NORTHERN NEWS, 8 Duncan Ave., Kirkland Lake, ON P2N 3L4; Tel. (705) 567-5321.
National Representative: Thomson Newspapers.

KITCHENER-WATERLOO, ONT.

1 - LOCATION: Regional Municipality of Waterloo, E&P Maps D-4, M-2, M-3; County Seat. 72 mi. W of Toronto, 66 mi. E of London.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-34.
Intercity Bus Lines-Gray.
Airlines-Air Canada; C.P.; American; Eastern; Wardair; Lufthansa; Swissair; Pearson Int'l Airport (45 minutes); Nordair; Hamilton Airport (40 minutes).

3 - POPULATION:
Corp. Cities 81 Cen. 189,162; E&P 87 Est. 209,114
  Kitchener 81 Cen. 139,734; E&P 87 Est. 154,449
  Waterloo 81 Cen. 49,428; E&P 87 Est. 54,665
CZ-ABC: (81) 189,162
RTZ-ABC: (81) 123,721
City & RTZ-ABC: (81) 312,883
Met Area 81 Cen. 287,801; E&P 87 Est. 312,663
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 81 Cen. 68,774; E&P 87 Est. 81,372
  Kitchener 81 Cen. 50,329; E&P 87 Est. 59,547
  Waterloo 81 Cen. 18,445; E&P 87 Est. 21,825
Met. Area 81 Cen. 99,395; E&P 87 Est. 121,183
CZ-ABC: (81) 67,460
RTZ-ABC: (81) 38,220
City & RTZ-ABC: (81) 105,680

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	111	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 95,349

8 - GAS METERS: Residence 55,181

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Managerial/Administrative 12,334; Clerical 27,435; Sales 14,730; Service 16,240; Proc. 9,095; Machining 8,900; Product fabricating, assembling and repairing 20,310; Constr. trades 7,015.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-51; Summer 55-81; Fall 40-61; Winter 19-31. First killing frost, Oct.; last killing frost, May.

11 - TAP WATER: Neutral, very hard; Kitchener not fluoridated; Waterloo fluoridated.

12 - RETAILING: Principal Shopping Centers-Fairview Park, 5 mi. from downtown Kitchener (154 stores); Market Sq., downtown Kitchener (75 stores); King Ctr., downtown Kitchener (65 stores); 8 blocks on King St., Kitchener; Waterloo Town Sq., downtown Waterloo (52 stores); Conestoga Mall 6 mi. from downtown Waterloo (74 stores); 3 blocks on King St., Westmount Place (41 stores); John Galt Shopping Ctr. (26 stores); Highland Shopping Ctr. (10 stores); Plz. 651 (10 stores); Cambridge Shoppers Mall (9 stores); South Cambridge Shopping Ctr. (8 stores); Bishop Gate Mall (10 stores).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri., Food-every evening except Sunday.

13 - RETAIL OUTLETS: Department Stores-Budds; Eaton's 2; Marks & Spencer; The Bay; Sears; Robinson's 2.
Variety Stores-Woolworth; Zeller's.
Discount Stores-Woolco; Towers 2; K mart 2.
Chain Drug Stores-Boots 7; Guardian 3; IDA 2; Shoppers Drug Mart 5; Big V 2; SupeRx.
Chain Supermarkets-Dutch Boy 6; Zehr's 11; Central; Knechtel's 3; Mr. Grocer; Loblaw's Super Store.
Other Chain Stores-Agnew-Surpass Shoes 4; Reward Shoe 2; Singer Co.; Youngs Jewelry 2; Weston Jewelers; Walters Jewelers 4; Reitman's 4; Tip Top Tailors 4; Firestone 3; Goodrich; Uniroyal; Canadian Tire 5; Goodyear; Fairweathers 3 (women's); Town & Country (women's) 6; Leon's Furn.; Brick Furn.; Pennington's 2; D'Aillard's 2; Bowring's 2; Dalmy's; Jack Fraser 2; Elk's 2; Biway 3; Nabour 3; Bargain Harold's 2.

14 - NEWSPAPERS: RECORD (e) 78,486; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: H.J. Baird, Adv. Dir., RECORD, 225 Fairway Rd., Kitchener, ON N2G 4E5; Tel. (519) 894-2231.
National Representatives: Bardal, Gosbee & Associates; Newspaper Marketing Bureau.

LINDSAY, ONT.

1 - LOCATION: Victoria County. E&P Maps E-4 & M-2. On the Scugog River. 78 mi. SE of Georgian Bay; 69 mi. NE of Toronto.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Intercity Bus Lines-Travelway Bus.

3 - POPULATION:
Corp. City 81 Cen. 13,596; E&P 87 Est. 14,715
CZ-ABC: (81) 13,596
RTZ-ABC: (81) 38,993
City & RTZ-ABC: (81) 52,589

4 - HOUSEHOLDS:
City 81 Cen. 5,292; E&P 87 Est. 6,118
CZ-ABC: (81) 5,260
RTZ-ABC: (81) 13,510
City & RTZ-ABC: (81) 18,770

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 300; Chemical 600; Brake Shoe 115; Die Casting 150; Rubber Mfg. 450; Gen. Mfg. 200; R.R.; Printing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri., Shopping Malls (2) open Mon. through Sat. until 10 p.m.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: POST (e-mon to fri) 4,656; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Marc Foisy Des Forges, Adv. Sales Dir., POST, 15 William St. N., Lindsay, ON K9V 3Z9; Tel. (705) 324-2114.
National Representative: None.

LONDON, ONT.

1 - LOCATION: Middlesex County. E&P Maps D-4 & L-3. On River Thames, 110 mi. W of Toronto and 105 mi. E of Detroit, MI.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-67.
Intercity Bus Lines-Greyhound; Gray Coach; London Charterways.
Airlines-Air Canada; Air Ontario.

3 - POPULATION:
Corp. City 81 Cen. 254,280; E&P 87 Est. 280,460
Met. Area 81 Cen. 283,668; E&P 87 Est. 309,912
CZ-ABC: (81) 257,057
RTZ-ABC: (81) 548,363
City & RTZ-ABC: (81) 805,420
Demographic Information available from Newspaper. See paragraph

4 - HOUSEHOLDS:
City 81 Cen. 98,070; E&P 87 Est. 115,252
Met. Area 81 Cen. 105,595; E&P 87 Est. 128,059
CZ-ABC: (81) 97,433
RTZ-ABC: (81) 185,232
City & RTZ-ABC: (81) 282,665

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	81 Br.	NA

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 84,000

8 - GAS METERS: Residence 66,443

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary 900; Mfg. 28,400; Constr. 6,700; Trans. Commun., Utils. 8,300; Trades 24,400; Fin., Ins. & R.E. 10,100; Servs. 49,600; Public Admin. 7,100.
Principal Pay Days-Thur., Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring -6-32; Summer 5-32; Fall -16-25; Winter -25-10.

11 - TAP WATER: Lake Huron Pipeline; fluoridated.

12 - RETAILING: Principal Shopping Centers-(No. of Stores)-Eaton Sq. (58), Wellington King Sts.; Eastown Plz. (37), East Dundas St.; Westown Plz. (20), Oxford St. W.; London Plz. (10), Adelaide St. N.; Wharncliffe Plz. (8), Wharncliff-Base Line Rds.; Masonville Pl. (130), Richmond St. & Fanshawe Park Rd.; Oakridge Mall (40); Northland

Mall (20), Highbury and Huron Sts.; White Oaks (170), Wellington Rd.; Southcrest (11), Springbank Dr.; King Plz. (13), Hamilton Rd.; Oxford Plz (18), Oxford-Adelaide Sts.; Argyle Mall (38), Dundas Clark Rd.; Norton Estates, Commissioners' Rd. (23); London Mall (9); Westmount Plz. (70); City Centre (32), Dundas at Wellington; Sherwood Forest Mall (28), Gainsborough & Halton Rd.; Oxbury Place (26), Oxford St. E.; Towers Plz. (7), Wellington Rd. S.; London Mews (60); Wonderland Mall (24), Wonderland & Southdale.

Core Shopping Area-7 blocks on Dundas St.; 5 on Richmond St.; 2 on Clarence St.; 2 on Talbot St.; 3 on King St.

Neighborhood Shopping Areas-6 blocks on Dundas St. E. from Adelaide; 2 on Richmond St., S. of Oxford; 3 on Wharncliffe, N. of Wyatt; 5 on Wharncliffe, S. of Elmwood; 8 on Hamilton Rd., E. of Little Hill St.; 5 on Oxford, E. of Gammage; 3 on Wortley, S. of Askin; 1 on Clark Rd. & Trafalgar; 1 on Trafalgar & Highbury; The Boulevard.

Stores Close-Sundays.

Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Eatons 3; The Bay 2; Kingsmills; Sears; Fairweather 3

Discount Stores-Towers; K mart 2; Zellers 3; Woolco 3; Family Fare 2

Variety Stores-Zellers; Woolworth 2; Metropolitan; Kresges.

Chain Drug Stores-Boots 7; Canadian Apothecary 5; Shopper's Drug 6; SupeRx 5; Big V 9.

Chain Supermarkets-Loblaws 4; No Frills 3; Superstore 2; A&P 5; Miracle Foodmart 4; EMA 3; Food City 2.

Other Chain Stores-Apparel: D'Allaird's, Boughners' Reitmans 5, Marks & Spencer 5, Fairweather 3; Jewelry: Birks Mappins 2, Peoples 2, Youngs 5, Morse 2, Nash 2; Furn.: Leon's, Interior Trend, Design Plus, Pattons Place, Common Mkt., Jensens, Ethan Allen; Shoes: Agnew-Surpass 3, Arliss 2, Bata 2, Belinda 4, Dacks, Fredelle 2, Kinney 3, Maher 2, Mugford 2; Bakeries: Grandma Lees 2, Hunts 4; Misc.: Coles Books 3, Oxford 2, Provident 2, Wendell Holmes 3, Classic 3.

14 - NEWSPAPERS: FREE PRESS (m) 128,085; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: G.W. Smith, Adv. Dir., FREE PRESS, PO Box 2280, London, ON N6A 4G1; Tel. (519) 679-1111.

National Representative: Newspaper Marketing Bureau.

NIAGARA FALLS, ONT.

1 - LOCATION: Regional Municipality of Niagara; E&P Map E-4. On Niagara River between Lake Erie and Lake Ontario. On Hwys. 3, 3A, 8, 20 and the Queen Elizabeth Hwy.

2 - TRANSPORTATION: **Railroads**-C.N.; Wabash; C.P.

Motor Freight Carriers-7.

Intercity Bus Lines-Municipal Transit System; Canada Coach; Grey Coach; Greyhound.

Airlines-Air Canada; American; United; Mohawk; Lake Central.

3 - POPULATION:

Corp. City 81 Cen. 70,960; E&P 87 Est. 75,105
CZ-ABC: (81) 70,960
RTZ-ABC: (81) 36,282
Met. Area 81 Cen. 304,353; E&P 87 Est. 316,492
City & RTZ-ABC: (81) 107,242

4 - HOUSEHOLDS:

City 81 Cen. 25,087; E&P 87 Est. 28,353
CZ-ABC: (81) 24,880
RTZ-ABC: (81) 12,660
Met. Area 81 Cen. N.A.; E&P 87 Est. 119,696
City & RTZ-ABC: (81) 37,540

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	24	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 20,810

8 - GAS METERS: Residence 16,415

9 - PRINCIPAL INDUSTRIES: Abrasives; Chemicals; Machinery; Silverware; Cereals; Fishing Boxes; Wine; Baby Food; Canned Goods; Refractories. (Av. Wkly. Wage N.A.).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Summer 68; Av. An. Temp.-47; An. Rainfall 30 inches.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Queen St., Main St., Victoria Ave. at Centre St. and Victoria Ave. at Morrison St.

Neighborhood Shopping Centers-Stamford; Chippawa; Lundy's Lane Plaza; Dorchester Rd.; Niagara Square.

Principal Shopping Days-Thur., Sat.

Stores Close-Wed. afternoon.

Stores Open Evenings-Thur. & Fri.-North End; Fri.-South End.

13 - RETAIL OUTLETS: Department Stores-Rosberg's; Zeller's; Towers; Robinson's; K mart.

Variety Stores-Metropolitan.

Chain Drug Stores-Rexall 7; IDA 3; Super-Save; Shoppers Drug Mart.

Chain Supermarkets-Red & White 4; Super Save; A&P 2; Quality Fare; IGA; Food City; No Frills.

Other Chain Stores-Reitman's Shoes; Agnew-Surpass; Maher; Reward; Firestone; Canadian Tire; Goodyear; Dunlop; Consumers Distributing.

14 - NEWSPAPERS: REVIEW (e) 21,281; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Wayne Campbell, Adv. Mgr., REVIEW, 4801 Valley Way, Niagara Falls, ON L2E 6T6; Tel. (416) 358-5711.

National Representative: Thomson Newspapers.

NORTH BAY, ONT.

1 - LOCATION: Nipissing County, E&P Maps D-4, M-1. 220 mi. N of Toronto.

2 - TRANSPORTATION: **Railroads**-C.N.; C.P.; O.N.R. Headquarters.

Motor Freight Carriers-15.

Intercity Bus Lines-Deluxe Trans.; Voyageur Colonial; Greyhound; Gray Coach; Ontario Northland; Colonial.

Airlines-Air Canada; First Air; Voyager; NorOntair.

3 - POPULATION:

Corp. City 81 Cen. 51,268; E&P 87 Est. 52,259
CZ-ABC: (81) 51,268
RTZ-ABC: (81) 50,389
City & RTZ-ABC: (81) 101,657

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 81 Cen. 17,075; E&P 87 Est. 18,804
CZ-ABC: (81) 17,075
RTZ-ABC: (81) 16,378
City & RTZ-ABC: (81) 33,453

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	19	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 16,559

8 - GAS METERS: Residence 8,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary Industry 453; Mfg. 4,334; Constr. 1,461; Trans., Commun. & Util. 3,376; Trade & Commerce 3,956; Fin., Ins. & R.E. 730; Service 6,728; Public Admin. 4,158.

Principal Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 2-9; Summer 12-21; Fall 0-9; Winter -17-7. First killing frost, Sept.; last killing frost, June.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Main St.

Neighborhood Shopping Centers-2 blocks on Lakeshore Dr.; 1 on McIntyre St.; 3 on Algonquin Ave. Northgate Sq. 21 acres, 60 stores, incl. Loblaw; Woolco; Reitman 1,450 cars; Nipissing Plz.; Dominion; Zeller's, 6 mi. from downtown; Widdifield Plz. 2 stores 700 cars; North Bay Mall; K mart, A&P 65 stores, 1,200 cars.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Fri.; some 6 nights.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Woolco; Tower's; K mart.

Variety Stores-Kresge's.

Chain Drug Stores-Boots 2; Shopper's 2.

Chain Supermarkets-Dominion 2; A&P 2; Loblaw's; IGA; Food City.

Other Chain Stores-Reward; Agnew-Surpass; Bata (men's); Tip Top Tailors; Scarfe (paint); Reitman's (women's); Canadian Pittsburgh (paints & glass); Canadian Tire; Singer; Firestone.

14 - NEWSPAPERS: NUGGET (e) 24,232; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: Jim Davidson, Adv. Mgr., NUGGET, 259 Worthington St., North Bay, ON P1B 8J6; Tel. (705) 472-3200.

National Representative: Southam Newspapers.

ORILLIA, ONT.

1 - LOCATION: Simcoe County, E&P Maps E-4 & M-2. Head of Lake Simcoe. 78 mi. from Toronto.

2 - TRANSPORTATION: **Railroads**-C.P.; C.N.

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Motor Freight Carriers-5
Intercity Bus Lines-Gray Coach; Stock Bros. Coach; Orillia; Midland-Penetang.
Airlines-Orillia.

3 - POPULATION:
Corp. City 81 Cen. 23,955; E&P 87 Est. 24,044
CZ-ABC: (81) 23,955
RTZ-ABC: (81) 33,163
City & RTZ-ABC: (81) 57,118

4 - HOUSEHOLDS:
City 81 Cen. 8,521; E&P 87 Est. 9,147
CZ-ABC: (81) 8,475
RTZ-ABC: (81) 11,215
City & RTZ-ABC: (81) 19,690

5 - BANKS: N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 6,692

8 - GAS METERS: 2,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundry 1,437; Appliances 380; Wood Prods. 180; Steel Prods. 350; Gov't Servs. 1,100; Misc. 430. (Av. Wkly. Wage $210).
Principal Pay Days-2nd, 4th; Fri.

10 - CLIMATE: First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaverton	20	IGA, Red & White
Coldwater	15	IGA
Gravenhurst	20	IGA, A&P, Dominion
Washago	14	IGA
Bracebridge	NA	Dominion, IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-9 p.m.

13 - RETAIL OUTLETS: Department Stores-K mart; Zeller's; Woolworth; A&N.
Chain Drug Stores-Rexall; Drug City; Shoppers Drug Mart.
Chain Supermarkets-Dominion; Loblaws; A&P; IGA; Miracle Food Mart.

14 - NEWSPAPERS: PACKET & TIMES (e) 9,995; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Peter Hinton, Adv. Dir., PACKET & TIMES, 31 Colborne St. E., Orillia, ON L3V 1T4; Tel. (705) 325-1355.
National Representative: Thomson Newspapers.

OSHAWA-WHITBY, ONT.

1 - LOCATION: Regional Municipality of Durham; E&P Maps E-4 & M-2. On Lake Ontario, 30 mi. E of Toronto on Hwy. 401.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Intercity Bus Lines-Gray; Colonial; Charterways & G.O. Buses.
Airlines-At Toronto Intl. Airport.

3 - POPULATION:
Corp. Cities 81 Cen. 154,217; E&P 87 Est. 184,472
  Oshawa 81 Cen. 117,519; E&P 87 Est. 135,156
  Whitby 81 Cen. 36,698; E&P 87 Est. 49,316
CZ-ABC: (81) 154,217
RTZ-ABC: (81) 120,134
City & RTZ-ABC: (81) 274,351
Met. Area 81 Cen. 154,217; E&P 87 Est. 184,470

4 - HOUSEHOLDS:
Cities 81 Cen. 51,091; E&P 87 Est. 65,458
  Oshawa 81 Cen. 39,316; E&P 87 Est. 48,506
  Whitby 81 Cen. 11,775; E&P 87 Est. 16,952
CZ-ABC: (81) 50,905
RTZ-ABC: (81) 36,615
Met. Area 81 Cen. N.A.; E&P 87 Est. 65,093
City & RTZ-ABC: (81) 87,520

5 - BANKS	NUMBER	EST. DEP.
Commercial	29	N.A.
Trust Co's.	4	N.A.
Credit Unions	4	N.A.
Loan Co's.	9	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 26,700

8 - GAS METERS: Residence, Oshawa 9,900

9 - PRINCIPAL INDUSTRIES: Automotive Assembly; Elect. Mach.; Leather Goods; Furn.; Metal Extrusions; Glass & Alum. Prods.; Automotive Parts; Pet Foods; Aluminum & Plastic Boats; Sugar; Steel.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Oshawa Centre West End; Midtown Mall; Whitby Mall; Five Points Mall; Bond Towers Shopping Mall; Oshawa Sq.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Every evening (ex. Sat.) 9:30; Simpson-Sears open Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Simpson-Sears; Zeller's; Woolco; The Bay.
Variety Stores-Kresge's; Woolworth; K mart.
Chain Drug Stores-Tamblyns 2; IDA 4; Jury & Lovell 2; Shoppers Drug Mart; Top Drug Mart.
Chain Supermarkets-Dominion Stores 2; Loblaw's 2; A&P 3; Miracle Mart; Canada Safeway; Sunnybook; Super Save.
Other Chain Stores-Canadian Tire; Firestone; B.F. Goodrich; Green & Ross; Uniroyal; Cherney's; Bata; Birks; Coles; Fairweather; Jack Fraser; Lighting Unlimited; Maher; Playtime; Reitman's; Tip Top Tailors; Swans; Laura Secord; Singer; Beaver Lumber; Cashway; Saveway; St. Michaels; Town & Country; Family Fair; Bi-Way; Collegiate Sports.

14 - NEWSPAPERS: TIMES (e) 23,334; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ron Laurin, Adv. Mgr., TIMES, 44 Richmond St. W., Oshawa, ON L1G 1C8; Tel. (416) 723-3474.
National Representative. Thomson Newspapers.

OTTAWA, ONT.

1 - LOCATION: Carleton County, E&P Maps E-4, 0-1. Capital City of Canada, on S side of Ottawa River; 125 mi. W of Montreal; 270 mi. E of Toronto. Commercial and industrial center.

2 - TRANSPORTATION: Railroads-C.N.; C.P.; VIA.
Motor Freight Carriers-10.
Intercity Bus Lines-OC Trans.; Voyageur Colonial; Commission de Transport; Travelways; Abitibi Provincial; Greyhound.
Airlines-Air Canada; C.P. Air; Nordair; Quebec Air; Air Ontario; First Air; Pilgrim; City Express; Empire; Voyageur Air; Canadian Airlines; Continental; Piedmont; Wardair; Skycraft.

3 - POPULATION:
Corp. City 81 Cen. 295,163; E&P 87 Est. 291,525
Met. Area 81 Cen. 717,978; E&P 87 Est. 772,296
CITIZEN:
NDM-ABC: (81) 717,978
LE DROIT:
CZ-ABC: (81) 614,768
RTZ-ABC: (81) 490,021
City & RTZ-ABC: (81) 1,104,789

4 - HOUSEHOLDS:
City 81 Cen. 124,424; E&P 87 Est. 131,131
Met. Area 81 Cen. 256,390; E&P 87 Est. 314,155
CITIZEN:
NDM-ABC: (81) 256,390
LE DROIT:
CZ-ABC: (81) 225,379
RTZ-ABC: (81) 157,896
City & RTZ-ABC: (81) 383,275

5 - BANKS	NUMBER	DEPOSITS
Savings	125	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 186,639

8 - GAS METERS: Residence 84,609

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Federal Gov't 76,095; High Tech Industry, Technology Firms employ over 43,166; Food & Beverages 1,407; Printing & Publishing 3,740; Metal Fab. 944; Chemicals & Chemical Prods 603; Scientific & Professional Equip. 2,352; Fin., Insurance & Real Estate 1,108.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 3-81; Summer 40-92; Fall 8-74; Winter -12-41. First killing frost, Oct. 21; last killing frost, May 27.

11 - TAP WATER: Purified, soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Sparks St.; 4 on Rideau St. plus Rideau Ctr.; 6 on Bank St., Bayshore, St. Laurent, Byward Mkt.
Neighborhood Shopping Centers-Alta Vista; Merivale Rd.; Elmvale; Westgate; Billings Bridge; Carlingwood; Heron Gate; Merivale Mall; Barrhaven Mall; Hazeldean Mall; Market Mall; Pinecrest Ctr.; Place D'Orleans; Shopper's City East; Shopper's City West; L'Esplanade Laurier; Beacon Hill; Greenbank Square; Hampton Park Plaza; Towers; K mart; Lincoln Fields; Vista Plz.; Les Galeries de Hull; Les Galleries Aylmer; Place Cartier-Hull; Les Promenades de l'Outaouais-Gatineau.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-The Bay Co.; Robinson Ogilvy; Eaton's; Sears; Brettons.
Variety Stores-Woolworth; Zeller's; Giant Tiger.
Discount Stores-Towers Mart 3; K mart 4; Miracle Mart 3; Woolco 3.
Catalogue Discount Stores-Consumers Distributing 8.
Chain Drug Stores-Boots 17; IDA 11; Shoppers 16; Uniprix; Cumberland.
Chain Supermarkets-Loblaw's 10; Steinberg's 12; A&P 5; IGA 32; Mr. Grocer 3.
Other Chain Stores-Birks (Jewelry, China); People's Jewelers; Tip Top Tailors; Reitman's; Bata; Holt Renfrew; Singer Co.; Kinney; Agnew-Surpass; Canadian Tire; Laura Secord Candy; Fairweather Ladies Wear; Goodyear; Firestone; Pennington's; Uniroyal; Black's Camera; National Draperies; Leon's Furniture; Pascal Hdwe.; George Richards King Size Clothes; Arlington Sports; Bouclair; Liberty; Dalmy's; Susy Shier; Speedy Muffler; Radio Shack; Wackid; Atlantique; Astral Photo; Boots; W.H. Smith; D.B. Allan; Leather Attic; Mappins; Doucet; Eastview TV.

14 - NEWSPAPERS: CITIZEN (all day-mon to fri) 188,483; (m-sat) 245,354; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: R.S. Littlemore, Adv. Dir., CITIZEN, 1101 Baxter Rd.; PO Box 5020, Ottawa, ON K2C 3M4; Tel. (613) 829-9100.
National Representative: Southam Newspapers.
LE DROIT (French) (all day-mon to fri) 40,090; (e-sat) 45,988; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Andre Boulet, Adv. Dir., LE DROIT, 375 Rideau St., Ottawa, ON K1N 5Y7; Tel. (613) 560-2500.
National Representative: Landon Associates.

OWEN SOUND, ONT.

1 - LOCATION: Grey County, E&P Maps D-4 & M-2, County Seat. 120 mi. NW of Toronto on Provincial Hwys. 6, 10, 21 & 26.

2 - TRANSPORTATION: Railroads-C.P., C.N.
Steamship Lines-Ontario Northland Transportation Co.
Motor Freight Carriers-8.
Intercity Bus Lines-Gray Coach; Charterways; Travelways.

3 - POPULATION:
Corp. City 81 Cen. 19,883; E&P 87 Est. 20,945
CZ-ABC: (81) 19,883
RTZ-ABC: (81) 93,321
City & RTZ-ABC: (81) 113,204

4 - HOUSEHOLDS:
City 81 Cen. 7,490; E&P 87 Est. 8,488
CZ-ABC: (81) 7,490
RTZ-ABC: (81) 32,210
City & RTZ-ABC: (81) 39,700

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province N.A.

7 - ELECTRIC METERS: Residence 6,925

8 - GAS METERS: Residence 3,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. Shop 750 ($485); Printing & Pub. 600 ($490); Elect. Devices 180 ($350); Sheet Glass 390 ($430); Rubber 300 ($395); Shock Absorbers 200 ($420).

10 - CLIMATE: Min. & Max. Temp.-Spring 28-70; Summer 50-92; Fall 30-75; Winter 0-45.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 2nd Ave. E.; 2 on 8th St. E.; 2 on 9th St. E.; 2 on 10th St. E.
Shopping Centers-Towers (Food City); Grey County Mall (Woolco, No Frills); Heritage Place Mall (Sears, Zellers, Zehrs).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-McKay Bros.; Towers.
Discount Stores-Woolco.
Variety Stores-Woolworth; S.S. Kresge.
Chain Drug Stores-IDA; Drug City; Big V; Guardian.
Chain Supermarkets-A&P; Food City; Mr. Grocer; No Frills; Zehrs; Valdi.
Other Chain Stores-Maher; Firestone; Canadian Tire; Grafton; Reitman's 2; Superior Propane; Pro Hdwe.; Crest; Home Hdwe; Consumers Distributing; Smart Set; Radio Shack; Colour Your World; Agnew-Surpass; Nabours; Bi-Way.

14 - NEWSPAPERS: SUN-TIMES (e) 22,867; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert A. Martin, Adv. Mgr., SUN-TIMES, Box 200, Owen Sound, ON N4K 5P2; Tel. (519) 376-2250.
National Representative: Southam Newspapers.

PEMBROKE, ONT.

1 - LOCATION: Renfrew County, E&P Maps E-4 & N-1, County Seat. Major retail and industrial center in Upper Ottawa Valley. Ottawa 97 mi. SE; North Bay 138 mi. NW; Toronto 257 mi. SW; Montreal 227 mi. SE on Hwy. 17 with connections to Hwys. 62, 60, 41.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-5.
Intercity Bus Lines-Colonial Coach; Renfrew County Coach.
Airlines-Pem-Air Ltd.

3 - POPULATION:
Corp. City 81 Cen. 14,026; E&P 87 Est. 13,286
CZ-ABC: (81) 15,359
RTZ-ABC: (81) 47,200
City & RTZ-ABC: (81) 62,559

4 - HOUSEHOLDS:
City 81 Cen. 5,040; E&P 87 Est. 5,106
CZ-ABC: (81) 5,430
RTZ-ABC: (81) 14,630
City & RTZ-ABC: (81) 20,060

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$18,000,000
Savings	6	(incl. above)
Savings & Loan	6	(incl. above)

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 5,124

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wood and Wood Prods. 1,494; Dept. of National Defense (Civilians 794. Soldiers 3,000); Steel Furn. 224; Suitings (Cloth) 65; Appliances 43; Shook Mills 360; Lumber 140; Veneers 266; Paper 179; Matches 99; Petawawa and Atomic Energy Commission, Chalk River 2,643.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-67; Summer 52-81; Fall 37-70; Winter 2-25.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-8 blocks surrounding Pembroke St.; Petawawa Shopping Plz.; Glendale Shopping Ctr.; Deep River; Pembroke Mall; West End Mall.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Doran's of Pembroke; Simpson's Order Office.
Discount Stores-Giant Tiger; Cost Plus.
Variety Stores-Woolworth.
Chain Drugs-IDA 2; Rexall; Guardian.
Chain Supermarkets-Loblaw's 2; A&P; IGA 4; Red & White; IGA Foodliner; M & M; Brash's 2.
Other Chain Stores-Sally Shops (women's); Firestone; Canadian Tires; Shoes: Reward, Maher, Bata; Singer Co.; Woodhouse Furn.

14 - NEWSPAPERS: OBSERVER (e) 7,370; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Fred Thrasher, Adv. Mgr., OBSERVER, 186 Alexander St., Pembroke, ON K8A 4L9; Tel. (613) 732-3691.

National Representative: Thomson Newspapers.

PETERBOROUGH, ONT.

1 - LOCATION: Peterborough County, E&P Maps E-4, N-2, County Seat. On Otonabee River, part of Trent Severn Canal System. 90 mi. E of Toronto, Provincial Hwys. 2, 28, 115, 401 to Toronto and Montreal; also Hwys. 7, 7A to Ottawa.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Interprovincial Bus Lines-Voyageur Colonial.
Motor Freight Carriers-14.
Intercity Bus Lines-Voyageur.
Airlines-City Express.

3 - POPULATION:
Corp. City 81 Cen. 60,620; E&P 87 Est. 63,651
CZ-ABC: (81) 60,620
RTZ-ABC: (81) 70,081
City & RTZ-ABC: (81) 130,701

4 - HOUSEHOLDS:
City 81 Cen. 22,677; E&P 87 Est. 25,494
CZ-ABC: (81) 22,525
RTZ-ABC: (81) 23,765
City & RTZ-ABC: (81) 46,290

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	17	N.A.
Savings & Loans	4	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 20,136

8 - GAS METERS: Res. & Comm. 5,992

9 - PRINCIPAL INDUSTRIES: Elect. Apparatus; Food Proc.; Paper Prods.; Plastics; Clocks & Watches; Atomic Energy; Dairy Mach.; Brake Lining & Flexible Hose; Outboard Motors; Primary & Fab. Metals & Instruments; Robotics; Surgical Supplies.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-8 F/22 C; 79 F/30 C.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-Peterborough Sq., downtown Peterborough (Eaton major store with 65 other retail outlets); Lansdowne Pl. (Sears major store with 70 other outlets); Portage Pl. (Woolco major store with 45 other outlets).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri. to 9.

13 - RETAIL OUTLETS: **Department Stores**-Zeller's; Marks & Spencer; Eaton's; Simpson-Sears; K mart; Towers; Woolco.
Variety Stores-Woolworth 2; Zeller's; Bi-Way; Nabors; Bargain Harold's.
Chain Drug Stores-IDA 4; Big V; Shoppers 2.
Chain Supermarkets-Loblaw's; A&P 2; Red & White; Sunnybrook; Food City 2; IGA 2; Valdis; Valu-Mart 3.

14 - NEWSPAPERS: EXAMINER (e) 25,432; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert Marshall, Adv. Mgr., EXAMINER, PO Box 389, Peterborough, ON K9J 6Z4; Tel. (705) 745-4641.
National Representative: Thomson Newspapers.

PORT HOPE, ONT.

1 - LOCATION: Northumberland County, E&P Maps E-4 & N-2. On N shore of Lake Ontario and 401. 63 mi. E of Toronto. On Provincial Hwy. 2 between Montreal and Toronto.

2 - TRANSPORTATION: **Railroads**-C.P.; C.N.
Motor Freight Carriers-4.
Intercity Bus Lines-Colonial; Burley.

3 - POPULATION:
Corp. City 81 Cen. 9,992; E&P 87 Est. 10,559
CZ-ABC: (81) 9,992
RTZ-ABC: (81) 3,541
City & RTZ-ABC: (81) 13,533

4 - HOUSEHOLDS:
City 81 Cen. 3,648; E&P 87 Est. 4,119
CZ-ABC: (81) 3,630
RTZ-ABC: (81) 1,432
City & RTZ-ABC: (81) 5,062

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 2,740

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tools 230; Bathroom Fixt. 415; Conveyors 260; Refining 290; Other 505.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-89; Fall 30-65; Winter 10-30.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Areas**-3 blocks on Walton; 1 each on John, Ontario, Queen.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food & Dept., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Coleman & Philip.
Variety Stores-Chainway; Stedman's.
Chain Supermarkets-Dominion; A&P; Super Save; IGA; Loblaw's.
Other Chain Stores-Canadian Tire.

14 - NEWSPAPERS: GUIDE (e-mon to fri) 3,537; Mar. 31, 1987 ABC.

Local Contact for Advertising and Merchandising Data: R.E. David, Adv. Dir., GUIDE, 56 Walton St.; Box 296, Port Hope, ON L1A 3W4; Tel. (416) 885-2471.
National Representative: None.

ST. CATHARINES, ONT.

1 - LOCATION: E&P Maps E-4, M-3. Regional municipality of Niagara. On Queen Elizabeth Way; on Welland Ship Canal connecting Lake Erie & Lake Ontario; 111 km (69 mi.) S of Toronto; 19 km (12 mi.) from Niagara River. Regional government seat 19 km (12 mi.) from U.S. border.

2 - TRANSPORTATION: **Railroads**-C.N.
Motor Freight Carriers-20.
Intercity Bus Lines-Gray; Canada; Farr.

3 - POPULATION:
Corp. City 81 Cen. 124,018; E&P 87 Est. 128,525
CZ-ABC: (81) 133,854
RTZ-ABC: (81) 43,062
Met. Area 81 Cen. 304,353; E&P 87 Est. 316,492
City & RTZ-ABC: (81) 176,916
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 44,644; E&P 87 Est. 49,577
CZ-ABC: (81) 47,685
RTZ-ABC: (81) 13,910
Met. Area 81 Cen. 106,485; E&P 87 Est. 119,696
City & RTZ-ABC: (81) 61,595

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	39	N.A.
Savings & Loan	12	N.A.
Credit Unions	11	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 40,347

8 - GAS METERS: Residence 43,178

9 - PRINCIPAL INDUSTRIES: Automotive and Aeroplane Parts; Electrical Apparatus; Shipbuilding and Repair; Pleasure Boat Building; Paper Prods.; Newsprint Mills; Boilers & Furnaces; Fabrics; Tools & Dies; Greenhouses; Leather Tanning; Slate Flooring & Roofing; Structural Steel Fabrication.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 2C (35F)-12C (54F); Summer 13C (55F)-24C (76F); Fall 6C (43F)-16C (60F); Winter -4C (24F) -2C (35F). Av. yearly rainfull 61.65cm (24.27 in.); Av. yearly snowfall 97.79 cm (38.5 in.).

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers (No. of Stores)**-Pen Centre (122); Fairview Mall (127); Lincoln Mall (17).
Neighborhood Shopping Centers-Pendale (4); Towers Plz. (5); Thorold Pine Plz. (6); Lake St. Plz. (3); Midtown Plz. (4); Linwell Plz. (7); Glenridge Plz.; K mart Plz. (4); North End Plz. (8); Corbloc (downtown); Ridley Plaza (5).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pen Centre(116)	4	Sears
Fairview Mall(27)	3	Right House
Lincoln Mall(17)	6	Woolco

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-The Right House; Eaton's; Sears; Robinson's.
Variety Stores-Kresge; Woolworth; Zeller's; Marks & Spencer; K mart; Woolco.
Chain Drug Stores-IDA 5; Crown 5; Towers (Kent); Shoppers 3; Woolco (Jack Austin); Super Discount; Guardian; Boots; Dominion.
Discount Stores-Woolco; K mart; Towers; Consumer's Distributing; Bi-Way; Bargain Harold's; A&N Discount; Nabours.
Chain Supermarkets-Red & White; Valdi's 2; No Frills; IGA 5; Food City; A&P 5.
Other Chain Stores-Tires: Motorcade, Firestone, Goodyear, Canadian Tire, Uniroyal, Lottridge, Direct Tire; Shoes: Agnew-Surpass, Mahers, Bata, Gallenkamp, Kiddie Kobbler, Kinney, Ruby's, Shoe World, Boot Shop, Vogue Shoes, Athlete's Foot, Naturalizer; Furniture: The Brick, Eastwoods, Carriage House, Towers, Dominion, Waterbed Co., Woodhouse; Women's: Reitman's, J. Michaels, Opus, Dalmy's, Big Steel, Fairweather, Lilianne, Braemar, Irene Hill, Smart Set, Susan Miles, Suzy Shiner, Town & Country, Thrifty's, Leather Attic, Antei's, Pennington's, Cotton Plus, Wrays, Arlies, Rosanne; Men's: Tip Top Tailors, Elks, Todd's, Jack Fraser, Moore's, The Suit People, John Pomer; Stationery: Grand & Toy, Beatties, C. Cole & Co.; Crafts: Lewiscraft, Kinsey Wool, Living Lightning, Records: Sunrise, Sam the Record Man, Discus; Jewelry: Birk's, O.B. Allen; Others: Buildall, Radio Shack, Micro Cooking Centre, For Goodness Sake, Collacutt Luggage, Classic Books, Epic Books, St. Clair Paint & Wallpaper, Provincial Gas, Joseph's Hairstyling, Eddie Black Cameras, Japan Cameras, Imperial Optical, Bright's Wines, Iniskillen Wines, Coy's, Pan Handler, Pot Pourie, Le Chateau, Chateau Gai, Fabricland, Lizannes, Mark's Work Wearhouse, Bell Phone Centre, Brewer's Retail, LCBO.

14 - NEWSPAPERS: STANDARD (e) 43,418; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Edward F. Zwolak, Adv. Dir., STANDARD, 17 Queen St., St. Catharines, ON L2R 5G5; Tel. (416) 684-7251.
National Representatives: Newspaper Marketing Bureau; Bardal, Gosbee & Associates.

ST. THOMAS, ONT.

1 - LOCATION: Elgin County, E&P Maps D-4 & L-3. County Seat. Diversified Manufacturing & Agriculture. North Shore of Lake Erie, midway between Buffalo & Detroit, Provincial Hwys. 3, 4.

2 - TRANSPORTATION: **Railroads**-Conrail; C&O; B&O; C.N.; C.P.; Norfolk and Western.
Motor Freight Carriers-13.
Intercity Bus Lines-Eastern Can. Greyhound.
Freight Steamship Lines-4.
Airlines-Air Canada; Air Ontario.

3 - POPULATION:
Corp. City 81 Cen. 28,165; E&P 87 Est. 30,283
CZ-ABC: (81) 28,165
RTZ-ABC: (81) 41,542
City & RTZ-ABC: (81) 69,707

4 - HOUSEHOLDS:
City 81 Cen. 10,365; E&P 87 Est. 11,895
CZ-ABC: (81) 10,300
RTZ-ABC: (81) 13,195
City & RTZ-ABC: (81) 23,495

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	13	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 10,200

8 - GAS METERS: Residence 6,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Paper Prods. 100; Trans. 800; Auto Assembling 3,000; Iron & Steel Prods. 1,869; Constr. 245.
Principal Pay Days-Railways: 9th, 21st; Mfg.: 15th, 30th, Others: Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-61; Summer 61-82; Fall 40-71; Winter 15-28. First killing frost, Sept. 21; last killing frost, May 10.

11 - TAP WATER: 10 ppm hardness; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-16 blocks on Talbot St.; 12 Store Centre on 5th Ave.; 30 Store Mall; Wellington St. E.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Some on Wed. afternoon.
Stores Open Evenings-All Stores: Fri., Food Stores: Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Anderson's; K mart.
Discount Stores-Jupiter.
Variety Stores-Woolworth; Zeller's.
Chain Drug Stores-Super Discount Drug; Pricegard.
Chain Supermarkets-A&P; Dominion; Loblaw's 2; IGA.
Other Chain Stores-Agnew-Surpass; Singer Co.; Canadian Tire; Maher; Ostrander; Simpson-Sears; Reitman's; Firestone.

14 - NEWSPAPERS: TIMES-JOURNAL (e) 9,684; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: William Barthorpe, Adv. Mgr., TIMES-JOURNAL, 16-18 Hincks St., St. Thomas, ON N5P 3W6; Tel. (519) 631-2790.
National Representative: Thomson Newspapers.

SARNIA, ONT.

1 - LOCATION: Lambton County, E&P Maps D-4 & L-3. County Seat. 170 mi. W of Thoronat. Entrance to Lake Huron, site of Blue Water Bridge and St. Clair Tunnel. Through motor highway from Chicago, Detroit, New York and points E.

2 - TRANSPORTATION: **Railroads**-C.N.; C&O.
Motor Freight Carriers-132.
Freight Steamship Lines-12.
Intercity Bus Lines-Blue Water; Greyhound; Chatham Coach; Sarlon.
Airlines-Air Ontario.

3 - POPULATION:
Corp. City 81 Cen. 50,892; E&P 87 Est. 46,560
CZ-ABC: (81) 75,223
RTZ-ABC: (81) 48,222
City & RTZ-ABC: (81) 123,445

4 - HOUSEHOLDS:
City 81 Cen. 19,396; E&P 87 Est. 18,978
CZ-ABC: (81) 26,874
RTZ-ABC: (81) 15,586
City & RTZ-ABC: (81) 42,460

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 15,990

8 - GAS METERS: Residence 13,050

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Refineries 2,493; Synthetic Rubber 2,450; Chemical 1,689; Automotive Parts 1,156; Constr. 1,500. Av. Wkly. Wage-$290.
Principal Pay Days-Fri. 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 55-100; Fall 30-80; Winter 0-30. First killing frost, Oct. 22; last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Days**-Wed., Thur., Fri., Sat.
Stores Open Evenings-Shopping centers: Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Walker Bros.; Sears; Zeller's; Woolco; Bi-Way; K mart; Canadian Tire; Eaton's.
Discount Stores-K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Guardian; Super Save; Woolco; IDA; K mart; Big V Pharmacy; Boots; Shoppers.
Chain Supermarkets-A&P 3; IGA; National Grocer 11; 4; Miracle Mart; Super Centre.

14 - NEWSPAPERS: OBSERVER (e) 24,155; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Doug Burgess, Adv. Mgr., OBSERVER, 140 S. Front St., Sarnia, ON N7T 7M8; Tel. (519) 344-3641.
National Representative: Thomson Newspapers.

SAULT STE. MARIE, ONT.

1 - LOCATION: Algoma District, E&P Map D-4. District Seat. On St. Mary's River between Lakes Superior and Huron. Steamship calling point. On Trans-Canada Hwy. 17.

2 - TRANSPORTATION: **Railroads**-C.P.; Algoma Central Term. Pt. & Headquarters.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Ontario Northland.
Airlines-Air Canada; NorOntair; Nordair; Air Ontario; Austin Airways.

3 - POPULATION:
Corp. City 81 Cen. 82,697; E&P 87 Est. 87,334
CZ-ABC: (81) 82,697
RTZ-ABC: (81) 18,639
City & RTZ-ABC: (81) 101,336
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 27,252; E&P 87 Est. 30,814
CZ-ABC: (81) 27,095
RTZ-ABC: (81) 6,105
City & RTZ-ABC: (81) 33,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Chartered	6	N.A.
Trust Co's.	3	N.A.
Finance Co's.	5	N.A.
Investment Houses	3	N.A.
Credit Unions	5	N.A.
Insurance Co's.	29	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 25,726 (Dist.) 9,673

8 - GAS METERS: Residence 10,750

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-(Av. Wkly. Wage-N.A.)-Steel 7,500; Paper 475; Railway 550; Veneer & Plywood Mills 400.

10 - CLIMATE: Av. Daily Temp.(Celsius)-Spring 2; Summer 16; Fall 7; Winter -10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Queen; 4 on Wellington W; 1 on James; 3 blocks on Bay Street (A.C.R. Station Mall); 2 on Great Northern Road.
Neighborhood Shopping Centers-Wallace Terrace; Peoples and Korah Rds.; Bruce St. Churchill Plz.; Pine Plz.; K mart Plz.; Second Line; Market Mall; ACR Station Mall; Wellington Sq. Mall; Cambrian Mall.

Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Marks & Spencer; Friedman's; Sears; Virene's; Woolco; K mart; Fairweather; MacLeod-Stedman; Canadian Tire; Zeller's; Saan.
Variety Stores-Woolworth's; Jupiter; Bi-Way.
Chain Supermarkets-A&P 6, IGA; Loblaw's; Red & White 2.

14 - NEWSPAPERS: STAR (e) 26,600; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Howard Newbigging, Adv. Mgr., STAR, 145 Old Garden River Rd.; PO Box 460, Sault Ste. Marie, ON P6A 5M5; Tel. (705) 759-3030.
National Representative: Southam Newspapers.

SIMCOE, ONT.

1 - LOCATION: Regional Muncipality of Haldimand-Norfolk (west half). E&P Maps D-4, M-3. Junction of Hwys. 3, 24, County Seat. Industrial center. 40 kms. S of Brantford; 58 kms. SW of Hamilton; 117 kms. SW of Toronto; 270 kms. E of Windsor.

2 - TRANSPORTATION: Railroads-C.N.R.; Wabash; C.P.R.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Canada Coach.

3 - POPULATION:
Corp. City 81 Cen. 14,326; E&P 87 Est. 14,928
CZ-ABC: (81) 14,326
RTZ-ABC: (81) 46,113
City & RTZ-ABC: (81) 60,439

4 - HOUSEHOLDS:
City 81 Cen. 5,175; E&P 87 Est. 5,776
CZ-ABC: (81) 5,150
RTZ-ABC: (81) 12,415
City & RTZ-ABC: (81) 17,565

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 4,558

8 - GAS METERS: Residence 3,700

9 - PRINCIPAL INDUSTRIES: Town Zone-Mach.; Canning; Textile; Farmers' Co-op; Tobacco Proc.; Fruit Growers; Safety Clothing; 18 smaller.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 50-90; Fall 20-70; Winter 10-40. First killing frost, early Oct.; last killing frost, Apr.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Norfolk St.; 3 on Robinson St.; 2 on Colborne St.; 2 on Kent St.; 2 on Pell St.; 1 on Sydenham St.; 1 on Culvert St.
Shopping Center-At town's southern limits; No. 3 Highway East; Shopping Mall corners of Head St. and West St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; A&P & Miracle Mart open 24 hours except Sundays.

13 - RETAIL OUTLETS: Total 273.
Department Stores-Budd's; Woolworth; K mart.
Chain Supermarkets-A&P; Calbeck; Miracle Mart.
Other Chain Stores-Potter & Shaw Drug; IDA; Canadian Tire; McKerlie; United Auto Parts; Uniroyal Centre; SupeRx Drug; Reitman's.
Nearby Chain Stores-Grocery: IGA 2, Red & White 3, Clover Farm 17, Calbeck's 2, Mini Marts 11; Drug: IDA, Rexall.

14 - NEWSPAPERS: REFORMER (e-mon to fri) 9,468; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: B. Lightbourn, Adv. Mgr., REFORMER, 105 Donly Dr. S.; PO Box 370, Simcoe, ON N3Y 4L2; Tel. (519) 426-5710.
National Representative: Thomson Newspapers.

STRATFORD, ONT.

1 - LOCATION: Perth County, E&P Maps D-4, M-3. County Seat. 41 mi. NE of London, Ont.; 165 mi. NE of Detroit; 100 mi. W of Toronto. On Hwys. 7, 8, 19.

2 - TRANSPORTATION: Railroads-C.N.
Motor Freight Carriers-10.
Intercity Bus Lines-Gray; Greyhound; Cherry; Sherwood; Zorra Highland.
Airlines-Airgo; Air Canada (at London, Ont.).

3 - POPULATION:
Corp. City 81 Cen. 26,262; E&P 87 Est. 27,845
CZ-ABC: (81) 26,262
RTZ-ABC: (81) 32,424
City & RTZ-ABC: (81) 58,686

4 - HOUSEHOLDS:
City 81 Cen. 9,957; E&P 87 Est. 11,275
CZ-ABC: (81) 9,860
RTZ-ABC: (81) 10,135
City & RTZ-ABC: (81) 19,995

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: Residence 5,175

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Auto Supply 3,600; Textile & Knitting 250; Cloth & Fabric 300; Bearings 500; Leather & Allied Prods. 350; Clothing 140; Furn. & Fixts. 370; Printing, Pub. & Allied 150; Fab. Metal Prods. 470; Mach. Ind. 725; Trans. Equip. 2780; Elect. & Electronics Equip. 435; Trade 290; Fin. & Ins. 300; Gov't Servs. 240; Educ. Servs. 500; Health and Social Servs. 700; Accomodations, Food and Beverage 220; Other Service Ind. 600 (Stratford Shakespearean Festival).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, hard.

12 - RETAILING: Principal Shopping Area-Downtown with 3 dept. stores. One major shopping ctr. at east edge of town with 2 dept. stores and 30 additional units. One small ctr. at west end with 6 stores.

13 - RETAIL OUTLETS: Department Stores-K mart; Hudson's; Towers; Woolco.
Variety Stores-Pinto; Beckers; Mac's Milk; Little Short Stop; Kwikie.
Chain Drug Stores-Towers; K mart; Woolco; Guardian.
Chain Supermarkets-Loblaw's; A&P; Mr. Grocer; Knechtel's; Valdi; Perth County Mkt.
Other Chain Stores-Agnew-Surpass; Woodhouse; Canadian Tire; Sherwin-Williams; Beaver Lumber; Consumers Dist.; Nabour's; Home Hdwe.; Color Your World; Young's Jewelers; Radio Shack; Bun's Master Bakery; T.S.C.; Town & Country.

14 - NEWSPAPERS: BEACON HERALD (e) 13,142; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David Nickel, Adv. Mgr., BEACON HERALD, 108 Ontario St.; PO Box 430, Stratford, ON N5A 6T6; Tel. (519) 271-2220.
National Representative: None.

SUDBURY, ONT.

1 - LOCATION: Sudbury Regional County, E&P Maps D-4 & M-1, County Seat. Shipping and wholesale center. 241 mi. NW of Toronto; 433 mi. W of Montreal. On Trans-Canada Hwy.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-13.
Intercity Bus Lines-Eastern Canadian Greyhound; Nickel Belt; Gray; Colonial; Ontario Northland.
Airlines-Air Canada; NorOntair; Voyageur Airways.

3 - POPULATION:
Corp. City 81 Cen. 91,829; E&P 87 Est. 87,136
NDM-ABC: (81) 159,779
Met. Area 81 Cen. 149,923; E&P 87 Est. 145,086
RTZ-ABC: (81) 55,696
Total NDM & RTZ-ABC: (81) 215,475

4 - HOUSEHOLDS:
City 81 Cen. 32,263; E&P 87 Est. 32,720
Met. Area 81 Cen. 149,923; E&P 87 Est. 50,632
NDM-ABC: (81) 51,415
RTZ-ABC: (81) 17,130
Total NDM & RTZ-ABC: (81) 68,545

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	17	N.A.
Savings & Loan	26	N.A.
Commercial	1	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 25,871

8 - GAS METERS: Residence 8,529

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 24,116 ($209); Forests 3,600 ($186); R.R. 2,000 ($170); Constr. 3,600 ($252).
Principal Industrial Pay Days-Mon., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-75; Summer 37-87; Fall 35-61; Winter -15-35.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-6 blocks on Elm St.; 6 on Durham St.; 3 on Cedar St.
Neighborhood Shopping Centers-2 blocks on Notre Dame Ave.; 2 on Donovan St.; 3 on Elm W., Lorne, Regent and Eyre Sts. in W. End area; Shopping Plaza in centre of city and in New Sudbury, 3 mi. E. area of city; Southridge Mall (22 stores), Plaza 69, Cedar Point Plaza (20 stores), S. area of city; Falcon Plaza, N.E. section of city.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
City Centre(40)	NA	Bonimart, Reitman's, Pennington's
Supermall-New Sudbury(30)	NA	Loblaw's, Woolco, Sears

Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Pit Stop; Sears; Zeller's 2; Green, Ltd.; Woolco; K mart; Bonimart; Mark's & Spencer.
Variety Stores-Kresge's; Woolworth.
Chain Drug Stores-Tamblyn's 3; IDA 5; Bonimart; Shopper's Drug Mart; Woolco.
Chain Supermarkets-Dominion 4; Loblaw's 3; Miracle Food Mart; Red & White; A&P 2; IGA 4; K mart; Bonimart Foods.
Other Chain Stores-Jewelry: Birks, Morse, Kerns, Ostrander's; Auto: Canadian Tire 2, Firestone, Dominion Tire, Goodyear; Women's Apparel: Reitmen's 3, Fairweathers, Pennington, Evangeline; Shoes: Agnew-Surpass 2, Bata 2, Dolomoty 2; Other: Yolles Furn., Laura Secord 2, Singer, United Cigar 3, Coles Bookstores 2, Bowring's.

14 - NEWSPAPERS: STAR (e) 28,414; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Maurice H. Switzer, Pub., STAR, 33 McKenzie St., Sudbury, ON P3C 4Y1; Tel. (705) 674-5271.
National Representative: Thomson Newspapers.

THUNDER BAY, ONT.

1 - LOCATION: Thunder Bay District. E&P Maps D-4, N-2. District Seat. On NW shore of Lake Superior, 200 mi. from Duluth; 800 mi. from Toronto; 400 mi. from Winnipeg. On Trans-Canada and International Hwys.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound; Grey Goose; Voyageur.
Airlines-Air Canada; NorOntair; Nordair; Austin Airways; Pacific Western; Bearskin; Air Ontario.

3 - POPULATION:
Corp. City 81 Cen. 112,486; E&P 87 Est. 117,123
CZ-ABC: (81) 112,486
Met. Area 81 Cen. 121,379; E&P 87 Est. 127,787
RTZ-ABC: (81) 48,537
City & RTZ-ABC: (81) 161,023
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 39,220; E&P 87 Est. 44,030
Met. Area 81 Cen. N.A.; E&P 87 Est. 47,621
CZ-ABC: (81) 39,220
RTZ-ABC: (81) 14,960
City & RTZ-ABC: (81) 54,180

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	58 Br.	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 42,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Paper Mills 5,670; Grain Elevators 1,800; Forestry 450; Fishing & Trapping 85; Mining 110; Constr. 3,850; Trans. & Commun. 4,700; Public Util. 950; Ret. 3,820; Ins. & Fin. 925; Serv. 15,640; Total Mfg. Employ. 57,800; Av. Annual Income $14,085.
Principal Pay Days-7th, 10th, 15th, 22nd, 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-40; Summer 27-80; Fall 35-79; Winter 6-29. First killing frost, Sept. 7; last killing frost, June 4.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Arthur & Cumberland Streets; 11 blocks Victoria Ave.; 3 blocks May St.; 6 blocks Algoma; 3 blocks Bay; 5 blocks Court St.; 7 blocks of Red River Rd.
Neighborhood Shopping Centers-Current River District, South Algoma St.; Red River Rd.; Simpson St.; Westfort District, Memorial Ave., Balmoral Ave., N Cumberland St., May St. N & S; Westfort, Edward & Arthur Sts.; Hodder Ave. Plz.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Intercity Plz.(147)	NA	Woolworth, Zeller's, Simpson-Sears
Grandview Mall(23)	NA	A&P
County Fair(97)	NA	Zeller's, Safeway
Northwood Plz.(17)	NA	Zeller's, Safeway
Keskus Mall(92)	NA	Eaton's
McIntyre Plz.(26)	NA	Shoppers Drug Mart, Hudsons Bay
Green Acres(13)	NA	Colguhouns, IDA
Thunder Bay(43)	NA	K mart, A&P
Centennial Sq. Ctr.(20)	NA	Canada Safeway
Victoria Mall(36)	NA	
Victoriaville Mall (144)	NA	
Hodderave Plz.(9)	NA	

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Simpson-Sears; McNulty's; Zeller's 4; K mart.
Variety Stores-Woolworth; Kresge's 2; Canadian Tire 2; Saan 2; Stedmans; Western Tire; Big Top 3; Health Tex; Acklands.
Chain Supermarkets-Safeway 4; A&P 6.
Other Chain Stores-Singer Co.; Agnew-Surpass; Bata Shoes; Reitman's; Reward Shoes; Penningtons; Thrifty's; Tip Top Tailors; Rickis; Shop-Rite (catalog); Dalmy's; Consumer Distributing; Jack Feaser's; Drug World; Town & Country; Ladies Wear; Gallenkamp; Coles Books; A&A Record; Sam the Record Man; Birks Jewellers; Mappins-Birkstitt; People's Jewellers; Grafton-Fraser; Fairweather/Big Steel; Suzy Shier; Charms 'n Things; The Pop Shoppe; Home Hardware; IDA Drugs; Dominion Hardware; Records on Wheels; Laura Secord; B.H. Emporium; Irene Hill; Marie Claire; Juniors; Elephant and Castle Pub; Boots Phcy.; Kinney Shoes; Louis Shoes; Fredell Shoes; Fairweathers; Dalmy's Ladies Wear; Mmmuffins; Wismith Books; McCartney's Jewelers; Shopper's Drug Mart; Music City; Golden Griddle Pancakes; Kelsey's Pubs; Blacks Cameras; O.B. Allan Jewelers; Econoville; St. Clair Paints; Color Your World; Glidden Paints; Pittsburgh Paints; Sherwin-Williams Paints; Casey's.

14 - NEWSPAPERS: TIMES-NEWS (m) 8,669; CHRONICLE-JOURNAL (e) 30,111; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Davidson, Adv. Mgr., TIMES-NEWS/CHRONICLE-JOURNAL, 75 S. Cumberland St., Thunder Bay, ON P7B 1A3; Tel. (807) 344-3535.
National Representative: Thomson Newspapers.

TIMMINS, ONT.

1 - LOCATION: Cochrane District. E&P Map D-4. Retail and wholesale distributing center; gold and base metals, waferboard, timber and lumber, area service center. NE part of Province, on Hwy. 101; 35 mi. off Hwy. 11; 428 mi. from Toronto.

2 - TRANSPORTATION: Railroads-Ontario Northland connects with CPR and CNR.
Motor Freight Carriers-Alary Transport; Ontario Northland Transport; Manitoulin Transport; Bolduc Mattagami Transport Ltd.; J. Logan Kerr Transport Ltd.; Brazeau Transport Inc.; Burgess Transfer; Commercial Transport (Northern) Ltd. Timmins Division; Northwind Transport Ltd.; Richards Moving & Cartage; Trans Provincial Freight Carriers Ltd.
Intercity Bus Lines-Timmins Transit; Dalton's; Ontario Northland; Gray Coach Lines.
Airlines-Air Canada; Norontair; Austin.

3 - POPULATION:
Corp. City 81 Cen. 46,114; E&P 87 Est. 49,306
CZ-ABC: (81) 46,114
RTZ-ABC: (81) 15,885
City & RTZ-ABC: (81) 61,999

4 - HOUSEHOLDS:
City 81 Cen. 15,295; E&P 87 Est. 17,510
CZ-ABC: (81) 15,170
RTZ-ABC: (81) 5,050
City & RTZ-ABC: (81) 20,220

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	12	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 26,000

8 - GAS METERS: Residence 10,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 4,500 ($500); Forestry 800 ($500); Tot. Labor Force 24,450 ($417).
Principal Pay Days-Tues.; 10th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring -29-27; Summer -3-39; Fall -34-28; Winter -43-6. First killing frost, Sept. 4; last killing frost, June 4.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Third Ave.; 3 on Pine St.; 2 on Cedar St.
Neighborhood Shopping Centers-Pine St.

(South); Wilson Ave. (West); Midtown Plz.; The 101 Mall (21 stores); Timmins Sq. (55 stores); Porcupine Mall (16 stores); River Park Plz. (8 stores).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Bucovetsky's; Woolco 2; K mart.
Variety Stores-Metropolitan; S.S. Kresge; Giant Tiger.
Chain Supermarkets-Dominion 2; IGA; Mike's Supermarkets 4; Consumers Co-op 2; Red & White.
Other Chain Stores-Shoes: Reward, Agnew-Surpass, Athlete's World, Kiddie Kobbler, Belinda, Dolomity, Kinney, Gallenkamp; Jewelry: Peoples; Ladies: Dalmy's, Lindor, Irene Hill, Suzy Shier, Sally Shops, Pennington's, Reitman's; Men's: Elks, Mark's Work Whse., Jack Fraser Stores 2, Seymour's; Others: Simpson-Sears, Firestone, Canadian Tire, Shoppers Drug Mart 2, Cashway Lumber, Coles Books, Radio Shack, The Furniture Place, Sam The Record Man, Records on Wheels, IDA, Home Hdwe., National Video, Pro Hdwe.

14 - NEWSPAPERS: PRESS (e) 14,631; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jon C. Butler, Pub., PRESS, 187 Cedar St. S., Timmins, ON P4N 2G9; Tel. (705) 268-5050.
National Representative: Thomson Newspapers.

TORONTO, ONT.

1 - LOCATION: York County. E&P Maps E-4, M-2. Provincial Capital. Commercial and industrial center. North shore of Lake Ontario, 60 mi. NW of Buffalo; 240 mi. NE of Detroit.

2 - TRANSPORTATION: Railroads-Freight: Canadian National, CP Rail; Passenger: Amtrak, GO Transit, VIA Rail.
Motor Freight Carriers-More than 1,500.
Intercity Bus Lines-GO Transit; Gray Coach; Greyhound; Travelways; Voyageur Colonial.
Airlines-(Lester B. Pearson Intl. Airport) Aeromexico; Air Canada; Air France; Air Jamaica; Alitalia; American; British Airways; BWIA; Canadian Airlines International; Canadian Partner; Comair; Commuter Express; Eastern; Iberia; JAT; KLM; LOT; Lufthansa; Mall Airways; Northwest; Olympic; Swissair; TAP; United; USAir; Varig; Viasa; Wardair; several charter lines. (Toronto Island Airport) City Express; Skywalker.

3 - POPULATION:
Corp. City 81 Cen. 599,217; E&P 87 Est. 572,913
SUN:
NDM-ABC: (81) 3,256,994
STAR:
NDM-ABC: (81) 5,208,277
Met. Area 81 Cen. 2,998,947; E&P 87 Est. 3,351,453
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 246,477; E&P 87 Est. 251,055
SUN:
NDM-ABC: (81) 1,123,345
STAR:
NDM-ABC: (81) 1,795,380
Met. Area 81 Cen. N.A.; E&P 87 Est. 1,312,823

5 - BANKS	**NUMBER**	**EST. DEP.**
67 Banks	1,180 Branches	N.A.
40 Trust Co's.	297 Branches	N.A.

6 - PASSENGER AUTOS: 1,479,255 (Metro/York/Peel regions)

7 - ELECTRIC METERS: Res. Met. Area 792,000 (est.)

8 - GAS METERS: Res. Met. Area 470,000 (est.)

9 - PRINCIPAL INDUSTRIES: (Metro)-Foods and Beverages; Trans. Equip.; Elect. Prods.; Metal Fabricating; Chemical Prods.; Printing; Publishing and Allied Industries; Mach. Industries; Paper Prods.; Petroleum & Coal Prods.; Clothing.

10 - CLIMATE: Av. Min. & Max. Temp.-Spring 38-75; Summer 55-80; Fall 24-59; Winter 18-39.

11 - TAP WATER: Alkalinity 83 parts per million (ppm) Calcium Carbonate. Hardness 132 ppm. Iron content negligible; fluoridated. Fluorine 1.6 ppm.

12 - RETAILING: Principal Shopping Area-Downtown and Yonge-Bay-Bloor areas; Yorkdale; Fairview; The Eaton Centre; Scarborough Town Centre; Sherway; Square One; The Promenade.
Nearby Shopping Centers
West: Bramalea City Ctr.-Eaton's, The Bay; Cloverdale Mall-The Bay; Oakville Place-The Bay, Simpson's; Rockwood Mall-Eaton's, K mart; Sherway Gardens-Eaton's, Simpson's; Shopper's World (Brampton)-The Bay, Eaton's; Square One-The Bay, Sears, Woolco.
East: Cedarbrae Mall-Eaton's, Simpson's; Eglinton Square-The Bay; Markham Place-Eaton's, Sears; Oshawa Ctr.-Eaton's, The Bay, Sears; Pickering Town Ctr.-Eaton's, K mart; Scarborough Town Ctr.-Eaton's, Simpson's, The Bay; Shopper's World (Danforth)-Eaton's; Warden Woods-Simpson's.
Central: Dufferin Mall-Eaton's; The Eaton Ctr.-Eaton's; The Galleria-Towers; Gerrard Square-Sears; Hudson's Bay Plaza-The Bay; Lawrence Plaza-The Bay; Yonge-Eglinton Centre-Eaton's.
North: Don Mills Shopping Ctr.-Eaton's, Sears; Fairview Mall-The Bay, Simpson's; Hillcrest Shopping Ctr.-Sears, Simpson's; Markville-Eaton's, Sears; The Promenade-Eaton's, Simpson's, The Bay; Upper Canada Mall-Sears; Yorkdale-Eaton's; Simpson's.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Major shopping malls open nightly.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Simpson's; Sears; The Bay; Holt Renfrew; Bretton's; Marks & Spencer.
Discount Stores-Honest Ed's; Towers; K mart; Bi-Way; Woolco; Bargain Harold's; Zeller's; Hy & Zel's; Miracle Mart.
Chain Drug Stores-Shopper's Drug Mart; Boots; IDA; Drug City; Howie's; Guardian.
Chain Supermarkets-A&P; Dominion; Knob Hill Farms; Loblaws; Miracle Food Mart; Mr. Grocer; No Frills; SuperCentre; Valdi's.
Other Chain Stores-Furniture: Leon's, Pascal, The Brick, De Boer's, The Art Shoppe, Ikea, Atwoods; Hardware: Home Hardware, Canadian Tire, Aikenhead, Dominion, Beaver Lumber, Lansing Buildall, Pro Hardware; Women's Wear: Lipton's, Fairweather, Willy Wonderful, Pennington's, Reitman's, Winners, Town & Country, Braemar, Suzy Shier; Men's Wear: Elks, Jack Fraser, Tip Top Tailors, Studio 267, Big Steel Man, Harry Rosen, Moore's The Suit People, Heritage Clothing, Bulloch's; Shoes: Agnew-Surpass, Ingeborg, Bata, Town Shoes, Maher, Calderone, Ruby, Florsheim, Kinney, Aggies, David, Clark; Candy: Chocolate Squirrel, Laura Secord, Women's Bakery.

14 - NEWSPAPERS: GLOBE & MAIL (m) 318,300; sworn Dec. 31, 1986.
Local Contact for Advertising and Merchandising Data: R.R. Fish, Adv. Dir. (Retail/Classified), THE GLOBE & MAIL, 444 Front St. W., Toronto, ON M5V 2S9; Tel. (416) 585-5411.
National Representative: Thomson Newspapers.
STAR (all day-mon to fri) 523,458; (sat) 799,407; (S) 526,975; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Norman R. Kirk, Adv. Dir., THE TORONTO STAR, One Yonge St., Toronto, ON M5E 1E6; Tel. (416) 869-4070.
National Representative: Sy Kaplan Associates.
SUN (m-mon to fri) 289,177; (sat) 158,173; (S) 470,130; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ron Clark, Adv. Dir., THE TORONTO SUN, 333 King St. E., Toronto, ON M5A 3X5; Tel. (416) 947-2333.
National Representative: Brydson Media Sales International.

WELLAND-PORT COLBORNE, ONT.

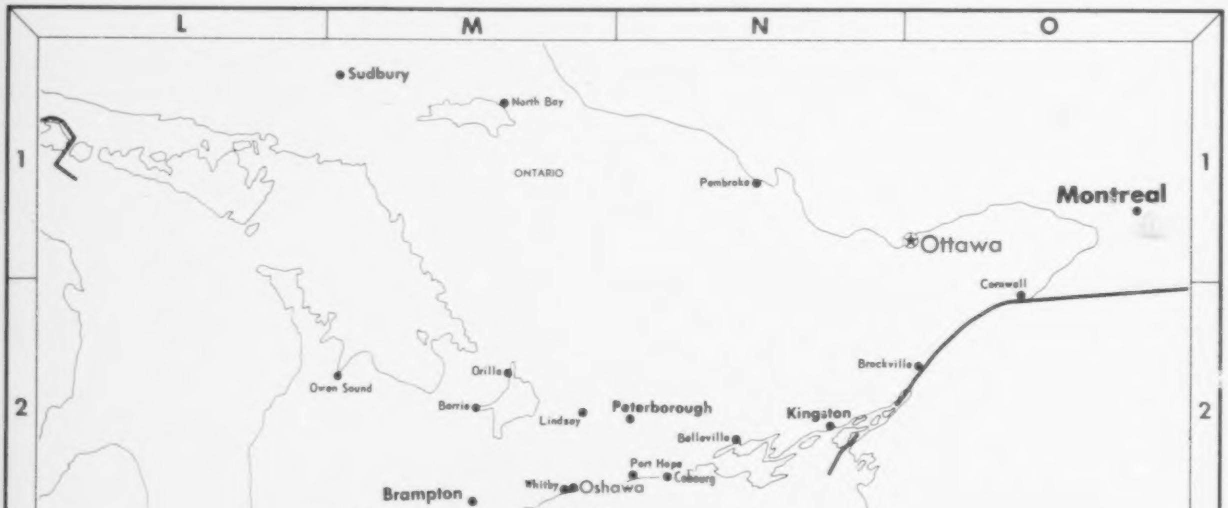
1 - LOCATION: Niagara Regional Municipality. E&P Maps E-4 & M-3. County Seat. In Niagara Peninsula on Welland Canal, 9 mi. from Lake Erie; 17 mi. from Lake Ontario.

2 - TRANSPORTATION: Railroads-Michigan Central; C.N.; C.P.; Conrail; TH&B; Wabash; Pere Marquette.
Motor Freight Carriers-7.
Freight Steamship Lines-3.
Intercity Bus Lines-Canada Coach; Greyhound; Lakeview.

3 - POPULATION:
Corp. Cities 81 Cen. 64,673; E&P 87 Est. 65,433
Welland 81 Cen. 45,448; E&P 87 Est. 47,312
Port Colborne 81 Cen. 19,225; E&P 87 Est. 18,121
CZ-ABC: (81) 64,673
RTZ-ABC: (81) 56,612
City & RTZ-ABC: (81) 121,285

4 - HOUSEHOLDS:
Cities 81 Cen. 22,680; E&P 87 Est. 24,602
Welland 81 Cen. 15,866; E&P 87 Est. 17,719
Port Colborne 81 Cen. 6,814; E&P 87 Est. 6,883
CZ-ABC: (81) 22,585
RTZ-ABC: (81) 19,165
City & RTZ-ABC: (81) 41,750

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	22	N.A.



6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence: Greater Welland 12,440; Port Colborne 5,800

8 - GAS METERS: Residence: Welland 12,200; Port Colborne 5,500

9 - PRINCIPAL INDUSTRIES: Industry; No. of Wage Earners (Av. Wkly. Wage-N.A.)-Textiles 840; Plastics 425; Steel 4,500; Alloys; Agric. Implements 314; Other 471.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 50-100; Fall 45-76; Winter 0-40.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on E. Main St.; 1 on W. Main St.; 1 on Niagara St.; 3 on King St.; 1 on Cross St.; 1 on Hellems Ave.; 1 on Division St.

Neighborhood Shopping Centers-Welland Plz., Fitch St.; Lincoln Plz., Lincoln St.; Port Colborne: 4 blocks on King St.; 3 on Clarence St.; 2 on Charlotte St.; 3 on West St.; Seaway Mall on Niagara St.

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears (catalog) 2; Zeller's.

Variety Stores-Woolworth 3; People's.
Chain Drug Stores-Woolco; Boots.
Chain Supermarkets-Loblaw's; A&P 3; Dominion 3; IGA 3; Miracle Food Mart.
Other Chain Stores-Canadian Tire 2; Reitman's 2; A. Leon; Davies Furn.

14 - NEWSPAPERS: TRIBUNE (e) 17,065; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Bill Anderson, Adv. Mgr., TRIBUNE, PO Box 278, Welland, ON L3B 5P5; Tel. (416) 732-2411.
National Representative: Thomson Newspapers.

WINDSOR, ONT.

1 - LOCATION: Essex County, E&P Maps D-4, L-3. County Seat. On Detroit River, opposite Detroit, MI. 229 mi. SW of Toronto.

2 - TRANSPORTATION: **Railroads**-C.N.; C.P.; Conrail; C&O; Essex Terminal; Norfolk & Western.
Motor Freight Carriers-50.
Intercity Bus Lines-Canadian Greyhound; Charterways; Chatham Coach Lines; Windsor Chartabus.
Airlines-Air Canada; Canadian Pacific.
Freight & Steamship Lines-2.

3 - POPULATION:
Corp. City 81 Cen. 192,083; E&P 87 Est. 191,781
CZ-ABC: (81) 210,482
RTZ-ABC: (81) 160,255
Met. Area 81 Cen. 246,110; E&P 87 Est. 251,279
City & RTZ-ABC: (81) 370,737

4 - HOUSEHOLDS:
City 81 Cen. 70,563; E&P 87 Est. 75,138
CZ-ABC: (81) 75,205
Met. Area 81 Cen. N.A.; E&P 87 Est. 95,571
RTZ-ABC: (81) 52,270
City & RTZ-ABC: (81) 127,475

5 - BANKS	**NUMBER**	**EST. DEP.**
All Banks	99 Branches	N.A.
Trust Companies	10	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 65,918

8 - GAS METERS: Residence 57,615

9 - PRINCIPAL INDUSTRIES: Industries; (No. of plants); No. Wage Earners-Trans. Equip. (37) 22,287; Foods & Beverages (35) 2,546; Wood (19) 227; Furn. & Fixtures (13) 102; Printing & Publishing (32) 711; Metal Fabricating (117) 4,685; Mach. (21) 1,202; Elect. Prods. (9) 275; Nonmetallic Mineral (12) 189; Chemical Prods. (16) 1,313; Other Indust. (33) 3,279; Av. Pay-Annual $11,399; Av. Wkly. Wage $219.

10 - CLIMATE: Min. & Max. Temp.-Spring 90-20; Summer 100-45; Fall 90-10; Winter 60-11.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Ouellette Ave. & adjacent side sts.; 10 blocks on Ottawa St.; 20 blocks on Wyandotte St. E.; 8 mi. E. of Ouellette Ave. on Tecumseh Blvd.
Neighborhood Shopping Centers-6 blocks on Drouillard Rd.; 2 at Pillette & Wyandotte E.; 2 at Wyandotte & at Lauzon; 2 on Seminole at George; 3 on Howard Ave. (Remington Park); 3 on Erie St. E. at Parent; 4 on Wyandotte W. at Randolph; 2 on Sandwich W. at Mill; 6 on University Ave. W.; 1 E. of Dominion St. on Grand Marais, Windsor.
Shopping Centers-Devonshire-Windsor Shopping Ctr., 82 units; Dorwin Plz., Dougall Rd., 32 units; Gateway, Dougall Rd., 20 units; Southland, 10 units on Dougall Rd.; Yorktown, 13 units on Grand Marais Rd., W.; K mart, Tecumseh Rd., at Lauzon, 11 units; Eastown, 6 units; Tecumseh Rd. at Lauzon K mart, Huron Line, 12 units; University Mall, 18 units; Tecumseh Mall, 27 units.
Retail Outlets-Food 65; Men's Wear 49; Women's Wear 148; Furn. 44; Appliances 71; Hardware 43; Bldg. Material 35; Auto 68; Drug 66; Jewelery 51; Tobacco 4; Stationers 6; Paint 58; Service Stations 120; Florists 63; Photo Supplies 10; Optometrists 19; Hearing Aids 7; Shoe Stores 58; Dry Cleaners 46; Beauty Shops 269; Floor Coverings 22; Dry Goods 36; Variety & Gift 131; Luggage 3; Book Stores 20; Upholsterers 27; Music 21; Office Supplies 14; Sporting Goods 40.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Malls open evenings, Mon. to Fri.

13 - RETAIL OUTLETS: **Department Stores**-Marks & Spencer; Gray's; Woolco 2; K mart 2; Sears; The Bay; Zeller's 2.
Variety Stores-Woolworth 2; Kresge's.
Chain Drug Stores-IDA; Big V 18; Shoppers 3; Boots 3.
Chain Supermarkets-A&P 5; Red & White 3; IGA 3; Steinberg's-Miracle Marts; Zehr's 2.
Other Chain Stores-Agnew-Surpass 4; Beaver Lumber; Belinda Shoes 2; Coles Bookstore 4; Dacks Shoes; Maher Shoes; Birks; Bond Clothes; Canadian Tire 3; Firestone 3; Goodyear 2; Jack Fraser's 2; Laura Secord 3; Leon's Furniture; People's Credit Jewelers 3; Reitman's 4; Singer Co.; Tip Top Tailors; Black's Cameras 4; Young Canada; Kinney Shoes; Fairweather.

14 - NEWSPAPERS: STAR (e) 87,096; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert J. Becker, Adv. Dir., STAR, 167 Ferry St., Windsor, ON N9A 4M5; Tel. (519) 255-5711.
National Representative: Southam Newspapers.

WOODSTOCK-INGERSOLL, ONT.

1 - LOCATION: Oxford County, E&P Maps E-4, M-3. County Seat. 27 mi. from London; 87 mi. from Toronto; 51 mi. from Hamilton; 139 mi. from Windsor; 91 mi. from Niagara.

2 - TRANSPORTATION: **Railroads**-C.N.; C.P.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Gray Coach.

3 - POPULATION:
Corp. Cities 81 Cen. 35,097; E&P 87 Est. 36,281
Woodstock 81 Cen. 26,603; E&P 87 Est. 27,139
Ingersoll 81 Cen. 8,494; E&P 87 Est. 9,142
CZ-ABC: (81) 26,603
RTZ-ABC: (81) 48,830
City & RTZ-ABC: (81) 75,433

4 - HOUSEHOLDS:
Cities 81 Cen. 12,696; E&P 87 Est. 14,061
Woodstock 81 Cen. 9,692; E&P 87 Est. 10,603
Ingersoll 81 Cen. 3,004; E&P 87 Est. 3,458
CZ-ABC: (81) 9,655
RTZ-ABC: (81) 15,135
City & RTZ-ABC: (81) 24,790

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	9	N.A.
Savings & Loan	13	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence Woodstock 7,654; County 27,870

8 - GAS METERS: Residence Woodstock 4,200; Ingersoll 1,900

9 - PRINCIPAL INDUSTRIES: No. of factories-Woodstock 53; Ingersoll 14. Textiles; Feed Mills; Machine Shops; Woodworking; Lumber; Paper Prods.; Cement; Heavy Mach.; General Motors Parts Distribution Center. No. of Wage Earners-Woodstock 8,000; Ingersoll 2,500.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-78; Summer 39-87; Fall 27-77; Winter-6-45. First killing frost, Oct. 12; last killing frost, May 4.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Dundas St.; 2 on Peel St.; 2 on Market Sq.
Neighborhood Shopping Centers-1 block on Huron St.; 2 blocks Norwich Ave.; Plz. on Springbank Drive; Plz. Norwich Ave., Dundas St.; Blandford Shopping Ctr. Hwy. 2.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Sun.
Stores Open Evenings-Food Stores-Thur., Fri.; Some 6 days.

13 - RETAIL OUTLETS: **Discount Stores**-Towers; Woolco; Nabours; Bi-Way.
Chain Drug Stores-IDA 2; Rexall 4; Big V 2.
Chain Supermarkets-A&P; Food City; Zehr's.
Other Chain Stores-Canadian Tire; Firestone Tire; Maher Shoes; Reward Shoes; Simpson-Sears; Woolworth; Bata Shoes; Belinda; Heath's; Consumers Distributing; Town & Country; Colour Your World; Home Hardware; Elks; Risso & Risso; People's Jewelers; Irene Hill; Reitman's; TSC Stores; Valdi; Twins; New Orlean Pizza; King Optical; Radio Shack; Sherwin-Williams; St. Claire Paint & Wallpaper; Craik Wiseway.

14 - NEWSPAPERS: SENTINEL-REVIEW (e) 9,156; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: David A. Beattie, Adv. Mgr., SENTINEL-REVIEW, 16-18 Brock St., PO Box 1000, Woodstock, ON N4S 8A5; Tel. (519) 537-2341.
National Representative: Thomson Newspapers.

PRINCE EDWARD ISLAND SURVEYS

POPULATION ESTIMATES

(Thousands)

Age Group	1976	1981	1988
Under 5 Years	10	10	11
5-14 Years	24	21	22
15-24 Years	23	24	26
25-44 Years	28	32	34
45-64 Years	20	21	22
65 and Over	14	15	16
TOTAL	119	123	131

Based on Statistics Canada Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1971	1983	1988
General Mdse	28	109	155
Apparel	5	15	36
Furniture	2	3	6
Groceries	32	94	129
Lumber/Bldg. Mat	1	2	5
Restaurants	1	42	84
Autos	23	89	178
Gasoline/Fuel Oil	14	53	53
Drugs	5	15	26
TOTAL SALES	146	490	733

Source: Census of Canada/Retail Trade

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CHARLOTTETOWN, P.E.I.

1 - LOCATION: Queens County, E&P Map F-4. Capital of P.E.I. Agriculture, fisheries, tourism, shipping, wholesale and college center.

2 - TRANSPORTATION: **Railroads**-C.N.R. connected with mainland by car ferry.
Motor Freight Carriers-5.
Steamships-7 pass. & frt. (2 strictly frt.).
Intercity Bus Lines-Island Bus Service.
Airlines-Air Canada; Canadian Air.

3 - POPULATION:
Corp. City 81 Cen. 15,282; E&P 87 Est. 13,400
CZ-ABC: (81) 22,981
RTZ-ABC: (81) 99,525
City & RTZ-ABC: (81) 122,506

4 - HOUSEHOLDS:
City 81 Cen. 5,910; E&P 87 Est. 5,730
CZ-ABC: (81) 8,235
RTZ-ABC: (81) 29,425
City & RTZ-ABC: (81) 37,660

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Savings & Loan	9	N.A.

6 - PASSENGER AUTOS: County 28,322

7 - ELECTRIC METERS: Residence 45,804

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railway Shops 10; Packers 300; Constr. 1,200.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-48; Summer 65-86; Fall 36-48; Winter 17-18. First killing frost, Oct. 14; last killing frost, May 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Queen, Grafton, University Ave. and Kent St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Confederation Plz.(20)	NA	Sobey's
Charlott'n(50)	NA	Towers
K mart Plz.(8)	NA	K mart, Reitman's
Royalty Mall(16)	NA	Central Farmers, Co-Op
Sherwood(5)	NA	

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Towers; Eatons; K mart.
Variety Stores-Woolworth; Stedmans; Metropolitan; Zeller's.
Chain Drug Stores-Rexall 2; ARP 20; Shoppers Drug Mart.
Chain Supermarkets-Co-Op 2; Lucky Dollar 45; Clover Farm 45; Sobey's Ltd.; Towers.
Other Chain Stores-Firestone; Agnew-Surpass; Sally Shop; Tip Top; Singer; Canadian Tire; Finacentre; Sherwin-Williams; Goodyear.

14 - NEWSPAPERS: GUARDIAN (m) 17,893; PATRIOT (e) 5,679; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Stewart Vickerson, Pub., GUARDIAN and PATRIOT, 165 Prince St., Charlottetown, PEI C1A 4R7; Tel. (902) 894-8506.
National Representative: Thomson Newspapers.

SUMMERSIDE, P.E.I.

1 - LOCATION: Prince County, E&P Map F-4. County Seat. Business center western half of P.E.I. Trading center, fisheries and agriculture. Hwys. 1 and 1A.

2 - TRANSPORTATION: **Railroads**-C.N.
Intercity Bus Lines-Island Transit.
Airlines-CP Air; Air Canada.

3 - POPULATION:
Corp. City 81 Cen. 7,828; E&P 87 Est. 7,026
CZ-ABC: (81) 12,107
RTZ-ABC: (81) 35,053
City & RTZ-ABC: (81) 47,160
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 81 Cen. 2,612; E&P 87 Est. 2,614
CZ-ABC: (81) 3,860
RTZ-ABC: (81) 10,250
City & RTZ-ABC: (81) 14,110

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	8	N.A.

6 - PASSENGER AUTOS: County 19,486

7 - ELECTRIC METERS: 6,732

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agric.; Fishing; Tourism (June to Sept.); Canadian Forces Base.

10 - CLIMATE: Min. & Max. Temp.-Winter 18; Summer 85.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Water; 1 block E. on Central, Summer and Spring Sts.; 3 shopping malls.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Dominick Sq.; Zeller's; Towers.
Variety Stores-Metropolitan.
Chain Supermarkets-Sobey's; Save-Easy; Co-Op; Towers.
Other Chain Stores-Jewelry 4; Canadian Tire; Shoppers Drug Mart 2; Charm Jewelers.

14 - NEWSPAPERS: JOURNAL-PIONEER (e) 11,641; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Mike Smith, Adv. Mgr., JOURNAL-PIONEER, PO Box 1480, Summerside, PEI C1N 4K5; Tel. (902) 436-2121.
National Representative: None.

QUEBEC SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1988
Under 5 Years	443	473	494
5-14 Years	1,108	923	963
15-24 Years	1,264	1,264	1,319
25-44 Years	1,759	1,965	2,050
45-64 Years	1,179	1,244	1,298
65 and Over	482	569	594
TOTAL	6,235	6,438	6,718

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1989
General Mdse.	1,015	2,992	3,628
Apparel	563	1,783	3,811
Furniture	286	695	1,714
Groceries	2,046	7,974	10,908
Lumber Bldg. Mat.	158	342	496
Restaurants	198	2,562	4,573
Autos	1,212	4,823	9,617
Gasoline/Fuel Oil	655	2,110	3,486
Drugs	228	637	1,535
TOTAL SALES	8,325	27,643	41,513

Source: Census of Canada Retail Trade

EDITOR'S NOTE: Passenger Auto totals for Newfoundland, Ontario and Quebec are 1985 figures as these were the latest available at press time.

CHICOUTIMI, QUE.

1 - LOCATION: Chicoutimi County, E&P Map E-3 (In Chicoutimi-Jonquiere Met. Area). County Seat. 120 mi. N of Quebec.

2 - TRANSPORTATION: **Railroads**-Can. Natl.
Intercity Bus Lines-Autobus Voyageur.
Airlines-Quebecair.

3 - POPULATION:
Corp. City 81 Cen. 60,064; E&P 87 Est. 62,916
Met. Area 81 Cen. 135,172; E&P 87 Est. 143,287
CZ-ABC: (81) 60,064
RTZ-ABC: (81) 131,202
City & RTZ-ABC: (81) 191,266
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 81 Cen. 18,365; E&P 87 Est. 21,453
Met. Area 81 Cen. N.A.; E&P 87 Est. 48,119
CZ-ABC: (81) 18,140
RTZ-ABC: (81) 38,175
City & RTZ-ABC: (81) 56,315

5 - BANKS: N.A.

6 - PASSENGER AUTOS: Province 2,483,413

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furn. Mfg.; Aluminum; Paper; Pulp; Shoes; Agric.; Fishing Outfitters.

10 - CLIMATE: Min. & Max. Temp.-3-77.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Chicoutimi Ctr.(4)	NA	Aligro
Place Racine(4)	NA	Gagnon Freres and Steinberg
Place du Royaume(170)	NA	Woolco, The Bay
Place du Saguenay(45)	NA	Simpson, Sears, Zeller's, Aligro-Metro

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: (French) LE QUOTIDIEN DU SAGUENAY LAC ST JEAN (m) 34,726; PROGRES-DIMANCHE (S) 51,299; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Claude Gagnon, Adv. Mgr., LE QUOTIDIEN DU SAGUENAY LAC ST JEAN & PROGRES-DIMANCHE, 1051 Boul Talbot, Chicoutimi, QC G7H 5C1; Tel. (418) 545-4480.
National Representatives: Landon Associates; Robert Bissonnette.

GRANBY, QUE.

1 - LOCATION: Shefford County, E&P Map E-4. 50 mi. from Montreal; On Hwy. 10. Industrial and commercial center.

2 - TRANSPORTATION: **Railroads**-C.N.
Motor Freight Carriers-100.
Intercity Bus Lines-Voyageur; Inter Cities.

3 - POPULATION:
Corp. City 81 Cen. 38,069; E&P 87 Est. 39,171
CZ-ABC: (81) 49,381
RTZ-ABC: (81) 88,782
City & RTZ-ABC: (81) 138,163

4 - HOUSEHOLDS:
City 81 Cen. 13,687; E&P 87 Est. 15,723
CZ-ABC: (81) 17,000
RTZ-ABC: (81) 28,395
City & RTZ-ABC: (81) 45,395

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings	5	N.A.

6 - PASSENGER AUTOS: Province 2,483,413

7 - ELECTRIC METERS: Residence 14,500

8 - GAS METERS: Residence 2,115

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 1,920; Rubber Prods. 686; Plastics 551; Metal Prods. 957; Clothing 720; Furn. 280; Electronics 197; Printing 584; Food Prods. 785; Building Prods. 294; Electrical Prods. 473; Precision Parts 189.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-60; Summer 70-90; Fall 40-50; Winter -20-25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Galeries De Granby (90 stores) between Simonds and Evangeline on Main St.
Neighborhood Shopping Centers-Court St.; St. Joseph St.; Plaza Shopping Center.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Greenberg; Harts; Woolco; K mart; Sears.
Chain Supermarkets-Provigo 3; Steinberg; Metro 2; Richelieu; Select.
Other Chain Stores-Trans-Canada Shoe; Cite Shoes; Yellow; Woodhouse; Reitman's (furn.); Canadian Tire; Sports Experts; Radio Shack.

14 - NEWSPAPERS: LA VOIX DE L'EST (French) (m) 15,865; Mar. 29, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Guy Choiniere, Sales Dir., LA VOIX DE L'EST, 136 Main St., Granby, QC J2G 2V4; Tel. (514) 375-4555.
National Representative: Probec 5 (Montreal).

MONTREAL, QUE.

1 - LOCATION: E&P Maps E-4 & O-1. One of the world's largest inland ports. Shipping, transportation and industrial center of Eastern Canada. Gateway to St. Lawrence Seaway.

2 - TRANSPORTATION: **Railroads**-Headquarters of Via Rail; Burlington Northern; Chicago & North Western; Detroit, Toledo & Ironton; French National; Italian State; Norfolk & Western; Quebec North Shore-Labrador; Technique Industrielle; Conrail; Delaware & Hudson; Napierville Junction; Amtrak.
Motor Freight Carriers and Movers-193.
Intercity Bus Lines-Autobus Auger Leo; Autobus Concorde Ltee.; Autobus Mt. Royal; Autobus Laurentides; Autocar Rive-Sud; City of Laval Transit Commission; Greyhound; Autobus Intercite; Metropolitan Provincial; Metropolitan Sud; Voyageur Inc.
Steamship Lines-(Pass. & Frt.) 190.
Airlines-Aeroflot; Air Canada; Air France; Alitalia; British Airways; C.P. Air; Delta; El Al; USAir; Eastern; K.L.M.; Lufthansa; Nordair; Quebecair; Sabena; Scandinavian; Swissair; Iberia; Olympic; Air Alma; City Express; Republic; Torontair; CSA Czechoslovak Airlines; Cubana; First Air; Yugoslav Airlines. Airports located in Dorval & Mirabel: A.C.H. Services Ltee.; Aer Lingus; Aerolineas Argentinas; American; Finnair; Lot Polish; Tap Air Portugal; Wardair Canada.
Waterborne Commerce-21,000,000 metric tons (approx.).

3 - POPULATION:
Corp. City 81 Cen. 980,354; E&P 87 Est. 857,780
Met. 81 Cen. 2,828,349; E&P 87 Est. 2,852,720
LE DEVOIR/LE JOURNAL DE MONTREAL:
NDM-ABC: (81) 2,828,349
RTZ-ABC: (81) 647,973
Total NDM & RTZ-ABC: (81) 3,476,322
THE GAZETTE:
CZ-ABC: (81) 2,358,561
RTZ-ABC: (81) 1,117,761
City & RTZ-ABC: (81) 3,476,322
LA PRESSE:
NDM-ABC: (81) 3,095,988
RTZ-ABC: (81) 380,334
Total NDM & RTZ-ABC: (81) 3,476,322
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 81 Cen. 417,336; E&P 87 Est. 403,952
Met. Area 81 Cen. N.A.; E&P 87 Est. 1,172,025
LE DEVOIR/LE JOURNAL DE MONTREAL:
NDM-ABC: (81) 1,024,165
RTZ-ABC: (81) 216,290
Total NDM & RTZ-ABC: (81) 1,240,455
THE GAZETTE:
CZ-ABC: (81) 884,770
RTZ-ABC: (81) 355,685
City & RTZ-ABC: (81) 1,240,455
LA PRESSE:
NDM-ABC: (81) 1,115,435
RTZ-ABC: (81) 125,020
Total NDM & RTZ-ABC: (81) 1,240,455

5 - BANKS	NUMBER	EST. DEP.
Banks	500 Branches	N.A.
Cuisse Populaires	145 Branches	N.A.

6 - PASSENGER AUTOS: Province 2,483,413

7 - ELECTRIC METERS: Residence 714,600

8 - GAS METERS: Residence 150,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Service Industries 396,683; Trade 224,062; Trans., Commun. & Other Util. 105,887; Fin., Ins. & R.E. 73,853; Public Administration 37,474; Constr. 42,027; Clothing 28,999; Food & Beverage 26,177; Trans. Equip. 23,012; Av. Wkly. Wage $443.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-(Celsius) Spring 7-18; Summer 14-24; Fall -2-6; Winter -11 to -4.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-Downtown Ste. Catherine St. (Atwater to Amherst, approx. 1 mi.); Promenade La Cite.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Champlain Mall(109)	8	Sears, Steinbergs, Miracle Mart
Pl. Longueuil(100)	4	Steinbergs, Miracle Mart
Ctr. Rockland(190)	3	Eaton, Steinberg, The Bay
Galeries D'Anjou (140)	6	Simpson's, Eaton, Sears, Steinberg
Pl. Versailles(160)	5	Steinbergs, Miracle Mart, The Bay
Pl. Veru(175)	10	Sears, K mart, The Bay, Provigo
Plz. Cote des Neiges(120)	3	Canadian Tire, Wise, Steinbergs
Fairview(196)	10	Simpsons, Eatons, Pascals, Steinbergs
Ctr. Laval(140)	10	Woolco, The Bay, Steinbergs

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Eaton's 9; Simpson's 5; Ogilvy's 3; The Bay 9;

Miracle Mart 11; K mart 5; Woolco 9; Econ Mart 8; Croteau 29; Greenberg's 20; Hart 6; Sears 4; Wise Bros. 11.
Variety Stores-People's 6; Rossy's 15; Woolworth 15; Zeller's 11; Kresge's 3; People's Jewellers 11.
Chain Drug Stores-Uniprix 44; Cadieux 12; Super Pharm 7; Pharmacie Mayrand 6; Cumberland 13; Pharmaprix 20; Kane 4; Jean Coutu 37.
Chain Supermarkets-Steinberg 72; IGA 60; Metro Richelieu 116; Provigo 67; Super Carnaval 7; Maxi 4.
Other Chain Stores-Clothing: Reitmans 43; Au Coin des Petits 20; Bo Jeans 21; Boutique Marie Claire 21; Pantorama 21; Le Chateau 20; Tip Top 13; Shoes: Pitt 37; Trans Canada 27; Salon Six 26; City Shoes 13; Jewellery: Birks 15; Sports: Sports Experts 23; Furniture: Woodhouse 8; Hardware/Auto: Canadian Tire 20; Firestone 11; Goodyear 14; Pascals 14; Audio/Visual: Direct Film 75; Discus Music 21; Radio Shack 37; Convenience Stores: Perrettes Dairies 125; La Maisonnee 45; Provisoir 70; Misc.: Cantors Bakery 37; Consumers Distributing 30.

14 - NEWSPAPERS: LE DEVOIR (French) (m-mon to fri) 29,018; (m-sat) 33,497; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Lise Major, Adv. Mgr., LE DEVOIR, 211 Rue du St. Sacrament, Montreal, QC H2Y 1X1; Tel. (514) 842-9645.
National Representative: None.
LA GAZETTE (m-mon to fri) 198,960; (m-sat) 274,072; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: James T. Arklay, Adv. Dir., LA GAZETTE, 250 Rue St. Antoine, Montreal, QC H2Y 3R7; Tel. (514) 282-2750.
National Representative: Southam Newspapers (Toronto, Montreal).
LE JOURNAL DE MONTREAL (French) (m-mon to fri) 327,478; (m-sat) 368,639; (S) 344,100; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Gerald Dufour, Natl. Adv. Mgr., LE JOURNAL DE MONTREAL, 155 Port Royal W., Montreal, QC H3L 2B1; Tel. (514) 382-1312.
National Representative: None.
LA PRESSE (French) (m-mon to fri) 201,875; (m-sat) 321,468; (S) 169,796; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Denis Belanger, Ret. Adv. Dir., LA PRESSE, 7 Rue St. Jacques, Montreal, QC H2Y 1K9; Tel. (514) 285-7240.
National Representative: North American Travel Publications.

QUEBEC, QUE.

1 - LOCATION: Quebec County, E&P Map E-4. 350 ft. above level of St. Lawrence River, at confluence with St. Charles River. 400 mi. from Gulf of St. Lawrence; 167 mi. E of Montreal.

2 - TRANSPORTATION: **Railroads**-Canadian National; Via Rail; Canadian Pacific.
Motor Freight Carriers-59.
Intercity Bus Lines-La Commision des Transports de la Communaute Urbaine de Quebec (CTCUQ); Autobus Voyageur; Autobus La Malbaie; Autobus Laval Ltee.; Autobus Nolin Inc.; Autobus Ste-Anne de Beaupre; Autobus Ste-Claire; Autobus Tremblay; Autobus Deshaies Ltee.; Autobus Dupont Ltee.; Autobus Fournier Ltee; Autobus Drolet Ltee; Autobus Fortin Enr.; Autobus de la Rive-Sud Inc.
Airlines-Air Canada; Quebecair; Quebec Aviation; Nordair Metro; Les Ailes Quebecoises.

3 - POPULATION:
Corp. City 81 Cen. 166,474; E&P 87 Est. 152,829
Met. Area 81 Cen. 576,075; E&P 87 Est. 618,650
LE JOURNAL DE QUEBEC:
NDM-ABC: (81) 576,075
RTZ-ABC: (81) 138,883
Total NDM & RTZ-ABC: (81) 714,958
LE SOLEIL:
NDM-ABC: (81) 553,437
RTZ-ABC: (81) 161,521
RTZ & NDM-ABC: (81) 714,958
Demographic Information available from Newspapers. See paragraph 14

4 - HOUSEHOLDS:
City 81 Cen. 56,321; E&P 87 Est. 67,391
Met. Area 81 Cen. N.A.; E&P 87 Est. 257,169
LE JOURNAL DE QUEBEC:
NDM-ABC: (81) 195,465
RTZ-ABC: (81) 41,190
Total NDM & RTZ-ABC: (81) 236,655
LE SOLEIL:
NDM-ABC: (81) 190,160
RTZ-ABC: (81) 46,495
RTZ & NDM-ABC: (81) 236,655

5 - BANKS	**NUMBER**	**EST. DEP.**
11 Banks	152 Branches	N.A.

6 - PASSENGER AUTOS: Province 2,483,413

7 - ELECTRIC METERS: Residence 73,921

8 - GAS METERS: Residence 4,290

9 - PRINCIPAL INDUSTRIES: Industry, No. of Plants (No. of Wage Earners)-Food & Beverage 96 (3,567); Leather Footwear 47 (3,198); Leather Prods. 21 (409); Textiles 15 (1,724); Apparel 43 (2,163); Woods Prods. 124 (1,187); Printing & Pub. 96 (1,810); Iron & Steel Prods. 16 (1,029); Non-ferrous Metal Prods. 23 (673); Cement, etc. 21 (466); Chemical Prods. 28 (1,261); Misc. Mfg. 89 (8,457).

10 - CLIMATE: Av. Max. Temp. 77; Av. Min. Temp. 3; Av. Temp. 40.

11 - TAP WATER: Acidic, very soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Galeries Ste Anne(26)	NA	Woolco
Place Laurier (300)	NA	Simpson-Sears, La Baie
Les Galeries de la Canardiere(20)	NA	
Place Fleur de Lys(220)	NA	Simpson-Sears, Pascal
Place Ste-Foy(110)	NA	Eaton
Galeries de la Capitale(250)	NA	Eaton, La Baie
Place Lebourgneuf (50)	NA	Le Castor
Carrefour Beauport (40)	NA	Ikea

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Eaton 2; La Baie 2; Holt Renfrew 2; J.B. Laliberte; Simon's 2; Greenbergs; Wise Bros.; Norman & Fils 3; Simpson-Sears 3.
Discount Stores-Jupiter; Towers; Miracle Mart 2; K mart; Woolco 2.
Variety Stores-Woolworth 3; Metropolitan; Kresge's 3; Zeller's 4.
Chain Drug Stores-Ph. Brunet 5; Jean Coutu 5; Uniprix-Pharmaprix.
Chain Supermarkets-Steinberg's 11; Excel 64; Gem 46; IGA 7; Dallaire 5; Provigo 22.
Other National Chain Stores-Agnew-Surpass Shoes; D'Allaird's (women's); Henry Birks (jewelry); Reitman's (women's); J.B. Lefebvre Shoes; Simard & Voyer; Trans-Canada Shoes; Willis Musical Instruments; Zeller's Legare; Dr. Scholl's; Singer Co.; Laura Secord; Sally's; Tip Top Tailor; Canadian Tire; Handy Andy; Pascal Hdwe.; Bata Shoes; Pennington (women's); Goodyear.

14 - NEWSPAPERS: LE JOURNAL DE QUEBEC (French) (m-mon to fri) 107,181; (m-sat) 110,870; (S) 95,385; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Daniel Houde, Adv. Mgr., LE JOURNAL DE QUEBEC, 450 Ave. Bechard, Ville Vanier, QC G1M 2E9; Tel. (418) 683-1573.
National Representative: Quebecor.
LE SOLEIL (French) (m-mon to fri) 117,235; (m-sat) 147,008; (S) 93,127; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: P.A. Audet, Pres. & Gen. Mgr., LE SOLEIL, 390 St. Vallier St. E., Quebec, QC G1K 7J6; Tel. (418) 647-3270.
National Representatives: Landon Associates; Leonard Company; National Advertising Representatives (Vancouver).

SHERBROOKE, QUE.

1 - LOCATION: Sherbrooke County, E&P Map E-4. County Seat. Industrial and Agric. ctr. 100 mi. SE of Montreal; 140 mi. SW of Quebec; 30 mi. N of Vermont border. On Provincial Hwys. 108, 112, 143, 147 & 249; Autoroutes 10, 55 & 410.

2 - TRANSPORTATION: **Railroads**-Canadian National; Canadian Pacific.
Motor Freight Carriers-11.
Intercity Bus Lines-Corporation Municipale de Sherbrooke; Voyageur; Bourgeois; Autobus de l'Estrie; Autobus St. Louis; Autobus Dostie; Autobus Pouliot.

3 - POPULATION:
Corp. City 81 Cen. 74,075; E&P 87 Est. 70,372
CZ-ABC: (81) 89,211
RTZ-ABC: (81) 201,322
City & RTZ-ABC: (81) 290,533

4 - HOUSEHOLDS:
City 81 Cen. N.A.; E&P 87 Est. 29,467
CZ-ABC: (81) 32,575
RTZ-ABC: (81) 64,420
City & RTZ-ABC: (81) 106,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	7	N.A.
Charter Branches	27	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 2,483,413

7 - ELECTRIC METERS: Residence 46,569

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rubber 432; Woodwork 51; Hockey Sticks 219; Lumber 70; Stockings & Gloves 451; Jewelry 50; Plastic 63; Drugs 15; Textile 1,600; Foundry 55; Shoes 156; Superheaters 514; Mach. 1,300; Food 520; Chocolate 832; Aluminum Products 84; Soft Drinks 1,490; Bathing Suits 44; Bakery Machineries 58; Sportswear: Ladies Pants 60; Men's Pants 125; Shoes 93; Metal 224; Apparel 822.

Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 6-17; Summer 15-27; Fall 4-12; Winter -30 to -11.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Areas**-Downtown: 3 blocks Wellington N.; 3 Wellington S.; 15 King W.; 5 King E.
Neighborhood Shopping Centers-Galeries 4 Saisons: 13e Avenue North (80 units); Place Belvedere: Galt St. W. & Belvedere St. S. (23 units); Place Dunant: Dunant St. (12 units); Centre d'Achats Sherbrooke: King St. W. (25 units); Carrefour de l'Estrie: Portland Blvd. (180 units); Plaza Rock Forest: Bourque Blvd., Rock Forest (40 units).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Center d'Achats Sherbrooke(25)	NA	Zeller's, Dominion
Plaza Rock Forest(40)	NA	Woolco, Provigo, Nutri-Plus
King Street(19)	NA	Zeller's, Provigo
Place Belvedere(17)	NA	Steinberg, Miracle Mart
Plaza Sherbrooke Downtown(70)	NA	Provigo
Carrefour de l'Estrie(180)	NA	Eaton's, Pascal, Reitman's, Sears, Steinberg
Galerie Quatre Saisons(80)	NA	Zeller's, A&P
Place Dunant(12)	NA	Nutri-Plus

Principal Shopping Days-Wed., Thur., Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Setlakwe; Au Bon Marche; Miracle Mart; Woolco; Eaton's; Sears.
Variety Stores-Greenberg's; Zeller's.
Chain Drug Stores-Capes 4; Center 4; Medical Arts 3; Jean Coutu; Cadieux; Cumberland; Pharmaprix; Pharmaplus; Uniprix.
Chain Supermarkets-Dominion 2; Steinbergs 3; Provigo 7; A&P; Metro Richelieu 4; Servi-Plus 4; Nutri-Plus 4.
Independent Grocers-Les Epiciers "Supreme" 40; Red & White Stores 41; Trans-Kebec 24; Normandie 23; AER 20; Cardinal 18; Alouette 9.
Other Chain Stores-Reitman's (ladies); Firestone; Yellow Sample Shoe; Trans-Canada Shoe; Lindor (ladies); Canadian Tire; United Auto Parts; Pascal; Western Tire; Goodrich; Goodyear; Arlington; Sports Experts; Princess Silk; Montreal Draperies; Astral Photo; Atlantique Image & Son; Birks; Bowring; Centre de Rasoir; Singer; Beatrice; Colonial Electronique; Dalmys; Boiteau Luminaire; Tip Top Tailors; Legare-Woodhouse; Pennington; People's Jewellers; Lumberland; Radio Shack; Castor Bricoleur; CTR Tire; Simard & Voyer.

14 - NEWSPAPERS: RECORD (e-mon to fri) 6,222; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Lloyd G. Scheib, Adv. Dir., RECORD, 2850 Delorme St., Sherbrooke, QC J1K 1A1; Tel. (819) 569-9525.
National Representative: Beyer Drake & Associates.
LA TRIBUNE (m-mon to fri) 42,200; (m-sat) 47,600; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Francois Vaillancourt, Adv. Dir., LA TRIBUNE, 1950 Roy St., Sherbrooke, QC J1K 2X8; Tel. (819) 569-9201.
National Representative: Probec 5.

TROIS-RIVIERES, QUE.

1 - LOCATION: St. Maurice County, E&P Map E-4. North shore of St. Lawrence River at mouth of St. Maurice River. 85 mi. from Montreal; 88 mi. from Quebec; 91 mi. from Sherbrooke. Natural ocean port, open year round.

2 - TRANSPORTATION: **Railroads**-C.N.; C.P.
Intercity Bus Lines-Provincial Transport; Transport en Commun de Trois-Rivieres; CITF.
Airlines-C.P.; C.N.

3 - POPULATION:
Corp. City 81 Cen. 50,466; E&P 87 Est. 47,709
Met. Area 81 Cen. 111,453; E&P 87 Est. 118,194
NDM-ABC: (81) 200,575
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 81 Cen. 19,275; E&P 87 Est. 20,130
Met. Area 81 Cen. N.A.; E&P 87 Est. 46,534
NDM-ABC: (81) 68,110

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	21	N.A.
Savings & Loan	53	N.A.
Commercial	22	N.A.

6 - PASSENGER AUTOS: Province 2,483,413

7 - ELECTRIC METERS: 24,906

8 - GAS METERS: 4,500

9 - PRINCIPAL INDUSTRIES: Industry, Av. Wkly Wage (including overtime)-All Employees: Mfg. ($491); Durable Goods ($452); Non-durable Goods ($508); Paper & Allied Industries ($601); Goods Producing Industries ($499); Trans., Comm. & Other Utils. ($527); Service Producing Industries ($468); Industrial Aggregate ($403).

Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 55-102; Fall 30-70; Winter -20-25.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-on des Forges Blvd.: Centre Commercial Les Rivieres (115 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ctre d'Achats(8)	2	Provigo, Radio Shack, Boutique Frivole
Trois-Rivieres W Ctr (150)	2	Reitman's, Woolco, Steinberg
Les Galeries du Cap(55)	NA	Maxi, Woolco
Plaza de la Maurice	20	Steinberg, K mart, Canadian Tire, Lies Promenade du Centile-Villa

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping centers-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Woolco; Zeller's; Miracle Mart.

Discount Stores-Bonaprix.

Variety Stores-Zeller's; Greenberg's.

Chain Drug Stores-Pharmacie PSM; Pharmacie Jean Coutu; Pharmaprix; Uniprix.

Chain Supermarkets-Steinberg's 2; A&P; Metro 11; Trans-Kebec 41; Richelieu Select 11; Supreme 16; Metropole 39; Provigo 27; IGA; Cooprix; Baribo; Axep.

Other Chain Stores-Reitman's; Trans-Canada; Laura Secord; Crown Diamond; Lowe Brothers; Lewis Shoe; Mia; Birks; Agnew-Surpass; Cartier; Fredelle; Charmco; Boiteau; Marier; Bonita; Chez Liliane; Kim; Pennington; Stokes; Au Coin des Petits; The Shoe Man; Jerome; Jacques Allard; Centre Coiffure Masculine; Dalmys; Princess Silk; Trans-Canada Shoe; Hart's; Children Wear; Dexter Shoe; Podium; Ro-Na; Aldo; Simard & Voyer; Naturalizer; Dalmys; Fer-Plus; Radio Shack; Sports Experts.

14 - NEWSPAPERS: LE NOUVELLISTE (French) (m) 56,774; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Elphege LeBrun, Adv. Dir., LE NOUVELLISTE, 500 St. Georges, Trois Rivieres, QC G9A 5J6; Tel. (819) 376-2501.
National Representatives: Probec 5; Target Media.

SASKATCHEWAN SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1988
Under 5 Years	75	81	88
5-14 Years	173	157	171
15-24 Years	178	184	200
25-44 Years	207	246	268
45-64 Years	186	184	200
65 and Over	103	116	126
TOTAL	922	968	1,053

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1988
General Mdse.	249	861	1,045
Apparel	54	201	326
Furniture	25	141	118
Groceries	712	882	1,387
Lumber Bldg. Mat.	21	38	88
Restaurants	16	324	694
Autos	243	1,158	1,308
Gasoline Fuel Oil	111	295	239
Drugs	[illegible]	152	270
TOTAL SALES	1,18[illegible]	4,740	6,053

Source: Census of Canada Retail Trade

MOOSE JAW, SASK.

1 - LOCATION: Division 7. E&P Map B-3. Situated 434 mi. E of Calgary; 398 mi. W of Winnipeg; 112 mi. N of U.S. border.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific; Canadian National.
Motor Freight Carriers-3.
Intercity Bus Lines-Saskatchewan Trans.; Greyhound.

3 - POPULATION:
Corp. City 81 Cen. 33,941; E&P 87 Est. 36,141
CZ-ABC: (81) 33,941
RTZ-ABC: (81) 23,238
City & RTZ-ABC: (81) 57,179

4 - HOUSEHOLDS:
City 81 Cen. 12,833; E&P 87 Est. 14,553
CZ-ABC: (81) 12,660
RTZ-ABC: (81) 7,900
City & RTZ-ABC: (81) 20,560

5 - BANKS	NUMBER	DEPOSITS
Savings	8	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: City 15,163; Rural 11,493.

7 - ELECTRIC METERS: Residence 11,500.

8 - GAS METERS: Residence 7,100.

9 - PRINCIPAL INDUSTRIES: Meat Packing; Food Proc.; Oil Refining; Men's Work Clothes; Tank Car Repairing and Cleaning Plant; Steel Rolling Mill; R.R.; Winery. Total: 2,050 employees. Av. Wkly. Wage $213.
Principal Industrial Pay Days-5th, 15th, 20th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-53; Summer 37-93; Fall 8-81; Winter 8-53. First killing frost, Sept. 13; last killing frost, May 31.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Areas**-7 blocks on Main St.; 3 on High St.; 2 on River St.
Neighborhood Shopping Centers-4th Ave. S.W. between Home & Coteau Sts.; 9th Ave. N.W. N. of Caribou; Athabasca St. E.; 3rd Ave. to 4th Ave., both sides; 1st Ave. N.W.; Stadacona St. W. to Athabasca St. W.; Shopping Centre Complex 7 blocks from downtown area.
Principal Shopping Days-Mon. through Sat.
Stores Close-Sun.

13 - RETAIL OUTLETS: **Department Stores**-Army & Navy; T. Eaton; Moose Jaw Co-Op; Joyner's; Saan; Simpson-Sears; Zellers; MacLeod's; Woolco; Gallenkamp.
Variety Stores-Kresge; Metropolitan.
Chain Drug Stores-Bi-rite; Price Watchers; Shoppers.
Chain Supermarkets-Safeway 2; Co-op.
Other Chain Stores-Sally's; Women's; Tip Top Tailors; Agnew-Surpass; Reitmans; Canadian Tire.

14 - NEWSPAPERS: TIMES-HERALD (e) 9,889; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Albert Calvert, Adv. Mgr., TIMES-HERALD, 44 Fairford St. W., Moose Jaw, SK S6H 1V1; Tel. (306) 692-6441.
National Representative: Thomson Newspapers.

PRINCE ALBERT, SASK.

1 - LOCATION: Division 15, E&P Map B-3. Capital of Sask. Northland 100 mi. NE of Saskatoon. On Hwys. 2, 3, 11, 55 and "All-Weather" Hwy. to U.S. and Winnipeg, Edmonton, Calgary and Vancouver.

2 - TRANSPORTATION: **Railroads**-Div. Point for Canadian Pacific & Canadian National (21 branches out of city).
Motor Freight Carriers-20.
Intercity Bus Lines-Saskatchewan Trans. Co.
Airlines-Transair; North Can Air; Athabaska (charter).

3 - POPULATION:
Corp. City 81 Cen. 31,380; E&P 87 Est. 34,962
CZ-ABC: (81) 31,380
RTZ-ABC: (81) 75,521
City & RTZ-ABC: (81) 106,901
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 10,806; E&P 87 Est. 12,795
CZ-ABC: (81) 10,680
RTZ-ABC: (81) 25,285
City & RTZ-ABC: (81) 35,965

5 - BANKS	NUMBER	DEPOSITS
Credit Unions	3	N.A.
Commercial	7	N.A.
Trust Co.	2	N.A.

6 - PASSENGER AUTOS: City 14,521; Rural 10,105.

7 - ELECTRIC METERS: Residence 7,710.

8 - GAS METERS: Residence 8,163.

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Mfg. ($599); Constr. ($501); Trade ($246); Industrial Composite ($368).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 55-80; Fall 20-65; Winter 30-10.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway-North Plaza(65)	NA	Safeway, Sears, Eaton's, Zeller's, Fields
South Hill(40)	NA	Safeway, Woolco, Reitmans, The Bay

13 - RETAIL OUTLETS: Hardware 5; Beauty Salons 29; Barbers 11; Jewelers 10; Painters 15; Plumbers 18; Radio Electric 11; R.E. & Ins. 14; Restaurants 53; Stationery 3; Ladies Apparel 12; Childrens Wear; Men's Wear 12; Auto Sales & Garages 12; Service Stations 33; Bakeries 10; Shoe Stores 9; Building Materials 11; Cleaners & Dyers 7; Dairies 2; Dept. & Variety Stores; Drug Stores 11; Farm Implements 13; Furniture Stores 12.
Department Stores-Eaton's; Simpson-Sears; The Bay; Zellers.
Chain Drug Stores-R[illegible] 3; White Cross; Shopper's Drugmart; Boots.
Chain Supermarkets-Safeway 2; OK Economy 2; Red & White 6; Co-op; Save-A-Dollar 11; IGA 3.
Other Chain Stores-Agnew-Surpass; Singer Co.; Sherwin-Williams; Beaver Lumber; Woolworth's; S.S. Kresge; Fields; Sally; Saan; McLeod's Ltd.; Firestone; North-American Lumber; Kaufman's; Radio Shack; Reily & McCormick; Famous Furniture City; Sound City; People's Credit Jewelers; Cole's Book Store.

14 - NEWSPAPERS: HERALD (e) 9,754; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Robert W. Gibb, Pub./Gen. Mgr., HERALD, 30-10th St., Prince Albert, SK S6V 5R9; Tel. (306) 764-4276.
National Representative: Thomson Newspapers.

REGINA, SASK.

1 - LOCATION: Division 6. E&P Map B-3. Western Canada, situated 347 mi. (559 km.) W of Winnipeg; 480 mi. (773 km.) E of Calgary; 168 mi. (270 km.) SE of Saskatoon; 510 mi. (821 km.) SE of Edmonton.

2 - TRANSPORTATION: **Railroads**-CP; CN; Via Rail.
Motor Freight Carriers-90.
Intercity Bus Lines-Saskatchewan Transportation; Greyhound; Moose Mountain.
Airlines-Air Canada; Norcanair; Canadian Airlines Int'l.

3 - POPULATION:
Corp. City 81 Cen. 162,613; E&P 87 Est. 181,794
CZ-ABC: (81) 162,613
Bal. in NDM-ABC: (81) 329,189
Met. Area 81 Cen. 164,313; E&P 87 Est. 183,669
Total NDM-ABC: (81) 491,802
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 58,557; E&P 87 Est. 69,955
Met. Area 81 Cen. N.A.; E&P 87 Est. 70,623
CZ-ABC: (81) 58,125
Bal. in NDM-ABC: (81) 114,630
Total NDM-ABC: (81) 172,755

5 - BANKS	NUMBER	DEPOSITS
Savings	51	N.A.
Trust	18	N.A.
Loan	15	N.A.
Credit Union	20	N.A.

6 - PASSENGER AUTOS: City 82,383; Rural 25,387.

7 - ELECTRIC METERS: Residence 65,400.

8 - GAS METERS: Residence 55,200.

9 - PRINCIPAL INDUSTRIES: Gov't.; Steel; Meat Proc.; Fertilizer; Cement; Concrete; Dairy; Sheet Metal; Refineries; Steel Tank Mfg.; Dist. Ctr. Comm.; Steel Pipe; Paint; Agricultural Implements; Grain Farming; Marketing; Cable & Telephone Equip.; Gases; Dry Ice; Chemicals; Steel; Total Employed 92,000. Av. Wkly. Wage $374.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 26-25; Summer 3-37; Fall 3-28; Winter 37-5. First killing frost, Sept. 30; last killing frost, May 6. 2,450 average hours of sunshine annually.

11 - TAP WATER: Neutral, very hard, [illegible]uoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on 11th Ave.; 3 on Broad St.; 2 on Rose St.; 3 on Hamilton St.; 3 on Scarth St.; 3 on 12th Ave.
Neighborhood Shopping Centers-Dewdney & Retallack Sts.; Victoria & Winnipeg; 15th & Toronto; 13th Ave. W.; Gordon Rd. & Rae St.; 3 on Albert St.
Shopping Centers (No. of Stores)-Avon Ctr. 14; Broad Plz. 5; Broadway 10; Cornwall Ctr. 75; Eatons Mall 16; Golden Mile Plz. 40; Gordon Road 11; Glen Cairn Shopping Ctr. 14; Hill Ave. 11; Hillsdale Ctr. 7; Midtown Plz. 35; Normanview 40; Northgate 70; Park Plz. 7; Regent Pk. 16; Regina Inn Ctr. 21; Riverheights 13; Scarth St. Mall 40; Southland Mall 54; Sherwood Vlg. 40; Thirteenth Ave. Ctr. 9; Whitmore Pk. 7; Victoria Sq. 45.
Principal Shopping Days-Mon. through Sat., Open Thur. evening.

13 - RETAIL OUTLETS: **Department Stores**-Army & Navy; T. Eaton Co.; Saan; Sears; Sherwood Co-op; The Bay; Woolco; Robinson; Zeller's 3.
Variety Stores-Kresge; Woolworth; Metropolitan.
Chain Drug Stores-Boots 3; Pinders-Rexall 6; Bi-Rite 9; Shoppers 2; Arp 8.
Chain Supermarkets-Safeway 7; Loblaws-OK Economy 6; Tom Boy 4; Sherwood Co-op 2; Superstore; Pic n Pak.
Other Chain Stores-Shoes: Agnew-Surpass, Bata, Kinney, Reward, Sterling, Chandler, Duet, Naturalizer, Fredelle, Maher, Julia, Lewis, Boutique Aldo, Aggies; Jewelry: People's Credit, Henry Birks, Mappins, O.B. Allan, Juniors Kitchen Boutique, Picadilly Gifts, Zale's, Heinrichs Gem Centre, R & R Merchants, Ben Moss; Clothing: Dalmy's, Pennington's, Jack Fraser, Thrifty's, The Pant House, Jean Junction, Sweet 16, Shirley K Maternity, D'Allaird's, Sally's, Tip Top Tailors, Reitman's, Mortons, P3, Suzy Shier, Mannequin, Ricki's, Fairweather, Cactus, Town & Country, Cojana, Smart Set, Irene Hill, Ayres, J. Michaels, Liz Porter, This is Maggie, Antels, Chantel, Addition-Elle, Modissa, Suzy Creamcheese, Boutique Marie Claire, The Loft, Big Steel Man, George Richards Kingsize Clothes, Bootlegger; Automotive: Uniroyal, Dunlop, Firestone 3, B.F. Goodrich, Goodyear 3, General, Peavy Mart, Canadian Tire 2; Other: Radio Shack, Laura Secord, Sam The Record Man, Bumper to Bumper 2, Classic Book Shop, Caprice Cards, Astral Photo, Wilson Office Specialty, Coles Books, Mr. Sound Records & Tapes, Happy Hour Card'n'Party Shop, A & A Records, One Hour Photo, Foot Locker (athletic supplies), Lewiscraft Hobbies & Crafts, Hans Christian Toys, The Teachers Store (educ. toys & supplies), Samco Electronics, Andrea's Bath Boutique, The Key Man, Punchy's Posys, Kid's World.

14 - NEWSPAPERS: THE LEADER-POST (e) 73,253; Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ed Schultz, Adv. Dir., THE LEADER-POST, Victoria [illegible] & Park St., Regina SK S4P 3G4; Tel. (306) [illegible]211.
National Representative: None.

SASKATOON, SASK.

1 - LOCATION: E&P Map B-3. On South Saskatchewan River, 326 mi. E of Edmonton; 490 mi. NW of Winnipeg. On Hwys. 5, 7, 11, 14.

2 - TRANSPORTATION: **Railroads**-CN; CP; Via Rail.
Motor Freight Carriers-87.
Intercity Bus Lines-Saskatchewan Transportation; Greyhound.
Airlines-Air Canada; Norcanair; Canadian; Wardair.

3 - POPULATION:
Corp. City/Met. Area 81 Cen. 154,210; E&P 87 Est. 183,166
CZ-ABC: (81) 154,210
Bal. in NDM-ABC (81) 83,253
Total NDM-ABC: (81) 237,463

4 - HOUSEHOLDS:
City/Met. Area 81 Cen. 58,177; E&P 87 Est. 73,654
CZ-ABC: (81) 57,340
Bal. in NDM-ABC: (81) 27,580
Total NDM-ABC: (81) 84,920

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	52	N.A.
Credit Unions	17	N.A.
Trust Co.'s	19	N.A.

6 - PASSENGER AUTOS: City 78,016; Rural 39,998.

7 - ELECTRIC METERS: Residence 78,485.

8 - GAS METERS: Residence 55,268.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 7,000; Constr. 3,000; Trans., Commun. and Utilities 11,000; Trade 19,000; Services 31,000; Public Administration and Defense 12,000; Other 4,000. Total Work Force-87,000 (1985). Av. Wkly. Wage-$408.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-89; Summer 34-93; Fall 7-75; Winter-40-35. First killing frost, Sept. 4; last killing frost, May 8.

11 - TAP WATER: Alkaline, hard, fluoridated, artificially softened.

12 - RETAILING: **Principal Shopping Centers**-Downtown Core (5 blocks on 2nd Ave., 4 blocks on 3rd Ave., 3 blocks on 21st St. E., 4 blocks on 20th St. W.); Midtown Plaza (64 stores, 1st Ave. N.); Midtown Village and Plaza Suite (Idylwyld Dr. N.); Broadway Ave. (5 blocks).
Neighborhood Shopping Centers (No. of stores)-Circle Park Mall (64); Confederation Park Plaza (36); Grosvenor Park Shpg. Ctr. (43); The Mall at Lawson Heights (67); Market Mall (72); Canarama Shpg. Ctr. (17); Westgate Plaza (15); Wildwood Mall (32); Avalon Shpg. Ctr. (16); Cumberland Sq. (30).
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-The Bay; Eaton's; Sears; Army & Navy; MacLeod's; Robinson's; Saan; Zeller's; Woolco; Co-op Center.
Variety Stores-Kresge's; Woolworth.
Chain Drug Stores-Pinders 8; Price Wathers 17; Shoppers Drug Mart 2; Others 20.
Chain Supermarkets-Safeway 5; OK Economy 4; Shop-Rite 12; Dominion; IGA; Independent 36; Super Valu 2.
Other Chain Stores-Singer; Laura Secord; Fairweather; Ricki's; Pennington's; Bata; Agnew Surpass; D'Allaird's; People's Jewellers; Birk's; Reitmans; Canadian Tire; Coles; Tip Top; Firestone; Jack Fraser; Irene Hill; Marks & Spencer; Young Canada; Shoppers Optical; Sterling Shoes; Footlocker; Fredelle Shoes; A&A Records; The Card Shop; Black's Cameras; Merle Norman; Willson Stationers; Shefield & Sons; Radio Shack; Savannah; Mappins.

14 - NEWSPAPERS: STAR-PHOENIX (e) 63,737; Mar. 31, 1987 ABC.
NOTE: The Star-Phoenix began morning publication May 19, 1987. It will remain a morning newspaper until at least May, 1988.
Local Contact for Advertising and Merchandising Data: Armand M. Kraft, Adv. Mgr., STAR-PHOENIX, 204-5th Ave. N., Saskatoon, SK S7K 2P1; Tel. (306) 664-8340.
National Representatives: Vernon J. Rumford Media Representatives; Bardall, Gosbee & Associates.

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SECTION IV

Population, income, retail sales tables

1988 estimates of population, income, retail sales,
food sales — U.S. and Canada

U.S. and Canada Daily Newspaper Markets

Metro areas (MSAs), counties, cities

States	Pop., Income Tables	Ret. Sales Tables
Alabama	3	92
Alaska	5	93
Arizona	5	94
Arkansas	6	94
California	8	96
Colorado	11	99
Connecticut	13	100
Delaware	14	100
District of Columbia	14	101
Florida	15	101
Georgia	17	103
Hawaii	20	105
Idaho	20	106
Illinois	21	106
Indiana	25	109
Iowa	27	111
Kansas	30	113
Kentucky	32	115
Louisiana	34	117
Maine	36	118
Maryland	37	119
Massachusetts	38	119
Michigan	39	120
Minnesota	41	122
Mississippi	43	124
Missouri	45	125
Montana	48	127
Nebraska	49	128
Nevada	51	130
New Hampshire	51	130
New Jersey	52	131
New Mexico	53	132
New York	54	133
North Carolina	57	135
North Dakota	59	137
Ohio	60	138
Oklahoma	63	140
Oregon	65	142
Pennsylvania	66	143
Rhode Island	69	145
South Carolina	70	146
South Dakota	71	146
Tennessee	72	148
Texas	75	149
Utah	80	154
Vermont	81	155
Virginia	82	155
Washington	84	157
West Virgina	85	158
Wisconsin	87	159
Wyoming	88	161
All Canadian markets	89	161

NATIONWIDE SUMMARY OF POPULATION INCOME, HOUSEHOLDS, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1986)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
US TOTALS	227,156,474	246,365,472	8.5	90,245,018	1,912,277,020	3,419,304,826	13,879	37,889	2,240,406	64,368,000	71,739,000
ALABAMA	3,894,917	4,127,838	6.0	1,481,903	25,555,998	44,598,160	10,804	30,095	48,448	576,000	1,431,000
ALASKA	402,726	501,866	24.6	174,002	4,672,004	9,031,308	17,995	51,903	570	20,000	10,000
ARIZONA	2,730,779	3,365,165	23.2	1,236,771	21,898,999	44,884,688	13,338	36,292	7,334	798,000	699,000
ARKANSAS	2,298,550	2,439,528	6.1	889,383	14,829,999	25,328,087	10,382	28,478	50,525	978,000	2,022,000
CALIFORNIA	23,770,544	27,898,211	17.4	10,381,261	234,272,001	453,366,086	16,251	43,672	82,463	10,032,000	4,557,000
COLORADO	2,903,086	3,440,141	18.5	1,318,421	26,005,998	50,008,186	14,537	37,930	27,111	892,000	2,219,000
CONNECTICUT	3,113,892	3,251,088	4.4	1,181,440	31,485,001	59,194,877	18,208	50,104	3,754	162,000	210,000
DELAWARE	595,969	633,163	6.2	229,163	4,858,000	8,980,627	14,184	39,189	3,338	111,000	359,000
D. C.	636,592	588,197	-7.6	239,145	6,813,000	10,505,424	17,860	43,929	N.A.	N.A.	N.A.
FLORIDA	9,874,421	12,171,967	23.3	4,781,142	82,384,000	167,510,930	13,762	35,036	36,352	3,800,000	1,000,000
GEORGIA	5,482,072	6,233,044	13.7	2,212,334	38,901,010	78,652,579	12,619	35,552	49,630	1,343,000	1,885,000
HAWAII	968,507	1,087,629	12.3	339,370	8,800,000	15,561,119	14,307	45,853	4,595	503,000	84,000
IDAHO	947,240	1,034,438	9.2	365,040	7,106,999	11,692,235	11,303	32,030	24,714	1,065,000	868,000
ILLINOIS	11,432,604	11,620,199	1.6	4,226,525	104,539,001	172,315,216	14,829	40,770	98,483	4,738,000	2,144,000
INDIANA	5,488,859	5,550,156	1.1	2,022,128	43,203,001	69,661,632	12,551	34,450	77,180	2,259,000	1,850,000
IOWA	2,912,717	2,922,902	0.3	1,091,997	23,262,997	37,009,123	12,662	33,891	115,413	4,124,000	4,980,000
KANSAS	2,367,464	2,517,551	6.3	954,308	19,863,001	34,459,580	13,688	36,109	73,315	1,978,000	3,447,000
KENTUCKY	3,662,132	3,806,754	3.9	1,357,535	25,347,002	40,520,036	10,644	29,848	101,642	1,078,000	1,311,000
LOUISIANA	4,221,546	4,662,429	10.4	1,628,451	31,540,002	50,204,063	10,768	30,829	31,628	872,000	503,000
MAINE	1,126,413	1,208,277	7.3	445,008	8,123,001	14,905,577	12,336	33,495	7,003	142,000	241,000
MARYLAND	4,225,382	4,493,707	6.4	1,623,368	37,871,000	71,061,094	15,813	43,774	16,183	371,000	814,000
MASSACHUSETTS	5,742,886	5,912,581	3.0	2,162,707	51,320,001	97,489,553	16,488	45,078	5,401	292,000	131,000
MICHIGAN	9,254,671	9,124,179	-1.4	3,294,162	79,837,996	122,952,260	13,475	37,324	58,661	1,428,000	1,237,000
MINNESOTA	4,082,550	4,317,247	5.7	1,598,504	34,218,004	60,663,026	14,051	37,950	94,382	2,679,000	3,395,000
MISSISSIPPI	2,522,606	2,662,619	5.6	904,645	14,759,003	24,636,349	9,253	27,233	42,415	978,000	1,046,000
MISSOURI	4,923,641	5,173,350	5.1	1,934,720	39,090,005	67,746,550	13,095	35,016	112,447	1,586,000	1,925,000
MONTANA	788,297	852,881	8.2	319,471	6,028,002	9,622,286	11,282	30,119	23,570	493,000	720,000
NEBRASKA	1,571,699	1,633,050	3.9	612,692	12,303,001	21,920,994	13,423	35,778	60,243	2,669,000	4,260,000
NEVADA	806,925	1,014,822	25.8	401,992	7,786,002	14,536,400	14,324	36,161	2,719	72,000	160,000
NEW HAMPSHIRE	923,480	1,059,274	14.7	384,545	7,739,000	17,248,178	16,283	44,853	2,757	38,000	72,000
NEW JERSEY	7,376,752	7,740,423	4.9	2,758,169	71,536,000	135,012,025	17,442	48,950	8,277	430,000	150,000
NEW MEXICO	1,305,156	1,535,812	17.7	550,093	9,327,002	16,171,438	10,530	29,398	12,914	307,000	709,000
NEW YORK	17,575,098	18,034,776	2.6	6,678,989	158,826,000	286,467,103	15,884	42,891	42,207	692,000	1,811,000
NORTH CAROLINA	5,888,018	6,528,223	10.9	2,364,082	40,120,002	78,189,362	11,977	33,074	72,792	1,604,000	2,179,000
NORTH DAKOTA	653,973	694,991	6.3	250,005	4,796,000	8,289,290	11,927	33,156	36,431	1,623,000	676,000
OHIO	10,800,470	10,886,814	0.8	4,030,823	89,046,004	143,927,562	13,220	35,707	86,934	2,044,000	1,565,000
OKLAHOMA	3,037,548	3,329,961	9.6	1,253,825	24,196,000	37,166,828	11,161	29,643	72,523	746,000	1,835,000
OREGON	2,637,639	2,731,823	3.6	1,067,641	21,843,998	35,475,679	12,986	33,228	34,087	1,137,000	647,000
PENNSYLVANIA	11,879,679	12,048,266	1.4	4,420,975	99,835,997	162,297,921	13,471	36,711	55,535	926,000	2,238,000
RHODE ISLAND	948,547	985,366	3.9	364,740	7,829,000	14,412,364	14,626	39,514	728	12,000	12,000
SOUTH CAROLINA	3,127,260	3,501,532	12.0	1,198,615	20,399,999	37,807,815	10,798	31,543	24,929	453,000	453,000
SOUTH DAKOTA	689,745	714,585	3.6	261,114	5,053,002	8,537,837	11,948	32,698	37,148	939,000	1,526,000
TENNESSEE	4,595,461	4,890,837	6.4	1,782,996	32,119,999	56,388,061	11,529	31,625	90,565	891,000	1,144,000
TEXAS	14,320,811	17,156,852	19.8	6,097,771	119,071,995	222,729,706	12,982	36,526	185,020	2,939,000	5,537,000
UTAH	1,472,153	1,784,116	21.2	556,218	10,102,998	17,813,496	9,984	32,026	13,984	133,000	437,000
VERMONT	512,062	559,311	9.2	202,619	3,728,002	6,942,253	12,412	34,263	6,315	36,000	361,000
VIRGINIA	5,361,564	5,966,916	11.3	2,154,386	44,667,998	87,685,365	14,695	40,701	51,859	488,000	1,127,000
WASHINGTON	4,147,977	4,586,751	10.6	1,768,488	38,290,001	66,754,265	14,554	37,747	36,080	1,816,000	981,000
WEST VIRGINIA	1,950,453	1,984,436	1.7	727,514	13,430,997	19,525,857	9,839	26,839	18,742	71,000	156,000
WISCONSIN	4,728,391	4,873,761	3.1	1,775,326	39,066,000	65,099,453	13,357	36,669	82,199	894,000	4,160,000
WYOMING	474,550	525,667	10.8	188,496	4,576,998	6,344,923	12,070	33,661	8,861	110,000	455,000

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NATIONWIDE SUMMARY OF RETAIL SALES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
U.S. TOTALS	1,065,917,066	1,532,017,319	1,640,216,550	66,402	97,234,762	34,145	187,544,244	176,219	332,965,768	91,068	382,229,313	116,188	97,613,133	134,137	85,270,670	93,734	86,743,367	319,873	160,556,762	49,527	55,739,018
ALABAMA	14,479,552	20,265,654	21,821,984	1,108	1,393,934	843	2,527,991	2,997	4,867,598	1,964	5,525,612	2,003	1,188,280	2,262	1,229,865	1,551	1,020,292	3,439	1,668,106	1,031	787,889
ALASKA	3,227,327	4,542,740	4,776,197	134	638,160	86	501,192	297	918,382	135	791,228	176	204,175	207	183,552	166	234,372	749	598,694	63	201,267
ARIZONA	13,894,262	22,169,056	23,982,218	685	1,491,799	426	2,603,347	1,959	5,214,274	1,156	5,819,585	1,204	1,515,118	1,468	920,104	1,243	1,362,109	4,191	2,480,606	502	905,522
ARKANSAS	9,113,502	12,902,419	13,907,044	797	902,357	521	1,775,696	1,960	2,795,738	1,278	3,837,436	1,216	778,687	1,477	686,120	927	586,027	2,512	972,100	653	390,903
CALIFORNIA	123,945,914	187,662,811	202,184,892	5,531	10,791,437	2,262	23,111,805	16,749	40,681,335	8,798	45,739,973	10,625	11,545,414	14,031	9,834,075	10,376	11,966,641	36,734	22,428,487	4,308	8,378,131
COLORADO	16,581,084	24,192,283	26,093,887	966	1,888,142	376	2,646,806	1,869	5,206,268	1,358	6,362,159	1,570	1,507,650	1,864	1,180,184	1,488	1,501,162	5,057	2,927,647	508	553,090
CONNECTICUT	15,828,588	23,432,757	25,039,820	866	1,322,763	374	2,497,495	2,259	4,875,335	1,143	5,500,673	1,728	1,539,209	1,792	1,426,580	1,379	1,258,432	4,612	2,314,439	715	737,991
DELAWARE	3,130,558	4,577,737	4,892,887	201	308,184	92	662,396	508	939,535	225	1,057,911	302	281,383	416	253,829	267	255,598	788	418,772	128	167,147
DIST. COLUMBIA	2,654,366	3,974,522	4,104,950	40	75,231	38	351,927	377	677,617	74	246,879	158	187,120	388	361,532	190	247,962	1,048	887,530	140	197,275
FLORIDA	55,468,945	87,246,551	94,290,546	3,264	5,650,467	1,591	10,356,073	9,420	19,022,181	4,516	24,930,733	5,504	5,454,732	7,472	4,528,979	5,634	5,700,291	13,933	9,651,335	2,291	3,413,015
GEORGIA	24,408,112	37,121,558	40,207,566	1,574	2,687,019	998	4,592,392	4,720	8,039,885	2,602	9,756,059	3,075	2,628,545	3,309	1,985,197	2,427	2,049,233	6,118	3,771,338	1,473	1,310,561
HAWAII	5,193,406	7,381,123	7,878,118	126	288,159	153	1,012,935	797	1,477,253	227	1,070,033	366	407,935	793	561,722	335	302,621	1,741	1,356,487	121	511,478
IDAHO	4,060,204	5,612,687	6,020,779	399	471,813	204	645,872	753	1,347,256	545	1,524,697	494	342,360	523	248,963	434	297,308	1,536	542,712	214	238,072
ILLINOIS	50,747,397	69,584,303	73,449,873	3,024	3,840,915	1,309	8,665,719	6,334	13,442,446	3,616	16,659,942	5,139	4,460,961	6,412	4,588,165	4,035	3,821,234	16,215	7,481,759	2,514	3,050,063
INDIANA	23,723,731	32,461,890	34,517,866	1,762	2,106,810	860	3,941,058	3,116	6,783,040	2,282	8,250,374	3,167	2,664,791	2,898	1,502,534	2,165	1,560,144	7,720	3,409,568	1,212	1,425,765
IOWA	12,646,359	17,252,710	18,345,917	1,566	1,440,189	620	2,004,196	2,164	3,830,728	1,496	4,412,013	2,064	1,341,278	2,065	856,778	1,361	832,154	5,298	1,647,359	715	561,213
KANSAS	10,841,925	15,054,172	16,111,319	1,028	1,167,170	437	1,922,722	1,767	3,103,716	1,231	4,209,182	1,512	1,059,496	1,572	769,059	1,184	819,572	3,613	1,410,621	566	422,811
KENTUCKY	14,572,388	19,634,512	20,953,340	1,163	1,330,516	797	2,545,307	2,987	4,556,417	1,553	4,560,033	2,121	1,499,520	1,893	866,560	1,309	879,942	3,817	1,799,890	973	766,272
LOUISIANA	19,986,261	26,618,875	28,407,180	1,298	2,062,052	802	3,337,673	3,755	6,279,000	1,727	6,849,068	1,976	1,466,192	2,615	1,559,830	1,645	1,575,082	4,755	2,612,425	1,046	1,033,993
MAINE	5,331,613	7,702,156	8,302,188	457	600,681	361	730,466	1,327	1,787,773	581	1,858,075	642	404,831	517	318,371	423	256,716	1,629	656,342	275	249,761
MARYLAND	20,982,781	30,165,285	32,227,943	880	1,514,491	492	3,825,486	2,970	6,396,575	1,305	7,501,724	1,877	2,064,131	2,381	1,669,231	1,569	1,769,969	5,181	3,017,204	759	1,130,511
MASSACHUSETTS	28,815,549	43,641,754	46,769,852	1,466	2,367,428	760	4,925,918	4,308	8,588,280	1,778	9,704,347	2,963	2,529,213	3,159	2,803,389	2,182	2,273,955	8,755	5,087,749	1,463	1,530,108
MICHIGAN	39,215,526	53,999,357	56,994,821	2,551	3,228,616	937	7,265,578	6,469	10,907,165	3,095	14,074,578	4,128	3,882,205	4,466	3,146,938	2,900	2,938,871	12,260	5,585,016	1,822	2,166,689
MINNESOTA	19,599,240	28,299,607	30,340,981	1,949	2,359,060	585	3,535,350	2,911	5,323,831	1,623	7,043,904	2,230	2,136,428	2,337	1,366,301	1,738	1,428,055	5,687	2,794,088	846	856,236
MISSISSIPPI	9,044,004	12,199,749	13,109,203	761	854,168	680	1,721,243	2,489	2,977,768	1,377	3,290,949	1,192	669,675	1,471	614,292	981	562,290	2,218	887,181	743	479,216
MISSOURI	21,655,411	30,853,337	33,009,921	1,678	2,074,472	889	4,298,113	3,334	6,522,916	2,249	7,931,334	2,944	80,699	2,717	1,474,086	1,984	1,474,930	6,827	3,101,170	1,013	928,864
MONTANA	3,955,199	5,412,577	5,783,659	438	482,538	151	629,670	709	1,189,957	459	1,362,827	522	369,457	560	274,210	389	294,642	1,925	604,605	200	192,747
NEBRASKA	6,995,482	9,738,195	10,385,325	820	827,001	328	1,182,037	1,229	1,896,115	822	2,505,633	1,129	739,603	1,022	498,588	651	603,025	2,870	1,016,167	421	297,142
NEVADA	5,343,074	8,163,169	8,815,653	242	546,948	113	997,745	623	1,763,354	395	2,038,251	476	625,694	631	419,801	346	416,150	1,495	922,288	129	294,804
NEW HAMPSHIRE	5,353,641	8,641,595	9,449,094	426	744,458	219	940,781	924	1,990,815	446	2,185,377	548	471,983	563	420,674	444	421,380	1,378	756,173	226	234,081
NEW JERSEY	36,306,776	53,650,010	57,582,134	1,687	2,666,903	794	5,833,851	5,821	12,046,162	2,297	12,654,249	4,159	3,365,584	4,753	3,492,235	2,872	3,320,994	10,482	5,135,717	1,544	1,585,278
NEW MEXICO	6,318,724	9,094,838	9,837,595	398	770,792	265	1,107,876	1,001	2,076,118	645	2,540,790	770	633,807	766	487,844	551	462,621	1,929	979,307	220	248,030
NEW YORK	72,266,689	107,595,768	114,200,536	3,851	5,035,120	2,018	12,160,734	14,850	24,262,443	4,276	20,091,466	6,335	4,688,593	10,993	8,058,337	6,503	6,830,398	26,168	11,770,135	3,835	3,983,997
NORTH CAROLINA	25,005,089	36,817,254	39,980,969	1,966	3,008,706	1,349	4,038,454	5,372	8,642,480	2,984	9,747,867	3,050	2,039,925	3,649	2,114,379	2,838	2,292,991	6,670	3,431,667	1,439	1,369,792
NORTH DAKOTA	3,366,973	4,488,398	4,751,485	479	423,181	138	491,136	533	697,269	378	1,481,235	421	336,195	517	233,234	323	228,684	1,261	402,515	179	132,163
OHIO	46,315,071	62,962,717	66,844,876	2,758	3,304,288	1,364	8,995,745	7,716	14,238,296	3,804	14,837,634	5,907	5,148,322	4,925	2,709,143	3,686	3,131,198	15,787	6,819,183	2,048	2,342,911
OKLAHOMA	16,070,649	19,955,274	20,796,072	1,039	1,504,480	543	2,354,008	2,674	4,271,566	1,641	6,107,456	1,589	960,032	2,025	1,178,086	1,360	1,108,353	4,256	1,839,751	756	433,083
OREGON	12,634,032	17,371,779	18,472,611	941	1,019,000	369	2,643,854	2,370	3,502,291	1,221	4,229,051	1,492	1,086,618	1,354	838,363	1,253	894,045	4,581	1,982,322	465	543,436
PENNSYLVANIA	50,775,600	68,193,380	72,558,078	2,985	3,764,572	1,551	8,854,071	8,594	15,032,584	4,209	16,022,826	5,781	4,102,931	6,474	3,767,175	4,191	3,361,160	16,228	6,324,680	2,628	2,372,390
RHODE ISLAND	4,162,811	5,964,802	6,399,852	238	332,005	94	689,217	780	1,241,506	361	1,238,640	519	378,317	492	348,401	376	262,544	1,571	620,718	222	262,526
SOUTH CAROLINA	12,498,005	18,266,901	19,828,745	993	1,427,049	621	1,991,342	2,616	4,423,321	1,434	4,488,130	1,667	1,279,949	1,963	1,046,650	1,454	1,094,613	3,372	1,752,548	775	653,398
SOUTH DAKOTA	2,989,152	4,111,628	4,373,500	430	368,370	146	377,462	583	778,735	360	1,093,721	533	350,273	488	204,008	317	193,172	1,286	397,860	194	157,032
TENNESSEE	19,604,644	27,854,961	29,951,891	1,348	1,674,776	938	3,634,940	3,857	6,248,330	2,083	7,439,689	2,490	2,008,059	2,803	1,429,484	1,906	1,462,317	4,913	2,569,202	1,167	974,552
TEXAS	82,272,212	115,786,376	124,410,523	4,211	8,186,329	2,465	13,977,488	13,103	25,311,180	7,438	34,750,124	8,234	6,692,329	10,139	7,058,882	6,525	6,715,332	19,755	11,309,527	3,196	3,027,227
UTAH	6,327,012	9,327,842	10,131,410	383	735,398	205	1,150,017	867	2,132,452	615	2,456,682	842	705,858	742	455,430	537	605,032	1,693	816,569	225	257,537
VERMONT	2,600,585	3,800,594	4,110,297	265	346,453	155	274,785	662	848,142	286	957,503	359	230,903	316	164,550	255	148,598	908	350,939	142	107,518
VIRGINIA	24,706,372	36,859,422	39,791,701	1,277	2,171,252	984	4,678,751	4,465	8,290,490	2,208	9,503,625	2,652	2,582,285	2,846	1,920,035	2,314	2,260,826	6,024	3,474,040	1,076	1,403,912
WASHINGTON	20,007,660	27,793,387	29,673,886	1,335	2,037,892	480	3,269,261	3,299	6,416,808	1,880	6,197,042	2,144	1,683,961	1,909	1,404,853	1,958	1,503,736	6,543	3,393,655	842	1,179,281
WEST VIRGINIA	7,521,088	9,793,766	10,387,516	543	763,813	500	1,410,435	1,553	2,440,089	783	2,374,487	1,062	656,529	903	441,733	661	469,102	1,955	738,572	433	371,487
WISCONSIN	20,553,996	28,367,729	30,315,581	1,805	1,912,585	739	3,607,615	3,107	5,941,902	1,844	6,595,816	2,701	2,089,824	2,413	1,196,653	1,879	1,538,894	9,493	3,272,093	961	802,951
WYOMING	2,818,525	3,455,352	3,642,269	270	324,820	123	248,213	315	721,051	265	820,691	430	346,074	386	171,686	252	148,598	897	367,904	110	117,900

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EDITOR & PUBLISHER'S
POPULATION, INCOME, HOUSEHOLDS AND FARM PRODUCTS ESTIMATES AND DATA FOR 1988

ALABAMA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,894,917	4,127,838	6.0	1,481,903	25,555,998	44,598,160	10,804	30,095	48,448	606,428	1,067,389
METRO AREAS (MSAs/PMSAs/CMSAs)											
Anniston, AL	116,905	129,491	10.8	44,383	678,531	1,194,421	9,224	26,912	733	3,784	14,758
Birmingham, AL	884,583	916,485	3.6	341,738	6,494,462	10,861,007	11,851	31,782	3,674	15,409	101,624
Dothan, AL	122,565	127,085	3.7	44,690	909,169	1,629,958	12,826	36,473	381	6,806	3,229
Florence, AL	135,362	138,998	2.7	50,986	825,878	1,342,555	9,659	26,332	2,099	34,288	19,679
Gadsden, AL	103,161	104,764	1.6	38,659	532,167	841,538	8,033	21,768	998	3,764	18,506
Huntsville, AL	197,346	226,861	15.0	81,369	1,450,185	2,995,901	13,206	36,819	1,101	32,326	16,044
Mobile, AL	443,621	487,814	10.0	173,440	2,845,201	4,840,286	9,922	27,908	2,002	59,904	24,164
Montgomery, AL	273,864	296,806	8.4	103,941	1,958,813	3,548,056	11,954	34,135	1,925	29,017	34,086
Tuscaloosa, AL	137,820	141,528	2.7	49,751	917,145	1,479,397	10,453	29,736	650	5,583	6,929
COUNTIES, Cities											
AUTAUGA	32,429	34,892	7.6	11,471	229,234	401,667	11,512	35,016	453	10,227	7,785
BALDWIN	78,930	96,960	22.8	34,320	497,027	925,837	9,549	26,977	1,119	30,509	14,060
BARBOUR	24,768	26,656	7.6	9,397	118,725	224,781	8,433	23,921	587	15,225	9,195
BIBB	15,763	17,804	12.9	6,095	93,577	162,382	9,121	26,642	228	756	1,408
BLOUNT	36,660	38,572	5.2	13,803	265,506	411,469	10,668	29,810	1,338	6,610	44,610
BULLOCK	10,536	10,535	0.0	3,636	49,512	81,815	7,766	22,501	342	11,026	4,617
BUTLER	21,772	22,362	2.7	7,978	127,342	198,466	8,875	24,877	593	4,289	12,653
CALHOUN	116,905	129,491	10.8	44,383	678,531	1,194,421	9,224	26,912	733	3,784	14,758
Anniston	29,523	28,805	-2.4	10,971	181,177	307,646	10,680	28,042	*	*	*
CHAMBERS	39,223	40,643	3.6	14,467	222,131	366,204	9,010	25,313	409	582	5,770
Lanett	6,897	7,884	14.3	3,133	48,103	69,103	8,765	22,057	*	*	*
CHEROKEE	18,768	20,153	7.4	7,270	89,505	154,769	7,680	21,289	588	15,686	9,350
CHILTON	30,685	33,881	10.4	12,245	188,196	355,479	10,492	29,031	793	6,218	4,081
CHOCTAW	16,812	16,862	0.3	5,679	80,505	144,384	8,563	25,424	404	672	2,915
CLARKE	27,585	28,769	4.3	9,621	145,542	242,264	8,421	25,181	429	537	2,334
CLAY	13,693	14,629	6.8	5,291	69,582	136,506	9,331	25,800	466		
CLEBURNE	12,639	13,329	5.5	4,816	71,201	118,283	8,874	24,560	380		
COFFEE	38,656	41,621	7.7	15,143	283,270	508,295	12,212	33,566	944	18,453	42,076
Enterprise	18,033	21,612	19.8	7,801	149,889	235,129	10,880	30,142	*	*	*
COLBERT	54,645	54,374	-0.5	20,111	329,106	448,315	8,245	22,292	686	18,291	9,668
Muscle Shoals	8,911	9,901	11.1	3,457	77,236	102,545	10,357		*	*	*
Sheffield	11,903	10,881	-8.6	4,264	76,461	109,940	10,104	25,786	*	*	*
Tuscumbia	9,137	8,796	-3.7	3,163	70,149	85,623	9,735	27,069	*	*	*
CONECUH	15,881	15,483	-2.5	5,591	70,044	124,326	8,030	22,237	483	5,450	4,184
COOSA	11,329	11,591	2.3	4,210	59,741	103,665	8,944	24,624	299	149	2,142
COVINGTON	36,870	37,413	1.5	14,528	246,398	398,478	10,651	27,428	1,006	13,302	21,127
Andalusia	10,415	11,367	9.1	4,346	77,543	105,863	9,313	24,357	*	*	*
CRENSHAW	14,127	14,172	0.3	5,229	75,293	129,593	9,144	24,784	558	8,067	36,278
CULLMAN	61,672	66,630	8.0	24,606	452,116	812,421	12,193	33,017	2,303	9,962	111,049
Cullman	13,084	13,027	-0.4	4,978	116,105	133,718	10,265	26,862	*	*	*
DALE	47,946	45,491	-5.1	14,826	333,272	608,494	13,376	41,042	582	13,223	8,349
DALLAS	53,832	54,816	1.8	18,743	315,049	512,396	9,348	27,338	557	18,207	11,858
Selma	26,684	27,842	4.3	9,631	170,492	231,493	8,315	24,036	*	*	*
DE KALB	53,692	59,088	10.0	22,030	367,314	751,262	12,714	34,102	2,228	15,378	82,884
Fort Payne	11,485	12,787	11.3	4,937	76,924	120,358	9,413	24,378	*	*	*
ELMORE	43,641	49,117	12.5	16,116	272,335	476,152	9,694	29,545	713	10,111	9,216
ESCAMBIA	38,479	39,625	3.0	13,453	208,628	398,455	10,056	29,618	542	10,892	8,279
ETOWAH	103,161	104,764	1.6	38,659	532,167	841,538	8,033	21,768	998	3,764	18,506
Gadsden	47,565	45,652	-4.0	18,197	257,135	469,508	10,285	25,802	*	*	*
FAYETTE	18,940	20,236	6.8	7,384	119,801	207,112	10,235	28,049	419	1,905	3,756
FRANKLIN	28,388	29,866	5.2	11,165	188,135	364,456	12,203	32,643	896	3,223	18,303
GENEVA	24,332	24,447	0.5	8,878	151,080	257,315	10,525	28,983	940	22,893	21,216
GREENE	11,021	10,924	-0.9	3,703	47,105	83,970	7,687	22,676	390	3,965	8,775
HALE	15,577	15,075	-3.2	5,133	69,853	121,355	8,050	23,642	481	5,919	12,917

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ALABAMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1988	% Pop. Change 88 vs 80	1988 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
HENRY	15,343	15,541	1.3	5,520	91,002	178,554	11,489	32,347	475	26,816	6,171
HOUSTON	74,619	81,594	9.3	29,864	575,897	1,021,464	12,519	34,204	955	27,998	10,882
Dothan	48,750	54,756	12.3	20,079	405,259	618,188	11,290	30,788	*	*	*
JACKSON	51,423	52,768	2.6	18,941	380,751	551,221	10,446	29,102	1,295	13,110	18,014
Scottsboro	14,758	14,682	-0.5	5,434	106,231	152,214	10,368	28,010	*	*	*
JEFFERSON	671,268	675,044	0.6	257,372	5,103,785	8,365,562	12,393	32,504	556	1,647	19,705
Birmingham	284,413	267,581	-5.9	104,858	1,847,817	2,822,135	10,547	26,914	*	*	*
LAMAR	16,484	17,542	6.4	6,290	95,643	189,610	10,809	30,145	447	1,584	2,728
LAUDERDALE	80,717	84,624	4.8	30,875	496,772	894,240	10,567	28,963	1,413	15,997	10,011
Florence	37,029	37,469	1.2	13,920	247,023	378,960	10,114	27,223	*	*	*
LAWRENCE	30,156	33,086	9.7	11,267	168,074	321,589	9,720	28,543	1,226	20,953	30,491
LEE	76,536	84,430	10.3	31,396	503,951	993,958	11,773	31,659	407	4,625	3,843
Auburn	28,471	29,000	1.9	10,480	190,190	252,241	8,698	24,069	*	*	*
Opelike	21,896	25,779	17.7	9,240	143,908	250,712	9,725	27,134	*	*	*
LIMESTONE	46,120	52,459	13.7	18,335	252,983	520,671	9,925	28,398	1,171	30,512	12,215
Athens	14,558	16,074	10.4	5,969	95,977	217,421	13,526	36,427	*	*	*
LOWNDES	13,147	13,194	0.4	3,980	53,780	89,014	6,747	22,365	440	4,744	13,911
MACON	26,780	26,236	-2.0	8,240	142,624	232,674	8,869	28,237	401	6,125	4,122
MADISON	197,346	226,861	15.0	81,369	1,450,185	2,995,901	13,206	36,819	1,101	32,326	16,044
Huntsville	142,513	162,872	14.3	59,677	1,125,453	2,665,952	16,368	44,673	*	*	*
MARENGO	24,971	24,729	-1.0	8,414	138,866	240,680	9,733	28,605	622	6,764	7,493
MARION	30,095	32,299	7.3	12,019	192,728	354,214	10,967	29,471	748	3,170	7,855
MARSHALL	65,655	74,106	12.9	27,710	404,756	816,341	11,016	29,460	1,664	6,127	73,757
MOBILE	364,691	390,854	7.2	139,120	2,348,174	3,914,449	10,015	28,137	883	29,395	10,104
Chickasaw	7,402	7,311	-1.2	2,938	51,848	81,998	11,215	27,907	*	*	*
Mobile	200,452	215,363	7.4	78,496	1,362,128	2,383,810	11,069	30,368	*	*	*
Prichard	39,541	40,774	3.1	13,027	162,177	243,528	5,973	18,694	*	*	*
MONROE	22,723	23,021	1.3	7,633	132,958	235,784	10,242	30,890	540	7,036	5,392
MONTGOMERY	197,794	212,797	7.6	76,354	1,457,244	2,670,237	12,548	34,972	759	8,679	17,085
Montgomery	177,857	198,566	11.6	72,382	1,298,366	2,397,229	12,073	33,119	*	*	*
MORGAN	90,305	95,408	5.7	34,677	740,442	1,203,302	12,612	34,700	1,353	7,029	30,701
Decatur	42,002	46,063	9.7	17,144	361,378	525,499	11,408	30,652	*	*	*
PERRY	15,006	14,758	-1.7	4,798	71,165	126,249	8,555	26,313	422	8,270	8,585
PICKENS	21,397	21,936	2.5	7,421	117,372	161,296	7,353	21,735	525	4,399	23,912
PIKE	28,216	28,562	1.2	9,780	171,480	295,684	10,352	30,234	733	14,519	16,392
Troy	12,587	13,624	8.2	4,692	82,635	110,136	8,084	23,471	*	*	*
RANDOLPH	20,080	20,547	2.3	7,415	100,712	186,111	9,058	25,099	695	542	20,094
RUSSELL	47,263	50,029	5.9	18,256	317,104	573,688	11,467	31,425	314	6,770	3,138
ST. CLAIR	41,443	48,676	17.5	16,979	264,632	457,932	9,408	26,970	661	3,791	13,744
SHELBY	66,644	83,865	25.8	28,346	460,535	951,539	11,346	33,569	516	2,477	9,595
SUMTER	16,843	16,963	0.7	5,437	84,158	143,774	8,476	26,444	475	3,594	8,020
TALLADEGA	73,949	78,679	6.4	26,391	360,034	618,865	7,866	23,450	630	4,225	15,139
Sylacauga	12,708	13,209	3.9	4,903	72,157	127,008	9,615	25,902	*	*	*
Talladega	19,128	20,014	4.6	6,462	91,095	153,243	7,657	23,716	*	*	*
TALLAPOOSA	38,644	39,381	1.9	13,896	218,977	361,728	9,185	26,031	391	1,129	7,423
Alexander City	13,807	15,142	9.7	5,075	80,681	130,299	8,605	25,674	*	*	*
TUSCALOOSA	137,820	141,528	2.7	49,751	917,145	1,479,397	10,453	29,736	650	5,583	6,929
Tuscaloosa	75,143	74,782	-0.5	27,429	520,900	779,815	10,428	28,431	*	*	*
WALKER	68,568	70,328	2.6	25,238	400,004	674,505	9,591	26,726	603	884	13,970
Jasper	11,894	12,742	7.1	4,779	84,861	137,882	10,821	28,854	*	*	*
WASHINGTON	16,765	18,379	9.6	6,139	86,298	136,934	7,451	22,306	466	1,786	11,063
WILCOX	14,778	14,947	1.1	4,606	65,835	115,973	7,759	25,179	399	4,177	4,622
WINSTON	21,971	22,396	1.9	8,094	143,109	258,695	11,551	31,961	625	370	40,120

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Alabama 1986 Cash Receipts as follows: From Crops $576,000,000; from Livestock & Livestock Products $1,431,000,000; Total $2,007,000,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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ALASKA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	402,726	501,866	24.6	174,002	4,672,004	9,031,308	17,995	51,903	570	6,010	5,389
METRO AREAS (MSAs/PMSAs/CMSAs)											
Anchorage, AK	174,084	229,627	31.9	85,005	2,297,010	4,531,381	19,734	53,307	223	3,733	3,691
COUNTIES, Cities											
ALEUTIAN ISLANDS	7,808	6,535	-16.3	1,302	38,921	55,601	8,508	42,704	28	6	235
ANCHORAGE	174,084	229,627	31.9	85,005	2,297,010	4,531,381	19,734	53,307	223	3,733	3,691
Anchorage	174,084	229,627	31.9	85,005	2,297,010	4,531,381	19,734	53,307	*	*	*
BETHEL	11,044	10,302	-6.7	2,641	65,404	124,509	12,086	47,145	N.A.	N.A.	N.A.
BRISTOL BAY	1,098	1,050	-4.4	232	15,446	31,701	25,636	60,244	N.A.	N.A.	N.A.
DILLINGHAM	4,615	4,472	-3.1	1,263	41,700	71,806	16,057	56,854	N.A.	N.A.	N.A.
FAIRBANKS NORTH STAR	53,915	61,514	14.1	22,120	600,106	1,171,379	19,042	52,956	170	1,935	684
Fairbanks	22,645	32,293	42.6	11,495	405,833	491,447	15,218	42,754	*	*	*
HAINES	1,688	2,047	21.3	694	17,655	43,602	21,300	62,827	N.A.	N.A.	N.A.
JUNEAU	19,587	23,438	19.7	8,737	263,528	541,163	23,089	61,939	12	25	12
Juneau	19,528	28,482	45.9	11,206	218,622	487,592	17,119	43,511	*	*	*
KENAI PENINSULA	25,729	38,974	51.5	14,044	210,298	385,419	9,889	27,444	137	311	767
Kenai	3,533	6,302	78.4	1,953	11,040				*	*	*
KETCHIKAN GATEWAY	11,346	12,263	8.1	4,459	183,421	258,140	21,050	57,892	N.A.	N.A.	N.A.
Ketchikan	7,198	8,483	17.8	3,129	106,451	159,361	18,787	50,925	*	*	*
KOBUK	4,850	5,215	7.5	1,269	27,232	63,392	12,156	49,954	N.A.	N.A.	N.A.
KODIAK ISLAND	10,074	14,504	44.0	4,447	121,721	191,946	13,234	43,163	N.A.	N.A.	N.A.
Kodiak	4,756	11,019	131.7	3,402	60,007	151,141	13,717	44,421	*	*	*
MATANUSKA-SUSITNA	18,342	33,622	83.3	10,675	145,906	429,166	12,764	40,203	N.A.	N.A.	N.A.
NOME	6,528	6,872	5.3	1,960	36,915	89,188	12,978	45,504	N.A.	N.A.	N.A.
NORTH SLOPE	4,218	4,043	-4.1	979	62,449	83,048	20,541	56,855	N.A.	N.A.	N.A.
PR. OF WALES-OUTER KETCHIKAN	3,787	4,234	11.8	1,177	44,444	76,441	18,054	64,946	N.A.	N.A.	N.A.
SITKA	7,724	7,170	-7.2	2,235	79,608	94,309	13,153	42,196	N.A.	N.A.	N.A.
Sitka	7,803	7,009	-10.2	2,357	70,415	129,616	18,494	54,993	*	*	*
SKAGWAY-YAKUTAT-ANGOON	3,485	3,168	-9.1	920	27,883	50,528	15,949	54,922	N.A.	N.A.	N.A.
S.E. FAIRBANKS	5,782	5,977	3.4	1,797	47,594	84,449	14,129	46,994	N.A.	N.A.	N.A.
VALDEZ-CORDOVA	8,200	8,242	0.5	2,809	155,484	162,802	19,753	52,154	N.A.	N.A.	N.A.
WADE HAMPTON	4,677	4,692	0.3	999	16,425	41,006	8,740	41,047	N.A.	N.A.	N.A.
WRANGELL-PETERSBURG	6,246	6,155	-1.5	2,007	83,878	120,303	19,546	59,942	N.A	N.A.	N.A.
YUKON-KOYUKUK	7,899	7,750	-1.9	2,231	60,524	120,112	15,498	53,838	N.A.	N.A.	N.A.

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Alaska 1986 Cash Receipts as follows: From Crops $20,000,000; from Livestock & Livestock Products $10,000,000; Total $30,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ARIZONA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,730,779	3,365,165	23.2	1,236,771	21,898,999	44,884,688	13,338	36,292	7,334	806,847	720,067
METRO AREAS (MSAs/PMSAs/CMSAs)											
Phoenix, AZ	1,516,353	1,919,238	26.6	723,285	12,927,905	27,552,675	14,356	38,094	2,403	317,880	309,677
Tucson, AZ	533,034	642,385	20.5	246,396	4,638,928	9,429,927	14,680	38,271	539	24,313	20,828
COUNTIES, Cities											
APACHE	51,982	57,853	11.3	14,829	205,845	395,517	6,837	26,672	296	616	12,932

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ARIZONA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)'		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COCHISE	86,724	97,076	11.9	33,687	542,711	956,106	9,849	28,382	785	25,190	20,320
Bisbee	7,154	6,548	-8.5	3,263	48,985	63,861	9,752	19,573	*	*	*
Douglas	13,058	12,336	-5.5	4,340	56,792	92,452	7,494	21,300	*	*	*
Sierra Vista	25,968	27,071	4.2	9,418	177,645	221,153	8,169	23,482	*	*	*
COCONINO	75,103	92,559	23.2	27,109	511,414	967,239	10,450	35,680	232	817	12,048
Flagstaff	34,641	40,273	16.3	9,959	214,171	293,524	7,288	29,472	*	*	*
GILA	37,070	40,055	8.1	14,609	268,800	460,562	11,498	31,526	163	89	3,508
GRAHAM	23,042	23,995	4.1	6,835	114,131	191,004	7,960	27,945	308	16,908	13,587
GREENLEE	11,247	9,656	-14.1	3,890	77,609	148,799	15,410	38,252	121	879	2,984
MARICOPA	1,516,353	1,919,238	26.6	723,285	12,927,905	27,552,675	14,356	38,094	2,403	317,880	309,677
Chandler	29,673	65,251	119.9	21,058	185,690	715,443	10,964	33,974	*	*	*
Mesa	152,453	246,845	61.9	97,637	1,240,601	3,454,951	13,996	35,386	*	*	*
Phoenix	764,911	1,031,694	34.9	372,613	5,748,123	12,920,840	12,524	34,676	*	*	*
Scottsdale	88,622	118,281	33.5	51,798	1,013,872	2,345,716	19,832	45,286	*	*	*
Sun City	40,664	53,238	30.9	22,132	405,208	711,141	13,358	32,132	*	*	*
Tempe	106,743	144,252	35.1	50,175	849,233	2,027,234	14,053	40,403	*	*	*
MOHAVE	56,748	79,835	40.7	31,091	507,773	774,987	9,707	24,926	223	5,019	9,359
Kingman	9,257	14,074	52.0	4,450	63,598	113,247	8,047	25,450	*	*	*
NAVAJO	67,994	77,923	14.6	21,999	361,111	643,950	8,264	29,272	331	1,604	26,604
PIMA	533,034	642,385	20.5	246,396	4,638,928	9,429,927	14,680	38,271	605	136,133	187,620
Tucson	337,249	394,262	16.9	152,088	2,470,030	4,673,462	11,854	30,729	*	*	*
PINAL	90,867	106,075	16.7	34,826	513,786	975,077	9,192	27,999	605	136,133	187,620
Casa Grande	14,971	17,185	14.8	5,314	80,698	142,734	8,306	26,860	*	*	*
SANTA CRUZ	20,605	21,795	5.8	6,462	114,784	193,048	8,857	29,874	133	378	3,965
Nogales	15,683	19,335	23.3	5,458	67,934	237,993	12,309	43,607	*	*	*
YAVAPAI	68,573	88,680	29.3	35,379	548,098	1,057,497	11,925	29,891	474	835	17,460
Prescott	20,055	22,080	10.1	8,206	127,097	215,203	9,747	26,224	*	*	*
YUMA	91,437	108,040	18.2	36,374	566,104	963,628	8,919	26,492	721	276,186	79,175
Yuma	42,481	49,033	15.4	15,333	248,993	428,408	8,737	27,941	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Arizona 1986 Cash Receipts as follows. From Crops $798,000,000; from Livestock & Livestock Products $699,000,000; Total $1,496,000,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ARKANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,298,550	2,439,528	6.1	889,383	14,829,999	25,328,087	10,382	28,478	50,525	1,355,703	1,433,455
METRO AREAS (MSAs PMSAs CMSAs)											
Fayettville-Springdale, AR	100,576	109,411	8.8	39,768	706,129	1,266,737	11,578	31,853	2,784	3,845	202,341
Little Rock-North Little Rock, AR	477,772	514,393	7.7	187,088	3,894,490	6,837,218	13,292	36,545	3,103	83,294	47,078
Pine Bluff, AR	91,369	91,287	-0.1	31,136	668,504	1,018,532	11,157	32,712	497	51,480	1,657
Fort Smith, AR-OK	163,480	182,128	11.4	67,365	1,080,952	1,953,422	10,726	28,998	2,768	10,575	45,298
COUNTIES, Cities											
ARKANSAS	24,207	23,932	-1.1	9,180	171,407	274,471	11,469	29,899	636	83,801	606
Stuttgart	10,941	10,028	-8.3	3,802	84,078	119,686	11,935	31,477	*	*	*
ASHLEY	26,554	27,188	2.4	9,631	137,662	234,623	8,630	24,361	335	26,788	901
BAXTER	27,620	31,862	15.4	13,204	180,374	314,047	9,856	23,784	519	175	10,228
Mountain Home	8,066	9,137	13.3	3,600	55,435	103,100	11,284	28,642	*	*	*
BENTON	78,997	93,250	18.0	34,562	536,459	1,080,525	11,587	31,263	2,457	3,797	150,551
Bentonville	8,756	11,415	30.4	4,182	71,265	142,232	12,460	34,009	*	*	*
Rogers	17,4[illegible]	23,201	33.1	8,591	130,139	293,186	12,637	34,125	*	*	*
BOONE	26,398	29,126	10.3	10,951	173,531	309,823	10,637	28,292	1,161	316	16,523
Harrison	9,567	11,205	17.1	4,672	70,802	127,625	11,390	27,319	*	*	*
BRADLEY	13,817	13,590	-1.6	5,062	62,228	97,150	7,149	19,192	332	2,480	5,289
CALHOUN	6,132	7,211	17.6	2,568	26,396	44,926	6,230	17,495	146	246	895
CARROLL	16,355	19,377	18.5	7,767	102,953	210,569	10,867	27,111	1,081	649	47,962
CHICOT	17,824	17,672	-0.9	6,241	80,465	127,849	7,235	20,485	419	50,800	4,655
CLARK	23,427	23,659	1.0	8,136	122,319	203,014	8,581	24,953	460	5,489	4,511
Arkadelphia	10,005	10,172	1.7	3,346	64,803	93,980	9,239	28,090	*	*	*
CLAY	20,631	20,112	-2.5	7,936	119,444	173,231	8,613	21,829	793	47,361	2,923

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ARKANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CLEBURNE	17,057	21,058	23.5	8,098	95,761	185,589	8,813	22,918	726		
CLEVELAND	7,946	8,287	4.3	2,927	34,093	53,370	6,440	18,234	272	475	11,088
COLUMBIA	26,748	27,488	2.8	10,053	170,843	278,862	10,145	27,739	477	1,046	14,604
Magnolia	11,909	12,836	7.8	4,742	88,009	146,076	11,380	30,808	*	*	*
CONWAY	19,622	19,934	1.6	7,081	122,552	199,503	10,008	28,174	746	4,085	31,837
CRAIGHEAD	63,464	65,167	2.7	23,205	461,057	776,757	11,919	33,474	1,020	61,308	4,187
Jonesboro	31,530	30,956	-1.8	11,349	253,620	334,879	10,818	29,507	*	*	*
CRAWFORD	37,184	45,801	23.2	15,772	215,173	457,593	9,991	29,013	943	5,651	24,935
CRITTENDEN	49,358	50,256	1.8	16,712	278,223	404,127	8,041	24,182	334	70,689	687
West Memphis	28,138	26,738	-5.0	8,722	178,873	256,380	9,589	29,393	*	*	*
CROSS	20,409	20,794	1.9	6,978	124,152	189,062	9,092	27,094	497	57,264	1,493
DALLAS	10,545	11,034	4.6	4,026	50,507	77,175	6,994	19,169	143	483	642
DESHA	19,773	19,816	0.2	6,867	107,439	168,193	8,488	24,493	427	53,691	612
DREW	17,967	18,078	0.6	6,384	86,255	138,550	7,664	21,703	424	16,829	2,755
FAULKNER	46,700	54,916	17.6	18,339	307,589	575,825	10,486	31,399	1,169	5,031	16,729
Conway	20,375	25,287	24.1	8,481	145,197	271,215	10,726	31,979	*	*	*
FRANKLIN	14,819	16,035	8.2	5,620	85,785	145,709	9,087	25,927	739	1,577	42,235
FULTON	10,024	10,803	7.8	4,182	45,893	65,025	6,019	15,549	828	230	11,934
GARLAND	70,316	76,742	9.1	31,257	447,199	755,940	9,850	24,185	372	403	11,019
Hot Springs	35,166	39,061	11.1	16,699	207,986	378,780	9,697	22,683	*	*	*
GRANT	13,078	13,722	4.9	4,831	67,380	101,094	7,367	20,926	255	304	2,871
GREENE	30,839	32,462	5.3	12,074	198,543	326,240	10,050	27,020	917	35,015	2,444
Paragould	15,214	16,573	8.9	6,648	108,839	162,038	9,777	24,373	*	*	*
HEMPSTEAD	23,842	24,245	1.7	8,868	140,002	218,624	9,017	24,653	834	3,495	82,977
Hope	10,290	10,681	3.8	3,992	64,475	105,448	9,872	26,416	*	*	*
HOT SPRING	27,002	27,960	3.5	10,284	157,743	251,580	8,998	24,463	512	645	5,404
Malvern	10,163	10,419	2.5	4,100	71,141	100,900	9,684	24,608	*	*	*
HOWARD	13,535	14,566	7.6	5,254	83,972	157,130	10,787	29,907	674	453	49,397
INDEPENDENCE	30,470	34,810	14.2	12,557	188,942	364,709	10,477	29,044	976	12,489	30,039
Batesville	8,263	9,576	15.9	3,907	55,558	97,966	10,231	25,077	*	*	*
IZARD	10,900	11,862	8.8	4,808	57,884	103,543	8,729	21,536	679		
JACKSON	21,662	21,627	-0.2	8,029	134,992	208,595	9,645	25,980	475	54,810	2,120
Newport	8,339	8,145	-2.3	3,117	53,176	79,908	9,810	25,639	*	*	*
JEFFERSON	91,369	91,287	-0.1	31,136	668,504	1,018,532	11,157	32,712	497	51,480	1,657
Pine Bluff	56,576	52,641	-7.0	19,063	428,181	523,127	9,938	27,442	*	*	*
JOHNSON	17,464	19,492	11.6	7,154	94,999	176,948	9,078	24,734	663	1,331	17,182
LAFAYETTE	10,222	10,119	-1.0	3,657	54,460	80,346	7,940	21,970	227	9,062	18,894
LAWRENCE	18,507	19,264	4.1	7,185	108,360	166,855	8,661	23,223	781	35,164	3,255
LEE	15,478	14,586	-5.8	4,852	61,976	97,160	6,661	20,025	512	50,912	640
LINCOLN	13,447	13,125	-2.4	4,148	61,983	98,882	7,534	23,838	420	29,645	7,442
LITTLE RIVER	14,053	14,287	1.7	4,926	79,697	144,682	10,127	29,371	413	4,888	7,777
LOGAN	20,224	21,200	4.8	7,373	104,582	170,052	8,021	23,064	1,058	1,700	27,042
LONOKE	34,739	38,359	10.4	12,795	208,876	348,621	9,088	27,247	984	62,514	25,325
MADISON	11,491	12,886	12.1	4,697	55,055	97,629	7,576	20,785	1,232	601	58,530
MARION	11,385	14,677	28.9	5,632	61,803	130,626	8,900	23,194	570	130	8,217
MILLER	38,062	41,043	7.8	14,875	227,892	414,673	10,103	27,877	515	9,667	19,023
Texarkana, Ark.-Texarkana, Tex.	52,730	56,548	7.2	22,459	272,866	705,989	12,485	31,434	*	*	*
MISSISSIPPI	59,402	59,042	-0.6	20,205	315,090	491,165	8,319	24,309	727	93,502	697
Blytheville	24,314	21,467	-11.7	7,165	137,351	203,749	9,491	28,437	*	*	*
MONROE	14,049	12,897	-8.2	5,032	72,925	99,918	7,747	19,857	369	38,357	1,786
MONTGOMERY	7,845	8,232	4.9	3,099	39,825	65,636	7,973	21,180	443	111	15,401
NEVADA	11,134	11,109	-0.2	3,999	57,758	81,844	7,367	20,466	501	955	30,132
NEWTON	7,815	8,727	11.7	3,112	32,160	55,254	6,331	17,755	582	56	4,372
OUACHITA	30,657	33,121	8.0	12,517	158,990	271,442	8,195	21,686	259	409	7,254
Camden	15,356	17,113	11.4	6,714	82,807	179,393	10,483	26,720	*	*	*
PERRY	7,282	8,277	13.7	2,978	33,058	59,636	7,205	20,026	381	1,858	9,148
PHILLIPS	34,640	32,355	-6.6	11,122	159,658	235,187	7,269	21,146	544	62,720	2,189
Helena	9,598	8,566	-10.7	3,080	46,219	75,799	8,848	24,608	*	*	*
West Helena	11,367	10,321	-9.2	3,525	59,304	90,869	8,805	25,777	*	*	*
PIKE	10,463	10,331	-1.3	3,845	56,656	81,066	7,847	21,083	417	1,212	19,137
POINSETT	27,037	25,029	-7.4	9,989	162,800	213,048	8,512	21,328	641	80,293	925
POLK	17,005	17,967	5.7	6,795	90,169	136,706	7,609	20,119	840	197	50,100
Mena	5,154	5,128	-0.5	2,179	30,663	41,883	8,168	19,223	*	*	*
POPE	39,345	44,980	14.3	15,832	249,652	455,014	10,116	28,740	909	2,658	52,951
Russellville	14,000	19,665	40.5	7,136	101,070	221,085	11,242	30,982	*	*	*
PRAIRIE	10,151	10,047	-1.0	3,780	56,872	98,385	9,792	26,028	489	49,435	5,966
PULASKI	342,900	361,116	5.3	135,856	2,991,410	5,256,469	14,556	38,691	529	15,078	2,820
Little Rock	167,846	177,624	5.8	70,303	1,440,126	2,326,325	13,097	33,090	*	*	*
North Little Rock	64,419	66,255	2.9	25,896	573,919	942,843	14,230	36,408	*	*	*
RANDOLPH	16,923	16,632	-1.7	6,068	100,434	148,676	8,939	24,502	760	14,618	9,558
ST. FRANCIS	30,850	31,850	3.2	10,719	148,594	244,704	7,683	22,829	472	50,447	851
Forrest City	13,803	12,837	-7.0	4,358	76,506	118,774	9,252	27,252	*	*	*

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ARKANSAS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SALINE	53,433	60,002	12.3	20,098	386,615	656,303	10,938	32,655	421	671	2,204
Benton	17,437	19,175	10.0	7,061	137,707	258,102	13,460	36,554	*	*	*
SCOTT	9,760	10,391	6.5	3,859	44,753	75,213	7,238	19,490	661	124	22,044
SEARCY	8,876	9,280	4.6	3,530	40,226	65,506	7,059	18,557	710	226	8,929
SEBASTIAN	95,422	99,771	4.6	38,774	724,091	1,232,441	12,353	31,785	814	2,085	12,812
Fort Smith	71,384	74,646	4.6	29,954	568,028	958,872	12,846	32,012	*	*	*
SEVIER	14,189	14,883	4.9	5,365	81,619	130,938	8,798	24,406	567	472	34,902
De Queen	4,594	4,894	6.5	1,915	31,529	49,401	10,095	25,794	*	*	*
SHARP	14,804	16,458	11.2	6,416	84,078	136,064	8,267	21,207	549	459	7,283
STONE	9,133	10,524	15.2	3,916	39,584	68,650	6,523	17,531	558	80	17,114
UNION	50,248	50,771	1.0	18,556	287,632	487,476	9,601	26,271	390	157	30,422
El Dorado	25,270	25,883	2.4	11,158	167,589	313,765	12,122	28,119	*	*	*
VAN BUREN	13,484	15,776	17.0	6,019	68,394	115,329	7,310	19,161	579	293	15,100
WASHINGTON	100,576	109,411	8.8	39,768	706,129	1,266,737	11,578	31,853	2,784	3,845	202,341
Fayetteville	36,604	42,262	15.5	16,157	272,801	471,398	11,154	29,176	*	*	*
Springdale	23,458	25,568	9.0	9,679	182,052	358,480	14,021	37,038	*	*	*
WHITE	51,216	55,358	8.1	18,606	317,846	579,405	10,467	31,141	1,651	24,186	32,446
Searcy	13,612	14,620	7.4	4,960	103,285	155,448	10,632	31,339	*	*	*
WOODRUFF	11,271	10,517	-6.7	4,158	59,777	101,957	9,694	24,521	325	42,414	333
YELL	16,977	19,907	17.3	7,496	99,800	199,889	10,041	26,666	953	3,816	44,201

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Arkansas 1986 Cash Receipts as follows. From Crops $978,000,000; from Livestock & Livestock Products $2,022,000,000; Total $3,000,000,000. *—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

CALIFORNIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	23,770,544	27,898,211	17.4	10,381,261	234,272,001	453,366,086	16,251	43,672	82,463	8,158,495	4,331,207
METRO AREAS (MSAs PMSAs CMSAs)											
Anaheim-Santa Ana, CA	1,941,365	2,369,407	22.0	876,876	24,806,568	52,965,213	22,354	60,402	574	140,068	11,012
Bakersfield, CA	406,327	504,447	24.1	178,829	4,230,861	7,410,858	14,691	41,441	2,133	946,668	127,393
Chico, CA	145,449	175,546	20.7	71,575	1,219,002	2,173,006	12,379	30,360	1,785	137,270	14,475
Fresno, CA	517,062	604,560	16.9	216,157	5,237,043	8,893,893	14,711	41,146	7,394	1,110,175	385,459
Los Angeles-Long Beach, CA	7,492,023	8,377,161	11.8	3,070,433	51,265,527	94,736,879	11,309	30,855	2,331	167,061	52,242
Merced, CA	135,319	166,142	22.8	56,868	1,443,922	2,375,840	14,300	41,778	2,951	252,496	402,901
Modesto, CA	268,333	313,638	16.9	114,276	2,469,064	4,220,910	13,458	36,936	4,611	232,539	322,877
Oakland, CA	1,765,899	2,062,500	16.8	811,438	19,538,782	38,685,191	18,756	47,675	1,701	84,122	33,638
Oxnard-Ventura, CA	534,558	658,530	23.2	221,936	6,446,635	12,143,476	18,440	54,716	2,064	348,431	54,906
Redding, CA	117,350	135,537	15.5	51,646	1,014,883	1,775,921	13,103	34,386	990	14,430	13,227
Riverside-San Bernadino, CA	1,573,202	2,054,435	30.6	737,142	14,050,857	28,254,847	13,753	38,330	5,980	340,432	757,889
Sacramento, CA	1,107,363	1,355,782	22.4	536,888	14,883,215	27,869,828	20,556	51,910	4,871	272,526	111,432
Salinas-Seaside-Monterey, CA	291,096	339,074	16.5	113,055	3,189,231	5,745,095	16,943	50,817	1,347	623,476	114,345
San Diego, CA	1,872,741	2,247,863	20.0	824,306	19,324,676	38,134,422	16,965	46,262	6,180	263,547	129,127
San Francisco, CA	1,489,926	1,628,181	9.3	686,315	18,208,043	35,498,610	21,803	51,723	603	73,134	38,109
San Jose, CA	1,299,040	1,509,423	16.2	558,367	17,025,656	37,060,032	24,552	66,372	1,518	79,774	30,856
Santa Barbara-Santa Maria-Lompoc, CA	298,869	364,675	22.0	137,552	3,423,497	7,227,414	19,819	52,543	1,524	184,362	43,579
Santa Cruz, CA	189,875	232,714	22.6	88,201	1,879,777	3,985,201	17,125	45,193	820	100,404	6,852
Santa Rosa-Petaluma, CA	302,195	373,666	23.7	147,229	3,446,681	7,218,480	19,318	49,029	3,073	70,699	112,219
Stockton, CA	349,137	420,274	20.4	154,466	3,888,438	6,593,811	15,689	42,688	4,475	364,728	228,499
Vallejo-Fairfield-Napa, CA	337,592	398,499	18.0	142,046	4,824,283	9,322,679	23,394	65,631	1,997	142,840	22,650
Visalia-Tulare-Porterville, CA	247,329	287,962	16.4	95,980	2,628,547	4,252,245	14,767	44,303	5,568	599,123	363,866
Yuba City, CA	102,413	115,816	13.1	43,297	826,473	1,231,637	10,634	28,446	1,912	223,951	22,968

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CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1987)		
	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1980 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COUNTIES, Cities											
ALAMEDA	1,104,759	1,273,301	15.3	507,095	11,575,421	22,449,508	17,631	44,271	739	46,735	12,391
Alameda	63,852	76,649	20.0	33,393	670,818	1,435,808	18,732	42,998	*	*	*
Dublin	13,496	16,965	25.7	5,159	220,541	304,364	17,941	58,995	*	*	*
Fremont	131,945	159,273	20.7	54,938	1,391,053	2,961,644	18,595	53,909	*	*	*
Hayward	93,342	105,439	13.0	40,120	882,230	1,789,786	16,975	44,611	*	*	*
Livermore	48,349	56,901	17.7	19,590	493,682	1,043,970	18,347	53,292	*	*	*
Newark	32,126	39,091	21.7	11,518	277,793	650,751	16,647	56,499	*	*	*
Oakland	339,288	366,596	8.0	162,440	3,004,820	5,659,261	15,437	34,839	*	*	*
Pleasanton	35,160	44,178	25.6	14,665	403,400	866,601	19,616	59,093	*	*	*
ALPINE	1,112	1,278	14.9	454	9,615	24,019	18,794	52,905	5		
AMADOR	19,585	24,152	23.3	9,429	182,733	315,752	13,074	33,487	359	2,110	5,409
BUTTE	145,449	175,546	20.7	71,575	1,219,002	2,173,006	12,379	30,360	1,785	137,270	14,475
Chico	26,601	34,559	29.9	13,756	205,017	327,457	9,475	23,805	*	*	*
Oroville	8,683	11,760	35.4	5,303	73,887	129,644	11,024	24,449	*	*	*
CALAVERAS	21,036	29,230	39.0	11,387	189,358	340,011	11,632	29,860	405	602	5,581
COLUSA	12,792	14,603	14.2	5,520	115,658	126,858	8,687	22,982	662	116,034	4,884
Colusa	4,075	4,659	14.3	1,728	44,353	55,564	11,925	32,163	*	*	*
CONTRA COSTA	661,140	789,199	19.4	304,343	7,963,361	16,235,683	20,572	53,347	962	37,387	21,247
Antioch	43,559	52,965	21.6	19,315	421,613	863,816	16,309	44,721	*	*	*
Martinez	22,582	28,696	27.1	11,202	246,445	531,570	18,524	47,454	*	*	*
Pinole	14,253	15,623	9.6	5,537	147,472	297,180	19,022	53,675	*	*	*
Pittsburg	33,034	45,420	37.5	16,346	276,474	678,932	14,948	41,535	*	*	*
San Ramon Walnut Creek	53,643	75,455	40.7	34,217	811,287	1,502,772	19,916	43,918	*	*	*
DEL NORTE	18,271	18,517	1.3	7,203	137,627	172,585	9,320	23,960	119	6,405	4,374
EL DORADO	87,472	111,614	27.6	42,833	869,021	1,474,251	13,208	34,419	721	2,845	3,914
South Lake Tahoe	20,681	25,741	24.5	12,765	249,093	272,222	10,576	21,326	*	*	*
FRESNO	517,062	604,560	16.9	216,157	5,237,043	8,893,893	14,711	41,146	7,394	1,110,175	385,459
Fresno	242,392	306,326	26.4	118,506	2,171,071	3,289,589	10,739	27,759	*	*	*
GLENN	21,519	23,214	7.9	8,568	182,810	192,149	8,277	22,426	1,125	86,187	40,997
HUMBOLDT	108,016	115,048	6.5	46,598	839,519	1,295,114	11,257	27,793	876	4,431	38,055
Eureka	24,153	25,704	6.4	10,821	184,642	287,135	11,171	26,535	*	*	*
IMPERIAL	92,550	106,821	15.4	33,392	1,018,104	1,358,654	12,719	40,688	797	353,458	388,363
Brawley	14,946	19,009	27.2	5,805	149,060	135,248	7,115	23,297	*	*	*
El Centro	23,996	29,652	23.6	9,614	292,320	259,092	8,738	26,950	*	*	*
INYO	18,077	19,104	5.7	7,901	162,188	266,181	13,933	33,690	97	982	3,756
KERN	406,327	504,447	24.1	178,829	4,230,861	7,410,858	14,691	41,441	2,133	946,668	127,393
Bakersfield	105,735	151,522	43.3	57,054	1,205,022	2,193,048	14,473	38,438	*	*	*
Ridgecrest	15,929	33,173	108.3	12,948	178,032	480,820	14,494	37,135	*	*	*
Taft	5,316	6,569	23.6	2,745	58,965	90,684	13,805	33,031	*	*	*
KINGS	73,700	87,294	18.4	28,660	666,923	1,172,440	13,431	40,909	1,187	341,697	136,715
Hanford	20,958	26,845	28.1	9,735	215,039	278,867	10,388	28,646	*	*	*
LAKE	36,926	52,438	42.0	21,842	270,723	597,514	11,395	27,356	824	16,752	2,454
Lakeport	3,675	4,364	18.8	1,527	27,069	45,949	10,529	30,084	*	*	*
LASSEN	21,885	25,966	18.6	8,688	179,022	309,247	11,910	35,595	418	7,450	11,127
LOS ANGELES	7,492,023	8,377,161	11.8	3,070,433	51,265,527	94,736,879	11,309	30,855	2,331	167,061	52,242
Arcadia	45,994	50,036	8.8	20,144	604,930	1,032,450	20,634	51,253	*	*	*
Baldwin Park	50,554	62,870	24.4	17,746	219,529	492,306	7,831	27,742	*	*	*
Bell	25,450	30,596	20.2	11,066	164,254	313,886	10,259	28,365	*	*	*
Covina	337,510	36,856	-89.1	13,694	321,350	703,925	19,099	51,405	*	*	*
Glendale	139,060	158,468	14.0	69,850	1,446,256	2,726,382	17,205	39,032	*	*	*
Glendora	38,500	43,130	12.0	14,722	299,884	732,296	16,979	49,743	*	*	*
Hermosa Beach	18,070	19,637	8.7	10,407	220,324	420,939	21,436	40,447	*	*	*
Long Beach	361,334	403,546	11.7	177,336	3,303,432	6,314,345	15,647	35,607	*	*	*
Los Angeles	2,966,763	3,322,669	12.0	1,324,372	26,522,949	49,228,139	14,816	37,171	*	*	*
Manhattan Beach	31,542	34,633	9.8	14,959	428,140	889,646	25,688	59,471	*	*	*
Palmdale	12,277	27,184	121.4	10,968	81,037	490,957	18,060	44,762	*	*	*
Pasadena	118,072	134,517	13.9	56,782	1,174,139	2,157,859	16,042	38,002	*	*	*
Pomona	92,742	117,397	26.6	40,465	649,909	1,336,472	11,384	33,028	*	*	
Quartz Hill Redondo Beach	57,102	65,354	14.5	29,419	644,979	1,388,429	21,245	47,195	*	*	*
San Fernando	17,731	20,466	15.4	6,336	108,912	211,770	10,348	33,423	*	*	*
San Fernando Valley	1,281,595	1,435,950	12.0	516,922	10,740,600	14,182,496	9,877	27,436	*	*	*
San Gabriel Valley	263,315	319,273	21.3	104,617	2,087,623	3,809,907	11,933	36,418	*	*	*
San Pedro	62,108	71,424	15.0	26,249	218,721	N.A.			*	*	*
Santa Monica	88,314	96,809	9.6	50,587	1,026,478	2,158,757	22,299	42,674	*	*	*
South Bay	567,177	627,887	10.7	246,239	5,418,874	9,354,430	14,898	37,989	*	*	*
Torrance	131,497	138,836	5.6	54,384	1,483,493	2,822,273	20,328	51,895	*	*	*
West Covina	80,094	99,163	23.8	33,622	811,170	1,664,781	16,788	49,515	*	*	*
Whittier	68,872	73,990	7.4	29,409	727,374	1,239,567	16,753	42,149	*	*	*
MADERA	64,116	81,237	26.7	27,000	617,260	1,499,013	18,452	55,519	1,704	191,064	85,716
Madera	21,732	28,218	29.8	9,479	205,598	386,688	13,704	40,793	*	*	*

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1989 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MARIN	222,673	250,814	12.6	106,268	3,221,329	6,597,431	26,304	62,083	274	2,117	36,322
San Rafael	44,700	46,595	4.2	20,004	591,196	1,030,093	22,107	51,496	•	•	•
MARIPOSA	11,301	14,656	29.7	5,386	90,880	181,775	12,403	33,750	250	45	8,350
MENDOCINO	67,217	78,453	16.7	30,446	515,290	919,557	11,721	30,203	1,084	22,747	8,421
Ukiah	12,035	14,273	18.6	5,187	88,576	149,955	10,506	28,912	•	•	•
MERCED	135,319	166,142	22.8	56,868	1,443,922	2,375,840	14,300	41,778	2,951	252,496	402,901
Merced	36,499	51,495	41.1	19,144	405,776	534,625	10,382	27,926	•	•	•
MODOC	8,649	9,941	14.9	3,806	74,887	109,288	10,994	28,715	536	25,390	20,439
MONO	8,784	11,075	26.1	4,565	84,616	184,353	16,646	40,384	70	3,014	4,219
MONTEREY	291,096	339,074	16.5	113,055	3,189,231	5,745,095	16,943	50,817	1,347	623,476	114,345
Monterey	27,558	30,160	9.4	12,806	341,259	486,581	16,134	37,997	•	•	•
Salinas	80,479	96,382	19.8	32,883	823,797	1,161,653	12,053	35,327	•	•	•
NAPA	99,508	112,632	13.2	42,507	1,559,126	3,027,329	26,878	71,220	1,087	60,270	8,057
Napa	50,879	61,590	21.1	23,541	733,796	1,004,150	16,304	42,656	•	•	•
NEVADA	52,604	77,052	46.5	29,693	494,836	994,110	12,902	33,480	363	585	3,233
Grass Valley	6,697	10,153	51.6	4,329	70,810	58,663	5,778	13,551	•	•	•
Nevada	2,431	2,908	19.6	1,160	23,562	35,304	12,140	30,429	•	•	•
ORANGE	1,941,365	2,369,407	22.0	876,876	24,806,563	52,965,213	22,354	60,402	574	140,068	11,012
Anaheim	219,494	262,509	19.6	98,583	2,504,906	4,502,171	17,151	45,669	•	•	•
Brea	27,913	36,638	31.3	14,493	406,207	792,640	21,634	54,693	•	•	•
Costa Mesa	82,291	94,389	14.7	38,284	963,847	1,728,716	18,315	45,155	•	•	•
Huntington Beach	170,505	203,580	19.4	74,941	1,672,059	1,950,530	9,581	26,027	•	•	•
La Habra	45,232	51,524	13.9	19,303	527,873	873,667	16,956	45,261	•	•	•
Newport Beach	63,475	73,015	15.0	35,912	1,255,559	2,333,102	31,954	64,967	•	•	•
San Clemente	27,325	34,348	25.7	16,394	376,994	772,276	22,484	47,107	•	•	•
Santa Ana	204,023	255,017	25.0	82,757	1,761,172	3,465,701	13,590	41,878	•	•	•
PLACER	118,514	159,063	34.2	59,931	1,529,806	3,182,490	20,008	53,103	1,335	11,996	21,110
Auburn	7,540	9,657	28.1	3,686	91,687	133,105	13,784	36,109	•	•	•
Roseville	24,347	34,010	39.7	11,244	258,703	408,038	11,998	36,289	•	•	•
PLUMAS	17,551	19,521	11.2	7,532	161,321	258,836	13,259	34,365	112	1,114	3,106
RIVERSIDE	670,838	886,065	32.1	329,329	6,050,791	12,405,915	14,001	37,670	3,907	306,859	312,323
Banning	14,020	18,777	33.9	7,057	100,491	194,390	10,353	27,546	•	•	•
Beaumont	6,818	8,272	21.3	2,945	66,138	93,131	11,259	31,627	•	•	•
Corona	37,791	51,709	36.8	14,593	282,296	551,818	10,672	37,814	•	•	•
Hemet	24,511	31,852	29.9	14,894	184,103	375,225	11,780	25,194	•	•	•
India	21,611	31,601	46.2	9,938	168,829	352,149	11,143	35,434	•	•	•
Palm Springs	32,366	44,435	37.3	28,586	560,999	1,009,922	22,728	35,329	•	•	•
Palm Desert	11,801	18,639	57.9	13,636	134,566	237,658	12,751	17,428	•	•	•
Riverside	170,591	215,292	26.2	69,075	1,401,141	1,984,513	9,218	28,730	•	•	•
SACRAMENTO	787,776	954,237	21.1	304,710	11,109,848	20,791,786	21,789	54,045	1,845	75,660	76,755
Sacramento	275,741	341,577	23.9	147,134	3,437,529	4,683,625	13,712	31,832	•	•	•
SAN BENITO	25,178	31,509	25.1	9,901	242,296	427,353	13,563	43,163	645	47,990	27,134
Hollister	11,488	17,498	52.3	5,793	100,744	194,621	11,123	33,595	•	•	•
SAN BERNARDINO	902,364	1,168,370	29.5	407,813	8,000,066	15,848,932	13,565	38,863	2,073	33,573	445,566
Barstow	17,690	22,771	28.7	7,484	151,575	290,012	12,736	38,750	•	•	•
Fontana	39,582	56,514	42.8	18,402	285,652	627,962	11,112	34,125	•	•	•
Ontario	88,820	126,944	42.9	38,765	652,336	1,378,038	10,855	35,548	•	•	•
Redlands	43,619	57,715	32.3	19,634	407,689	756,258	13,103	38,518	•	•	•
San Bernardino	118,794	149,058	25.5	50,553	839,845	1,488,600	9,987	29,446	•	•	•
Upland	47,647	62,498	31.2	21,110	485,880	900,205	14,404	42,644	•	•	•
Victorville	14,220	24,013	68.9	8,927	195,061	233,497	9,724	26,155	•	•	•
SAN DIEGO	1,872,741	2,247,863	20.0	824,306	19,324,676	38,134,422	16,965	46,262	6,180	263,547	129,127
El Cajon	73,892	94,553	28.0	37,149	707,662	1,359,002	14,373	36,583	•	•	•
Escondido	64,355	90,687	40.9	37,231	588,497	1,302,735	14,365	34,991	•	•	•
Oceanside	76,698	108,607	41.6	44,711	721,217	1,641,667	15,116	36,717	•	•	•
San Diego	875,504	1,094,500	25.0	412,301	8,446,007	16,564,281	15,134	40,175	•	•	•
Vista	35,834	50,524	41.0	20,349	342,189	741,149	14,669	36,423	•	•	•
SAN FRANCISCO	678,750	713,273	5.1	314,226	7,472,323	13,858,376	19,429	44,103	7	1,452	
San Francisco	678,750	713,273	5.1	314,226	7,472,323	13,858,376	19,429	44,103	•	•	•
SAN JOAQUIN	349,137	420,274	20.4	154,466	3,888,438	6,593,811	15,689	42,688	4,475	364,728	228,499
Lodi	35,221	47,599	35.1	19,178	410,670	557,164	11,705	29,052	•	•	•
Manteca	24,925	38,136	53.0	13,434	286,468	436,099	11,435	32,462	•	•	•
Stockton	149,779	206,776	38.1	81,104	1,566,448	2,215,683	10,715	27,319	•	•	•
Tracy	NO DATA AVAILABLE FOR THIS CITY										
SAN LUIS OBISPO	156,559	211,940	35.4	80,473	1,700,739	3,707,213	17,492	46,068	1,754	87,401	47,259
Paso Robles	9,163	16,367	78.6	6,488	89,640	208,612	12,746	32,153	•	•	•
San Luis Obispo	34,252	40,616	18.6	15,656	361,981	470,037	11,573	30,023	•	•	•
SAN MATEO	588,503	664,094	12.8	265,821	7,514,391	15,042,803	22,652	56,590	322	69,565	1,787
San Mateo	77,640	82,936	6.8	36,889	990,336	1,817,245	21,911	49,263	•	•	•
SANTA BARBARA	298,869	364,675	22.0	137,552	3,423,497	7,227,414	19,819	52,543	1,524	184,362	43,579
Lompoc	26,267	32,592	24.1	12,111	248,352	429,110	13,166	35,430	•	•	•
Santa Barbara	74,542	84,310	13.1	38,000	857,151	1,411,097	16,737	37,134	•	•	•
Santa Maria	39,685	53,488	34.8	20,006	386,637	677,471	12,666	33,863	•	•	•
SANTA CLARA	1,299,040	1,509,423	16.2	558,367	17,025,656	37,060,032	24,552	66,372	1,518	79,774	30,856
Gilroy	21,641	29,589	36.7	9,933	213,491	493,112	16,665	49,646	•	•	•

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CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Palo Alto	55,225	58,483	5.9	25,310	854,998	1,495,346	25,569	59,081	*	*	*
San Jose	629,546	757,041	20.3	265,087	7,008,297	14,905,366	19,689	56,228	*	*	*
Saratoga	29,261	31,235	6.7	10,253	448,317	625,852	20,037	61,039	*	*	*
SANTA CRUZ	189,875	232,714	22.6	88,201	1,879,777	3,985,201	17,125	45,183	820	100,404	6,852
Santa Cruz	41,483	49,269	18.8	19,471	357,341	682,538	13,853	35,055	*	*	*
Watsonville	23,663	29,280	23.7	9,958	202,125	394,655	13,479	39,633	*	*	*
SHASTA	117,350	135,537	15.5	51,646	1,014,883	1,775,921	13,103	34,386	990	14,430	13,227
Redding	41,995	58,545	39.4	23,481	368,708	677,640	11,575	28,859	*	*	*
SIERRA	3,097	3,589	15.9	1,541	27,051	46,879	13,062	30,421	61	402	2,242
SISKIYOU	39,995	43,684	9.2	17,032	322,502	468,783	10,731	27,524	796	33,653	25,959
Yreka City	5,916	7,484	26.5	2,881	58,869	81,454	10,884	28,269	*	*	*
SOLANO	238,084	285,867	20.1	99,539	3,265,157	6,295,350	22,022	63,245	910	82,570	14,593
Fairfield	58,099	71,716	23.4	23,309	695,739	818,582	11,414	35,119	*	*	*
Sui Sun	11,087	19,514	76.0	6,409	130,483	217,464	11,144	33,929	*	*	*
Vacaville	43,367	55,787	28.6	19,685	457,374	728,196	13,053	36,993	*	*	*
Vallejo	80,188	97,116	21.1	36,537	1,059,317	1,221,034	12,573	33,419	*	*	*
SONOMA	302,195	373,666	23.7	147,229	3,446,681	7,218,480	19,318	49,029	3,073	70,699	112,219
Petaluma	33,834	41,277	22.0	14,648	369,758	640,499	15,517	43,726	*	*	*
Santa Rosa	83,205	104,974	26.2	42,478	971,275	1,617,907	15,412	38,088	*	*	*
STANISLAUS	268,333	313,638	16.9	114,276	2,469,064	4,220,910	13,458	36,936	4,611	232,539	322,877
Modesto	106,105	146,779	38.3	55,741	1,054,320	1,731,856	11,799	31,070	*	*	*
Turlock	26,291	38,497	46.4	15,347	247,149	416,260	10,813	27,123	*	*	*
SUTTER	52,515	60,466	15.1	22,715	473,180	690,936	11,427	30,418	1,283	159,380	7,315
Yuba City	18,736	23,807	27.1	10,301	176,141	301,610	12,669	29,279	*	*	*
TEHAMA	39,276	45,368	15.5	17,547	321,114	514,884	11,349	29,343	1,424	26,470	45,583
Corning	4,745	5,755	21.3	2,191	45,887	56,107	9,750	25,614	*	*	*
Red Bluff	9,490	12,956	36.5	4,986	79,754	135,701	10,474	27,216	*	*	*
TRINITY	11,945	14,126	18.3	5,512	101,246	162,404	11,497	29,464	134	63	
TULARE	247,329	287,962	16.4	95,980	2,628,547	4,252,245	14,767	44,303	5,568	599,123	363,866
Porterville	19,707	27,378	38.9	9,421	207,136	295,871	10,807	31,406	*	*	*
Tulare	22,475	29,524	31.4	10,142	233,263	329,552	11,162	32,493	*	*	*
Visalia	49,729	65,498	31.7	24,235	571,208	745,606	11,384	30,765	*	*	*
TUOLUMNE	34,340	42,563	23.9	16,307	292,027	520,460	12,228	31,916	254	193	7,310
Sonora	3,239	4,529	39.8	1,432	28,490	48,642	10,739	33,978	*	*	*
VENTURA	534,558	658,530	23.2	221,936	6,446,635	12,143,476	18,440	54,716	2,064	348,431	54,906
Camarillo	37,732	48,885	29.6	18,015	512,900	556,637	11,387	30,899	*	*	*
Oxnard	108,195	136,465	26.1	43,301	999,112	1,799,349	13,185	41,555	*	*	*
Port Hueneme	17,803	21,641	21.6	8,075	180,575	340,905	15,752	42,219	*	*	*
San Santa Paula	20,552	23,550	14.6	8,007	185,521	332,129	14,103	41,482	*	*	*
Simi Valley	77,500	93,187	20.2	26,640	842,901	1,544,333	16,572	57,971	*	*	*
Thousand Oaks	77,797	107,733	38.5	37,889	1,331,976	2,082,525	19,330	54,963	*	*	*
Ventura	74,474	92,114	23.7	37,101	989,580	1,658,762	18,008	44,710	*	*	*
YOLO	113,601	130,868	15.2	49,414	1,374,540	2,421,301	18,502	49,000	970	182,025	9,653
Davis	36,640	44,101	20.4	17,219	464,996	579,788	13,147	33,671	*	*	*
Woodland	30,235	37,625	24.4	13,760	357,590	498,812	13,257	36,251	*	*	*
YUBA	49,898	55,350	10.9	20,582	353,293	540,701	9,769	26,271	629	64,571	15,653
Marysville	9,898	11,133	12.5	4,889	90,005	131,093	11,776	26,813	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of California 1986 Cash Receipts as follows: From Crops $10,032,000,000; from Livestock & Livestock Products $4,557,000,000; Total $14,589,000,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

COLORADO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (19		
	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,903,086	3,440,149	18.5	1,318,421	26,005,998	50,008,186	14,537	37,930	27,111	847,277	2,092,482
METRO AREAS (MSAs PMSAs CMSAs)											
Boulder-Longmont, CO	190,295	237,508	24.8	89,537	1,695,251	3,628,922	15,279	40,530	761	12,799	34,033
Colorado Springs, CO	309,693	378,677	22.3	137,897	2,828,108	5,916,918	15,625	42,908	760	6,462	18,643
Denver, CO	1,434,304	1,739,385	21.3	690,096	13,434,752	26,722,404	15,363	38,723	1,976	71,286	70,758
Fort Collins-Loveland, CO	150,644	180,270	19.7	66,675	1,477,511	2,798,253	15,523	41,969	1,129	17,345	68,979

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

COLORADO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Greeley, CO	124,515	136,106	9.3	48,505	1,089,248	1,762,547	12,950	36,337	3,059	123,824	705,356
Pueblo, CO	126,116	130,440	3.4	49,178	819,190	1,186,039	9,093	24,117	630	10,298	26,039
COUNTIES, Cities											
ADAMS	246,572	298,734	21.2	111,513	1,986,423	3,933,814	13,168	35,277	763	41,331	54,914
ALAMOSA	11,821	13,556	14.7	4,551	82,121	147,829	10,905	32,483	306	18,887	3,592
Alamosa	6,830	7,265	6.4	2,627	45,470	66,031	9,089	25,137	*	*	*
ARAPAHOE	297,963	429,104	44.0	164,052	3,122,303	6,988,552	16,286	42,600	301	11,435	3,579
ARCHULETA	3,718	4,957	33.3	1,684	25,173	41,488	8,370	24,637	128	221	6,824
BACA	5,401	5,081	-5.9	1,988	37,652	61,499	12,104	30,935	643	21,067	39,835
BENT	5,947	5,890	-1.0	2,028	36,548	55,999	9,507	27,613	301	8,501	29,844
BOULDER	190,295	237,508	24.8	89,537	1,695,251	3,628,922	15,279	40,530	761	12,799	34,033
Boulder	76,685	84,660	10.4	32,125	612,453	1,308,510	15,456	40,732	*	*	*
Longmont	42,942	57,202	33.2	20,920	331,302	842,416	14,727	40,269	*	*	*
CHAFFEE	13,306	13,864	4.2	5,075	111,558	187,535	13,527	36,953	135	828	2,903
Salida	4,870	4,353	-10.6	1,636	35,670	47,384	10,886	28,956	*	*	*
CHEYENNE	2,155	2,380	10.4	952	17,952	31,231	13,122	32,806	307	19,754	16,928
CLEAR CREEK	7,402	8,049	8.7	3,265	85,763	117,131	14,552	35,875	7		
CONEJOS	7,777	8,347	7.3	2,691	33,124	53,466	6,405	19,868	435	8,864	16,350
COSTILLA	3,044	3,802	24.9	1,389	14,129	22,272	5,858	16,035	192	10,140	1,502
CROWLEY	2,994	3,355	12.1	1,292	18,213	25,782	7,685	19,955	218	4,472	85,431
CUSTER	1,540	2,254	46.4	838	10,852	20,636	9,155	24,625	130	645	4,523
DELTA	21,412	23,794	11.1	8,803	144,000	212,293	8,922	24,116	937	11,559	13,815
DENVER	490,336	497,138	1.4	226,666	4,373,683	7,340,627	14,766	32,385	36	2,709	60
Denver	490,336	498,132	1.6	227,119	4,373,683	8,052,668	16,166	35,456	*	*	*
DOLORES	1,676	1,758	4.9	627	12,559	22,137	12,592	35,306	152	3,849	1,891
DOUGLAS	25,752	44,347	72.2	13,901	311,534	810,741	18,282	58,322	401	5,311	10,116
Castle Rock	3,921	6,036	53.9	2,199	27,137	120,767	20,008	54,912	*	*	*
EAGLE	13,305	17,596	32.3	7,536	160,812	330,310	18,772	43,831	124	179	5,378
Vail	3,555	5,693	60.2	2,493	24,994	107,223	18,833	43,005	*	*	*
ELBERT	7,022	8,452	20.4	2,718	54,606	104,551	12,370	38,466	611	5,766	19,313
EL PASO	309,693	378,677	22.3	137,897	2,828,108	5,916,918	15,625	42,908	760	6,462	18,643
Colorado Springs	214,821	291,325	35.6	113,721	1,947,943	4,207,769	14,444	37,001	*	*	*
FREMONT	28,873	34,840	20.7	11,900	191,681	380,585	10,924	31,982	368	1,403	5,268
Canon City	13,037	14,653	12.4	5,308	80,720	126,350	8,623	23,802	*	*	*
GARFIELD	22,781	27,790	22.0	9,948	231,049	460,110	16,557	46,252	407	1,920	10,135
Glenwood Springs	4,637	6,158	32.8	11,462	42,403	82,847	13,454	7,228	*	*	*
GILPIN	2,487	3,129	25.8	1,206	19,922	35,462	11,333	29,405	15		
GRAND	7,549	10,422	38.1	4,067	81,516	165,746	15,903	40,754	138	610	3,468
GUNNISON	10,839	9,977	-8.0	4,668	91,379	146,252	14,659	31,331	170	349	8,791
Gunnison	5,785	5,612	-3.0	1,454	43,872	66,480	11,845	45,717	*	*	*
HINSDALE	397	521	31.2	258	6,163	12,705	24,386	49,244	19		
HUERFANO	6,396	7,746	21.1	2,963	38,737	70,796	9,140	23,893	252	590	7,632
JACKSON	1,870	1,744	-6.7	665	22,039	30,398	17,430	45,711	123	1,629	10,395
JEFFERSON	373,681	470,062	25.8	173,964	3,640,809	7,648,670	16,272	43,967	475	10,500	2,089
KIOWA	1,956	1,954	-0.1	733	14,701	23,748	12,154	32,398	327	14,430	9,199
KIT CARSON	7,601	7,755	2.0	2,969	60,666	101,115	13,039	34,057	763	52,384	91,127
LAKE	8,835	6,081	-31.2	3,266	84,293	135,367	22,261	41,447	17		
LA PLATA	27,448	29,806	8.6	10,948	218,238	373,221	12,522	34,090	625	2,264	9,690
Durango	11,649	14,189	21.8	4,329	80,626	133,068	9,378	30,740	*	*	*
LARIMER	150,644	180,270	19.7	66,675	1,477,511	2,798,253	15,523	41,969	1,129	17,345	68,979
Fort Collins	64,632	82,656	27.9	29,277	550,732	937,814	11,346	32,033	*	*	*
Loveland	30,244	40,266	33.1	14,788	265,457	488,563	12,133	33,038	*	*	*
LAS ANIMAS	14,879	14,845	-0.2	5,468	91,662	141,303	9,519	25,842	484	1,149	12,996
Trinidad	9,663	8,950	-7.4	3,052	55,978	78,981	8,825	25,876	*	*	*
LINCOLN	4,670	4,608	-1.3	1,883	36,480	56,810	12,329	30,170	466	14,213	34,455
LOGAN	19,835	19,724	-0.6	7,420	161,850	287,351	14,569	38,727	908	33,302	98,087
Sterling	11,385	11,261	-1.1	4,356	92,818	132,551	11,771	30,432	*	*	*
MESA	82,767	96,460	16.5	34,884	713,644	1,086,806	11,267	31,155	1,310	13,893	22,211
Grand Junction	27,956	35,287	26.2	15,121	243,504	393,492	11,151	26,023	*	*	*
MINERAL	799	833	4.3	344	6,295	8,423	10,112	24,485	14	3	197
MOFFAT	13,524	15,893	17.5	5,371	132,757	173,191	10,897	32,246	296	3,219	10,723
Craig	8,133	12,149	49.4	4,926	76,091	182,751	15,043	37,096	*	*	*
MONTEZUMA	16,634	19,464	17.0	6,796	122,371	209,771	10,777	30,867	622	5,235	5,792
Cortez	7,095	9,745	37.3	3,583	52,708	52,708	5,409	14,709	*	*	*
MONTROSE	24,552	25,526	4.0	8,916	187,726	288,238	11,292	32,328	808	13,110	34,057
Montrose	8,722	11,669	33.8	4,388	63,360	126,334	10,827	28,792	*	*	*
MORGAN	22,652	24,444	7.9	8,938	174,190	293,481	12,006	32,835	846	40,507	126,452
Fort Morgan	8,768	9,417	7.4	3,536	67,742	107,333	11,398	30,358	*	*	*
OTERO	22,509	22,379	-0.6	8,133	136,427	224,650	10,038	27,622	536	15,523	74,790
La Junta	8,338	7,837	-6.0	2,866	51,254	71,899	9,175	25,088	*	*	*
Rocky Ford	4,804	4,357	-9.3	1,601	27,468	37,790	8,673	23,611	*	*	*

* Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

COLORADO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1989	POPULATION % Pop. Change 89 vs 80	HOUSEHOLDS 1989 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1988 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
OURAY	1,915	2,728	42.5	1,005	16,793	25,441	9,326	25,314	85	206	2,166
PARK	5,517	8,041	45.7	2,752	48,694	105,015	13,060	38,160	146	384	1,725
PHILLIPS	4,564	4,577	0.3	1,784	36,600	65,323	14,272	36,616	427	43,806	32,541
PITKIN	10,210	10,232	0.2	4,935	150,686	270,865	26,472	54,887	67	98	2,154
Aspen	3,678	3,183	-13.5	1,542	63,564	58,490	18,376	37,923	*	*	*
PROWERS	13,029	16,645	27.8	6,188	89,197	202,473	12,164	32,720	518	27,278	115,426
Lamar	7,713	9,997	29.6	3,680	48,969	92,662	9,269	25,181	*	*	*
PUEBLO	126,116	130,440	3.4	49,178	819,190	1,186,039	9,093	24,117	630	10,298	26,039
Pueblo	101,686	103,316	1.6	38,592	621,303	926,172	8,964	23,999	*	*	*
RIO BLANCO	6,[illegible]51	6,702	5.5	2,202	60,320	80,352	11,989	36,490	184	1,436	9,326
RIO GRANDE	10,498	11,977	14.1	4,144	72,767	122,598	10,236	29,584	352	35,948	5,388
ROUTT	13,624	13,750	0.9	5,105	136,869	216,687	15,759	42,446	362	2,386	13,098
SAGUACHE	3,889	4,220	8.5	1,562	21,220	33,466	7,930	21,425	244	20,604	9,057
SAN JUAN	828	1,165	40.7	460	6,944	12,394	10,639	26,943	1		
SAN MIGUEL	3,223	3,270	1.5	1,347	26,796	42,811	13,092	31,782	78	522	2,756
SEDGWICK	3,247	3,080	-5.1	1,311	25,250	35,992	11,686	27,454	253	20,368	19,348
SUMMIT	8,962	13,652	52.3	5,999	112,314	290,991	21,315	48,507	24	28	901
TELLER	8,175	13,368	63.8	4,773	74,813	173,306	12,945	36,310	65	49	440
WASHINGTON	5,366	5,429	1.2	2,126	39,933	61,928	11,407	29,129	854	40,085	32,221
WELD	124,515	136,106	9.3	48,505	1,089,248	1,762,547	12,950	36,337	3,059	123,824	705,356
Greeley	53,006	60,292	13.7	22,758	471,748	64[illegible],675	10,676	28,283	*	*	*
YUMA	9,748	9,823	0.8		73,894	113,773	11,582		996	81,600	98,533

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Colorado 1986 Cash Receipts as follows: From Crops $892,000,000; from Livestock & Livestock Products $2,219,000,000; Total $3,111,000,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

CONNECTICUT POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1989	POPULATION % Pop. Change 89 vs 80	HOUSEHOLDS 1989 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1988 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	3,113,892	3,251,088	4.4	1,181,440	31,485,001	59,194,877	18,208	50,104	3,754	102,057	183,268
METRO AREAS (MSAs/PMSAs/CMSAs)											
Bridgeport-Stamford-Norwalk-Danbury-Milford, CT	809,061	828,709	2.4	297,521	10,505,651	19,924,176	24,042	66,967	N.A.	N.A.	N.A.
Hartford-New Britain-Middletown-Bristol, CT	1,053,806	1,111,880	5.5	405,727	10,547,755	20,113,870	18,090	49,575	N.A.	N.A.	N.A.
New Haven-Meriden, CT	762,977	790,214	3.6	291,507	6,233,201	11,143,023	14,101	38,226	N.A.	N.A.	N.A.
New London-Norwich, CT	238,115	256,261	7.6	91,288	2,143,550	4,292,978	16,752	47,027	N.A.	N.A.	N.A.
COUNTIES, Cities											
FAIRFIELD	809,061	828,709	2.4	297,521	10,505,651	19,924,176	24,042	66,967	275	4,452	4,497
Bridgeport	142,546	144,644	1.5	55,379	1,221,141	1,967,746	13,604	35,533	*	*	*
Danbury	60,470	67,844	12.2	25,007	658,983	1,201,531	17,710	48,049	*	*	*
Greenwich	59,578	60,590	1.7	22,388	924,676	1,347,997	22,248	60,212	*	*	*
Norwalk	77,767	80,798	3.9	30,200	930,796	1,559,682	19,303	51,645	*	*	*
Stamford	102,453	104,245	1.7	40,232	1,345,918	2,082,495	19,977	51,762	*	*	*
Trumbull	32,989	34,875	5.7	10,625	409,892	667,457	19,138	62,820	*	*	*
HARTFORD	809,208	841,154	3.9	312,349	8,214,693	15,621,490	18,571	50,013	712	44,419	19,756
Bristol	57,370	60,509	5.5	22,206	519,470	996,805	16,474	44,888	*	*	*
Enfield	42,695	42,982	0.7	13,610	351,782	702,391	16,342	51,610	*	*	*
Hartford	136,392	136,509	0.1	55,435	965,562	1,658,741	12,151	29,922	*	*	*
Manchester	49,761	50,945	2.4	19,299	493,916	899,689	17,660	46,619	*	*	*
New Britain	73,840	73,004	-1.1	29,496	634,791	1,114,861	15,271	37,796	*	*	*
LITCHFIELD	157,419	165,937	5.4	60,414	1,438,404	2,628,234	15,839	43,504	640	4,795	24,603
Torrington	30,987	32,771	5.8	12,668	245,436	507,284	15,480	40,044	*	*	*
MIDDLESEX	129,527	141,991	9.6	52,506	1,287,708	2,471,668	17,407	47,074	289	8,690	7,167
Middletown	39,040	41,237	5.6	14,518	339,153	675,701	16,386	46,543	*	*	*
NEW HAVEN	762,977	790,214	3.6	291,507	6,233,201	11,143,023	14,101	38,226	440	17,786	8,846
Ansonia	19,039	19,278	1.3	7,234	136,908	341,301	17,704	47,177	*	*	*
Meriden	57,118	60,189	5.4	22,999	43,499	3,666,021	60,908	159,400	*	*	*
Milford	50,898	52,285	2.7	17,675	409,622	1,063,835	20,347	60,189	*	*	*
Naugatuck	26,456	31,061	17.4	11,229	198,277	529,164	17,036	47,125	*	*	*
New Haven	126,109	125,347	-0.6	49,481	798,342	1,686,812	13,457	34,090	*	*	*

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CONNECTICUT POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Wallingford	37,274	39,449	5.8	13,752	293,355	760,102	19,268	55,274	*	*	*
Waterbury	103,266	104,904	1.6	40,804	714,934	1,625,830	15,498	39,844	*	*	*
NEW LONDON	238,115	256,261	7.6	91,288	2,143,550	4,292,978	16,752	47,027	573	15,308	52,987
New London	28,842	27,723	-3.9	10,348	226,378	451,330	16,280	43,615	*	*	*
Norwich	38,074	37,516	-1.5	14,174	305,228	650,670	17,344	45,907	*	*	*
TOLLAND	115,071	128,735	11.9	40,872	1,045,354	2,020,712	15,697	49,440	308	3,179	19,660
Vernon	27,974	29,129	4.1	10,866	264,056	556,448	19,103	51,210	*	*	*
WINDHAM	92,514	98,087	6.0	34,983	616,440	1,092,596	11,139	31,232	517	3,428	45,752
Willimantic	14,652	15,138	3.3	5,764	89,876	97,392	6,433	16,897	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Connecticut 1986 Cash Receipts as follows: From Crops $162,000,000; from Livestock & Livestock Products $210,000,000; Total $372,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

DELAWARE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	595,969	633,163	6.2	229,163	4,858,000	8,980,627	14,184	39,189	3,338	110,276	260,286
METRO AREAS (MSAs/PMSAs/CMSAs)											
Wilmington, DE-NJ-MD	524,585	558,391	6.4	200,245	4,447,124	8,330,561	14,919	41,602	1,640	59,364	53,283
COUNTIES, Cities											
KENT	98,407	104,788	6.5	36,251	608,710	1,073,414	10,244	29,611	1,009	41,335	32,112
Dover	23,507	23,448	-0.3	7,805	175,436	299,343	12,766	38,353	*	*	*
NEW CASTLE	399,034	417,520	4.6	151,611	3,622,310	6,697,027	16,040	44,172	488	20,385	6,766
Newark	25,247	25,484	0.9	7,425	207,175	309,862	12,159	41,730	*	*	*
Wilmington	70,195	70,631	0.6	29,876	531,256	822,719	11,648	27,538	*	*	*
SUSSEX	98,528	110,855	12.5	41,301	626,980	1,210,186	10,917	29,302	1,841	48,556	221,408
Milford	5,366	5,988	11.6	1,713	30,645	52,441	8,758	30,620	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Delaware 1986 Cash Receipts as follows: From Crops $111,000,000; from Livestock & Livestock Products $359,000,000; Total $470,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

DIST. OF COLUMBIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	636,592	588,197	-7.6	239,145	6,813,000	10,505,424	17,860	43,929	N.A.	N.A.	N.A.
METRO AREAS (MSAs/PMSAs/CMSAs)											
WASHINGTON, DC-MD-VA	3,258,724	3,584,457	10.0	1,346,531	42,509,746	82,886,408	22,865	60,864	5,981	79,751	131,983
DISTRICT OF COLUMBIA	636,592	588,197	-7.6	239,145	6,813,000	10,505,424	17,860	43,929	N.A.	N.A.	N.A.
Washington	636,592	588,197	7.6	239,145	6,813,000	10,505,424	17,860	43,929	*	*	*

Estimates produced for Editor & Publisher by Woods & Poole Economics, Wash[illegible] DC and E&P Research, Inc.

FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	9,874,421	12,171,967	23.3	4,781,142	82,384,000	167,510,930	13,762	35,036	36,352	2,516,069	1,002,040
METRO AREAS (MSAs/PMSAs/CMSAs)											
Bradenton, FL	149,600	189,743	26.8	79,224	1,378,384	2,759,549	14,544	34,832	707	96,749	23,184
Daytona Beach, Fl	260,971	323,416	23.9	134,489	2,030,678	4,140,951	12,804	30,790	1,037	45,996	13,634
Fort Lauderdale-Hollywood-Pompano Beach	1,022,365	1,230,188	20.3	524,191	10,594,315	22,012,827	17,894	41,994	479	27,991	17,256
Fort Myers-Cape Coral, FL	207,787	284,627	37.0	118,061	1,932,229	4,044,912	14,211	34,261	349	33,865	1,875
Fort Pierce, FL	153,166	226,308	47.8	88,529	1,316,107	2,866,062	12,664	32,374	713	147,486	27,051
Fort Walton Beach, FL	109,834	144,236	31.3	52,269	721,613	1,518,940	10,531	29,060	371	3,790	4,773
Gainesville, FL	172,214	209,497	21.6	76,972	1,665,367	3,325,666	15,875	43,206	1,505	15,235	36,883
Jacksonville, FL	722,972	861,902	19.2	324,717	4,974,057	9,735,740	11,296	29,982	1,204	40,705	77,963
Lakeland-Winterhaven, FL	323,569	362,426	12.0	129,296	2,366,772	3,917,074	10,808	30,295	2,357	190,477	40,718
Melbourne-Titusville-Palm Bay, FL	275,202	359,588	30.7	143,661	1,589,666	3,267,871	9,088	22,747	540	14,579	4,182
Miami-Hialeah, FL	1,706,198	1,827,891	7.1	658,996	13,575,434	25,382,929	13,886	38,518	1,483	173,007	6,636
Naples, FL	87,225	122,197	40.1	49,851	1,001,827	2,127,469	17,410	42,677	196	61,333	5,084
Ocala, FL	123,497	177,706	43.9	68,541	907,014	1,982,004	11,153	28,917	1,557	26,020	52,508
Orlando, FL	705,861	957,776	35.7	356,256	6,058,863	14,226,039	14,853	39,932	2,287	225,322	32,552
Panama City, FL	97,849	119,725	22.4	44,191	603,946	1,210,409	10,110	27,390	93	797	484
Pensacola, FL	289,371	341,622	18.1	123,239	2,074,257	3,771,261	11,039	30,601	1,001	20,521	8,455
Sarasota, FL	204,092	263,567	29.1	117,593	2,013,710	4,145,190	15,727	35,250	317	7,517	6,662
Tallahassee, FL	191,107	228,698	19.7	82,864	2,140,454	4,199,969	18,365	50,685	714	27,249	8,893
Tampa-St. Petersburg-Clearwater, FL	1,623,781	2,014,319	24.1	837,308	13,436,754	28,033,994	13,917	33,481	4,505	175,215	164,164
West Palm Beach-Boca Raton-Delray, FL	580,742	817,902	40.8	342,862	5,563,181	12,460,523	15,235	36,343	800	519,451	15,328
COUNTIES, Cities											
ALACHUA	152,088	184,466	21.3	69,166	1,560,198	3,129,126	16,963	45,241	1,106	13,873	21,323
Gainesville	81,373	90,337	11.0	31,395	750,598	923,598	10,224	29,418	*	*	*
BAKER	15,342	18,722	22.0	5,185	79,787	156,844	8,378	30,250	232	5,445	11,914
BAY	97,849	119,725	22.4	44,191	603,946	1,210,409	10,110	27,390	93	797	484
Panama City	33,346	37,776	13.3	1,344	174,092	380,857	10,082	283,340	*	*	*
BRADFORD	20,126	25,031	24.4	7,806	105,169	196,540	7,852	25,178	399	1,362	15,560
BREVARD	275,202	359,588	30.7	143,661	1,589,666	3,267,871	9,088	22,747	540	14,579	4,182
Cocoa	16,096	20,826	29.4	55,162	292,236	12,561	603	228	*	*	*
BROWARD	1,022,365	1,230,188	20.3	524,191	10,594,315	22,012,827	17,894	41,994	479	27,991	17,256
Fort Lauderdale	153,256	160,694	4.9	74,672	1,580,342	2,838,890	17,666	38,018	*	*	*
Hollywood	117,188	132,303	12.9	55,020	1,056,800	2,016,071	15,238	36,642	*	*	*
Pompano Beach	63,063	73,373	16.3	40,926	676,535	1,650,590	22,496	40,331	*	*	*
CALHOUN	9,319	9,992	7.2	3,564	45,941	76,409	7,647	21,439	169	6,712	1,031
CHARLOTTE	60,088	85,039	41.5	36,937	589,009	1,198,525	14,094	32,448	139	8,748	4,476
Punta Gorda	6,797	11,282	66.0	5,489	63,715	150,230	13,316	27,367	*	*	*
CITRUS	55,430	91,384	64.9	39,250	419,198	1,099,699	12,034	28,018	293	2,085	3,948
Inverness	NO DATA AVAILABLE FOR THIS CITY										
CLAY	67,725	101,969	50.6	33,615	470,083	1,048,760	10,285	31,199	244	848	27,486
Orange Park	8,766	11,579	32.1	3,824	64,626	151,688	13,101	39,672	*	*	*
COLLIER	87,225	122,197	40.1	49,851	1,001,827	2,127,469	17,410	42,677	196	61,333	5,084
Naples	17,581	22,189	26.2	10,786	312,228	496,913	22,395	46,068	*	*	*
COLUMBIA	35,613	41,921	17.7	14,924	292,483	547,189	13,053	36,665	573	6,673	8,944
Lake City	9,257	9,175	-0.9	3,488	75,666	94,473	10,297	27,089	*	*	*
DADE	1,706,198	1,827,891	7.1	658,996	13,575,434	25,382,929	13,886	38,518	1,483	173,007	6,636
Florida City	6,174	6,534	5.8	2,215	56,046	81,937	12,539	36,985	*	*	*
Homestead	20,668	25,034	21.1	10,223	128,363	258,124	10,311	25,249	*	*	*
Miami	346,931	429,828	23.9	172,990	2,086,521	4,246,039	9,878	24,545	*	*	*
DE SOTO	19,130	21,318	11.4	7,003	126,116	193,443	9,074	27,623	541	22,256	13,941
DIXIE	7,818	10,172	30.1	3,604	34,145	66,642	6,552	18,491	118	654	1,279
DUVAL	570,464	647,784	13.6	250,515	3,928,879	7,498,640	11,576	29,933	470	4,668	26,526
Jacksonville	540,898	606,391	12.1	227,918	3,412,569	7,739,211	12,763	33,956	*	*	*
ESCAMBIA	233,219	270,328	15.9	98,580	1,688,356	3,024,049	11,187	30,676	522	8,191	4,704
Pensacola	57,619	64,329	11.6	24,836	414,137	738,076	11,473	29,718	*	*	*
FLAGLER	11,087	19,793	78.5	8,256	90,092	228,907	11,565	27,726	103	8,431	1,289
FRANKLIN	7,681	8,787	14.4	3,204	35,053	61,930	7,048	19,329	5		
GADSDEN	41,595	45,851	10.2	13,959	253,531	454,165	9,905	32,536	404	24,989	5,219
GILCHRIST	5,804	7,922	36.5	2,823	46,774	95,059	11,999	33,673	329	4,192	23,121
GLADES	6,062	7,134	17.7	2,788	38,137	66,027	9,255	23,683	170	14,153	16,804

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FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GULF	10,647	11,601	9.0	4,247	57,734	94,507	8,146	22,253	39		
HAMILTON	8,728	10,391	19.1	3,569	58,113	105,317	10,135	29,509	278	7,796	5,366
HARDEE	19,210	21,615	12.5	7,249	118,709	162,151	7,502	22,369	954	42,477	16,245
HENDRY	18,732	23,486	25.4	7,427	143,479	255,147	10,864	34,354	298	89,411	22,837
HERNANDO	45,402	83,796	84.6	33,974	346,979	886,734	10,582	26,100	463	5,866	22,850
Brooksville	5,582	8,940	60.2	3,162	38,145	69,469	7,771	21,973	*	*	*
HIGHLANDS	47,933	61,202	27.7	24,730	351,642	608,906	9,949	24,622	564	59,111	27,352
HILLSBOROUGH	649,955	772,751	18.9	293,617	5,240,919	10,658,513	13,793	36,301	2,748	122,958	96,080
Tampa	271,523	294,825	8.6	116,490	1,858,211	3,568,088	12,102	30,630	*	*	*
HOLMES	14,666	16,930	15.4	6,221	94,168	185,123	10,935	29,758	579	6,403	17,947
INDIAN RIVER	60,641	87,871	44.9	35,294	546,276	1,083,625	12,332	30,703	422	69,805	4,805
Vero Beach	16,176	19,872	22.9	9,228	184,165	334,661	16,841	36,264	*	*	*
JACKSON	38,997	42,456	8.9	14,780	265,209	469,453	11,057	31,763	960	30,608	15,176
Marianna	7,074	7,464	5.5	2,752	41,156	70,708	9,473	25,692	*	*	*
JEFFERSON	10,692	11,985	12.1	4,076	68,756	117,284	9,786	28,774	314	11,219	10,493
LAFAYETTE	4,053	4,352	7.4	1,542	29,601	50,550	11,615	32,782	308	5,463	32,746
LAKE	105,505	126,929	20.3	51,922	862,265	1,465,469	11,546	28,224	1,637	181,209	15,507
Leesburg	13,191	14,766	11.9	5,815	107,683	169,062	11,449	29,074	*	*	*
LEE	207,787	284,627	37.0	118,061	1,932,229	4,044,912	14,211	34,261	349	33,865	1,875
Cape Coral	32,103	57,139	78.0	135,419	1,732,168	3,973,107	69,534	29,339	*	*	*
Fort Myers	36,638	44,767	22.2	15,352	241,197	384,654	8,592	25,056	*	*	*
LEON	149,512	182,847	22.3	68,905	1,886,923	3,745,804	20,486	54,362	310	2,260	3,674
Tallahassee	105,324	122,128	16.0	47,704	917,581	1,254,315	10,271	26,293	*	*	*
LEVY	20,036	25,451	27.0	9,608	101,534	189,635	7,451	19,737	476	7,072	5,988
LIBERTY	4,263	5,200	22.0	1,884	20,595	39,472	7,591	20,951	81	313	363
MADISON	14,856	16,363	10.1	5,690	97,037	185,849	11,358	32,662	595	13,156	19,472
MANATEE	149,600	189,743	26.8	79,224	1,378,384	2,759,549	14,544	34,832	707	96,749	23,184
Bradenton	30,170	42,241	40.0	16,333	221,044	431,734	10,221	26,433	*	*	*
MARION	123,497	177,706	43.9	68,541	907,014	1,982,004	11,153	28,917	1,557	26,020	52,508
Ocala	37,170	51,283	38.0	17,242	267,381	475,879	9,279	27,600	*	*	*
MARTIN	64,853	97,795	50.8	39,793	631,246	1,434,819	14,672	36,057	280	66,951	12,677
Stuart	9,467	12,605	33.1	5,628	163,814	185,274	14,699	32,917	*	*	*
MONROE	63,353	75,770	19.6	33,946	621,721	1,191,869	15,730	35,111	11		
Key West	24,292	24,251	-0.2	8,134	155,764	225,755	9,309	27,755	*	*	*
NASSAU	32,913	41,871	27.2	14,728	214,787	415,617	9,926	28,220	304	846	20,786
OKALOOSA	109,834	144,236	31.3	52,269	721,613	1,518,940	10,531	29,060	371	3,790	4,773
Fort Walton Beach	20,829	23,659	13.6	7,784	135,780	337,913	14,282	43,411	*	*	*
OKEECHOBEE	20,386	28,885	41.7	10,527	156,339	285,318	9,878	27,103	326	5,404	85,028
ORANGE	473,890	591,008	24.7	221,093	4,063,598	9,221,120	15,602	41,707	1,320	186,286	11,588
Orlando	128,394	155,850	21.4	60,513	966,245	2,040,342	13,092	33,717	*	*	*
OSCEOLA	50,006	88,417	76.8	33,347	364,280	1,108,695	12,539	33,247	464	20,908	18,862
PALM BEACH	580,742	817,902	40.8	342,862	5,563,181	12,460,523	15,235	36,343	800	519,451	15,328
Boca Raton	49,505	67,991	37.3	29,043	609,072	1,440,717	21,190	49,607	*	*	*
Palm Beach	9,729	12,263	26.0	8,939	264,694	488,095	39,801	54,602	*	*	*
West Palm Beach	62,530	78,286	25.2	30,204	417,745	984,834	12,580	32,606	*	*	*
PASCO	197,019	277,938	41.1	116,203	1,384,258	3,115,655	11,210	26,812	1,072	36,729	44,440
PINELLAS	731,405	879,834	20.3	393,514	6,464,598	13,373,092	15,200	33,984	222	9,662	794
Clearwater	85,450	113,091	32.3	51,432	752,335	1,787,993	15,810	34,765	*	*	*
St. Petersburg	236,893	267,566	12.9	118,126	1,697,431	3,467,056	12,958	29,350	*	*	*
POLK	323,569	362,426	12.0	129,296	2,366,772	3,917,074	10,808	30,295	2,357	190,477	40,718
Lake Wales	8,466	9,109	7.6	3,556	59,038	92,085	10,109	25,898	*	*	*
Lakeland	50,455	60,482	19.9	24,621	366,139	644,187	10,651	26,164	*	*	*
Winter Haven	21,119	24,657	16.8	10,579	183,532	314,460	12,753	29,726	*	*	*
PUTNAM	50,799	62,820	23.7	23,944	282,157	524,874	8,355	21,921	549	14,407	6,588
Palatka	10,175	11,646	14.5	3,618	42,542	84,854	7,286	23,453	*	*	*
ST. JOHNS	51,870	70,278	35.5	25,859	360,308	772,723	10,995	29,882	186	34,343	3,165
St. Augustine	11,985	14,001	16.8	4,975	73,819	174,840	12,488	35,141	*	*	*
ST. LUCIE	88,313	128,513	45.5	48,736	684,861	1,431,243	11,137	29,367	433	80,535	14,374
Fort Pierce	33,802	40,096	18.6	15,048	203,834	328,413	8,191	21,824	*	*	*
Fort St. Lucie	14,690	50,476	243.6	18,421	128,382	515,708	10,217	27,995	*	*	*
SANTA ROSA	56,152	71,294	27.0	24,659	385,901	747,212	10,481	30,302	479	12,330	3,751
SARASOTA	204,092	263,567	29.1	117,593	2,013,710	4,145,190	15,727	35,250	317	7,517	6,662
Sarasota	48,868	60,743	24.3	25,591	406,248	729,263	12,006	28,496	*	*	*
SEMINOLE	181,965	278,351	53.0	101,816	1,630,985	3,896,224	13,998	38,267	503	18,128	2,102
Sanford	23,176	33,935	46.4	12,781	151,134	404,073	11,907	31,614	*	*	*
SUMTER	24,398	29,657	21.6	10,658	157,674	298,909	10,079	28,046	658	7,457	15,651
SUWANNEE	22,273	27,781	24.7	10,001	168,105	332,988	11,986	33,295	1,030	17,903	36,303
TAYLOR	16,484	19,605	18.9	7,234	91,338	180,198	9,191	24,910	180	666	1,595
UNION	10,049	13,541	34.7	2,123	58,207	149,570	11,046	70,452	216	2,715	6,586
VOLUSIA	260,971	323,416	23.9	134,489	2,030,678	4,140,951	12,804	30,790	1,037	45,996	13,634
Daytona Beach	54,176	66,608	22.9	28,241	353,204	636,462	9,555	22,537	*	*	*
De Land	15,354	22,450	46.2	8,662	99,727	220,428	9,818	25,449	*	*	*

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FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	HOUSEHOLDS 1989 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	INCOME Income per capita	E&P 1988 estimate income per household	FARM PRODUCTS (1982) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WAKULLA	10,997	14,078	28.0	4,981	104,897	201,569	14,318	40,468	96	502	956
WALTON	21,433	30,291	41.3	11,959	117,762	279,222	9,218	23,348	470	6,514	13,709
WASHINGTON	14,513	18,189	25.3	6,882	69,319	133,872	7,360	19,452	424	3,804	6,295

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Florida 1986 Cash Receipts as follows: From Crops $3,800,000,000; from Livestock & Livestock Products $1,000,000,000; Total $4,800,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	HOUSEHOLDS 1989 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	INCOME Income per capita	E&P 1988 estimate income per household	FARM PRODUCTS (1982) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,482,072	6,233,044	13.7	2,212,334	38,901,010	78,652,579	12,619	35,552	49,630	1,175,065	1,583,611
METRO AREAS (MSAs PMSAs CMSAs)											
Albany, GA	113,080	120,987	7.0	40,974	814,860	1,551,231	12,821	37,859	385	40,446	9,050
Athens, GA	130,626	141,183	8.1	50,100	915,031	1,849,326	13,099	36,913	1,761	8,632	144,712
Atlanta, GA	2,149,193	2,630,015	22.4	967,509	17,222,491	36,541,768	13,894	37,769	5,785	20,532	194,926
Macon-Warner Robins, GA	264,532	284,957	7.7	100,420	2,306,576	4,311,680	15,131	42,936	825	31,691	19,162
Savannah, GA	220,742	238,607	8.1	85,102	1,503,236	2,814,986	11,798	33,078	352	7,170	3,055
Columbus, GA-AL	238,854	251,481	5.3	83,509	1,683,155	3,081,896	12,255	36,905	381	6,806	3,229
Augusta, GA-SC	347,556	392,631	13.0	134,410	2,588,564	5,279,326	13,446	39,278	1,257	1,434	19,228
COUNTIES, Cities											
APPLING	15,547	17,757	14.2	6,047	80,236	196,034	11,040	32,418	653	13,493	16,980
ATKINSON	6,125	7,111	16.1	2,435	29,636	76,482	10,755	31,409	267	6,964	16,678
BACON	9,373	9,728	3.8	3,321	48,899	87,366	8,981	26,307	422	9,717	10,468
BAKER	3,792	3,572	-5.8	1,195	17,346	39,959	11,187	33,438	178	16,835	3,945
BALDWIN	34,764	41,297	18.8	12,560	236,520	485,989	11,768	38,693	148	655	1,792
Milledgeville	12,176	14,795	21.5	4,753	77,177	148,006	10,004	31,136	*	*	*
BANKS	8,758	11,057	26.3	3,989	46,627	105,816	9,570	26,527	414	490	22,642
BARROW	21,400	24,550	14.7	8,660	129,964	261,628	10,657	30,211	421	317	31,637
BARTOW	40,909	44,838	9.6	15,813	239,271	475,198	10,598	30,051	463	4,399	20,065
Cartersville	9,247	10,211	10.4	3,986	62,396	115,966	11,357	29,092	*	*	*
BEN HILL	16,093	18,217	13.2	6,518	96,846	197,347	10,833	30,277	232	9,023	1,813
BERRIEN	13,496	14,447	7.0	5,171	79,345	164,855	11,411	31,881	556	19,161	7,185
BIBB	150,839	160,121	6.2	57,593	1,286,728	2,477,234	15,471	43,013	167	1,118	3,251
Macon	116,860	120,516	3.1	45,051	920,273	1,215,933	10,089	26,990	*	*	*
BLECKLEY	10,744	10,744	0.0	3,643	80,263	130,385	12,136	35,791	249	9,281	2,791
BRANTLEY	8,882	10,133	14.1	3,286	47,120	93,008	9,179	28,304	345	2,667	16,470
BROOKS	15,374	16,254	5.7	5,451	75,446	160,926	9,901	29,522	521	23,988	20,419
BRYAN	10,312	14,275	38.4	4,564	57,646	131,475	9,210	28,807	93	1,998	478
BULLOCH	35,938	39,478	9.9	11,876	224,083	436,365	11,053	36,743	702	32,948	15,676
Statesboro	14,866	16,066	8.1	5,063	105,683	171,539	10,677	33,880	*	*	*
BURKE	19,314	24,430	26.5	8,235	119,033	292,143	11,958	35,476	390	27,266	7,499
BUTTS	13,674	15,765	15.3	4,564	76,430	146,718	9,307	32,147	171	485	1,618
CALHOUN	5,668	5,463	-3.6	1,849	27,616	66,795	12,227	36,125	135	22,641	2,142
CAMDEN	13,685	20,071	46.7	6,819	90,754	236,125	11,764	34,628	59	73	696
CANDLER	7,535	7,927	5.2	2,663	44,046	77,674	9,799	29,168	261	7,778	8,561
CARROLL	56,436	65,928	16.8	22,742	323,512	698,321	10,592	30,706	868	594	26,605
Carrollton	14,078	19,445	38.1	7,030	88,897	195,208	10,039	27,767	*	*	*
CATOOSA	37,278	44,185	18.5	15,706	218,497	457,569	10,356	29,133	315	507	9,020
CHARLTON	7,317	7,960	8.8	2,545	37,744	65,432	8,220	25,710	130	663	6,952
CHATHAM	202,292	215,709	6.6	77,690	1,386,269	2,564,834	11,890	33,014	59	2,429	717
Savannah	141,634	150,649	6.4	55,152	851,408	1,600,166	10,622	29,014	*	*	*
CHATTAHOOCHEE	21,604	20,414	-5.5	2,612	93,891	176,666	8,654	67,636	18	36	91
CHATTOOGA	21,801	21,110	-3.2	7,814	123,292	203,077	9,620	25,989	292	1,258	3,712
CHEROKEE	52,470	75,272	43.5	24,751	350,547	855,582	11,367	34,568	611	1,991	39,414
CLARKE	74,796	78,399	4.8	27,944	578,696	1,166,065	14,873	41,729	102	1,706	12,410
Athens	42,549	45,659	7.3	16,069	286,827	418,898	9,174	26,068	*	*	*
CLAY	3,546	3,295	7.1	1,253	15,744	43,548	13,216	34,755	94	7,637	1,416
CLAYTON	151,111	185,240	22.6	66,168	1,137,483	2,234,445	12,062	33,769	81	184	204
Jonesboro	4,132	5,451	31.9	1,872	32,512	82,408	15,119	44,015	*	*	*
CLINCH	6,674	6,869	2.9	2,305	33,993	59,996	8,734	26,029	115	934	1,802

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COBB	300,393	421,097	40.2	160,214	2,610,411	6,093,417	14,470	38,033	264	824	2,376
Marietta	30,805	45,541	47.8	19,760	261,651	711,190	15,617	35,992	*	*	*
COFFEE	26,993	30,298	12.2	10,292	154,793	321,496	10,611	31,237	833	25,362	47,357
COLQUITT	35,479	37,527	5.8	13,389	211,730	414,219	11,038	30,937	867	38,172	21,095
Moultrie	15,708	16,441	4.7	6,088	100,182	157,181	9,560	25,817	*	*	*
COLUMBIA	40,754	55,245	35.6	18,168	336,774	835,643	15,126	45,995	222	966	2,705
COOK	13,515	14,198	5.1	4,897	76,006	137,597	9,691	28,098	380	17,610	4,413
COWETA	39,487	45,348	14.8	16,058	267,138	532,681	11,747	33,172	376	2,414	4,135
CRAWFORD	7,728	7,156	-7.4	2,312	44,611	80,409	11,237	34,779	153	4,711	2,539
CRISP	19,470	20,538	5.5	7,178	121,185	223,221	10,869	31,098	226	20,938	3,601
Cordele	11,184	11,397	1.9	3,579	56,814	86,345	7,576	24,124	*	*	*
DADE	12,376	11,924	-3.7	4,006	54,631	88,127	7,391	21,999	183	273	1,906
DAWSON	4,812	6,105	26.9	2,212	23,753	54,576	8,940	24,673	192	287	15,414
DECATUR	25,567	27,943	9.3	9,429	145,475	286,552	10,255	30,390	484	29,788	9,046
DE KALB	481,614	528,475	9.7	202,967	4,289,717	9,099,637	17,219	44,833	95	259	307
DODGE	16,916	16,921	0.0	6,095	113,194	201,036	11,881	32,984	482	12,057	6,528
DOOLY	10,777	10,711	-0.6	3,637	53,722	106,392	9,933	29,253	304	36,138	3,844
DOUGHERTY	101,293	106,501	5.1	36,291	734,386	1,357,272	12,744	37,400	199	14,239	3,697
Albany	82,861	83,926	1.3	28,816	486,710	820,236	9,773	28,465	*	*	*
DOUGLAS	55,032	73,168	33.0	23,109	384,840	816,244	11,156	35,321	151	329	2,040
EARLY	13,177	13,454	2.1	4,566	71,548	148,875	11,065	32,605	389	29,395	5,836
ECHOLS	2,315	2,396	3.5	814	10,480	20,566	8,583	25,265	110	1,827	743
EFFINGHAM	18,450	22,898	24.1	7,412	116,967	250,152	10,925	33,750	293	4,741	2,338
ELBERT	18,797	19,231	2.3	6,907	110,617	199,394	10,368	28,868	368	2,882	7,921
EMANUEL	20,770	21,623	4.1	7,595	121,248	211,998	9,804	27,913	519	13,630	7,250
EVANS	8,417	8,663	2.9	3,061	44,704	77,486	8,944	25,314	211	6,651	5,002
FANNIN	14,737	16,108	9.3	6,421	70,826	137,664	8,546	21,440	233	394	1,301
FAYETTE	29,789	47,662	60.0	15,308	261,026	711,961	14,938	46,509	253	553	2,556
FLOYD	79,628	77,575	-2.6	28,947	519,609	876,923	11,304	30,294	504	2,752	8,910
Rome	29,654	31,344	5.7	12,353	187,170	318,615	10,165	25,793	*	*	*
FORSYTH	28,339	40,285	42.2	13,950	193,910	456,553	11,333	32,728	631	578	52,207
FRANKLIN	15,184	15,549	2.4	5,674	77,549	159,744	10,274	28,154	665	1,058	35,883
FULTON	592,039	599,359	1.2	238,098	4,784,868	8,486,515	14,159	35,643	379	2,329	5,017
Atlanta	425,022	423,870	-0.3	169,243	2,705,912	5,248,875	12,383	31,014	*	*	*
Roswell	23,337	46,742	100.3	16,804	205,703	740,590	15,844	44,073	*	*	*
GILMER	11,132	11,784	5.9	4,341	55,350	108,995	9,249	25,108	272	759	13,551
GLASCOCK	2,403	2,367	-1.5	818	15,891	29,382	12,413	35,919	96	1,046	1,190
GLYNN	55,154	63,755	15.6	24,450	415,002	747,079	11,718	30,555	55	87	229
Brunswick	17,605	19,638	11.5	7,087	99,683	175,238	8,923	24,727	*	*	*
GORDON	30,139	34,628	14.9	12,304	183,011	403,222	11,644	32,772	578	3,707	39,718
GRADY	19,826	21,516	8.5	7,394	111,456	209,179	9,722	28,290	625	15,982	16,937
GREENE	11,370	12,539	10.3	4,315	56,576	123,481	9,848	28,617	236	805	12,680
GWINNETT	169,762	320,739	88.9	108,837	1,317,571	4,003,308	12,482	36,783	492	1,512	10,374
Lawrenceville	8,928	15,432	72.8	5,584	80,806	257,444	16,683	46,100	*	*	*
HABERSHAM	24,946	27,352	9.6	9,331	134,054	264,554	9,672	28,352	409	499	40,080
HALL	75,983	85,682	13.0	30,757	502,667	1,035,480	12,057	33,666	874	207	90,839
Gainesville	15,280	16,049	5.0	6,096	129,471	224,818	14,008	36,877	*	*	*
HANCOCK	9,438	9,393	-0.5	2,931	37,887	65,932	7,019	22,495	151	587	1,360
HARALSON	18,441	19,906	7.9	7,217	104,683	216,717	10,887	30,029	321	391	10,821
HARRIS	15,527	16,953	9.2	6,024	100,668	187,645	11,069	31,150	255	679	1,931
HART	18,606	19,604	5.4	6,823	105,716	209,579	10,691	30,717	548	3,092	18,009
HEARD	6,562	6,919	5.4	2,410	30,799	68,955	9,966	28,612	190	297	2,760
HENRY	36,855	46,702	26.7	15,583	263,407	561,487	12,023	36,032	426	1,782	3,537
HOUSTON	77,872	86,470	11.0	29,832	738,354	1,307,371	15,119	43,824	295	13,993	5,565
Warner Robins	39,893	47,137	18.2	16,817	392,885	577,796	12,258	34,358	*	*	*
IRWIN	8,980	9,554	6.4	3,335	52,750	138,389	14,485	41,496	419	26,010	7,160
JACKSON	25,396	27,348	7.7	9,621	147,439	296,394	10,838	30,807	782	1,148	70,387
JASPER	7,484	7,814	4.4	2,805	51,148	107,826	13,799	38,441	232	570	11,656
JEFF DAVIS	11,449	12,332	7.7	4,169	64,636	128,098	10,387	30,726	394	12,575	11,124
JEFFERSON	18,460	19,579	6.1	6,523	112,115	226,336	11,560	34,698	391	15,450	8,225
JENKINS	8,883	8,790	-1.0	2,951	50,711	98,175	11,169	33,268	251	7,915	18,455
JOHNSON	8,674	8,967	3.4	3,170	59,614	114,169	12,732	36,015	304	5,375	2,328
JONES	16,648	18,832	13.1	6,318	152,591	297,358	15,790	47,065	184	343	8,017
LAMAR	12,255	12,198	-0.5	4,143	71,717	137,094	11,239	33,091	238	933	4,518
LANIER	5,681	6,051	6.5	2,029	29,012	57,953	9,577	28,562	172	7,767	3,260
LAURENS	36,981	38,713	4.7	13,442	280,767	507,198	13,101	37,732	803	19,282	9,852
Dublin	16,083	17,497	8.8	6,091	120,062	214,230	12,244	35,170	*	*	*
LEE	11,787	14,486	22.9	4,683	80,474	193,959	13,389	41,418	186	26,207	5,353
LIBERTY	38,073	46,150	21.2	12,961	184,774	375,246	8,131	28,952	61	180	858
LINCOLN	6,959	7,006	0.7	2,294	40,115	72,371	10,330	31,548	182	163	5,228
LONG	4,554	5,667	24.4	1,978	23,928	46,494	8,204	23,506	104	1,009	1,475
LOWNDES	68,059	73,382	7.8	25,223	432,990	820,433	11,180	32,527	548	15,318	4,882
Valdosta	37,596	40,623	8.1	14,064	235,856	365,489	8,997	25,987	*	*	*

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GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

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	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LUMPKIN	10,840	12,491	15.2	3,907	54,630	117,019	9,368	29,951	289	148	32,502
MCDUFFIE	18,630	20,614	10.6	7,298	114,778	216,773	10,516	29,703	216	1,948	3,462
MCINTOSH	8,053	8,386	4.1	2,860	36,599	68,550	8,174	23,969	29	8	91
MACON	14,074	14,840	5.4	4,811	77,185	149,531	10,076	31,081	267	20,403	10,974
MADISON	17,883	20,494	14.6	7,354	98,645	194,738	9,502	26,481	582	2,181	35,036
MARION	5,267	5,827	10.6	1,968	26,852	58,529	10,044	29,740	147	2,798	5,640
MERIWETHER	21,267	20,697	-2.7	6,992	123,729	211,634	10,225	30,268	380	1,301	8,839
MILLER	7,073	7,004	-1.0	2,478	38,820	95,247	13,599	38,437	342	19,686	6,251
MITCHELL	21,213	22,172	4.5	6,940	114,914	230,927	10,415	33,275	578	44,203	11,049
MONROE	14,719	15,848	7.7	5,267	97,445	192,762	12,163	36,598	172	423	11,206
MONTGOMERY	6,974	7,334	5.2	2,241	35,765	69,901	9,531	31,192	274	5,270	2,752
MORGAN	11,647	13,306	14.2	4,353	63,269	136,167	10,234	31,281	355	3,422	28,919
MURRAY	19,817	23,811	20.2	8,187	114,062	258,350	10,850	31,556	310	1,146	7,679
MUSCOGEE	169,987	181,038	6.5	62,641	1,272,160	2,331,542	12,879	37,221	49		
Columbus	169,441	181,448	7.1	65,292	1,186,765	1,851,278	10,203	28,354	*	*	*
NEWTON	34,531	40,635	17.7	13,308	214,082	426,531	10,497	32,051	286	821	9,802
OCONEE	12,551	14,942	19.1	5,181	90,251	192,129	12,858	37,083	295	3,597	26,879
OGLETHORPE	8,942	9,444	5.6	3,286	48,578	90,421	9,574	27,517	351	1,745	21,648
PAULDING	26,243	30,409	15.9	10,637	158,341	298,732	9,824	28,084	296	184	11,178
PEACH	19,173	19,534	1.9	6,677	128,903	229,717	11,760	34,404	179	16,237	2,329
PICKENS	11,691	13,979	19.6	5,268	66,746	138,551	9,911	26,300	228	88	14,946
PIERCE	11,920	13,370	12.2	4,597	65,688	124,807	9,335	27,150	491	12,498	11,512
PIKE	8,992	9,367	4.2	3,063	52,171	96,401	10,292	31,473	292	1,818	3,463
POLK	32,389	32,656	0.8	11,981	177,960	322,100	9,863	26,884	327	1,315	4,034
PULASKI	8,970	9,094	1.4	3,170	56,516	107,704	11,843	33,976	188	13,518	2,970
PUTNAM	10,343	12,050	16.5	4,195	68,472	134,667	11,176	32,102	167	207	17,497
QUITMAN	2,359	2,190	-7.2	763	8,853	15,701	7,169	20,578	34	1,922	238
RABUN	10,566	11,275	6.7	4,374	53,340	95,723	8,490	21,885	143	293	3,125
RANDOLPH	9,577	9,543	-0.4	3,136	45,439	91,269	9,564	29,104	162	17,717	4,173
RICHMOND	182,309	199,323	9.3	66,447	1,404,307	2,861,624	14,357	43,066	139	2,128	1,804
Augusta	47,532	46,519	-2.1	19,560	318,648	396,223	8,517	20,257	*	*	*
ROCKDALE	37,173	50,754	36.5	16,382	269,055	595,952	11,742	36,378	128	349	1,186
Conyers	6,567	8,061	22.7	2,990	55,276	120,201	14,912	40,195	*	*	*
SCHLEY	3,441	3,556	3.3	1,192	19,346	42,797	12,035	35,904	111	3,233	2,002
SCREVEN	14,083	14,942	6.1	5,184	91,005	171,755	11,495	33,132	409	15,941	7,715
SEMINOLE	9,083	9,041	-0.5	3,168	56,398	105,899	11,713	33,428	232	17,358	6,025
SPALDING	48,032	51,330	6.9	17,819	327,736	602,262	11,733	33,799	262	1,638	3,673
Griffin	20,728	22,458	8.3	8,444	145,231	243,325	10,835	28,818	*	*	*
STEPHENS	21,734	22,249	2.4	8,231	123,223	207,529	9,328	25,213	221	136	7,693
STEWART	5,878	5,790	-1.5	1,960	27,120	55,011	9,501	28,067	111		
SUMTER	29,444	31,289	6.3	10,321	186,479	364,007	11,634	35,269	360	30,298	9,534
Americus	16,120	17,303	7.3	5,699	99,802	154,363	8,921	27,087	*	*	*
TALBOT	6,513	6,469	-0.7	2,223	35,295	60,662	9,377	27,288	144	1,280	1,585
TALIAFERRO	2,014	1,933	-4.0	766	10,358	18,770	9,710	24,504	82	59	3,764
TATTNALL	18,044	18,642	3.3	5,754	91,430	180,161	9,664	31,311	631	16,096	27,929
TAYLOR	7,875	8,089	2.7	2,873	63,112	99,028	12,242	34,468	204	6,546	4,137
TELFAIR	11,421	11,093	-2.9	3,978	73,215	148,186	13,359	37,251	425	8,143	10,562
TERRELL	11,996	12,094	0.8	3,993	63,138	117,791	9,740	29,499	229	23,497	2,914
THOMAS	38,076	39,196	2.9	13,726	232,875	446,153	11,383	32,504	540	20,753	7,565
Thomasville	18,463	19,008	3.0	6,829	116,279	197,124	10,371	28,865	*	*	*
TIFT	32,900	35,223	7.1	11,779	214,421	399,483	11,342	33,915	393	29,154	6,771
Tifton	13,749	14,701	6.9	5,056	106,070	155,894	10,604	30,833	*	*	*
TOOMBS	22,602	24,029	6.3	8,325	128,207	241,660	10,057	29,028	407	13,275	6,939
TOWNS	5,678	7,271	28.1	2,611	28,723	73,702	10,136	28,227	176	263	2,035
TREUTLEN	6,070	6,275	3.4	2,252	49,893	87,273	13,908	38,754	195	3,374	1,547
TROUP	50,174	57,300	14.2	20,411	320,353	684,853	11,952	33,553	291	394	4,733
La Grange	24,204	27,568	13.9	10,122	154,900	280,779	10,185	27,739	*	*	*
West Point	4,294	3,958	-7.8	1,532	30,964	40,877	10,328	26,691	*	*	*
TURNER	9,521	9,775	2.7	3,227	54,416	93,458	9,561	28,961	324	20,597	4,807
TWIGGS	9,344	9,894	5.9	3,142	58,623	112,120	11,332	35,684	149	2,954	1,132
UNION	9,472	11,112	17.3	4,133	42,123	87,322	7,858	21,128	307	588	9,463
UPSON	26,006	26,208	0.8	9,591	165,171	281,499	10,741	29,350	243	1,047	6,058
WALKER	56,489	55,072	-2.5	19,962	312,009	518,716	9,419	25,985	584	1,692	9,860
WALTON	31,249	33,225	6.3	11,096	185,965	358,115	10,778	32,274	462	3,983	13,665
WARE	37,123	38,087	2.6	13,506	223,742	407,884	10,709	30,200	394	6,770	4,542
Waycross	19,371	18,963	-2.1	7,218	117,934	188,242	9,927	26,078	*	*	*
WARREN	6,590	6,426	-2.5	2,186	32,623	57,809	8,996	26,445	168	1,109	5,217
WASHINGTON	18,858	19,442	3.1	6,489	113,604	206,412	10,617	31,810	379	10,598	6,341
WAYNE	20,817	22,974	10.4	7,671	129,879	246,247	10,719	32,101	416	7,691	2,694
WEBSTER	2,349	2,083	-11.3	812	12,745	27,330	13,120	33,658	106	7,696	3,089
WHEELER	5,156	5,154	0.0	1,800	30,900	51,745	10,040	28,747	260	5,595	5,253
WHITE	10,193	12,244	20.1	4,301	53,722	114,983	9,391	26,734	320	464	27,405

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WHITFIELD	65,812	70,939	7.8	25,331	444,207	893,369	12,593	35,268	422	1,277	13,310
Dalton	20,743	21,674	4.5	8,300	154,693	254,020	11,720	30,607	*	*	*
WILCOX	7,665	7,697	0.4	2,650	41,653	74,404	9,667	28,077	304	1,143	3,712
WILKES	10,971	11,746	7.1	4,326	63,012	120,278	10,240	27,804	382	598	15,253
WILKINSON	10,381	11,146	7.4	3,758	67,170	124,773	11,194	33,202	162	1,063	932
WORTH	18,111	18,630	2.9	6,224	102,450	204,168	10,959	32,803	557	32,271	9,096

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Georgia 1986 Cash Receipts as follows: From Crops $1,343,000,000; from Livestock & Livestock Products $1,885,000,000; Total $3,227,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

HAWAII POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	968,507	1,087,629	12.3	339,370	8,800,000	15,561,119	14,307	45,853	4,595	456,068	102,540
METRO AREAS (MSAs/PMSAs/CMSAs)											
Honolulu, HI	764,756	826,303	8.0	254,164	7,295,760	12,738,866	15,417	50,121	976	83,413	60,615
COUNTIES, Cities											
HAWAII	92,807	116,150	25.2	38,283	668,423	1,160,447	9,991	30,312	2,539	182,179	24,247
Hilo	35,269	46,671	32.3	14,319	228,419	519,460	11,130	36,276	*	*	*
North Kona	13,748	20,298	47.6	8,982	110,369	227,420	11,204	25,318	*	*	*
South Kona	5,914	7,831	32.4	2,542	44,020	90,618	11,572	35,642	*	*	*
HONOLULU	764,756	826,303	8.0	254,164	7,295,760	12,738,866	15,417	50,121	976	83,413	60,615
Honolulu	365,048	397,005	8.8	146,671	2,555,091	6,895,377	17,369	47,013	*	*	*
KAUAI	39,355	48,128	22.3	15,076	281,801	516,335	10,728	34,249	410	65,798	5,159
Lihue	4,000	5,147	28.7	1,732	29,056	71,519	13,895	41,303	*	*	*
MAUI/KALAWAO	71,589	97,048	35.6	31,847	554,016	1,145,471	11,803	35,968	670	124,678	12,519
Wailuku	10,674	12,770	19.6	3,164	73,944	174,917	13,697	55,281	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Hawaii 1986 Cash Receipts as follows: From Crops $503,000,000; from Livestock & Livestock Products $84,000,000; Total $587,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

IDAHO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	947,240	1,034,438	9.2	365,040	7,106,999	11,692,235	11,303	32,030	24,714	1,151,294	1,069,388
METRO AREAS (MSAs/PMSAs/CMSAs)											
Boise City, ID	174,312	198,168	13.7	74,367	1,635,990	2,927,747	14,774	39,369	1,408	18,842	56,813
COUNTIES, Cities											
ADA	174,312	198,168	13.7	74,367	1,635,990	2,927,747	14,774	39,369	1,408	18,842	56,813
Boise City	102,160	115,726	13.3	47,411	993,733	1,684,216	14,553	35,524	*	*	*
ADAMS	3,343	3,472	3.9	1,298	23,603	34,414	9,912	26,513	218	473	7,317
BANNOCK	65,552	69,701	6.3	24,919	496,029	772,608	11,085	31,005	617	15,300	9,737
Pocatello	46,340	44,455	-4.1	16,821	345,322	594,915	13,383	35,366	*	*	*
BEAR LAKE	6,942	7,321	5.5	2,352	45,665	61,471	8,397	26,136	451	3,250	10,748
BENEWAH	8,361	9,177	9.8	3,246	64,316	112,321	12,239	34,603	222		
BINGHAM	36,520	38,695	6.0	11,772	227,773	369,563	9,551	31,393	1,447	107,806	66,095
Blackfoot	10,065	10,139	0.7	3,449	70,773	111,678	11,015	32,376	*	*	*
BLAINE	9,984	13,796	38.2	5,789	93,394	185,786	13,467	32,093	236	8,072	13,327
BOISE	3,044	2,966	-2.6	1,124	23,087	33,290	11,224	29,617	73	561	1,644

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

IDAHO POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BONNER	24,353	29,274	20.2	10,803	157,135	290,120	9,911	26,856	559	1,174	6,346
Sandpoint	4,460	6,166	38.3	2,011	27,053	55,758	9,043	27,720	*	*	*
BONNEVILLE	66,050	70,098	6.1	23,763	525,893	849,438	12,118	35,746	976	62,096	17,094
Idaho Falls	39,590	42,997	8.6	15,378	324,588	568,493	13,222	36,967	*	*	*
BOUNDARY	7,328	7,980	8.9	2,578	44,081	71,385	8,945	27,690	301	6,947	3,461
BUTTE	3,351	3,348	-0.1	1,108	21,987	69,046	20,623	62,316	247	11,565	7,450
CAMAS	833	768	-7.8	286	6,860	8,580	11,172	30,000	121	8,246	2,996
CANYON	83,793	91,279	8.9	31,409	577,398	937,075	10,266	29,835	2,127	99,082	133,985
Caldwell	17,699	19,558	10.5	7,275	125,543	208,055	10,638	28,597	*	*	*
Nampa	25,112	29,458	17.3	11,057	165,047	279,236	9,479	25,253	*	*	*
CARIBOU	8,708	8,816	1.2	2,772	60,832	84,657	9,603	30,540	455	25,048	10,877
CASSIA	19,435	21,047	8.3	6,798	127,295	177,945	8,455	26,176	870	97,914	48,610
Burley	8,761	9,133	4.3	3,170	57,578	86,332	9,452	27,236	*	*	*
CLARK	798	760	-4.8	263	5,412	7,154	9,413	27,202	82	11,350	6,213
CLEARWATER	10,393	9,968	-4.1	3,734	82,732	101,159	10,148	27,091	219	3,056	1,587
CUSTER	3,404	6,168	81.2	2,333	22,870	57,283	9,287	24,553	240	1,713	9,819
ELMORE	21,424	22,543	5.2	7,319	132,526	213,892	9,488	29,224	307	40,246	81,456
FRANKLIN	8,920	9,999	12.1	2,979	48,237	76,838	7,685	25,793	650	7,666	34,287
FREMONT	10,782	11,058	2.6	3,407	65,659	86,163	7,792	25,290	547	44,362	19,808
GEM	12,056	11,795	-2.2	4,234	82,571	116,114	9,844	27,424	543	9,471	13,036
GOODING	11,896	12,769	7.3	4,478	83,543	122,748	9,613	27,411	740	25,450	68,033
IDAHO	14,851	14,634	-1.5	5,262	102,872	139,305	9,519	26,474	751	16,758	18,633
JEFFERSON	15,354	16,705	8.8	4,901	87,015	127,528	7,634	26,021	842	43,718	31,301
JEROME	14,916	16,390	9.9	5,700	98,403	168,478	10,279	29,558	867	48,327	82,260
KOOTENAI	60,307	71,727	18.9	25,841	465,142	820,159	11,434	31,739	615	13,122	3,469
Coeur d'Alene	20,054	27,486	37.1	9,859	140,432	270,606	9,845	27,449	*	*	*
LATAH	28,796	32,148	11.6	11,354	220,563	376,459	11,710	33,157	662	35,756	3,716
Moscow	16,513	18,850	14.2	6,615	121,891	200,521	10,638	30,315	*	*	*
LEMHI	7,512	8,004	6.5	2,938	49,620	72,327	9,036	24,618	337	734	12,100
LEWIS	4,072	3,973	-2.4	1,539	31,500	48,242	12,142	31,346	219	17,949	2,144
LINCOLN	3,427	3,669	7.1	1,323	21,592	29,407	8,015	22,228	348	15,830	34,400
MADISON	19,576	23,770	21.4	6,098	105,233	210,104	8,839	34,455	551	43,506	8,746
MINIDOKA	19,636	21,556	9.8	6,996	125,109	213,396	9,900	30,503	955	57,522	24,066
NEZ PERCE	33,288	33,665	1.1	13,004	275,300	436,970	12,980	33,603	433	32,573	5,245
Lewiston	27,986	29,601	5.8	11,447	218,618	360,553	12,181	31,499	*	*	*
ONEIDA	3,238	3,568	10.2	1,207	17,925	23,961	6,716	19,852	373	10,964	6,622
OWYHEE	8,251	9,041	9.6	2,897	44,019	65,113	7,202	22,476	598	27,870	59,905
PAYETTE	15,756	16,495	4.7	5,895	100,381	171,928	10,423	29,165	606	18,092	27,071
POWER	6,851	6,908	0.8	2,267	45,864	65,895	9,539	29,067	348	50,870	10,638
SHOSHONE	19,264	14,931	-22.5	7,061	147,141	164,932	11,046	23,358	51		
Kellogg	3,417	2,277	-33.4	893	26,472	27,492	12,075	30,790	*	*	*
TETON	2,915	3,195	9.6	1,012	15,895	23,577	7,379	23,297	270	16,583	6,605
TWIN FALLS	53,207	57,130	7.4	20,676	401,201	607,337	10,631	29,374	1,609	78,504	70,175
Twin Falls	26,209	29,668	13.2	11,441	205,154	345,405	11,642	30,190	*	*	*
VALLEY	5,675	7,408	30.5	2,803	43,927	76,572	10,336	27,318	126	867	5,536
WASHINGTON	8,766	8,555	-2.4	3,135	53,409	83,748	9,789	26,714	497	12,059	26,017

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Idaho 1986 Cash Receipts as follows: From Crops $1,065,000,000; from Livestock & Livestock Products $868,000,000; Total $1,933,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ILLINOIS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	11,432,604	11,620,199	1.6	4,226,525	104,539,001	172,315,216	14,829	40,770	98,483	5,020,577	2,198,720
METRO AREAS (MSAs/PMSAs/CMSAs)											
Aurora-Elgin, IL	316,676	342,578	8.2	117,063	3,232,061	5,369,873	15,675	45,872	1,528	100,459	47,452
Bloomington-Normal, IL	119,537	129,340	8.2	45,313	1,284,237	2,428,828	18,779	53,601	2,126	179,485	26,453

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ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1988	% Pop. Change 88 vs 80	1988 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Champaign-Urbana-Rantoul, IL	168,173	174,489	3.8	58,774	1,786,026	3,207,958	18,385	54,581	1,871	146,852	13,195
Chicago, IL	6,062,530	6,174,544	1.8	2,250,288	52,071,471	88,472,565	14,329	39,316	1,890	95,292	47,765
Decatur, IL	131,401	128,603	-2.1	48,553	1,233,325	1,856,683	14,437	38,240	916	80,021	5,110
Joliet, IL	357,155	379,144	6.2	122,392	3,532,889	5,246,744	13,838	42,868	1,987	131,239	22,813
Kankakee, IL	103,048	97,789	-5.1	33,942	837,737	1,220,702	12,483	35,964	1,173	92,518	13,615
Lake County, IL	441,865	481,702	9.0	155,146	5,001,098	8,787,681	18,243	56,641	513	24,857	9,508
Peoria, IL	366,800	355,574	-3.1	130,947	4,221,768	5,716,280	16,076	43,653	3,581	203,632	63,933
Rockford, IL	280,377	282,515	0.8	103,871	2,504,927	3,935,961	13,932	37,893	1,541	65,103	49,501
Springfield, IL	188,028	191,795	2.0	76,406	1,835,729	3,125,125	16,294	40,902	1,892	150,055	42,761
COUNTIES, Cities											
ADAMS	71,714	70,932	-1.1	26,466	763,578	1,199,810	16,915	45,334	1,707	51,543	52,916
Quincy	42,352	38,404	-9.3	15,473	451,684	448,537	11,680	28,988	*	*	*
ALEXANDER	12,286	11,200	-8.8	4,927	78,692	122,102	10,902	24,782	246	9,723	1,340
BOND	16,325	16,364	0.2	5,857	145,331	245,251	14,987	41,873	824	23,456	16,280
BOONE	28,660	29,594	3.3	10,348	254,531	388,422	13,125	37,536	608	31,168	17,608
Belvidere	15,176	20,896	37.7	7,662	139,640	281,541	13,474	36,745	*	*	*
BROWN	5,413	5,206	-3.8	2,148	49,126	86,226	16,563	40,142	481	13,345	10,556
BUREAU	39,233	37,486	-4.5	14,913	321,967	533,288	14,226	35,760	1,629	122,985	4,552
Spring Valley	5,822	4,939	-15.2	1,880	57,568	59,917	12,131	31,878	*	*	*
CALHOUN	5,896	5,794	-1.7	2,180	49,695	71,081	12,268	32,606	542	7,282	13,486
CARROLL	18,731	18,000	-3.9	6,838	193,616	348,534	19,363	50,970	846	36,363	71,336
CASS	15,148	14,509	-4.2	5,527	136,118	221,547	15,270	40,084	550	37,847	21,880
Beardstown	6,338	5,636	-11.1	2,184	55,579	77,806	13,805	35,625	*	*	*
CHAMPAIGN	168,173	174,489	3.8	58,774	1,786,026	3,207,958	18,385	54,581	1,871	146,852	13,195
Champaign	58,133	60,158	3.5	22,534	613,885	775,434	12,890	34,412	*	*	*
Urbana	35,978	33,712	-6.3	11,547	358,338	412,924	12,249	35,761	*	*	*
CHRISTIAN	36,375	36,193	-0.5	14,022	339,923	614,709	16,984	43,839	1,161	99,693	11,326
Taylorville	11,386	11,767	3.3	4,787	122,218	177,503	15,085	37,080	*	*	*
CLARK	16,981	16,817	-1.0	6,321	157,345	258,617	15,378	40,914	938	43,120	16,575
CLAY	15,317	15,449	0.9	6,074	125,491	219,641	14,217	36,161	894	28,187	10,331
Flora	5,379	5,944	10.5	2,402	46,982	58,279	9,804	24,265	*	*	*
CLINTON	32,813	33,848	3.2	11,540	263,586	395,719	11,691	34,291	1,154	31,184	51,447
COLES	53,170	52,667	-0.9	19,732	495,201	874,680	16,608	44,328	915	57,678	9,642
Charleston	19,355	20,087	3.8	6,460	162,027	215,176	10,712	33,308	*	*	*
Mattoon	19,055	19,779	3.8	8,647	203,513	292,053	14,766	33,775	*	*	*
COOK	5,248,912	5,210,613	-0.7	1,914,469	42,024,652	69,148,097	13,271	36,119	428	24,897	2,825
Chicago	3,005,072	2,832,630	-5.7	1,080,637	25,321,393	38,545,880	13,608	35,670	*	*	*
CRAWFORD	20,834	21,355	2.5	8,074	215,477	396,268	18,556	49,080	726	34,889	11,558
Robinson	7,285	7,089	-2.7	2,997	82,580	98,718	13,926	32,939	*	*	*
CUMBERLAND	11,093	11,075	-0.2	3,986	97,379	156,617	14,141	39,292	818	27,435	14,738
DE KALB	74,966	74,338	-0.8	26,380	824,765	1,352,536	18,194	51,271	1,150	88,918	59,738
De Kalb	33,099	30,720	-7.2	9,052	324,578	321,733	10,473	35,544	*	*	*
DE WITT	18,128	20,252	11.7	7,824	189,304	422,403	20,857	53,988	629	51,580	4,227
Clinton	8,014	7,867	-1.8	3,234	79,948	116,078	14,755	35,898	*	*	*
DOUGLAS	19,789	19,621	-0.8	7,112	199,148	337,851	17,219	47,504	845	65,179	12,308
DU PAGE	664,338	799,219	20.3	280,602	8,509,813	16,619,802	20,795	59,229	207	19,612	1,138
Wheaton	43,043	51,087	18.7	17,734	573,542	962,667	18,844	54,285	*	*	*
EDGAR	21,784	20,661	-5.2	8,470	195,585	276,310	13,374	32,622	1,045	73,142	16,309
Paris	9,885	11,623	17.6	4,780	85,328	157,889	13,584	33,032	*	*	*
EDWARDS	8,000	8,877	11.0	3,485	70,533	137,302	15,467	39,398	422	14,205	11,428
EFFINGHAM	31,129	32,180	3.4	11,264	292,025	476,409	14,805	42,295	1,261	32,622	26,716
Effingham	11,270	11,363	0.8	4,453	124,702	166,914	14,689	37,480	*	*	*
FAYETTE	22,215	22,245	0.1	8,501	193,069	318,472	14,317	37,463	1,463	42,317	14,162
FORD	15,295	14,819	-3.1	5,751	152,372	234,760	15,842	40,821	804	65,827	1,424
Paxton	4,258	4,132	-2.9	1,603	42,551	63,607	15,39[illegible]	39,691	*	*	*
FRANKLIN	43,320	43,283	-0.1	17,033	324,044	472,865	10,925	27,762	672	19,784	4,626
Benton	7,778	7,961	2.4	3,323	75,751	90,807	11,407	27,327	*	*	*
West Frankfort	9,437	9,952	5.5	4,157	88,258	111,001	11,153	26,703	*	*	*
FULTON	43,681	41,418	-5.2	15,764	337,339	493,935	11,926	31,333	1,440	54,400	28,107
Canton	14,626	11,901	-18.6	4,789	122,017	149,330	12,547	31,180	*	*	*
GALLATIN	7,596	7,642	0.6	2,951	61,541	110,356	14,441	37,396	333	28,952	3,537
GREENE	16,644	15,643	-6.0	6,365	147,954	226,333	14,469	35,559	912	39,679	26,592
GRUNDY	30,652	33,094	8.0	11,918	323,916	583,321	17,626	48,945	606	52,347	5,882
Morris	8,833	6,589	-25.4	2,711	93,172	90,397	13,719	33,339	*	*	*
HAMILTON	9,178	9,262	0.9	3,712	69,438	121,905	13,162	32,841	687	27,099	5,742
HANCOCK	23,964	23,754	-0.9	8,890	181,191	288,861	12,161	32,493	1,507	61,901	42,466
HARDIN	5,392	5,514	2.3	2,148	35,478	71,272	12,926	33,181	216	979	965
HENDERSON	9,161	9,280	1.3	3,502	71,431	120,374	12,971	34,373	562	32,763	20,862
HENRY	58,124	54,763	-5.8	19,585	550,106	777,065	14,190	39,677	1,853	87,549	103,974
Kewanee	14,508	12,290	-15.3	4,962	134,703	141,848	11,542	28,587	*	*	*
IROQUOIS	32,917	32,270	-2.0	12,082	313,495	536,917	16,638	44,439	1,899	154,604	38,149
Watseka	5,543	5,573	0.5	2,169	52,852	78,811	14,143	36,333	*	*	*

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ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1988 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
JACKSON	61,678	63,011	2.2	23,358	506,640	839,771	13,327	35,952	814	24,009	6,627
Carbondale	26,414	25,711	-2.7	9,212	199,947	216,403	8,417	23,491	*	*	*
Murphysboro	9,866	12,806	29.8	5,135	80,335	130,462	10,188	25,404	*	*	*
JASPER	11,345	11,420	0.7	4,113	108,804	173,500	15,193	42,183	1,017	39,946	21,324
JEFFERSON	36,527	39,682	8.6	15,661	294,241	588,050	14,819	37,549	1,168	24,476	9,614
Mount Vernon	16,995	18,204	7.1	7,748	156,677	238,172	13,083	30,739	*	*	*
JERSEY	20,631	20,350	-1.4	7,406	208,333	322,817	15,863	43,589	738	26,928	16,274
JO DAVIESS	23,601	24,099	2.1	8,916	238,720	400,452	16,517	44,914	1,142	16,954	61,919
East Dubuque	2,194	2,171	-1.1	709	17,896	27,134	12,499	38,255	*	*	*
JOHNSON	9,658	10,586	9.6	3,584	69,458	124,691	11,779	34,791	532	5,038	9,027
KANE	279,091	303,998	8.9	104,336	2,834,703	4,813,171	15,833	46,131	912	58,681	31,097
Aurora	81,293	90,023	10.7	32,123	766,326	1,297,304	14,411	40,385	*	*	*
Elgin	63,981	71,705	12.1	27,519	654,159	1,099,961	15,340	39,971	*	*	*
KANKAKEE	103,048	97,789	-5.1	33,942	837,737	1,220,702	12,483	35,964	1,173	92,518	13,615
Kankakee	30,141	27,004	-10.4	10,155	245,660	286,421	10,606	28,204	*	*	*
KENDALL	37,585	38,580	2.6	12,727	397,358	556,702	14,430	43,742	616	41,778	16,355
KNOX	61,630	59,072	-4.2	22,339	530,940	755,796	12,794	33,833	1,301	65,632	46,557
Galesburg	35,305	31,206	-11.6	12,236	301,548	395,745	12,682	32,344	*	*	*
LAKE	441,865	481,702	9.0	155,146	5,001,098	8,787,681	18,243	56,641	513	24,857	9,508
North Chicago	38,774	39,792	2.6	4,370	224,986	312,903	7,863	71,601	*	*	*
Waukegan	67,653	73,303	8.4	26,797	649,508	1,034,032	14,106	38,587	*	*	*
LA SALLE	109,183	106,525	-2.4	42,988	1,048,978	1,589,144	14,918	36,967	2,146	144,365	30,959
La Salle	10,347	9,227	-10.8	3,733	98,177	122,384	13,264	32,784	*	*	*
Ogelsby	3,979	3,403	-14.5	1,264	38,590	44,547	13,092	35,247	*	*	*
Ottawa	18,166	16,980	-6.5	6,552	189,360	248,938	14,661	37,993	*	*	*
Peru	10,886	9,683	-11.1	3,627	107,137	137,243	14,174	37,834	*	*	*
Streator	14,795	13,059	-11.7	5,047	137,357	174,552	13,366	34,584	*	*	*
LAWRENCE	17,823	19,939	11.9	7,683	157,226	314,696	15,783	40,960	501	26,684	3,827
Lawrenceville	5,652	11,007	94.7	4,573	52211	137,427	12,486	30,054	*	*	*
LEE	36,279	33,836	-6.7	12,328	398,610	726,322	21,466	58,916	1,230	91,026	34,075
Dixon	15,619	13,295	-14.9	4,936	179,463	183,503	13,803	37,173	*	*	*
LIVINGSTON	41,351	41,815	1.1	13,932	421,935	763,272	18,254	54,786	1,835	143,281	32,483
Pontiac	11,227	11,852	5.6	3,948	108,187	152,597	12,875	38,647	*	*	*
LOGAN	31,726	30,261	-4.6	11,824	312,535	551,540	18,226	46,646	1,024	86,328	17,052
Lincoln	16,327	15,180	-7.0	5,802	161,367	222,798	14,677	38,398	*	*	*
MCDONOUGH	37,076	36,852	-0.6	12,216	281,827	452,888	12,289	37,073	1,109	62,444	22,822
Macomb	19,632	17,977	-8.4	5,606	147,772	180,667	10,050	32,229	*	*	*
MCHENRY	149,280	164,712	10.3	55,217	1,537,006	2,704,666	16,421	48,982	1,255	50,783	43,802
Crystal Lake	18,590	21,130	13.7	7,157	215,121	364,711	17,260	50,961	*	*	*
MCLEAN	119,537	129,340	8.2	45,313	1,284,237	2,428,828	18,779	53,601	2,126	179,485	26,453
Bloomington	44,189	46,566	5.4	20,073	508,229	738,698	15,864	36,801	*	*	*
Normal	35,672	38,549	8.1	10,644	345,819	486,908	12,631	45,743	*	*	*
MACON	131,401	128,603	-2.1	48,553	1,233,325	1,856,683	14,437	38,240	916	80,021	5,110
Decatur	94,081	88,586	-5.8	35,013	876,318	1,224,552	13,823	34,974	*	*	*
MACOUPIN	49,555	49,492	-0.1	18,394	508,584	819,617	16,561	44,559	1,754	69,457	46,917
MADISON	247,577	245,217	-1.0	93,612	2,361,082	3,314,646	13,517	35,408	1,735	50,020	23,869
Alton	34,171	33,358	-2.4	13,318	295,199	362,132	10,856	27,191	*	*	*
East Alton	7,123	7,168	0.6	3,060	70,041	93,265	13,011	30,478	*	*	*
Edwardsville	12,460	13,600	9.1	5,364	135,195	183,185	13,470	34,149	*	*	*
Wood River	12,446	12,356	-0.7	4,939	125,037	166,626	13,486	33,736	*	*	*
MARION	43,693	44,920	2.8	17,171	399,648	693,298	15,434	40,376	1,179	34,084	11,937
Central City	1,377	1,570	14.0	560	4,485	N.A.			*	*	*
Centralia	15,126	14,884	-1.6	5,984	157,328	187,064	12,568	31,261		*	*
MARSHALL	14,611	14,117	-3.4	5,122	120,936	185,555	13,144	36,227	656	42,654	10,655
MASON	19,477	18,707	-4.0	7,058	182,266	250,477	13,389	35,488	672	56,890	8,431
MASSAC	15,047	14,985	-0.4	5,717	124,165	188,192	12,559	32,918	480	9,156	6,675
MENARD	11,760	11,939	1.5	4,283	96,755	152,347	12,760	35,570	520	39,320	13,950
MERCER	19,357	19,720	1.9	6,999	146,075	253,013	12,830	36,150	1,058	54,500	32,267
MONROE	20,193	22,277	10.3	7,945	189,900	323,951	14,542	40,774	783	24,491	22,536
MONTGOMERY	31,648	31,868	0.7	12,671	307,218	451,456	14,166	35,629	1,398	66,400	25,444
Litchfield	7,204	6,905	-4.1	2,738	63,019	79,546	11,519	29,050	*	*	*
MORGAN	37,505	37,200	-0.8	13,699	419,662	720,242	19,361	52,576	1,074	64,700	27,418
Jacksonville	20,284	19,375	-4.5	7,234	225,024	227,450	11,739	31,440	*	*	*
MOULTRIE	14,661	14,712	0.3	5,222	139,886	237,086	16,115	45,401	597	43,238	1,057
OGLE	46,466	46,047	-0.9	16,688	521,280	869,357	18,880	52,095	1,406	75,523	70,751
PEORIA	200,700	189,617	-5.5	71,307	2,296,666	3,145,876	16,591	44,117	1,161	56,476	14,793
Peoria	124,160	103,979	-16.3	40,494	1,416,311	1,414,681	13,606	34,935	*	*	*
PERRY	21,734	22,405	3.1	8,517	180,895	277,725	12,396	32,608	700	19,349	6,855
Du Quoin	6,594	6,720	1.9	2,769	66,363	85,104	12,664	30,740	*	*	*
Pickneyville	3,319	3,553	7.0	1,494	33,709	45,459	12,796	30,421	*	*	*
PIATT	16,608	16,519	-0.5	5,882	172,608	275,471	16,676	46,833	640	69,094	7,042
PIKE	18,888	18,335	-2.9	7,501	173,681	256,856	14,009	34,243	1,291	46,340	52,250
POPE	4,396	4,426	0.7	1,653	26,781	48,113	10,871	29,106	338	3,911	6,585
PULASKI	8,795	8,185	-6.9	3,447	52,138	77,426	9,459	22,462	285	10,404	3,319
PUTNAM	6,137	6,376	3.9	2,260	53,048	88,532	13,885	39,173	261	17,144	6,679

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ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
RANDOLPH	35,713	35,883	0.5	12,896	346,424	597,699	16,657	46,348	1,173	27,053	21,330
RICHLAND	17,588	18,829	7.1	7,498	149,480	264,772	14,062	35,312	697		
Olney	9,026	9,892	9.6	4,158	83,289	120,147	12,146	28,893	*	*	*
ROCK ISLAND	166,007	165,625	-0.2	62,605	1,732,016	2,453,420	14,813	39,189	837	26,305	21,378
East Moline	20,907	20,284	-3.0	7,732	220,414	278,016	13,706	35,957	*	*	*
Moline	46,278	42,983	-7.1	17,181	509,228	624,419	14,527	36,344	*	*	*
Rock Island	46,928	41,688	-11.2	16,194	466,598	527,042	12,643	32,545	*	*	*
ST. CLAIR	264,911	258,682	-2.4	92,893	2,245,311	3,413,486	13,196	36,746	1,263	46,009	19,127
Belleville	42,150	40,515	-3.9	15,903	429,445	543,789	13,422	34,194	*	*	*
SALINE	27,417	29,077	6.1	12,118	217,097	349,120	12,007	28,810	550	20,968	3,516
Eldorado	5,198	5,223	0.5	2,187	52,747	53,179	10,181	24,314	*	*	*
Harrisburg	9,322	12,027	29.0	4,889	78,272	116,889	9,719	23,907	*	*	*
SANGAMON	176,268	179,856	2.0	72,123	1,738,974	2,972,778	16,529	41,218	1,372	110,735	2,881
Springfield	100,054	104,727	4.7	44,632	1,001,912	1,506,983	14,390	33,764	*	*	*
SCHUYLER	8,404	8,147	-3.1	3,144	76,219	124,383	15,267	39,562	657	23,896	14,125
SCOTT	6,157	6,016	-2.3	2,406	57,539	100,626	16,726	41,823	454	20,975	9,553
SHELBY	24,017	23,800	-0.9	8,800	214,761	387,809	16,294	44,069	1,599	73,835	19,528
Shelbyville	5,259	5,060	-3.8	1,951	44,734	66,259	13,096	33,958	*	*	*
STARK	7,432	6,717	-9.6	2,746	58,090	87,343	13,003	31,807	474	42,883	8,943
STEPHENSON	49,723	50,153	0.9	19,353	544,825	936,256	18,668	48,378	1,434	35,558	93,241
Freeport	26,266	26,117	-0.6	10,973	299,453	330,633	12,660	30,131	*	*	*
TAZEWELL	132,553	131,650	-0.7	48,077	1,560,794	2,051,725	15,585	42,676	1,251	75,768	24,297
Pekin	33,967	30,850	-9.2	12,434	391,857	396,107	12,840	31,857	*	*	*
UNION	16,885	18,249	8.1	7,385	139,839	220,213	12,067	29,819	650	12,323	5,395
VERMILION	94,982	92,772	-2.3	35,991	936,621	1,434,154	15,459	39,848	1,390	110,115	13,357
Danville	38,985	34,501	-11.5	13,783	398,108	485,618	14,076	35,233	*	*	*
WABASH	13,728	14,936	8.8	5,724	138,681	211,691	14,173	36,983	323	19,472	4,900
Mount Carmel	8,908	9,692	8.8	3,841	94,474	131,300	13,547	34,186	*	*	*
WARREN	21,927	21,299	-2.9	7,807	170,282	303,365	14,243	38,858	987	60,175	39,594
Monmouth	10,706	9,558	-10.7	3,573	83,184	109,727	11,480	30,708	*	*	*
WASHINGTON	15,619	15,169	-2.9	6,013	143,223	229,894	15,156	38,233	1,057	37,440	29,237
Wamac	1,665	1,768	6.2	707	16,009	21,683	12,264	30,686	*	*	*
WAYNE	18,129	18,998	4.8	7,387	151,141	273,521	14,397	37,027	1,239		
WHITE	17,951	18,244	1.6	7,218	167,046	282,763	15,499	39,175	684	37,351	8,112
Carmi	6,264	9,727	55.3	4,061	64,956	128,286	13,189	31,591	*	*	*
WHITESIDE	66,195	64,578	-2.4	23,326	749,715	1,055,870	16,350	45,266	1,328	73,534	62,193
Rock Falls	10,624	10,217	-3.8	3,705	116,931	131,781	12,899	35,565	*	*	*
Sterling	16,273	14,865	-8.7	5,784	201,312	218,688	14,712	37,811	*	*	*
WILL	326,503	346,0[illegible]0	6.0	110,474	3,208,973	4,663,423	13,476	42,213	1,381	78,892	16,931
Joliet	77,956	73,532	-5.7	27,467	760,584	1,078,425	14,666	39,262	*	*	*
WILLIAMSON	56,761	59,279	4.4	23,190	459,980	766,463	12,930	33,051	674	7,476	3,843
Herrin	10,708	11,742	9.7	4,851	108,149	134,399	11,446	27,708	*	*	*
Marion	14,031	15,346	9.4	6,432	124,152	183,997	11,990	28,605	*	*	*
WINNEBAGO	251,717	252,921	0.5	93,523	2,250,396	3,547,539	14,026	37,932	933	33,935	31,893
Rockford	139,712	137,660	-1.5	53,625	1,239,728	1,874,373	13,616	34,954	*	*	*
Rockton	2,313	2,541	9.9	989	24,793	34,766	13,681	35,163	*	*	*
South Beloit	4,088	4,618	13.0	1,869	40,474	58,802	12,734	31,454	*	*	*
WOODFORD	33,547	34,307	2.3	11,563	364,308	518,679	15,119	44,857	1,169	71,418	24,843

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Illinois 1986 Cash Receipts as follows: From Crops $4,738,000,000; from Livestock & Livestock Products $2,144,000,000; Total $6,882,000,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,488,859	5,550,156	1.1	2,022,128	43,203,001	69,661,632	12,551	34,450	77,180	2,237,382	1,679,917
METRO AREAS (MSAs PMSAs CMSAs)											
Anderson, IN	139,113	132,331	-4.9	48,151	906,906	1,345,780	10,170	27,949	1,126	46,473	13,070
Bloomington, IN	98,479	107,356	9.0	36,089	954,177	1,792,597	16,698	49,672	619	3,812	4,442

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1989	POPULATION % Pop. Change 89 vs 80	HOUSEHOLDS 1989 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1988 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Elkhart-Goshen, IN	137,401	150,587	9.6	53,604	1,096,532	2,288,503	15,197	42,693	1,678	28,154	60,489
Fort Wayne, IN	354,087	348,618	-1.5	128,703	2,813,326	4,419,212	12,676	34,337	3,764	86,013	71,348
Gary-Hammond,IN	641,735	595,333	-7.2	222,863	5,203,308	6,477,228	10,880	29,064	1,299	59,127	17,422
Indianapolis, IN	1,166,731	1,233,475	5.7	460,982	9,080,769	16,847,324	13,658	36,547	6,450	238,190	97,985
Kokoma, IN	103,516	100,186	-3.2	36,562	813,575	1,259,921	12,576	34,460	1,370	72,701	36,913
Lafayette-West Lafayette, IN	121,756	127,785	5.0	40,944	1,272,003	2,232,757	17,473	54,532	945	51,657	20,968
Muncie, IN	128,247	122,692	-4.3	42,584	887,314	1,337,861	10,904	31,417	965	34,569	12,319
South Bend-Mishawaka, IN	241,248	239,109	-0.9	86,072	1,855,663	3,048,707	12,750	35,420	1,006	30,245	16,412
Terre Haute, IN	137,271	133,275	-2.9	49,616	1,146,508	1,672,433	12,549	33,708	1,397	45,075	13,115
Evansville, IN-KY	276,695	286,978	3.7	108,709	2,325,428	3,772,189	13,145	34,700	2,266	70,850	21,223
COUNTIES, Cities											
ADAMS	29,621	30,697	3.6	10,244	211,150	363,961	11,857	35,529	1,230	27,042	44,139
Decatur	8,649	8,498	-1.7	3,089	59,619	94,258	11,092	30,516	*	*	*
ALLEN	294,218	288,240	-2.0	107,308	2,382,827	3,679,386	12,765	34,288	1,776	44,621	32,791
Fort Wayne	172,028	159,770	-7.1	63,957	1,310,445	2,046,913	12,812	32,004	*	*	*
BARTHOLOMEW	65,259	64,710	-0.8	23,690	536,711	839,394	12,972	35,432	794	29,700	12,803
Columbus	30,292	30,806	1.7	12,104	263,934	446,572	14,496	36,894	*	*	*
BENTON	10,149	9,543	-6.0	3,730	82,997	105,144	11,018	28,189	628	61,175	8,327
BLACKFORD	15,544	15,479	-0.4	5,644	110,534	196,747	12,711	34,859	412		
Hartford City	7,622	7,617	-0.1	2,966	52,431	92,162	12,100	31,073	*	*	*
BOONE	36,661	41,139	12.2	14,405	304,728	507,724	12,342	35,246	938	43,407	18,020
Lebanon City	11,456	12,844	12.1	5,204	97,934	182,061	14,175	34,986	*	*	*
BROWN	12,463	14,169	13.7	5,299	89,265	159,813	11,279	30,159	232	1,341	1,016
CARROLL	19,712	19,472	-1.2	7,539	150,317	255,339	13,113	33,869	868	43,126	67,470
CASS	40,972	39,468	-3.7	15,212	326,883	504,672	12,787	33,176	946	39,223	25,726
Logansport	17,731	16,907	-4.6	6,927	137,182	209,883	12,414	30,298	*	*	*
CLARK	88,805	92,284	3.9	33,680	488,934	832,003	9,016	24,703	848	13,810	7,258
Jeffersonville	21,220	20,515	-3.3	7,877	115,062	285,091	13,897	36,191	*	*	*
CLAY	24,855	24,677	-0.7	9,008	197,427	318,890	12,923	35,401	719	24,017	8,415
Brazil	7,852	9,169	16.8	3,711	56,188	95,761	10,445	25,802	*	*	*
CLINTON	31,512	32,057	1.7	11,576	235,172	381,666	11,906	32,970	828		
Frankfort	15,168	14,673	-3.3	5,669	110,062	169,889	11,578	29,967	*	*	*
CRAWFORD	9,863	10,209	3.5	3,647	55,325	99,992	9,794	27,418	481	1,930	3,617
DAVIESS	27,909	29,939	7.3	10,863	207,856	314,901	10,518	28,988	1,207	32,516	46,135
Washington	11,325	11,891	5.0	4,969	93,727	127,018	10,682	25,564	*	*	*
DEARPORN	34,448	37,661	9.3	12,875	220,805	376,060	9,985	29,209	905	4,369	4,922
DECATUR	23,782	25,027	5.2	8,756	202,173	377,234	15,073	43,083	818	31,917	30,057
Greensburg	9,254	8,893	-3.9	3,294	82,988	22,218	2,498	6,744	*	*	*
DE KALB	33,626	33,663	0.1	11,824	235,960	393,942	11,703	33,317	974	20,343	16,852
Auburn	8,122	8,576	5.6	3,265	60,059	108,770	12,684	33,317	*	*	*
DELAWARE	128,247	122,692	-4.3	42,584	887,314	1,337,861	10,904	31,417	965	34,569	12,319
Muncie	77,216	69,872	-9.5	25,631	488,451	783,907	11,219	30,585	*	*	*
DUBOIS	34,319	36,950	7.7	12,597	241,077	447,760	12,118	35,545	1,019	16,419	91,169
Jasper	9,097	9,740	7.1	3,609	74,673	128,281	13,171	35,543	*	*	*
ELKHART	137,401	150,587	9.6	53,604	1,096,532	2,288,503	15,197	42,693	1,678	28,154	60,489
Elkhart	41,305	44,831	8.5	18,507	341,945	545,927	12,178	29,498	*	*	*
Goshen	19,665	21,614	9.9	8,210	150,935	268,394	12,417	32,690	*	*	*
FAYETTE	28,286	28,055	-0.8	10,065	178,311	268,388	9,566	26,665	495	11,710	14,505
Connersville	17,023	15,993	-6.1	6,139	101,860	183,029	11,444	29,812	*	*	*
FLOYD	61,369	63,774	3.9	22,954	348,397	584,358	9,163	25,458	475	3,645	2,569
New Albany	37,103	38,671	4.2	15,173	201,030	519,716	13,439	34,252	*	*	*
FOUNTAIN	18,917	19,033	0.6	7,207	134,985	216,218	11,360	30,001	707	33,847	7,432
FRANKLIN	19,705	21,409	8.6	6,819	141,379	242,700	11,336	35,592	1,043	12,720	18,484
FULTON	19,337	19,039	-1.5	7,187	165,534	281,424	14,781	39,157	817	25,181	19,233
Rochester	5,050	5,116	1.3	1,978	40,148	69,951	13,673	35,366	*	*	*
GIBSON	33,175	34,797	4.9	13,068	252,549	411,779	11,834	31,510	895	75,017	17,933
Princeton	8,976	9,824	9.5	4,122	76,262	124,934	12,717	30,310	*	*	*
GRANT	80,656	78,591	-2.6	27,319	544,007	841,003	10,701	30,785	876		
Marion	35,874	33,479	-6.7	12,703	234,802	411,498	12,291	32,395	*	*	*
GREENE	30,426	31,009	1.9	11,945	238,097	386,449	12,462	32,352	1,071		
Bloomfield	2,705	2,742	1.4	1,196	20,015	30,634	11,170	25,605	*	*	*
Linton	6,315	5,777	-8.5	2,475	45,372	60,718	10,511	24,528	*	*	*
HAMILTON	83,005	102,650	23.7	34,638	776,053	1,602,422	15,611	46,262	843	31,992	12,355
Noblesville	12,056	14,606	21.2	5,419	96,201	199,250	13,642	36,767	*	*	*
HANCOCK	44,134	46,363	5.1	15,496	359,465	567,633	12,243	36,631	773	31,087	12,412
Greenfield	11,299	11,819	4.6	4,288	91,690	161,241	13,642	37,606	*	*	*

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

INDIANA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
HARRISON	27,419	29,636	8.1	10,126	178,859	287,247	9,693	28,367	1,438	12,768	21,513
HENDRICKS	70,199	80,262	14.3	26,304	585,101	991,165	12,349	37,681	997	31,842	13,918
HENRY	53,191	48,775	-8.3	19,539	345,086	496,267	10,175	25,399	1,054	33,405	20,962
New Castle	20,056	17,167	-14.4	6,729	127,735	213,901	12,460	31,790	*	*	*
HOWARD	86,725	84,244	-2.9	30,835	657,393	1,019,409	12,101	33,060	784	31,080	19,899
Kokomo	47,808	43,977	-8.0	17,630	344,599	607,134	13,806	34,438	*	*	*
HUNTINGTON	35,531	34,725	-2.3	12,302	262,113	430,363	12,393	34,983	927		
Huntington	16,202	15,807	-2.4	5,963	120,888	204,835	12,958	34,351	*	*	*
JACKSON	36,629	38,389	4.8	14,015	293,926	491,390	12,800	35,062	1,026	25,325	55,552
Seymour	15,050	15,703	4.3	6,047	125,683	175,783	11,194	29,069	*	*	*
JASPER	26,308	27,968	6.3	8,824	215,040	418,703	14,971	47,450	877	60,188	34,956
Rensselaer	4,944	4,529	-8.4	1,802	38,633	63,693	14,064	35,346	*	*	*
JAY	23,121	20,551	-11.1	8,487	152,448	220,445	10,727	25,974	1,062	27,802	25,452
Portland	7,074	5,909	-16.5	2,363	46,794	68,304	11,559	28,902	*	*	*
JEFFERSON	30,484	30,796	1.0	10,607	240,307	441,567	14,338	41,630	1,055	14,008	6,718
Madison	12,472	11,617	-6.9	4,427	110,737	146,701	12,629	33,139	*	*	*
JENNINGS	22,879	23,303	1.9	7,668	166,406	276,194	11,852	36,019	751	13,518	17,717
JOHNSON	77,659	89,354	15.1	30,262	626,794	1,080,311	12,090	35,699	737	25,496	12,500
Edinburg	4,856	4,830	-0.5	1,697	38,022	64,285	13,309	37,875	*	*	*
Franklin	11,563	12,798	10.7	4,267	80,915	143,827	11,238	33,709	*	*	*
KNOX	41,901	43,619	4.1	16,263	327,543	543,154	12,452	33,398	882	51,177	17,654
Bicknell	4,713	5,173	9.8	2,134	35,257	52,859	10,218	24,766	*	*	*
Vincennes	20,857	21,989	5.4	8,061	160,021	224,345	10,203	27,831	*	*	*
KOSCIUSKO	59,744	64,116	7.3	22,425	519,533	977,106	15,240	43,572	1,442	34,921	80,295
Warsaw	10,647	11,231	5.5	3,292	99,011	109,189	9,722	33,169	*	*	*
LAGRANGE	25,576	29,840	16.7	9,094	160,144	327,782	10,985	36,044	1,415	23,395	59,291
LAKE	520,913	467,144	-10.3	180,366	4,160,221	4,976,569	10,653	27,592	622	30,379	8,973
East Chicago	39,786	32,927	-17.2	12,014	272,335	358,486	10,887	29,840	*	*	*
Gary	151,953	127,958	-15.8	44,566	994,772	1,263,345	9,873	28,347	*	*	*
Hammond	93,714	80,134	-14.5	30,009	729,819	948,392	11,835	31,604	*	*	*
LA PORTE	108,455	107,292	-1.1	37,741	836,020	1,208,973	11,268	32,033	982	47,655	21,954
La Porte	21,796	20,682	-5.1	8,200	171,541	296,476	14,335	36,158	*	*	*
Michigan City	36,850	34,158	-7.3	12,109	256,741	415,871	12,175	34,344	*	*	*
LAWRENCE	42,493	41,910	-1.4	15,834	291,180	458,425	10,938	28,952	962	8,151	9,381
Bedford	14,410	14,025	-2.7	5,947	113,387	179,785	12,819	30,231	*	*	*
MADISON	139,113	132,331	-4.9	48,151	906,906	1,345,780	10,170	27,949	1,126	46,473	13,070
Anderson	64,695	56,411	-12.8	22,526	403,337	765,083	13,563	33,965	*	*	*
Elwood	10,867	9,358	-13.9	3,577	61,703	128,535	13,735	35,930	*	*	*
MARION	763,107	774,965	1.6	305,429	6,628,685	10,879,113	14,038	35,619	400	14,150	4,582
Indianapolis	700,807	677,208	-3.4	260,631	5,735,415	9,602,728	14,180	36,844	*	*	*
MARSHALL	39,183	42,754	9.1	15,041	279,502	528,630	12,364	35,146	1,182	[illegible]	26,398
Plymouth	7,693	8,430	9.6	3,140	52,648	97,295	11,542	30,983	*	*	*
MARTIN	10,959	10,860	-0.9	3,934	67,438	112,698	10,377	28,647	390	[illegible]	12,185
MIAMI	39,677	36,179	-8.8	12,569	273,183	433,272	11,976	34,471	924	[illegible]	34,806
Peru	13,764	11,986	-12.9	4,780	96,283	137,952	11,509	28,859	*		*
MONROE	98,479	107,356	9.0	36,089	954,177	1,792,597	16,698	49,672	619	[illegible]	[illegible]
Bloomington	51,646	54,122	4.8	17,647	424,191	497,286	9,188	28,179	*	*	*
MONTGOMERY	35,431	36,317	2.5	13,556	278,384	494,470	13,615	36,476	976	[illegible]	[illegible]
Crawfordsville	13,325	13,357	0.2	5,398	107,180	166,188	12,442	30,787	*	*	*
MORGAN	52,119	57,570	10.5	19,738	396,301	704,936	12,245	35,715	803	19,074	3,950
Martinsville	11,311	12,775	12.9	4,742	87,353	155,257	12,153	32,743	*	*	*
NEWTON	14,908	15,073	1.1	5,107	123,979	201,684	13,380	39,492	504	46,532	8,903
NOBLE	35,517	38,255	7.7	13,412	246,088	498,517	13,031	37,169	1,146	21,664	28,164
Kendallville	7,299	7,864	7.7	2,687	50,503	90,731	11,538	33,772	*	*	*
OHIO	5,075	5,257	3.6	1,949	40,477	58,592	11,146	30,063	316	2,546	1,765
ORANGE	18,732	18,805	0.4	6,891	110,646	189,608	10,083	27,515	655	759	10,422
OWEN	15,874	17,289	8.9	6,292	117,082	219,790	12,713	34,932	748	7,658	5,351
Spencer	2,732	2,512	-8.1	930	18,705	26,088	10,387	28,063	*	*	*
PARKE	16,379	17,041	4.0	6,078	114,223	168,611	9,894	27,741	640	22,993	12,271
PERRY	19,356	19,093	-1.4	6,961	123,813	186,567	9,771	26,802	570	3,383	6,301
PIKE	13,497	13,328	-1.3	5,039	108,164	168,664	12,655	33,472	416	12,917	5,953
PORTER	120,822	128,189	6.1	42,497	1,043,087	1,500,659	11,707	35,312	677	28,748	8,449
Chesterton	8,531	9,476	11.1	3,405	74,805	117,486	12,399	34,504	*	*	*
Valparaiso	22,247	22,727	2.2	7,839	187,618	271,136	11,930	34,586	*	*	*
POSEY	26,574	27,103	2.0	9,470	200,816	337,504	12,453	35,639	616	39,551	12,205
PULASKI	13,238	13,792	4.2	5,012	108,199	197,127	14,293	39,331	775	40,614	15,341
PUTNAM	29,253	31,045	6.1	9,775	232,028	399,353	12,864	40,855	985	26,961	18,157
Greencastle	8,403	8,751	4.1	2,812	56,425	95,613	10,927	34,002	*	*	*
RANDOLPH	29,989	28,056	-6.4	10,064	187,571	298,001	10,622	29,611	1,208	36,013	20,247
Union City	3,908	3,015	-22.9	1,196	26,046	35,027	11,618	29,280	*	*	*
Winchester	5,659	5,158	-8.9	2,077	38,516	60,698	11,769	29,225	*	*	*
RIPLEY	24,408	25,862	6.0	8,960	175,258	319,533	12,355	35,662	1,165	19,264	13,321
RUSH	19,476	18,737	-3.8	6,848	150,908	235,083	12,546	34,329	883	36,664	30,794
Rushville	6,113	5,010	-18.0	1,886	42,553	57,834	11,544	30,671	*	*	*

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INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ST. JOSEPH	241,248	239,109	-0.9	86,072	1,855,663	3,048,707	12,750	35,420	1,006	30,245	16,412
Mishawaka	40,224	41,129	2.2	17,317	301,939	540,391	13,139	31,206	*	*	*
South Bend	109,727	101,779	-7.2	40,679	816,182	1,338,359	13,150	32,901	*	*	*
SCOTT	20,404	21,127	3.5	7,207	140,217	235,157	11,131	32,629	464		
SHELBY	39,847	41,172	3.3	14,710	303,642	514,020	12,485	34,944	962	41,142	15,248
Shelbyville	14,989	14,007	-6.6	5,385	111,087	177,186	12,650	32,906	*	*	*
SPENCER	19,429	22,606	16.4	7,635	150,550	275,851	12,203	36,130	831	19,622	15,851
STARKE	22,033	21,457	-2.6	7,400	158,622	258,715	12,057	34,961	493	22,176	6,432
STEUBEN	24,695	26,564	7.6	9,602	180,164	395,472	14,888	41,186	651	13,255	14,636
SULLIVAN	21,095	20,945	-0.7	7,763	167,479	261,800	12,499	33,724	660	29,245	5,837
Sullivan	4,774	4,702	-1.5	2,055	34,694	51,241	10,899	24,936	*	*	*
SWITZERLAND	7,170	7,675	7.0	2,770	49,301	78,743	10,260	28,427	715	6,814	5,879
TIPPECANOE	121,756	127,785	5.0	40,944	1,272,003	2,232,757	17,473	54,532	945	51,657	20,968
Lafayette	43,011	44,695	3.9	18,653	457,514	541,106	12,107	29,009	*	*	*
West Lafayette	21,247	21,550	1.4	7,476	246,896	303,244	14,072	40,563	*	*	*
TIPTON	16,791	15,942	-5.1	5,727	156,282	240,512	15,087	41,996	586	41,621	17,014
Tipton	5,004	4,194	-16.2	1,665	40,798	60,810	14,499	36,516	*	*	*
UNION	6,846	6,780	-1.0	2,426	45,373	70,442	10,390	29,036	339	11,603	11,921
VANDERBURGH	167,451	167,528	0.0	66,814	1,440,361	2,272,032	13,562	34,005	408	15,480	3,495
Evansville	130,496	121,015	-7.3	49,429	1,035,368	1,559,761	12,889	31,556	*	*	*
VERMILLION	18,254	19,482	6.7	7,260	136,254	233,147	11,967	32,114	375	17,714	4,614
Clinton	5,267	4,675	-11.2	2,007	37,054	50,553	10,814	25,194	*	*	*
VIGO	112,416	108,598	-3.4	40,608	949,081	1,353,543	12,464	33,332	678	21,058	4,700
Terre Haute	61,125	54,218	-11.3	21,104	472,550	572,299	10,555	27,118	*	*	*
WABASH	36,694	34,474	-6.1	13,132	281,542	455,818	13,222	34,710	939	27,283	60,466
Wabash	12,985	11,812	-9.0	4,483	100,742	139,269	11,791	31,065	*	*	*
WARREN	8,965	9,008	0.5	3,161	64,095	88,500	9,825	27,997	530		
WARRICK	41,661	47,078	13.0	15,779	341,861	550,759	11,699	34,905	517	15,819	5,523
WASHINGTON	21,983	22,567	2.7	7,956	134,792	217,753	9,649	27,370	122	15,643	24,216
WAYNE	75,859	73,908	-2.6	27,099	518,456	/99,975	10,824	29,520	1,000	32,275	26,370
Richmond	41,349	37,286	-9.8	14,774	269,691	442,389	11,865	29,945	*	*	*
WELLS	25,334	25,205	-0.5	9,091	190,281	323,462	12,833	35,580	970	35,073	18,954
Bluffton	8,705	8,446	-3.0	3,379	66,072	115,544	13,680	34,190	*	*	*
WHITE	23,916	23,867	-0.2	9,064	184,680	309,358	12,962	34,130	883	58,312	26,189
Monticello	5,162	5,208	0.9	1,768	39,980	64,238	12,334	36,338	*	*	*
WHITLEY	26,243	26,715	1.8	9,571	194,539	345,884	12,947	36,139	1,014	21,049	21,705
Columbia City	5,091	5201,558	2.2	2,029	36,366	64,271	12,356	31,675	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Indiana 1986 Cash Receipts as follows: From Crops $2,259,000,000; from Livestock & Livestock Products $1,850,000,000; Total $4,109,000,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,912,717	2,922,902	0.3	1,091,997	23,262,997	37,009,123	12,662	33,891	115,413	3,771,826	5,116,460
METRO AREAS (MSAs/PMSAs CMSAs)											
Cedar Rapids, IA	170,112	170,683	0.3	64,814	1,412,093	2,174,513	12,740	33,550	1,810	56,889	47,499
Des Moines, IA	367,924	381,681	3.7	144,508	3,168,078	5,356,499	14,034	37,067	3,712	124,137	92,945
Dubuque, IA	93,752	91,058	-2.9	30,462	777,791	1,125,974	12,365	36,963	1,708	15,467	120,196
Iowa City, IA	82,037	90,346	10.1	33,777	708,621	1,400,331	15,500	41,458	1,508	40,002	66,154
Waterloo-Cedar Falls, IA	163,152	163,965	0.5	58,589	1,423,943	1,990,442	12,139	33,973	2,639	89,890	93,991
Davenport-Rock Island-Moline, IA-IL	384,347	386,087	0.5	142,701	3,639,903	5,321,727	13,784	37,293	3,787	158,759	179,104
Sioux City, IA-NE	117,120	120,191	2.6	44,816	892,995	1,498,457	12,467	33,436	1,957	73,502	101,646
COUNTIES, Cities											
ADAIR	9,520	9,209	-3.3	3,684	74,926	120,834	13,121	32,800	1,065	26,759	44,283
ADAMS	5,701	5,522	-3.1	2,235	39,080	67,238	12,176	30,084	737	16,108	31,255
ALLAMAKEE	15,019	15,037	0.1	5,416	88,509	130,127	8,654	24,026	1,134	11,805	66,348

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IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
APPANOOSE	15,527	14,077	-9.3	6,189	102,369	143,047	10,162	23,113	900		
Centerville	6,558	5,872	-10.5	2,468	43,048	60,261	10,263	24,412	*	*	*
AUDUBON	8,494	7,692	-9.4	3,217	65,759	92,113	11,975	28,633	905	29,524	63,082
BENTON	23,677	23,157	-2.2	8,677	175,822	262,110	11,319	30,207	1,585	66,985	71,198
Vinton	5,040	4,685	-7.0	1,945	39,748	57,968	12,372	29,799	*	*	*
BLACK HAWK	138,221	138,357	0.1	49,766	1,232,971	1,680,590	12,147	33,770	1,352	55,082	48,152
Evansdale	4,798	4,825	0.6	1,663	43,014	64,871	13,445	39,016	*	*	*
Waterloo	75,985	67,780	-10.8	26,098	667,514	890,788	13,142	34,132	*	*	*
BOONE	26,160	25,934	-0.9	9,647	201,597	306,888	11,833	31,812	1,153	59,071	43,782
Boone	12,602	11,916	-5.4	4,863	102,678	171,302	14,376	35,228	*	*	*
BREMER	24,931	25,608	2.7	8,823	190,972	309,852	12,100	35,119	1,287	34,808	45,839
BUCHANAN	22,868	23,266	1.7	8,104	156,160	255,719	10,991	31,555	1,403	51,248	61,687
BUENA VISTA	20,753	21,551	3.8	8,082	194,496	328,586	15,247	40,657	1,185	58,562	79,704
BUTLER	17,662	17,549	-0.6	6,467	119,637	174,712	9,956	27,016	1,467	48,887	64,608
CALHOUN	13,525	13,005	-3.8	5,010	96,612	142,888	10,987	28,521	1,164	62,862	53,058
CARROLL	22,934	23,477	2.4	8,397	189,339	326,174	13,893	38,844	1,396	47,143	139,383
Carroll	9,705	9,485	-2.3	3,376	87,509	117,455	12,383	34,793	*	*	*
CASS	16,891	17,063	1.0	6,717	147,917	258,256	15,135	38,448	1,087	35,329	52,836
Atlantic	7,789	7,809	0.3	3,214	61,483	100,341	12,849	31,220	*	*	*
CEDAR	18,599	18,945	1.9	7,153	155,510	252,977	13,353	35,367	1,323	60,021	65,847
CERRO GORDO	48,402	48,643	0.5	19,529	392,628	665,949	13,691	34,101	1,045	61,184	39,078
Mason City	30,144	28,946	-4.0	11,177	228,730	360,186	12,444	32,226	*	*	*
CHEROKEE	16,184	15,550	-3.9	5,950	146,866	247,140	15,893	41,536	1,214		
Cherokee	7,004	5,761	-17.7	2,250	58,863	78,841	13,684	35,040	*	*	*
CHICKASAW	15,433	15,262	-1.1	5,536	105,185	174,226	11,416	31,471	1,180	33,730	51,176
CLARKE	8,655	8,850	2.3	3,431	63,433	107,106	12,102	31,217	766	10,060	18,682
CLAY	19,592	19,479	-0.6	7,661	156,492	230,282	11,822	30,059	1,045	51,948	62,028
Spencer	11,726	10,919	-6.9	4,260	94,729	157,269	14,403	36,915	*	*	*
CLAYTON	20,995	21,095	0.5	7,760	135,197	215,173	10,200	27,728	1,725	25,196	107,251
CLINTON	56,951	54,512	-4.3	21,418	464,560	632,228	11,598	29,519	1,570	64,062	83,218
Clinton	32,828	28,739	-12.5	11,150	276,574	402,089	13,991	36,063	*	*	*
CRAWFORD	18,899	19,687	4.2	7,159	148,603	269,609	13,695	37,660	1,511		
DALLAS	29,611	30,093	1.6	10,853	227,441	366,591	12,182	33,778	1,208	58,083	38,374
DAVIS	9,103	9,339	2.6	3,311	65,554	107,036	11,461	32,327	954	14,739	22,612
DECATUR	9,790	9,253	-5.5	3,507	59,436	95,451	10,316	27,217	769	12,865	24,939
DELAWARE	18,955	18,986	0.2	6,530	127,018	213,560	11,248	32,704	1,481	34,561	111,825
DES MOINES	46,236	43,966	-4.9	17,983	391,142	547,908	12,462	30,468	815	37,625	20,261
Burlington	29,529	25,951	-12.1	10,678	240,154	357,624	13,781	33,490	*	*	*
DICKINSON	15,674	16,164	3.1	6,445	124,566	206,404	12,769	32,025	652	33,323	44,966
DUBUQUE	93,752	91,058	-2.9	30,462	777,791	1,125,974	12,365	36,963	1,708	15,467	120,196
Dubuque	62,321	58,205	-6.6	20,461	537,679	684,169	11,755	33,438	*	*	*
EMMET	13,278	12,366	-6.9	4,755	93,813	124,236	10,047	26,127	714	42,394	28,353
Estherville	7,518	6,701	-10.9	2,550	59,090	85,627	12,779	33,582	*	*	*
FAYETTE	25,446	24,605	-3.3	9,126	169,533	272,773	11,086	29,890	1,641	47,553	98,913
Oelwein	7,564	6,724	-11.1	2,652	56,432	81,094	12,061	30,575	*	*	*
FLOYD	19,564	18,781	-4.0	7,028	143,320	187,159	9,965	26,630	1,097	51,012	36,304
Charles City	8,778	8,137	-7.3	3,216	68,923	107,511	13,212	33,432	*	*	*
FRANKLIN	13,054	12,419	-4.9	4,900	93,028	144,947	11,671	29,581	1,168	64,281	66,060
FREMONT	9,362	8,600	-8.1	3,748	77,818	114,036	13,260	30,426	771	38,588	31,669
GREENE	12,114	11,086	-8.5	4,421	94,695	137,130	12,370	31,018	1,054	65,450	40,811
GRUNDY	14,390	13,907	-3.4	5,176	116,177	176,546	12,695	34,109	1,135		
GUTHRIE	11,981	11,266	-6.0	4,639	85,815	135,171	11,998	29,138	1,105	32,851	44,404
HAMILTON	17,831	17,473	-2.0	6,667	139,308	236,523	13,536	35,477	1,158	67,458	83,799
Webster City	8,572	8,092	-5.6	3,097	71,771	108,543	13,414	35,046	*	*	*
HANCOCK	13,819	13,717	-0.7	5,123	96,715	147,341	10,741	28,761	1,176	62,051	53,079
HARDIN	21,789	21,840	0.2	8,509	165,835	266,825	12,217	31,358	1,208	59,098	73,996
HARRISON	16,310	15,243	-6.5	6,205	126,469	182,570	11,977	29,423	1,192	53,164	31,937
HENRY	18,880	19,165	1.5	6,693	135,758	234,702	12,246	35,067	963	34,778	38,056
Mt. Pleasant	7,322	7,399	1.1	2,744	57,175	83,587	11,296	30,464	*	*	*
HOWARD	11,085	10,873	-1.9	4,073	79,902	124,097	11,413	30,468	1,055	30,002	40,386
HUMBOLDT	12,226	11,921	-2.5	4,771	95,473	144,024	12,082	30,187	848	51,722	36,641
IDA	8,892	8,891	0.0	3,495	84,351	160,150	18,013	45,823	874		
IOWA	15,382	15,164	-1.4	5,698	117,516	204,234	13,468	35,843	1,150	37,126	69,669
JACKSON	22,531	22,454	-0.3	7,905	160,252	234,768	10,456	29,699	1,422	2,063	71,696
JASPER	36,388	36,112	-0.8	13,661	285,670	440,007	12,185	32,209	1,589	55,025	80,812
Newton	15,292	14,322	-6.3	5,886	134,922	212,629	14,847	36,127	*	*	*
JEFFERSON	16,339	16,857	3.2	5,809	120,899	197,604	11,722	34,017	894	26,358	26,932
Fairfield	9,428	9,533	1.1	3,438	69,769	97,280	10,205	28,292	*	*	*
JOHNSON	82,037	90,346	10.1	33,777	708,621	1,400,331	15,500	41,458	1,508	40,002	66,154
Iowa City	50,508	52,024	3.0	18,548	415,015	617,230	11,864	33,278	*	*	*
JONES	20,443	20,663	1.1	7,146	142,780	233,697	11,310	32,703	1,307		
KEOKUK	12,866	12,346	-4.0	4,876	87,225	156,741	12,696	32,145	1,193		

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IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1988 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
KOSSUTH	21,858	21,332	-2.4	8,069	155,905	247,685	11,611	30,696	1,885	111,625	90,681
LEE	43,003	42,498	-1.2	16,269	342,906	508,663	11,969	31,266	1,060	27,856	37,077
Fort Madison	13,520	11,877	-12.2	4,554	110,330	168,693	14,203	37,046	*	*	*
Keokuk	13,536	12,283	-9.3	5,003	109,536	171,063	13,927	34,191	*	*	*
LINN	170,112	170,683	0.3	64,814	1,412,093	2,174,513	12,740	33,550	1,810	56,889	47,499
Cedar Rapids	110,243	104,163	-5.5	40,431	922,584	1,590,876	15,273	39,348		*	*
Marion	19,474	20,258	4.0	7,355	168,021	332,873	16,432	45,261	*	*	*
LOUISA	12,052	12,401	2.9	4,379	91,320	141,471	11,408	32,307	699	35,144	22,555
LUCAS	10,321	9,670	-6.3	4,174	71,795	111,368	11,517	26,681	769	8,499	18,997
LYON	12,872	12,496	-2.9	4,647	100,236	158,760	12,705	34,164	1,391	40,340	103,894
MADISON	12,573	12,416	-1.2	4,764	91,820	143,710	11,575	30,166	1,154	21,353	35,228
MAHASKA	22,443	23,141	3.1	8,893	151,450	231,781	10,016	26,063	1,265	35,013	81,195
Oskaloosa	10,629	11,323	6.5	4,638	79,857	129,419	11,430	27,905	*	*	*
MARION	29,732	30,897	3.9	10,555	229,200	394,536	12,769	37,379	1,231	24,206	47,753
MARSHALL	41,539	41,569	0.1	15,590	339,918	519,720	12,503	33,337	1,201	55,252	44,032
Marshalltown	26,938	26,071	-3.2	10,225	223,390	353,392	13,555	34,562	*	*	*
MILLS	13,410	14,148	5.5	4,722	118,097	174,807	12,356	37,020	684	32,189	31,253
MITCHELL	12,307	11,907	-3.3	4,469	90,049	149,192	12,530	33,384	1,011	36,414	59,521
MONONA	11,614	11,285	-2.8	4,612	91,781	129,368	11,464	28,050	933	51,496	41,184
MONROE	9,183	8,774	-4.5	3,400	63,916	88,273	10,061	25,963	761	7,088	22,053
MONTGOMERY	13,404	13,231	-1.3	5,277	119,036	189,123	14,294	35,839	769		
MUSCATINE	40,431	45,552	12.7	16,281	339,257	627,310	13,771	38,530	1,005	34,395	37,346
Muscatine	23,467	24,571	4.7	9,101	194,717	317,048	12,904	34,836	*	*	*
O BRIEN	16,933	16,851	-0.5	6,405	138,941	207,397	12,308	32,380	1,337	52,525	112,898
OSCEOLA	8,365	8,116	-3.0	3,044	60,706	92,310	11,374	30,325	833	38,512	49,760
PAGE	19,032	19,063	0.2	7,358	152,334	223,929	11,747	30,433	1,057	37,901	42,372
Shenandoah	6,274	5,903	-5.9	2,480	46,838	71,689	12,144	28,912	*	*	*
PALO ALTO	12,659	11,971	-5.4	4,621	91,465	146,176	12,211	31,633	1,015	60,024	46,656
PLYMOUTH	24,702	24,733	0.1	8,699	209,276	371,586	15,024	42,716	1,874	55,585	135,157
Le Mars	8,276	8,060	-2.6	2,984	60,267	91,919	11,405	30,804	*	*	*
POCAHONTAS	11,304	10,592	-6.3	4,218	82,085	116,880	11,035	27,710	1,105	67,498	45,194
POLK	303,258	314,505	3.7	121,422	2,674,207	4,554,660	14,482	37,511	1,110	42,510	17,489
Des Moines	191,003	186,789	-2.2	76,477	1,556,444	2,713,326	14,526	35,479	*	*	*
POTTAWATTAMIE	86,452	88,344	2.2	32,878	767,838	1,256,143	14,219	38,206	1,828	76,892	111,607
Council Bluffs	56,449	56,732	0.5	21,728	493,076	652,773	11,506	30,043	*	*	*
POWESHIEK	19,339	18,807	-2.8	6,534	143,819	250,070	13,297	38,272	1,152		
RINGGOLD	6,095	5,502	-9.7	2,410	41,699	58,271	10,591	24,179	776	14,104	27,886
SAC	14,056	12,669	-9.9	5,071	122,701	161,919	12,781	31,930	1,146	51,264	96,912
SCOTT	160,216	165,699	3.4	60,511	1,357,781	2,091,242	12,621	34,560	1,097	44,905	53,752
Bettendorf	27,381	26,974	-1.5	9,346	268,842	465,038	17,240	49,756	*	*	*
Davenport	103,264	96,094	-6.9	36,797	831,617	1,356,404	14,115	36,862	*	*	*
SHELBY	15,072	14,598	-3.1	5,244	119,329	189,690	12,994	36,173	1,317	45,416	69,779
SIOUX	30,892	32,006	3.6	10,298	223,713	390,691	12,207	37,939	2,100	52,214	271,799
STORY	72,473	74,593	2.9	25,800	560,622	973,412	13,050	37,729	1,248	66,947	43,047
Ames	45,775	43,243	-5.5	13,520	345,668	504,872	11,675	37,343	*	*	*
TAMA	19,450	18,402	-5.4	6,739	136,972	238,587	12,965	35,404	1,508	57,353	56,991
TAYLOR	8,343	7,987	-4.3	3,317	55,197	84,628	10,596	25,513	890	17,603	25,993
UNION	13,845	13,723	-0.9	5,228	99,380	163,461	11,911	31,266	772		
Creston	8,429	7,449	-11.6	3,091	63,390	91,568	12,293	29,625	*	*	*
VAN BUREN	8,644	8,123	-6.0	3,209	53,686	88,707	10,920	27,643	883	17,377	22,149
WAPELLO	40,201	39,089	-2.8	15,621	312,257	460,314	11,776	29,468	959		
Ottumwa	27,381	24,853	-9.2	10,054	213,762	312,590	12,577	31,091	*	*	*
WARREN	35,055	37,083	5.8	12,233	266,430	435,248	11,737	35,580	1,394	23,544	37,082
WASHINGTON	20,144	20,263	0.6	7,396	153,524	232,838	11,491	31,482	1,238	44,444	89,808
Washington	6,584	6,952	5.6	2,845	51,595	78,897	11,348	27,734	*	*	*
WAYNE	8,205	7,685	-6.3	3,331	57,757	93,456	12,161	28,056	824	15,090	23,937
WEBSTER	45,874	41,603	-9.3	15,932	350,004	473,109	11,372	29,696	1,357	82,686	42,090
Fort Dodge	29,423	25,778	-12.4	10,005	228,835	346,962	13,460	34,678	*	*	*
WINNEBAGO	12,908	12,909	0.0	4,971	94,337	169,546	13,134	34,107	847	43,867	23,693
WINNESHIEK	21,865	22,182	1.4	7,193	147,315	258,924	11,673	35,997	1,724	20,563	97,020
WOODBURY	100,419	100,908	0.5	37,938	734,933	1,173,285	11,627	30,926	1,579	56,865	89,254
Sioux City	82,003	74,395	-9.3	28,253	594,466	952,949	12,809	33,729	*	*	*
WORTH	9,065	8,989	-0.8	3,556	69,240	108,730	12,096	30,576	798	38,910	29,522
WRIGHT	16,276	16,426	0.9	6,585	138,109	241,274	14,689	36,640	1,009	73,453	35,056

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Iowa 1986 Cash Receipts as follows: From Crops $4,124,000,000; from Livestock & Livestock Products $4,980,000,000; Total $9,104,000,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,367,464	2,517,551	6.3	954,308	19,863,001	34,459,580	13,688	36,109	73,315	2,102,611	4,011,187
METRO AREAS (MSAs PMSAs CMSAs)											
Lawrence, KS	67,914	72,160	6.3	24,538	631,533	1,072,582	14,864	43,711	896	10,331	17,912
Topeka, KS	155,187	157,485	1.5	62,109	1 259,588	2,062,500	13,096	33,208	937	13,232	9,787
Wichita, KS	412,908	445,262	7.8	173,068	3,173,809	5,283,954	11,867	30,531	3,041	57,593	119,991
COUNTIES, Cities											
ALLEN	15,647	16,640	6.3	6,457	86,591	144,313	8,673	22,350	735	11,755	11,967
Iola	6,938	7,180	3.5	2,775	53,087	80,928	11,272	29,163	*	*	*
ANDERSON	8,768	8,871	1.2	3,395	44,880	69,764	7,864	20,549	797	15,341	14,358
ATCHISON	18,419	17,407	-5.5	6,348	146,886	212,372	12,200	33,455	768	12,644	14,250
Atchison	11,407	12,731	11.6	4,537	95,813	137,278	10,783	30,260	*	*	*
BARBER	6,523	7,581	16.2	3,139	63,832	103,142	13,605	32,858	517	20,351	32,072
BARTON	31,344	33,950	8.3	13,424	320,174	544,366	16,034	40,552	962	34,036	83,804
Great Bend	16,608	18,402	10.8	7,287	189,538	252,891	13,742	34,707	*	*	*
BOURBON	16,019	17,600	9.9	7,139	92,075	191,485	10,880	26,822	882	8,621	17,910
Fort Scott	8,893	8,633	-2.9	3,637	67,617	98,006	11,352	26,944	*	*	*
BROWN	11,984	11,493	-4.1	4,750	97,334	137,643	11,976	28,977	826	28,394	32,280
Hiawatha	3,702	3,581	-3.3	1,447	25,710	41,457	11,578	28,647	*	*	*
BUTLER	45,243	48,413	7.0	17,530	298,873	457,475	9,449	26,097	1,376	15,903	86,053
Augusta	6,968	6,948	-0.3	2,624	65,351	93,546	13,464	35,650	*	*	*
El Dorado	10,510	11,787	12.2	4,964	78,798	176,352	14,961	35,524	*	*	*
CHASE	3,302	3,237	-2.0	1,330	29,446	43,801	13,531	32,933	295	3,453	25,215
CHAUTAUQUA	5,011	5,094	1.7	2,015	43,484	65,927	12,942	32,718	431	4,805	10,944
CHEROKEE	22,338	22,362	0.1	8,693	135,222	204,528	9,146	23,528	939	18,655	5,898
Columbus	3,426	3,512	2.5	1,534	23,407	34,404	9,798	22,434	*	*	*
CHEYENNE	3,648	3,641	-0.2	1,597	33,383	52,675	14,467	32,984	546	24,061	27,811
CLARK	2,601	2,699	3.8	1,087	24,991	39,202	14,525	36,064	308	9,002	41,548
CLAY	9,801	9,373	-4.4	3,926	62,478	99,273	10,591	25,286	719	177,728	20,850
Clay Center	4,948	4,465	-9.8	1,923	36,868	50,410	11,291	26,219	*	*	*
CLOUD	12,489	11,756	-5.9	4,478	80,776	122,994	10,462	27,466	726	19,363	15,207
Concordia	6,847	6,498	-5.1	2,477	50,691	68,940	10,610	27,832	*	*	*
COFFEY	9,516	11,648	22.4	4,229	55,060	112,077	9,622	26,502	671	13,410	16,220
COMANCHE	2,559	2,577	0.7	991	23,220	33,219	12,891	33,521	259	11,213	12,708
COWLEY	37,068	38,523	3.9	14,510	361,326	576,447	14,964	39,728	1,101	19,219	60,336
Arkansas City	13,201	13,745	4.1	5,760	134,352	176,568	12,846	30,656	*	*	*
Winfield	10,736	12,303	14.6	4,774	112,766	157,653	12,815	33,020	*	*	*
CRAWFORD	37,950	37,968	0.0	15,495	250,090	390,962	10,297	25,231	915	13,915	13,879
Pittsburg	18,770	19,040	1.4	8,108	135,232	198,833	10,443	24,523	*	*	*
DECATUR	4,492	4,583	2.0	1,660	43,244	70,250	15,328	37,769	516	18,964	52,593
DICKINSON	20,047	19,903	-0.7	7,773	132,068	207,757	10,438	26,728	1,149	25,605	39,063
Abilene	6,572	5,925	-9.8	2,450	51,099	71,902	12,135	29,345	*	*	*
DONIPHAN	9,285	9,021	-2.8	3,312	73,508	124,604	13,813	37,622	620	25,629	12,177
DOUGLAS	67,914	72,160	6.3	24,538	631,533	1,072,582	14,864	43,711	896	10,331	17,912
Lawrence	52,738	57,881	9.8	21,556	501,097	633,742	10,949	29,400	*	*	*
EDWARDS	4,255	3,930	-7.6	1,777	42,628	72,833	18,533	40,986	402	28,932	38,372
ELK	3,885	3,678	-5.3	1,709	34,774	54,577	14,839	31,935	467	3,369	12,272
ELLIS	26,193	30,233	15.4	10,956	235,946	424,822	14,052	38,775	790	13,277	25,109
Hays	16,301	19,591	20.2	7,764	164,342	248,386	12,679	31,991	*	*	*
ELLSWORTH	6,631	6,360	-4.1	2,554	57,929	88,565	13,925	34,677	527	13,521	8,802
FINNEY	23,937	33,313	39.2	11,891	241,689	616,966	18,520	51,885	558	60,472	164,284
Garden City	18,256	25,244	38.3	8,794	188,661	298,781	11,836	33,977	*	*	*
FORD	24,366	30,070	23.4	11,155	222,453	454,725	15,122	40,764	836	34,875	167,226
Dodge City	18,001	21,534	19.6	8,067	170,787	261,463	12,142	32,411	*	*	*
FRANKLIN	21,834	22,541	3.2	8,452	127,397	195,811	8,687	23,167	1,087	11,904	21,073
Ottawa	11,016	10,965	-0.5	4,368	68,491	145,264	13,248	33,259	*	*	*
GEARY	29,657	29,829	0.6	10,225	294,866	499,815	16,756	48,882	299	4,882	9,039
Junction City	19,305	19,368	0.3	7,519	296,040	276,261	14,264	36,742	*	*	*
GOVE	3,725	3,661	-1.7	1,445	31,126	50,261	13,729	34,783	548	17,385	61,707
GRAHAM	3,972	4,137	4.2	1,684	36,983	62,666	15,148	37,213	495	14,646	15,930
GRANT	6,989	6,822	-2.4	2,367	61,380	90,464	13,261	38,219	276	30,367	109,917
GRAY	5,142	5,314	3.3	1,859	42,905	80,738	15,193	43,431	552	55,098	106,256
GREELEY	1,837	1,914	4.2	709	19,087	24,875	12,996	35,085	277	17,847	94,296
GREENWOOD	8,754	8,580	-2.0	3,646	75,927	116,018	13,522	31,821	651	4,125	27,393
HAMILTON	2,496	2,451	-1.8	1,001	21,419	33,533	13,681	33,500	270	16,418	41,113
HARPER	7,796	7,769	-0.3	3,262	58,043	91,166	11,735	27,948	660	31,205	28,083
HARVEY	30,641	31,679	3.4	11,296	227,779	342,058	10,798	30,281	923	24,635	32,465
Newton	16,332	16,730	2.4	6,640	133,938	219,284	13,107	33,025	*	*	*
HASKELL	3,773	3,838	1.7	1,362	31,844	95,931	24,995	70,434	324	48,748	295,409
HODGEMAN	2,257	2,226	-1.4	894	23,149	36,188	16,257	40,479	466	16,406	58,127
JACKSON	11,667	11,548	-1.0	4,432	104,872	154,432	13,373	34,845	1,156	8,153	18,661
JEFFERSON	15,284	16,313	6.7	5,745	98,682	165,996	10,176	28,894	1,047	11,261	15,863

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1988 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
JEWELL	5,217	4,835	-7.3	2,010	42,658	70,125	14,504	34,888	808	23,507	26,496
JOHNSON	271,908	328,708	20.9	123,610	3,218,352	6,685,869	20,340	54,088	766	12,229	12,579
Olathe	37,258	57,614	54.6	19,780	348,052	870,763	15,114	44,622	•	•	•
KEARNY	3,444	3,856	12.0	1,364	27,483	47,854	12,410	35,084	297	33,012	115,697
KINGMAN	8,967	9,153	2.1	3,529	62,225	98,570	10,769	27,931	860	24,597	17,331
KIOWA	4,031	3,957	-1.8	1,565	41,472	68,686	17,358	43,889	354	15,747	10,681
LABETTE	25,700	25,661	-0.2	10,062	141,631	235,060	9,160	23,361	1,064	13,952	41,463
Parsons	12,898	13,416	4.0	5,375	78,688	161,691	12,052	30,084	•	•	•
LANE	2,440	2,488	2.0	1,043	24,711	40,319	16,205	38,657	335	16,204	63,527
LEAVENWORTH	54,948	58,680	6.8	17,870	511,361	837,804	14,278	46,883	1,237	9,487	14,120
Leavenworth	33,656	37,970	12.8	12,490	297,663	406,469	10,705	32,544	•	•	•
LINCOLN	4,111	3,736	-9.1	1,586	34,697	51,809	13,868	32,666	615	16,012	14,311
LINN	8,226	8,367	1.7	3,264	45,414	59,641	7,128	18,272	772	9,500	12,281
LOGAN	3,454	3,410	-1.3	1,405	30,164	50,519	14,815	35,957	379	15,913	10,629
LYON	35,202	38,094	8.2	14,188	348,208	577,996	15,173	40,738	945	10,157	40,352
Emporia	25,287	26,534	4.9	10,286	258,146	348,841	13,147	33,913	•	•	•
MCPHERSON	26,894	28,832	7.2	10,541	200,691	357,835	12,411	33,947	1,476	35,149	35,938
McPherson	11,753	12,337	5.0	4,888	101,197	161,546	13,095	33,049	•	•	•
MARION	13,472	13,328	-1.1	5,363	86,663	129,538	9,719	24,154	1,184	21,218	38,444
MARSHALL	12,645	13,006	2.9	5,190	101,311	173,229	13,319	33,377	1,149	28,785	27,856
MEADE	4,786	4,590	-4.1	1,794	41,561	75,724	16,498	42,210	489	28,328	42,464
MIAMI	21,607	22,580	4.5	7,891	130,706	199,060	8,816	25,226	1,223	11,409	13,582
MITCHELL	8,138	7,795	-4.2	3,063	74,556	117,706	15,100	38,428	642	24,352	27,215
Beloit	4,367	4,076	-6.7	1,599	37,542	46,602	11,433	29,143	•	•	•
MONTGOMERY	42,409	42,546	0.3	16,560	289,013	401,320	9,433	24,234	1,021	11,474	15,323
Coffeyville	15,185	13,900	-8.5	5,601	108,042	156,845	11,283	28,004	•	•	•
Independence	10,598	10,716	1.1	4,595	82,922	129,175	12,055	28,115	•	•	•
MORRIS	6,412	6,189	-3.5	2,662	62,183	100,339	16,212	37,693	571	6,338	36,100
Council Grove	2,381	2,206	-7.4	837	18,418	26,144	11,851	31,221	•	•	•
MORTON	3,464	3,542	2.3	1,301	33,099	71,161	20,091	54,697	235	14,134	7,056
NEMAHA	11,198	11,068	-1.2	4,134	89,643	172,184	15,557	41,651	1,158	18,518	45,108
NEOSHO	18,933	20,708	9.4	8,066	129,338	226,600	10,943	28,093	802	12,096	16,205
Chanute	10,506	10,831	3.1	4,469	76,407	120,262	11,103	26,911	•	•	•
NESS	4,503	4,677	3.9	1,929	40,304	68,958	14,744	35,748	644	20,847	14,579
NORTON	6,676	6,527	-2.2	2,536	54,795	93,604	14,341	36,910	517	18,355	16,321
Norton	3,400	3,034	-10.8	1,221	26,696	33,577	11,067	27,507	•	•	•
OSAGE	15,415	16,355	6.1	6,002	98,651	167,146	10,220	27,848	989	12,024	18,609
OSBORNE	5,935	5,461	-8.0	2,234	52,647	77,544	14,200	34,711	637	16,635	17,530
OTTAWA	5,945	6,199	4.3	2,436	39,770	80,411	12,972	33,009	589	17,062	22,253
PAWNEE	8,006	8,098	1.1	3,179	78,636	136,056	16,801	42,798	568	30,387	35,548
Larned	4,811	5,004	4.0	2,106	47,504	62,426	12,476	29,635	•	•	•
PHILLIPS	7,336	7,135	-2.7	2,869	60,208	94,940	13,306	33,092	647	16,276	18,767
POTTAWATOMIE	14,855	16,888	13.7	6,219	131,229	255,110	15,106	41,021	869	9,783	30,358
PRATT	10,307	11,934	15.8	4,794	104,365	180,546	15,129	37,661	547	30,805	47,996
Pratt	6,885	8,198	19.1	3,379	67,695	107,335	13,092	31,766	•	•	•
RAWLINS	4,132	4,006	-3.0	1,588	35,532	62,242	15,537	39,195	621	20,894	13,300
RENO	65,106	65,713	0.9	25,383	480,059	743,861	11,320	29,305	1,638	47,067	50,622
Hutchinson	40,284	41,629	3.3	16,895	310,623	510,114	12,254	30,193	•	•	•
REPUBLIC	7,516	6,902	-8.2	2,937	60,104	104,970	15,209	35,741	923	30,766	47,632
RICE	11,865	11,381	-4.1	4,677	83,335	132,229	11,618	28,272	643	26,563	34,774
Lyons	4,152	3,694	-11.0	1,551	34,568	48,465	13,121	31,248	•	•	•
RILEY	63,612	71,185	11.9	20,463	510,113	1,070,460	15,038	52,312	583	7,969	17,994
Manhattan	32,644	31,363	-3.9	12,191	337,442	374,702	11,947	30,737	•	•	•
ROOKS	6,998	6,678	-4.6	2,680	62,074	90,650	13,574	33,825	528	16,385	14,065
RUSH	4,506	4,371	-3.0	1,819	41,335	63,008	14,415	34,639	584	17,031	40,366
RUSSELL	8,895	9,179	3.2	3,856	94,900	150,049	16,347	38,913	590	15,449	10,696
Russell	5,427	5,545	2.2	2,236	53,874	77,346	13,950	34,596	•	•	•
SALINE	48,856	51,084	4.6	20,511	373,162	624,609	12,227	30,452	763	18,899	25,163
Salina	41,843	46,007	10.0	18,533	333,205	562,217	12,220	30,336	•	•	•
SCOTT	5,765	5,939	3.0	2,206	50,960	84,910	14,297	38,490	416	26,553	199,300
SEDGWICK	367,665	396,849	7.9	155,538	2,874,936	4,826,479	12,162	31,031	1,665	41,690	33,938
Wichita	279,835	303,826	8.6	124,891	2,263,652	2,263,652	7,450	18,125	•	•	•
SEWARD	17,059	19,740	15.7	7,436	164,814	301,705	15,284	40,574	277	19,525	106,648
Liberal	14,911	16,372	9.8	6,036	145,324	208,587	12,740	34,560	•	•	•
SHAWNEE	155,187	157,485	1.5	62,109	1,259,588	2,062,500	13,096	33,208	937	13,232	9,787
Topeka	115,266	120,467	4.5	49,965	955,078	1,687,876	14,011	33,781	•	•	•
SHERIDAN	3,525	3,353	-4.9	1,255	27,591	51,142	15,253	40,751	571	28,568	30,327
SHERMAN	7,707	7,442	-3.4	2,871	68,275	114,325	15,362	39,821	550	43,278	26,147
Goodland	5,708	4,900	-14.2	1,849	48,846	61,426	12,535	33,219	•	•	•
SMITH	5,926	5,492	-7.3	2,276	42,597	75,642	13,773	33,235	761	22,394	32,088

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KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STAFFORD	5,521	5,850	6.0	2,520	54,647	92,832	15,869	36,838	557	33,354	30,608
STANTON	2,324	2,359	1.5	834	21,215	55,805	23,656	66,912	231	30,446	48,910
STEVENS	4,759	5,095	7.1	1,853	47,456	95,665	18,776	51,627	325		
SUMNER	25,003	25,690	2.7	9,859	185,543	305,497	11,892	30,987	1,386	52,659	19,143
Wellington	8,212	8,335	1.5	3,444	70,181	104,802	12,574	30,431	*	*	*
THOMAS	8,456	9,442	11.7	3,490	81,790	151,338	16,028	43,363	628	42,787	35,132
Colby	5,544	6,386	15.2	2,338	50,078	81,482	12,759	34,857	*	*	*
TREGO	4,171	4,310	3.3	1,720	38,125	59,525	13,811	34,608	497	12,434	43,832
WABAUNSEE	6,898	6,762	-2.0	2,626	60,682	94,018	13,904	35,803	678	6,540	33,928
WALLACE	2,044	2,024	-1.0	772	14,835	24,006	11,861	31,096	338	21,492	11,573
WASHINGTON	8,489	7,346	-13.5	3,268	61,133	92,679	12,616	28,360	1,032	26,627	41,576
WICHITA	2,996	2,705	-9.7	1,010	23,673	26,101	9,649	25,843	341	26,034	133,204
WILSON	12,148	11,835	-2.6	5,044	76,951	128,916	10,893	25,558	680	13,421	10,855
WOODSON	4,603	4,527	-1.7	1,870	24,087	37,622	8,311	20,119	402	6,338	16,408
WYANDOTTE	172,089	171,698	-0.2	65,141	1,294,392	1,904,234	11,091	29,232	216		
Kansas City	161,148	150,717	-6.5	58,023	1,213,017	1,996,941	13,250	34,416	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Kansas 1986 Cash Receipts as follows. From Crops $1,978,000,000; from Livestock & Livestock Products $3,447,000,000; Total $5,425,000,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

KENTUCKY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,662,132	3,806,754	3.9	1,357,535	25,347,002	40,520,036	10,644	29,848	101,642	1,253,934	979,146
METRO AREAS (MSAs/PMSAs/CMSAs)											
Lexington-Fayette, KY	318,490	335,580	5.4	122,301	2,381,171	3,864,110	11,515	31,595	5,875	128,981	228,096
Owensboro, KY	86,061	89,270	3.7	32,623	535,680	845,956	9,476	25,931	1,497	45,321	8,725
Louisville, KY-IN	955,242	969,596	1.5	361,610	6,838,206	10,780,253	11,118	29,812	6,322	79,532	86,202
COUNTIES, Cities											
ADAIR	15,234	16,799	10.3	6,146	83,584	163,549	9,736	26,611	1,605	10,311	15,754
ALLEN	14,166	14,839	4.8	5,541	84,924	143,052	9,640	25,817	1,290	9,381	10,734
ANDERSON	12,680	13,773	8.6	4,894	108,257	182,732	13,267	37,338	851	6,796	6,335
BALLARD	8,789	8,747	-0.5	3,262	53,309	86,197	9,854	26,425	527	15,801	5,282
BARREN	34,050	35,143	3.2	13,094	229,499	392,187	11,160	29,952	2,461	24,655	27,763
Glasgow	12,958	12,779	-1.4	4,714	96,363	138,952	10,873	29,479	*	*	*
BATH	10,030	10,065	0.3	3,522	56,754	93,856	9,325	26,648	959	12,141	5,670
BELL	34,252	34,555	0.9	11,844	175,744	251,737	7,285	21,254	56	51	274
Middlesborogh	12,251	12,235	-0.1	4,631	80,639	113,738	9,296	24,560	*	*	*
BOONE	46,143	56,269	21.9	18,974	496,599	936,321	16,640	49,348	962	8,651	5,065
BOURBON	19,393	19,395	0.0	6,959	128,625	170,748	8,804	24,536	1,061	28,714	42,428
BOYD	55,436	54,413	-1.8	20,355	424,125	577,764	10,618	28,384	231	451	3,347
Ashland	27,064	23,681	-12.5	9,663	214,124	289,259	12,215	29,935	*	*	*
BOYLE	25,054	25,294	1.0	8,921	207,336	342,173	13,528	38,356	855	10,753	9,660
Danville	12,942	14,690	13.5	5,554	115,656	164,124	11,173	29,552	*	*	*
BRACKEN	7,722	7,612	-1.4	2,738	49,635	77,917	10,236	28,458	752	11,966	5,069
BREATHITT	17,000	17,195	1.1	5,420	74,528	97,180	5,652	17,930	356	1,825	337
BRECKINRIDGE	16,856	16,802	-0.3	6,077	94,487	132,083	7,861	21,735	1,539	21,873	12,623
BULLITT	43,578	48,377	11.0	14,783	246,314	413,437	8,546	27,967	688	4,205	5,510
BUTLER	11,039	12,010	8.8	4,313	52,957	82,835	6,897	19,206	733	7,804	4,453
CALDWELL	13,452	13,307	[illegible]	5,022	83,377	109,161	8,203	21,737	661	12,814	8,113
CALLOWAY	30,106	31,303	4.0	11,447	186,155	297,141	9,492	25,958	949	24,727	5,415
Murray	14,248	14,585	2.4	4,945	89,546	145,675	9,988	29,460	*	*	*
CAMPBELL	83,015	80,218	-3.4	28,779	874,050	1,456,597	18,158	50,613	545	2,230	1,895
CARLISLE	5,459	5,218	-4.4	2,106	30,839	48,921	9,375	23,229	445	9,787	5,724
CARROLL	9,267	9,914	7.0	3,747	69,714	126,332	12,743	33,716	420	6,951	1,678
CARTER	25,097	27,262	8.6	9,271	158,831	237,674	8,718	25,636	1,088	5,843	3,776
CASEY	14,809	15,407	4.0	5,521	77,987	115,575	7,501	20,934	1,682	12,097	10,049
CHRISTIAN	66,634	65,676	-1.4	18,782	400,780	624,518	9,509	33,251	1,400	49,859	14,255
Hopkinsville	27,318	26,727	-2.2	9,659	196,043	282,342	10,564	29,231	*	*	*

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KENTUCKY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop Change 89 vs 80	1989 number of households	E&P 1990 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CLARK	28,294	29,822	5.4	10,692	208,688	325,202	10,905	30,415	1,018	16,666	15,035
Winchester	15,216	16,243	6.7	6,310	113,070	208,525	12,838	33,046	*	*	*
CLAY	22,782	25,099	10.2	7,860	100,435	151,641	6,042	19,293	614	3,844	883
CLINTON	9,319	10,677	14.6	3,876	40,780	69,522	6,511	17,937	848	3,880	4,770
CRITTENDEN	9,210	8,993	-2.4	3,392	54,146	87,468	9,726	25,787	569	6,412	4,999
CUMBERLAND	7,258	7,319	0.8	2,820	41,521	72,877	9,957	25,843	687		
DAVIESS	86,061	89,270	3.7	32,623	535,680	845,956	9,476	25,931	1,497	45,321	8,725
Owensboro	54,450	56,930	4.6	21,902	341,958	708,054	12,437	32,329	*	*	*
EDMONSON	9,949	11,568	16.3	4,009	46,974	71,028	6,140	17,717	786	4,861	3,988
ELLIOTT	6,924	7,084	2.3	2,397	37,007	57,274	8,085	23,894	606	3,263	504
ESTILL	14,478	15,212	5.1	5,288	91,978	140,058	9,207	26,486	529	3,185	1,440
FAYETTE	204,415	213,170	4.3	80,864	1,576,249	2,546,600	11,946	31,492	976	26,251	82,134
Lexington	204,415	213,170	4.3	80,864	1,576,249	3,094,683	14,517	38,270	976	26,251	82,134
FLEMING	12,370	12,700	2.7	4,527	78,367	128,301	10,102	28,341	1,295	16,822	16,237
FLOYD	48,845	51,844	6.1	17,769	275,090	413,765	7,981	23,286	110	314	106
FRANKLIN	41,861	44,449	6.2	17,237	430,323	691,549	15,558	40,120	849	10,903	3,960
Frankport	25,973	28,363	9.2	11,780	276,367	386,870	13,640	32,841	*	*	*
FULTON	8,947	8,148	-8.9	3,134	46,363	72,493	8,897	23,131	255	16,680	1,372
Fulton	3,137	2,772	-11.6	1,205	19,725	28,358	10,231	23,540	*	*	*
GALLATIN	4,843	5,136	6.0	1,795	31,294	52,554	10,232	29,278	347	5,312	1,147
GARRARD	10,852	11,474	5.7	4,236	80,021	138,362	12,059	32,663	1,049	12,568	12,825
GRANT	13,432	14,871	10.7	4,878	94,627	158,105	10,632	32,412	1,206	12,509	4,422
GRAVES	34,054	33,233	-2.4	12,508	209,657	318,418	9,581	25,457	1,537	34,026	10,265
Mayfield	10,705	9,829	-8.2	4,170	72,778	122,834	12,497	29,457	*	*	*
GRAYSON	20,895	25,485	22.0	9,121	108,942	233,324	9,155	25,581	1,661	11,411	12,567
GREEN	11,050	10,965	-0.8	4,032	63,703	110,008	10,033	27,284	1,399	12,275	12,764
GREENUP	39,222	39,421	0.5	13,547	263,935	332,733	8,441	24,561	857	4,162	2,594
HANCOCK	7,768	8,708	12.1	2,933	48,846	71,812	8,247	24,484	562	7,462	1,929
HARDIN	89,505	91,610	2.4	24,717	516,938	846,926	9,245	34,265	1,922	17,824	16,716
Elizabethtown	15,380	19,053	23.9	7,380	126,351	221,848	11,644	30,061	*	*	*
HARLAN	41,690	42,522	2.0	14,663	227,624	327,002	7,690	22,301	27		
Harlan	3,024	2,930	-3.1	1,217	19,269	26,472	9,034	21,750	*	*	*
HARRISON	15,157	15,671	3.4	5,716	93,039	152,367	9,723	26,656	1,253	21,087	9,282
HART	15,410	16,998	10.3	6,197	77,965	128,100	7,536	20,671	1,607	15,983	15,618
HENDERSON	41,009	45,269	10.4	16,646	342,390	611,894	13,517	36,759	725		
Henderson	24,834	26,317	6.0	10,451	216,673	404,835	15,383	38,738	*	*	*
HENRY	12,814	13,612	6.2	4,937	100,545	147,295	10,821	29,835	1,108	17,649	10,819
HICKMAN	6,069	5,627	-7.3	2,270	38,593	62,832	11,166	27,679	377	15,477	4,686
HOPKINS	46,058	46,075	0.0	16,859	316,068	508,427	11,035	30,158	688		
Madisonville	16,979	17,143	1.0	6,732	130,809	219,920	12,828	32,669	*	*	*
JACKSON	12,045	12,505	3.8	4,322	55,754	96,211	7,694	22,261	946	5,849	3,245
JEFFERSON	682,041	678,322	-0.5	262,617	5,187,972	7,995,512	11,787	30,446	725	8,228	4,123
Louisville	298,840	259,285	-13.2	106,901	1,932,323	3,198,825	12,337	29,923	*	*	*
JESSAMINE	26,653	31,519	18.3	9,732	181,419	365,494	11,596	37,556	930	13,922	9,471
JOHNSON	24,485	25,999	6.2	8,909	137,023	197,711	7,605	22,192	263	829	554
KENTON	137,256	141,545	3.1	51,392	1,416,043	2,303,918	16,277	44,830	617	3,386	2,278
Covington	49,013	44,262	-9.7	17,757	391,139	475,120	10,734	26,756	*	*	*
KNOTT	17,947	18,673	4.0	5,929	83,534	122,458	6,558	20,654	34	17	39
KNOX	30,255	31,134	2.9	10,603	142,290	233,935	7,514	22,063	446		
LARUE	12,014	12,129	1.0	4,504	70,704	106,279	8,762	23,597	1,011	10,598	13,493
LAUREL	39,214	46,419	18.4	15,723	247,180	487,161	10,495	30,984	1,393	7,774	5,128
LAWRENCE	14,167	16,319	15.2	5,508	80,451	131,219	8,041	23,823	405	1,396	3,007
LEE	7,730	7,796	0.9	2,726	38,446	59,593	7,644	21,861	240	936	183
LESLIE	14,880	16,146	8.5	5,266	64,160	106,608	6,603	20,245	53	112	19
LETCHER	30,656	31,796	3.7	10,722	161,903	278,651	8,764	25,989	49	20	37
LEWIS	14,566	14,730	1.1	4,885	88,375	130,640	8,869	26,743	980	9,021	5,504
LINCOLN	19,030	19,387	1.9	6,795	109,555	174,779	9,015	25,722	1,611	13,679	21,862
LIVINGSTON	9,189	9,783	6.5	3,656	53,618	77,790	7,952	21,277	405	6,691	4,993
LOGAN	24,167	26,269	8.7	9,539	156,086	268,207	10,210	28,117	1,495	39,464	13,215
LYON	6,493	6,943	6.9	2,284	41,607	71,971	10,366	31,511	320	3,516	2,948
MCCRACKEN	61,217	61,549	0.5	24,178	447,545	667,926	10,852	27,625	555	8,563	2,933
Paducah	29,315	27,376	-6.6	11,696	202,713	319,239	11,661	27,295	*	*	*
MCCREARY	15,657	17,861	14.1	5,884	58,290	87,020	4,872	14,789	125		
MCLEAN	10,025	10,306	2.8	3,696	72,492	134,313	13,033	36,340	655		
MADISON	53,557	55,705	4.0	19,298	384,339	647,636	11,626	33,560	1,712	21,121	14,260
Richmond	21,705	22,865	5.3	7,117	154,197	202,300	8,848	28,423	*	*	*
MAGOFFIN	13,550	14,571	7.5	4,643	69,562	111,664	7,663	24,050	531		
MARION	17,870	17,980	0.6	5,957	104,781	168,162	9,353	28,229	1,181	12,909	17,684
MARSHALL	25,756	26,671	3.6	9,892	173,763	249,692	9,362	25,242	714	7,715	3,432
MARTIN	13,999	15,936	13.8	5,018	69,252	72,001	4,518	14,349	18	22	28
MASON	17,715	16,820	-5.1	6,744	134,340	208,717	12,409	30,949	932	17,750	12,030
Maysville	7,983	6,872	-13.9	2,777	54,771	70,072	10,197	25,232	*	*	*

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KENTUCKY POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MEADE	22,989	23,274	1.2	7,444	134,115	193,036	8,294	25,932	888	9,105	7,947
MENIFEE	5,128	5,487	7.0	1,836	27,422	44,269	8,068	24,112	405	2,671	435
MERCER	19,019	19,710	3.6	7,179	124,813	173,523	8,804	24,171	1,209	14,273	16,846
METCALFE	9,548	10,342	8.3	3,575	51,210	91,465	8,844	25,585	1,096	10,382	10,624
MONROE	12,318	12,834	4.2	4,779	63,522	109,305	8,517	22,872	1,225	7,231	12,159
MONTGOMERY	20,160	20,879	3.6	7,238	145,525	239,524	11,472	33,093	874	12,647	6,993
MORGAN	12,127	12,329	1.7	4,169	63,415	91,589	7,429	21,969	899	6,409	1,676
MUHLENBERG	32,215	31,457	-2.4	12,184	207,969	345,751	10,991	28,377	714	8,389	7,482
NELSON	27,666	29,297	5.9	9,635	192,858	286,706	9,786	29,757	1,486	13,235	22,436
NICHOLAS	7,112	7,353	3.4	2,747	49,249	77,795	10,580	28,320	786	12,045	6,094
OHIO	21,714	21,884	0.8	7,739	128,286	213,708	9,765	27,614	1,172	14,354	3,958
OLDHAM	28,612	31,452	9.9	8,633	191,769	327,256	10,405	37,908	496	9,047	17,780
OWEN	8,933	9,623	7.7	3,488	59,987	106,756	11,094	30,607	1,102	15,714	5,939
OWSLEY	5,697	5,817	2.1	2,015	22,597	39,354	6,765	19,531	399	2,660	244
PENDLETON	10,998	11,001	0.0	3,840	78,390	114,214	10,382	29,743	1,026	11,808	5,395
PERRY	33,738	36,077	6.9	11,846	182,454	266,875	7,397	22,529	42	141	141
PIKE	81,239	86,578	6.6	29,561	475,593	710,219	8,203	24,026	53	37	55
POWELL	11,171	14,086	26.1	4,537	66,835	124,022	8,805	27,336	373	2,253	576
PULASKI	45,871	50,148	9.3	17,909	278,097	481,081	9,593	26,863	2,488	14,761	16,528
Somerset	10,649	11,704	9.9	4,044	71,052	105,930	9,051	26,195	*	*	*
ROBERTSON	2,261	2,378	5.2	860	13,165	21,793	9,164	25,341	336	5,091	1,541
ROCKCASTLE	13,962	14,743	5.6	5,219	73,242	129,941	8,814	24,898	960	6,045	4,198
ROWAN	18,997	20,103	5.8	6,429	127,790	214,441	10,667	33,355	556	3,224	1,523
RUSSELL	13,714	15,999	16.7	5,910	73,565	136,953	8,560	23,173	1,257	6,733	9,768
SCOTT	21,898	22,272	1.7	7,408	147,966	226,594	10,174	30,588	1,165	22,768	19,218
SHELBY	23,418	25,751	10.0	8,817	195,961	340,440	13,220	38,612	1,652	27,829	27,449
SIMPSON	14,635	14,912	1.9	5,510	102,432	173,513	11,636	31,491	707	21,732	7,004
SPENCER	5,897	6,157	4.4	2,222	40,131	60,047	9,753	27,024	651	8,973	9,319
TAYLOR	21,254	22,648	6.6	8,287	131,787	220,547	9,738	26,614	1,135	10,801	15,728
TODD	11,832	10,828	-8.5	4,449	71,502	111,961	10,340	25,165	788	26,917	12,350
TRIGG	9,343	9,560	2.3	3,607	61,533	101,561	10,624	28,157	532	13,577	7,349
TRIMBLE	6,268	6,896	10.0	2,381	44,653	80,048	11,608	33,619	620	7,740	2,092
UNION	17,846	18,063	1.2	5,833	132,772	177,438	9,823	30,420	471		
WARREN	72,036	83,049	15.3	28,931	533,077	918,569	11,061	31,750	2,113	21,277	16,620
Bowling Green	40,450	46,266	14.4	16,849	297,282	472,875	10,221	28,066	*	*	*
WASHINGTON	10,772	9,998	-7.2	3,662	67,431	100,128	10,015	27,342	1,191	12,953	14,669
WAYNE	17,053	18,712	9.7	6,652	74,612	134,695	7,198	20,249	1,082	7,698	10,188
WEBSTER	14,806	14,647	-1.1	5,368	106,578	186,290	12,719	34,704	594	19,160	3,109
WHITLEY	33,421	36,906	10.4	12,768	179,323	274,741	7,444	21,518	438	1,110	1,852
Corbin	8,075	8,884	10.0	3,704	67,339	87,054	9,799	23,503	*	*	*
WOLFE	6,685	7,664	14.6	2,739	30,470	55,568	7,251	20,288	510	3,163	589
WOODFORD	17,754	19,402	9.3	6,646	138,224	229,472	11,827	34,[illegible]28	725	20,690	59,810

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Kentucky 1986 Cash Receipts as follows: From Crops $1,078,000,000; from Livestock & Livestock Products $1,311,000,000; Total $2,388,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

LOUISIANA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,221,546	4,662,429	10.4	1,628,451	31,540,002	50,204,063	10,768	30,829	31,628	935,173	403,031
METRO AREAS (MSAs/PMSAs/CMSAs)											
Alexandria, LA	135,757	143,253	5.5	48,606	1,102,148	1,793,666	12,521	36,902	1,026	25,750	7,735
Baton Rouge, LA	497,689	589,912	18.5	203,066	3,939,936	6,662,450	11,294	32,809	1,497	13,343	22,827
Houma-Thibodaux, LA	177,835	194,645	9.5	62,751	1,483,303	2,210,335	11,356	35,224	504	31,980	2,054
Lafayette, LA	191,574	222,257	16.0	77,292	1,800,518	2,758,881	12,413	35,694	1,158	28,067	5,490
Lake Charles, LA	168,130	176,020	4.7	62,012	1,338,019	1,860,270	10,569	29,999	817	25,197	3,734
Monroe, LA	139,744	147,534	5.6	51,406	878,451	1,412,838	9,576	27,484	454	11,040	3,161
New Orleans, LA	1,260,613	1,383,440	9.7	507,657	9,898,957	16,005,459	11,569	31,528	881	12,628	7,435
Shreveport, LA	333,912	379,835	13.8	139,230	2,394,410	3,986,217	10,495	28,630	1,110	22,055	14,502
COUNTIES, Cities											
ACADIA	56,698	59,089	4.2	19,491	347,327	507,901	8,596	26,058	887	47,853	2,215
Crowley	16,036	16,987	5.9	5,862	104,356	167,009	9,832	28,491	*	*	*

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

LOUISIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ALLEN	21,431	21,796	1.7	7,750	122,945	155,956	7,155	20,123	435	14,416	3,207
ASCENSION	50,585	63,970	26.5	20,476	352,212	631,879	9,878	30,859	299	10,678	1,512
ASSUMPTION	22,200	23,675	6.6	7,207	145,089	198,257	8,374	27,509	110	21,488	113
AVOYELLES	41,450	45,096	8.8	15,101	241,841	382,358	8,479	25,320	1,302	37,179	3,701
BEAUREGARD	29,771	35,236	18.4	11,568	270,222	458,085	13,000	39,599	925	8,241	4,980
BIENVILLE	16,388	17,184	4.9	6,422	97,696	149,843	8,720	23,333	405	967	6,087
BOSSIER	81,023	98,266	21.3	34,167	538,546	963,244	9,802	28,192	444	5,463	6,656
CADDO	252,889	281,569	11.3	105,063	1,855,864	3,022,973	10,736	28,773	666	16,592	7,846
Shreveport	205,815	226,042	9.8	84,683	1,508,658	2,790,525	12,345	32,953	*	*	*
CALCASIEU	168,130	176,020	4.7	62,012	1,338,019	1,860,270	10,569	29,999	817	25,197	3,734
Lake Charles	75,051	75,904	1.1	27,035	589,971	836,507	11,021	30,942	*	*	*
Sulphur	NO DATA AVAILABLE FOR THIS CITY										
CALDWELL	10,855	11,852	9.2	4,461	66,939	112,170	9,464	25,145	290	8,262	1,203
CAMERON	9,432	10,903	15.6	3,662	73,498	118,836	10,899	32,451	446	4,280	2,935
CATAHOULA	12,329	13,497	9.5	4,689	57,761	101,511	7,521	21,640	531	34,225	2,043
CLAIBORNE	17,090	18,373	7.5	6,802	105,770	168,076	9,148	24,710	395	764	8,026
CONCORDIA	23,041	23,948	3.9	8,377	123,236	161,102	6,727	19,231	431	34,745	1,015
DE SOTO	25,789	29,413	14.1	10,554	199,664	361,756	12,299	34,277	679	1,089	20,899
EAST BATON ROUGE	368,356	420,716	14.2	148,888	3,058,363	5,048,855	12,001	33,910	589	2,141	7,236
Baton Rouge	345,632	364,445	5.4	127,594	1,799,827	4,807,016	13,190	37,674	*	*	*
EAST CARROLL	11,765	11,463	-2.6	3,704	47,667	72,028	6,284	19,446	323	43,122	484
EAST FELICIANA	19,108	22,063	15.5	6,002	126,920	212,727	9,642	35,443	497	2,620	8,836
EVANGELINE	33,417	35,491	6.2	12,441	197,674	307,357	8,660	24,705	725	28,034	2,142
FRANKLIN	24,157	25,079	3.8	8,795	109,949	182,733	7,286	20,777	971	41,742	4,254
GRANT	16,790	19,868	18.3	7,040	115,763	201,487	10,141	28,620	293	2,601	1,780
IBERIA	63,869	68,179	6.7	22,261	495,791	687,341	10,081	30,876	351	26,866	2,047
New Iberia	32,766	38,361	17.1	12,819	259,175	369,246	9,626	28,805	*	*	*
IBERVILLE	32,215	35,139	9.1	10,717	216,007	334,851	9,529	31,245	218		
JACKSON	17,365	17,422	0.3	6,269	113,242	170,063	9,761	27,128	242		
JEFFERSON	456,873	519,136	13.6	187,702	3,983,109	6,703,207	12,912	35,712	115	1,120	341
JEFFERSON DAVIS	32,275	34,013	5.4	11,336	211,085	310,942	9,142	27,430	555	52,366	967
Jennings	12,401	13,085	5.5	4,443	88,117	139,807	10,685	31,468	*	*	*
LAFAYETTE	151,030	174,641	15.6	62,232	1,542,761	2,381,338	13,636	38,265	765	13,152	3,835
Lafayette	80,584	88,456	9.8	31,514	848,237	1,244,401	14,068	39,488	*	*	*
LAFOURCHE	82,975	90,076	8.6	28,657	668,062	972,243	10,794	33,927	361	23,884	1,591
Thibodaux	15,810	18,136	14.7	5,935	131,255	185,871	10,249	31,318	*	*	*
LA SALLE	17,144	18,252	6.5	6,673	109,596	155,068	8,496	23,238	239	975	879
LINCOLN	39,873	45,553	14.2	13,411	279,576	501,170	11,002	37,370	432	1,631	19,634
Ruston	20,585	24,690	19.9	7,996	158,781	248,411	10,061	31,065	*	*	*
LIVINGSTON	59,598	82,362	38.2	26,392	412,355	754,712	9,163	28,596	516	524	14,079
MADISON	14,709	15,591	6.0	5,894	62,159	91,624	5,877	15,545	375	4,131	984
MOREHOUSE	34,870	36,189	3.8	12,522	175,818	264,713	7,315	21,140	445	53,973	2,213
Bastrop	15,527	17,508	12.8	6,311	84,819	158,305	9,042	25,082	*	*	*
NATCHITOCHES	39,952	41,762	4.5	14,285	303,375	517,897	12,401	36,255	671	19,983	26,957
ORLEANS	557,184	530,880	-4.7	211,498	3,914,414	5,529,634	10,416	26,145	8		
New Orleans	557,927	523,413	-6.2	200,360	3,771,130	6,072,758	11,602	30,309	*	*	*
OUACHITA	139,744	147,534	5.6	51,406	878,451	1,412,838	9,576	27,484	454	11,040	3,161
Monroe	57,597	55,809	-3.1	19,236	334,889	552,020	9,891	28,698	*	*	*
West Monroe	14,993	16,366	9.2	6,693	110,542	217,009	13,260	32,424	*	*	*
PLAQUEMINES	26,061	28,023	7.5	8,557	229,571	355,122	12,673	41,501	127	521	931
POINTE COUPEE	24,094	26,691	10.8	9,118	151,664	268,394	10,056	29,436	494	25,023	2,936
RAPIDES	135,757	143,253	5.5	48,606	1,102,148	1,793,666	12,521	36,902	1,026	25,750	7,735
Alexandria	51,565	54,224	5.2	19,712	426,387	553,796	10,213	28,095	*	*	*
Pineville	12,034	15,217	26.4	5,670	83,923	159,254	10,466	28,088	*	*	*
RED RIVER	10,482	11,398	8.7	3,899	75,582	120,183	10,544	30,824	288	6,433	2,504
RICHLAND	22,189	24,152	8.8	8,228	105,688	192,391	7,966	23,382	719	41,799	4,870
SABINE	25,399	29,143	14.7	10,642	187,758	309,532	10,621	29,086	527	237	29,780
ST. BERNARD	64,373	74,176	15.2	25,032	489,946	742,329	10,008	29,655	37	454	225
ST. CHARLES	37,433	42,929	14.7	13,876	372,564	566,811	13,203	40,848	64	712	1,094
ST. HELENA	9,841	10,762	9.4	3,594	57,170	88,540	8,227	24,636	485	664	15,485
ST. JAMES	21,564	23,904	10.9	7,051	154,505	264,862	11,080	37,564	89		
ST. JOHN THE BAPTIST	32,244	46,790	45.1	14,269	262,490	562,119	12,014	39,394	36	5,140	149
ST. LANDRY	84,305	88,468	4.9	29,593	515,824	744,887	8,420	25,171	1,483	38,243	4,456
Eunice	NO DATA AVAILABLE FOR THIS CITY										
Opelousas	18,903	20,032	6.0	6,755	129,153	183,149	9,143	27,113	*	*	*
ST. MARTIN	40,544	47,616	17.4	15,060	257,757	377,543	7,929	25,069	393	14,915	1,655
ST. MARY	64,486	61,774	-4.2	20,271	542,406	729,191	11,804	35,972	101		
Franklin	9,584	9,998	4.3	3,283	81,607	106,823	10,685	32,535	*	*	*
Morgan City	16,114	15,307	-5.0	5,232	149,587	183,157	11,966	35,004	*	*	*

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LOUISIANA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ST. TAMMANY	112,506	169,529	50.7	55,280	876,434	1,901,359	11,216	34,395	621	5,202	5,626
Slidell	26,718	39,950	49.5	11,801	220,676	524,923	13,140	44,479	*	*	*
TANGIPAHOA	81,042	95,772	18.2	31,304	575,620	943,839	9,855	30,151	1,267	3,623	56,622
Hammond	15,043	22,467	49.3	6,946	123,576	207,903	9,254	29,931	*	*	*
TENSAS	8,512	8,644	1.6	3,165	35,237	57,329	6,632	18,113	334	47,093	861
TERREBONNE	94,860	104,569	10.2	34,094	815,241	1,238,092	11,840	36,314	143	8,096	463
Houma	32,602	104,569	220.7	34,094	305,884	1,238,092	11,840	36,314	*	*	*
UNION	21,286	22,962	7.9	8,029	127,919	193,299	8,418	24,075	541	416	38,501
VERMILION	48,662	53,409	9.8	18,394	331,381	479,350	8,975	26,060	1,283	41,855	3,132
Abbeville	12,391	15,007	21.1	5,372	85,343	151,518	10,096	28,204	*	*	*
VERNON	53,815	63,691	18.4	19,624	371,565	685,595	10,764	34,937	625	550	8,624
Leesville	9,054	14,089	55.6	5,185	74,460	104,002	7,382	20,058	*	*	*
WASHINGTON	44,360	45,763	3.2	16,348	333,307	456,870	9,983	27,947	1,042	3,172	28,733
Bogalusa	16,976	17,473	2.9	6,687	136,425	169,939	9,726	25,415	*	*	*
WEBSTER	43,676	47,310	8.3	17,482	261,417	374,668	7,919	21,432	510	646	3,875
Minden	15,074	16,401	8.8	5,834	87,145	170,233	10,379	29,177	*	*	*
WEST BATON ROUGE	19,150	22,864	19.4	7,310	117,006	227,004	9,928	31,054	93		
WEST CARROLL	12,904	13,231	2.5	4,818	59,010	94,402	7,135	19,594	659	55,996	1,924
WEST FELICIANA	12,346	16,534	33.9	2,478	71,228	128,794	7,790	51,975	195	3,067	2,233
WINN	17,285	17,776	2.8	6,402	100,798	140,847	7,923	22,000	239	192	3,025

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Louisiana 1986 Cash Receipts as follows: From Crops $872,000,000; from Livestock & Livestock Products $503,000,000; Total $1,375,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MAINE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,126,413	1,208,[illegible]77	7.3	445,008	8,123,001	14,905,577	12,336	33,495	7,003	137,290	245,639
METRO AREAS (MSAs/PMSAs/CMSAs)											
Bangor, ME	137,083	143,795	4.9	50,627	1,012,048	1,829,515	12,723	36,137	N.A.	N.A.	N.A.
Lewiston-Auburn, ME	99,813	101,787	2.0	37,388	654,561	1,125,270	11,055	30,097	N.A.	N.A.	N.A.
Portland, ME	216,171	235,043	8.7	90,078	1,909,281	3,661,402	15,578	40,647	N.A.	N.A.	N.A.
COUNTIES, Cities											
ANDROSCOGGIN	99,813	101,787	2.0	37,388	654,561	1,125,270	11,055	30,097	355	6,914	73,141
Auburn	23,128	22,973	-0.7	8,588	157,770	278,691	12,131	32,450	*	*	*
Lewiston	40,481	39,272	-3.0	14,691	246,780	419,378	10,679	28,547	*	*	*
AROOSTOOK	90,927	88,445	-2.7	30,442	572,967	967,651	10,941	31,787	1,253	82,210	5,202
CUMBERLAND	216,171	235,043	8.7	90,078	1,909,281	3,661,402	15,578	40,647	507	4,638	10,241
Brunswick	17,366	18,913	8.9	5,656	151,276	234,486	12,398	41,461	*	*	*
Portland	61,572	65,444	6.3	26,413	463,359	841,121	12,852	31,845	*	*	*
FRANKLIN	27,172	30,877	13.6	11,326	192,550	329,951	10,686	29,132	288	879	6,162
HANCOCK	41,864	45,913	9.7	17,654	278,086	525,418	11,444	29,762	286		
KENNEBEC	110,159	116,479	5.7	43,053	797,598	1,418,665	12,180	32,952	573	5,131	29,014
Augusta	21,819	20,317	-6.9	7,351	150,168	247,565	12,185	33,677	*	*	*
Waterville	17,779	17,647	-0.7	5,794	113,029	184,219	10,439	31,794	*	*	*
KNOX	32,924	35,979	9.3	13,749	226,501	408,559	11,355	29,716	211	1,401	7,533
LINCOLN	25,750	29,105	13.0	11,144	167,936	325,939	11,199	29,248	240	781	3,723
OXFORD	49,156	50,742	3.2	18,950	348,330	566,632	11,167	29,901	403	6,374	8,355
PENOBSCOT	137,083	143,795	4.9	50,627	1,012,048	1,829,515	12,723	36,137	654	6,747	18,590
Bangor	31,643	31,490	-0.5	11,435	231,510	364,681	11,581	31,893	*	*	*
PISCATAQUIS	17,709	18,706	5.6	6,882	114,453	201,878	10,792	29,334	158		
SAGADAHOC	28,892	33,072	14.5	11,838	210,568	455,248	13,765	38,456	120	508	4,486
Bath	10,246	10,543	2.9	3,483	74,933	143,408	13,602	41,175	*	*	*
SOMERSET	45,058	49,050	8.9	17,338	273,131	554,595	11,307	31,987	523	1,455	21,483
WALDO	28,508	30,496	7.0	11,015	170,264	292,729	9,599	26,575	465	1,850	34,681

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

MAINE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1989	POPULATION % Pop. Change 89 vs 80	HOUSEHOLDS 1989 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1988 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
WASHINGTON	34,977	34,267	-2.0	12,372	190,569	303,379	8,853	24,521	381	12,736	3,803
YORK	140,250	164,521	17.3	61,152	1,004,158	1,938,746	11,784	31,704	586	5,766	19,225
Biddeford	19,638	20,395	3.9	57,901	98,651	185,610	9,101	3,206	*	*	*
Saco	12,921	13,897	7.6	4,284	76,256	145,722	10,486	34,014	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Maine 1986 Cash Receipts as follows. From Crops $142,000,000; from Livestock & Livestock Products $241,000,000; Total $383,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MARYLAND POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1989	POPULATION % Pop. Change 89 vs 80	HOUSEHOLDS 1989 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1988 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	4,225,382	4,493,707	6.4	1,623,368	37,871,000	71,061,094	15,813	43,774	16,183	339,429	689,816
METRO AREAS (MSAs/PMSAs/CMSAs)											
Baltimore, MD	2,203,011	2,328,483	5.7	844,268	15,765,310	28,922,192	12,421	34,257	4,688	95,610	105,439
Hagerstown, MD	113,353	111,544	-1.6	39,981	680,435	1,150,160	10,311	28,768	962	10,863	37,890
Cumberland, MD-WV	107,980	104,832	-2.9	38,614	655,343	996,499	9,506	25,807	576	1,619	1,774
COUNTIES, Cities											
ALLEGANY	80,669	76,439	-5.2	28,545	449,148	674,432	8,823	23,627	276	1,619	1,774
Cumberland	25,933	22,588	-12.9	227,714	144,665	248,079	10,983	1,089	*	*	*
ANNE ARUNDEL	372,220	414,573	11.4	141,266	2,752,410	5,288,831	12,757	37,439	604	9,110	2,268
Annapolis	31,740	33,325	5.0	13,718	236,543	540,644	16,223	39,412	*	*	*
BALTIMORE	657,529	703,483	7.0	269,711	5,997,496	10,600,456	15,069	39,303	1,006	20,620	17,159
BALTIMORE (INDEPENDENT CITY)	784,113	751,459	-4.2	277,325	4,153,393	6,836,075	9,097	24,650	N.A.	N.A.	N.A.
CALVERT	35,127	41,486	18.1	13,340	216,871	487,534	11,752	36,547	668	9,864	656
CAROLINE	23,199	24,235	4.5	8,816	134,012	261,485	10,790	29,660	730	21,555	46,788
CARROLL	97,263	112,549	15.7	35,930	631,252	1,322,008	11,746	36,794	1,316	17,250	42,894
Westminster	8,808	10,706	21.6	4,251	59,319	157,166	14,680	36,974	*	*	*
CECIL	60,921	69,433	14.0	23,089	340,498	687,930	9,908	29,795	504	11,720	32,612
CHARLES	73,511	91,112	23.9	27,921	593,626	1,334,351	14,645	47,790	746	13,536	1,867
DORCHESTER	30,584	30,032	-1.8	11,446	184,412	329,560	10,974	28,793	438	22,941	33,252
Cambridge	11,703	11,596	-0.9	4,291	60,187	121,193	10,451	28,245	*	*	*
FREDERICK	115,418	129,009	11.8	42,956	750,017	1,534,801	11,897	35,730	1,463	9,990	86,233
Frederick	27,557	35,800	29.9	13,883	191,423	448,118	12,517	32,277	*	*	*
GARRETT	26,640	26,826	0.7	9,109	118,453	193,206	7,202	21,210	695	1,845	15,651
HARFORD	146,554	156,538	6.8	51,567	982,496	1,887,265	12,056	36,598	800	10,286	19,106
HOWARD	119,606	161,094	34.7	58,335	1,074,696	2,639,863	16,387	45,254	472	10,605	12,167
KENT	16,725	16,485	-1.4	6,263	104,427	175,979	10,675	28,098	374	25,894	31,007
MONTGOMERY	579,585	662,149	14.2	252,061	9,358,195	19,642,070	29,664	77,926	675	13,098	12,232
Rockville	43,811	50,004	14.1	16,940	272,515	977,188	19,542	57,685	*	*	*
PRINCE GEORGES	665,516	670,610	0.8	236,975	7,901,736	13,104,444	19,541	55,299	767	14,601	2,272
Lanham	NO DATA AVAILABLE FOR THIS CITY										
QUEEN ANNES	25,726	28,787	11.9	10,134	173,567	347,694	12,078	34,310	490	27,739	15,845
ST. MARYS	60,461	67,979	12.4	22,489	341,778	764,690	11,249	34,003	940	17,475	5,042
SOMERSET	19,197	18,362	-4.3	7,140	92,885	166,088	9,045	23,262	413	14,369	57,968
TALBOT	25,656	27,097	5.6	10,949	198,418	373,465	13,783	34,110	350	19,394	15,848
Easton	7,536	8,996	19.4	3,598	56,443	122,231	13,587	33,969	*	*	*
WASHINGTON	113,353	111,544	-1.6	39,981	680,435	1,150,160	10,311	28,768	962	10,863	37,890
Hagerstown	34,132	33,891	-0.7	14,459	190,407	380,772	11,835	26,335	*	*	*
WICOMICO	64,808	67,807	4.6	24,292	441,115	870,973	12,845	35,854	842	18,636	102,881
Salisbury	16,429	17,932	9.1	7,385	117,674	229,867	12,819	31,125	*	*	*
WORCESTER	31,001	34,619	11.7	13,728	199,664	387,734	11,200	28,244	652	16,419	96,404

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Maryland 1986 Cash Receipts as follows: From Crops $371,000,000; from Livestock & Livestock Products $814,000,000; Total $1,186,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

MASSACHUSETTS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,742,886	5,912,581	3.0	2,162,707	51,320,001	97,489,553	16,488	45,078	5,401	135,360	141,757
METRO AREAS (MSAs/PMSAs/CMSAs)											
Boston-Lawrence-Salem-Lowell-Brockton, MA	3,665,193	3,767,491	2.8	1,379,641	35,393,061	69,713,319	18,504	50,530	N.A.	N.A.	N.A.
New Bedford-Fall River-Attleboro, MA	476,039	485,320	1.9	174,309	3,214,869	5,465,426	11,261	31,355	N.A.	N.A.	N.A.
Pittsfield, MA	145,087	142,739	-1.6	53,076	1,057,797	1,809,779	12,679	34,098	N.A.	N.A.	N.A.
Springfield, MA	582,218	590,764	1.5	209,446	4,468,352	7,719,205	13,066	36,855	N.A.	N.A.	N.A.
Worcester-Fitchburg-Leominster, MA	646,810	662,621	2.4	238,163	5,185,803	8,779,208	13,249	36,862	N.A.	N.A.	N.A.
COUNTIES, Cities											
BARNSTABLE	149,080	179,994	20.7	74,115	1,388,435	2,877,658	15,988	38,827	123		
Hyannis	10,662	13,320	24.9	4,300	99,108	226,340	16,993	52,634	*	*	*
BERKSHIRE	145,087	142,739	-1.6	53,076	1,057,797	1,809,779	12,679	34,098	352	2,689	13,852
North Adams	18,063	16,459	-8.9	5,930	100,580	223,942	13,606	37,764	*	*	*
Pittsfield	51,974	47,306	-9.0	17,092	346,874	757,654	16,016	44,328	*	*	*
BRISTOL	476,039	485,320	1.9	174,309	3,214,869	5,465,426	11,261	31,355	597	11,920	16,340
Attleboro	34,196	34,801	1.8	12,505	240,842	543,653	15,622	43,475	*	*	*
Fall River	92,574	93,184	0.7	36,622	508,848	1,074,871	11,535	29,351	*	*	*
New Bedford	98,478	99,180	0.7	39,118	547,878	1,199,525	12,094	30,664	*	*	*
North Attleboro	21,095	22,911	8.6	8,110	155,053	377,612	16,481	46,560	*	*	*
Taunton	45,001	46,752	3.9	17,121	293,502	659,880	14,115	38,542	*	*	*
DUKES	8,945	10,708	19.7	4,899	85,663	175,837	16,421	35,892	40	318	371
ESSEX	634,728	665,317	4.8	248,939	5,995,905	11,582,161	17,408	46,526	372	7,485	6,434
Beverly	37,655	38,551	2.4	14,004	332,936	669,287	17,361	47,793	*	*	*
Gloucester	27,768	29,030	4.5	12,215	246,378	501,451	17,273	41,053	*	*	*
Haverhill	46,865	49,547	5.7	19,010	360,751	739,044	14,916	38,876	*	*	*
Lawrence	63,175	66,029	4.5	26,365	445,638	847,092	12,829	32,129	*	*	*
Lynn	78,471	80,000	1.9	32,271	599,115	1,203,472	15,043	37,292	*	*	*
Newburyport	15,900	17,152	7.9	6,787	131,587	279,775	16,312	41,221	*	*	*
Peabody	45,976	47,210	2.7	16,191	397,045	807,005	17,094	49,841	*	*	*
Salem	38,220	39,482	3.3	15,919	307,734	633,741	16,051	39,809	*	*	*
FRANKLIN	64,467	66,069	2.5	25,914	474,296	818,067	12,382	31,569	521	6,826	14,729
Greenfield	18,436	18,552	0.6	7,080	119,394	230,014	12,399	32,487	*	*	*
HAMPDEN	443,030	444,537	0.3	164,080	3,432,787	5,878,421	13,224	35,827	392	8,753	6,814
Holyoke	44,678	40,663	-9.0	16,092	289,893	566,044	13,920	35,175	*	*	*
Springfield	152,319	143,931	-5.5	54,416	977,044	1,919,572	13,337	35,276	*	*	*
Westfield	36,465	36,749	0.8	12,860	271,984	568,031	15,457	44,171	*	*	*
HAMPSHIRE	139,188	146,227	5.1	45,366	1,035,565	1,840,784	12,589	40,576	559	9,908	15,574
Northampton	29,286	30,423	3.9	10,906	209,295	412,799	13,568	37,850	*	*	*
MIDDLESEX	1,367,236	1,376,230	0.7	498,138	13,817,597	28,406,447	20,641	57,025	567	24,114	21,429
Framingham	65,113	62,420	-4.1	23,610	687,981	1,300,192	20,830	55,069	*		*
Hudson	16,408	17,056	3.9	5,713	138,935	315,039	18,471	55,140	*		*
Lowell	92,418	89,721	-2.9	33,890	669,876	1,349,855	15,045	39,831	*	*	*
Malden	53,386	51,081	-4.3	20,553	442,394	886,619	17,357	43,139	*	*	*
Marlborough	30,617	31,105	1.6	11,695	276,491	596,694	19,183	51,020	*	*	*
Medford	58,076	53,959	-7.1	19,198	480,159	928,583	17,209	48,370	*	*	*
Melrose	30,055	27,276	-9.2	9,966	290,782	532,505	19,523	53,432	*	*	*
Wakefield	24,895	24,032	-3.5	8,518	245,402	501,301	20,859	58,853	*	*	*
Waltham	58,200	54,796	-5.8	19,998	514,519	1,015,102	18,525	50,760	*	*	*
Woburn	36,626	35,805	-2.2	12,447	321,014	666,535	18,616	53,552	*	*	*
NANTUCKET	5,047	6,875	36.2	3,144	51,725	131,054	19,062	41,684	6		
NORFOLK	606,337	629,750	3.9	225,877	6,690,613	12,711,650	20,185	56,277	205	5,941	3,180
Dedham	25,298	24,659	-2.5	8,327	239,560	446,134	18,092	53,577	*	*	*
Quincy	84,743	85,235	0.6	35,419	806,641	1,515,443	17,780	42,787	*	*	*
PLYMOUTH	407,078	444,068	9.1	149,456	3,523,341	7,106,140	16,002	47,547	649	44,244	8,720
Brockton	95,172	97,501	2.4	32,178	660,082	1,416,827	14,531	44,031	*	*	*
SUFFOLK	649,814	652,126	0.4	257,231	5,365,605	9,906,921	15,192	38,514	4	152	
Boston	562,994	554,993	-1.4	224,948	4,283,426	8,319,805	14,991	36,985	*	*	*
Chelsea	25,431	25,177	-1.0	9,796	172,472	312,452	12,410	31,895	*	*	*
WORCESTER	646,810	662,621	2.4	238,163	5,185,803	8,779,208	13,249	36,862	1,014	13,005	34,314
Athol	10,634	10,748	1.1	4,211	78,249	164,366	15,293	39,031	*	*	*
Clinton	12,771	12,398	-2.9	4,683	98,267	201,234	16,231	42,969	*	*	*
Fitchburg	39,580	39,795	0.5	15,056	270,584	534,682	13,436	35,513	*	*	*
Gardner	17,900	18,344	2.5	7,477	145,071	301,868	16,456	40,371	*	*	*
Milford	23,390	25,514	9.1	9,088	161,716	352,024	13,797	38,736	*	*	*
Southbridge	16,665	16,827	1.0	6,499	125,677	255,479	15,183	39,308	*	*	*
Worcester	161,799	159,678	-1.3	59,363	1,136,795	2,133,993	13,364	35,948	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Massachusetts 1986 Cash Receipts as follows: From Crops $292,000,000; from Livestock & Livestock Products $131,000,000; Total $423,000,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	9,254,671	9,124,179	-1.4	3,294,162	79,837,996	122,952,260	13,475	37,324	58,661	1,364,666	1,223,657
METRO AREAS (MSAs/PMSAs/CMSAs)											
Ann Arbor, MI	265,117	268,666	1.3	96,468	2,573,229	4,127,277	15,362	42,784	1,347	26,095	25,676
Battle Creek, MI	141,102	133,057	-5.7	53,190	1,209,485	1,717,230	12,906	32,285	1,281	28,853	25,966
Benton Harbor, MI	170,748	158,683	-7.1	63,598	1,319,900	1,916,372	12,077	30,133	1,777	55,259	11,065
Detroit, MI	4,481,602	4,272,196	-4.7	1,552,429	41,094,963	60,936,133	14,263	39,252	6,951	158,994	91,854
Flint, MI	449,989	429,044	-4.7	156,023	3,470,004	5,137,216	11,974	32,926	990	18,716	16,025
Grand Rapids, MI	603,747	655,826	8.6	230,655	6,220,307	11,106,982	16,936	48,154	3,097	103,062	113,309
Jackson, MI	151,299	144,416	-4.5	54,048	1,165,412	1,653,711	11,451	30,597	1,242	20,057	25,853
Kalamazoo, MI	212,581	218,153	2.6	78,929	2,014,938	3,346,051	15,338	42,393	961	30,939	22,185
Lansing-East Lansing, MI	417,091	426,574	2.3	147,648	3,422,155	5,733,686	13,441	38,833	3,995	85,999	79,376
Muskegon, MI	157,433	154,649	-1.8	57,748	1,186,617	1,789,770	11,573	30,993	481	16,009	10,969
Saginaw-Bay City-Midland, MI	421,039	410,932	-2.4	145,575	3,520,171	5,101,701	12,415	35,045	3,276	107,331	22,792
COUNTIES, Cities											
ALCONA	9,766	10,460	7.1	4,159	55,364	81,876	7,828	19,686	295	891	3,947
ALGER	9,190	8,900	-3.2	3,330	65,422	96,651	10,860	29,024	76	158	1,718
ALLEGAN	81,849	87,876	7.4	30,007	587,873	992,086	11,290	33,062	1,831	48,518	74,529
ALPENA	32,311	31,170	-3.5	11,487	221,335	318,362	10,214	27,715	442	2,236	7,033
Alpena	12,214	10,846	-11.2	3,577	77,362	102,553	9,455	28,669	*	*	*
ANTRIM	16,189	17,305	6.9	6,922	109,674	162,587	9,395	23,487	279	5,344	6,079
ARENAC	14,788	16,129	9.1	5,804	94,714	158,273	9,813	27,270	377	9,507	6,789
BARAGA	8,452	8,401	-0.6	2,992	57,507	72,445	8,623	24,213	74	125	805
BARRY	45,951	47,915	4.3	16,258	366,770	594,990	12,418	36,597	1,061	13,659	24,525
BAY	119,416	117,637	-1.5	43,012	875,480	1,271,280	10,807	29,556	1,072	39,859	3,757
Bay City	41,593	35,927	-13.6	13,904	283,184	448,056	12,471	32,226	*	*	*
BENZIE	11,242	11,412	1.5	4,147	86,805	145,969	12,791	35,199	184	3,031	920
BERRIEN	170,748	158,683	-7.1	63,598	1,319,900	1,916,372	12,077	30,133	1,777	55,259	11,065
Benton Harbor	14,707	12,898	-12.3	4,129	69,541	92,716	7,188	22,456	*	*	*
Niles	13,115	11,494	-12.4	4,397	105,729	145,448	12,654	33,083	*	*	*
St. Joseph	9,622	8,263	-14.1	3,568	90,082	120,222	14,550	33,698	*	*	*
BRANCH	40,112	38,784	-3.3	13,832	274,215	384,342	9,910	27,786	1,170	23,240	24,221
Coldwater	9,461	8,645	-8.6	2,835	55,053	79,513	9,198	28,042	*	*	*
CALHOUN	141,102	133,057	-5.7	53,190	1,209,485	1,717,230	12,906	32,285	1,281	28,853	25,966
Albion	11,059	9,497	-14.1	3,124	76,849	92,822	9,774	29,715	*	*	*
Battle Creek	56,339	51,495	-8.6	20,897	270,686	522,002	10,137	24,980	*	*	*
Marshall	7,201	6,732	-6.5	2,577	66,662	78,488	11,659	30,454	*	*	*
CASS	49,600	48,552	-2.1	17,210	348,769	598,451	12,326	34,773	1,022	20,792	34,584
Dowagiac	6,307	6,061	-3.9	1,942	47,403	65,252	10,767	33,596	*	*	*
CHARLEVOIX	19,969	20,168	1.0	7,478	136,645	195,898	9,713	26,197	256	866	3,614
CHEBOYGAN	20,706	21,813	5.3	8,137	127,289	186,222	8,537	22,886	197	708	3,455
Cheboygan	5,106	5,187	1.6	1,251	33,640	46,117	8,890	36,849	*	*	*
CHIPPEWA	28,698	28,460	-0.8	10,222	196,321	306,733	10,778	30,007	375	1,644	5,578
Sault Ste. Marie	14,448	13,504	-6.5	3,304	71,223	85,850	6,357	25,981	*	*	*
CLARE	23,926	25,987	8.6	9,861	148,191	244,318	9,402	24,776	317	1,565	8,669
CLINTON	55,863	57,880	3.6	18,770	430,821	779,867	13,474	41,549	1,518	28,314	36,642
CRAWFORD	9,501	10,624	11.8	3,860	63,143	102,258	9,625	26,492	18	36	23
DELTA	38,862	39,997	2.9	14,670	302,605	481,340	12,034	32,811	315	1,857	5,880
Escanaba	14,355	14,218	-1.0	4,807	110,158	131,662	9,260	27,389	*	*	*
DICKINSON	25,255	26,789	6.1	10,521	206,791	331,350	12,369	31,494	123	1,731	2,338
Iron Mountain	8,341	9,014	8.1	3,468	66,650	80,328	8,911	23,160	*	*	*
Kingsford	5,290	5,592	5.7	1,956	41,821	51,343	9,182	26,255	*	*	*
EATON	88,664	94,916	7.1	33,315	762,957	1,287,685	13,567	38,652	1,372	28,036	15,974
EMMET	23,023	24,176	5.0	8,866	167,486	281,766	11,655	31,781	253	1,063	3,080
Petoskey	6,097	6,051	-0.8	1,728	35,710	49,390	8,162	28,578	*	*	*
GENESEE	449,989	429,044	-4.7	156,023	3,470,004	5,137,216	11,974	32,926	990	18,716	16,025
Flint	159,611	133,428	-16.4	50,046	1,077,875	1,946,635	14,589	38,897	*	*	*
GLADWIN	20,109	23,681	17.8	8,837	130,603	228,084	9,632	25,810	433	2,869	4,841
GOGEBIC	19,538	19,758	1.1	7,958	129,110	201,696	10,208	25,345	82	47	978
Ironwood	7,741	7,327	-5.3	2,411	47,820	56,716	7,740	23,524	*	*	*
GRAND TRAVERS	55,342	63,004	13.8	22,692	510,816	990,120	15,715	43,633	462	8,798	4,437
Traverse City	15,516	15,290	-1.5	5,032	133,384	166,459	10,887	33,081	*	*	*
GRATIOT	40,432	39,862	-1.4	13,497	291,522	442,501	11,101	32,785	1,215	43,973	26,214
Alma	9,652	8,877	-8.0	2,883	70,138	96,980	10,924	33,640	*	*	*
HILLSDALE	42,093	42,454	0.9	14,540	272,126	465,577	10,967	32,020	1,354	26,659	33,056
Hillsdale	7,432	7,508	1.0	2,559	48,993	73,846	9,836	28,862	*	*	*
HOUGHTON	37,761	38,684	2.4	13,897	241,148	386,807	9,999	27,834	195	707	1,835
Houghton	7,512	6,796	-9.5	1,334	44,237	45,598	6,709	34,186	*	*	*
HURON	36,379	36,528	0.4	13,428	241,300	404,163	11,064	30,099	1,655	59,742	80,801
Bad Axe	3,184	3,159	-0.8	930	24,060	35,017	11,085	37,650	*	*	*

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
INGHAM	272,564	273,778	0.4	95,563	2,228,377	3,666,134	13,391	38,364	1,105	29,649	26,760
East Lansing	48,309	45,983	-4.8	12,321	321,999	499,015	10,852	40,502	*	*	*
Lansing	130,414	122,080	-6.4	47,978	1,018,427	1,864,114	15,270	38,853	*	*	*
IONIA	51,904	52,851	1.8	16,236	373,809	564,284	10,677	34,755	1,187	25,958	37,137
Ionia	5,920	5,824	-1.6	2,249	43,476	70,216	12,056	31,214	*	*	*
IOSCO	28,247	31,524	11.6	12,069	174,062	284,739	9,032	23,593	244	1,831	5,497
IRON	13,559	15,187	12.0	6,233	101,149	191,734	12,625	30,761	98	1,075	802
ISABELLA	54,072	59,152	9.4	17,537	359,582	671,615	11,354	38,297	1,016	12,902	28,333
Mt. Pleasant	23,746	22,082	-7.0	5,400	137,200	185,478	8,399	34,348	*	*	*
JACKSON	151,299	144,416	-4.5	54,048	1,165,412	1,653,711	11,451	30,597	1,242	20,057	25,853
Jackson	39,739	35,096	-11.7	13,370	271,616	357,574	10,189	26,744	*	*	*
KALAMAZOO	212,581	218,153	2.6	78,929	2,014,938	3,346,051	15,338	42,393	961	30,939	22,185
Kalamazoo	79,722	76,307	-4.3	28,578	642,350	891,664	11,685	31,201	*	*	*
KALKASKA	11,160	12,556	12.5	4,306	65,734	114,887	9,150	26,681	91	1,406	1,262
KENT	445,752	478,741	7.4	172,525	4,675,545	8,182,901	17,093	47,430	1,524	45,684	32,472
Grand Rapids	181,843	182,180	0.2	68,095	1,672,938	2,215,699	12,162	32,538	*	*	*
KEWEENAW	1,954	2,064	5.6	930	10,931	17,560	8,508	18,882	4		2
LAKE	7,722	9,081	17.6	3,760	40,677	67,159	7,396	17,861	123	398	1,185
LAPEER	70,448	71,900	2.1	22,343	459,983	657,067	9,139	29,408	1,361	25,775	27,015
LEELANAU	14,056	15,088	7.3	5,641	121,954	209,439	13,881	37,128	429	11,759	4,311
LENAWEE	89,834	89,170	-0.7	30,749	643,686	925,504	10,379	30,099	1,619	57,292	31,544
Adrian	21,186	19,891	-6.1	6,618	143,661	220,371	11,079	33,301	*	*	*
LIVINGSTON	101,517	106,503	4.9	33,563	926,653	1,537,003	14,432	45,795	884	13,320	19,634
LUCE	6,606	5,857	-11.3	2,417	49,844	76,960	13,140	31,841	30	192	487
MACKINAC	10,121	10,668	5.4	4,136	73,290	125,306	11,746	30,[illegible]	96	127	2,743
MACOMB	695,652	700,075	0.6	247,127	6,567,386	9,967,448	14,238	40,3[illegible]3	819	24,652	9,374
Mount Clemens	18,806	18,175	-3.4	7,164	162,854	273,259	15,035	38,142	*	*	*
MANISTEE	22,994	22,715	-1.2	8,772	184,460	269,887	11,881	30,767	304	7,960	1,001
Manistee	7,566	7,083	-6.4	2,037	55,734	80,501	11,366	39,528	*	*	*
MARQUETTE	73,875	73,760	-0.2	25,054	589,136	983,032	13,327	39,237	125	517	1,023
Marquette	23,288	19,756	-15.2	5,843	180,063	178,952	9,058	30,628	*	*	*
MASON	26,477	26,974	1.9	10,176	219,709	339,242	12,577	33,337	492	8,328	9,736
Ludington	8,937	8,799	-1.5	2,843	69,547	94,542	10,744	33,251	*	*	*
MECOSTA	37,099	38,629	4.1	12,835	220,487	350,597	9,076	27,316	684	7,053	15,533
Big Rapids	14,361	12,966	-9.7	2,195	58,235	72,395	5,584	32,977	*	*	*
MENOMINEE	26,160	26,556	1.5	9,823	184,908	317,078	11,940	32,279	458	1,023	16,350
Menominee	10,099	9,807	-2.9	3,432	70,437	89,379	9,114	26,041	*	*	*
MIDLAND	73,723	77,190	4.7	26,818	704,690	1,064,522	13,791	39,694	502	11,553	6,631
Midland	37,250	37,335	0.2	13,329	404,295	607,864	16,281	45,605	*	*	*
MISSAUKEE	10,080	11,296	12.1	3,959	54,701	85,909	7,605	21,700	343	1,531	21,620
MONROE	134,801	133,121	-1.2	44,598	1,343,011	2,203,535	16,553	49,409	1,458	47,929	14,136
Monroe	23,531	20,426	-13.2	7,179	239,502	274,510	13,439	38,239	*	*	*
MONTCALM	47,678	53,141	11.5	18,937	330,445	612,531	11,527	32,[illegible]5	1,132	35,904	20,378
Greenville	8,019	8,977	11.9	2,997	61,201	97,165	10,824	3[illegible]17	*	*	*
MONTMORENCY	7,492	8,719	16.4	3,396	40,866	63,779	7,315	18,781	106	369	2,379
MUSKEGON	157,433	154,649	-1.8	57,748	1,186,617	1,789,770	11,573	30,993	481	16,009	10,969
Muskegon	40,823	40,608	-0.5	15,815	264,624	356,834	8,787	22,563	*	*	*
Muskegon Heights	14,611	14,502	-0.7	5,220	86,496	136,282	9,397	26,109	*	*	*
NEWAYGO	34,999	37,803	8.0	13,641	222,041	374,087	9,896	27,424	784	14,266	19,103
OAKLAND	1,012,569	1,066,237	5.3	398,532	11,319,068	19,751,002	18,524	49,559	688	14,816	3,708
Pontiac	76,715	69,048	-10.0	24,756	520,080	792,891	11,483	32,028	*	*	*
Royal Oak	70,893	65,192	-8.0	26,242	721,938	1,081,380	16,588	41,208	*	*	*
OCEANA	21,985	22,767	3.6	7,857	142,628	222,508	9,773	28,320	735	20,107	9,823
OGEMAW	16,528	18,973	14.8	7,095	95,809	168,427	8,877	23,739	308	1,327	8,211
ONTONAGON	9,745	9,424	-3.3	3,618	74,393	101,930	10,816	28,173	145	317	1,534
OSCEOLA	18,929	21,095	11.4	7,535	118,894	209,500	9,931	27,804	549	1,718	16,233
OSCODA	6,905	7,413	7.4	2,771	40,556	63,305	8,540	22,846	86	178	2,081
OTSEGO	15,085	16,049	6.4	5,404	107,294	183,568	11,438	33,969	142	889	1,864
OTTAWA	157,995	177,085	12.1	53,130	1,544,762	2,924,081	16,512	50,302	1,573	57,378	80,837
Grand Haven	11,763	12,178	3.5	4,912	132,344	187,642	15,409	38,204	*	*	*
Holland	26,281	29,300	11.5	10,474	257,779	374,626	12,786	35,769	*	*	*
PRESQUE ISLE	14,228	14,357	0.9	5,346	84,907	144,181	10,043	26,970	335	5,271	4,790
ROSCOMMON	16,455	19,879	20.8	8,137	111,273	189,410	9,528	23,278	37	152	84
SAGINAW	227,900	216,105	-5.2	75,745	1,940,001	2,765,899	12,799	36,516	1,702	55,919	12,404
Saginaw	77,508	66,544	-14.1	24,436	565,453	723,913	10,879	29,625	*	*	*
ST. CLAIR	138,839	140,932	1.5	49,913	1,104,947	1,706,721	12,110	34,194	1,302	19,856	17,464
Port Huron	33,981	33,368	-1.8	12,458	247,279	350,825	10,514	28,161	*	*	*
ST. JOSEPH	56,245	59,304	5.4	21,041	386,871	607,229	10,239	28,859	1,033	32,912	19,086
Sturgis	9,468	9,529	0.6	3,622	70,446	110,968	11,646	30,641	*	*	*
Three Rivers	7,015	8,624	22.9	3,225	51,717	90,282	10,469	27,996	*	*	*
SANILAC	40,806	41,010	0.5	14,710	277,278	402,346	9,811	27,352	1,846	41,706	59,753
SCHOOLCRAFT	8,515	8,500	-0.2	3,170	57,986	94,999	11,176	29,968	56	236	467

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MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SHIAWASSEE	71,150	69,504	-2.3	23,734	513,852	690,787	9,939	29,105	1,386	23,458	19,588
Owosso	16,455	14,812	-10.0	5,690	127,060	217,523	14,686	38,229	*	*	*
TUSCOLA	57,060	56,099	-1.7	18,652	428,040	655,282	11,681	35,132	1,483	59,214	25,146
VAN BUREN	66,966	67,570	0.9	23,687	541,400	832,238	12,317	35,135	1,464	52,804	16,476
South Haven	5,943	6,191	4.2	2,302	43,865	71,102	11,485	30,881	*	*	*
WASHTENAW	265,117	268,666	1.3	96,468	2,573,229	4,127,277	15,362	42,784	1,347	26,095	25,676
Ann Arbor	107,316	106,408	-0.8	38,528	989,337	1,655,792	15,561	42,976	*	*	*
Ypsilanti	24,031	21,877	-9.0	8,079	192,517	313,832	14,346	38,845	*	*	*
WAYNE	2,327,776	2,053,428	-11.8	756,353	19,373,915	25,113,357	12,230	33,203	439	12,646	526
Detroit	1,203,339	979,325	-18.6	376,691	8,186,519	11,184,532	11,421	29,692	*	*	*
WEXFORD	25,188	28,359	12.6	10,444	169,167	320,227	11,292	30,661	229	790	3,376
Cadillac	10,199	10,853	6.4	3,478	62,476	89,876	8,281	25,844	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Michigan 1986 Cash Receipts as follows: From Crops $1,428,000,000; from Livestock & Livestock Products $1,237,000,000; Total $2,664,000,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MINNESOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,082,550	4,317,247	5.7	1,598,504	34,218,004	60,663,026	14,051	37,950	94,382	2,655,483	3,259,542
METRO AREAS (MSAs/PMSAs CMSAs)											
Rochester, MN	92,017	102,593	11.5	38,413	964,779	1,988,259	19,380	51,760	1,532	24,837	70,699
St. Cloud, MN	163,726	186,697	14.0	58,279	1,182,801	2,258,129	12,095	38,747	5,055	50,615	262,873
Duluth, MN-WI	266,755	250,461	-6.1	95,488	2,007,601	2991927	11,946	31,333	1,457	3,551	15,836
Minneapolis-St. Paul, MN-WI	2,142,990	2,347,088	9.5	885,232	19,981,911	36589132	15,589	41,333	11,491	156,353	323,117
COUNTIES, Cities											
AITKIN	13,459	13,831	2.8	5,291	66,784	106786	7,721	20,183	740	3,357	12,857
ANOKA	197,069	237,562	20.5	78,293	1,635,443	3417367	14,385	43,648	633	10,044	7,886
BECKER	29,367	30,095	2.5	10,364	194,765	318808	10,593	30,761	1,366	19,262	48,968
BELTRAMI	31,054	34,820	12.1	11,204	167,417	287589	8,259	25,668	775	5,365	10,809
Bemidji	10,949	11,533	5.3	3,280	54,139	83,229	7,217	25,376	*	*	*
BENTON	25,275	29,032	14.9	10,061	187,398	353,559	12,178	35,142	1,035	7,661	55,790
BIG STONE	7,685	7,619	-0.9	3,039	64,583	106,686	14,003	35,106	554	24,689	14,797
BLUE EARTH	52,362	52,116	-0.5	18,401	368,370	606,747	11,642	32,974	1,459	67,759	47,626
Mankato	28,651	30,958	8.1	10,548	195,402	319,882	10,333	30,325	*	*	*
BROWN	28,565	28,286	-1.0	10,192	191,847	319,581	11,298	31,356	1,390	45,182	58,406
New Ulm	13,755	12,980	-5.6	4,807	97,604	162,446	12,516	33,793	*	*	*
CARLTON	29,904	30,524	2.1	10,776	185,323	300,766	9,853	27,911	732	1,200	9,899
CARVER	37,118	43,037	15.9	14,695	290,432	543,237	12,623	36,967	1,141	10,216	48,667
CASS	21,137	22,343	5.7	8,076	107,176	186,768	8,359	23,126	761	1,535	12,384
CHIPPEWA	14,892	14,395	-3.3	5,646	127,541	210,835	14,646	37,342	968	52,390	19,476
CHISAGO	25,889	31,493	21.6	10,384	165,142	334,865	10,633	32,248	1,047	8,128	20,275
CLAY	49,302	49,705	0.8	15,917	400,339	642,662	12,930	40,376	1,103	76,613	21,901
Moorhead	29,998	30,053	0.2	17,213	240,067	283,664	9,439	16,480	*	*	*
CLEARWATER	8,755	9,091	3.8	3,091	39,916	64,893	7,138	20,994	693	4,930	15,757
COOK	4,145	4,286	3.4	1,699	28,567	49,505	11,550	29,138	11		
COTTONWOOD	14,805	14,222	-3.9	5,406	125,538	188,130	13,228	34,800	1,053	59,070	58,414
CROW WING	41,888	46,106	10.1	17,423	242,828	460,608	9,990	26,437	644	2,432	11,284
Brainerd	11,489	11,397	-0.8	2,982	47,455	73,650	6,462	24,698	*	*	*
DAKOTA	195,232	239,935	22.9	84,857	1,831,821	3,619,437	15,085	42,653	1,084	33,988	33,202
DODGE	14,834	15,691	5.8	5,505	108,108	178,322	11,365	32,393	933	35,303	35,920
DOUGLAS	27,947	30,424	8.9	11,310	205,880	386,608	12,707	34,183	1,308	12,818	37,250
FARIBAULT	19,661	18,304	-6.9	7,207	175,317	266,973	14,586	37,044	1,320	77,378	47,808
FILLMORE	21,914	21,444	-2.1	7,903	127,976	214,219	9,990	27,106	1,867	29,848	92,894
FREEBORN	36,201	34,691	-4.2	13,418	258,617	405,310	11,683	30,206	1,522	66,702	58,844
Albert Lea	19,190	17,301	-9.8	6,861	145,056	233,952	13,523	34,100	*	*	*
GOODHUE	38,779	40,555	4.6	14,718	307,098	540,045	13,316	36,693	1,840	33,715	80,002
Red Wing	13,736	15,514	12.9	5,999	121,017	210,397	13,561	35,069	*	*	*

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MINNESOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GRANT	7,158	6,694	-6.5	2,771	56,214	90,388	13,503	32,619	648	33,589	15,307
HENNEPIN	942,033	991,558	5.3	406,512	9,591,008	17,295,635	17,443	42,546	940	17,920	18,052
Minneapolis	370,951	353,996	-4.6	162,684	3,053,657	5,758,216	16,266	35,395	•	•	•
HOUSTON	19,696	18,788	-4.6	6,233	118,836	195,102	10,384	31,301	1,128	8,157	56,112
HUBBARD	14,221	15,078	6.0	5,397	72,617	120,751	8,008	22,374	504	7,518	6,565
ISANTI	23,767	27,196	14.4	8,889	182,355	333,881	12,277	37,561	947	10,088	15,597
ITASCA	43,173	44,838	3.9	16,248	265,774	486,266	10,845	29,928	578	1,159	4,812
JACKSON	13,624	13,517	-0.8	5,130	113,224	188,772	13,966	36,798	1,253	67,016	59,242
KANABEC	12,247	12,905	5.4	4,636	88,736	145,036	11,239	31,285	833	2,449	50,653
KANDIYOHI	36,951	39,489	6.9	14,228	326,439	588,956	14,914	41,394	1,419	49,542	89,178
Wilmar	15,895	16,958	6.7	5,676	138,128	167,323	9,867	29,479	•	•	•
KITTSON	6,634	6,414	-3.3	2,559	48,962	78,693	12,269	30,751	642	44,877	4,102
KOOCHICHING	17,552	16,195	-7.7	5,914	110,753	174,787	10,793	29,555	278	1,219	3,187
International Falls	5,611	4,375	-22.0	1,659	38,479	49,379	11,287	29,760	•	•	•
LAC QUI PARLE	10,560	10,059	-4.7	4,024	84,562	133,150	13,237	33,089	1,082	44,320	33,306
LAKE	13,053	11,974	-8.3	4,450	99,397	127,008	10,607	28,541	59		
LAKE OF THE WOODS	3,719	3,795	2.0	1,483	19,109	30,726	8,096	20,719	230	5,475	2,267
LE SUEUR	23,443	23,774	1.4	8,450	161,676	246,307	10,360	29,149	1,087	27,879	37,055
LINCOLN	8,183	7,633	-6.7	3,073	55,089	81,804	10,717	26,620	823	20,176	35,544
LYON	25,222	26,296	4.3	9,284	208,246	373,196	14,192	40,198	1,175	47,591	58,529
Marshall	11,161	11,438	2.5	3,995	79,679	121,099	10,587	30,313	•	•	•
MCLEOD	29,692	31,866	7.3	11,585	233,244	426,433	13,382	36,809	1,492	32,378	47,648
MAHNOMEN	5,523	5,364	-2.9	1,775	31,378	57,332	10,688	32,300	410	11,603	7,746
MARSHALL	12,951	12,035	-7.1	4,633	83,857	113,145	9,401	24,422	1,447	72,002	10,438
MARTIN	24,679	25,546	3.5	10,032	235,709	407,258	15,942	40,596	1,454	79,172	60,373
Fairmont	11,506	12,001	4.3	4,911	117,014	150,043	12,503	30,550	•	•	•
MEEKER	20,580	21,214	3.1	7,606	140,955	233,773	11,020	30,735	1,376	34,554	65,225
MILLE LACS	18,464	19,734	6.9	7,080	125,047	219,352	11,115	30,982	929	3,483	25,903
MORRISON	29,381	31,210	6.2	10,628	179,023	299,178	9,586	28,150	2,009	8,913	87,995
Little Falls	7,250	7,269	0.3	2,423	38,924	60,384	8,307	24,921	•	•	•
MOWER	40,110	39,282	-2.1	15,768	305,917	493,896	12,573	31,323	1,477	54,654	54,816
Austin	23,020	21,151	-8.1	8,624	186,017	308,820	14,600	35,810	•	•	•
MURRAY	11,473	10,818	-5.7	4,160	91,267	134,374	12,421	32,301	1,150	44,789	50,976
NICOLLET	26,970	29,047	7.7	9,292	187,469	343,040	11,810	36,918	969	38,081	46,045
North Mankato	9,145	10,497	14.8	3,822	74,284	123,394	11,756	32,289	•	•	•
NOBLES	21,768	21,165	-2.8	7,946	189,976	293,563	13,870	36,945	1,413	59,156	72,187
Worthington	10,243	9,316	-9.0	3,680	102,194	123,190	13,223	33,475	•	•	•
NORMAN	9,354	8,640	-7.6	3,448	65,150	102,952	11,916	29,858	805	57,060	11,873
OLMSTED	92,017	102,593	11.5	38,413	964,779	1,988,259	19,380	51,760	1,532	24,837	70,699
Rochester	57,855	61,759	6.7	24,342	623,570	1,056,823	17,112	43,415	•	•	•
OTTER TAIL	52,097	46,278	-11.2	19,850	367,104	637,165	13,768	32,099	3,245	37,347	113,395
Fergus Falls	12,519	14,784	18.1	4,183	82,940	116,329	7,868	27,810	•	•	•
PENNINGTON	15,219	14,146	-7.1	5,167	125,461	165,178	11,677	31,968	655		
PINE	19,951	22,091	10.7	7,769	125,960	228,451	10,341	29,405	1,199	3,650	30,667
PIPESTONE	11,654	10,981	-5.8	4,470	86,795	138,150	12,581	30,906	828	22,451	38,106
POLK	34,766	33,964	-2.3	12,750	252,002	388,357	11,434	30,459	1,774	132,731	24,574
Crookston	8,628	7,427	-13.9	2,491	62,145	73,905	9,951	29,665	•	•	•
E. Grand Forks	8,537	7,706	-9.7	2,662	64,211	78,376	10,170	29,446	•	•	•
POPE	11,633	11,766	1.1	4,471	101,621	167,169	14,208	37,390	1,042	28,766	34,635
RAMSEY	459,844	470,032	2.2	181,931	4,232,911	7,166,841	15,248	39,393	82	3,566	811
St. Paul	270,230	250,082	-7.5	103,039	2,207,437	4,111,824	16,442	39,905	•	•	•
RED LAKE	5,430	4,984	-8.2	1,928	33,740	49,771	9,986	25,815	422	12,065	7,181
REDWOOD	19,310	19,032	-1.4	6,929	162,441	265,013	13,925	38,247	1,544	76,635	66,921
RENVILLE	20,355	19,667	-3.4	7,391	165,531	270,565	13,757	36,607	1,685	104,528	49,492
RICE	46,161	48,578	5.2	14,854	344,707	611,034	12,578	41,136	1,325	28,138	55,750
Faribault	16,241	16,925	4.2	6,096	129,748	211,410	12,491	34,678	•	•	•
ROCK	10,672	10,531	-1.3	3,977	94,562	140,684	13,359	35,374	953	27,593	62,531
ROSEAU	12,579	13,077	4.0	4,626	87,672	164,117	12,550	35,477	1,213	36,343	19,962
ST. LOUIS	222,218	208,395	-6.2	79,307	1,590,848	2,396,127	11,498	30,213	1,093	2,342	9,120
Duluth	92,811	75,851	-18.3	26,608	590,965	668,673	8,816	25,131	•	•	•
Hibbing	21,193	18,397	-13.2	6,368	142,650	187,870	10,212	29,503	•	•	•
Virginia	11,056	8,739	-21.0	3,485	80,742	94,596	10,825	27,141	•	•	•
SCOTT	43,999	51,613	17.3	16,724	340,445	674,599	13,070	40,337	981	12,232	27,032
SHERBURNE	30,234	38,684	27.9	11,656	239,291	524,596	13,561	45,007	684	15,775	21,566
SIBLEY	15,438	15,045	-2.5	5,598	98,164	149,043	9,906	26,624	1,391	42,868	61,685
STEARNS	108,217	118,981	9.9	36,562	756,112	1,379,974	11,598	37,743	3,336	27,179	185,517
St. Cloud	42,566	43,978	3.3	13,765	312,045	468,786	10,660	34,057	•	•	•
STEELE	30,353	30,057	-1.0	10,859	247,506	409,192	13,614	37,682	1,061	32,620	37,076
Owatonna	18,632	18,067	-3.0	6,674	156,173	237,918	13,168	35,647	•	•	•
STEVENS	11,316	10,631	-6.1	3,750	89,587	144,291	13,573	38,478	701	35,644	37,142

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MINNESOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SWIFT	12,875	12,456	-3.3	4,938	96,247	160,024	12,847	32,407	1,011	54,957	29,180
TODD	25,032	26,030	4.0	9,162	149,171	246,217	9,459	26,874	2,112	12,692	79,089
TRAVERSE	5,500	5,165	-6.1	2,080	48,198	86,904	16,826	41,781	483	35,825	98,631
WABASHA	19,343	19,915	3.0	7,280	136,798	217,596	10,926	29,890	1,079	15,343	55,749
WADENA	14,165	14,034	-0.9	4,883	90,748	140,913	10,041	28,858	776	3,022	25,438
WASECA	18,501	19,036	2.9	6,844	130,941	231,804	12,177	33,870	878	41,036	29,386
WASHINGTON	114,188	139,302	22.0	45,535	988,457	1,897,950	13,625	41,681	801	18,017	11,283
Stillwater	12,290	13,306	8.3	4,537	101,477	201,322	15,130	44,374	*	*	*
WATONWAN	12,381	12,203	-1.4	4,781	110,890	170,955	14,009	35,757	885	46,121	31,931
WILKIN	8,377	7,882	-5.9	2,808	65,055	109,043	13,834	38,833	571	57,978	7,875
Breckenridge	3,909	3,513	-10.1	1,270	27,125	37,021	10,539	29,144	*	*	*
WINONA	46,164	47,283	2.4	16,165	323,147	553,349	11,703	34,231	1,199	12,959	72,011
Winona	25,075	25,073	0.0	9,024	173,759	267,179	10,656	29,608	*	*	*
WRIGHT	59,531	68,062	14.3	21,732	386,252	697,763	10,252	32,108	2,094	21,334	57,468
YELLOW MEDICINE	13,610	13,022	-4.3	5,204	108,646	166,872	12,815	32,066	1,211	59,484	34,890

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Minnesota 1986 Cash Receipts as follows: From Crops $2,679,000,000; from Livestock & Livestock Products $3,395,000,000; Total $6,074,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MISSISSIPPI POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1980 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,522,606	2,662,619	5.6	904,645	14,759,003	24,636,349	9,253	27,233	42,415	1,102,099	766,221
METRO AREAS (MSAs PMSAs CMSAs)											
Biloxi-Gulfport, MS	182,569	204,809	12.2	69,501	1,161,811	2,154,512	10,520	31,000	575	1,852	3,435
Jackson, MS	363,366	399,060	9.8	136,992	2,797,366	4,663,631	11,687	34,043	2,257	45,173	60,860
Pascagoula, MS	117,832	127,000	7.8	42,280	719,690	1,106,363	8,712	26,168	255	1,103	2,024
COUNTIES, Cities											
ADAMS	38,017	39,103	2.9	13,765	229,030	353,471	9,039	25,679	220	7,427	763
Natchez	22,015	23,538	6.9	8,652	133,171	200,464	8,517	23,169	*	*	*
ALCORN	33,191	33,097	-0.3	12,286	207,767	333,524	10,077	27,147	587	5,600	1,962
Corinth	13,839	12,949	-6.4	5,375	101,200	148,123	11,439	27,560	*	*	*
AMITE	13,394	13,046	-2.6	4,611	60,460	91,757	7,033	19,900	700	1,642	14,075
ATTALA	19,829	18,565	-6.4	7,271	95,895	141,062	7,598	19,401	564	7,469	3,312
BENTON	8,160	8,210	0.6	2,733	33,714	54,827	6,678	20,061	309	6,913	1,016
BOLIVAR	45,816	43,865	-4.3	13,954	212,765	328,829	7,496	23,565	528	90,244	3,027
Cleveland	14,524	14,254	-1.9	4,456	95,537	138,918	9,746	31,175	*	*	*
CALHOUN	15,670	15,429	-1.5	5,536	74,776	132,254	8,572	23,890	501	14,390	2,464
CARROLL	9,753	8,911	-8.6	3,114	41,606	63,956	7,177	20,538	490	9,999	3,680
CHICKASAW	17,826	18,639	4.6	6,321	90,414	166,323	8,923	26,313	567	11,320	8,833
CHOCTAW	8,968	8,684	-3.2	2,968	40,238	66,766	7,688	22,495	335	2,828	2,544
CLAIBORNE	12,220	13,207	8.1	3,663	75,247	138,500	10,487	37,811	258	5,079	6,864
CLARKE	16,967	17,147	1.1	6,050	69,932	112,306	6,550	18,563	448	700	2,367
CLAY	21,093	22,342	5.9	7,427	118,289	195,777	8,763	26,360	458	7,103	6,463
West Point	8,811	9,367	6.3	3,438	51,486	83,601	8,925	24,315	*	*	*
COAHOMA	36,761	33,983	-7.6	11,919	171,707	248,754	7,320	20,870	309	63,788	396
Clarksdale	21,137	20,360	-3.7	6,798	111,502	169,850	8,342	24,986	*	*	*
COPIAH	26,494	25,885	-2.3	9,191	128,744	203,070	7,845	22,094	708	3,535	25,491
COVINGTON	16,000	16,089	0.6	5,438	84,632	127,042	7,896	23,362	614	2,889	17,503
DE SOTO	54,164	64,476	19.0	20,488	441,812	853,783	13,242	41,672	632	19,345	6,381
FORREST	66,088	70,549	6.8	24,571	429,200	704,723	9,989	28,681	365	2,560	6,220
Hattiesburg	40,829	42,447	4.0	15,644	278,408	392,813	9,254	25,110	*	*	*
FRANKLIN	8,213	9,030	9.9	3,338	39,654	71,600	7,929	21,450	228		
GEORGE	15,347	16,945	10.4	5,518	90,695	160,093	9,448	29,013	397	2,368	3,810

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MISSISSIPPI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)'	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GREENE	9,832	9,653	-1.8	3,083	42,249	62,490	6,474	20,269	376	956	4,940
GRENADA	21,026	21,956	4.4	7,722	106,008	184,514	8,404	23,895	276	8,274	5,604
Grenada	12,641	13,429	6.2	4,779	78,304	124,352	9,260	26,021	*	*	*
HANCOCK	24,752	33,029	33.4	11,302	150,453	335,043	10,144	29,645	243	688	1,624
HARRISON	157,817	171,780	8.8	58,199	1,011,358	1,819,469	10,592	31,263	332	1,164	1,811
Biloxi	49,311	49,077	-0.5	16,694	304,354	490,755	10,000	29,397	*	*	*
Gulfport	39,676	41,686	5.1	15,831	272,835	458,865	11,008	28,984	*	*	*
HINDS	251,484	259,274	3.1	91,766	2,059,782	3,315,632	12,788	36,131	983	14,607	20,508
Jackson	202,895	211,146	4.1	76,546	1,649,668	2,420,462	11,463	31,621	*	*	*
HOLMES	22,917	23,512	2.6	7,415	74,342	121,631	5,173	16,403	505	36,059	2,232
HUMPHREYS	13,880	13,721	-1.1	4,413	58,528	98,443	7,175	22,308	346	39,812	19,367
ISSAQUENA	2,526	2,147	-15.0	782	13,538	22,855	10,645	29,226	134	18,402	781
ITAWAMBA	20,633	21,181	2.7	7,364	115,466	192,690	9,097	26,166	600	4,839	13,323
JACKSON	117,832	127,000	7.8	42,280	719,690	1,106,363	8,712	26,168	255	1,103	2,024
Moss Point	18,998	18,554	-2.3	5,523	101,238	167,714	9,039	30,364	*	*	*
Pascagoula	29,318	30,104	2.7	10,627	199,736	308,078	10,234	28,991	*	*	*
JASPER	17,243	17,261	0.1	5,823	78,810	116,922	6,774	20,079	612	799	10,369
JEFFERSON	9,154	8,761	-4.3	2,787	31,703	49,914	5,697	17,910	288	5,145	2,224
JEFFERSON DAVIS	13,839	14,521	4.9	4,735	64,972	110,651	7,620	23,369	566	1,712	6,573
JONES	61,910	64,994	5.0	23,454	389,988	631,859	9,722	26,940	995	1,820	56,106
Laurel	21,897	22,118	1.0	8,492	150,316	223,599	10,109	26,329	*	*	*
KEMPER	10,121	10,267	1.4	3,453	39,631	63,932	6,227	18,515	579	3,332	3,163
LAFAYETTE	31,069	33,613	8.8	10,383	171,995	292,484	8,650	28,170	525	5,452	2,589
Oxford	9,882	9,468	-4.2	3,713	87,790	141,355	14,929	38,067	*	*	*
LAMAR	24,061	29,675	23.3	9,896	147,846	263,842	8,891	26,661	435	1,992	8,818
LAUDERDALE	77,364	80,733	4.4	28,550	494,368	831,772	10,303	29,134	551	1,647	2,384
Meridian	46,577	47,410	1.8	18,119	307,761	465,511	9,819	25,692	*	*	*
LAWRENCE	12,560	13,503	7.5	4,644	70,707	116,497	8,627	25,085	411	1,420	2,349
LEAKE	18,795	19,378	3.1	6,800	86,177	147,221	7,597	21,650	787	3,130	39,580
LEE	57,215	63,337	10.7	22,844	383,288	698,675	11,031	'30,585	701	,9,499	8,636
Tupelo	23,905	26,843	12.3	10,274	192,954	317,832	11,841	30,936	*	*	*
LEFLORE	41,460	41,452	0.0	13,512	215,500	350,804	8,463	25,962	312	75,196	2,164
Greenwood	20,115	19,844	-1.3	7,458	130,482	192,783	9,715	25,849	*	*	*
LINCOLN	30,280	31,427	3.8	10,791	163,601	252,167	8,024	23,368	643	2,394	10,993
Brookhaven	10,800	11,463	6.1	4,068	63,767	106,217	9,266	26,109	*	*	*
LOWNDES	57,233	62,447	9.1	21,054	341,800	589,391	9,438	27,994	486	12,912	2,295
Columbus	27,383	28,045	2.4	9,842	161,403	246,704	8,797	25,065	*	*	*
MADISON	41,808	49,258	17.8	15,769	196,807	336,173	6,825	21,319	607	25,043	5,754
MARION	25,724	27,378	6.4	9,387	136,858	209,185	7,641	22,285	720	892	10,949
MARSHALL	29,341	32,941	12.3	10,068	115,912	192,278	5,837	19,098	681	13,782	7,645
MONROE	36,395	37,305	2.5	12,976	198,831	347,675	9,320	26,794	712	19,140	4,783
MONTGOMERY	13,381	12,241	-8.5	4,859	63,943	89,258	7,292	18,370	374	6,003	2,908
NESHOBA	23,785	25,235	6.1	8,790	131,042	229,538	9,096	26,114	870	694	21,199
NEWTON	19,909	20,414	2.5	7,305	107,656	167,720	8,216	22,960	763	2,006	30,380
NOXUBEE	13,166	12,569	-4.5	4,030	55,065	85,175	6,777	21,135	545	17,686	9,166
OKTIBBEHA	36,060	40,386	12.0	12,065	211,286	380,257	9,416	31,517	454	4,843	6,399
Starkville	15,169	17,551	15.7	6,390	109,067	182,035	10,372	28,487	*	*	*
PANOLA	28,202	29,761	5.5	9,797	115,620	190,906	6,415	19,486	817	29,441	4,940
PEARL RIVER	33,966	38,266	12.7	12,610	202,002	318,988	8,336	25,296	718	3,708	10,529
Picayune	10,361	12,269	13.4	3,984	64,002	145,591	11,867	36,548	*	*	*
PERRY	9,860	11,550	17.1	3,810	48,038	98,560	8,533	25,869	308	1,457	5,719
PIKE	36,203	36,657	1.3	12,804	189,797	291,368	7,948	22,756	601	1,631	14,666
McComb	12,331	12,811	3.9	5,002	77,357	122,002	9,523	24,391	*	*	*
PONTOTOC	20,962	23,003	9.7	8,326	111,908	204,627	8,896	24,577	815	12,283	8,132
PRENTISS	24,067	25,401	5.5	8,913	129,819	244,975	9,644	27,485	564	6,924	5,053
QUITMAN	12,556	10,907	-13.1	3,593	53,505	73,189	6,710	20,370	323	39,470	159
RANKIN	70,074	90,528	29.2	29,457	540,777	1,011,826	11,177	34,349	667	5,523	34,598
SCOTT	24,558	25,945	5.6	8,843	129,245	229,832	8,858	25,990	833	4,558	78,555
SHARKEY	7,906	7,885	-0.3	2,262	31,786	56,395	7,152	24,931	162	42,252	2,641
SIMPSON	23,474	25,367	8.1	8,506	124,660	200,254	7,894	23,543	771	2,414	31,749
SMITH	15,047	15,232	1.2	5,262	81,366	143,562	9,425	27,283	773	1,347	44,999
STONE	9,746	10,178	4.4	3,086	55,029	78,641	7,727	25,483	275	1,333	3,792
SUNFLOWER	34,770	36,919	6.2	9,893	152,833	272,513	7,381	27,546	446	71,904	11,999
TALLAHATCHIE	17,087	15,462	-9.5	5,321	70,144	107,815	6,973	20,262	472	53,320	4,590
TATE	20,039	21,407	6.8	6,583	93,186	144,710	6,760	21,982	647		
TIPPAH	18,700	20,041	7.2	7,053	92,428	182,481	9,105	25,873	673	5,028	3,749
TISHOMINGO	18,564	19,082	2.8	7,119	108,466	151,537	7,941	21,286	364	1,935	1,614
TUNICA	9,611	8,953	-6.8	2,719	32,978	49,062	5,480	18,044	171	44,890	1,085

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MISSISSIPPI POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1989	POPULATION % Pop. Change 89 vs 80	HOUSEHOLDS 1989 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1988 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
UNION	21,749	22,628	4.0	8,373	125,457	230,921	10,205	27,579	734	7,943	4,662
WALTHALL	13,749	12,899	-6.2	4,776	66,924	91,257	7,075	19,107	807	3,914	17,222
WARREN	51,751	52,703	1.8	18,182	349,076	553,219	10,497	30,427	280	9,467	1,380
Vicksburg	25,434	26,458	4.0	9,684	160,333	253,998	9,600	26,228	*	*	*
WASHINGTON	72,164	72,535	0.5	24,108	395,725	579,628	7,991	24,043	444	79,848	6,408
Greenville	40,613	36,963	-9.0	12,321	223,997	288,962	7,818	23,453	*	*	*
WAYNE	19,179	20,339	6.0	6,812	94,774	149,786	7,364	21,989	498		
WEBSTER	10,280	10,280	0.0	3,710	57,289	96,416	9,379	25,988	400	6,362	2,045
WILKINSON	9,973	10,281	3.1	3,471	40,684	68,389	6,652	19,703	267	2,732	3,454
WINSTON	19,417	18,525	-4.6	6,507	102,909	166,425	8,984	25,576	729	1,954	7,047
YALOBUSHA	13,142	13,723	4.4	4,975	58,331	101,851	7,422	20,473	375		
YAZOO	27,267	26,411	-3.1	9,311	118,470	186,279	7,053	20,006	605	52,762	8,623

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Mississippi 1986 Cash Receipts as follows: From Crops $741,000,000; from Livestock & Livestock Products $1,046,000,000; Total $1,787,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MISSOURI POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1989	POPULATION % Pop. Change 89 vs 80	HOUSEHOLDS 1989 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1988 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	4,923,641	5,173,350	5.1	1,934,720	39,090,005	67,746,550	13,095	35,016	112,447	1,523,053	2,007,743
METRO AREAS (MSAs/PMSAs/CMSAs)											
Columbia, MO	100,864	109,036	8.1	37,240	900,057	1,676,014	15,371	45,006	1,345	12,507	15,143
Joplin, MO	127,873	138,763	8.5	53,279	895,886	1,681,661	12,119	31,563	3,216	20,504	63,423
Springfield, MO	208,408	229,193	10.0	86,128	1,679,593	3,244,698	14,157	37,673	3,701	4,416	57,252
St. Joseph, MO	87,763	86,023	-2.0	34,084	564,972	983,712	11,435	28,861	909	18,164	10,493
St. Louis, MO-IL	2,376,748	2,468,035	3.8	912,136	10,967,488	17,827,827	7,223	19,545	4,774	72,226	71,752
Kansas City, MO-KS	1,435,071	1,524,435	6.2	580,006	12,453,253	21,668,077	14,214	37,358	10,702	144,873	155,473
COUNTIES, Cities											
ADAIR	24,944	25,821	3.5	9,533	202,531	332,874	12,892	34,918	951	9,173	12,143
Kirksville	17,167	17,192	0.1	9,227	138,024	165,955	9,653	17,986	*	*	*
ANDREW	13,999	16,407	17.2	5,776	87,234	170,818	10,411	29,574	1,007	16,708	20,285
ATCHISON	8,555	8,520	-0.4	3,339	78,999	122,855	14,420	36,794	669	36,659	14,922
AUDRAIN	26,517	26,152	-1.4	9,735	238,824	383,976	14,682	39,443	1,256	40,693	34,104
Mexico	12,276	11,300	-8.0	4,553	122,084	139,764	12,369	30,697	*	*	*
BARRY	24,514	28,093	14.6	10,820	154,357	319,397	11,369	29,519	1,726	2,627	38,637
Monett	6,148	5,745	-6.6	2,093	38,429	62,612	10,899	29,913	*	*	*
BARTON	11,325	11,954	5.6	4,675	81,976	155,727	13,027	33,311	978	22,506	14,702
BATES	15,867	15,953	0.5	6,229	126,012	202,711	12,707	32,543	1,446	19,368	26,891
BENTON	12,355	12,700	2.8	4,947	90,343	156,023	12,285	31,539	988	4,072	18,661
BOLLINGER	10,327	10,484	1.5	3,873	55,024	91,123	8,692	23,528	994	6,616	8,928
BOONE	100,864	109,036	8.1	37,240	900,057	1,676,014	15,371	45,006	1,345	12,507	15,143
Columbia	62,061	64,608	4.1	23,115	539,812	781,181	12,091	33,795	*	*	*
BUCHANAN	87,763	86,023	-2.0	34,084	564,972	983,712	11,435	28,861	909	18,164	10,493
St. Joseph	76,691	70,966	-7.5	27,737	469,585	946,531	13,338	34,125	*	*	*
BUTLER	37,644	38,503	2.3	14,784	263,138	468,953	12,180	31,720	940	39,752	3,571
Poplar Bluff	17,139	17,690	3.2	7,249	126,837	172,971	9,778	23,862	*	*	*
CALDWELL	8,632	8,155	-5.5	3,367	63,133	106,846	13,102	31,733	925		
CALLAWAY	32,487	34,430	6.0	11,076	279,224	551,210	16,010	49,766	1,381	13,972	18,946
Fulton	11,046	10,241	-7.3	3,235	94,662	108,643	10,609	33,588	*	*	*
CAMDEN	20,125	26,027	29.3	10,496	163,658	391,851	15,056	37,333	560	357	10,991
Camdenton	NO DATA AVAILABLE FOR THIS CITY										
CAPE GIRARDEAU	59,166	62,650	5.9	22,351	474,231	851,563	13,592	38,100	1,427	17,690	19,766
Cape Girardeau	34,361	35,807	4.2	13,285	282,678	422,834	11,809	31,828	*	*	*
CARROLL	12,163	11,184	-8.0	4,816	105,326	140,193	12,535	29,110	1,099	31,021	24,630
Carrollton	4,700	4,145	-11.8	1,740	32,068	49,632	11,974	28,516	*	*	*

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MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CARTER	5,420	6,536	20.6	2,409	37,059	81,343	12,445	33,766	202	96	1,731
CASS	51,197	60,533	18.2	21,078	361,426	713,955	11,794	33,872	1,741	19,264	22,492
CEDAR	12,009	12,673	5.5	5,091	85,589	156,498	12,349	30,740	956	1,879	10,346
CHARITON	10,442	10,214	-2.2	4,022	82,405	126,020	12,338	31,333	1,271	31,936	34,354
CHRISTIAN	22,568	26,784	18.7	9,658	165,832	312,703	11,675	32,378	1,426	963	23,416
CLARK	8,527	8,323	-2.4	3,054	60,387	116,883	14,043	38,272	728	22,060	9,877
CLAY	136,535	148,594	8.8	56,414	1,163,152	2,176,423	14,647	38,579	767	6,322	15,245
Excelsior Spring	10,424	10,766	3.3	4,340	97,544	152,795	14,193	35,204	•	•	•
CLINTON	16,004	16,597	3.7	5,636	141,140	242,062	14,585	42,949	875	12,052	25,919
COLE	57,037	64,448	13.0	22,144	525,777	991,347	15,382	44,768	1,055	2,323	12,294
Jefferson City	33,619	36,861	9.6	14,538	338,126	518,485	14,066	35,663	•	•	•
COOPER	14,677	14,639	-0.3	5,390	129,496	215,155	14,697	39,917	1,009	17,090	24,621
Boonville	6,959	6,884	-1.1	2,704	49,401	72,902	10,590	26,958	•	•	•
CRAWFORD	18,421	20,179	9.5	7,312	134,163	250,553	12,417	34,266	759	549	8,014
DADE	7,358	7,596	3.2	3,062	52,455	90,344	11,894	29,505	932	7,356	15,348
DALLAS	12,124	13,160	8.5	4,876	71,582	116,457	8,849	23,884	1,132	646	26,229
DAVIESS	8,922	8,684	-2.7	3,465	63,977	103,606	11,931	29,901	982	19,144	16,660
DE KALB	8,210	8,373	2.0	3,137	59,875	105,996	12,659	33,789	859	12,127	19,781
DENT	14,567	15,495	6.4	5,818	116,157	206,273	13,312	35,454	764	594	7,343
DOUGLAS	11,680	12,933	10.7	4,665	63,635	115,772	8,952	24,817	1,300	714	22,928
DUNKLIN	36,129	36,208	0.2	13,953	235,954	341,156	9,422	24,450	806	57,968	1,259
Kennet	10,145	9,531	-6.1	3,763	75,758	96,173	10,090	25,560	•	•	•
FRANKLIN	71,551	78,432	9.6	26,955	480,810	933,061	11,896	34,616	1,764	7,229	26,988
GASCONADE	13,216	14,560	10.2	5,599	97,788	188,989	12,980	33,754	896	2,589	10,589
GENTRY	7,881	7,850	-0.4	3,128	56,347	89,143	11,356	28,498	759	15,167	17,537
GREENE	185,840	202,409	8.9	76,470	1,513,761	2,931,995	14,485	38,342	2,275	3,453	33,836
Springfield	133,116	143,798	8.0	58,286	1,056,986	1,788,371	12,437	30,683	•	•	•
GRUNDY	11,942	11,226	-6.0	5,014	94,701	149,224	13,293	29,761	740	18,434	13,058
Trenton	6,811	6,928	1.7	3,020	45,907	71,914	10,380	23,812	•	•	•
HARRISON	9,881	9,819	-0.6	4,195	68,172	120,364	12,258	28,692	1,054	16,918	22,959
HENRY	19,709	19,661	-0.2	8,117	155,958	270,532	13,760	33,329	1,097	11,781	20,792
Clinton	8,366	8,789	5.1	3,515	55,902	100,310	11,413	28,538	•	•	•
HICKORY	6,407	7,709	20.3	3,228	44,106	80,894	10,493	25,060	562	782	9,069
HOLT	6,882	6,676	-3.0	2,863	59,123	92,525	13,859	32,317	679	31,243	10,318
HOWARD	10,035	9,931	-1.0	3,730	73,792	125,805	12,668	33,728	740	12,699	13,669
HOWELL	28,835	32,118	11.4	12,204	184,372	348,289	10,844	28,539	1,734	1,078	34,405
West Plains	7,741	8,219	6.2	3,522	43,626	70,873	8,623	20 123	•	•	•
IRON	11,065	11,605	4.9	3,983	79,945	152,358	13,129	38,252	301	144	3,760
JACKSON	628,731	623,148	-0.9	247,938	4,954,745	7,586,074	12,174	30,597	1,012	14,802	12,178
Blue Springs	25,927	26,115	0.7	8,958	209,497	596,454	22,839	66,584	•	•	•
Independence	111,806	84,455	-24.5	33,860	841,270	1,691,540	20,029	49,957	•	•	•
Kansas City	448,159	437,770	-2.3	189,264	3,392,646	5,345,323	12,210	28,243	•	•	•
JASPER	87,150	91,351	4.8	35,561	620,511	1,135,534	12,430	31,932	1,427	15,522	23,855
Carthage	11,104	11,448	3.1	4,687	78,276	138,809	12,126	29,618	•	•	•
Joplin	39,023	40,780	4.5	17,497	289,831	483,925	11,867	27,657	•	•	•
JEFFERSON	147,913	171,006	15.6	56,501	1,061,887	1,973,191	11,539	34,923	759	2,855	6,585
Crystal City	3,573	4,130	15.6	1,620	26,453	57,850	14,007	35,705	•	•	•
Festus	7,574	9,517	25.7	3,455	57,412	132,945	13,969	38,480	•	•	•
JOHNSON	39,203	39,200	0.0	13,737	293,821	513,612	13,102	37,389	1,855	14,464	30,260
Warrensburg	13,807	12,495	-9.5	3,815	110,832	128,679	10,298	33,733	•	•	•
KNOX	5,490	5,178	-5.7	2,070	38,740	64,738	12,503	31,274	680	16,928	14,311
LACLEDE	24,388	29,029	19.0	10,989	178,479	397,840	13,705	36,203	1,307	841	30,013
Lebanon	9,507	10,773	13.3	4,618	80,333	120,774	11,211	26,155	•	•	•
LAFAYETTE	30,025	30,626	2.0	11,150	283,381	429,610	14,028	38,530	1,599	32,045	41,043
Lexington	5,063	4,815	-4.9	1,935	35,157	54,997	11,422	28,418	•	•	•
LAWRENCE	29,074	30,768	5.8	11,451	185,339	322,623	10,486	28,174	1,859	5,848	45,594
LEWIS	10,861	11,334	4.4	4,183	79,039	144,674	12,765	34,586	823	19,349	15,830
LINCOLN	22,351	24,656	10.3	8,488	183,375	346,077	14,036	40,773	1,272	21,202	37,671
LINN	15,498	15,591	0.6	6,480	126,606	197,845	12,690	30,532	989	15,632	21,562
Brookfield	5,555	6,385	14.9	2,817	37,810	71,337	11,173	25,325	•	•	•
LIVINGSTON	15,693	15,135	-3.6	6,235	131,022	196,763	13,001	31,558	839	20,046	11,894
Chillicothe	9,089	8,702	-4.3	3,550	80,222	103,598	11,905	29,181	•	•	•
MCDONALD	14,842	16,110	8.5	6,126	83,293	149,205	9,262	24,356	1,151	632	48,305
MACON	16,336	17,089	4.6	6,614	132,372	222,784	13,037	33,684	1,259	19,145	19,624
Macon	5,680	6,427	13.2	2,623	40,580	68,593	10,672	26,147	•	•	•
MADISON	10,750	11,145	3.7	4,345	80,959	135,674	12,174	31,225	432	573	5,847
MARIES	7,550	7,979	5.7	3,001	52,685	76,858	9,633	25,611	852	911	11,380
MARION	28,692	30,294	5.6	11,104	234,455	419,498	13,848	37,779	785	18,060	15,109
Hannibal	18,811	20,080	6.7	7,943	143,937	193,588	9,641	24,372	•	•	•
MERCER	4,703	4,510	-4.1	1,923	35,175	52,869	11,723	27,493	629	8,187	12,394
MILLER	18,575	21,440	15.4	7,990	141,392	269,533	12,572	33,734	1,106	1,304	28,747
MISSISSIPPI	15,677	15,409	-1.7	5,648	98,202	169,400	10,994	29,993	361	48,760	3,589

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MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MONITEAU	12,134	13,700	12.9	4,832	83,272	155,179	11,327	32,115	1,062	4,944	22,965
MONROE	9,693	9,526	-1.7	3,696	71,614	128,526	13,492	34,774	993	19,386	22,880
MONTGOMERY	11,557	11,493	-0.6	4,449	94,105	157,739	13,725	35,455	894	17,095	17,808
MORGAN	13,810	15,938	15.4	6,118	100,896	188,380	11,820	30,791	911	3,416	26,404
NEW MADRID	22,840	22,214	-2.7	8,242	143,181	304,039	13,687	36,889	609	67,213	1,615
NEWTON	40,723	47,412	16.4	17,718	275,375	546,127	11,519	30,823	1,789	4,982	39,568
Neosho	9,493	11,103	17.0	4,578	99,363	112,601	10,141	24,595	*	*	*
NODAWAY	21,971	22,351	1.7	7,950	185,461	316,465	14,159	39,807	1,518	34,134	41,274
Maryville	9,558	9,636	0.8	3,166	58,896	93,542	9,708	29,544	*	*	*
OREGON	10,217	10,157	-0.6	3,930	64,518	100,801	9,924	25,649	921	687	19,296
OSAGE	12,011	12,864	7.1	4,317	83,231	146,844	11,415	34,015	1,185	2,850	36,213
OZARK	7,937	8,894	12.1	3,471	46,444	81,805	9,198	23,568	844	329	20,500
PEMISCOT	24,954	24,070	-3.5	9,063	151,674	250,235	10,396	27,611	525	51,405	1,002
PERRY	16,832	17,141	1.8	5,979	108,975	172,298	10,052	28,817	1,016	12,975	23,207
PETTIS	36,419	36,325	-0.3	13,944	298,611	540,030	14,867	38,728	1,352	19,248	28,126
Sedalia	20,927	19,305	-7.8	8,194	172,232	231,002	11,966	28,191	*	*	*
PHELPS	33,672	36,648	8.8	12,435	277,284	514,853	14,049	41,404	789	864	9,243
Rolla	13,303	14,602	9.8	4,800	117,294	155,927	10,678	32,485	*	*	*
PIKE	17,546	16,818	-4.1	6,476	138,562	226,291	13,455	34,943	1,099	23,880	31,726
PLATTE	46,549	56,217	20.8	20,658	404,909	898,406	15,981	43,489	891	18,523	7,008
POLK	18,800	20,530	9.2	7,310	123,067	220,080	10,720	30,107	1,649	2,273	36,621
PULASKI	41,726	42,360	1.5	10,882	247,775	429,360	10,136	39,456	567	443	6,853
Saint Robert	1,735	2,366	36.4	1,118	9,774	20,106	8,499	17,982	*	*	*
Waynesville	2,879	4,108	42.7	1,627	18,444	44,999	10,953	27,658	*	*	*
PUTNAM	6,030	5,870	-2.7	2,449	40,051	66,503	11,329	27,155	715	5,602	16,278
RALLS	8,981	9,263	3.1	3,276	73,266	111,754	12,065	34,113	701	18,647	11,817
RANDOLPH	25,575	26,216	2.5	9,809	211,093	365,913	13,958	37,304	829	10,039	11,979
Moberly	13,418	13,454	0.3	5,514	117,155	146,369	10,879	26,545	*	*	*
RAY	21,482	23,651	10.1	8,256	130,829	236,642	10,006	28,663	1,250	20,792	17,226
Richmond	5,499	5,372	-2.3	2,573	37,574	66,511	12,381	25,847	*	*	*
REYNOLDS	7,279	7,560	3.9	2,806	48,842	92,237	12,201	32,871	377	336	3,376
RIPLEY	12,448	12,986	4.3	4,844	70,998	111,050	8,552	22,925	547	4,026	4,725
ST. CHARLES	144,989	194,279	34.0	65,032	1,166,819	2,640,724	13,592	40,607	1,023	24,668	13,820
ST. CLAIR	8,653	8,761	1.2	3,446	55,078	78,428	8,952	22,759	843	6,106	13,832
STE. GENEVIEVE	15,222	15,570	2.3	5,237	104,505	181,445	11,654	34,647	695	4,114	16,937
ST. FRANCOIS	42,913	45,479	6.0	16,292	353,398	402,084	8,841	24,680	729	1,865	12,437
Flat River	4,443	4,644	4.5	1,851	27,199	41,184	8,869	22,249	*	*	*
ST. LOUIS	975,663	1,050,228	7.6	389,999	9,038,760	18,704,431	17,810	47,960	445	12,983	1,823
SALINE	25,007	24,935	-0.3	9,364	210,494	376,004	15,079	40,154	1,168	40,133	25,626
Marshall	12,781	12,165	-4.8	4,538	107,493	133,734	10,994	29,472	*	*	*
SCHUYLER	4,982	4,643	-6.8	1,995	34,830	53,550	11,533	26,842	539		
SCOTLAND	5,376	5,288	-1.6	2,061	36,527	66,294	12,537	32,166	632	14,629	14,512
SCOTT	39,839	40,772	2.3	14,710	373,807	633,402	15,535	43,059	687	35,859	7,056
Sikeston	17,431	17,851	2.4	6,662	173,573	245,499	13,752	36,851	*	*	*
SHANNON	7,897	8,108	2.7	2,963	48,891	80,481	9,926	27,162	457	115	4,797
SHELBY	7,797	7,663	-1.7	3,143	58,916	96,423	12,583	30,679	768	19,728	21,416
STODDARD	29,067	28,623	-1.5	11,603	201,881	378,147	13,211	32,590	1,338	70,651	13,198
Dexter	7,043	11,801	67.6	4,766	42,780	119,455	10,122	25,064	*	*	*
STONE	15,766	19,224	21.9	7,602	117,483	240,967	12,535	31,698	824		
SULLIVAN	7,436	7,117	-4.3	2,950	55,491	84,880	11,926	28,773	893	9,358	19,856
TANEY	20,566	26,973	31.2	10,592	151,787	352,919	13,084	33,319	619	173	6,042
TEXAS	21,130	21,928	3.8	8,403	129,726	220,046	10,035	26,187	1,630	984	28,409
VERNON	19,824	19,856	0.2	7,649	145,216	247,014	12,440	32,294	1,320	21,041	16,989
Nevada	9,044	9,001	-0.5	3,528	55,210	99,640	11,070	28,239	*	*	*
WARREN	14,931	18,548	24.2	6,519	124,409	270,222	14,569	41,451	642	9,092	12,573
WASHINGTON	18,045	18,985	5.2	6,429	113,455	237,295	12,499	36,910	493		
WAYNE	11,265	12,280	9.0	4,772	72,041	138,671	11,292	29,059	442	2,015	3,572
WEBSTER	20,544	23,468	14.2	7,935	127,191	248,541	10,591	31,322	1,595	737	36,139
WORTH	2,975	2,919	-1.9	1,207	22,718	36,994	12,674	30,650	389		
WRIGHT	16,241	16,728	3.0	6,309	97,434	171,907	10,277	27,248	1,481	1,122	37,556
ST. LOUIS (INDEPENDENT CITY)	450,507	393,716	-12.6	160,253	2,879,620	4,293,179	10,904	26,790	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Missouri 1986 Cash Receipts as follows: From Crops $1,586,000,000; from Livestock & Livestock Products $1,925,000,000; Total $3,511,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

MONTANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1988	% Pop. Change 88 vs 80	1988 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	788,297	852,881	8.2	319,471	6,028,002	9,622,286	11,282	30,119	23,570	759,174	787,990
METRO AREAS (MSAs/PMSAs/CMSAs)											
Billings, MT	108,366	124,225	14.6	48,128	994,174	1,735,742	13,973	36,065	1,046	22,514	56,929
Great Falls, MT	79,974	81,472	1.9	31,467	641,227	941,008	11,550	29,905	799	25,255	45,113
COUNTIES, Cities											
BEAVERHEAD	8,219	8,865	7.9	3,261	44,709	76,282	8,605	23,392	342	6,702	34,976
BIG HORN	11,078	11,770	6.2	3,641	122,617	142,667	12,121	39,183	462	22,300	33,742
BLAINE	6,966	6,979	0.2	2,329	46,045	73,900	10,589	31,730	455	20,931	15,834
BROADWATER	3,282	3,642	11.0	1,305	17,347	28,198	7,742	21,608	207	8,304	6,914
CARBON	8,076	8,831	9.3	3,465	100,967	162,205	18,368	46,812	597	10,036	22,150
CARTER	1,792	1,694	-5.5	667	17,876	20,257	11,958	30,370	335	3,189	13,935
CASCADE	79,974	81,472	1.9	31,467	641,227	941,008	11,550	29,905	799	25,255	45,113
Great Falls	56,725	54,046	-4.7	21,585	451,314	667,809	12,356	30,939	*	*	*
CHOUTEAU	6,084	6,118	0.6	2,234	59,717	85,783	14,021	38,399	742	78,634	13,052
CUSTER	13,162	13,684	4.0	5,303	124,455	180,372	13,181	34,013	382	6,042	32,702
Miles City	9,602	10,198	6.2	4,115	87,069	116,675	11,441	28,356	*	*	*
DANIELS	2,829	2,681	-5.2	1,063	23,616	34,139	12,734	32,116	378	18,180	4,534
DAWSON	11,813	12,926	9.4	4,839	112,830	169,781	13,135	35,086	499	16,644	9,636
DEER LODGE	12,400	10,758	-13.2	3,947	69,627	89,286	8,299	22,621	62	365	2,770
Anaconda	12,518	9,863	-21.2	3,724	82,378	102,792	10,422	27,605	*	*	*
FALLON	3,740	3,573	-4.5	1,367	32,221	39,437	11,038	28,849	285	5,935	8,217
FERGUS	13,132	12,937	-1.5	5,037	112,010	172,058	13,300	34,159	805	23,285	28,368
FLATHEAD	52,352	57,442	9.7	21,431	329,648	570,938	9,939	26,641	914	8,167	11,839
Kalispell	10,648	12,504	17.4	4,852	63,720	137,633	11,007	28,367	*	*	*
GALLATIN	43,224	52,532	21.5	18,350	280,316	538,037	10,242	29,321	782	19,178	32,167
Bozeman	21,645	25,465	17.6	8,343	124,112	235,704	9,256	28,253	*	*	*
GARFIELD	1,632	1,689	3.5	654	13,935	19,987	11,834	30,561	263	8,300	15,819
GLACIER	10,651	11,456	7.6	3,878	76,935	107,962	9,424	27,840	349	21,590	13,490
GOLDEN VALLEY	1,031	1,120	8.6	393	8,931	15,737	14,051	40,043	153	3,755	5,457
GRANITE	2,702	3,007	11.3	1,131	14,333	23,459	7,801	20,742	153	450	7,638
HILL	17,967	18,674	3.9	6,854	166,936	223,705	11,979	32,639	675	55,662	8,865
Havre	10,891	11,088	1.8	4,013	99,193	122,813	11,076	30,604	*	*	*
JEFFERSON	7,034	9,133	29.8	3,203	40,469	76,329	8,357	23,830	252	2,321	6,167
JUDITH BASIN	2,633	2,701	2.6	1,015	22,336	32,942	12,196	32,455	325	11,375	15,742
LAKE	19,175	21,764	13.5	7,696	99,687	174,984	8,040	22,737	1,027	10,982	19,049
LEWIS AND CLARK	43,299	47,807	10.4	18,344	318,395	513,244	10,736	27,979	417	5,076	10,896
Helena	23,938	25,555	6.8	9,837	163,567	307,645	12,039	31,274	*	*	*
LIBERTY	2,323	2,552	9.9	1,014	22,294	33,607	13,169	33,143	248	30,056	5,327
LINCOLN	17,821	18,924	6.2	6,714	107,421	160,909	8,503	23,966	264	191	1,495
MC CONE	2,703	2,650	-2.0	928	20,031	29,506	11,134	31,795	425	18,342	6,715
MADISON	5,447	5,993	10.0	2,381	42,655	68,363	11,407	28,712	439	5,310	25,848
MEAGHER	2,134	2,207	3.4	810	10,440	18,347	8,313	22,651	119	3,598	11,938
MINERAL	3,686	3,914	6.2	1,487	21,838	38,056	9,723	25,592	81	266	464
MISSOULA	76,677	79,795	4.1	30,282	526,313	838,277	10,505	27,682	443	1,262	4,322
Missoula	33,388	34,635	3.7	14,416	219,957	397,306	11,471	27,561	*	*	*
MUSSELSHELL	4,409	4,798	8.8	1,898	38,847	58,109	12,111	30,616	258	6,090	7,822
PARK (INCLUDING YELLOWSTONE	12,977	13,835	6.6	5,570	83,116	134,895	9,750	24,218	1,046	22,514	56,929
Livingston	6,994	6,906	-1.3	2,605	52,336	72,106	10,441	27,682	*	*	*
PETROLEUM	649	643	-0.9	233	4,032	6,946	10,802	29,811	398	3,365	12,600
PHILLIPS	5,393	6,325	17.3	2,328	42,376	68,905	10,894	29,598	99	1,548	6,610
PONDERA	6,711	7,143	6.4	2,609	59,133	89,380	12,513	34,258	494	17,081	17,390
POWDER RIVER	2,523	2,397	-5.0	900	25,869	34,559	14,418	38,399	486	38,099	9,489
POWELL	6,921	7,023	1.5	2,436	40,304	64,715	9,215	26,566	338	4,035	15,038
PRAIRIE	1,832	1,834	0.1	678	12,273	15,136	8,253	22,324	210	1,557	10,702
RAVALLI	22,802	26,918	18.1	9,528	123,174	201,301	7,478	21,127	183	5,283	9,944
Hamilton	2,661	3,226	21.2	1,513	16,648	29,590	9,173	19,553	*	*	*
RICHLAND	12,423	14,752	18.7	5,262	123,552	161,448	10,944	30,682	1,019	3,145	17,939
ROOSEVELT	10,504	11,759	11.9	3,944	81,927	132,677	11,283	33,640	555	26,441	14,868
ROSEBUD	10,047	15,546	54.7	4,987	88,008	191,004	12,286	38,300	584	25,708	5,742
SANDERS	8,719	9,632	10.5	3,569	49,152	77,084	8,003	21,598	353	12,346	22,923
SHERIDAN	5,421	6,030	11.2	2,353	52,971	76,370	12,665	32,456	379	1,782	6,205
SILVER BOW	37,807	34,531	-8.7	14,740	223,165	368,863	10,682	25,025	586	23,982	4,533
Butte	37,205	32,849	-11.7	12,803	200,319	398,953	12,145	31,161	*	*	*
STILLWATER	5,612	6,364	13.4	2,405	79,900	137,053	21,536	56,987	108	315	2,205
SWEET GRASS	3,222	3,301	2.5	1,293	28,437	43,316	13,122	33,500	429	8,831	14,979
TETON	6,478	6,595	1.8	2,441	57,436	87,282	13,235	35,757	292	1,413	12,161
TOOLE	5,545	5,506	-0.7	2,129	48,762	70,767	12,853	33,240	625	37,731	25,203

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MONTANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1989 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
TREASURE	955	1,008	5.5	411	7,102	10,401	10,318	25,307	354	28,507	5,573
VALLEY	10,109	9,659	-4.5	3,717	87,176	112,634	11,661	30,302	107	4,338	5,830
WHEATLAND	2,363	2,272	-3.9	889	17,886	30,189	13,287	33,958	654	25,513	13,467
WIBAUX	1,471	1,495	1.6	533	11,053	13,748	9,196	25,794	150	3,768	10,490
YELLOWSTONE	108,366	124,225	14.6	48,128	994,174	1,735,742	13,973	36,065	184	4,099	4,167
Billings	66,842	74,004	10.7	30,265	608,723	922,931	12,471	30,495	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Montana 1986 Cash Receipts as follows: From Crops $493,000,000; from Livestock & Livestock Products $720,000,000; Total $1,213,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEBRASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,571,699	1,633,050	3.9	612,692	12,303,001	21,920,994	13,423	35,778	60,243	2,379,818	4,245,925
METRO AREAS (MSAs/PMSAs/CMSAs)											
Lincoln, NE	193,716	207,672	7.2	78,279	1,520,947	2,653,009	12,775	33,892	1,547	35,520	26,656
Omaha, NE-IA	585,620	625,076	6.7	232,698	4,633,466	8,332,143	13,330	35,807	3,582	132,382	280,853
COUNTIES, Cities											
ADAMS	30,722	31,085	1.2	12,092	315,229	543,457	17,483	44,944	747	48,781	70,125
Hastings	23,045	23,450	1.8	9,765	236,351	314,157	13,397	32,170	*	*	*
ANTELOPE	8,673	8,718	0.5	3,294	52,673	96,164	11,031	29,194	1,042	43,819	55,815
ARTHUR	507	463	-8.7	204	4,064	5,046	10,898	24,735	81	1,237	6,731
BANNER	912	1,103	20.9	306	7,000	12,070	10,943	39,444	200	12,889	7,547
BLAINE	882	759	-13.9	324	6,308	9,863	12,995	30,441	141	1,058	15,811
BOONE	7,382	7,086	-4.0	2,710	49,255	92,986	13,122	34,312	857	31,074	58,012
BOX BUTTE	13,927	14,617	5.0	5,402	110,860	168,152	11,504	31,128	543	35,427	32,309
Alliance	9,869	10,967	11.1	4,212	91,380	164,285	14,979	39,003	*	*	*
BOYD	3,322	3,222	-3.0	1,268	17,921	28,805	8,940	22,717	442	3,757	14,777
BROWN	4,396	4,302	-2.1	1,701	33,183	58,205	13,530	34,218	353	13,145	48,367
BUFFALO	34,917	39,205	12.3	13,801	265,427	508,157	12,962	36,820	1,191	55,404	80,086
Kearney	21,158	24,415	15.4	8,638	161,315	283,973	11,631	32,875	*	*	*
BURT	8,795	8,423	-4.2	3,458	64,247	95,966	11,393	27,752	733	40,019	73,658
BUTLER	9,347	9,195	-1.6	3,406	76,405	138,194	15,029	40,574	976	39,699	31,441
CASS	20,205	22,166	9.7	8,114	138,232	242,208	10,927	29,851	915	33,459	40,608
CEDAR	10,865	11,226	3.3	4,201	58,411	113,919	10,148	27,117	144	24,754	72,586
CHASE	4,775	4,959	3.9	1,778	27,608	52,230	10,532	29,376	433	46,973	32,813
CHERRY	6,748	6,553	-2.9	2,589	59,638	92,010	14,041	35,539	708	5,674	69,536
CHEYENNE	10,041	9,915	-1.3	4,153	81,934	145,785	14,703	35,104	701	30,584	54,460
CLAY	8,107	7,787	-3.9	3,114	70,958	143,697	18,453	46,145	664	46,308	64,525
COLFAX	9,894	9,800	-1.0	3,700	72,557	150,228	15,329	40,602	779	25,698	87,924
CUMING	11,673	11,536	-1.2	4,105	80,045	143,167	12,410	34,876	1,250	26,204	230,862
CUSTER	13,837	13,138	-5.1	5,425	103,064	187,988	14,309	34,652	1,439	46,160	77,927
DAKOTA	16,701	19,283	15.5	6,878	158,062	325,172	16,863	47,277	378	16,637	12,392
DAWES	9,642	9,404	-2.5	3,450	82,463	123,322	13,114	35,746	452	5,213	13,413
DAWSON	22,251	22,307	0.3	8,422	179,233	316,597	14,193	37,592	959	52,437	170,967
DEUEL	2,457	2,249	-8.5	907	19,183	26,331	11,708	29,031	277	16,245	9,540
DIXON	7,110	6,905	-2.9	2,535	44,975	110,835	16,051	43,722	731	17,156	53,390
DODGE	35,944	35,991	0.1	13,656	294,609	469,619	13,048	34,389	977	23,365	70,647
Fremont	23,979	23,416	-2.3	9,010	194,945	318,015	13,581	35,296	*	*	*
DOUGLAS	397,473	421,370	6.0	161,673	3,141,386	5,778,124	13,713	35,740	482	51,865	23,251
Omaha	313,911	337,586	7.5	130,033	2,237,582	5,123,471	15,177	39,401	*	*	*
DUNDY	2,869	2,876	0.2	1,166	25,823	46,208	16,067	39,630	382	23,365	25,818
FILLMORE	7,914	7,756	-2.0	2,993	74,661	155,300	20,023	51,888	765	51,865	41,627
FRANKLIN	4,358	4,101	-5.9	1,765	33,406	59,025	14,393	33,442	530	23,886	23,437
FRONTIER	3,613	3,579	-0.9	1,364	28,717	51,080	14,272	37,449	463	24,736	17,208
FURNAS	6,460	6,364	-1.5	2,645	50,242	91,834	14,430	34,720	520	25,570	26,618
GAGE	24,290	23,973	-1.3	9,408	172,604	293,234	12,232	31,169	1,339	38,359	50,441
Beatrice	12,891	12,199	-5.4	5,129	99,264	186,373	15,278	36,338	*	*	*
GARDEN	2,795	2,675	-4.3	1,135	22,346	36,889	13,790	32,501	330	13,066	34,980
GARFIELD	2,357	2,396	1.7	924	17,265	33,184	13,850	35,913	268	5,933	13,549

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NEBRASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GOSPER	2,123	2,111	-0.6	798	17,972	39,872	18,888	49,965	324	19,125	17,604
GRANT	846	854	0.9	361	7,312	11,648	13,639	32,266	80	363	9,734
GREELEY	3,448	3,250	-5.7	1,144	19,846	37,138	11,427	32,463	438	13,114	23,238
HALL	47,851	51,082	6.8	18,964	405,302	728,517	14,262	38,416	794	46,353	89,687
Grand Island	33,180	41,590	25.3	16,364	276,615	521,887	12,549	31,892	*	*	*
HAMILTON	9,322	9,188	-1.4	3,259	84,537	165,807	18,046	50,877	821	62,088	40,991
HARLAN	4,283	4,159	-2.9	1,676	32,201	64,397	15,484	38,423	453	20,667	34,838
HAYES	1,351	1,296	-4.1	474	9,862	18,883	14,570	39,838	328	16,458	11,217
HITCHCOCK	4,077	3,954	-3.0	1,508	31,729	49,185	12,439	32,616	443	18,345	14,827
HOLT	13,595	13,978	2.8	5,022	102,454	185,557	13,275	36,949	1,269	52,246	105,672
HOOKER	989	1,050	6.2	396	8,508	14,112	13,440	35,636	59	194	4,315
HOWARD	6,783	6,752	-0.5	2,393	43,693	86,868	12,866	36,301	702	21,350	40,964
JEFFERSON	9,827	9,541	-2.9	3,909	83,887	141,413	14,822	36,176	747	25,687	36,068
JOHNSON	5,251	4,936	-6.0	1,986	32,985	55,880	11,321	28,137	566	10,207	14,389
KEARNEY	7,097	6,571	-7.4	2,692	69,637	155,865	23,720	57,899	581	50,730	71,726
KEITH	9,371	9,138	-2.5	3,530	70,190	112,834	12,348	31,964	382	26,061	33,904
KEYA PAHA	1,297	1,192	-8.1	462	9,716	14,776	12,396	31,983	269	1,941	14,234
KIMBALL	4,875	4,821	-1.1	1,789	39,501	61,469	12,750	34,359	344	14,313	6,344
KNOX	11,469	11,255	-1.9	4,171	67,774	130,828	11,624	31,366	1,280	15,115	82,922
LANCASTER	193,716	207,672	7.2	78,279	1,520,947	2,653,009	12,775	33,892	1,547	35,520	26,656
Lincoln	171,932	190,494	10.8	74,365	1,311,243	2,984,465	15,667	40,132	*	*	*
LINCOLN	36,440	35,228	-3.3	13,104	310,039	468,127	13,288	35,724	1,037	46,914	64,854
North Platte	24,509	22,328	-8.9	8,320.	204,526	335,785	15,039	40,357	*	*	*
LOGAN	979	916	-6.4	355	7,947	12,236	13,358	34,468	152	4,029	9,611
LOUP	872	860	-1.4	329	6,733	7,586	8,821	23,058	148	2,045	9,717
MCPHERSON	587	531	-9.5	233	4,137	5,545	10,443	23,798	138	384	9,172
MADISON	31,569	33,402	5.8	12,480	254,076	456,976	13,681	36,617	991	34,152	58,585
Norfolk	19,449	20,976	7.8	8,356	168,898	292,728	13,956	35,033	*	*	*
MERRICK	8,945	8,694	-2.8	3,078	63,073	121,687	13,997	39,534	680	33,321	68,786
MORRILL	6,100	6,079	-0.3	2,303	37,878	53,850	8,858	23,383	550	25,666	29,137
NANCE	4,749	4,417	-7.0	1,718	28,817	55,260	12,511	32,165	478	16,741	22,588
NEMAHA	8,355	8,320	-0.4	3,240	61,561	114,344	13,743	35,291	614	23,349	18,406
NUCKOLLS	6,692	6,723	0.5	2,656	54,606	103,380	15,377	38,923	624	24,107	26,667
OTOE	15,148	14,971	-1.2	5,822	109,109	171,696	11,469	29,491	957	27,055	25,105
Nebraska City	7,127	6,377	-10.5	2,560	56,684	86,140	13,508	33,645	*	*	*
PAWNEE	3,940	3,666	-7.0	1,508	21,936	34,167	9,320	22,657	531	10,031	14,447
PERKINS	3,642	3,799	4.3	1,424	28,447	48,125	12,668	33,796	547	42,699	10,969
PHELPS	9,758	10,241	4.9	3,940	93,590	192,717	18,818	48,913	588	59,577	89,194
Holdrege	5,624	6,034	7.3	2,472	51,910	77,169	12,789	31,217	*	*	*
PIERCE	8,495	8,609	1.3	3,174	55,223	105,084	12,206	33,108	865	26,504	45,534
PLATTE	28,894	29,910	3.5	10,935	235,909	416,018	13,909	38,045	1,237	45,32[illegible]	63,708
Columbus	17,328	19,627	13.3	7,329	143,370	253,142	12,898	34,538	*	*	*
POLK	6,349	5,864	-7.6	2,375	56,913	104,570	17,833	44,029	727	37,084	86,556
RED WILLOW	12,619	12,928	2.4	5,014	117,552	197,782	15,299	39,446	474	24,433	44,000
McCook	8,404	8,855	5.4	3,579	79,715	114,321	12,911	31,943	*	*	*
RICHARDSON	11,276	10,880	-3.5	4,518	73,261	117,335	10,784	25,971	813	26,999	24,610
Falls City	5,374	4,609	-14.2	1,935	39,233	56,688	12,301	29,303	*	*	*
ROCK	2,384	2,419	1.5	888	17,669	30,717	12,698	34,591	309	8,556	24,374
SALINE	13,181	13,361	1.4	4,930	120,394	208,775	15,626	42,348	905	31,288	23,312
SARPY	86,150	99,483	15.5	32,715	606,355	1,090,961	10,966	33,347	460	14,098	94,136
SAUNDERS	18,781	18,919	0.7	6,791	124,159	202,959	10,728	29,886	1,444	52,601	113,178
SCOTTS BLUFF	38,420	38,768	0.9	14,642	291,894	441,165	11,380	30,130	987	44,577	139,399
Scotts Bluff	14,156	13,822	-2.4	5,383	114,031	180,001	13,022	33,440	*	*	*
SEWARD	15,808	16,181	2.4	5,321	143,056	262,528	16,224	49,338	988	39,050	61,164
SHERIDAN	7,529	8,016	6.5	3,139	69,856	111,127	13,863	35,402	704	14,238	37,562
SHERMAN	4,267	3,915	-8.2	1,425	23,993	41,415	10,579	29,063	539	11,163	19,199
SIOUX	1,806	1,730	-4.2	668	15,902	19,506	11,275	29,201	365	6,593	28,106
STANTON	6,601	6,766	2.5	2,209	41,671	76,976	11,377	34,847	712	18,349	73,936
THAYER	7,577	7,326	-3.3	3,009	64,079	111,906	15,275	37,190	707	37,181	42,910
THOMAS	970	993	2.4	395	7,967	13,683	13,779	34,641	87	149	6,657
THURSTON	7,154	7,277	1.7	2,426	41,157	85,495	11,749	35,241	535	18,992	34,047
VALLEY	5,684	5,782	1.7	2,225	37,571	73,531	12,717	33,048	502	12,368	36,842
WASHINGTON	15,545	15,879	2.1	5,432	117,887	206,915	13,031	38,092	812	24,236	51,859
WAYNE	9,931	9,798	-1.3	3,484	69,215	138,686	14,155	39,807	811	17,432	56,504
WEBSTER	4,859	4,564	-6.1	1,805	36,310	61,130	13,394	33,867	500	14,991	28,546
WHEELER	1,063	1,086	2.2	387	7,244	16,723	15,399	43,212	195	10,462	116,239
YORK	14,848	15,462	4.1	5,716	147,768	267,202	17,281	46,746	911	59,696	43,781
York	7,723	8424.7	9.1	3,304	67,532	113,032	13,417	34,211	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Nebraska 1986 Cash Receipts as follows. From Crops $2,669,000,000; from Livestock & Livestock Products $4,260,000,000; Total $6,928,000,000. *—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NEVADA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1989	POPULATION % Pop. Change 89 vs 80	HOUSE-HOLDS 1989 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1988 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	806,925	1,014,822	25.8	401,[illegible]2	7,786,002	14,536,400	14,324	36,161	2,719	72,342	128,770
METRO AREAS (MSAs/PMSAs/CMSAs)											
Las Vegas, NV	466,805	602,910	29.2	237,556	4,497,855	8,585,068	14,239	36,139	248	1,062	10,866
Reno, NV	194,961	224,171	15.0	93,058	2,190,775	3,805,415	16,976	40,893	300	2,705	6,254
COUNTIES, Cities											
CARSON CITY (INDEPENDENT CITY)	32,157	45,525	41.6	18,103	268,585	600,718	13,195	33,183	34		
Carson City	32,157	45,525	41.6	18,103	268,585	600,718	13,195	33,183	*	*	*
CHURCHILL	14,012	15,432	10.1	5,793	99,215	179,617	11,639	31,006	497	7,134	22,984
Fallon	4,262	4,850	13.8	1,977	43,277	55,837	11,513	28,243	*	*	*
CLARK	466,805	602,910	29.2	237,556	4,497,855	8,585,068	14,239	36,139	248	1,062	10,866
Las Vegas	164,674	209,720	27.4	80,714	1,437,726	2,474,709	11,800	30,660	*	*	*
DOUGLAS	19,803	23,590	19.1	9,059	184,679	360,083	15,264	39,749	159	1,022	7,161
ELKO	17,387	24,192	39.1	9,131	122,465	240,930	9,959	26,386	308	1,713	28,525
Elko	8,758	12,597	43.8	4,543	94,805	165,883	13,169	36,518	*	*	*
ESMERALDA	783	1,706	117.9	690	4,157	5,655	3,315	8,196	29	2,070	1,790
EUREKA	1,230	1,385	12.6	496	7,360	9,172	6,622	18,492	87	4,043	4,444
HUMBOLDT	9,600	12,584	31.1	4,367	64,459	100,607	7,995	23,038	178	23,230	11,055
LANDER	4,151	4,705	13.3	1,660	26,552	34,834	7,404	20,984	64	1,109	3,780
LINCOLN	3,757	4,155	10.6	1,427	20,396	58,256	14,021	40,824	98	956	2,458
LYON	13,855	18,337	32.3	7,064	98,118	187,502	10,225	26,543	297	11,970	14,346
MINERAL	6,226	5,895	-5.3	2,166	42,696	75,358	12,783	34,791	41		
NYE	9,233	16,437	78.0	6,235	73,871	163,284	9,934	26,188	123	1,962	3,247
PERSHING	3,440	3,706	7.7	1,366	21,477	30,453	8,217	22,294	121	12,144	6,265
STOREY	1,498	2,062	37.7	838	10,368	15,765	7,645	18,813	8		
WASHOE	194,961	224,171	15.0	93,058	2,190,775	3,805,415	16,976	40,893	300	2,705	6,254
Reno	100,756	120,364	19.5	52,706	1,029,196	1,711,970	14,223	32,481	*	*	*
WHITE PINE	8,027	8,030	0.0	2,983	52,974	83,683	10,421	28,053	127	1,222	5,685
East Ely	1,777	1,738	-2.2	651	17,660	23,658	13,614	36,338	*	*	*
Ely	4,882	4,884	0.0	1,799	51,762	65,061	13,321	36,165	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Nevada 1986 Cash Receipts as follows: From Crops $72,000,000; from Livestock & Livestock Products $160,000,000; Total $232,000,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW HAMPSHIRE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1989	POPULATION % Pop. Change 89 vs 80	HOUSE-HOLDS 1989 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1988 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	923,480	1,059,274	14.7	384,545	7,739,000	17,248,178	16,283	44,853	2,757	26,207	76,311
METRO AREAS (MSAs/PMSAs/CMSAs)											
Manchester-Nashua, NH	277,461	317,962	14.6	114,128	2,272,413	5,175,221	16,276	45,346	N.A.	N.A.	N.A.
Portsmouth-Dover-Rochester, NH	276,763	333,772	20.6	119,113	2,485,480	5,917,641	17,730	49,681	N.A.	N.A.	N.A.
COUNTIES, Cities											
BELKNAP	43,046	48,321	12.3	18,161	347,093	693,089	14,343	38,164	147	619	1,511
Laconia	15,575	17,801	14.3	5,243	96,765	168,427	9,462	32,126	*	*	*
CARROLL	28,073	33,129	18.0	13,841	222,045	484,589	14,627	35,011	127	681	2,199
CHESHIRE	62,193	68,211	9.7	24,448	513,951	1,029,945	15,099	42,128	254	1,155	12,320
Keene	21,449	22,849	6.5	7,470	159,743	296,665	12,984	39,713	*	*	*
COOS	35,067	33,752	3.7	13,161	239,444	445,310	13,194	33,836	184	825	7,877
GRAFTON	66,023	74,031	12.1	26,327	515,610	1,126,934	15,222	42,805	397	1,008	15,311
Hanover	*9,119*	*9,876*	*8.3*	1,906	61,111	106,443	10,778	55,850	*	*	*
Lebanon	11,134	11,682	4.9	3,701	92,020	152,189	13,028	41,120	*	*	*
HILLSBOROUGH	277,461	317,962	14.6	114,128	2,272,413	5,175,221	16,276	45,346	396	7,175	8,682
Manchester	90,936	101,378	11.5	39,302	649,022	1,724,361	17,009	43,875	*	*	*

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NEW HAMPSHIRE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Nashua	67,865	79,650	17.4	29,350	553,828	1,627,100	20,428	55,438	*	*	*
MERRIMACK	98,668	109,848	11.3	39,924	858,962	1,834,355	16,699	45,946	385	3,509	10,205
Concord	30,400	33,001	8.6	12,070	251,808	475,752	14,416	39,415	*	*	*
ROCKINGHAM	191,221	234,158	22.5	84,569	1,776,178	4,35[illegible],038	18,599	51,497	427	4,767	8,110
Portsmouth	26,254	29,817	13.6	10,082	183,565	360,228	12,081	35,732	*	*	*
STRAFFORD	85,542	99,614	16.5	34,544	709,302	1,562,603	15,687	45,235	220	4,835	3,838
Dover	22,377	24,222	8.2	8,859	182,166	360,851	14,898	40,734	*	*	*
SULLIVAN	36,186	40,248	11.2	15,442	284,002	541,094	13,444	35,040	220	1,633	6,258
Claremont	14,557	15,029	3.2	5,122	94,246	167,998	11,178	32,797	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of New Hampshire 1986 Cash Receipts as follows: From Crops $38,000,000; from Livestock & Livestock Products $72,000,000; Total $110,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW JERSEY POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	7,376,752	7,740,423	4.9	2,758,169	71,536,000	135,012,025	17,442	48,950	8,277	315,821	112,195
METRO AREAS (MSAs/PMSAs/CMSAs)											
Atlantic City, NJ	277,354	327,389	18.0	125,007	2,735,841	6,240,262	19,061	49,919	496	38,108	1,214
Bergen-Passiac, NJ	1,292,633	1,303,453	0.8	473,116	13,832,667	25,705,153	19,721	54,332	175	6,162	318
Jersey City, NJ	559,556	544,794	-2.6	207,011	3,952,285	6,647,530	12,202	32,112	N.A.	N.A.	N.A.
Middlesex-Somerset-Hunterdon, NJ	888,636	974,436	9.7	330,892	9,947,849	19,800,470	20,320	59,840	1,845	45,065	27,800
Monmouth-Ocean, NJ	852,966	953,967	11.8	349,329	8,518,913	16,491,586	17,287	47,209	946	33,065	9,238
Newark, NJ	1,879,244	1,878,010	-0.1	663,578	18,067,796	33,314,312	17,739	50,204	1,066	15,871	15,702
Trenton, NJ	307,587	327,059	6.3	114,310	2,760,029	5,142,318	15,723	44,986	302	9,745	2,112
Vineland-Millville-Bridgeton, NJ	132,710	135,929	2.4	46,140	801,178	1,298,321	9,551	28,139	609	44,490	5,558
COUNTIES, Cities											
ATLANTIC	194,686	232,805	19.6	87,108	2,055,724	4,855,927	20,858	55,746	379	34,442	359
Atlantic City	40,199	36,034	-10.4	16,273	328,659	665,638	18,472	40,905	*	*	*
BERGEN	844,758	854,153	1.1	316,881	10,597,482	19,916,184	23,317	62,851	126	6,162	318
Hackensack	36,039	35,225	-2.3	16,215	423,900	742,585	21,081	45,796	*		*
BURLINGTON	363,340	408,374	12.4	135,455	3,470,001	6,654,341	16,295	49,126	743	39,716	10,843
Burlington	10,246	10,667	4.1	4,200	88,523	166,177	15,579	39,567	*	*	*
Willingboro	39,912	39,722	-0.5	10,937	383,904	643,510	16,200	58,838	*	*	*
CAMDEN	472,165	504,546	6.9	181,320	4,490,008	8,406,640	16,662	46,364	152	10,070	94
Camden	84,910	82,355	-3.0	30,726	505,456	735,041	8,925	23,923	*	*	*
Cherry Hill	68,785	70,675	2.7	22,730	717,672	1,067,764	15,108	46,976	*	*	*
CAPE MAY	82,668	94,584	14.4	37,899	680,117	1,384,335	14,636	36,527	117	3,666	855
CUMBERLAND	132,710	135,929	2.4	46,140	801,178	1,298,321	9,551	28,139	609	44,490	5,558
Bridgeton	18,795	18,658	-0.7	6,893	101,928	191,910	10,285	27,841	*	*	*
Millville	24,815	26,236	6.1	9,728	153,950	302,836	11,499	31,130	*	*	*
Vineland	53,753	55,206	2.7	18,079	313,425	582,272	10,547	32,207	*	*	*
ESSEX	849,309	805,100	-5.2	291,049	7,286,292	12,248,386	15,213	42,084	33	1,203	37
Newark	329,248	291,804	-11.4	105,574	1,790,023	3,179,999	10,898	30,121	*	*	*
GLOUCESTER	201,090	222,213	10.5	74,802	1,786,120	3,202,502	14,412	42,813	687	36,799	5,677
Woodbury	10,353	10,293	-0.6	4,069	99,371	172,128	16,723	42,303	*	*	*
HUDSON	559,556	544,794	-2.6	207,011	3,952,285	6,647,530	12,202	32,112	N.A.	N.A.	N.A.
Jersey City	223,532	203,637	-8.9	78,125	1,400,418	2,511,378	12,333	32,146	*	*	*
Union City	55,593	52,850	-4.9	19,918	326,905	607,387	11,493	30,495	*	*	*
HUNTERDON	87,755	99,797	13.7	32,814	796,054	1,710,444	17,139	52,125	1,180	12,026	15,524
MERCER	307,587	327,059	6.3	114,310	2,760,029	5,142,318	15,723	44,986	302	9,745	2,112
Trenton	92,124	93,511	1.5	35,924	605,870	1,114,499	11,918	31,024	*	*	*
MIDDLESEX	597,276	647,207	8.4	219,685	6,787,467	13,139,756	20,302	59,812	251	25,479	1,290
New Brunswick	41,442	41,585	0.3	14,265	346,270	519,324	12,488	36,405	*	*	*

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NEW JERSEY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Perth Amboy	38,951	39,371	1.1	14,348	323,847	507,399	12,888	35,363	*	*	*
Woodbridge	90,074	95,441	6.0	31,931	1,236,825	1,555,384	16,297	48,711	*	*	*
MONMOUTH	504,488	543,574	7.7	191,528	5,584,030	10,326,902	18,998	53,918	743	30,312	7,835
Asbury Park	17,015	17,657	3.8	8,074	136,828	249,428	14,126	30,892	*	*	*
Middletown	62,574	73,441	17.4	21,941	732,581	810,582	11,037	36,943	*	*	*
Red Bank	12,031	12,429	3.3	5,142	121,081	213,065	17,143	41,432	*	*	*
Shrewsbury	2,962	2,866	-3.2	928	35,221	60,230	21,012	64,884	*	*	*
MORRIS	408,537	449,199	10.0	149,775	4,565,726	10,145,339	22,585	67,737	385	10,110	1,893
Dover	14,681	14,961	1.9	5,169	128,950	253,373	16,936	49,015	*	*	*
Morristown	16,614	17,190	3.5	6,971	179,348	343,179	19,963	49,231	*	*	*
Parsippany	49,868	51,448	3.2	18,152	557,601	1,047,342	20,357	57,697	*	*	*
OCEAN	348,478	410,393	17.8	157,801	2,934,883	6,164,684	15,021	39,066	203	2,753	1,403
Brick Township	53,629	64,020	19.4	26,311	499,856	1,053,999	16,463	40,060	*	*	*
Point Pleasant	17,747	19,238	8.4	6,020	118,634	248,721	12,928	41,319	*	*	*
Toms River	7,303	8,119	11.2	2,860	20,511	121,713	14,991	42,550	*	*	*
PASSAIC	447,875	449,300	0.3	156,235	3,235,185	5,788,969	12,884	37,053	49		
Clifton	74,388	71,435	-4.0	28,270	613,991	1,385,680	19,398	49,016	*	*	*
Passaic	52,463	51,457	-1.9	19,475	303,659	647,194	12,577	33,232	*	*	*
Paterson	137,970	132,429	4.0	46,223	708,355	1,507,674	11,385	32,618	*	*	*
SALEM	64,630	71,438	10.5	25,545	484,316	945,604	13,237	37,017	648	27,259	13,905
Salem	6,959	7,384	6.1	2,882	56,617	105,464	14,284	36,596	*	*	*
SOMERSET	203,605	227,432	11.7	78,393	2,364,328	4,950,270	21,766	63,147	414	7,560	10,986
Bridgewater	29,175	30,092	3.1	9,309	408,651	571,023	18,976	61,340	*	*	*
Somerville	11,973	12,103	1.1	4,912	133,584	257,514	21,277	52,427	*	*	*
SUSSEX	116,941	126,307	8.0	41,182	959,651	1,911,394	15,133	46,413	613	4,558	13,772
Newton	7,748	7,650	-1.3	2,605	53,686	124,811	16,316	47,916	*	*	*
UNION	504,457	497,404	-1.4	181,572	5,256,127	9,009,193	18,112	49,618	35		
Elizabeth	106,201	105,675	-0.5	40,714	844,546	1,639,976	15,519	40,280	*	*	*
WARREN	84,841	88,815	4.7	31,664	688,997	1,162,986	13,094	36,729	608	9,471	19,734
Phillipsburg	16,647	16,872	1.3	6,477	126,787	225,715	13,378	34,849	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New Jersey 1986 Cash Receipts as follows: From Crops $430,000,000; from Livestock & Livestock Products $150,000,000; Total $580,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded f[illegible] county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW MEXICO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,305,156	1,535,812	17.7	550,093	9,327,002	16,171,438	10,530	29,398	12,914	229,571	591,469
METRO AREAS (MSAs/PMSAs/CMSAs)											
Alburquerque, NM	422,149	482,118	14.2	184,098	3,250,743	5,913,544	12,266	32,122	433	3,012	21,226
Las Curces, NM	96,794	122,389	26.4	40,218	577,073	1,078,274	8,810	26,811	943	57,696	52,962
Santa Fe, NM	93,260	111,764	19.8	41,863	950,817	1,860,215	16,644	44,436	284	2,780	9,248
COUNTIES, Cities											
BERNALILLO	422,149	482,118	14.2	184,098	3,250,743	5,913,544	12,266	32,122	433	3,012	21,226
Albuquerque	331,767	386,870	16.6	149,883	2,581,325	5,317,992	13,746	35,481	*	*	*
CATRON	2,717	2,868	5.6	1,038	20,292	19,936	6,951	19,206	238		
CHAVES	51,387	62,396	21.4	23,110	333,381	590,003	9,456	25,530	531	21,259	62,573
Roswell	39,676	49,133	23.8	18,320	254,144	468,395	9,533	25,567	*	*	*
CIBOLA	30,347	27,297	-10.0	7,690	234,198	245,537	8,995	31,930	N.A.	N.A.	N.A.
Grants	11,451	8,326	-27.3	2,532	80,431	83,602	10,041	33,021	*	*	*
Milan	3,747	2,387	-36.3	713	26,771	22,334	9,358	31,341	*	*	*
COLFAX	13,760	14,067	2.2	5,199	90,164	143,550	10,205	27,611	294	835	14,380
Raton	8,225	7,620	-7.4	2,102	56,755	70,101	9,200	33,351	*	*	*
CURRY	41,720	44,633	7.0	16,039	291,089	456,877	10,236	28,485	696	32,868	55,172
Clovis	31,194	33,477	7.3	12,409	212,741	333,005	9,947	26,836	*	*	*
DE BACA	2,445	2,287	-6.5	1,032	15,801	19,568	8,556	18,961	204	1,802	9,766
DONA ANA	96,794	122,389	26.4	40,218	577,073	1,078,274	8,810	26,811	943	57,696	52,962
Las Cruces	45,086	60,776	34.8	22,365	307,350	601,705	9,900	26,903	*	*	*
EDDY	47,969	56,023	16.8	20,285	309,563	498,052	8,890	24,553	465	16,701	33,446
Artesia	10,385	12,409	19.5	4,582	64,941	133,956	10,795	29,233	*	*	*
Carlsbad	25,496	30,155	18.3	11,043	160,830	302,750	10,040	27,416	*	*	*
GRANT	26,294	29,938	13.9	10,200	168,370	303,190	10,127	29,725	250	129	5,197
Silver City	9,887	12,485	26.3	4,257	73,668	115,372	9,241	27,102	*	*	*

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NEW MEXICO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GUADALUPE	4,471	4,386	-1.9	1,588	20,626	21,800	4,970	13,728	246	297	11,052
HARDING	1,083	931	-14.0	373	7,208	8,745	9,393	23,445	182	944	9,803
HIDALGO	6,005	7,240	20.7	2,375	30,753	58,115	8,017	24,469	156	4,600	6,876
LEA	55,797	68,269	22.4	23,785	412,976	655,015	9,595	27,539	534	6,811	23,777
Hobbs	28,794	38,636	34.2	13,660	211,780	442,901	11,464	32,423	*	*	*
Lovington	9,727	13,887	42.8	4,556	86,775	156,373	11,261	34,322	*	*	*
LINCOLN	11,093	16,579	49.5	6,422	75,694	164,976	9,951	25,689	338	97	10,339
LOS ALAMOS	17,685	21,454	21.3	8,200	270,186	529,865	24,698	64,618	4		50
Los Alamos	11,039	13,093	18.6	5,302	149,389	210,767	16,097	39,751	*	*	*
LUNA	15,614	17,489	12.0	6,620	87,314	132,163	7,557	19,964	191	12,845	10,811
Deming	9,964	11,475	15.2	4,145	63,248	86,282	7,519	20,815	*	*	*
MCKINLEY	55,026	62,639	13.8	18,517	359,246	483,042	7,712	26,086	192		
Gallup	18,167	21,698	19.4	6,480	160,476	224,770	10,359	34,687	*	*	*
MORA	4,157	4,921	18.4	1,769	16,851	20,799	4,227	11,757	381	250	9,058
OTERO	44,482	51,584	16.0	18,063	273,156	483,069	9,365	26,744	421	1,248	6,081
Alamagordo	24,024	28,716	19.5	9,562	144,154	253,800	8,838	26,542	*	*	*
QUAY	10,526	10,569	0.4	4,068	70,621	118,599	11,221	29,154	610	6,124	22,558
RIO ARRIBA	29,191	35,579	21.9	11,973	159,482	262,533	7,379	21,927	825	990	9,226
ROOSEVELT	15,639	17,025	8.9	6,162	100,575	160,695	9,439	26,078	858	24,745	38,453
Portales	9,940	11,157	12.2	4,025	56,192	85,505	7,664	21,241	*	*	*
SANDOVAL	35,077	44,414	26.6	14,476	190,798	445,669	10,034	30,787	376	2,386	9,230
SAN JUAN	81,531	103,249	26.6	34,057	649,583	917,976	8,891	26,954	633	13,989	5,850
Farmington	30,729	39,173	27.5	13,063	312,712	397,797	10,155	30,451	*	*	*
SAN MIGUEL	22,705	26,488	16.7	9,204	108,572	188,597	7,120	20,491	537	158	14,446
Las Vegas	14,322	16,574	15.7	4,859	77,453	109,668	6,617	22,572	*	*	*
SANTA FE	75,575	90,310	19.5	33,663	680,631	1,330,350	14,731	39,520	280	2,780	9,198
Santa Fe	48,899	58,719	20.1	22,105	438,338	605,527	10,312	27,393	*	*	*
SIERRA	8,436	9,241	9.5	4,237	46,215	65,246	7,060	15,399	185	2,712	8,543
SOCORRO	12,986	16,995	30.9	5,368	62,282	106,284	6,254	19,800	350	3,151	14,867
TAOS	18,848	23,047	22.3	8,616	115,592	215,739	9,361	25,039	462	408	1,585
TORRANCE	7,581	8,593	13.3	3,139	42,679	55,964	6,513	17,829	426	3,950	10,640
UNION	4,672	5,533	18.4	2,080	31,011	35,229	6,367	16,937	427	6,137	100,306
VALENCIA	31,394	45,252	44.1	16,429	224,277	442,437	9,777	26,930	246	647	3,998

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of New Mexico 1986 Cash Receipts as follows: From Crops $307,000,000; from Livestock & Livestock Products $709,000,000; Total $1,016,000,000.* —Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	17,575,098	18,034,776	2.6	6,678,989	158,826,000	286,467,103	15,884	42,891	42,207	642,310	1,753,283
METRO AREAS (MSAs/PMSAs/CMSAs)											
Albany-Schenectady-Troy, NY	836,156	863,023	3.2	320,214	6,640,286	11,649,392	13,498	36,380	2,848	26,377	94,791
Binghamton, NY	263,371	266,296	1.1	97,827	1,994,252	3,537,275	13,283	36,158	1,292	4,243	53,592
Buffalo, NY	1,013,426	989,729	-2.3	372,525	7,761,915	11,610,189	11,731	31,166	1,361	29,526	44,766
Elmira, NY	97,700	95,256	-2.5	34,775	588,835	848,216	8,905	24,392	372	2,837	10,866
Glens Falls, NY	109,767	113,844	3.7	39,914	685,942	1,194,372	10,491	29,924	1,024	6,252	66,498
Nassau-Suffolk, NY	2,611,803	2,753,677	5.4	886,426	30,046,251	55,092,250	20,007	62,151	895	79,407	17,573
New York, NY	8,281,761	8,449,667	2.0	3,334,266	78,121,880	145,861,221	17,262	43,746	278	6,890	1,767
Niagra Falls, NY	226,796	212,486	-6.3	78,659	1,677,204	2,378,034	11,191	30,232	1,093	26,531	15,124
Orange, NY	260,692	278,414	6.8	90,862	1,837,416	3,396,671	12,200	37,383	894	33,507	35,026
Poughkeepsie, NY	246,205	257,230	4.5	86,274	1,945,219	3,688,437	14,339	42,753	635	9,900	32,084
Rochester, NY	973,509	1,026,050	5.4	373,608	9,014,247	15,637,278	15,240	41,855	4,448	160,604	122,976
Syracuse, NY	643,007	671,979	4.5	241,493	5,193,976	9,260,446	13,781	38,347	2,549	33,445	114,492
Utica-Rome, NY	320,044	326,936	2.2	118,162	2,125,560	3,465,504	10,600	29,328	2,147	13,769	107,613
COUNTIES, Cities											
ALBANY	286,328	287,676	0.5	109,213	2,468,352	4,429,303	15,397	40,557	510	5,097	10,248
Albany	101,727	99,918	-1.8	43,443	784,337	1,454,801	14,560	33,488	*	*	*

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1987)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ALLEGANY	51,777	50,376	-2.7	15,728	307,045	464,089	9,213	29,507	899	2,085	30,965
Wellsville	8,658	10,306	19.0	3,467	35,668	133,119	12,917	38,397	•	•	•
BRONX	1,164,788	1,167,975	0.3	437,724	8,430,068	14,239,465	12,192	32,531	2		
BROOME	213,467	213,534	0.0	79,419	1,638,277	2,944,353	13,789	37,074	644	2,091	23,620
Binghamton	55,860	51,387	-8.0	21,531	392,242	764,239	14,872	35,496	•	•	•
CATTARAUGUS	85,840	85,735	-0.1	29,967	548,328	893,266	10,419	29,808	1,211	3,787	44,632
Olean	18,207	17,894	-1.7	6,441	109,256	200,040	11,179	31,057	•	•	•
Salamanca	6,890	6,822	-1.0	2,389	42,319	77,408	11,347	32,407	•	•	•
CAYUGA	79,898	82,487	3.2	28,513	510,918	839,898	10,182	29,457	1,130	24,832	50,405
Auburn	32,548	32,567	0.1	11,045	179,418	328,800	10,096	29,769	•	•	•
CHAUTAUQUA	147,084	145,024	-1.4	53,190	1,021,845	1,649,749	11,376	31,016	2,143	22,214	52,710
Dunkirk	15,310	11,828	-22.7	4,262	88,954	165,775	14,016	38,899	•	•	•
Fredonia	11,126	8,924	-19.8	2,552	69,426	127,170	14,250	49,840	•	•	•
Jamestown	35,775	28,077	-21.5	11,174	218,666	396,768	14,131	35,508	•	•	
CHEMUNG	97,700	95,256	-2.5	34,775	588,835	848,216	8,905	24,392	372	2,837	10,856
Elmira	35,327	30,415	-13.9	11,501	174,372	334,042	10,983	29,044	•	•	•
CHENANGO	49,448	51,698	4.6	18,373	319,891	535,047	10,349	29,121	1,006	2,149	52,524
Norwich	8,082	7,943	-1.7	3,077	59,045	102,125	12,857	33,191	•	•	•
CLINTON	80,899	83,054	2.7	25,760	503,164	910,120	10,958	35,331	705	7,946	37,361
Plattsburgh	21,057	21,960	4.3	6,893	124,117	232,826	10,602	33,776	•	•	•
COLUMBIA	59,704	62,972	5.5	23,241	393,370	660,840	10,494	28,434	599	12,020	35,966
Hudson	7,986	8,304	4.0	3,086	44,227	102,885	12,389	33,335	•	•	•
CORTLAND	49,010	49,333	0.7	16,411	375,137	603,366	12,230	36,766	606	1,616	43,988
Cortland	20,138	18,607	-7.6	6,355	166,272	367,496	19,750	57,830	•	•	•
DELAWARE	46,949	47,379	0.9	17,054	296,446	477,178	10,072	27,980	1,067	2,072	64,836
DUTCHESS	246,205	257,230	4.5	86,274	1,945,219	3,688,437	14,339	42,753	635	9,900	32,084
Beacon	12,937	14,057	8.7	4,841	85,351	184,972	13,159	38,212	•	•	•
Poughkeepsie	29,757	30,801	3.5	13,094	212,256	413,326	13,419	31,566	•	•	•
ERIE	1,013,426	989,729	-2.3	372,525	7,761,915	11,610,189	11,731	31,166	1,361	29,526	44,766
Buffalo	12,937	14,057	8.7	134,512	2,247,538	3,722,414	264,810	27,674	•	•	•
Tonawanda	18,693	17,166	-8.2	6,151	136,354	262,892	15,315	42,741	•	•	•
ESSEX	36,302	37,714	3.9	13,898	236,548	441,974	11,719	31,801	245	1,660	7,004
Lake Placid	2,490	2,554	2.6	1,088	15,454	31,802	12,454	29,223	•	•	•
FRANKLIN	45,027	44,322	-1.6	15,402	266,226	474,675	10,710	30,819	612	3,530	36,274
Malone	7,668	7,542	-1.6	2,302	38,559	68,532	9,087	29,765	•	•	•
Saranac Lake	5,578	5,514	-1.1	2,079	31,506	60,212	10,919	28,963	•	•	•
Tupper Lake	4,478	3,989	-10.9	1,218	25,505	43,609	10,931	35,812	•	•	•
FULTON	55,102	57,125	3.7	21,654	337,891	553,464	9,689	25,559	233	539	8,909
Gloversville	17,836	17,152	-3.8	6,163	90,045	187,146	10,911	30,366	•	•	•
Johnstown	9,360	9,425	0.7	3,239	50,679	1,127'95807	#VALUE!	#VALUE!	•	•	•
GENESEE	59,460	61,077	2.7	21,453	424,102	643,281	10,532	29,986	741	23,405	36,893
Batavia	16,703	16,652	-0.3	6,221	118,357	207,059	12,435	33,284	•	•	•
GREENE	40,853	42,960	5.2	16,190	261,252	435,052	10,127	26,872	301	3,823	7,438
Catskill	4,718	4,760	0.9	1,506	29,554	64,728	13,599	42,994	•	•	•
HAMILTON	5,021	4,921	-2.0	1,949	27,568	49,914	10,143	25,610	1		
HERKIMER	66,782	68,586	2.7	25,207	420,235	642,276	9,365	25,480	796	1,941	45,451
Herkimer	8,383	8,360	-0.3	2,901	47,201	85,238	10,196	29,382	•	•	•
Ilion	9,190	10,611	15.5	3,496	65,232	120,957	11,399	34,597	•	•	•
Little Falls	6,156	5,908	-4.0	2,253	42,832	66,904	11,324	29,700	•	•	•
JEFFERSON	88,110	92,003	4.4	33,414	568,790	964,828	10,487	28,875	1,245	4,135	75,795
Watertown	27,861	27,472	-1.4	8,442	143,607	259,417	9,443	30,729	•	•	•
KINGS	2,230,455	2,230,976	0.0	853,212	16,772,357	28,957,616	12,980	33,940	5	110	
LEWIS	24,985	25,939	3.8	8,767	151,248	264,100	10,182	30,124	771	1,641	57,696
LIVINGSTON	57,075	61,020	6.9	19,748	429,699	751,500	12,316	38,054	812	20,728	38,051
MADISON	65,136	70,447	8.2	22,680	471,366	839,376	11,915	37,010	888	6,399	58,493
Oneida	10,810	10,64[illegible]	-1.5	3,829	73,140	140,071	13,155	36,578	•	•	•
MONROE	703,318	736,331	4.7	274,444	6,943,444	12,022,648	16,328	43,807	800	29,055	14,316
Rochester	241,741	224,361	-7.2	94,392	1,867,821	3,455,294	15,401	36,606	•	•	•
MONTGOMERY	53,350	53,145	-0.4	20,365	345,445	579,945	10,913	28,478	657	6,167	37,423
Amsterdam	21,872	20,262	-7.4	8,643	139,869	303,126	14,960	35,074	•	•	•
NASSAU	1,324,537	1,359,123	2.6	452,197	16,962,425	30,128,509	22,168	66,627	98	3,525	430
Bethpage	17,794	17,338	-2.6	5,386	238,086	332,686	19,188	61,771	•	•	•
Garden City	22,927	21,777	-5.0	6,974	309,221	432,085	19,842	61,957	•	•	•
Hempstead	40,404	42,271	4.6	15,740	410,222	755,569	17,874	48,003	•	•	•
Hicksville	46,102	44,857	-2.7	13,933	615,930	860,660	19,187	61,771	•	•	•
NEW YORK	1,431,355	1,457,840	1.9	728,660	16,377,482	34,578,244	23,719	47,455	N.A.	N.A.	N.A.
NIAGARA	226,796	212,486	-6.3	78,659	1,677,204	2,378,034	11,191	30,232	1,093	26,531	15,124
Lockport	24,844	22,857	-8.0	9,101	187,537	357,129	15,624	39,240	•	•	•
Niagra Falls	71,384	59,142	-17.2	23,958	470,089	791,196	13,378	33,024	•	•	•
North Tonawand	35,760	32,627	-8.8	11,836	245,308	451,017	13,823	38,104	•	•	•
ONEIDA	253,262	258,350	2.0	92,955	1,705,325	2,823,228	10,928	30,372	1,351	11,828	62,162
Rome	43,826	41,729	-4.8	14,314	268,205	515,036	12,342	35,982	•	•	•
Utica	75,632	68,391	-9.6	27,346	442,177	824,115	12,050	30,137	•	•	•

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NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ONONDAGA	463,917	468,324	0.9	174,253	3,933,573	6,847,911	14,622	39,299	835	13,786	38,435
Syracuse	170,105	154,309	-9.3	64,466	1,238,135	2,266,727	14,690	35,162	*	*	*
ONTARIO	89,046	98,851	11.0	34,773	683,646	1,292,744	13,078	37,177	962	27,663	30,671
Canandaigua	10,419	12,007	15.2	4,328	77,481	182,074	15,164	42,072	*	*	*
Geneva	15,133	14,881	-1.7	4,928	99,355	194,522	13,072	39,472	*	*	*
ORANGE	260,692	278,414	6.8	90,862	1,837,416	3,396,671	12,200	37,383	894	33,507	35,026
Middletown	21,454	22,686	5.7	8,261	145,723	321,550	14,174	38,922	*	*	*
Newburgh	23,438	24,250	3.5	9,633	138,974	318,358	13,128	33,047	*	*	*
Port Jervis	8,699	8,392	-3.5	3,303	52,113	115,246	13,732	34,894	*	*	*
ORLEANS	38,487	40,361	4.9	13,947	296,847	498,492	12,351	35,742	642	34,105	15,254
Medina	6,392	7,155	11.9	2,566	49,155	101,220	14,147	39,448	*	*	*
OSWEGO	113,954	133,208	16.9	44,560	789,037	1,573,159	11,810	35,304	826	13,260	17,564
Fulton	13,312	13,661	2.6	5,015	89,596	190,750	13,963	38,036	*	*	*
Oswego	19,793	19,344	-2.3	6,787	137,163	267,678	13,838	39,442	*	*	*
OTSEGO	59,087	63,640	7.7	21,855	373,400	701,450	11,022	32,096	1,120	2,395	57,784
Oneonta	14,933	14,970	0.2	4,086	84,661	135,224	9,033	33,095	*	*	*
PUTNAM	77,800	84,376	8.5	27,312	650,945	1,304,181	15,457	47,751	56		
QUEENS	1,894,258	1,964,787	3.7	754,437	18,992,387	35,385,270	18,010	46,903	9		
RENSSELAER	152,103	156,777	3.1	55,515	1,112,756	1,959,091	12,496	35,289	591	5,199	21,428
Troy	56,638	55,541	-1.9	20,978	353,745	659,142	11,868	31,421	*	*	*
RICHMOND	354,609	400,937	13.1	132,933	3,426,692	7,154,087	17,843	53,817	12	752	
ROCKLAND	260,714	275,280	5.6	84,799	2,785,761	5,404,549	19,633	63,734	36	1,114	225
Nyack	6,428	6,497	1.1	2,788	66,718	132,554	20,401	47,548	*	*	*
ST. LAWRENCE	114,206	116,470	2.0	36,873	701,929	1,182,135	10,150	32,060	1,807	2,575	76,920
Ogdensburg	12,375	11,575	-6.5	3,490	65,276	119,551	10,329	34,257	*	*	*
SARATOGA	154,043	171,637	11.4	60,608	1,182,321	2,229,989	12,992	36,794	580	4,445	15,560
Saratoga Springs	23,906	24,931	4.3	8,834	164,368	340,126	13,643	38,502	*	*	*
SCHENECTADY	149,779	150,828	0.7	58,323	1,270,160	2,016,012	13,366	34,566	209	1,646	2,694
Schenectady	67,972	64,523	-5.1	28,028	502,975	965,751	14,968	34,457	*	*	*
SCHOHARIE	29,793	31,376	5.3	10,105	183,044	290,329	9,253	28,731	658	4,493	28,987
SCHUYLER	17,695	18,144	2.5	6,402	111,444	173,454	9,560	27,094	430	4,693	8,646
SENECA	33,691	32,726	-2.9	11,531	234,655	393,371	12,020	34,114	499		
STEUBEN	99,139	99,741	0.6	36,960	694,068	1,070,196	10,730	28,956	1,525	16,926	53,223
Corning	12,953	11,753	-9.3	4,620	97,463	175,847	14,962	38,063	*	*	*
Hornell	10,234	8,933	-12.7	3,275	61,486	109,447	12,252	33,421	*	*	*
SUFFOLK	1,287,266	1,394,554	8.3	434,229	13,083,826	24,963,741	17,901	57,490	797	75,882	17,143
SULLIVAN	65,151	66,606	2.2	23,337	414,237	718,362	10,785	30,782	460	1,432	44,425
TIOGA	49,904	52,762	5.7	18,408	355,975	592,922	11,238	32,210	648	2,152	29,972
Waverly	4,738	4,332	-8.6	1,684	34,050	59,764	13,796	35,484	*	*	*
TOMPKINS	87,347	91,538	4.8	30,215	659,502	1,136,796	12,419	37,624	567	4,929	34,696
Ithaca	28,732	27,951	-2.7	9,053	168,513	258,390	9,244	28,543	*	*	*
ULSTER	158,404	166,644	5.2	60,526	1,132,665	2,100,467	12,605	34,704	570	27,958	13,892
Kingston	24,481	25,089	2.5	9,074	150,764	322,343	12,848	35,523	*	*	*
WARREN	54,967	56,848	3.4	20,868	365,381	667,968	11,750	32,009	76	304	1,051
Glens Falls	15,897	16,325	2.7	4,986	80,270	164,510	10,077	32,995	*	*	*
WASHINGTON	54,800	56,996	4.0	19,046	320,561	526,404	9,236	27,639	948	5,948	65,447
WAYNE	85,583	89,487	4.6	30,696	660,611	1,071,894	11,978	34,920	1,232	49,053	24,684
WESTCHESTER	867,782	867,496	0.0	315,189	10,686,188	18,837,809	21,715	59,767	158	4,914	1,542
Mamaroneck	17,616	16,513	-6.3	6,107	210,258	378,970	22,950	62,058	*	*	*
Mount Vernon	66,713	64,145	-3.8	25,305	609,085	1,138,325	17,746	44,984	*	*	*
New Rochelle	70,794	69,439	-1.9	25,849	789,654	1,386,785	19,971	53,649	*	*	*
North Tarrytown	7,994	7,850	-1.8	2,989	97,133	162,576	20,710	54,391	*	*	*
Ossining	20,196	20,937	3.7	7,735	216,835	480,978	22,972	62,178	*	*	*
Peekskill	18,236	18,398	0.9	7,328	182,853	389,127	21,150	53,099	*	*	*
Port Chester	23,565	21,993	-6.7	8,655	227,572	456,552	20,759	52,749	*	*	*
Tarrytown	10,648	10,396	-2.4	3,941	134,868	241,270	23,209	61,218	*	*	*
White Plains	46,999	43,899	-6.6	18,027	560,128	959,386	21,854	53,221	*	*	*
Yonkers	195,351	184,382	-5.6	71,999	1,990,622	3,571,271	19,369	49,601	*	*	*
WYOMING	39,898	40,365	1.2	13,220	260,611	447,000	11,074	33,812	904	11,862	69,240
YATES	21,534	21,780	1.1	8,186	138,945	208,469	9,572	25,467	617	18,128	12,344
New York City	7,071,030	6,912,024	-2.2	2,830,846	61,217,887	114,834,602	16,614	40,565	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of New York 1986 Cash Receipts as follows: From Crops $692,000,000; from Livestock & Livestock Products $1,811,000,000; Total $2,503,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NORTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,888,018	6,528,223	10.9	2,364,082	40,120,002	78,189,362	11,977	33,074	72,792	1,884,342	1,596,855
METRO AREAS (MSAs PMSAs CMSAs)											
Ashville, NC	161,174	172,119	6.8	66,863	1,957,030	3,630,615	21,094	54,299	1,529	8,147	14,431
Burlington, NC	99,124	106,775	7.7	40,687	588,295	1,098,617	10,289	27,002	972	11,178	20,774
Fayetteville, NC	247,032	257,311	4.2	80,108	1,447,246	2,746,805	10,675	34,289	642	22,320	8,585
Greensboro-Winston-Salem-High Point, NC	854,148	938,069	9.8	352,306	5,830,362	11,253,836	11,997	31,943	8,538	90,935	115,987
Hickory, NC	203,490	225,614	10.9	82,502	1,271,362	2,479,281	10,989	30,051	1,736	9,320	42,185
Jacksonville, NC	111,863	125,096	11.8	32,394	668,974	1,542,279	12,329	47,610	578	19,706	7,229
Raleigh-Durham, NC	563,301	673,720	19.6	246,509	4,978,414	10,853,894	16,110	44,030	3,072	91,435	44,342
Wilmington, NC	103,763	118,562	14.3	44,513	735,593	1,482,638	12,505	33,308	80	1,619	247
Charlotte-Gastonia-Rock Hill, NC-SC	975,873	1,110,273	13.8	406,305	7,080,151	14,153,370	12,748	34,834	4,868	53,906	191,766
COUNTIES, Cities											
ALAMANCE	99,124	106,775	7.7	40,687	588,295	1,098,617	10,289	27,002	972	11,178	20,774
Burlington	37,266	39,349	5.6	15,543	243,278	518,232	13,170	33,342	*	*	*
ALEXANDER	25,109	28,301	12.7	10,072	149,050	296,461	10,475	29,434	658	3,809	20,258
ALLGHANY	9,604	10,066	4.8	3,932	51,291	89,322	8,874	22,717	568	1,861	11,552
ANSON	25,632	27,188	6.1	9,259	110,722	204,273	7,513	22,062	390	7,546	27,609
ASHE	22,401	24,014	7.2	9,098	109,774	199,551	8,310	21,934	1,504	5,231	13,776
AVERY	14,422	16,623	15.3	5,671	71,752	145,696	8,765	25,691	291	2,091	400
BEAUFORT	40,301	44,194	9.7	16,398	258,863	459,081	10,388	27,996	815	40,471	12,269
Washington	8,418	9,639	14.5	3,351	52,708	79,700	8,268	23,782	*	*	*
BERTIE	20,980	22,622	7.8	7,974	96,262	200,428	8,860	25,135	724	37,823	18,966
BLADEN	30,487	31,327	2.8	11,032	176,502	303,362	9,684	27,498	919	28,691	6,138
BRUNSWICK	35,882	50,104	39.6	18,567	219,578	483,430	9,649	26,037	476	10,024	2,798
BUNCOMBE	161,174	172,119	6.8	66,863	1,957,030	3,630,615	21,094	54,299	1,529	8,147	14,431
Asheville	53,281	62,800	17.9	25,701	649,306	602,711	9,597	23,451	*	*	*
BURKE	72,796	78,847	8.3	28,699	443,934	840,622	10,661	29,291	409	1,920	12,078
Morganton	13,763	16,306	18.5	5,941	99,608	183,633	11,262	30,912	*	*	*
CABARRUS	86,323	97,343	12.8	35,859	551,823	1,031,487	10,596	28,765	580	2,827	20,675
Concord	16,942	19,376	14.4	7,647	116,441	245,620	12,677	32,119	*	*	*
Kannaplis	29,628	32,265	8.9	12,357	182,864	394,364	12,223	31,913	*	*	*
CALDWELL	68,010	71,976	5.8	25,957	385,541	725,553	10,080	27,952	459	2,070	7,415
Lenoir	13,748	13,922	1.3	5,296	88,517	159,519	11,458	30,123	*	*	*
CAMDEN	5,836	6,077	4.1	2,112	37,747	61,913	10,188	29,315	131	10,748	1,855
CARTERET	41,158	51,125	24.2	19,566	323,388	656,127	12,834	33,534	162	9,330	886
CASWELL	20,723	22,592	9.0	7,461	107,273	199,738	8,841	26,771	870	17,459	3,593
CATAWBA	105,585	118,466	12.2	43,731	678,378	1,342,198	11,330	30,692	669	3,591	9,849
Hickory	20,757	26,186	26.2	10,329	161,073	348,066	13,292	33,697	*	*	*
Newton	7,624	10,112	32.6	3,812	60,347	122,160	12,081	32,045	*	*	*
CHATHAM	33,485	36,427	8.8	13,935	194,684	390,454	10,719	28,020	1,028	5,117	62,858
CHEROKEE	18,972	21,017	10.8	7,924	95,052	176,089	8,378	22,222	322	660	7,271
CHOWAN	12,544	13,151	4.8	4,868	70,926	131,437	9,994	27,000	259	13,672	5,217
CLAY	6,667	8,279	24.2	3,247	34,797	68,825	8,313	21,196	224	536	5,229
CLEVELAND	83,586	86,036	2.9	30,624	484,855	805,288	9,360	26,296	933	7,841	21,252
Shelby	15,310	15,093	-1.4	5,705	96,652	161,275	10,686	28,271	*	*	*
COLUMBUS	50,995	52,665	3.3	18,820	314,226	567,723	10,780	30,166	1,690	50,922	6,411
CRAVEN	70,895	81,761	15.3	28,029	503,733	1,012,677	12,386	36,130	562	26,647	10,745
New Bern	14,557	16,565	13.8	6,937	113,884	172,658	10,423	24,890	*	*	*
CUMBERLAND	247,032	257,311	4.2	80,108	1,447,246	2,746,805	10,675	34,289	642	22,320	8,585
Fayetteville	59,507	69,005	16.0	25,312	424,338	782,417	11,339	30,911	*	*	*
CURRITUCK	11,138	13,723	23.2	5,011	84,604	160,935	11,727	32,116	143	9,985	3,727
DARE	13,569	20,522	51.2	8,438	123,282	303,809	14,804	36,005	6		
DAVIDSON	113,631	124,340	9.4	45,818	736,229	1,362,400	10,957	29,735	1,214	8,146	11,555
Lexington	15,711	16,442	4.7	6,369	111,423	200,181	12,175	31,431	*	*	*
Thomasville	14,144	15,746	11.3	5,672	91,070	179,221	11,382	31,596	*	*	*
DAVIE	24,695	29,644	20.0	10,589	145,469	293,431	9,898	27,711	680	3,906	13,291
DUPLIN	40,951	42,080	2.8	15,067	243,297	407,067	9,674	27,017	1,856	55,988	151,592
DURHAM	153,158	173,818	13.5	65,323	1,305,034	2,752,408	15,835	42,135	304	5,701	1,158
Durham	100,538	107,626	7.1	42,206	1,274,494	2,460,158	22,858	58,289	*	*	*
EDGECOMBE	55,987	59,954	7.1	20,710	347,355	626,631	10,452	30,257	615	53,584	16,171
Tarboro	8,634	12,246	41.8	4,540	51,492	121,729	9,940	26,811	*	*	*
FORSYTH	244,211	271,561	11.2	104,951	1,719,189	3,323,596	12,239	31,668	893	8,579	2,772
Winston-Salem	138,837	151,123	8.8	59,964	919,916	2,005,052	13,268	33,437	*	*	*
FRANKLIN	30,166	32,727	8.5	11,273	184,220	353,283	10,795	31,339	878	27,035	15,424
GASTON	163,027	176,140	8.0	63,761	1,156,207	2,078,017	11,798	32,591	386	1,409	7,668
Gastonia	47,333	50,802	7.3	18,880	359,567	639,382	12,586	33,865	*	*	*

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NORTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GATES	8,932	9,324	4.4	3,166	49,649	97,876	10,497	30,915	282	10,970	8,210
GRAHAM	7,251	7,178	-1.0	2,574	37,246	55,232	7,695	21,458	197		
GRANVILLE	33,989	39,375	15.8	12,462	173,242	380,721	9,669	30,551	1,041	24,802	8,106
GREENE	16,123	16,440	2.0	5,478	92,620	155,955	9,486	28,469	670	43,018	29,236
GUILFORD	317,514	341,897	7.7	128,243	2,284,029	4,462,078	13,051	34,794	1,354	20,217	10,198
Greensboro	155,642	166,549	7.0	62,874	1,165,764	2,289,600	13,747	36,416	*	*	*
High Point	63,808	69,145	8.4	26,200	420,036	852,305	12,326	32,530	*	*	*
HALIFAX	55,177	56,945	3.2	19,921	292,390	542,524	9,527	27,234	565	43,496	19,589
Roanoke Rapids	14,702	15,425	4.9	5,657	107,675	56,585	3,668	10,003	*	*	*
HARNETT	59,662	64,359	7.9	22,316	366,075	688,372	10,696	30,847	1,163	42,509	6,864
Dunn	8,962	9,489	5.9	3,453	62,421	85,013	8,959	24,620	*	*	*
HAYWOOD	46,561	49,155	5.6	18,735	289,905	507,189	10,318	27,072	1,043	5,054	6,271
HENDERSON	59,005	71,892	21.8	28,483	402,945	825,888	11,488	28,996	608	15,761	10,111
Hendersonville	6,862	8,488	23.7	3,532	46,307	95,272	11,224	26,977	*	*	*
HERTFORD	23,363	23,861	2.1	8,197	126,980	214,130	8,974	26,123	349	22,339	4,502
HOKE	20,593	23,454	13.9	7,277	106,861	190,489	8,122	26,177	209	12,673	5,388
HYDE	5,861	6,007	2.5	2,215	28,543	46,882	7,805	21,166	189	17,234	3,666
IREDELL	82,767	90,616	9.5	33,279	495,842	921,206	10,166	27,681	1,306	5,582	43,277
Statesville	18,622	19,699	5.8	7,389	120,046	227,132	11,530	30,738	*	*	*
JACKSON	25,956	29,916	15.3	9,755	140,069	282,051	9,428	28,913	275	1,011	745
JOHNSTON	70,703	78,545	11.1	29,206	432,956	829,235	10,557	28,393	2,253	80,873	22,586
JONES	9,676	10,385	7.3	3,680	55,566	101,014	9,727	27,449	314	19,805	1,870
LEE	36,842	41,093	11.5	15,210	276,294	511,176	12,439	33,608	457	10,480	4,978
Sanford	14,773	18,132	22.7	6,901	113,940	193,364	10,664	28,020	*	*	*
LENOIR	59,854	62,509	4.4	22,740	453,433	797,574	12,759	35,074	839	53,447	24,056
Kinston	25,234	25,625	1.6	9,368	177,545	258,848	10,101	27,632	*	*	*
LINCOLN	42,636	47,473	11.3	17,035	255,435	461,449	9,720	27,088	560	2,857	8,184
MCDOWELL	35,283	37,330	5.8	13,328	191,566	331,910	8,891	24,903	274	670	2,754
Marion	3,684	4,001	8.6	1,443	22,133	38,981	9,744	27,019	*	*	*
MACON	20,254	25,831	27.5	10,296	118,881	253,247	9,804	24,597	429	1,156	2,948
MADISON	16,844	17,240	2.4	6,274	136,006	236,114	13,696	37,634	1,481	8,921	2,328
MARTIN	25,929	27,503	6.1	9,586	138,252	224,401	8,159	23,409	728	44,370	10,824
MECKLENBURG	406,149	469,748	15.7	178,401	3,388,963	7,143,394	15,207	40,041	429	14,344	6,727
Charlotte	314,447	362,478	15.3	139,158	2,566,845	5,518,833	15,225	39,659	*	*	*
MITCHELL	14,396	14,951	3.9	5,757	78,442	150,841	10,089	26,201	454	2,239	689
MONTGOMERY	22,629	25,006	10.5	8,996	107,693	218,464	8,736	24,285	288	3,103	15,157
MOORE	50,803	58,867	15.9	22,964	355,774	697,572	11,850	30,377	861	13,403	30,760
Aberdeen	NO DATA AVAILABLE FOR THIS CITY										
NASH	67,138	74,058	10.3	27,484	467,570	937,877	12,664	34,124	997	71,552	43,293
Rocky Mount	41,283	51,302	24.3	18,953	315,743	548,642	10,694	28,947	*	*	*
NEW HANOVER	103,763	118,562	14.3	44,513	795,593	1,482,638	12,505	33,308	80	1,619	247
Wilmington	44,000	46,036	4.6	18,036	288,027	445,855	9,685	24,721	*	*	*
NORTHAMPTON	22,499	22,626	0.6	7,535	118,928	213,412	9,432	28,323	513	30,772	23,871
ONSLOW	111,863	125,096	11.8	32,394	668,974	1,542,279	12,329	47,610	578	19,706	7,229
Jacksonville	18,237	29,359	61.0	9,409	139,714	268,116	9,132	28,496	*	*	*
ORANGE	77,401	89,213	15.3	31,451	690,845	1,477,432	16,561	46,976	599	9,180	13,875
Chapel Hill	32,421	36,115	11.4	11,418	314,389	493,912	13,676	43,259	*	*	*
PAMLICO	10,430	11,548	10.7	4,283	67,977	118,870	10,294	27,754	136	11,613	376
PASQUOTANK	28,493	30,068	5.5	10,595	184,528	335,469	11,157	31,663	253	19,695	2,154
Elizabeth City	13,784	15,438	12.0	5,716	89,836	137,915	8,933	24,126	*	*	*
PENDER	22,309	25,414	13.9	8,965	145,110	251,129	9,882	28,012	514	18,449	6,844
PERQUIMANS	9,527	9,960	4.5	3,613	48,294	90,385	9,075	25,017	343	16,076	8,238
PERSON	29,260	31,385	7.3	11,106	161,791	313,043	9,974	28,187	753	23,069	4,821
PITT	83,810	105,143	25.5	39,706	579,041	1,208,680	11,496	30,441	1,070	89,906	27,457
Greenville	35,740	39,418	10.3	11,833	264,257	423,953	10,755	35,828	*	*	*
POLK	13,039	15,135	16.1	6,086	81,872	156,063	10,311	25,643	211	768	2,773
Tryon	1,796	2,029	13.0	920	12,720	22,518	11,099	24,463	*	*	*
RANDOLPH	92,257	103,008	11.7	38,376	588,664	1,111,471	10,790	28,963	1,527	11,316	60,148
Asheboro	15,252	17,199	12.8	7,161	120,791	235,444	13,690	32,880	*	*	*
RICHMOND	45,607	46,520	2.0	16,822	281,685	476,229	10,237	28,310	273	7,031	10,870
Rockingham	8,300	8,915	7.4	3,320	65,659	102,797	11,531	30,967	*	*	*
ROBESON	101,745	113,262	11.3	37,129	488,602	983,010	8,679	26,476	1,943	78,668	9,245
Lumberton	18,340	8,872	-51.6	6,931	120,844	196,253	22,120	28,317	*	*	*
ROCKINGHAM	83,616	87,638	4.8	32,485	522,728	944,249	10,774	29,067	1,286	26,125	4,593
Eden	15,672	16,214	3.5	6,488	112,021	174,651	10,772	26,920	*	*	*
Reidsville	12,492	12,410	-0.7	4,724	80,751	130,076	10,482	27,534	*	*	*
ROWAN	99,465	105,837	6.4	39,483	606,815	1,098,186	10,376	27,814	956	6,665	16,035
East Spencer	2,150	2,504	16.5	855	16,323	28,649	11,441	33,517	*	*	*
Spencer	2,938	2,900	-1.3	1,203	22,318	33,126	11,422	27,546	*	*	*
Salisbury	22,677	24,150	6.5	8,986	153,026	281,850	11,671	31,364	*	*	*
RUTHERFORD	53,896	58,847	9.2	21,816	299,347	565,134	9,603	25,905	612	2,027	5,822
Forest City	7,688	8,160	6.1	3,073	47,336	82,532	10,114	26,854	*	*	*

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NORTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SAMPSON	49,813	50,591	1.6	17,743	282,103	480,805	9,504	27,098	1,818	67,404	59,114
Clinton	7,552	7,139	-5.5	2,683	58,506	74,812	10,480	27,883	*	*	*
SCOTLAND	32,320	34,970	8.2	11,659	187,797	345,513	9,880	29,635	142		
STANLY	48,682	51,625	6.0	19,036	283,517	513,637	9,949	26,982	689	11,089	23,367
STOKES	33,331	37,209	11.6	13,043	192,573	389,212	10,460	29,841	1,569	18,392	2,308
SURRY	59,615	61,922	3.9	22,956	353,279	644,527	10,409	28,077	1,605	26,039	21,020
Mount Airy	6,862	7,360	7.3	3,058	54,951	91,139	12,384	29,801	*	*	*
SWAIN	10,267	11,223	9.3	4,237	46,906	83,400	7,431	19,684	89	202	547
TRANSYLVANIA	23,477	26,506	12.9	9,583	160,111	305,777	11,536	31,908	204	1,746	1,359
TYRRELL	3,963	4,189	5.7	1,550	22,484	35,014	8,359	22,590	141	12,068	9,523
UNION	70,858	85,840	21.1	28,606	467,648	1,017,376	11,852	35,565	1,263	19,977	124,630
Monroe	12,639	19,055	50.8	6,930	92,811	249,101	13,073	35,944	*	*	*
VANCE	36,821	38,962	5.8	13,524	189,307	345,589	8,870	25,554	502	16,545	2,176
Henderson	13,522	17,282	27.8	6,015	78,015	153,575	8,886	25,533	*	*	*
WAKE	302,576	377,962	24.9	138,462	2,798,315	6,270,771	16,591	45,289	1,291	49,519	13,855
Raleigh	155,743	196,379	26.1	73,486	1,460,890	3,063,042	15,598	41,682	*	*	*
WARREN	16,181	16,836	4.0	5,779	79,481	138,480	8,225	23,963	470	12,719	7,868
WASHINGTON	14,796	14,645	-1.0	4,937	90,640	148,729	10,156	30,125	347	21,500	27,435
WATAUGA	31,764	37,224	17.2	12,644	181,938	366,672	9,850	29,000	885	4,247	5,248
WAYNE	96,997	99,522	2.6	34,694	623,464	1,116,409	11,218	32,179	1,350	60,308	66,914
Goldsboro	31,871	37,563	17.9	12,952	195,199	323,655	8,616	24,989	*	*	*
WILKES	58,671	63,976	9.0	23,587	319,808	604,945	9,456	25,647	1,332	4,630	108,879
WILSON	63,307	67,573	6.7	24,044	424,022	788,760	11,673	32,805	910	61,532	10,881
Wilson	34,424	36,406	5.8	13,172	250,851	391,740	10,760	29,741	*	*	*
YADKIN	28,499	30,410	6.7	11,286	164,209	311,648	10,248	27,614	1,301	20,379	15,715
YANCEY	14,944	15,903	6.4	5,862	70,771	120,209	7,559	20,506	861	4,610	1,823

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of North Carolina 1986 Cash Receipts as follows: From Crops $1,604,000,000; from Livestock & Livestock Products $2,179,000,000; Total $3,783,000,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NORTH DAKOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	653,973	694,991	6.3	250,005	4,796,000	8,289,290	11,927	33,156	36,431	1,582,292	524,936
METRO AREAS (MSAs PMSAs CMSAs)											
Bismarck, ND	80,764	90,992	12.7	33,033	704,990	1,227,092	13,486	37,147	1,748	35,444	46,848
Grand Forks, ND	66,192	71,111	7.4	23,905	489,852	850,605	11,962	35,583	957	93,929	8,094
Fargo-Moorhead, ND-MN	137,835	146,048	6.0	51,513	939,266	1,585,520	10,856	30,779	2,379	188,597	38,516
COUNTIES, Cities											
ADAMS	3,584	3,453	-3.7	1,396	35,926	57,075	16,529	40,885	371	11,540	7,067
BARNES	13,941	13,049	-6.4	5,147	92,736	131,530	10,080	25,555	1,015	64,290	10,770
Valley City	7,774	7,101	-8.7	2,649	65,436	83,369	11,740	31,477	*	*	*
BENSON	7,892	8,104	2.7	2,652	39,080	75,083	9,265	28,312	760	39,584	8,074
BILLINGS	1,144	1,366	19.4	447	13,548	20,214	14,798	45,221	257	2,869	4,818
BOTTINEAU	9,339	8,979	-3.9	3,232	60,048	102,857	11,455	31,825	967	49,762	4,646
BOWMAN	4,212	4,349	3.3	1,630	39,744	69,794	16,048	42,818	377	8,645	8,050
BURKE	3,802	3,421	-10.0	1,379	22,588	37,719	11,026	27,352	580	17,084	3,059
BURLEIGH	55,397	63,159	14.0	23,207	478,921	865,960	13,711	37,315	792	20,094	19,012
Bismarck	44,485	50,546	13.6	19,241	414,460	748,902	14,816	38,923	*	*	*
CASS	88,533	96,343	8.8	35,596	538,927	942,858	9,786	26,488	1,276	111,984	16,615
Fargo	61,308	68,870	12.3	26,938	401,554	1,187,386	17,241	44,078	*	*	*
CAVALIER	7,502	6,718	-10.5	2,751	47,831	86,544	12,882	31,459	971	64,432	3,033
DICKEY	7,219	6,878	-4.7	2,510	55,492	95,607	13,900	38,090	611	25,407	17,867
DIVIDE	3,442	3,078	-10.6	1,243	24,919	52,240	16,972	42,027	612	22,236	3,420
DUNN	4,655	5,325	14.4	1,901	38,710	55,434	10,410	29,160	697	10,732	16,689
EDDY	3,529	3,225	-8.6	1,335	21,519	37,311	11,569	27,948	345	17,564	5,616
EMMONS	5,823	5,480	-5.9	1,936	37,787	55,393	10,108	28,612	849	15,801	20,271
FOSTER	4,604	4,524	-1.7	1,628	32,687	52,102	11,517	32,004	345	26,294	4,680
GOLDEN VALLEY	2,376	2,656	11.8	1,003	24,493	37,731	14,206	37,618	288	8,228	8,190

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NORTH DAKOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs. 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GRAND FORKS	66,192	71,111	7.4	23,905	489,852	850,605	11,962	35,583	957	93,929	8,094
Grand Forks	43,765	43,976	0.5	15,785	360,277	597,446	13,586	37,850	*	*	*
GRANT	4,245	4,059	-4.4	1,536	30,849	48,978	12,067	31,887	685	12,686	17,076
GRIGGS	3,681	3,498	-5.0	1,362	23,965	38,590	11,032	28,333	457	24,975	6,623
HETTINGER	4,261	3,830	-10.1	1,522	34,893	54,297	14,177	35,675	502	25,085	8,870
KIDDER	3,802	3,639	-4.3	1,392	24,908	36,770	10,104	26,415	566	12,882	15,270
LA MOURE	6,484	5,789	-10.7	2,213	45,542	74,977	12,952	33,880	765	38,295	16,284
LOGAN	3,474	3,089	-11.1	1,091	27,903	43,386	14,045	39,767	536	12,057	16,275
MCHENRY	7,793	7,247	-7.0	2,811	42,637	67,812	9,357	24,124	974	29,191	17,047
MCINTOSH	4,786	4,383	-8.4	1,830	39,579	63,918	14,583	34,928	595	12,993	15,006
MCKENZIE	7,245	9,137	26.1	3,101	71,959	106,570	11,664	34,366	778	19,749	13,747
MCLEAN	12,369	12,684	2.5	4,582	88,078	149,179	11,761	32,558	1,149	43,063	12,031
MERCER	9,678	12,630	30.5	4,294	94,523	278,121	22,021	64,770	542	9,209	10,675
MORTON	25,367	27,833	9.7	9,826	226,069	361,132	12,975	36,753	956	15,350	27,836
MOUNTRAIL	7,681	7,940	3.4	2,890	49,432	79,519	10,015	27,515	881	25,877	8,214
NELSON	5,200	4,932	-5.2	1,927	30,115	51,104	10,362	26,520	632	37,558	7,909
OLIVER	2,508	2,744	9.4	921	23,349	47,736	17,397	51,831	349	5,456	8,849
PEMBINA	10,348	10,173	-1.7	3,835	72,030	129,058	12,686	33,653	841		
PIERCE	6,129	5,907	-3.6	2,128	37,839	65,738	11,129	30,892	589	25,242	7,029
RAMSEY	13,027	13,161	1.0	4,797	89,014	152,468	11,585	31,784	690	46,934	2,815
Devil's Lake	7,442	7,815	5.0	2,899	50,285	89,378	11,437	30,827	*	*	*
RANSOM	6,707	6,494	-3.2	2,274	56,053	104,351	16,069	45,889	521	24,215	9,692
RENVILLE	3,609	3,402	-5.7	1,341	23,319	39,284	11,547	29,295	480	23,095	2,852
RICHLAND	19,219	22,565	17.4	7,164	161,845	347,123	15,383	48,454	1,207	90,995	17,100
Wahpeton	9,064	10,591	16.8	3,271	71,898	121,370	11,460	37,102	*	*	*
ROLETTE	12,141	13,382	10.2	3,976	55,502	91,060	6,805	22,902	550	19,285	5,242
SARGENT	5,484	5,202	-5.1	1,943	42,737	77,800	14,956	40,041	590	26,403	12,482
SHERIDAN	2,772	2,515	-9.3	1,013	16,706	31,035	12,340	30,637	495	16,311	6,443
SIOUX	3,591	3,788	5.5	1,013	20,264	27,828	7,346	27,471	219	3,478	8,073
SLOPE	1,150	1,139	-1.0	415	10,407	14,189	12,457	34,190	295	8,813	6,326
STARK	24,058	29,560	22.9	10,155	227,321	397,616	13,451	39,155	769	14,984	15,945
Dickinson	15,924	20,246	27.1	7,199	169,136	258,081	12,747	35,850	*	*	*
STEELE	3,082	2,811	-8.8	1,091	23,351	36,568	13,009	33,518	440	40,570	1,832
STUTSMAN	24,225	23,850	-1.5	8,559	166,302	263,767	11,059	30,818	1,134	69,148	21,666
Jamestown	16,280	16,002	-1.7	5,942	115,741	198,201	12,386	33,355	*	*	*
TOWNER	4,027	4,644	15.3	1,812	28,201	63,641	13,704	35,122	552	38,520	2,549
TRAILL	9,642	9,385	-2.7	3,473	68,607	119,914	12,777	34,527	685	68,915	2,646
WALSH	15,254	15,555	2.0	5,453	97,642	175,334	11,272	32,154	975		
WARD	58,241	61,468	5.5	22,180	407,595	627,299	10,205	28,282	1,256	52,699	11,675
Minot	32,843	38,420	17.0	14,418	266,382	475,899	12,387	33,008	*	*	*
WELLS	6,952	6,760	-2.8	2,602	45,273	77,528	11,469	29,796	735	44,783	12,186
WILLIAMS	22,555	28,578	26.7	10,585	197,383	319,543	11,181	30,188	971	33,001	6,700
Williston	13,336	18,533	39.0	6,596	123,700	253,862	13,698	38,487	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of North Dakota 1986 Cash Receipts as follows: From Crops $1,623,000,000; from Livestock & Livestock Products $676,000,000; Total $2,299,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

OHIO POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs. 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	10,800,470	10,886,814	0.8	4,030,823	89,046,004	143,927,562	13,220	35,707	86,934	1,847,101	1,502,552
METRO AREAS (MSAs/PMSAs/CMSAs)											
Akron, OH	660,748	649,036	-1.8	240,609	5,024,068	7,872,445	12,129	32,719	1,280	15,317	15,953
Canton, OH	404,562	402,027	-0.6	147,576	3,033,418	4,668,961	11,614	31,638	2,154	21,728	37,296
Cleveland, OH	1,894,697	1,878,866	-0.8	722,771	17,628,300	27,821,792	14,808	38,493	2,416	48,812	31,459
Columbus, OH	1,244,231	1,333,594	7.2	503,048	11,440,852	20,607,894	15,453	40,966	7,106	219,648	158,500
Dayton-Springfield,OH	942,725	932,352	-1.1	352,969	6,803,130	11,022,058	11,822	31,227	4,184	123,222	80,060

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Hamilton-Middletown,OH	259,909	273,551	5.2	95,440	2,011,969	3,177,980	11,618	33,298	1,123	16,917	15,564
Lima, OH	155,249	153,757	-1.0	55,237	1,116,681	1,772,015	11,525	32,080	2,457	63,531	50,236
Lorain-Elyria,OH	274,842	265,351	-3.5	91,888	1,933,751	2,649,536	9,985	28,834	1,110	31,978	14,323
Mansfield, OH	131,285	129,812	-1.1	47,710	862,145	1,460,866	11,254	30,620	1,168	19,643	20,608
Toledo, OH	617,838	615,455	-0.4	227,023	5,374,666	8,840,079	14,363	38,939	3,159	123,776	61,867
Youngstown-Warren, OH	530,562	516,667	-2.6	191,572	3,904,950	5,501,770	10,649	28,719	1,759	17,367	25,280
Cincinnati, OH-KY-IN	1,401,665	1,445,419	3.1	534,702	13,563,319	22,778,750	15,759	42,601	5,626	65,966	33,746
Steubenville-Weirton, OH-WV	163,173	154,532	-5.3	59,915	1,506,777	1,847,536	11,956	30,836	667	2,205	5,504
COUNTIES, Cities											
ADAMS	24,390	25,557	4.8	8,829	136,814	234,510	9,176	26,561	1,483	14,190	12,809
ALLEN	112,613	109,337	-2.9	39,474	804,317	1,265,443	11,574	32,053	1,202	31,610	18,397
Delphos	7,314	6,773	-7.4	2,323	51,333	84,590	12,488	36,409	*	*	*
Lima	47,381	42,169	-11.0	16,355	307,466	493,387	11,700	30,168	*	*	*
ASHLAND	46,313	46,378	0.1	16,226	355,835	561,031	12,097	34,576	1,185	12,985	32,990
Ashland	20,326	20,323	0.0	7,544	166,248	248,957	12,250	33,001	*	*	*
ASHTABULA	104,486	100,375	-3.9	35,649	767,227	1,115,867	11,117	31,301	1,271	13,633	23,948
Ashtabula	23,449	21,851	-6.8	7,869	163,916	225,227	10,308	28,624	*	*	*
Conneaut	13,835	12,990	-6.1	4,831	94,210	132,476	10,198	27,423	*	*	*
ATHENS	56,604	61,668	8.9	19,834	394,858	708,798	11,494	35,737	598	1,465	4,022
Athens	19,743	21,523	9.0	5,892	138,694	177,444	8,244	30,114	*	*	*
AUGLAIZE	42,636	44,420	4.2	15,763	312,364	506,572	11,404	32,137	1,255	31,921	31,839
St. Marys	8,414	8,246	-2.0	2,977	64,056	95,754	11,613	32,164	*	*	*
Wapakoneta	8,402	9,178	9.2	3,429	65,228	106,814	11,638	31,151	*	*	*
BELMONT	82,633	83,021	0.5	32,929	721,126	1,112,640	13,402	33,789	743		
Bellaire	8,241	7,624	-7.5	3,137	60,729	72,626	9,526	23,149	*	*	*
Martins Ferry	9,331	8,680	-7.0	3,624	85,356	90,950	10,478	25,098	*	*	*
BROWN	32,015	34,418	7.5	11,836	221,992	383,510	11,143	32,402	1,768	26,941	7,723
BUTLER	259,909	273,551	5.2	95,440	2,011,969	3,177,980	11,618	33,298	1,123	16,917	15,564
Hamilton	63,189	64,185	1.6	25,097	439,476	725,870	11,309	28,922	*	*	*
Middletown	43,719	43,516	-0.5	17,577	341,683	560,060	12,870	31,862	*	*	*
CARROLL	25,587	27,928	9.1	9,643	165,286	276,430	9,898	28,666	779	3,989	11,833
CHAMPAIGN	33,687	33,097	-1.8	11,970	213,772	356,305	10,765	29,766	1,018	31,734	22,423
Urbana	10,762	11,336	5.3	4,526	74,859	137,273	12,110	30,330	*	*	*
CLARK	150,209	146,226	-2.7	54,237	927,113	1,452,844	9,936	26,787	917	36,998	31,549
Springfield	72,563	65,762	-9.4	26,230	412,684	768,283	11,683	29,290	*	*	*
CLERMONT	129,640	164,950	27.2	56,259	1,150,864	2,295,790	13,918	40,808	1,149	11,956	5,649
CLINTON	34,645	36,037	4.0	13,142	276,273	502,942	13,956	38,270	977	36,624	20,111
Wilmington	10,431	10,230	-1.9	3,946	93,686	132,158	12,919	33,491	*	*	*
COLUMBIANA	113,437	113,312	-0.1	41,357	811,061	1,238,223	10,928	29,940	1,170	12,770	25,432
East Liverpool	16,687	14,939	-10.5	6,002	112,361	153,687	10,287	25,606	*	*	*
Lisbon	3,159	2,983	-5.6	1,170	22,630	31,925	10,703	27,288	*	*	*
Salem	12,869	11,790	-8.4	4,698	102,953	146,729	12,445	31,235	*	*	*
COSHOCTON	36,110	36,644	1.5	13,653	269,978	466,931	12,742	34,200	944	9,231	17,319
Coshocton	13,405	13,320	-0.6	5,494	110,970	165,995	12,462	30,217	*	*	*
CRAWFORD	49,894	47,403	-5.0	18,061	404,442	566,328	11,947	31,356	975	34,936	15,524
Bucyrus	13,433	12,726	-5.3	5,169	109,425	153,813	12,086	29,758	*	*	*
Galion	12,391	11,224	-9.4	4,613	106,587	147,451	13,138	31,963	*	*	*
CUYAHOGA	1,493,017	1,452,857	-2.7	576,343	14,130,219	21,677,073	14,920	37,611	193	12,421	974
Cleveland	573,822	498,652	-13.1	204,488	4,777,695	9,582,121	19,216	46,859	*	*	*
DARKE	55,168	53,301	-3.4	18,740	445,101	726,578	13,632	38,772	2,165	55,066	66,115
Greenville	12,999	12,046	-7.3	4,733	118,498	155,384	12,900	32,829	*	*	*
Union City	1,716	2,778	61.9	1,125	13,591	38,275	13,778	34,026	*	*	*
DEFIANCE	40,112	38,286	-4.6	13,232	312,357	473,273	12,362	35,767	1,033	24,756	15,255
Defiance	16,810	15,510	-7.7	5,637	140,886	217,256	14,007	38,541	*	*	*
DELAWARE	54,118	61,492	13.6	20,375	477,628	853,437	13,879	41,886	920	24,380	11,378
Delaware	18,780	19,941	6.2	6,955	157,447	266,719	13,375	38,347	*	*	*
ERIE	79,811	77,160	-3.3	27,891	683,644	1,050,617	13,616	37,669	535	17,894	8,448
Sandusky	31,360	29,506	-5.9	11,402	248,190	359,836	12,195	31,559	*	*	*
FAIRFIELD	94,401	100,826	6.8	34,793	799,608	1,307,908	12,972	37,591	1,322	27,342	20,446
Lancaster	34,953	35,000	0.1	13,689	299,467	437,017	12,486	31,925	*	*	*
FAYETTE	27,531	27,714	0.7	9,966	206,993	321,346	11,595	32,244	666	38,278	14,618
Washington	12,382	12,920	1.9	5,098	103,416	142,635	11,040	27,978	*	*	*
FRANKLIN	868,125	930,498	7.2	364,169	8,366,844	15,433,889	16,587	42,381	675	28,779	6,575
Columbus	564,987	581,416	2.9	236,113	4,883,696	7,554,226	12,993	31,994	*	*	*
FULTON	37,793	39,035	3.3	13,463	301,707	504,645	12,928	37,484	1,180	40,434	42,907
GALLIA	30,164	31,218	3.5	10,985	221,152	355,221	11,379	32,337	992	5,025	7,594
Gallipolis	5,576	6,838	22.6	2,586	47,331	78,755	11,517	30,451	*	*	*
GEAUGA	74,667	80,087	7.3	25,633	638,890	1,176,387	14,689	45,893	753	4,094	11,232
Chardon	4,434	4,651	4.9	1,698	39,015	66,792	14,362	39,333	*	*	*
GREENE	129,850	132,147	1.8	45,697	952,465	1,533,172	11,602	33,551	976	0	18,200
Beaver Creek	31,589	35,983	13.9	11,436	261,164	463,855	12,891	40,560	*	*	*
Fairborn	29,702	29,243	-1.5	11,298	216,064	394,672	13,496	34,932	*	*	*
Xenia	24,653	24,816	0.7	9,081	163,987	328,976	13,257	36,227	*	*	*

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GUERNSEY	42,251	42,024	-0.5	15,420	286,809	437,996	10,423	28,404	937	1,295	7,006
Cambridge	13,573	12,077	-11.0	5,013	97,515	134,841	11,166	26,899	*	*	*
HAMILTON	871,442	853,977	-2.0	329,915	8,490,597	13,774,245	16,130	41,751	400	12,584	3,162
Cincinnati	385,457	342,168	-11.2	149,868	3,339,705	4,438,839	12,973	29,618	*	*	*
HANCOCK	64,555	66,504	3.0	24,534	573,804	1,073,168	16,137	43,742	1,299	46,625	13,265
Findlay	35,594	37,146	4.4	14,448	323,477	467,237	12,578	32,339	*	*	*
HARDIN	32,742	31,948	-2.4	10,885	238,041	340,151	10,647	31,250	1,142	37,632	15,951
Kenton	8,605	8,309	-3.4	3,292	64,207	95,552	11,500	29,028	*	*	*
HARRISON	18,271	15,304	-16.2	6,669	122,398	205,357	13,419	30,793	504	1,082	5,459
HENRY	28,302	28,424	0.4	10,162	216,508	339,893	11,958	33,447	1,211	43,778	17,825
Napoleon	8,614	8,488	-1.5	3,210	71,080	103,849	12,235	32,356	*	*	*
HIGHLAND	33,489	34,850	4.1	12,697	235,880	376,955	10,816	29,689	1,470	27,908	13,109
Greenfield	5,150	5,455	5.9	1,916	34,036	51,495	9,440	26,872	*	*	*
HOCKING	24,456	25,320	3.5	9,122	186,686	279,036	11,020	30,589	411		
Logan	6,557	7,627	16.3	2,954	44,623	75,645	9,919	25,608	*	*	*
HOLMES	29,413	31,896	8.4	8,910	166,202	308,011	9,657	34,569	1,574	4,789	50,486
HURON	54,652	55,287	1.2	19,812	432,277	704,207	12,737	35,544	1,053	44,419	13,348
Bellevue	8,187	8,362	2.1	3,072	63,308	100,872	12,063	32,834	*	*	*
Norwalk	14,358	14,679	2.2	5,453	116,775	178,094	12,133	32,658	*	*	*
JACKSON	30,675	31,131	1.5	11,150	210,674	391,331	12,570	35,097	503	4,613	4,934
JEFFERSON	91,449	85,552	-6.4	33,748	869,792	1,144,731	13,381	33,920	514	1,426	4,477
Steubenville	26,400	22,110	-16.3	8,874	256,617	252,038	11,399	28,403	*	*	*
KNOX	46,328	48,457	4.6	16,613	328,103	563,524	11,629	33,921	1,257	16,694	29,503
Mount Vernon	14,323	15,011	4.8	6,013	110,489	168,586	11,231	28,038	*	*	*
LAKE	213,084	225,519	5.8	81,171	1,906,393	3,396,589	15,061	41,845	290	21,047	722
Willoughby	19,329	20,101	4.0	7,944	209,425	358,470	17,833	45,125	*	*	*
LAWRENCE	64,069	63,589	-0.7	22,657	360,201	448,558	7,054	19,798	630		
Ironton	14,290	13,482	-5.7	5,536	90,292	124,039	9,200	22,406	*	*	*
LICKING	121,334	127,446	5.0	45,794	951,027	1,590,517	12,480	34,732	1,552	24,384	42,328
Newark	41,200	42,997	4.4	17,484	318,236	484,179	11,261	27,693	*	*	*
LOGAN	39,217	39,799	1.5	14,939	297,947	454,030	11,408	30,392	1,058	26,349	23,963
Bellefontaine	11,888	12,428	4.5	4,083	80,843	114,038	9,176	27,927	*	*	*
LORAIN	274,842	265,351	-3.5	91,888	1,933,751	2,649,536	9,985	28,834	1,110	31,978	14,323
Elyria	57,504	55,744	-3.1	20,892	410,315	706,720	12,678	33,827	*	*	*
Lorain	75,416	69,098	-8.4	24,769	492,010	831,867	12,039	33,586	*	*	*
LUCAS	472,177	461,791	-2.2	175,493	4,167,756	6,817,265	14,763	38,846	574	28,636	8,051
Toledo	354,635	317,675	-10.4	123,549	2,874,941	4,299,652	13,535	34,801	*	*	*
MADISON	33,121	35,554	7.3	11,538	268,205	451,974	12,712	39,173	781	42,029	19,865
London	6,958	8,916	28.1	3,493	53,540	108,594	12,179	31,090	*	*	*
MAHONING	289,110	279,427	-3.3	104,232	2,073,166	2,844,315	10,179	27,288	766	9,761	12,465
Youngstown	115,436	96,742	-16.2	36,987	710,712	1,023,647	10,581	27,676	*	*	*
MARION	68,155	66,759	-2.0	24,029	543,383	805,738	12,069	33,532	774	35,362	13,136
Marion	37,040	34,166	-7.8	13,320	283,958	371,222	10,865	27,869	*	*	*
MEDINA	113,929	120,403	5.7	39,624	952,798	1,571,743	13,054	39,666	1,180	11,250	18,731
Medina	15,268	17,169	12.4	6,611	147,288	278,437	16,218	42,119	*	*	*
MEIGS	23,834	26,592	11.6	9,606	161,256	228,547	8,595	23,792	595	2,603	6,339
Middleport	2,971	2,674	-10.0	1,096	17,271	24,649	9,219	22,499	*	*	*
Pomeroy	2,728	2,930	7.4	1,173	15,882	27,643	[illegible]	23,557	*	*	*
MERCER	38,347	38,793	1.2	12,868	297,153	464,265	11,968	36,079	1,614	35,359	80,563
Celina	9,137	9,081	-0.6	3,222	77,509	115,143	12,680	35,739	*	*	*
MIAMI	90,470	88,714	-1.9	32,581	610,558	967,881	10,910	29,707	1,224	34,175	20,146
Piqua	20,480	20,545	0.3	7,863	128,060	254,038	12,365	32,308	*	*	*
Troy	19,086	20,378	6.8	7,868	131,074	278,170	13,651	35,353	*	*	*
MONROE	17,505	16,667	-4.8	6,090	133,309	171,038	10,262	28,085	825	627	5,751
MONTGOMERY	572,196	565,265	-1.2	220,454	4,312,994	7,068,161	12,504	32,062	4,067	21,854	10,165
Dayton	193,444	167,588	-13.4	72,876	1,224,455	1,962,036	11,708	26,923	*	*	*
MORGAN	14,332	14,366	0.2	5,029	102,338	165,522	11,522	32,914	645	1,738	5,613
MORROW	26,451	27,256	3.0	9,297	185,108	325,022	11,925	34,960	1,005	19,890	14,638
MUSKINGUM	83,403	85,796	2.9	31,203	586,030	971,419	11,322	31,132	1,135	7,033	14,729
Zanesville	28,655	28,282	-1.3	11,574	184,821	257,159	9,093	22,219	*	*	*
NOBLE	11,332	11,371	0.3	4,078	84,603	151,178	13,295	37,072	610	297	3,872
OTTAWA	40,025	40,719	1.7	15,092	331,571	577,498	14,183	38,265	677	19,327	3,402
Oak Harbor	2,678	2,485	-7.2	653	22,745	36,257	14,588	55,518	*	*	*
Port Clinton	7,223	7,083	-1.9	1,775	60,729	100,840	14,237	56,797	*	*	*
PAULDING	21,349	20,691	-3.1	7,054	145,926	216,277	10,453	30,660	777	31,861	10,864
PERRY	31,062	32,349	4.1	11,286	191,725	344,764	10,658	30,548	676		
PICKAWAY	43,569	43,285	-0.7	14,484	335,847	518,434	11,977	35,794	871	41,265	18,750
Circleville	11,700	11,704	0.0	4,448	97,221	159,042	13,589	35,756	*	*	*
PIKE	22,901	27,827	21.5	9,645	156,907	314,118	11,288	32,568	521		
PORTAGE	136,087	142,018	4.4	48,517	977,790	1,532,685	10,792	31,591	940	10,504	14,399
Kent	26,164	28,423	8.6	9,530	172,322	292,061	10,275	30,648	*	*	*
Ravenna	11,987	12,061	0.6	4,595	90,002	154,270	12,791	33,576	*	*	*
PREBLE	38,382	40,405	5.3	14,356	241,059	446,122	11,041	31,076	1,319	31,367	24,749
PUTNAM	32,975	33,726	2.3	10,807	209,863	325,229	9,643	30,094	1,627	44,433	28,439
RICHLAND	131,285	129,812	-1.1	47,710	862,145	1,460,866	11,254	30,620	1,168	19,643	20,608
Mansfield	53,927	50,745	-5.9	20,715	356,213	638,486	12,582	30,822	*	*	*
Shelby	9,645	9,357	-3.0	3,595	73,374	121,012	12,932	33,665	*	*	*

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OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	HOUSEHOLDS 1989 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	INCOME Income per capita	E&P 1988 estimate income per household	FARM PRODUCTS (1982) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ROSS	65,079	69,909	7.4	24,126	515,514	872,158	12,476	36,150	903	25,217	13,487
Chillicothe	23,420	24,742	5.6	10,039	217,498	323,454	13,073	32,220	*	*	*
SANDUSKY	63,172	62,469	-1.1	22,273	477,207	799,507	12,798	35,896	1,046	39,380	10,850
Fremont	17,834	16,318	-8.5	6,068	128,639	202,706	12,423	33,408	*	*	*
SCIOTO	84,653	85,364	0.8	30,432	615,521	929,215	10,885	30,534	712	5,390	5,049
Portsmouth	25,943	22,833	-12.0	9,673	211,394	232,316	10,174	24,018	*	*	*
SENECA	61,819	61,480	-0.5	21,488	475,513	662,215	10,771	30,818	1,453	41,602	20,599
Fostoria	15,743	14,401	-8.5	5,517	129,063	189,893	13,186	34,422	*	*	*
Tiffin	19,549	17,472	-10.6	6,432	156,717	222,712	12,747	34,624	*	*	*
SHELBY	43,141	43,152	0.0	14,615	354,184	542,057	12,562	37,089	1,262	26,341	34,320
Sidney	17,657	17,710	0.3	6,481	151,424	212,911	12,022	32,852	*	*	*
STARK	378,975	374,099	-1.3	137,933	2,868,132	4,392,531	11,742	31,845	1,375	17,739	25,463
Alliance	24,315	22,496	-7.5	8,733	175,855	281,388	12,509	32,001	*	*	*
Canton	93,077	83,375	-10.4	34,226	642,200	962,625	11,546	28,125	*	*	*
Massillon	30,557	29,577	-3.2	11,575	213,343	350,179	11,839	30,254	*	*	*
SUMMIT	524,661	507,018	-3.4	192,092	4,046,278	6,339,760	12,504	33,004	340	4,813	1,554
Akron	237,177	206,867	-12.8	82,701	1,623,779	2,661,107	12,864	32,177	*	*	*
TRUMBULL	241,452	237,240	-1.7	87,340	1,831,784	2,657,455	11,202	30,427	993	7,606	12,815
Niles	23,088	21,920	-5.1	8,433	178,307	302,509	13,801	35,872	*	*	*
Warren	56,629	50,956	-10.0	19,941	412,892	624,592	12,258	31,321	*	*	*
TUSCARAWAS	84,816	85,766	1.1	32,029	615,872	998,392	11,641	31,172	1,090	6,702	25,338
Dover	11,526	12,180	5.7	4,728	94,134	142,419	11,693	30,123	*	*	*
New Philadelphia	16,883	18,019	6.7	7,407	135,896	219,438	12,178	29,627	*	*	*
UNION	29,563	34,493	16.7	11,895	241,693	451,735	13,096	37,977	985	31,469	39,158
Marysville	7,414	7,519	1.4	2,979	62,667	89,924	11,960	30,186	*	*	*
VAN WERT	30,462	30,238	-0.7	11,156	217,273	349,118	11,546	31,294	1,015	46,402	11,551
Van Wert	11,035	11,317	2.6	4,621	85,797	152,951	13,515	33,100	*	*	*
VINTON	11,670	11,808	1.2	4,051	83,430	129,739	10,987	32,026	249	582	5,716
WARREN	99,721	110,799	11.1	36,508	914,361	1,635,819	14,764	44,807	1,048	22,790	10,775
WASHINGTON	64,498	65,954	2.3	23,631	444,712	674,456	10,226	28,541	1,088	3,719	11,145
Marietta	16,467	16,640	1.0	6,524	125,281	213,243	12,815	32,688	*	*	*
WAYNE	97,701	102,319	4.7	34,916	776,855	1,361,584	13,307	38,996	1,866	20,200	93,998
Wooster	19,289	19,794	2.6	7,650	181,609	271,718	13,727	35,519	*	*	*
WILLIAMS	36,445	36,547	0.3	13,389	272,328	467,266	12,785	34,899	1,051	26,390	23,805
Bryan	7,879	7,813	-0.8	3,142	63,880	98,402	12,594	31,320	*	*	*
WOOD	107,868	114,629	6.3	38,067	905,203	1,518,169	13,244	39,881	1,405	54,706	10,909
Bowling Green	25,728	25,347	-1.5	7,140	174,071	238,599	9,413	33,419	*	*	*
WYANDOT	22,641	22,623	-0.1	8,134	169,665	292,800	12,943	35,997	803	33,872	10,210
Upper Sandusky	5,967	5,953	-0.2	2,325	47,008	68,767	11,552	29,577	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Ohio 1986 Cash Receipts as follows. From Crops $2,044,000,000; from Livestock & Livestock Products $1,565,000,000; Total $3,609,000,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	HOUSEHOLDS 1989 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	INCOME Income per capita	E&P 1988 estimate income per household	FARM PRODUCTS (1982) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,037,548	3,329,961	9.6	1,253,825	24,196,000	37,166,828	11,161	29,643	72,523	794,764	1,673,870
METRO AREAS (MSAs/PMSAs/CMSAs)											
Enid, OK	62,865	62,848	0.0	24,484	499,055	684,982	10,899	27,977	1,261	37,642	28,866
Lawton, OK	111,602	123,276	10.5	38,778	1,005,840	1,749,233	14,190	45,109	994	8,572	15,984
Oklahoma City, OK	864,628	972,532	12.5	373,867	8,476,622	13,355,044	13,732	35,721	6,526	47,246	108,826
Tulsa, OK	663,105	727,650	9.7	275,546	4,841,893	7,155,558	9,834	25,969	5,428	26,212	92,682
COUNTIES, Cities											
ADAIR	18,606	21,328	14.6	7,126	136,652	249,628	11,704	35,031	1002	1289	52376
ALFALFA	7,034	6,763	-3.9	2,944	50,889	69,892	10,334	23,740	859	33681	42294
ATOKA	12,797	14,191	10.9	4,686	69,729	117,160	8,256	25,002	1053	1417	20086
BEAVER	6,875	7,431	8.1	2,753	72,953	120,615	16,231	43,812	852	18928	36843
BECKHAM	19,520	27,693	41.9	10,550	153,164	244,534	8,830	23,179	780	10164	10020
Elk City	9,579	18,174	89.7	7,146	86,751	196,619	10,819	27,513	*	*	*
BLAINE	13,483	13,794	2.3	5,277	86,146	123,539	8,956	23,411	949	20682	25474
BRYAN	30,693	33,607	9.5	12,847	198,825	317,149	9,437	24,687	1351	7484	14279
Durant	11,972	14,549	21.5	5,805	85,651	128,001	8,798	22,050	*	*	*

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OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CADDO	30,711	33,980	10.6	12,555	203,461	284,049	8,359	22,624	1640	42867	23234
Anadarko	6,378	7,731	21.2	2,873	44,880	71,532	9,253	24,900	*	*	*
CANADIAN	57,278	76,175	33.0	24,965	543,723	960,764	12,613	38,484	1126	19874	36949
El Reno	15,486	19,664	27.0	7,273	135,563	247,258	12,574	33,995	*	*	*
CARTER	43,632	46,402	6.3	17,640	332,343	471,292	10,157	26,717	1063	1948	13473
Ardmore	23,689	26,433	11.6	10,645	194,239	295,968	11,197	27,804	*	*	*
CHEROKEE	30,839	33,759	9.5	11,747	291,143	456,466	13,521	38,858	1087		
Tahlequah	9,708	13,124	35.2	4,545	56,273	106,719	8,132	23,479	*	*	*
CHOCTAW	17,009	16,477	-3.1	6,321	100,767	130,223	7,903	20,602	977	1061	17729
Hugo	7,172	6,768	-5.6	2,681	44,545	53,886	7,961	20,098	*	*	*
CIMARRON	3,646	3,882	6.5	1,383	35,753	48,763	12,561	35,259	458	19683	54707
CLEVELAND	134,883	163,677	21.3	56,700	1,271,755	2,095,276	12,801	36,954	964	2294	123[illegible]8
Norman	68,020	86,285	26.9	33,225	658,918	1,073,844	12,445	32,320	*	*	*
COAL	6,003	5,747	-4.3	2,209	31,508	46,903	8,161	21,233	589	289	10195
COMANCHE	111,602	123,276	10.5	38,778	1,005,840	1,749,233	14,190	45,109	994	8572	15984
Lawton	80,054	86,483	8.0	31,371	759,073	843,464	9,753	26,887	*	*	*
COTTON	7,375	7,091	-3.9	2,977	53,467	79,703	11,240	26,773	560	17318	12983
CRAIG	14,961	15,333	2.5	5,717	76,223	116,899	7,624	20,448	1164	5381	40406
Vinita	6,740	6,743	0.0	2,542	50,467	60,220	8,931	23,690	*	*	*
CREEK	59,414	71,518	20.4	25,282	341,823	565,812	7,911	22,380	1190	993	8753
Sapulpa	15,853	18,039	13.8	6,956	99,510	216,865	12,022	31,175	*	*	*
CUSTER	26,106	34,333	31.5	12,304	244,265	417,410	12,158	33,925	868	24892	25306
Clinton	8,796	14,769	67.9	5,931	88,706	175,660	11,894	29,616	*	*	*
Weatherford	9,640	15,464	60.4	5,607	86,699	155,577	10,060	27,749	*	*	*
DELAWARE	24,193	30,838	27.5	11,520	230,210	448,012	14,528	38,890	1126	2199	38857
DEWEY	5,936	6,507	9.6	2,553	53,113	88,640	13,622	34,720	729	12756	13692
ELLIS	5,609	6,334	12.9	2,555	51,794	85,115	13,438	33,313	612	8814	14027
GARFIELD	62,865	62,848	0.0	24,484	499,055	684,982	10,899	27,977	1261	37642	2886
Enid	50,353	52,267	3.8	20,808	398,548	678,053	12,973	32,587	*	*	*
GARVIN	27,904	29,801	6.8	11,417	219,200	297,547	9,984	26,062	1355	5860	22992
Pauls Valley	5,664	6,596	16.5	2,936	44,270	60,502	9,172	20,610	*	*	*
GRADY	39,716	45,608	14.8	16,490	311,804	453,925	9,953	27,527	1579	13510	41105
Chickasha	15,828	18,394	16.2	7,511	132,431	197,073	10,714	26,237	*	*	*
GRANT	6,477	6,328	-2.3	2,641	44,664	66,144	10,453	25,045	903	37904	22907
GREER	6,867	7,107	3.5	2,978	48,082	73,380	10,325	24,641	518		
HARMON	4,439	4,214	-5.1	1,690	30,407	41,939	9,952	24,816	393	11253	6481
HARPER	4,696	4,358	-7.2	1,974	46,858	53,362	12,245	27,032	529	12897	39034
HASKELL	11,034	12,677	14.9	5,027	57,431	92,629	7,307	18,426	790	1178	13895
HUGHES	14,342	14,337	0.0	5,653	[illegible]3,540	100,241	6,992	17,732	908	4050	8406
Holdenville	5,469	5,379	-1.6	2,311	37,530	42,363	7,875	18,328	*	*	*
JACKSON	30,143	30,858	2.4	11,033	205,692	342,895	11,112	31,079	671	31862	10108
Altus	23,101	22,181	-4.0	7,805	157,343	210,010	9,468	26,908	*	*	*
JEFFERSON	8,157	9,169	12.4	3,573	52,341	89,376	9,748	25,014	560	5241	17781
JOHNSTON	10,374	10,736	3.5	4,002	56,157	85,196	7,936	21,288	595	1292	14507
KAY	49,829	52,942	6.2	21,064	383,868	603,810	11,405	28,665	1025	30437	19921
Blackwell	8,400	8,653	3.0	3,636	79,920	97,478	11,265	26,805	*	*	*
Ponca City	26,238	29,913	14.0	12,297	218,463	394,550	13,190	32,086	*	*	*
KINGFISHER	14,172	16,312	15.1	6,122	116,519	166,632	10,215	27,219	956	20503	47214
KIOWA	12,696	12,688	-0.1	5,191	83,984	129,720	10,224	24,989	823	23818	14805
Hobart	4,735	4,955	4.6	2,012	34,769	44,134	8,908	21,935	*	*	*
LATIMER	9,854	10,174	3.2	3,538	54,330	81,877	8,048	23,142	578	170	4369
LE FLORE	40,902	44,887	9.7	16,120	189,937	293,066	6,529	18,180	1494	3702	18862
LINCOLN	26,917	29,570	9.9	10,638	190,645	283,992	9,604	26,696	1731	2387	19036
LOGAN	27,076	31,119	14.9	10,744	201,339	316,781	10,180	29,484	951	10611	11376
Guthrie	10,312	14,275	38.4	5,403	74,944	139,332	9,761	25,790	*	*	*
LOVE	7,480	8,028	7.3	3,144	49,831	70,006	8,720	22,267	593	3087	12177
MCCLAIN	20,338	25,135	23.6	8,863	157,495	266,506	10,603	30,070	977	5153	24212
MCCURTAIN	35,988	36,902	2.5	13,077	182,169	296,886	8,045	22,703	1341	3560	34072
Idabell	7,622	7,508	-1.5	2,904	43,813	60,701	8,085	20,901	*	*	*
MCINTOSH	15,620	17,448	11.7	6,811	78,878	111,233	6,375	16,331	869	2398	7742
MAJOR	8,787	9,332	6.2	3,514	60,648	90,012	9,646	25,615	869	15840	17164
MARSHALL	10,646	11,218	5.4	4,435	73,825	110,065	9,811	24,817	414	2143	5054
MAYES	32,476	35,806	10.3	12,891	231,694	368,481	10,291	28,584	1309	3191	19944
Pryor	8,483	9,092	7.2	3,366	65,448	91,804	10,097	27,274	*	*	*
MURRAY	12,316	13,627	10.6	4,973	88,380	154,639	11,348	31,096	411	543	8156
MUSKOGEE	66,992	69,401	3.6	25,933	431,435	642,199	9,253	24,764	1419	9507	18388
Fort Gibson	2,483	3,220	29.7	1,096	20,626	31,647	9,828	28,872	*	*	*
Muskogee	40,011	44,835	12.1	18,173	278,970	469,609	10,474	25,842	*	*	*
NOBLE	11,653	11,748	0.8	4,408	78,339	106,858	9,096	24,242	751	14463	18089
Perry	5,796	6,545	12.9	2,734	50,840	72,679	11,104	26,583	*	*	*
NOWATA	11,563	11,340	-1.9	4,238	55,125	70,752	6,239	16,695	696	2336	13813
OKFUSKEE	11,072	11,754	6.2	4,471	56,993	80,415	6,842	17,986	745	1776	8494

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OKLAHOMA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
OKLAHOMA	569,583	615,162	8.0	250,264	5,884,180	9,079,158	14,759	36,278	1101	5217	8629
Edmond	34,637	52,361	51.2	18,241	353,547	779,319	14,883	42,724	*	*	*
Midwest City	49,559	54,873	10.7	20,443	482,188	696,294	12,689	34,060	*	*	*
Oklahoma City	403,136	461,844	14.6	192,247	4,050,354	6,242,076	13,516	32,469	*	*	*
OKMULGEE	39,257	40,889	4.2	14,846	225,478	314,569	7,693	21,189	1071	3076	8635
Henryetta	6,432	6,475	0.7	2,730	41,906	61,227	9,455	22,430	*	*	*
Okmulgee	16,263	16,761	3.1	6,557	100,566	165,600	9,880	25,255	*	*	*
OSAGE	39,678	42,368	6.8	15,243	244,057	292,283	6,899	19,175	1028	5437	52205
Pawhuska	4,771	5,348	12.1	2,326	39,300	59,507	11,127	25,579	*	*	*
OTTAWA	32,849	34,120	3.9	12,765	166,722	250,509	7,342	19,625	963	9930	15306
Miami	14,237	14,898	4.6	5,679	79,722	153,703	10,317	27,066	*	*	*
PAWNEE	15,443	18,715	21.2	6,937	119,015	172,340	9,209	24,844	643	2986	15456
PAYNE	62,623	65,142	4.0	25,021	489,440	766,901	11,773	30,650	1123	4487	19110
Cushing	7,720	9,772	26.6	4,333	62,591	98,616	10,092	22,757	*	*	*
Stillwater	38,268	40,415	5.6	14,100	294,054	343,384	8,496	24,353	*	*	*
PITTSBURG	40,417	43,833	8.5	16,715	259,727	411,700	9,392	24,631	1377	1886	14393
McAlester	17,255	19,643	13.8	7,173	115,719	173,043	8,809	24,125	*	*	*
PONTOTOC	32,715	33,501	2.4	12,564	221,520	327,005	9,761	26,027	1048	946	19180
Ada	15,902	18,389	15.6	7,653	119,742	194,120	10,556	25,366	*	*	*
POTTAWATOMIE	55,470	61,264	10.4	22,331	418,130	636,559	10,390	28,506	1407	4097	15322
Shawnee	26,506	31,100	17.3	12,741	214,004	327,917	10,544	25,737	*	*	*
PUSHMATAHA	11,829	12,496	5.6	4,704	60,809	93,804	7,507	19,941	769	345	10016
ROGER MILLS	4,919	6,122	24.5	2,205	45,769	71,305	11,647	32,338	724	5354	17689
ROGERS	47,032	56,787	20.7	18,779	293,898	443,309	7,807	23,607	1275	2843	12861
Claremore	12,085	17,436	44.3	6,758	102,449	206,268	11,830	30,521	*	*	*
SEMINOLE	27,491	27,951	1.7	10,443	167,408	231,401	8,279	22,158	1030	1592	8991
Seminole	8,590	9,706	13.0	4,239	63,410	90,757	9,351	21,411	*	*	*
Wewoka	5,480	4,131	-24.6	1,728	37,485	36,035	8,722	20,855	*	*	*
SEQUOYAH	30,874	36,556	18.4	12,819	141,688	263,388	7,205	20,547	1011	2839	4551
STEPHENS	43,740	46,937	7.3	17,830	367,119	536,901	11,439	30,112	1134	5426	17698
Duncan	22,517	24,312	8.0	9,991	215,831	304,061	12,507	30,434	*	*	*
TEXAS	17,671	18,126	2.6	6,611	180,605	236,405	13,042	35,759	795	43550	240502
Guymon	8,492	9,306	9.6	3,445	92,278	116,671	12,537	33,868	*	*	*
TILLMAN	12,431	11,303	-9.1	4,755	87,436	116,586	10,315	24,519	692	29636	10388
Frederick	6,153	5,418	-11.9	2,122	46,315	53,178	9,814	25,064	*	*	*
TULSA	474,521	504,833	6.4	199,478	3,723,728	5,451,116	10,798	27,327	998	7751	8188
Broken Arrow	35,761	55,102	54.1	18,935	245,654	813,976	14,772	42,988	*	*	*
Tulsa	360,919	392,720	8.8	165,127	2,912,777	5,859,288	14,920	35,484	*	*	*
WAGONER	42,460	52,144	22.8	16,764	238,387	403,038	7,729	24,042	937	9188	10675
WASHINGTON	48,681	51,712	6.2	20,421	357,009	546,429	10,567	26,758	703	3419	9156
Bartlesville	34,568	34,766	0.6	14,369	261,808	571,921	16,451	39,801	*	*	*
WASHITA	13,928	18,826	35.2	6,923	110,614	158,433	8,416	22,885	1135	28603	20269
WOODS	10,972	10,261	-6.5	4,560	113,396	165,306	16,110	36,251	819	24383	22680
Alva	6,416	5,670	-11.6	2,307	64,454	71,938	12,688	31,184	*	*	*
WOODWARD	21,368	23,282	9.0	8,321	223,654	285,760	12,274	34,342	733	10873	19993
Woodward	13,610	15,903	16.8	6,058	139,005	198,106	12,457	32,704	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Oklahoma 1986 Cash Receipts as follows: From Crops $746,000,000; from Livestock & Livestock Products $1,835,000,000; Total $2,581,000,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

OREGON POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,637,639	2,731,823	3.6	1,067,641	21,843,998	35,475,679	12,986	33,228	34,087	935,459	705,133
METRO AREAS (MSAs/PMSAs/CMSAs)											
Eugene-Springfield,OR	276,033	265,821	-3.7	105,062	2,221,305	3,480,590	13,094	33,129	2,208	29,873	24,529
Medford, OR	132,675	140,227	5.7	53,276	928,282	1,555,450	11,092	29,196	1,632	21,815	18,654
Portland, OR	1,107,070	1,172,105	5.9	470,318	10,276,992	17,053,944	14,550	36,260	7,812	163,358	85,690
Salem, OR	250,518	255,895	2.1	95,005	1,918,994	3,033,049	11,853	31,925	4,021	169,672	61,767
COUNTIES, Cities											
BAKER	16,116	16,474	2.2	6,549	111,868	146,198	8,874	22,324	678	5,315	28,543
Baker	9,471	8,937	-5.6	3,343	68,863	89,506	10,015	26,771	*	*	*

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OREGON POPULATION
INCOME, HOUSEHOLD. FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BENTON	68,062	67,962	-0.1	24,035	599,785	1,131,173	16,644	47,064	723	18,642	7,465
Corvallis	40,960	39,518	-3.5	14,864	335,453	440,466	11,146	29,632	*	*	*
CLACKAMAS	242,515	267,209	10.2	96,714	2,210,358	3,752,529	14,043	38,800	3,489	54,029	33,159
Oregon City	14,673	15,936	8.6	5,910	118,523	200,119	12,557	33,859	*	*	*
CLATSOP	32,455	32,160	-0.9	14,091	242,538	368,123	11,447	26,125	281	134	4,987
Astoria	9,998	9,551	-4.5	3,585	66,191	102,462	10,727	28,578	*	*	*
COLUMBIA	35,670	37,553	5.3	13,935	255,276	367,217	9,779	26,352	781	3,490	6,062
COOS	63,947	61,764	-3.4	24,236	467,708	681,913	11,041	28,136	782	3,549	14,881
Coos Bay	14,424	14,316	-0.8	5,657	115,153	178,269	12,453	31,511	*	*	*
North Bend	9,779	8,673	-11.3	3,229	73,735	99,289	11,448	30,748	*	*	*
CROOK	13,125	12,983	-1.1	5,001	93,572	154,842	11,927	30,962	428	7,428	16,619
CURRY	17,064	17,133	0.4	7,217	127,311	184,777	10,785	25,603	173	2,137	2,764
DESCHUTES	63,094	69,039	9.4	25,964	498,004	876,766	12,700	33,769	876	3,555	10,930
Bend	17,263	18,899	9.5	7,279	131,517	213,338	11,288	29,307	*	*	*
DOUGLAS	93,824	93,142	-0.7	34,531	647,810	1,021,233	10,964	29,574	1,844	6,283	18,620
Roseburg	16,644	15,618	-6.2	6,129	134,604	201,489	12,901	32,877	*	*	*
GILLIAM	2,039	1,864	-8.6	806	15,188	28,124	15,088	34,893	164	19,448	5,351
GRANT	8,211	8,420	2.5	3,164	58,697	88,995	10,569	28,127	364	1,372	13,753
HARNEY	8,332	7,190	-13.7	3,250	61,377	84,936	11,813	26,134	409	5,497	19,988
HOOD RIVER	15,758	16,276	3.3	6,381	133,814	224,401	13,787	35,167	546	30,544	1,500
JACKSON	132,675	140,227	5.7	53,276	928,282	1,555,450	11,092	29,196	1,632	21,815	18,654
Ashland	14,943	16,074	7.6	6,627	103,801	171,477	10,668	25,875	*	*	*
Medford	39,603	45,518	14.9	18,518	292,812	519,962	11,423	28,078	*	*	*
JEFFERSON	11,601	13,007	12.1	4,613	83,963	161,146	12,389	34,933	368	23,364	17,481
JOSEPHINE	58,972	67,283	14.1	25,639	357,249	599,538	8,911	23,384	674	2,400	10,083
Grants Pass	14,997	16,529	10.2	6,795	98,348	170,340	10,305	25,068	*	*	*
KLAMATH	58,987	57,922	-1.8	22,135	431,415	654,567	11,301	29,572	999	36,714	30,823
Klamath Falls	16,661	17,463	4.8	6,753	115,514	175,555	10,053	25,996	*	*	*
LAKE	7,575	7,790	2.8	3,016	55,707	86,906	11,156	28,815	402	8,935	18,681
LANE	276,033	265,821	-3.7	105,062	2,221,305	3,480,590	13,094	33,129	2,208	29,873	24,529
Eugene	105,624	99,936	-5.4	41,266	884,427	1,258,420	12,592	30,495	*	*	*
LINCOLN	35,526	38,001	7.0	16,245	269,599	453,566	11,936	27,920	297	669	1,302
LINN	89,514	91,616	2.3	35,388	718,885	1,097,615	11,981	31,017	2,062	59,150	30,502
Albany	26,678	29,543	10.7	11,933	231,904	333,955	11,304	27,985	*	*	*
MALHEUR	26,912	29,231	8.6	10,507	169,478	241,201	8,252	22,956	1,302	64,484	65,326
Ontario	8,814	10,055	14.1	3,715	62,530	95,257	9,474	25,641	*	*	*
MARION	205,469	209,665	2.0	77,556	1,581,406	2,565,106	12,234	33,074	2,825	143,109	47,680
Salem	89,233	96,938	8.6	39,147	724,614	1,120,899	11,563	28,633	*	*	*
MORROW	7,623	8,672	13.8	3,032	63,367	100,454	11,584	33,131	353	60,522	59,144
MULTNOMAH	561,558	553,763	-1.4	239,245	5,093,330	7,675,598	13,861	32,083	610	21,492	3,689
Portland	366,383	349,050	-4.7	156,911	3,136,625	4,905,919	14,055	31,266	*	*	*
POLK	45,049	46,230	2.6	17,449	337,588	467,943	10,122	26,818	1,196	26,563	14,087
SHERMAN	2,188	2,207	0.9	839	16,775	18,116	8,208	21,592	198	21,971	2,856
TILLAMOOK	21,245	21,780	2.5	9,038	146,318	218,420	10,028	24,167	390	340	38,639
UMATILLA	59,060	61,216	3.7	22,286	454,523	724,509	11,835	32,510	1,441	106,966	47,929
Pendleton	14,521	14,273	-1.7	5,565	124,287	161,394	11,307	29,002	*	*	*
UNION	23,942	25,499	6.5	9,488	168,193	266,567	10,454	28,095	781	19,032	13,195
La Grande	11,354	12,941	14.0	5,011	76,108	132,363	10,228	26,416	*	*	*
WALLOWA	7,303	7,774	6.4	3,126	55,633	89,482	11,510	28,625	472	9,437	16,810
WASCO	21,732	22,363	2.9	8,865	185,683	269,639	12,057	30,416	502	28,236	5,508
The Dalles	10,820	11,937	10.3	4,439	88,825	128,167	10,737	28,873	*	*	*
WASHINGTON	247,435	291,359	17.8	113,367	2,526,776	4,905,999	16,838	43,275	1,919	52,187	19,326
WHEELER	1,466	1,454	-0.8	603	8,689	12,222	8,406	20,269	124	1,127	4,751
YAMHILL	55,562	59,774	7.6	20,992	446,528	719,818	12,042	34,290	1,794	35,650	29,516

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Oregon 1986 Cash Receipts as follows. From Crops $1,137,000,000; from Livestock & Livestock Products $647,000,000. Total $1,784,000,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	11,879,679	12,048,266	1.4	4,420,975	99,835,997	162,297,921	13,471	36,711	55,535	751,294	2,084,966
METRO AREAS (MSAs/PMSAs/CMSAs)											
Altoona, PA	136,603	135,441	-0.9	50,284	979,487	1,500,233	11,077	29,835	502	4,036	28,018
Beaver, PA	204,484	194,799	-4.7	71,170	1,784,363	1,944,769	9,983	27,326	572	2,635	7,816

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Erie, PA	280,254	286,468	2.2	102,913	2,149,953	3,316,425	11,577	32,226	1,475	25,527	30,481
Harrisburg-Lebanon-Carlisle, PA	558,110	590,051	5.7	218,978	6,232,450	10,951,997	18,561	50,014	3,619	36,862	192,471
Johnstown, PA	264,115	248,583	-5.9	89,518	1,838,150	2,497,384	10,046	27,898	1,729	11,230	46,943
Lancaster, PA	363,928	401,780	10.4	140,002	3,098,514	5,476,199	13,630	39,115	4,991	63,208	511,651
Pittsburgh, PA	2,218,645	2,198,649	-0.9	842,377	20,195,981	31,096,000	14,143	36,915	4,378	26,908	56,537
Reading, PA	313,348	323,093	3.1	121,108	2,551,921	4,520,528	13,991	37,326	1,929	72,549	90,710
Scranton-Wilkes Barre, PA	729,316	742,027	1.7	274,779	4,998,266	8,395,358	11,314	30,553	2,325	27,660	50,049
Sharon, PA	128,587	127,570	-0.8	45,832	1,004,710	1,366,501	10,712	29,815	1,401	8,847	23,537
State College,PA	113,080	121,054	7.1	37,953	952,068	1,797,820	14,851	47,370	824	7,886	27,330
Williamsport,PA	118,555	117,512	-0.9	42,937	827,559	1,302,035	11,080	30,324	918	9,653	23,551
York, PA	382,993	405,519	5.9	147,634	3,164,064	5,345,187	13,181	36,206	3,502	68,195	143,513
Allentown-Bethlehem, PA-NJ	638,375	661,750	3.7	245,744	5,561,873	9,017,629	13,627	36,695	1,957	45,923	56,309
Philadelphia, PA-NJ	,720,929	4,848,893	2.7	1,738,524	41,652,087	72,321,892	14,915	41,600	5,241	263,509	137,297
COUNTIES, Cities											
ADAMS	68,655	71,829	4.6	24,537	511,428	910,032	12,669	37,088	1,199	34,169	65,991
Gettysburg	7,194	8,608	19.7	3,064	52,129	93,399	10,851	30,485	•	•	•
ALLEGHENY	1,448,332	1,420,927	-1.9	555,642	13,863,536	21,640,128	15,230	38,946	484	5,867	4,380
Brackenridge	4,297	3,724	-13.3	1,532	39,075	52,379	14,067	34,179	•	•	•
Clairton	12,188	11,359	-6.8	4,596	95,936	147,765	13,009	32,149	•	•	•
Duquesne	10,094	9,069	-10.2	3,777	79,930	117,520	12,959	31,113	•	•	•
McKeesport	31,012	26,187	-15.6	10,828	228,388	325,489	12,430	30,060	•	•	•
Pittsburgh	423,959	366,827	-13.5	150,680	3,398,176	4,619,535	12,593	30,658	•	•	•
Tarentum	6,419	5,898	-8.1	2,490	57,028	81,915	13,888	32,900	•	•	•
ARMSTRONG	77,776	83,793	7.7	31,784	538,776	834,033	9,953	26,241	800	30,585	10,951
Kittanning	5,432	5,169	-4.8	2,176	39,950	60,000	11,608	27,575	•	•	•
BEAVER	204,484	194,799	-4.7	71,170	1,784,363	1,944,769	9,983	27,326	572	2,635	7,816
Aliquippa	17,094	14,194	-17.0	5,492	133,748	189,692	13,365	34,537	•	•	•
Ambridge	9,575	7,980	-16.7	3,590	84,013	120,798	15,138	33,649	•	•	•
Beaver	5,441	4,407	-19.0	1,987	49,643	67,310	15,275	33,873	•	•	•
Rochester	4,759	3,902	-18.0	1,666	40,339	53,698	13,761	32,236	•	•	•
BEDFORD	46,986	47,822	1.8	17,133	350,791	557,662	11,661	32,549	1,092	5,210	37,792
Bedford	3,326	3,122	-6.1	1,249	22,039	31,755	10,172	25,426	•	•	•
BERKS	313,348	323,093	3.1	121,108	2,551,921	4,520,528	13,991	37,326	1,929	72,549	90,710
Reading	78,686	78,778	0.1	33,828	544,659	1,002,028	12,720	29,621	•	•	•
BLAIR	136,603	135,441	-0.9	50,284	979,487	1,500,233	11,077	29,835	502	4,036	28,018
Altoona	57,078	49,521	-13.2	19,103	377,595	587,231	11,858	30,741	•	•	•
Tyrone	6,346	5,777	-9.0	2,296	43,616	68,515	11,861	29,835	•	•	•
BRADFORD	63,043	65,820	4.4	23,446	452,964	757,117	11,503	32,292	1,530	3,623	75,846
Athens	3,622	3,431	-5.3	1,259	24,797	37,413	10,905	29,713	•	•	•
Sayre	6,951	6,963	0.2	2,424	47,930	75,200	10,800	31,023	•	•	•
Towanda	3,526	3,327	-5.7	1,214	24,428	37,061	11,141	30,517	•	•	•
BUCKS	481,061	550,637	14.5	187,952	4,395,988	8,136,683	14,777	43,291	991	28,378	22,115
Bristol	10,867	10,726	-1.3	4,152	104,282	279,387	26,049	67,295	•	•	•
Doylestown	8,717	9,340	7.2	3,807	86,216	170,887	18,296	44,888	•	•	•
Langhorne	1,697	2,635	55.3	849	16,017	52,521	19,934	61,877	•	•	•
Levittown	54,174	62,455	15.3	20,308	543,563	1,193,772	19,114	58,784	•	•	•
BUTLER	148,360	155,999	5.1	53,627	1,138,040	1,715,351	10,996	31,987	1,279	23,880	15,229
Butler	17,026	16,204	-4.8	6,868	130,261	199,972	12,341	29,118	•	•	•
CAMBRIA	182,746	166,233	-9.0	59,750	1,291,141	1,673,880	10,069	28,015	602	5,861	8,800
Johnstown	35,496	29,397	-17.2	12,294	226,567	280,018	9,525	22,776	•	•	•
CAMERON	6,675	6,253	-6.3	2,657	49,290	63,781	10,200	24,005	27		
CARBON	53,297	54,729	2.7	20,819	388,090	572,544	10,461	27,501	182	2,304	1,621
Jim Thorpe	5,263	5,433	3.2	1,830	38,921	64,145	11,807	35,046	•	•	•
Lansford	4,466	4,403	-1.4	1,820	30,771	49,975	11,350	27,453	•	•	•
Lehighton	5,826	5,872	0.8	2,013	43,876	70,725	12,045	35,134	•	•	•
Palmerton	5,455	5,858	7.4	2,096	40,911	70,137	11,972	33,467	•	•	•
CENTRE	113,060	121,054	7.1	37,953	952,068	1,797,820	14,851	47,370	824	7,886	27,330
Bellefonte	6,300	6,381	1.3	2,452	50,880	83,099	13,023	33,892	•	•	•
State College	36,130	34,083	-5.7	9,005	244,163	275,948	8,096	30,645	•	•	•
CHESTER	318,735	356,530	11.9	121,519	3,106,303	5,482,540	15,377	45,117	1,825	132,674	73,528
Coatesville	10,698	11,663	9.0	4,508	84,838	176,772	15,157	39,213	•	•	•
Honey Brook	1,164	1,479	27.1	571	9,797	26,532	17,936	46,446	•	•	•
Phoenixville	14,165	14,456	2.1	5,769	122,890	241,072	16,676	41,786	•	•	•
West Chester	17,435	19,091	9.5	6,571	138,048	268,856	14,083	40,916	•	•	•
CLARION	43,489	43,823	0.8	14,226	344,461	517,493	11,809	36,377	584	2,411	9,222
CLEARFIELD	83,716	85,727	2.4	30,639	649,969	1,030,192	12,017	33,624	467	1,913	6,349
Clearfield	7,580	6,917	-8.7	2,761	68,948	87,501	12,650	31,689	•	•	•
Curwensville	3,116	2,843	-8.7	1,039	21,813	30,533	10,738	29,375	•	•	•
Du Bois	9,290	8,294	-10.7	3,143	78,496	98,042	11,820	31,190	•	•	•
CLINTON	39,090	39,261	0.4	13,812	242,636	330,861	8,427	23,955	293	4,132	10,067
Lock Haven	9,617	8,551	-11.1	2,687	52,360	77,338	9,045	28,784	•	•	•
Renovo	1,812	1,381	-23.8	546	10,964	13,551	9,814	24,839	•	•	•

PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1988 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COLUMBIA	62,139	63,160	1.6	22,130	403,344	639,357	10,123	28,891	822	13,165	12,401
Berwick	11,850	11,203	-5.5	4,495	75,224	128,674	11,486	28,624	*	*	*
Bloomsburg	11,717	11,583	-1.1	3,612	71,130	108,523	9,369	30,042	*	*	*
CRAWFORD	89,087	90,142	1.2	32,224	639,538	971,199	10,774	30,139	1,507	5,941	38,262
Meadville	15,544	14,520	-6.6	4,943	102,775	137,175	9,447	27,751	*	*	*
Titusville	6,884	6,717	-2.4	2,139	38,718	56,341	8,388	26,345	*	*	*
CUMBERLAND	178,914	198,086	10.7	71,559	2,256,308	4,321,090	21,814	60,385	1,174	12,550	52,854
Carlisle	18,314	20,343	11.1	8,023	222,731	330,024	16,223	41,136	*	*	*
DAUPHIN	233,211	240,569	3.2	93,893	2,762,866	4,704,659	19,556	50,107	776	8,648	32,700
Harrisburg	53,264	51,006	-4.2	23,914	521,551	671,866	13,172	28,095	*	*	*
DELAWARE	554,641	548,451	-1.1	197,514	5,211,461	9,025,728	16,457	45,697	113	3,838	2,492
Chester	45,794	41,537	-9.3	16,028	288,708	482,125	11,607	30,080	*	*	*
ELK	38,501	37,541	-2.5	13,107	252,817	424,950	11,320	32,422	156	177	2,525
Ridgeway	5,604	5,103	-8.9	1,637	39,430	57,905	11,347	35,377	*	*	*
St. Marys	6,417	5,872	-8.5	1,790	44,496	66,970	11,406	37,411	*	*	*
ERIE	280,254	286,468	2.2	102,913	2,149,953	3,316,425	11,577	32,226	1,475	25,527	30,481
Corry	7,149	7,549	5.6	2,950	53,050	93,299	12,358	31,632	*	*	*
Erie	119,123	109,818	-7.8	41,760	831,679	1,313,928	11,965	31,464	*	*	*
FAYETTE	160,415	159,298	-0.7	58,080	1,227,528	1,768,654	11,103	30,452	908	5,583	11,800
Brownsville	4,043	1,231	-69.6	534	25,531	12,155	9,876	22,764	*	*	*
Connellsville	10,319	8,997	-12.8	3,414	75,405	91,005	10,115	26,653	*	*	*
South Connellsville	2,296	2,077	-9.5	740	15,642	22,091	10,637	29,852	*	*	*
Uniontown	14,510	12,425	-14.4	5,227	119,962	145,196	11,686	27,777	*	*	*
FOREST	5,051	5,101	1.0	2,035	30,031	39,414	7,727	19,368	44	109	797
FRANKLIN	114,095	119,594	4.8	43,353	857,917	1,359,263	11,366	31,353	1,508	18,306	93,882
Chambersburg	16,174	16,336	1.0	6,838	128,760	209,087	12,799	30,578	*	*	*
Waynesboro	9,726	9,859	1.4	4,096	70,552	113,748	11,538	27,769	*	*	*
FULTON	12,884	14,060	9.1	5,085	93,352	149,245	10,615	29,350	491	1,842	9,948
GREENE	40,313	39,730	-1.4	14,281	310,564	489,783	12,328	34,296	832	966	5,531
HUNTINGDON	42,518	43,278	1.8	14,769	318,440	498,240	11,513	33,736	636	2,963	23,194
Huntingdon	7,042	6,461	-8.3	2,213	43,650	61,619	9,538	27,849	*	*	*
Mt. Union	3,101	2,743	-11.5	1,071	19,119	27,379	9,981	25,572	*	*	*
INDIANA	92,644	92,823	0.2	30,251	756,659	1,123,431	12,103	37,137	977	10,695	16,595
Indiana	16,051	14,727	-8.2	4,131	123,903	141,208	9,588	34,180	*	*	*
JEFFERSON	48,384	49,558	2.4	18,084	395,613	626,721	12,646	34,656	516	1,834	8,823
Punxsutawney	7,479	6,943	-7.2	2,612	56,412	71,646	10,319	27,427	*	*	*
JUNIATA	19,223	20,623	7.3	7,464	145,747	245,109	11,885	32,839	601	3,378	31,838
LACKAWANNA	227,607	224,755	-1.3	83,153	1,558,646	2,624,054	11,675	31,557	357	3,932	7,995
Carbondale	11,255	10,171	-9.6	3,855	70,654	123,405	12,132	32,010	*	*	*
Scranton	88,117	76,913	-12.7	29,956	555,952	875,291	11,380	29,219	*	*	*
LANCASTER	363,928	401,780	10.4	140,002	3,098,514	5,476,199	13,630	39,115	4,991	63,208	511,651
Columbia	10,466	11,172	6.7	4,342	84,498	149,890	13,417	34,517	*	*	*
Lancaster	54,725	57,374	4.8	22,891	383,513	637,799	11,116	27,863	*	*	*
LAWRENCE	107,362	105,935	-1.3	38,248	800,520	1,186,080	11,196	31,010	780	5,225	16,308
Ellwood City	9,998	8,711	-12.9	3,506	73,443	114,002	13,087	32,516	*	*	*
New Castle	33,621	28,702	-14.6	11,229	222,141	318,101	11,083	28,330	*	*	*
LEBANON	110,078	112,280	2.0	39,580	879,068	1,355,854	12,076	34,256	971	10,985	79,504
Lebanon	25,711	26,104	1.5	10,812	193,125	292,640	11,210	27,067	*	*	*
LEHIGH	274,397	283,763	3.4	108,491	2,531,919	4,442,788	15,657	40,951	574	18,908	16,235
Allentown	103,758	106,428	2.6	44,751	868,108	1,410,066	13,249	31,509	*	*	*
LUZERNE	343,094	338,703	-1.3	127,810	2,322,274	3,798,201	11,214	29,718	553	7,555	7,802
Hazleton	27,318	23,994	-12.2	9,637	181,834	293,677	12,240	30,473	*	*	*
Pittston	9,930	8,554	-13.9	3,184	63,134	106,314	12,428	33,394	*	*	*
West Hazleton	4,871	4,120	-15.4	1,731	34,836	50,967	12,371	29,449	*	*	*
Wilkes-Barre	51,551	45,017	-12.7	17,871	320,078	498,534	11,074	27,896	*	*	*
LYCOMING	118,555	117,512	-0.9	42,937	827,559	1,302,035	11,080	30,324	918	9,653	23,551
Jersey Shore	4,631	4,717	1.9	1,663	32,760	55,254	11,713	33,219	*	*	*
Williamsport	33,401	30,036	-10.1	11,256	208,536	312,160	10,393	27,733	*	*	*
MCKEAN	50,558	48,086	-4.9	17,864	358,917	552,364	11,487	30,921	257	355	3,698
Bradford	11,211	9,598	-14.4	3,683	74,745	104,480	10,886	28,365	*	*	*
Kane	4,916	4,297	-12.6	1,599	36,230	48,126	11,200	30,098	*	*	*
MERCER	128,587	127,570	-0.8	45,832	1,004,710	1,366,501	10,712	29,815	1,404	8,847	23,537
Farrell	8,645	7,059	-18.3	2,784	62,527	87,976	12,463	31,605	*	*	*
Greenvile	7,730	6,736	-12.9	2,532	56,341	77,098	11,445	30,452	*	*	*
Sharon	19,057	14,896	-21.8	5,916	149,254	197,485	13,258	33,384	*	*	*
Sharpsville	5,375	4,785	-11.0	1,816	44,884	63,106	13,188	34,746	*	*	*
Wheatland	1,132	1,017	-10.2	402	8,843	12,870	12,660	32,039	*	*	*
MIFFLIN	47,009	47,174	0.4	17,408	388,157	596,255	12,639	34,252	670	2,795	32,355
Lewistown	9,830	8,753	-11.0	3,851	82,885	106,967	12,221	27,774	*	*	*
MONROE	70,033	86,708	23.8	31,866	531,349	1,022,264	11,790	32,080	207	1,709	2,213
East Stroudsburg	8,039	8,754	8.9	2,113	55,952	109,884	12,552	52,004	*	*	*
Stroudsburg	5,148	5,453	5.9	1,800	29,488	55,800	10,233	31,008	*	*	*
MONTGOMERY	645,157	690,922	7.1	247,156	7,017,169	13,440,246	19,453	54,380	724	12,034	22,548
Jenkintown	4,942	5,026	1.7	2,145	59,871	98,728	19,643	46,021	*	*	*

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PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Lansdale	16,526	18,020	9.0	7,068	152,284	309,543	17,178	43,796	*	*	*
Norristown	34,684	35,285	1.7	13,474	255,259	457,513	12,966	33,956	*	*	*
Pottstown	22,729	23,890	5.1	9,923	188,466	367,333	15,376	37,018	*	*	*
MONTOUR	16,704	18,666	11.7	6,421	113,600	233,069	12,486	36,298	314	2,844	7,463
Danville	5,329	5,643	5.9	2,339	37,242	65,057	11,528	27,811	*	*	*
NORTHAMPTON	225,840	234,443	3.8	84,770	1,952,867	2,839,311	12,111	33,494	593	15,240	18,719
Bangor	5,006	5,726	14.4	2,358	43,406	77,110	13,466	32,706	*	*	*
Bethlehem	70,419	71,110	1.0	27,339	607,421	973,243	13,686	35,599	*	*	*
Easton	26,027	26,107	0.3	9,996	176,080	273,768	10,486	27,388	*	*	*
Wilson	7,654	7,759	1.4	3,144	64,744	103,874	13,387	33,036	*	*	*
NORTHUMBERLAND	100,266	100,127	-0.1	38,958	622,288	960,012	9,588	24,642	746	11,421	25,676
Milton	6,730	6,996	3.9	2,735	45,956	75,331	10,768	27,547	*	*	*
Mount Carmel	8,190	7,531	-8.0	3,438	52,148	74,988	9,957	21,810	*	*	*
Shamokin	10,357	9,835	-5.0	4,604	62,504	177,653	18,064	38,585	*	*	*
Sunbury	12,292	12,203	-0.7	5,187	74,583	129,925	10,647	25,049	*	*	*
PERRY	35,907	39,116	8.9	13,946	334,208	570,394	14,582	40,900	698	4,679	27,413
PHILADELPHIA	1,684,740	1,567,220	-7.0	592,806	12,175,037	17,973,212	11,468	30,319	*	*	*
Philadelphia	1,684,740	1,567,220	-7.0	592,806	12,175,037	17,973,212	11,468	30,319	*	*	*
PIKE	18,477	21,154	14.5	8,451	143,342	283,793	13,416	33,581	43	480	289
POTTER	17,769	18,776	5.7	6,686	115,248	198,065	10,549	29,624	363	3,245	12,148
SCHUYLKILL	160,[illegible]84	154,165	-4.1	62,982	1,006,448	1,610,818	10,449	25,576	712	10,504	29,050
Ashland	4,235	3,713	-12.3	1,522	27,139	40,425	10,889	26,556	*	*	*
Mahanoy City	6,167	5,190	-15.8	2,437	39,946	57,659	11,109	23,657	*	*	*
Pottsville	18,195	15,941	-12.4	6,234	118,240	189,307	11,876	30,369	*	*	*
Shenandoah	7,589	6,140	-19.1	2,902	47,572	64,665	10,532	22,286	*	*	*
SNYDER	33,671	37,744	12.1	12,058	265,973	491,996	13,035	40,802	731	5,483	31,584
SOMERSET	81,369	82,350	1.2	29,768	547,009	323,504	10,000	27,664	1,127	5,369	38,143
Somerset	6,474	6,260	-3.3	2,574	54,383	72,116	11,520	28,021	*	*	*
SULLIVAN	6,361	6,223	-2.2	2,332	38,410	58,093	9,335	24,911	187	229	5,401
SUSQUEHANNA	36,012	40,462	6.4	14,483	229,336	381,369	9,425	26,332	941	1,678	37,340
TIOGA	40,971	40,787	-0.4	14,169	283,899	435,842	10,686	30,760	957	2,948	40,448
UNION	32,924	35,447	7.7	10,445	267,748	492,985	13,908	47,198	524	4,363	23,103
Lewisburg	NO DATA AVAILABLE FOR THIS CITY										
VENANGO	64,340	64,983	1.0	23,945	465,977	657,619	10,120	27,464	512	1,393	5,165
Franklin	8,146	7,520	-7.7	2,614	54,751	85,425	11,360	32,685	*	*	*
Oil City	13,881	12,683	-8.6	4,552	92,656	144,651	11,405	31,775	*	*	*
WARREN	47,519	47,995	1.0	17,643	356,342	534,330	11,133	30,286	494		
Warren	12,146	10,462	-13.9	3,520	78,288	110,857	10,596	31,489	*	*	*
WASHINGTON	216,820	216,508	-0.1	79,786	1,756,152	2,605,612	12,035	32,658	1,616	5,842	19,336
Charleroi	5,717	5,156	-9.8	2,450	51,458	73,972	14,346	30,190	*	*	*
Donora	7,524	6,566	-12.7	2,674	57,138	82,973	12,636	31,035	*	*	*
Washington	18,363	17,363	-5.4	7,070	136,976	211,234	12,166	29,877	*	*	*
WAYNE	35,331	40,353	14.2	14,739	255,867	467,898	11,595	31,746	791	1,794	28,222
WESTMORELAND	393,078	401,916	2.2	148,869	3,348,765	5,081,606	12,643	34,135	1,370	9,616	21,021
Arnold	6,853	6,257	-8.7	2,810	52,970	77,584	12,399	27,612	*	*	*
Greensburg	17,558	16,638	-5.2	6,889	161,134	231,777	13,931	33,642	*	*	*
Irwin	4,995	4,492	-10.1	2,091	55,785	72,857	16,220	34,835	*	*	*
Latrobe	10,799	9,489	-12.1	3,829	95,380	131,400	13,847	34,320	*	*	*
Monessen	11,928	9,987	-16.3	4,119	97,483	135,506	13,569	32,901	*	*	*
New Kensington	17,660	16,587	-6.1	6,835	146,073	212,917	12,836	31,152	*	*	*
WYOMING	26,443	28,701	8.5	9,820	182,653	311,482	10,853	31,719	386	1,299	19,638
YORK	314,338	333,690	6.2	123,097	2,652,636	4,435,155	13,291	36,030	2,303	34,026	77,522
Hanover	14,890	14,857	-0.2	6,288	128,230	212,350	14,293	33,771	*	*	*
York	44,619	43,822	-1.8	18,823	311,237	490,952	11,203	26,082	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Pennsylvania 1986 Cash Receipts as follows: From Crops $926,000,000; from Livestock & Livestock Products $2,238,000,000; Total $3,165,000,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

RHODE ISLAND POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	948,547	985,366	3.9	364,740	7,829,000	14,412,364	14,626	39,514	728	18,139	12,236
METRO AREAS (MSAs/PMSAs/CMSAs)											
Providence-Pawtucket-Woonsocket,RI	867,061	902,254	4.1	333,951	6,929,705	12,440,373	13,788	37,252	*	*	*

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

RHODE ISLAND POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COUNTIES, Cities											
BRISTOL	46,969	48,260	2.7	16,576	394,563	713,746	14,790	43,059	38	664	413
KENT	154,613	166,331	7.6	61,402	1,327,685	2,521,011	15,157	41,057	67	598	1,279
West Warwick	27,026	29,499	9.2	11,244	198,285	397,176	13,464	35,322	*	*	*
NEWPORT	81,486	83,112	2.0	30,739	899,295	1,971,991	23,727	64,049	146	7,133	2,026
Newport	29,259	27,454	-6.2	9,898	277,446	498,607	18,162	50,374	*	*	*
PROVIDENCE	571,571	580,636	1.6	218,783	4,455,666	7,722,773	13,301	35,299	271	2,304	
Central Falls	16,995	17,798	4.7	7,530	110,495	223,805	12,575	29,722	*	*	*
Pawtucket	71,204	74,567	4.7	30,104	502,815	954,144	12,796	31,695	*	*	*
Providence	156,804	154,723	-1.3	64,351	1,103,853	1,912,681	12,362	29,723	*	*	*
Woonsocket	45,914	46,336	0.9	17,887	295,022	538,745	11,627	30,120	*	*	*
WASHINGTON	93,908	107,027	14.0	37,190	751,791	1,482,843	13,855	39,872	206	7,440	3,421
Westerly	18580	19980.2	7.5	7,031	149,258	297,669	14,898	42,338	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Rhode Island 1986 Cash Receipts as follows: From Crops $63,000,000; from Livestock & Livestock Products $12,000,000; Total $75,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

SOUTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,127,260	3,501,532	12.0	1,198,615	20,399,999	37,807,815	10,798	31,543	24,929	601,021	367,535
METRO AREAS (MSAs/PMSAs/CMSAs)											
Anderson, SC	133,898	144,705	8.1	52,485	762,825	1,294,767	8,948	24,669	1,127	5,300	13,219
Charleston, SC	431,703	513,972	19.1	170,308	3,123,971	6,045,120	11,762	35,495	1,197	34,917	8,446
Columbia, SC	409,302	464,709	13.5	156,043	3,198,785	6,064,582	13,050	38,865	1,237	12,577	26,421
Florence, SC	110,417	119,296	8.0	40,248	745,601	1,388,271	11,637	34,493	1,270	55,471	6,647
Greenville-Spartanburg, SC	570,560	628,206	10.1	224,004	4,034,831	7,293,082	11,609	32,558	2,505	13,673	19,308
COUNTIES, Cities											
ABBEVILLE	22,560	23,229	3.0	8,188	133,541	212,602	9,152	25,965	477	786	4,298
AIKEN	105,863	117,449	10.9	42,497	732,705	1,365,286	11,625	32,127	680	9,365	11,257
Aiken	14,978	18,204	21.5	7,130	123,959	248,081	13,628	34,796	*	*	*
ALLENDALE	10,710	10,971	2.4	3,704	50,630	88,408	8,058	23,868	162	12,961	1,797
ANDERSON	133,898	144,705	8.1	52,485	762,825	1,294,767	8,948	24,669	1,127	5,300	13,219
Anderson	27,965	27,895	-0.3	10,289	156,925	257,816	9,242	25,057	*	*	*
BAMBERG	18,135	18,348	1.2	5,823	86,020	140,717	7,669	24,166	307	9,069	8,664
BARNWELL	19,819	20,726	4.6	7,081	110,284	212,881	10,271	30,064	276	10,864	2,822
BEAUFORT	65,459	87,597	33.8	27,665	522,867	1,132,974	12,934	40,953	149	8,119	2,539
Beaufort	8,634	9,803	13.5	3,097	63,326	133,176	13,585	43,005	*	*	*
Hilton Head Island	NO DATA AVAILABLE FOR THIS CITY										
BERKELEY	95,789	129,061	34.7	41,271	644,530	1,365,019	10,577	33,075	473	5,256	2,275
CALHOUN	12,242	11,660	-4.8	3,936	60,888	105,687	9,064	26,851	321	13,119	4,003
CHARLESTON	276,954	303,480	9.6	102,325	2,091,247	3,855,275	12,704	37,677	246	22,930	735
Charleston	69,510	66,982	-3.6	24,841	547,298	761,186	11,364	30,642	*	*	*
CHEROKEE	41,023	42,851	4.5	14,876	227,376	408,484	9,533	27,459	481	1,801	4,548
CHESTER	30,085	31,482	4.6	10,961	159,225	268,094	8,516	24,459	422	1,665	5,413
CHESTERFIELD	38,191	40,313	5.6	14,375	214,758	411,391	10,205	28,619	518	9,353	22,505
CLARENDON	27,426	28,174	2.7	9,248	114,884	204,459	7,257	22,108	550	35,052	10,723
COLLETON	31,755	34,215	7.7	11,742	192,856	330,438	9,658	28,142	623	7,768	3,346
DARLINGTON	62,827	66,541	5.9	22,041	352,181	604,081	9,078	27,407	600	35,187	7,125
DILLON	31,085	34,451	10.8	10,835	156,534	311,276	9,035	28,729	459	28,422	4,343
DORCHESTER	58,960	81,431	38.1	26,712	388,194	824,826	10,129	30,878	478	6,731	5,436
EDGEFIELD	17,618	18,055	2.5	5,982	90,108	127,045	7,037	21,238	275	21,082	6,002
FAIRFIELD	20,732	21,545	3.9	7,010	95,502	167,240	7,762	23,857	212	126	1,582
FLORENCE	110,417	119,296	8.0	40,248	745,601	1,388,271	11,637	34,493	1,270	55,471	6,647
Florence	29,176	32,734	12.2	11,617	227,052	349,175	10,667	30,058	*	*	*
GEORGETOWN	42,538	51,506	21.1	17,196	278,083	535,922	10,405	31,166	281	6,942	675
GREENVILLE	289,021	320,435	10.9	116,621	2,164,686	4,006,555	12,503	34,355	750	4,049	5,985
Greenville	58,242	59,215	1.7	23,320	435,221	650,805	10,991	27,908	*	*	*
GREENWOOD	57,997	62,616	8.0	22,635	338,104	579,744	9,259	25,613	366	566	7,912
Greenwood	21,613	23,555	9.0	8,712	122,453	230,269	9,776	26,432	*	*	*
HAMPTON	18,179	19,119	5.2	6,456	89,294	154,287	8,070	23,898	316	14,746	2,912
HORRY	101,890	134,301	31.8	48,748	698,861	1,530,021	11,392	31,386	1,593	56,357	9,005
Myrtle Beach	18,758	30,289	61.5	10,877	183,752	389,107	12,846	35,775	*	*	*

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SOUTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1988	% Pop. Change 88 vs 80	1988 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
JASPER	14,520	14,835	2.2	4,793	80,632	136,577	9,206	28,495	189	1,535	862
KERSHAW	39,072	43,518	11.4	15,484	255,596	440,297	10,118	28,436	319	3,789	14,990
LANCASTER	53,698	57,500	7.1	19,987	315,198	513,669	8,933	25,700	481	2,070	3,607
LAURENS	52,241	53,826	3.0	17,878	284,302	438,832	8,153	24,546	718	2,185	15,288
LEE	18,907	18,797	-0.6	5,900	83,205	179,994	9,576	30,507	319	29,135	4,827
LEXINGTON	141,132	172,593	22.3	61,222	1,143,645	2,199,965	12,747	35,934	855	7,729	21,904
MCCORMICK	7,764	6,936	-10.7	2,575	34,574	50,841	7,330	19,744	101	121	2,328
MARION	34,204	35,778	4.6	11,721	182,544	315,190	8,810	26,891	421	23,203	5,248
MARLBORO	31,747	33,282	4.8	10,690	154,260	247,155	7,426	23,120	198	19,372	1,737
NEWBERRY	31,115	32,323	3.9	11,818	193,905	322,478	9,977	27,287	617	3,076	35,537
OCONEE	48,832	55,038	12.7	20,480	267,650	499,905	9,083	24,409	634	1,017	7,815
ORANGEBURG	82,246	90,170	9.6	29,038	424,370	775,950	8,605	26,722	1,240	36,208	22,778
Orangeburg	14,933	16,094	7.8	5,107	105,474	159,869	9,933	31,307	*	*	*
PICKENS	79,588	90,893	14.2	29,598	534,423	938,503	10,325	31,708	551	1,426	3,274
RICHLAND	268,170	292,116	8.9	94,821	2,055,140	3,864,617	13,230	40,757	382	4,848	4,517
Columbia	99,969	98,249	-1.7	30,681	676,916	1,001,380	10,192	32,639	*	*	*
SALUDA	16,253	17,107	5.3	5,782	85,537	143,564	8,392	24,829	638	5,802	20,931
SPARTANBURG	201,951	216,878	7.4	77,785	1,335,722	2,348,024	10,826	30,186	1,204	8,198	10,049
Spartanburg	43,826	46,260	5.6	17,433	307,793	488,951	10,570	28,047	*	*	*
SUMTER	88,358	97,603	10.5	31,473	468,288	872,716	8,941	27,729	567	25,521	20,963
Sumter	24,890	27,518	10.6	9,745	154,179	247,171	8,982	25,364	*	*	*
UNION	30,657	30,925	0.9	11,210	161,792	240,986	7,793	21,497	313	237	1,393
Union	10,523	10,510	-0.1	3,939	59,841	111,421	10,601	28,287	*	*	*
WILLIAMSBURG	38,217	39,965	4.6	12,539	184,172	329,341	8,241	26,265	1,076	36,635	5,875
YORK	107,415	127,892	19.1	43,160	653,260	1,323,461	10,348	30,664	694	5,827	7,847
Rock Hill	35,344	41,691	18.0	14,188	204,795	415,709	9,971	29,299	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of South Carolina 1986 Cash Receipts as follows: From Crops $439,000,000; from Livestock & Livestock Products $453,000,000; Total $891,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

SOUTH DAKOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1988	% Pop. Change 88 vs 80	1988 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	689,745	714,585	3.6	261,114	5,053,002	8,537,837	11,948	32,698	37,148	842,982	1,635,134
METRO AREAS (MSAs/PMSAs/CMSAs)											
Rapid City, SD	69,716	74,422	6.8	28,289	488,796	802,982	10,790	28,385	577	7,919	14,806
Sioux Falls, SD	109,970	125,155	13.8	47,446	812,926	1,544,003	12,337	32,542	1,490	32,183	64,333
COUNTIES, Cities											
AURORA	3,601	3,363	-6.6	1,178	21,886	31,390	9,334	26,647	480	6,334	23,411
BEADLE	19,141	18,237	-4.7	7,342	177,419	265,478	14,557	36,159	874	19,300	53,506
Huron	13,000	11,497	-11.6	4,613	111,734	188,351	16,383	40,833	*	*	*
BENNETT	3,228	3,417	5.9	1,038	16,431	29,788	8,718	28,697	277	9,033	10,626
BON HOMME	8,030	7,822	-2.6	2,957	54,352	90,092	11,518	30,467	827	11,734	34,437
BROOKINGS	24,457	27,480	12.4	8,822	211,327	429,640	15,635	48,701	1,060	24,151	46,591
Brookings	14,951	15,620	4.5	4,834	122,241	172,654	11,053	35,718	*	*	*
BROWN	36,861	36,841	-0.1	13,882	294,938	492,562	13,370	35,482	1,191	36,132	67,767
Aberdeen	25,851	24,243	-6.2	9,153	195,400	303,855	12,533	33,197	*	*	*
BRULE	5,204	5,436	4.5	2,036	38,091	63,021	11,593	30,953	441	5,384	23,260
BUFFALO	1,805	1,679	-7.0	439	6,630	9,388	5,591	21,385	94	2,325	5,284
BUTTE	8,385	8,192	-2.3	3,054	50,984	72,595	8,862	23,770	494	5,401	21,254
Belle Fourche	4,692	4,466	-4.8	1,692	35,912	52,028	11,650	30,753	*	*	*
CAMPBELL	2,235	2,169	-3.0	795	16,259	25,633	11,818	32,243	358	7,442	15,350
CHARLES MIX	9,631	9,350	-2.9	3,311	58,835	94,311	10,087	28,484	884	14,531	63,128
CLARK	4,860	4,841	-0.4	1,911	32,293	58,748	12,136	30,742	669	20,887	26,259
CLAY	13,114	13,817	5.4	4,795	102,189	151,350	10,954	31,564	584	24,872	25,409
CODINGTON	20,883	23,160	10.9	8,868	192,951	348,736	15,058	39,325	675	13,818	25,591
Watertown	15,649	17,510	11.9	7,017	135,134	225,405	12,873	32,124	*	*	*
CORSON	5,136	5,188	1.0	1,509	21,620	29,199	5,628	19,350	473	8,359	19,056
CUSTER	6,071	6,905	13.7	2,351	45,751	69,843	10,115	29,708	302	431	7,452
DAVISON	17,791	17,964	1.0	7,000	173,555	272,752	15,183	38,965	481	6,442	19,338
Mitchell	13,916	14,291	2.7	5,738	129,376	206,481	14,449	35,984	*	*	*
DAY	8,096	7,803	-3.6	2,991	50,771	84,187	10,789	28,147	800	18,527	22,084

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

SOUTH DAKOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
DEUEL	5,283	5,096	-3.5	1,895	42,072	71,014	13,935	37,474	705	15,235	27,188
DEWEY	5,397	5,430	0.6	1,592	22,751	31,377	5,778	19,709	417	5,815	15,537
DOUGLAS	4,157	3,898	-6.2	1,439	23,175	37,266	9,560	25,897	519	6,571	22,863
EDMUNDS	5,111	4,811	-5.9	1,824	30,772	43,636	9,070	23,923	520	12,494	20,455
FALL RIVER	8,445	7,912	-6.3	2,838	59,597	79,593	10,060	28,045	336	2,621	37,733
FAULK	3,310	3,102	-6.3	1,192	24,820	38,061	12,270	31,930	368	11,700	15,030
GRANT	8,986	9,698	7.9	3,560	70,362	132,439	13,656	37,202	712	15,532	29,098
GREGORY	6,024	5,758	-4.4	2,245	38,306	60,094	10,437	26,768	646	6,307	26,483
HAAKON	2,808	2,952	5.1	1,056	19,346	27,616	9,355	26,152	322	10,159	15,204
HAMLIN	5,254	5,241	-0.2	1,966	38,395	71,189	13,583	36,210	541	14,292	18,969
HAND	4,929	4,543	-7.8	1,696	37,766	59,334	13,061	34,985	630	14,417	32,307
HANSON	3,401	3,183	-6.4	1,143	20,450	34,000	10,682	29,746	454	7,359	18,865
HARDING	1,704	1,819	6.7	651	10,689	15,552	8,550	23,889	274	3,249	12,987
HUGHES	14,186	14,660	3.3	5,634	134,720	207,748	14,171	36,874	252	12,092	6,204
Pierre	11,973	13,108	9.5	5,008	117,788	184,332	14,062	36,805	*	*	*
HUTCHINSON	9,346	8,942	-4.3	3,452	66,809	115,152	12,878	33,358	1,064	18,280	49,379
HYDE	2,044	1,954	-4.4	739	12,093	18,672	9,556	25,267	237	4,980	10,070
JACKSON	3,430	3,391	-1.1	945	15,086	22,804	6,725	24,131	282	6,402	10,235
JERAULD	2,914	2,641	-9.4	1,081	17,784	26,583	10,066	24,591	315	4,230	18,955
JONES	1,448	1,432	-1.1	547	9,843	15,492	10,818	28,322	222	7,898	6,385
KINGSBURY	6,659	6,428	-3.5	2,507	52,439	97,802	15,215	39,012	722	21,258	32,542
LAKE	10,731	10,908	1.6	4,104	85,268	154,185	14,135	37,569	664	17,056	35,533
Madison	6,210	6,080	-2.1	1,971	43,251	66,957	11,013	33,970	*	*	*
LAWRENCE	18,456	19,124	3.6	7,201	121,751	197,667	10,336	27,450	245	594	10,049
Deadwood	2,035	1,987	-2.4	818	14,993	24,210	12,184	29,613	*	*	*
Lead	4,330	4,115	-5.0	1,574	33,714	53,686	13,046	34,119	*	*	*
LINCOLN	14,080	14,761	4.8	5,003	116,845	197,987	13,413	39,574	1,160	30,843	10,486
LYMAN	3,855	3,918	1.6	1,281	22,902	39,657	10,122	30,958	424	13,589	14,621
MCCOOK	6,422	6,012	-6.4	2,273	43,282	85,270	14,183	37,514	750	15,526	28,956
MCPHERSON	3,992	3,716	-6.9	1,507	25,522	34,977	9,413	23,210	482	6,308	22,227
MARSHALL	5,358	5,183	-3.3	1,979	32,773	63,483	12,248	32,078	526	13,833	30,254
MEADE	20,724	21,939	5.9	7,055	132,379	205,880	9,384	29,182	773	5,934	27,836
MELLETTE	2,256	2,439	8.1	761	10,318	15,358	6,297	20,181	240	3,717	10,330
MINER	3,721	3,453	-7.2	1,366	24,100	46,328	13,417	33,915	527	8,479	21,174
MINNEHAHA	109,970	125,155	13.8	47,446	812,926	1,544,003	12,337	32,542	1,490	32,183	64,333
Sioux Falls	81,343	95,058	16.9	37,679	580,623	1,504,299	15,825	39,924	*	*	*
MOODY	6,688	6,847	2.4	2,562	54,281	113,588	16,589	44,336	732	25,861	34,466
PENNINGTON	69,716	74,422	6.8	28,289	488,796	802,982	10,790	28,385	577	7,919	14,806
Rapid City	46,492	51,040	9.8	18,805	301,184	713,315	13,976	37,932	*	*	*
PERKINS	4,691	4,792	2.2	1,881	31,985	47,548	9,922	25,278	595	9,105	18,753
POTTER	3,648	3,635	-0.4	1,397	24,870	36,301	9,987	25,985	341	12,702	20,233
ROBERTS	10,837	10,972	1.2	3,869	73,483	118,315	10,783	30,580	1,074	23,956	30,627
SANBORN	3,182	3,064	-3.7	1,159	19,758	31,478	10,273	27,160	430	5,427	25,441
SHANNON	11,408	11,588	1.6	2,314	34,193	44,560	3,845	19,257	149	2,339	6,673
SPINK	9,159	8,718	-4.8	3,295	62,257	100,946	11,579	30,636	831	34,187	38,490
STANLEY	2,540	2,428	-4.4	870	15,619	21,614	8,902	24,844	167	7,626	9,448
SULLY	1,981	1,874	-5.4	681	12,747	19,541	10,427	28,695	279	27,949	13,401
TODD	7,290	7,375	1.2	1,987	28,469	43,425	5,888	21,855	252	2,782	13,364
TRIPP	7,218	7,022	-2.7	2,610	55,593	90,182	12,843	34,552	713	13,531	30,873
TURNER	9,290	8,944	-3.7	3,538	67,779	108,547	12,136	30,680	1,101	23,321	49,471
UNION	10,973	11,090	1.1	4,058	93,298	157,266	14,181	38,755	727	29,326	30,840
WALWORTH	6,929	6,673	-3.7	2,633	50,037	71,003	10,640	26,967	405	10,348	13,549
YANKTON	18,946	19,419	2.5	7,058	188,967	308,149	15,868	43,660	758	18,060	32,924
Yankton	12,011	12,724	5.9	4,774	113,886	188,703	14,830	39,526	*	*	*
ZIEBACH	2,319	2,559	10.3	656	9,247	13,460	5,260	20,518	244	4,487	9,984

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of South Dakota 1986 Cash Receipts as follows: From Crops $939,000,000; from Livestock & Livestock Products $1,526,000,000; Total $2,464,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,595,461	4,890,837	6.4	1,782,996	32,119,999	56,388,061	11,529	31,625	90,565	807,921	806,485
METRO AREAS (MSAs/PMSAs/CMSAs)											
Chattanooga, TN-GA	426,929	428,517	0.4	155,748	2,631,121	4,229,909	9,871	27,159	2,200	5,581	30,422

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TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Clarksville-Hopkinsville, TN-KY	150208	155896	3.8	49312	900694	1430917	11304	35738			
Jackson, TN	74,703	79,969	7.0	29,533	494,356	880,366	11,009	29,810	785	19,472	4,378
Johnson City-Kingsport-Bristol, TN-VA	434305	459962	5.9	168763	2420886	4054412	11893	32415			
Knoxville, TN	566,960	616,105	8.7	232,916	4,892,370	8,624,229	13,998	37,027	7,811	31,328	42,184
Memphis, TN-AR-MS	913,720	955,571	4.6	340,176	6,802,594	11,640,119	12,181	34,218	2,588	139,502	15,911
Nashville, TN	852,342	945,135	10.9	344,451	7,542,669	14,241,337	15,068	41,345	11,796	94,497	104,675
COUNTIES, Cities											
ANDERSON	67,464	70,862	5.0	27,242	615,204	995,045	14,042	36,526	517	714	2,686
Oak Ridge	27,662	27,732	0.3	11,384	338,827	442,555	15,958	38,875	*	*	*
BEDFORD	27,926	28,877	3.4	10,470	192,597	308,847	10,695	29,498	1,364	5,899	24,353
Shelbyville	13,530	14,360	6.1	5,449	91,818	133,387	9,289	24,478	*	*	*
BENTON	14,903	15,684	5.2	6,008	94,213	163,580	10,430	27,227	434	3,423	2,542
BLEDSOE	9,503	9,457	-0.5	2,900	49,021	85,050	8,993	29,328	489	2,936	5,762
BLOUNT	78,133	86,285	10.4	32,325	689,320	1,163,709	13,487	36,000	1,219	5,671	9,712
Alcoa	6,870	6,878	0.1	2,611	66,595	78,464	11,408	30,051	*	*	*
Maryville	17,480	18,759	7.3	7,282	165,238	208,839	11,133	28,679	*	*	*
BRADLEY	67,794	73,741	8.8	25,761	430,542	841,607	11,413	32,670	754	1,029	24,587
Cleveland	26,415	28,287	7.1	11,054	182,887	339,838	12,014	30,745	*	*	*
CAMPBELL	34,941	37,270	6.7	13,447	158,416	275,541	7,393	20,491	513	1,540	1,885
CANNON	10,229	10,885	6.4	3,938	58,129	97,797	8,985	24,834	787	3,458	8,843
CARROLL	28,176	30,634	8.7	11,426	180,146	363,864	11,878	31,845	1,080	11,782	8,900
CARTER	50,151	54,152	8.0	20,062	233,591	389,232	7,188	19,401	940	3,296	2,849
Elizabethton	12,431	12,916	3.9	5,077	69,650	137,671	10,659	27,115	*	*	*
CHEATHAM	21,701	25,630	18.1	8,601	166,335	318,680	12,434	37,052	668	5,283	1,962
CHESTER	12,718	13,134	3.3	4,810	70,986	127,564	9,713	26,521	485	4,903	3,170
CLAIBORNE	24,685	26,674	8.1	9,287	109,709	193,150	7,241	20,798	1,762	9,019	7,478
CLAY	7,743	8,786	13.5	3,196	32,348	67,276	7,657	21,050	638	3,162	3,195
COCKE	28,769	30,157	4.8	11,315	138,452	212,239	7,038	18,757	1,286	7,825	6,163
COFFEE	38,301	42,032	9.7	15,623	263,795	486,264	11,569	31,125	979	9,322	15,213
CROCKETT	14,864	13,437	-9.6	5,715	82,474	112,301	8,358	19,650	571		
CUMBERLAND	28,793	33,624	16.8	12,119	171,127	337,324	10,032	27,834	681	4,960	7,538
DAVIDSON	477,862	496,401	3.9	192,562	4,541,948	8,281,055	16,682	43,005	693	4,902	4,323
Nashville	455,651	473,089	3.8	182,635	4,184,771	6,434,765	13,602	35,233	*	*	*
DECATUR	10,864	11,171	2.8	4,305	67,708	109,119	9,768	25,347	537	1,992	5,098
DEKALB	13,662	14,721	7.8	5,459	77,652	143,862	9,773	26,353	991	8,081	4,391
DICKSON	30,050	32,669	8.7	11,709	210,795	346,372	10,602	29,582	1,188	4,337	6,316
DYER	34,642	34,558	-0.2	13,043	208,234	363,731	10,525	27,887	788	35,477	5,128
Dyersburg	15,856	16,032	1.1	6,392	108,965	177,674	11,082	27,795	*	*	*
FAYETTE	25,208	25,449	1.0	7,948	107,398	201,406	7,914	25,340	845	25,152	30,060
FENTRESS	14,873	16,396	10.2	5,883	69,990	128,788	7,855	21,892	508	2,499	6,932
FRANKLIN	32,041	33,782	5.4	11,700	187,498	287,394	8,507	24,564	1,155	12,313	19,818
GIBSON	49,337	48,640	-1.4	18,417	294,204	508,441	10,453	27,607	1,295	35,109	14,686
Milan	8,083	8,043	-0.5	3,099	52,354	77,515	9,638	25,014	*	*	*
GILES	24,628	24,953	1.3	9,185	149,304	245,367	9,833	26,714	1,719	5,785	23,063
GRAINGER	16,722	17,611	5.3	6,246	82,037	142,490	8,091	22,813	1,343	5,790	5,037
GREENE	54,489	58,949	8.2	21,290	311,154	622,123	10,554	29,221	3,881	20,346	26,711
Greeneville	14,097	14,983	6.3	5,783	97,972	178,718	11,928	30,905	*	*	*
GRUNDY	13,817	14,490	4.9	4,885	66,755	105,861	7,306	21,671	356		
HAMBLEN	49,291	60,203	22.1	21,991	305,248	515,378	8,561	23,436	973	3,940	6,143
Morristown	19,683	20,518	4.2	7,933	121,653	221,479	10,794	27,917	*	*	*
HAMILTON	287,787	283,774	-1.4	104,192	1,890,549	2,925,587	10,310	28,079	613	2,371	7,684
Chattanooga	164,344	167,514	1.9	65,605	969,231	1,883,030	11,241	28,703	*	*	*
HANCOCK	6,880	6,797	-1.2	2,409	23,425	39,557	5,820	16,421	868	4,036	1,901
HARDEMAN	23,791	23,875	0.4	8,040	112,287	189,425	7,934	23,560	622	10,947	5,300
HARDIN	22,389	22,909	2.3	8,454	128,539	192,287	8,394	22,745	667	7,118	5,433
HAWKINS	43,920	48,250	9.9	17,553	202,237	302,162	6,262	17,214	2,223	10,335	6,908
HAYWOOD	20,259	20,554	1.5	6,915	91,289	142,012	6,909	20,537	585	31,871	3,028
HENDERSON	21,338	22,437	5.2	8,359	124,255	196,802	8,771	23,544	947		
HENRY	28,669	29,902	4.3	11,660	185,468	344,064	11,506	29,508	981	15,202	10,673
Paris	10,728	10,639	-0.8	3,898	67,170	96,852	9,103	24,846	*	*	*
HICKMAN	15,169	16,240	7.1	5,550	58,457	86,125	5,303	15,518	704	2,792	6,437
HOUSTON	6,873	7,122	3.6	2,582	25,187	40,610	5,702	15,728	263	987	1,819
HUMPHREYS	15,951	16,000	0.3	5,906	74,749	107,098	6,694	18,134	581	2,621	4,771
JACKSON	9,418	9,276	-1.5	3,441	44,712	70,638	7,615	20,528	835	4,206	1,981
JEFFERSON	31,302	35,780	14.3	12,434	179,238	306,963	8,579	24,687	1,456	6,281	11,309
JOHNSON	13,730	14,059	2.4	5,112	61,628	96,196	6,842	18,818	1,045	4,877	3,421
KNOX	319,990	340,820	6.5	130,938	3,010,238	5,394,863	15,829	41,202	1,414	5,477	7,024
Knoxville	175,045	176,868	1.0	76,631	1,626,363	1,843,022	10,420	24,051	*	*	*

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TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LAKE	7,427	8,138	9.6	2,974	37,099	51,319	6,306	17,256	118	17,988	98
LAUDERDALE	24,500	25,384	3.6	8,723	115,144	232,038	9,141	26,601	675	26,601	3,294
LAWRENCE	34,051	35,095	3.1	12,699	136,238	213,286	6,077	16,795	1,548	9,957	15,262
LEWIS	9,739	10,959	12.5	3,331	37,511	59,162	5,398	17,761	242	671	1,003
LINCOLN	26,383	26,144	-0.9	9,864	162,982	257,549	9,851	26,110	1,765	11,733	23,644
LOUDON	28,582	31,970	11.9	11,872	179,068	297,890	9,318	25,092	811	9,673	11,571
MCMINN	41,925	43,144	2.9	15,717	255,264	441,291	10,228	28,077	1,179	3,567	29,204
Athens	12,080	12,314	1.9	4,717	81,108	150,929	12,257	31,994	*	*	*
MCNAIRY	22,558	24,258	7.5	9,077	124,574	228,775	9,431	25,204	850	7,805	7,592
MACON	15,764	16,239	3.0	5,948	84,413	152,783	9,408	25,686	1,358	8,442	6,036
MADISON	74,703	79,969	7.0	29,533	494,356	880,386	11,009	29,810	785	19,472	4,378
Jackson	49,131	53,578	9.1	20,282	324,114	557,024	10,397	27,464	*	*	*
MARION	24,381	24,664	1.2	8,766	117,821	177,622	7,202	20,263	327		
MARSHALL	19,720	21,049	6.7	7,853	132,589	266,043	12,639	33,878	1,134	4,734	18,837
MAURY	51,038	52,499	2.9	19,533	351,732	572,229	10,900	29,295	1,821	12,872	17,496
Columbia	26,571	28,805	8.4	10,513	183,257	274,082	9,515	26,071	*	*	*
MEIGS	7,496	8,436	12.5	2,963	41,130	78,494	9,305	26,491	348	1,168	3,650
MONROE	28,729	30,817	7.3	10,736	153,039	270,706	8,784	25,215	1,086	5,770	14,017
MONTGOMERY	83,574	90,220	8.0	30,530	499,914	806,399	8,938	26,413	1,194	16,898	9,782
Clarksville	54,777	61,349	12.0	20,630	320,227	565,372	9,216	27,405	*	*	*
MOORE	4,551	5,497	20.8	1,880	28,601	64,602	11,752	34,363	472	936	9,292
MORGAN	16,601	18,522	11.6	6,296	81,071	139,332	7,523	22,130	310	1,995	2,272
OBION	32,588	33,617	3.2	12,743	204,108	390,893	11,628	30,675	927	36,136	13,684
South Fulton	2,735	3,580	30.9	1,439	16,127	37,824	10,566	26,278	*	*	*
Union City	10,436	10,407	-0.3	4,091	73,720	127,176	12,220	31,087	*	*	*
OVERTON	17,565	18,337	4.4	6,637	81,251	130,550	7,119	19,670	991	3,438	7,146
PERRY	6,101	7,147	17.1	2,680	23,704	53,808	7,529	20,078	263	1,919	2,554
PICKETT	4,347	4,785	10.1	1,767	19,216	40,636	8,492	22,997	420	1,647	1,811
POLK	13,610	13,776	1.2	4,835	71,518	125,671	9,122	25,992	258	758	11,861
PUTNAM	47,850	53,923	12.7	18,938	290,386	576,706	10,695	30,452	1,239	5,048	7,065
Cookeville	20,350	24,457	20.2	8,767	140,975	253,508	10,366	28,917	*	*	*
RHEA	24,388	26,569	8.9	9,188	130,366	249,734	9,399	27,180	392	3,297	4,129
ROANE	48,518	53,918	11.1	19,840	319,416	501,714	9,305	25,288	591	1,120	4,094
Harriman	8,303	9,089	9.5	3,445	53,722	106,640	11,733	30,956	*	*	*
ROBERTSON	37,172	39,592	6.5	13,660	256,880	403,295	10,186	29,524	1,736	40,155	21,116
RUTHERFORD	84,558	111,178	31.5	37,299	642,260	1,537,835	13,832	41,230	1,775	6,485	18,461
Murfreesboro	32,845	42,218	28.5	15,271	265,656	499,000	11,820	32,675	*	*	*
SCOTT	19,211	22,798	18.7	7,668	94,806	183,138	8,033	23,883	234	312	3,506
SEQUATCHIE	8,618	8,898	3.2	3,116	37,614	62,288	7,000	19,990	178	738	1,952
SEVIER	41,638	51,625	24.0	19,039	254,226	513,889	9,954	26,991	1,176	4,764	4,584
Sevierville	NO DATA AVAILABLE FOR THIS CITY										
SHELBY	777,554	805,301	3.6	290,695	5,915,154	10,071,875	12,507	34,648	855	20,120	5,361
Memphis	646,174	678,832	5.1	250,574	4,632,889	7,873,451	11,599	31,422	*	*	*
SMITH	14,936	14,493	-3.0	5,399	99,546	169,167	11,672	31,333	1,299	8,950	5,922
STEWART	8,612	9,154	6.3	3,410	32,334	57,801	6,314	16,950	460	3,459	1,411
SULLIVAN	144,021	147,852	2.7	55,480	847,851	1,369,769	9,264	24,689	1,685	6,943	8,131
Bristol,TN-VA	43,028	43,745	1.7	17,564	256,506	553,126	12,644	31,492	*	*	*
Kingsport	32,027	32,066	0.1	13,088	215,068	410,134	12,790	31,337	*	*	*
SUMNER	85,964	98,476	14.6	33,659	721,674	1,329,793	13,504	39,508	2,178	17,735	17,486
TIPTON	32,644	35,538	8.9	12,281	167,405	310,334	8,732	25,269	767	29,348	3,482
TROUSDALE	6,186	4,958	-19.9	1,852	38,103	61,910	12,487	33,429	501	5,046	2,339
UNICOI	16,331	17,336	6.2	6,580	78,997	134,925	7,783	20,505	363	1,926	258
UNION	11,711	13,122	12.0	4,692	62,107	107,270	8,175	22,862	686	2,631	1,832
VAN BUREN	4,749	5,376	13.2	1,853	26,213	56,278	10,468	30,371	243	641	3,100
WARREN	32,731	34,059	4.1	12,891	193,046	275,677	8,094	21,385	1,360	28,826	17,402
WASHINGTON	89,021	96,752	8.7	34,649	488,953	857,103	8,859	24,737	2,114	12,056	16,848
Johnson City	39,753	46,429	16.8	16,890	224,742	490,106	10,556	29,017	*	*	*
WAYNE	13,926	14,986	7.6	5,361	50,937	97,940	6,535	18,269	711	1,680	4,448
WEAKLEY	32,912	33,972	3.2	11,693	201,990	348,579	10,261	29,811	1,179	23,654	18,072
WHITE	19,496	19,997	2.6	7,422	106,027	180,424	9,023	24,309	1,160	4,141	13,758
WILLIAMSON	58,660	77,063	31.4	25,158	540,567	1,174,424	15,240	46,682	1,595	9,489	20,639
WILSON	56,375	64,126	13.7	21,803	462,210	849,883	13,253	38,980	1,963	6,111	14,372
Lebanon	11,872	12,750	7.4	4,803	94,388	173,232	13,587	36,069	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Tennessee 1986 Cash Receipts as follows: From Crops $891,000,000; from Livestock & Livestock Products $1,144,000,000; Total $2,035,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	14,320,811	17,156,852	19.8	6,097,771	119,071,995	222,729,706	12,982	36,526	185,020	2,981,216	5,826,358
METRO AREAS (MSAs/PMSAs CMSAs)											
Abilene, TX	111,384	125,693	12.8	43,885	1,050,772	1,699,341	13,520	38,723	911	8,288	65,886
Amarillo, TX	174,783	201,340	15.2	76,052	1,661,245	3,050,614	15,152	40,112	753	16,638	162,258
Austin, TX	542,149	704,703	30.0	265,201	5,498,707	12,897,576	18,302	48,633	3,554	34,603	33,651
Beaumont-Port Arthur, TX	376,691	405,165	7.6	147,911	2,835,962	4,317,577	10,656	29,190	1,148	20,635	6,870
Brazoria, TX	171,887	195,405	13.7	62,308	1,708,034	2,758,851	14,119	44,278	1,316	30,697	10,235
Brownsville-Harlingen, TX	211,022	258,239	22.4	73,705	1,092,207	1,943,518	7,526	26,369	1,173	69,972	13,878
Bryan-College Station, TX	94,565	136,794	44.7	47,541	1,023,232	2,420,591	17,695	50,916	874	7,809	16,940
Corpus Christi, TX	327,652	383,244	17.0	127,712	2,174,214	3,814,267	9,953	29,866	1,340	88,560	26,810
Dallas, TX	1,970,967	2,478,045	25.7	930,994	18,289,813	39,180,518	15,811	42,085	7,310	58,890	86,566
El Paso, TX	482,213	565,798	17.3	168,299	2,624,807	4,808,295	8,498	28,570	452	23,794	24,083
Fort Worth-Arlington, TX	981,112	1,250,626	27.5	461,920	7,457,731	14,452,548	11,556	31,288	4,776	18,853	72,317
Galveston-Texas City, TX	196,372	228,075	16.1	83,648	1,421,946	2,338,693	10,254	27,959	438	3,960	1,684
Houston,TX	2,762,095	3,350,941	21.3	1,233,469	29,681,074	52,568,696	15,688	42,619	5,589	105,837	39,249
Killeen-Temple, TX	213,134	235,667	10.6	72,512	1,479,217	2,739,637	11,625	37,782	2,658	19,582	34,204
Laredo, TX	99,950	125,883	25.9	33,099	511,916	834,528	6,629	25,213	422	5,544	17,216
Longview-Marshall, TX	152,960	179,967	17.7	64,968	1,095,785	1,848,174	10,270	28,447	1,409	1,228	10,029
Lubbock, TX	212,061	225,989	6.6	78,403	1,659,906	2,826,008	12,505	36,045	1,029	35,815	72,016
McAllen-Edinburg-Mission, TX	285,415	377,076	32.1	103,920	1,305,750	2,531,124	6,713	24,356	2,310	269,308	15,472
Midland, TX	83,475	113,766	36.3	42,690	884,664	1,542,607	13,559	36,135	335	6,266	5,718
Odessa, TX	116,294	147,711	27.0	54,089	1,045,663	1,533,714	10,383	28,355	214	156	3,057
San Angelo, TX	85,292	97,639	14.5	35,303	765,339	1,324,755	13,568	37,525	806	17,582	47,893
San Antonio, TX	1,074,712	1,308,921	21.8	441,540	7,944,179	15,679,400	11,979	35,511	4,293	26,149	48,341
Sherman-Denison, TX	90,431	96,934	7.2	37,590	724,944	1,249,813	12,893	33,249	1,765	9,121	16,240
Tyler, TX	129,348	159,000	22.9	58,616	1,121,584	2,096,276	13,184	35,763	1,689	11,409	14,845
Victoria, TX	69,425	77,183	11.2	26,746	583,144	1,018,122	13,191	38,066	1,057	13,761	9,017
Waco, TX	171,222	193,073	12.8	69,627	1,128,432	2,099,826	10,876	30,158	1,951	19,315	36,915
Wichita Falls, TX	120,897	125,917	4.2	45,493	1,141,109	1,725,211	13,701	37,923	583	10,533	8,257
Texarkana, TX-AR	113,528	122,959	8.3	45,625	539,068	933,768	7,594	20,466	1,645	14,153	40,834
COUNTIES, Cities											
ANDERSON	38,607	53,017	37.3	14,025	272,583	568,302	10,719	40,521	1,356	2,175	18,047
Palestine	15,948	19,799	24.1	7,692	139,795	241,576	12,201	31,407	*	*	*
ANDREWS	13,440	16,363	21.7	5,504	116,823	207,693	12,693	37,735	128	3,733	3,743
ANGELINA	64,646	74,281	14.9	25,633	451,238	768,065	10,340	29,964	723	384	12,472
Lufkin	28,562	33,115	15.9	11,645	212,258	351,140	10,604	30,153	*	*	*
ARANSAS	14,401	18,800	30.5	6,957	120,669	222,224	11,820	31,943	61	352	408
ARCHER	7,339	8,425	14.8	3,093	75,183	126,861	15,058	41,016	465	4,633	28,076
ARMSTRONG	2,008	2,089	4.0	770	17,124	27,241	13,040	35,378	240	6,896	19,436
Poteet	3,086	4,032	30.6	1,164	18,746	33,074	8,203	28,426	*	*	*
ATASCOSA	25,252	29,943	18.6	9,867	158,244	272,883	9,113	27,656	1,256	13,345	24,949
AUSTIN	17,925	23,617	31.8	8,486	136,083	297,902	12,614	35,105	1,677	4,462	24,434
BAILEY	8,179	7,920	-3.2	2,737	59,404	83,156	10,499	30,382	442	28,360	43,005
BANDERA	7,166	9,478	32.3	3,736	57,939	121,467	12,816	32,513	475	182	3,120
BASTROP	24,988	33,714	34.9	11,983	232,969	516,052	15,307	43,065	1,507	2,751	13,611
BAYLOR	4,945	5,019	1.5	2,090	39,749	58,280	11,612	27,885	351	10,275	16,589
BEE	26,135	30,166	15.4	9,617	169,175	293,699	9,736	30,540	688	8,880	7,598
BELL	156,588	173,276	10.7	58,855	1,166,041	2,119,247	12,230	36,008	1,667	15,146	21,274
Belton	10,660	13,547	27.1	4,592	69,554	164,887	12,172	35,910	*	*	*
Killeen	46,296	60,991	31.7	23,416	356,749	667,022	10,936	28,485	*	*	*
Temple	42,354	47,769	12.8	17,631	354,160	599,410	12,548	33,998	*	*	*
BEXAR	991,007	1,194,694	20.6	401,346	7,317,738	14,328,660	11,994	35,702	2,007	17,184	30,131
San Antonio	786,023	948,895	20.7	325,362	5,387,463	10,162,348	10,710	31,234	*	*	*
BLANCO	4,713	5,623	19.3	2,208	39,136	74,357	13,224	33,676	488		
BORDEN	856	963	12.5	375	7,828	12,506	12,987	33,349	135	3,706	4,661
BOSQUE	13,449	15,064	12.0	6,128	101,317	189,170	12,558	30,870	1,004	3,952	18,589
BOWIE	75,466	81,916	8.5	30,750	311,176	519,095	6,337	16,881	1,130	4,486	21,811
Texarkana	52,730	56,548	7.2	22,459	272,866	707,799	12,517	31,515	*	*	*
BRAZORIA	171,887	195,405	13.7	62,308	1,708,034	2,758,851	14,119	44,278	1,316	30,697	10,235
Angleton	11,091	14,377	29.6	4,771	28,647				*	*	*
Clute	9,577	9,801	2.3	3,320	109,149	127,804	13,039	38,496	*	*	*
Freeport	13,444	12,842	-4.5	4,419	125,330	180,630	14,065	40,873	*	*	*
Lake Jackson	19,102	22,165	16.0	7,529	369,025	368,247	16,614	48,913	*	*	*
BRAZOS	94,565	136,794	44.7	47,541	1,023,232	2,420,591	17,695	50,916	874	7,809	16,940
Bryan	45,917	68,667	49.5	25,024	489,319	767,951	11,184	30,688	*	*	*
College Station	37,272	54,462	46.1	17,629	376,634	483,983	8,887	27,454	*	*	*

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

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METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BREWSTER	7,588	8,785	15.8	3,256	37,257	58,631	6,674	18,007	110		
BRISCOE	2,577	2,157	-16.3	976	19,552	33,697	15,622	34,526	251	7,782	4,667
BROOKS	8,454	10,049	18.9	3,235	44,691	76,385	7,601	23,612	331	924	5,587
BROWN	33,255	36,020	8.3	13,147	246,801	424,450	11,784	32,285	1,181	4,218	17,450
Brownwood	19,203	21,261	10.7	7,736	137,371	208,393	9,802	26,937	•	•	•
BURLESON	12,422	16,571	33.4	6,033	114,644	203,348	12,271	33,706	1,260	7,299	10,806
BURNET	17,974	24,907	38.6	9,807	138,111	303,945	12,203	30,993	827	1,478	10,078
CALDWELL	23,731	27,308	15.1	8,409	166,903	298,152	10,918	35,456	977	3,758	24,053
CALHOUN	19,655	22,772	15.9	8,027	163,479	222,539	9,772	27,724	273	10,540	2,306
Port Lavaca	10,911	12,244	12.2	3,328	78,534	131,165	10,713	39,410	•	•	•
CALLAHAN	11,065	13,268	19.9	4,997	86,629	150,353	11,332	30,089	800	3,284	8,088
CAMERON	211,022	258,239	22.4	73,705	1,092,207	1,943,518	7,526	26,369	1,173	69,972	13,878
Brownsville	84,997	112,862	32.8	29,723	398,189	650,431	5,763	21,883	•	•	•
Harlingen	43,543	61,459	41.1	18,785	255,530	414,002	6,736	22,038	•	•	•
CAMP	9,333	11,029	18.2	4,106	66,263	122,730	11,128	29,890	413	404	53,696
CARSON	6,697	7,649	14.2	2,766	56,631	112,313	14,683	40,605	352	20,063	36,483
CASS	29,578	31,851	7.7	11,507	217,263	362,617	11,385	31,513	894	1,221	9,145
CASTRO	10,556	9,846	-6.7	3,316	65,034	117,329	11,916	35,383	483	64,768	169,315
CHAMBERS	18,787	22,182	18.1	7,504	170,596	265,586	11,973	35,393	332	21,908	3,082
CHEROKEE	38,443	40,689	5.8	14,618	275,809	465,155	11,432	31,821	1,439	11,490	18,768
Jacksonville	12,264	13,634	11.2	4,925	92,343	138,435	10,153	28,109	•	•	•
CHILDRESS	6,995	6,549	-6.4	2,884	53,053	81,432	12,434	28,236	323	9,253	2,670
CLAY	9,675	10,097	4.4	3,803	80,854	120,709	11,955	31,740	813	6,489	25,137
COCHRAN	4,815	4,650	-3.4	1,508	31,416	61,637	13,255	40,873	279		
COKE	3,195	3,641	14.0	1,471	20,619	34,780	9,552	23,644	357	415	9,220
COLEMAN	10,418	9,996	-4.1	4,106	72,562	101,087	10,113	24,619	837	4,539	13,554
COLLIN	147,153	227,404	54.5	71,693	1,282,631	3,243,516	14,263	45,242	1,543	15,605	20,802
McKinney	16,249	22,378	37.7	8,132	123,537	379,665	16,966	46,687	•	•	•
Plano	72,331	128,754	78.0	40,832	619,028	647,071	5,026	15,847	•	•	•
COLLINGSWORTH	4,647	4,086	-12.1	1,811	33,567	61,131	14,961	33,755	388	6,209	8,757
COLORADO	18,974	20,410	7.6	7,612	149,852	261,278	12,801	34,324	1,424	31,474	17,046
COMAL	36,790	52,231	42.0	18,090	285,336	639,883	12,251	33,696	584	641	3,392
New Brounfels	22,402	31,516	40.7	10,275	151,495	373,104	11,836	36,312	•	•	•
COMANCHE	12,652	13,012	2.8	5,142	91,689	148,183	11,388	28,818	1,350	15,768	43,822
CONCHO	2,923	2,864	-2.0	1,068	22,386	45,185	15,777	42,308	376	7,426	9,505
COOKE	27,897	29,613	6.2	10,996	229,974	338,321	11,425	30,768	1,230	5,945	24,130
Gainesville	14,081	15,821	12.4	6,210	120,080	175,162	11,072	28,207	•	•	•
CORYELL	56,546	62,391	10.3	13,657	313,176	620,590	9,944	45,427	991	4,436	12,930
COTTLE	2,938	2,599	-11.5	1,175	23,719	45,561	17,530	38,775	235	8,150	3,182
CRANE	4,621	5,065	9.6	1,734	39,516	63,552	12,547	36,651	30		
CROCKETT	4,609	4,843	5.1	1,679	30,505	49,830	10,289	29,678	154	39	12,666
CROSBY	8,853	8,179	-7.6	2,994	57,932	92,668	11,330	30,951	430	22,183	3,365
CULBERSON	3,295	3,519	6.8	1,091	14,773	20,065	5,872	18,941	70	1,761	4,561
DALLAM	6,520	7,026	7.8	2,612	41,772	81,133	11,548	31,062	378	39,740	111,932
Dalhart	6,854	7,093	3.5	2,593	45,873	69,901	9,855	26,954	•	•	•
DALLAS	1,563,730	1,892,588	21.0	737,833	14,953,077	[illegible]	16,335	41,899	1,046	7,764	9,076
Carrollton	40,591	63,623	56.7	63,623	403,141	[illegible]	21,059	21,059	•	•	•
Dallas	904,078	1,058,708	17.1	440,038	8,507,338	[illegible]	16,610	39,962	•	•	•
Garland	138,857	183,316	32.0	61,406	1,226,670	3,120,480	17,022	50,817	•	•	•
Grand Prairie	71,462	99,205	38.8	33,525	581,773	1,467,010	14,788	43,759	•	•	•
Irving	109,943	132,063	20.1	49,828	1,060,373	2,310,946	17,499	46,378	•	•	•
Richardson	72,496	87,172	20.2	29,385	842,246	1,811,096	20,776	61,634	•	•	•
DAWSON	16,119	16,948	5.1	5,640	119,442	202,658	11,958	35,932	581	36,974	2,771
DEAF SMITH	21,189	20,484	-3.3	6,422	145,584	266,852	13,027	41,553	655	55,551	507,130
Hereford	15,853	14,765	-6.9	4,713	106,973	147,968	10,022	31,394	•	•	•
DELTA	4,838	4,901	1.3	1,970	26,817	48,863	9,970	24,804	446	3,377	5,437
DENTON	145,526	209,551	44.0	71,869	1,244,747	3,239,275	15,458	45,072	1,417	10,290	24,177
Denton	48,063	58,527	21.8	22,017	381,044	829,107	14,166	37,658	•	•	•
Lewisville	24,273	32,449	33.7	10,894	356,765	414,088	12,761	38,010	•	•	•
DE WITT	18,972	21,085	11.1	7,931	137,981	257,351	12,205	32,449	1,619	2,276	22,376
DICKENS	3,527	3,098	-12.2	1,358	22,273	31,725	10,240	23,362	330	5,483	7,565
DIMMIT	11,350	12,742	12.3	3,667	47,740	75,508	5,926	20,591	224	6,896	17,693
DONLEY	4,100	4,234	3.3	1,627	30,421	47,673	11,260	29,301	365	4,355	35,841
DUVAL	12,571	13,962	11.1	4,241	68,120	105,382	7,548	24,848	1,074	5,549	14,133
EASTLAND	19,557	21,225	8.5	8,253	135,421	191,177	9,007	23,165	1,111	8,355	11,160
ECTOR	116,294	147,711	27.0	54,089	1,045,663	1,533,714	10,383	28,355	214	156	3,057
Odessa	90,027	109,876	22.0	40,308	814,596	1,343,272	12,225	33,325	•	•	•
EDWARDS	2,043	2,123	3.9	753	11,339	17,187	8,096	22,825	226	15	9,318
ELLIS	60,288	74,071	22.9	24,497	412,145	884,610	11,943	36,111	1,608	20,175	12,954
Ennis	12,110	15,706	29.7	5,460	82,468	216,256	13,769	39,609	•	•	•
Waxahachie	14,624	19,757	35.1	7,063	106,337	282,483	14,298	39,997	•	•	•
EL PASO	482,213	565,798	17.3	168,299	2,624,807	4,808,295	8,498	28,570	452	23,794	24,083
El Paso	425,259	529,476	24.5	165,559	2,345,798	4,863,300	9,185	29,375	•	•	•

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P [illegible]rch, Inc.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ERATH	22,757	26,316	15.6	9,852	160,316	307,848	11,698	31,247	1,564	5,729	70,092
Stephenville	11,881	13,635	14.8	5,180	92,785	131,184	9,621	25,327	*	*	*
FALLS	18,045	18,250	1.1	7,337	89,495	133,608	7,321	18,210	1,117	13,278	31,028
Martin	7,099	5,999	-15.5	2,408	46,558	57,718	9,622	23,971	*	*	*
FANNIN	24,409	24,819	1.7	9,774	137,744	221,239	8,914	22,635	1,576	13,140	18,648
Bonham	7,338	7,127	-2.9	2,812	51,192	79,194	11,111	28,166	*		*
FAYETTE	18,983	21,305	12.2	8,508	157,367	282,815	13,275	33,241	2,610	4,081	24,198
FISHER	5,866	5,519	-5.9	2,236	44,215	60,686	10,996	27,140	688	13,768	8,950
FLOYD	9,848	8,477	-13.9	2,897	65,600	98,339	11,601	33,945	590	40,241	34,079
FOARD	2,164	1,872	-13.5	865	14,822	25,998	13,888	30,055	250	6,422	4,332
FORT BEND	134,147	208,510	55.4	63,978	1,242,733	2,855,023	13,692	44,625	1,179	40,455	8,645
Richmond-Rosenberg	17,995	22,932	27.4	7,589	191,770	379,828	16,564	50,047	*	*	*
FRANKLIN	6,963	7,666	10.1	2,909	51,067	102,771	13,406	35,329	478	508	16,899
FREESTONE	14,950	18,961	26.8	7,137	145,826	296,707	15,648	41,573	1,101	447	13,113
FRIO	13,762	15,118	9.9	4,593	75,185	126,775	8,386	27,602	526	29,438	34,376
GAINES	13,251	15,672	18.3	4,987	96,951	201,652	12,867	40,436	619	65,366	13,060
GALVESTON	196,372	228,075	16.1	83,648	1,421,946	2,338,693	10,254	27,959	438	3,960	1,684
Galveston	61,902	63,576	2.7	24,827	397,489	747,729	11,761	30,117	*	*	*
League City	16,578	26,417	59.4	8,227	131,327	394,035	14,916	47,894	*	*	*
Texas City	41,403	45,381	9.6	14,291	263,765	543,612	11,979	38,038	*	*	*
GARZA	5,334	6,092	14.2	2,125	37,844	59,750	9,808	28,118	240	5,239	9,641
GILLESPIE	13,641	15,746	15.4	6,112	109,815	193,943	12,317	31,732	1,285	1,750	25,283
GLASSCOCK	1,328	1,330	0.2	364	7,811	17,219	12,947	47,305	200	10,885	3,319
GOLIAD	5,237	5,812	11.0	2,034	38,428	68,327	11,756	33,592	674	2,018	16,137
GONZALES	16,932	19,009	12.3	6,757	112,514	165,507	8,707	24,494	1,632	3,967	113,869
Gonzales	7,152	8,908	24.6	2,886	53,638	79,611	8,937	27,585	*	*	*
GRAY	26,548	27,690	4.3	10,856	241,759	374,321	13,518	34,481	350	6,890	81,196
Pampa	21,396	23,603	10.3	9,437	192,450	315,075	13,349	33,387	*	*	*
GRAYSON	90,431	96,934	7.2	37,590	724,944	1,249,813	12,893	33,249	1,765	9,121	16,240
Denison	23,884	26,276	10.0	10,004	183,454	309,193	11,767	30,906	*	*	*
Sherman	30,413	34,526	13.5	13,039	259,164	394,076	11,414	30,223	*	*	*
GREGG	100,384	118,913	18.5	43,498	755,020	1,275,085	10,723	29,314	378	476	1,752
Kilgore	11,006	12,949	17.7	5,099	83,968	170,426	13,162	33,425	*	*	*
Longview	62,762	80,727	28.6	30,456	493,881	1,026,869	12,720	33,717	*	*	*
GRIMES	13,680	19,554	42.9	7,075	123,547	261,792	13,388	37,002	1,196	1,340	23,039
GUADALUPE	46,915	61,996	32.1	21,204	341,105	710,857	11,466	33,525	1,702	8,324	14,818
Sequin	17,854	20,970	17.5	6,578	112,697	211,428	10,082	32,140	*	*	*
HALE	37,638	36,995	-1.7	13,283	262,802	445,984	12,055	33,576	832	87,375	54,951
Plainview	22,187	22,080	-0.5	7,311	157,893	225,152	10,197	30,798	*	*	*
HALL	5,560	4,643	-16.5	2,163	41,733	33,916	7,305	15,680	341	10,874	2,815
HAMILTON	8,346	8,123	-2.7	3,680	54,692	95,591	11,768	25,976	956	2,761	16,869
HANSFORD	6,215	6,409	3.1	2,380	57,135	100,764	15,722	42,338	315	26,553	168,098
HARDEMAN	6,385	6,417	0.5	2,480	50,475	79,003	12,312	31,856	362	10,401	4,801
HARDIN	41,049	47,526	15.8	16,406	261,770	432,667	9,104	26,372	331	482	1,301
HARRIS	2,429,505	2,868,002	18.0	1,079,948	26,707,057	46,483,458	16,208	43,042	1,943	28,467	13,714
Baytown	56,923	65,685	15.4	23,225	588,816	907,947	13,823	39,093	*	*	*
Houston	1,594,086	1,844,822	15.7	722,747	17,026,907	26,202,631	14,203	36,254	*	*	*
Pasadena	112,560	128,374	14.0	46,617	1,227,450	1,850,121	14,412	39,687	*	*	*
HARRISON	52,576	61,054	16.1	21,470	340,765	573,089	9,387	26,693	1,031	752	8,277
Marshall	24,921	26,784	7.5	9,541	167,643	286,964	10,714	30,077	*	*	*
HARTLEY	4,008	3,656	-8.8	1,620	37,834	52,394	14,331	32,342	208	25,324	117,499
HASKELL	7,734	7,393	-4.4	2,892	59,623	94,261	12,750	32,594	670	18,671	3,442
HAYS	40,981	53,279	30.0	16,340	343,088	771,835	14,487	47,236	643	2,317	5,349
San Marcos	23,420	34,092	45.6	9,216	167,273	315,609	9,258	34,245	*	*	*
HEMPHILL	5,370	6,957	29.6	2,353	46,726	77,949	11,204	33,127	221	2,565	46,355
HENDERSON	43,081	54,293	26.0	21,063	337,987	643,321	11,849	30,543	1,509	3,782	15,113
Athens	10,197	11,800	15.7	3,484	76,421	127,267	10,785	36,529	*	*	*
HIDALGO	285,415	377,076	32.1	103,920	1,305,750	2,531,124	6,713	24,356	2,310	269,308	15,472
Edinburg	26,121	36,176	38.5	9,668	115,795	239,076	6,609	24,728	*	*	*
McAllen	67,042	93,915	40.1	27,267	396,817	816,988	8,699	29,963	*	*	*
HILL	25,153	27,619	9.8	10,608	145,321	262,035	9,487	24,702	1,544	22,391	13,308
Hillsboro	7,397	7,374	-0.3	2,704	50,766	74,565	10,112	27,576	*	*	*
HOCKLEY	23,378	26,289	12.5	8,566	170,486	304,993	11,602	35,605	633	29,768	15,383
HOOD	18,103	29,392	62.4	11,251	131,886	331,396	11,275	29,455	593	3,672	10,135
HOPKINS	25,376	29,329	15.6	11,166	201,906	368,343	12,559	32,988	1,673	1,785	82,388
Sulphur Springs	12,804	15,974	24.8	6,152	106,103	171,210	10,718	27,829	*	*	*
HOUSTON	22,510	27,550	22.4	8,195	128,355	369,983	13,430	45,147	1,387	3,895	15,605
HOWARD	33,022	35,395	7.2	13,463	283,763	393,629	11,121	29,238	398	14,128	3,365
Big Spring	24,804	25,856	4.2	9,915	209,217	340,517	13,170	34,342	*	*	*
HUDSPETH	2,755	2,641	-4.1	830	10,943	13,262	5,022	15,978	139	10,145	7,647
HUNT	55,516	65,621	18.2	24,466	360,110	673,196	10,259	27,516	1,864	9,169	10,900
Greenville	22,161	27,170	22.6	10,254	153,200	337,870	12,435	32,949	*	*	*

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
HUTCHINSON	26,477	31,859	20.3	12,075	249,331	466,365	14,638	38,622	157	7,209	22,351
Borger	15,837	17,857	12.8	6,932	150,238	241,193	13,507	34,793	•	•	•
IRION	1,396	1,805	29.3	673	8,358	16,135	8,939	23,975	127	51	6,485
JACK	7,463	[illegible]857	5.3	3,070	54,425	92,877	11,821	30,253	644	544	10,218
JACKSON	13,403	13,845	3.3	5,055	102,449	138,366	9,994	27,372	801	33,262	7,638
JASPER	31,001	34,687	11.9	12,382	206,382	346,189	9,980	27,959	659	292	4,728
JEFF DAVIS	1,654	1,776	7.4	673	7,715	8,324	4,687	12,368	78		
JEFFERSON	251,441	264,787	5.3	99,393	1,942,973	2,981,842	11,261	30,001	502	19,171	4,168
Beaumont	118,102	124,963	5.8	47,321	912,455	1,560,094	12,484	32,968	•	•	•
Port Arthur	61,195	65,228	6.6	24,442	401,672	716,107	10,979	29,298	•	•	•
JIM HOGG	5,216	5,536	6.1	1,725	23,881	32,238	5,823	18,689	206	292	7,790
JIM WELLS	36,693	41,024	11.8	13,005	251,072	376,488	9,177	28,949	785	13,214	11,282
Alice	NO DATA AVAILABLE FOR THIS CITY										
JOHNSON	68,275	89,707	31.4	30,729	441,119	941,953	10,500	30,654	1,798	5,997	31,066
Cleburne	19,218	26,706	39.0	10,524	133,382	427,821	16,020	40,650	•	•	•
JONES	17,290	18,603	7.6	6,856	147,474	238,991	12,647	34,859	948	20,982	9,792
KARNES	13,672	13,599	-0.5	4,676	92,809	131,982	9,705	28,225	1,075	3,632	11,870
KAUFMAN	39,391	51,650	31.1	17,609	264,634	564,792	10,935	32,074	1,505	3,741	18,081
Terrell	13,269	16,079	21.2	5,356	86,973	213,287	13,265	39,824	•	•	•
KENDALL	10,753	15,630	45.4	5,544	100,079	233,463	14,937	42,111	586	743	7,277
KENEDY	535	492	-8.0	168	3,790	3,597	7,311	21,411	25		
KENT	1,118	1,032	-7.7	408	8,499	15,690	15,203	38,456	177	2,651	4,921
KERR	29,069	37,312	28.4	14,629	273,170	564,634	15,133	38,597	529	760	7,904
Kerrville	15,276	21,659	41.8	8,105	135,141	242,232	11,184	29,887	•	•	•
KIMBLE	4,079	4,216	3.4	1,656	21,974	34,542	8,193	20,859	423	187	7,401
KING	432	420	-2.8	154	1,732	1,569	3,736	10,188	45	809	4,655
KINNEY	2,291	2,488	8.6	873	7,306	13,241	5,322	15,167	108		
KLEBERG	33,381	35,800	7.2	11,209	216,967	380,174	10,619	33,917	255	12,658	35,765
KNOX	5,305	5,330	0.5	2,038	38,657	64,992	12,194	31,890	403	13,433	7,361
LAMAR	42,352	45,784	8.1	17,080	238,213	428,862	9,367	25,109	1,432	9,192	17,392
Paris	25,498	28,270	10.9	11,290	146,661	299,042	10,578	26,488	•	•	•
LAMB	18,708	17,271	-7.7	6,704	129,657	229,347	13,279	34,210	823	62,512	121,719
LAMPASAS	11,847	15,490	30.8	5,836	81,718	178,223	11,506	30,539	611	936	12,604
LA SALLE	5,488	6,024	9.8	1,995	24,251	43,562	7,231	21,836	256	2,142	13,447
LAVACA	19,034	18,428	-3.2	7,583	142,676	224,115	12,162	29,555	2,315	3,855	22,623
LEE	11,160	14,931	33.8	5,140	104,282	198,601	13,301	38,638	1,447	2,501	11,416
LEON	9,687	12,617	30.2	5,162	93,593	222,743	17,654	43,151	1,227	1,093	15,218
LIBERTY	47,523	57,447	20.9	20,192	373,926	577,875	10,059	28,619	861	23,048	3,374
LIMESTONE	20,246	23,419	15.7	8,410	103,054	243,308	10,389	28,931	1,209	4,089	21,893
Mexia	7,094	7,116	0.3	2,787	46,058	66,206	9,304	23,755	•	•	•
LIPSCOMB	3,831	4,420	15.4	1,622	35,192	57,312	12,967	35,334	294	5,537	17,427
LIVE OAK	9,813	10,504	7.0	3,617	76,805	120,516	11,473	33,319	770	5,833	10,612
LLANO	10,195	12,184	19.5	5,359	90,123	168,436	13,824	31,430	520	613	12,192
LOVING	91	102	12.1	56	1,846	4,236	41,529	75,643	15		
LUBBOCK	212,061	225,989	6.6	78,403	1,659,906	2,826,008	12,505	36,045	1,029	35,815	72,016
Lubbock	173,979	188,962	8.6	68,149	1,428,935	2,205,823	11,673	32,367	•	•	•
LYNN	8,581	7,488	-12.7	2,873	58,303	105,099	14,036	36,582	556	27,363	905
MCCULLOCH	8,741	8,520	-2.5	3,353	65,195	106,775	12,532	31,845	520	3,945	13,350
MCLENNAN	171,222	193,073	12.8	69,627	1,128,432	2,099,826	10,876	30,158	1,951	19,315	36,915
Mart	2,324	2,512	8.1	1,022	17,465	27,628	10,999	27,030	•	•	•
Waco	101,261	112,834	11.4	42,851	663,736	1,180,419	10,462	27,547	•	•	•
MCMULLEN	780	887	13.7	277	6,447	10,837	12,218	39,123	208		
MADISON	10,791	12,225	13.3	3,529	83,664	150,156	12,283	42,549	708		
MARION	10,426	11,128	6.7	4,281	65,644	107,004	9,616	24,995	207	123	1,560
MARTIN	4,677	5,519	18.0	1,890	35,328	74,589	13,515	39,465	390	21,836	1,935
MASON	3,707	3,443	-7.1	1,565	26,111	34,993	10,164	22,360	567	4,384	20,868
MATAGORDA	38,332	38,768	1.1	13,710	315,898	472,432	12,186	34,459	703	45,551	8,901
Bay City	17,837	20,796	16.6	6,678	135,820	253,470	12,189	37,956	•	•	•
MAVERICK	31,823	39,000	22.6	9,469	154,687	261,191	6,697	27,584	176	3,078	45,217
MEDINA	23,210	26,085	12.4	8,751	157,884	271,118	10,394	30,981	1,480	16,406	21,394
MENARD	2,337	2,278	-2.5	913	11,609	17,319	7,603	18,969	268	141	11,918
MIDLAND	83,475	113,766	36.3	42,690	884,664	1,542,607	13,559	36,135	335	6,266	5,718
Midland	70,525	23,126	-67.2	8,733	125,275	271,326	11,733	31,070	•	•	•
MILAM	22,895	23,931	4.5	8,660	128,471	209,302	8,746	24,169	1,583	13,066	22,175
MILLS	4,500	4,668	3.7	1,799	28,963	59,561	12,759	33,108	677	1,420	14,647
MITCHELL	9,078	8,965	-1.2	3,470	65,784	105,361	11,752	30,363	406	7,544	5,053
MONTAGUE	17,471	19,062	9.1	7,472	128,028	192,669	10,107	25,785	1,065	3,857	15,548
MONTGOMERY	130,882	192,633	47.2	62,648	1,220,491	2,412,732	12,525	38,513	797	1,809	4,045
Conroe	18,034	22,149	22.8	8,276	194,581	332,465	15,010	40,170	•	•	•
MOORE	16,705	18,232	9.1	6,229	143,542	268,729	14,739	43,142	270	32,232	137,183
MORRIS	14,683	15,887	8.2	5,812	128,771	182,651	11,497	31,427	380	1,536	3,945
MOTLEY	1,960	1,780	-9.2	807	14,890	18,331	10,298	22,715	233	4,831	5,325

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
NACOGDOCHES	47,078	55,566	18.0	19,771	352,966	651,409	11,723	32,948	1,237	1,200	71,280
Nacogdoches	27,149	31,532	16.1	10,557	208,023	285,322	9,049	27,027	*	*	*
NAVARRO	35,510	39,975	12.6	15,170	214,141	395,181	9,886	26,050	1,464	8,022	14,939
Corsicana	21,712	26,532	22.2	10,189	142,269	308,848	11,641	30,312	*	*	*
NEWTON	13,341	14,441	8.2	5,042	77,982	118,762	8,224	23,555	323	282	1,253
NOLAN	17,361	17,672	1.8	6,710	131,905	176,566	9,991	26,314	452	6.501	19,104
Sweetwater	12,242	13,011	6.3	4,927	91,354	138,876	10,673	28,186	*	*	*
NUECES	269,109	317,006	17.8	107,100	1,820,430	3,277,208	10,338	30,600	735	47,966	6,324
Corpus Christi	231,999	271,312	16.9	91,429	1,574,960	3,094,755	11,407	33,849	*	*	*
OCHILTREE	9,657	11,688	21.0	4,371	104,136	176,630	15,112	40,410	394	24,378	70,050
OLDHAM	2,272	2,432	7.0	690	17,819	30,474	12,530	44,165	150	4,723	37,599
ORANGE	84,201	92,852	10.3	32,112	631,219	903,068	9,726	28,122	315	982	1,401
Orange	23,628	24,324	2.9	8,959	184,707	308,906	12,700	34,481	*	*	*
PALO PINTO	24,175	26,728	10.6	8,689	198,355	309,948	11,596	35,671	655	1,152	7,450
Mineral Wells	14,468	15,492	7.1	5,119	102,252	137,788	8,894	26,919	*	*	*
PANOLA	20,922	24,544	17.3	8,842	155,939	270,803	11,033	30,627	934	510	22,799
PARKER	45,280	63,419	40.1	22,384	312,712	708,014	11,164	31,630	1.751	5.690	22,422
Weatherford	12,049	17,361	44.1	7,098	87,252	267,679	15,419	37,710	*	*	*
PARMER	11,081	10,973	-1.0	3,522	75,666	131,106	11,948	37,225	661	77,164	229,347
PECOS	14,705	17,184	16.9	5,482	82,880	136,068	7,918	24,821	284	5,615	16,004
POLK	24,672	31,536	27.8	11,734	155,002	286,304	9,079	24,400	530	313	2,522
POTTER	98,[illegible]99	106,403	7.5	41,281	812,996	1,384,279	13,010	33,533	178	1,766	18,447
Amarillo	149,2[illegible]0	215,799	44.6	82,810	1,467,228	2,716,877	12,590	32,809	*	*	*
PRESIDIO	5,[illegible]11	5,390	3.4	1,780	19,315	32,417	6,014	18,212	137	4,539	15,002
RAINS	4,[illegible]71	6,836	40.3	2,759	33,732	70,637	10,333	25,602	436	1,445	8,036
RANDALL	75,7[illegible]4	94,937	25.3	34,771	848,249	1,666,335	17,552	47,923	575	14,872	143,811
REAGAN	4,19[illegible]	5,126	22.2	1,600	24,007	42,723	8,335	26,702	123	4,390	2,910
REAL	2,50[illegible]	3,047	21.9	1,125	9,501	17,342	5,691	15,415	177	65	3,680
RED RIVER	16,128	15,847	-1.7	6,516	100,860	163,064	10,290	25,025	1,027	5,683	11,460
REEVES	15,822	15,364	-2.9	4,812	76,074	104,020	6,770	21,617	149	4,726	57,902
Pecos	12,855	12,263	-4.6	3,734	61,720	125,570	10,240	33,625	*	*	*
REFUGIO	9,362	9,205	-1.7	3,259	75,024	121,905	13,243	37,406	262	12,151	5,116
ROBERTS	1,191	1,097	-7.9	380	10,461	21,137	19,268	55,624	103	1,685	20,175
ROBERTSON	14,674	16,168	10.2	6,306	124,479	197,996	12,246	31,398	1,100	7,854	24,256
ROCKWALL	14,879	22,781	53.1	7,493	132,579	333,759	14,651	44,543	191	1,315	1,476
RUNNELS	11,899	12,030	1.1	4,587	83,694	120,270	9,998	26,220	867	14,102	17,002
RUSK	41,476	47,142	13.7	17,337	311,298	649,938	13,787	37,488	1,372	1,615	10,360
Henderson	11,473	12,831	11.8	4,753	95,199	140,234	10,930	29,503	*	*	*
SABINE	8,756	10,[illegible]0	17.1	4,137	48,893	73,141	7,136	17,680	256	47	8,022
SAN AUGUSTINE	8,795	9,1[illegible]3	4.1	3,386	46,789	83,210	9,091	24,575	355	202	11,797
SAN JACINTO	11,655	15,769	35.3	5,691	64,583	119,292	7,565	20,962	315	470	1,548
SAN PATRICIO	58,543	66,238	13.1	20,612	353,784	537,059	8,108	26,056	605	40,594	20,486
SAN SABA	5,728	6,036	5.4	2,565	40,147	57,939	9,599	22,588	643	3,190	18,215
SCHLEICHER	2,840	3,182	12.0	1,064	16,015	27,007	8,487	25,383	265	1,589	12,149
SCURRY	18,175	19,791	8.9	7,095	150,500	236,401	11,945	33,319	614	8,307	5,444
Snyder	12,705	14,970	17.8	5,217	103,158	183,529	12,260	35,177	*	*	*
SHACKELFORD	3,950	4,060	2.8	1,501	35,500	54,049	13,313	36,009	258	1,926	7,899
SHELBY	23,170	24,660	6.4	9,345	149,925	262,196	10,632	28,057	1,117	8[illegible]6	55,626
SHERMAN	3,151	3,203	1.7	1,110	27,144	44,767	13,977	40,331	279	29,997	127,639
SMITH	129,348	159,000	22.9	58,616	1,121,584	2,096,276	13,184	35,763	1,689	11,409	14,845
Tyler	70,508	82,021	16.3	30,875	661,937	1,048,896	12,788	33,972	*	*	*
SOMERVELL	4,207	5,503	30.8	1,975	36,897	107,328	19,504	54,343	234	479	1,550
STARR	27,565	34,724	26.0	8,860	94,862	176,039	5,070	19,869	830	19,963	32,604
STEPHENS	9,995	10,399	4.0	4,107	80,780	118,386	11,384	28,825	431	693	6,242
STERLING	1,216	1,553	27.7	518	7,645	13,262	8,540	25,602	78	220	6,660
STONEWALL	2,423	2,375	-2.0	943	20,595	33,702	14,190	35,739	337	4,198	5,374
SUTTON	5,183	5,669	9.4	1,837	29,438	43,593	7,690	23,731	177	72	9,416
SWISHER	9,661	8.125	-15.9	3,342	66,019	81,613	10,045	24,420	551	41,585	159,572
TARRANT	867,557	1,097,500	26.5	408,807	6,703,900	12,802,581	11,665	31,317	1,227	7,166	18,829
Arlington	160,123	260,834	62.9	101,593	1,398,798	5,063,770	19,414	49,844	*	*	*
Euless	24,002	32,120	33.8	12,432	256,578	556,265	17,318	44,746	*	*	*
Fort Worth	385,141	459,262	19.2	177,540	2,681,439	7,020,133	15,286	39,541	*	*	*
Haltom City	29,014	35,266	21.5	12,859	201,453	532,974	15,113	41,448	*	*	*
Hurst	31,420	39,230	24.9	14,644	288,754	833,729	21,253	56,935	*	*	*
TAYLOR	111,384	125,693	12.8	43,885	1,050,772	1,699,341	13,520	38,723	911	8,288	65,886
Abilene	98,315	115,100	17.1	41,296	916,382	1,268,238	11,019	30,711	*	*	*
TERRELL	1,589	1,417	-10.8	528	9,086	14,923	10,531	28,263	77		7,698
TERRY	14,582	15,050	3.2	5,109	109,239	189,124	12,566	37,018	532	38,994	1,048
THROCKMORTON	2,055	2,392	16.4	857	16,130	27,833	11,636	32,477	306	4,962	10,729
TITUS	21,558	24,954	15.8	8,945	172,754	348,841	13,979	38,998	778	784	12,891
Mount Pleasant	11,003	12,705	15.5	4,701	94,104	144,832	11,400	30,811	*	*	*
TOM GREEN	85,292	97,639	14.5	35,303	765,339	1,324,755	13,568	37,525	806	17,582	47,893
San Angelo	73,240	95,227	30.0	35,338	638,682	1,003,153	10,534	28,387	*	*	*

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
TRAVIS	423,058	541,692	28.0	214,257	4,446,249	10,448,753	19,289	48,767	1,061	6,859	9,991
Austin	345,496	466,772	35.1	186,417	3,522,385	6,816,022	14,602	36,563	*	*	*
TRINITY	9,543	11,731	22.9	4,644	57,618	104,478	8,906	22,497	520		
TYLER	16,338	19,674	20.4	7,266	104,827	203,438	10,340	27,999	496	579	1,848
UPSHUR	28,826	37,348	29.6	13,482	210,990	408,986	10,951	30,336	1,022	874	23,198
UPTON	4,629	5,660	22.3	1,952	25,398	42,981	7,594	22,019	89	3,066	2,505
UVALDE	22,532	24,770	9.9	7,708	96,613	179,859	7,261	23,334	531	17,847	18,374
VAL VERDE	36,167	41,701	15.3	12,117	152,463	258,636	6,202	21,345	253	151	16,658
Del Rio	30,034	36,608	21.9	10,497	114,784	269,126	7,351	25,638	*	*	*
VAN ZANDT	31,618	38,195	20.8	14,268	250,215	479,546	12,555	33,610	2,328	8,425	24,380
VICTORIA	69,425	77,183	11.2	26,746	583,144	1,018,122	13,191	38,066	1,057	3,761	9,017
Victoria	50,695	60,079	18.5	20,884	429,652	842,262	14,019	40,331	*	*	*
WALKER	42,246	59,799	41.5	14,789	264,590	641,095	10,721	43,349	624	698	9,108
Huntsville	25,786	35,816	38.9	10,321	150,132	309,348	8,637	29,972	*	*	*
WALLER	20,038	24,349	21.5	6,703	136,867	239,608	9,841	35,746	809	12,058	9,471
WARD	14,131	16,063	13.7	5,610	88,020	139,723	8,698	24,906	80		
WASHINGTON	22,120	27,716	25.3	9,559	198,665	446,254	16,101	46,684	1,839	2,030	18,035
Brenham	10,966	14,825	35.2	4,715	93,998	164,115	11,071	34,807	*	*	*
WEBB	99,950	125,883	25.9	33,099	511,916	834,528	6,629	25,213	422	5,544	17,216
Laredo	91,449	122,384	33.8	32,607	437,891	707,561	5,781	21,699	*	*	*
WHARTON	40,447	41,581	2.8	14,854	297,296	492,765	11,851	33,174	1,258	83,620	10,575
WHEELER	7,201	8,491	17.9	3,218	64,034	98,324	11,580	30,554	507	5,307	35,988
WICHITA	120,897	125,917	4.2	45,493	1,141,109	1,725,211	13,701	37,923	583	10,533	8,257
Wichita Falls	94,201	101,216	7.4	37,670	885,445	1,146,006	11,322	30,422	*	*	*
WILBARGER	15,944	17,116	7.4	6,371	116,621	215,955	12,617	33,897	557	21,117	8,847
Vernon	12,695	15,293	20.5	6,058	91,378	166,770	10,905	27,530	*	*	*
WILLACY	17,506	18,810	7.4	5,313	81,539	145,564	7,739	27,398	322	37,161	859
WILLIAMSON	78,110	109,732	40.5	34,604	709,370	1,676,988	15,283	48,462	1,850	25,427	18,311
Taylor	10,619	11,273	6.2	4,118	77,343	172,551	15,306	41,905	*	*	*
WILSON	16,943	19,063	12.5	6,303	115,146	213,117	11,180	33,812	1,672	11,867	26,482
WINKLER	9,988	10,770	7.8	3,775	80,486	127,007	11,793	33,644	32		851
WISE	26,808	32,609	21.6	11,599	175,200	327,420	10,041	28,228	1,561	3,112	30,727
WOOD	24,880	28,846	15.9	10,771	192,417	349,259	12,108	32,426	1,277	2,319	19,919
YOAKUM	8,342	9,684	16.1	3,185	68,529	143,914	14,861	45,185	296	19,127	1,944
YOUNG	19,230	20,188	5.0	7,736	161,693	247,399	12,255	31,980	710	6,803	11,405
ZAPATA	6,706	8,861	32.1	2,833	31,631	59,548	6,720	21,019	313	212	4,765
ZAVALA	11,652	12,413	6.5	3,397	44,039	72,549	5,845	21,357	264	25,935	28,992

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Texas 1986 Cash Receipts as follows: From Crops $2,939,000,000; from Livestock & Livestock Products $5,537,000,000; Total $8,475,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

UTAH POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,472,153	1,784,116	21.2	556,218	10,102,998	17,813,496	9,984	32,026	13,984	129,948	423,636
METRO AREAS (MSAs/PMSAs/CMSAs)											
Provo-Orem, UT	220,387	261,130	18	69,225	1,189,438	1,973,352	7,557	28,506	1,848	17,474	49,329
Salt Lake City-Ogden, UT	916,358	1,095,004	19	356,260	6,546,048	11,631,332	10,622	32,648	2,370	24,449	53,145
COUNTIES, Cities											
BEAVER	4,396	5,666	28.9	1,860	32,803	60,181	10,621	32,355	204	4,776	12130
BOX ELDER	33,399	42,195	26.3	12,791	257,757	490,510	11,625	38,348	1,079	20,641	38075
CACHE	57,551	72,512	26.0	22,461	386,772	698,823	9,637	31,113	1,282	8,378	59100
Logan	26,844	29,621	10.3	11,261	182,255	285,611	9,642	25,364	*	*	*
CARBON	22,280	26,863	20.6	8,756	188,001	268,649	10,001	30,682	201	430	2189
DAGGETT	777	877	12.9	296	4,653	5,383	6,138	18,186	30		
DAVIS	148,081	185,147	25.0	51,779	988,383	1,674,435	9,044	32,338	660	11,588	11506
DUCHESNE	12,505	17,347	38.7	4,957	87,519	155,056	8,938	31,280	677	1,976	13151
EMERY	11,696	13,827	18.2	3,750	83,162	147,871	10,694	39,432	432	747	4642
GARFIELD	3,691	4,527	22.6	1,528	24,749	35,448	7,830	23,199	222	582	3616

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UTAH POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GRAND	8,315	7,688	-7.5	2,662	71,781	85,727	11,151	32,204	59		
IRON	17,474	22,187	27.0	6,655	120,182	223,786	10,086	33,627	380	10,380	8774
JUAB	5,549	6,765	21.9	2,068	39,170	62,613	9,255	30,277	221	2,314	3957
KANE	4,020	5,024	25.0	1,664	27,780	47,548	9,464	28,575	146	267	1357
MILLARD	9,027	15,295	69.4	4,615	58,940	162,419	10,619	35,194	612	18,309	29336
MORGAN	4,932	5,424	10.0	1,509	38,641	59,338	10,940	39,323	250	695	8209
PIUTE	1,342	1,465	9.2	479	7,504	8,520	5,816	17,787	116	252	4645
RICH	2,130	2,569	20.6	792	15,878	25,631	9,977	32,362	150	996	7335
SALT LAKE	623,392	737,088	18.2	245,751	4,534,063	8,130,990	11,031	33,086	805	9,428	16714
Salt Lake City	163,697	163,598	-0.1	71,987	1,214,313	1,911,224	11,682	26,550	*	*	*
SAN JUAN	12,350	11,758	-4.8	3,401	61,191	94,263	8,017	27,716	214	3,520	4847
SANPETE	14,819	17,508	18.1	5,081	84,664	147,303	8,413	28,991	772	3,243	4686
SEVIER	14,842	17,301	16.6	5,311	95,264	150,569	8,703	28,350	477	3,042	24876
SUMMIT	10,405	15,295	47.0	5,152	85,976	176,244	11,523	34,209	417	683	11619
TOOELE	26,135	29,906	14.4	9,324	184,964	291,503	9,747	31,264	304	2,416	8009
UINTAH	20,705	31,382	51.6	9,204	158,689	305,274	9,728	33,168	671	1,891	12489
UTAH	220,387	261,130	18.5	69,225	1,189,438	1,973,352	7,557	28,506	1,848	17,474	49329
Provo	73,907	75,175	1.7	20,863	356,186	536,953	7,143	25,738	*	*	*
WASATCH	8,594	10,905	26.9	3,361	58,919	103,817	9,520	30,889	293	532	8746
WASHINGTON	26,548	41,539	56.5	12,370	181,688	386,714	9,310	31,262	372	1,610	4941
St. George	11,350	18,487	62.9	5,679	78,348	134,414	7,271	23,667	*	*	*
WAYNE	1,926	2,157	12.0	686	10,865	15,622	7,242	22,773	185	345	4433
WEBER	144,885	172,769	19.2	58,730	1,023,602	1,825,907	10,568	31,090	905	3,433	24925
Ogden	64,407	69,031	7.2	26,915	425,412	721,667	10,454	26,813	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Utah 1986 Cash Receipts as follows: From Crops $133,000,000; from Livestock & Livestock Products $437,000,000; Total $570,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

VERMONT POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	512,062	559,311	9.2	202,619	3,728,002	6,942,253	12,412	34,263	6,315	20,054	349,348
METRO AREAS (MSAs PMSAs CMSAs)											
Burlington, VT	120,513	137,611	14.2	47,530	1,065,308	2,165,398	15,736	45,559	N.A.	N.A.	N.A.
COUNTIES, Cities											
ADDISON	29,591	33,018	11.6	10,666	216,560	400,105	12,118	37,512	748	4,410	68,425
BENNINGTON	33,314	35,984	8.0	13,298	229,140	427,343	11,876	32,136	193	1,182	6,198
Bennington	15,815	18,476	16.8	5,448	79,413	166,793	9,028	30,615	*	*	*
CALEDONIA	25,784	26,981	4.6	9,985	156,763	266,808	9,889	26,721	491	1,231	21,339
St. Johnsbury	7,938	7,790	-1.9	2,746	48,060	81,557	10,469	29,695	*	*	*
CHITTENDEN	115,842	132,052	14.0	45,523	1,025,789	2,087,972	15,812	45,866	505	1,816	23,342
Burlington	37,712	38,839	3.0	13,770	276,728	469,069	12,077	34,065	*	*	*
ESSEX	6,371	6,752	6.0	2,422	35,781	59,830	8,861	24,703	90	376	4,403
FRANKLIN	34,879	37,931	8.8	13,099	237,582	423,325	11,160	32,317	795	1,020	70,064
St. Albans	7,308	7,422	1.6	2,596	46,747	82,301	11,089	31,701	*	*	*
GRAND ISLE	4,671	5,559	19.0	2,007	39,519	77,426	13,928	38,578	139	960	6,568
LAMOILLE	16,781	18,895	12.6	6,976	109,515	216,534	11,460	31,040	255	674	14,586
ORANGE	22,833	25,304	10.8	8,937	136,861	248,684	9,828	27,826	600	1,081	24,097
ORLEANS	23,414	24,416	4.3	8,824	151,908	259,115	10,613	29,365	654	1,059	45,553
Newport	4,756	4,519	-5.0	1,427	29,369	48,209	10,669	33,775	*	*	*
RUTLAND	58,244	61,573	5.7	22,752	385,768	699,070	11,354	30,726	561	1,551	26,358
Rutland	18,436	18,245	-1.0	6,032	102,991	190,400	10,436	31,565	*	*	*
WASHINGTON	52,365	54,944	4.9	20,353	361,046	656,365	11,946	32,249	399	655	13,073
Barre	9,824	9,961	1.4	3,740	56,836	101,683	10,208	27,185	*	*	*
Montpelier	8,241	8,298	0.7	3,075	57,785	98,264	11,841	31,955	*	*	*
WINDHAM	36,926	40,545	9.8	16,034	260,582	500,196	12,337	31,196	298	2,762	11,076
Bellows Falls	3,456	3,551	2.7	1,222	24,142	39,609	11,156	32,423	*	*	*
Brattleboro	11,886	12,724	7.1	4,104	61,297	109,353	8,594	26,648	*	*	*
WINDSOR	51,047	55,357	8.4	21,743	381,188	619,480	11,191	28,491	587	1,277	14,266
Hartford	7,963	9,261	16.3	3,292	62,988	117,346	12,672	35,651	*	*	*
Springfield	10,190	10,077	-1.1	3,276	60,290	106,383	10,557	32,476	*	*	*
White River Junction	2,582	2,880	11.5	1,023	14,961	38,631	13,415	37,758	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Vermont 1986 Cash Receipts as follows: From Crops $36,000,000; from Livestock & Livestock Products $361,000,000; Total $398,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,361,564	5,966,916	11.3	2,154,386	44,667,998	87,685,365	14,695	40,701	51,859	626,544	936,820
METRO AREAS (MSAs/PMSAs/CMSAs)											
Charlottesville,VA	114,053	124,972	10	44,279	752,777	1,476,311	11,813	33,341	1,381	5,847	23,248
Danville, VA	111,945	112,447	0	41,657	608,016	1,042,691	9,273	25,030	2,024	40,760	9,506
Lynchburg, VA	141,585	145,631	3	50,154	950,294	1,615,421	11,093	32,209	1,190	6,387	11,775
Norfolk-Virginia Beach-Newport News, VA	1,161,268	1,350,097	16	462,871	8,478,157	16,677,139	12,353	36,030	1,197	55,128	28,538
Richmond-Petersburg, VA	764,040	838,617	10	306,817	5,867,477	10,762,834	12,834	35,079	2,400	44,454	31,642
Roanoke, VA	220,768	227,211	3	87,190	1,682,762	2,957,404	13,016	33,919	892	3,133	17,124
COUNTIES, Cities											
ACCOMACK	31,305	31,159	-0.5	11,840	216,971	374,748	12,027	31,651	415	32398	14996
ALBEMARLE	56,186	63,830	13.6	21,608	382,103	779,811	12,217	36,089	830	4719	17173
ALLEGHANY	14,362	15,265	6.3	5,399	64,507	125,010	8,189	23,154	182	116	1238
AMELIA	8,420	8,222	-2.4	2,819	40,913	75,405	9,171	26,749	446	5944	20608
AMHERST	29,276	29,729	1.5	9,339	173,493	298,027	10,025	31,912	450	545	2798
APPOMATTOX	12,011	12,559	4.6	4,401	76,020	129,084	10,278	29,331	442	1704	4279
ARLINGTON	152,541	149,401	-2.1	73,069	2,593,201	4,844,619	32,427	66,302	4	51	
AUGUSTA	54,026	58,795	8.8	20,281	327,582	632,129	10,751	31,169	1,606	5560	58394
BATH	5,926	5,754	-2.9	1,873	24,582	50,372	8,754	26,894	138		
BEDFORD	35,241	39,202	11.2	13,977	197,701	355,045	9,057	25,402	1,353	2170	16444
BLAND	6,366	6,915	8.6	2,267	28,355	52,524	7,596	23,169	354	371	4952
BOTETOURT	23,401	25,212	7.7	8,876	146,018	252,134	10,001	28,406	586	2011	8527
BRUNSWICK	15,595	16,048	2.9	5,249	65,591	114,779	7,152	21,867	590	13387	6573
BUCHANAN	37,965	38,791	2.2	12,703	236,450	358,172	9,233	28,196	120	254	86
BUCKINGHAM	11,796	12,476	5.8	4,222	50,028	95,227	7,633	22,555	420	1304	8539
CAMPBELL	45,540	48,405	6.3	16,705	302,788	542,094	11,199	32,451	740	5842	8977
CAROLINE	17,909	19,118	6.8	6,367	101,872	172,765	9,037	27,134	265	6480	2681
CARROLL	27,343	28,893	5.7	10,615	119,419	207,628	7,186	19,560	1,083	3341	1912
CHARLES CITY	6,687	6,513	-2.6	2,013	35,423	65,025	9,984	32,303	70	3582	219
CHARLOTTE	12,224	11,499	-5.9	4,374	48,549	78,068	6,789	17,848	686	8879	6997
CHESTERFIELD	143,563	187,308	30.5	60,971	1,232,512	2,486,625	13,276	40,784	240	2583	1923
CLARKE	9,998	10,655	6.6	3,934	70,153	142,405	13,365	36,199	299	7600	9621
CRAIG	3,972	4,069	2.4	1,557	21,612	39,585	9,728	25,424	196	401	1759
CULPEPER	22,639	23,655	4.5	8,320	127,186	211,778	8,953	25,454	537	6879	17454
Culpeper	6,621	7,118	7.5	2,794	45,455	85,473	12,007	30,592	*	*	*
CUMBERLAND	7,926	8,045	1.5	2,665	33,512	59,919	7,448	22,484	331		
DICKENSON	19,846	20,768	4.6	6,992	113,560	181,296	8,730	25,929	170	129	173
DINWIDDIE	22,686	20,206	-10.9	6,675	115,675	157,607	7,800	23,612	496	11701	4730
ESSEX	8,840	8,740	-1.1	3,142	55,894	94,869	10,855	30,194	192	10782	1469
FAIRFAX	600,939	778,461	29.5	285,956	9,521,858	21,116,502	27,126	73,845	242	2993	1549
FAUQUIER	36,164	42,032	16.2	13,976	228,098	479,628	11,411	34,318	973	5489	27020
FLOYD	11,585	11,963	3.3	4,403	48,813	88,055	7,361	19,999	920	1216	10028
FLUVANNA	10,287	10,551	2.6	3,589	52,115	89,716	8,503	24,997	308	616	2862
FRANKLIN	35,889	38,045	6.0	13,208	184,014	330,835	8,696	25,048	1,212	7224	24305
FREDERICK	34,429	36,762	6.8	11,904	204,909	397,319	10,808	33,377	632	14073	8054
GILES	17,803	17,846	0.2	6,546	75,576	120,807	6,769	18,455	375	384	2873
GLOUCESTER	20,285	26,491	30.6	9,755	135,234	282,115	10,649	28,920	162	4753	541
GOOCHLAND	11,831	12,642	6.9	4,028	76,681	139,122	11,005	34,539	294	1833	4040
GRAYSON	16,630	17,580	5.7	6,582	72,590	135,730	7,721	20,621	995	2026	11706
GREENE	7,696	8,642	12.3	3,016	42,135	86,275	9,983	28,606	243	512	3213
GREENSVILLE	10,952	10,150	-7.3	3,313	51,228	94,601	9,320	28,554	256	11487	5287
HALIFAX	30,408	28,836	-5.2	10,844	134,499	215,389	7,469	19,863	1,652	29554	5220
HANOVER	50,406	58,746	16.5	19,440	386,913	791,504	13,473	40,715	637	9205	10031
HENRICO	181,213	209,627	15.7	81,205	1,638,022	3,183,339	15,186	39,201	166	4316	1070
HENRY	57,764	57,403	-0.6	20,478	324,484	538,490	9,381	26,296	424	2502	1936
HIGHLAND	2,997	2,844	-5.1	1,093	13,954	24,989	8,787	22,863	320		
ISLE OF WIGHT	21,623	23,878	10.4	8,317	129,777	252,725	10,584	30,387	333	18338	9185
JAMES CITY	22,958	28,755	25.3	10,270	168,310	300,138	12,733	35,651	71	2574	1847
KING AND QUEEN	5,955	5,856	-1.7	2,118	34,668	59,480	10,157	28,083	197	6357	1812
KING GEORGE	10,647	11,711	10.0	4,010	78,538	149,273	12,746	37,225	176	3101	1084
KING WILLIAM	9,405	10,320	9.7	3,487	61,026	108,740	10,537	31,184	149	7245	3485
LANCASTER	10,109	10,665	5.5	4,285	66,299	120,940	11,340	28,224	106	3347	368
LEE	26,033	27,455	5.5	9,526	131,836	222,077	8,089	23,313	1,635	9161	5142
LOUDOUN	57,748	68,163	18.0	23,126	643,343	1,426,968	20,935	61,704	888	12168	20153
LOUISA	17,788	19,293	8.5	6,718	88,732	167,041	8,658	24,865	482	1712	5807
LUNENBERG	12,136	11,997	-1.1	4,355	56,414	91,753	7,648	21,068	566	10347	3462
MADISON	10,231	10,630	3.9	3,630	47,847	90,819	8,544	25,019	462	2486	13410
MATHEWS	7,967	8,535	7.1	3,481	60,042	103,632	12,142	29,771	96	2216	380
MECKLENBURG	29,358	29,248	-0.4	10,390	135,647	231,048	7,900	22,238	990	22223	6174

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 v. 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MIDDLESEX	7,782	8,479	9.0	3,309	47,044	85,441	10,077	25,821	127	3188	4128
MONTGOMERY	63,635	69,239	8.8	22,266	300,829	587,082	8,479	26,367	565	1094	11583
Christiansburg	10,345	13,493	30.4	5,298	68,227	125,506	9,301	23,689	*	*	*
NELSON	12,195	13,601	11.5	4,988	57,270	113,976	8,380	22,850	388	3316	6896
NEW KENT	8,868	10,093	13.8	3,465	55,292	112,560	11,152	32,485	91	2719	359
NORTHAMPTON	14,534	13,688	-5.8	5,319	93,966	159,469	11,650	29,981	246	21916	235
NORTHUMBERLAND	9,834	9,804	-0.3	3,961	65,827	114,394	11,668	28,880	199	7493	560
NOTTOWAY	14,671	13,766	-6.2	5,310	74,947	128,619	9,343	24,222	381	3586	19722
ORANGE	17,880	19,306	8.0	6,900	95,910	170,473	8,830	24,706	461	1839	13447
PAGE	19,412	19,703	1.5	7,333	99,857	175,388	8,902	23,918	506	1353	27914
PATRICK	17,611	18,303	3.9	6,732	85,302	158,277	8,648	23,511	781	5437	5893
PITTSYLVANIA	66,276	68,016	2.6	24,002	330,044	602,511	8,858	25,103	2,024	40760	9506
POWHATAN	13,131	15,211	15.8	4,072	77,779	155,297	10,210	38,138	215	3120	8251
PRINCE EDWARD	16,476	16,908	2.6	5,356	79,558	133,512	7,896	24,928	426	3396	6173
PRINCE GEORGE	25,820	25,825	0.0	6,810	129,050	224,220	8,682	32,925	191	5395	1019
PRINCE WILLIAM	167,630	216,959	29.4	70,203	1,769,788	4,066,919	18,745	57,931	314	2115	5140
Woodbridge	14,867	18,903	27.1	5,935	139,872	337,355	17,847	56,846	*	*	*
PULASKI	35,191	36,164	2.8	13,277	161,407	310,177	8,577	23,362	367	463	9378
Pulaski	10,106	9,098	-10.0	3,457	46,589	94,696	10,408	27,389	*	*	*
RAPPAHANNOCK	6,125	6,160	0.6	2,290	33,755	63,876	10,369	27,893	313	2536	3211
RICHMOND	6,973	7,014	0.6	2,623	39,236	73,315	10,453	27,951	193	5897	984
ROANOKE	73,261	76,404	4.3	27,308	622,665	1,099,546	14,391	40,265	206	1122	8597
ROCKBRIDGE	17,945	18,153	1.2	6,714	77,870	124,149	6,839	18,491	711	1103	10032
ROCKINGHAM	57,067	54,149	-5.1	18,676	328,750	629,413	11,624	33,702	2,046	8065	207361
RUSSELL	31,951	34,231	7.1	11,906	145,624	239,479	6,996	20,114	1,283	6703	8014
SCOTT	25,088	27,227	8.5	9,891	136,514	249,818	9,175	25,257	1,964	8820	3250
Cate City	2,494	2,534	1.6	989	13,481	17,585	6,939	17,781	*	*	*
SHENANDOAH	27,663	28,620	3.5	10,721	155,568	297,123	10,382	27,714	922	4099	38368
Strasburg	2,431	2,950	21.3	960	7,366		0	0	*	*	*
SMYTH	33,338	33,847	1.5	12,097	153,122	260,346	7,692	21,522	959	4711	10423
SOUTHAMPTON	18,705	18,933	1.2	6,232	90,652	171,746	9,071	27,559	518	34055	13652
SPOTSYLVANIA	34,904	39,024	11.8	12,526	198,167	393,777	10,091	31,437	321	2487	5249
STAFFORD	40,919	54,514	33.2	16,407	248,262	577,701	10,597	35,211	214	1335	1831
SURRY	6,046	6,251	3.4	2,263	33,724	66,366	10,617	29,327	186	9700	2677
SUSSEX	10,857	10,222	-5.8	3,781	58,567	92,895	9,088	24,569	258	16822	2111
TAZEWELL	50,579	53,173	5.1	18,510	357,745	591,225	11,119	31,941	494	514	9581
Bluefield	5,946	5,745	-3.4	2,135	345,384	44,043	7,666	20,625	*	*	*
WARREN	21,246	22,919	7.9	8,751	130,616	240,298	10,485	27,459	243	846	2227
WASHINGTON	46,749	49,999	7.0	16,467	294,227	522,088	10,442	31,705	2,289	13486	26746
WESTMORELAND	14,085	14,332	1.8	5,460	84,633	150,979	10,534	27,652	224	10791	871
WISE	43,841	46,820	6.8	16,236	289,208	473,454	10,112	29,161	161	170	715
WYTHE	25,591	26,632	4.1	9,790	118,567	214,155	8,041	21,875	805		
YORK	44,556	55,059	23.6	17,648	317,291	645,792	11,729	36,593	75	2294	370
INDEPENDENT CITIES											
ALEXANDRIA	103,002	105,057	2.0	53,683	1,620,411	3,343,968	31,830	62,291	*	*	*
BEDFORD CITY	5,991	6,280	4.8	2,438	39,827	69,202	11,019	28,385	*	*	*
BRISTOL	19,024	18,394	-3.3	8,081	138,516	229,315	12,467	28,377	*	*	*
BUENA VISTA	6,724	6,496	-3.4	2,233	29,302	44,823	6,900	20,073	*	*	*
CHARLOTTESVILLE	39,884	41,949	5.2	16,066	276,424	520,509	12,408	32,398	*	*	*
CHESAPEAKE	114,407	142,890	24.9	47,485	839,454	1,680,521	11,761	35,391	*	*	*
CLIFTON FORGE	5,025	4,379	-12.9	1,906	24,007	36,197	8,266	18,991	*	*	*
COLONIAL HEIGHTS	16,426	18,622	13.4	6,861	115,835	236,882	12,721	34,526	282	13928	2795
COVINGTON	9,059	7,441	-17.9	3,590	41,625	56,290	7,565	15,680	*	*	*
DANVILLE	45,669	44,431	-2.7	17,655	277,972	440,180	9,907	24,932	*	*	*
EMPORIA	4,843	4,686	-3.2	1,746	30,449	52,007	11,098	29,786	*	*	*
FAIRFAX CITY	20,619	20,092	-2.6	7,171	306,003	554,294	27,588	77,297	*	*	*
FALLS CHURCH	9,577	9,247	-3.4	4,518	173,435	346,813	37,505	76,763	*	*	*
FRANKLIN	7,309	7,214	-1.3	2,689	43,984	81,967	11,362	30,482	*	*	*
FREDERICKSBURG	15,228	20,261	33.1	7,999	110,146	234,186	11,558	29,277	*	*	*
GALAX	6,534	6,508	-0.4	2,745	36,461	61,617	9,468	22,447	*	*	*
HAMPTON	122,287	130,560	6.8	46,430	854,231	1,695,228	12,984	36,511	*	*	*
HARRISONBURG	19,750	27,264	38.0	6,784	116,374	252,080	9,246	37,158	*	*	*
HOPEWELL	23,334	23,984	2.8	9,133	142,962	208,921	8,711	22,875	*	*	*
LEXINGTON	7,276	6,754	-7.2	2,199	34,988	62,580	9,266	28,458	*	*	*
LYNCHBURG	66,769	67,497	1.1	24,110	474,013	775,300	11,486	32,157	*	*	*
MARTINSVILLE	18,075	17,967	-0.6	6,975	116,745	206,573	11,497	29,616	*	*	*
NEWPORT NEWS	144,449	162,771	12.7	61,766	1,022,460	1,889,974	11,611	30,599	*	*	*
NORFOLK	265,831	282,076	6.1	89,298	1,744,829	2,922,903	10,362	32,732	*	*	*
NORTON	4,793	4,390	-8.4	1,533	33,879	51,401	11,709	33,530	*	*	*
PETERSBURG	40,807	38,803	-4.9	15,877	231,494	376,553	9,704	23,717	*	*	*
PORTSMOUTH	104,476	105,172	0.7	38,139	726,032	1,330,515	12,651	34,886	*	*	*

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VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 88 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
RADFORD	13,488	13,641	1.1	4,364	65,231	105,191	7,711	24,104	*	*	*
RICHMOND	219,268	211,037	-3.8	86,267	1,629,839	2,625,179	12,439	30,431	*	*	*
ROANOKE	100,163	100,697	0.5	41,823	721,018	1,268,189	12,594	30,323	*	*	*
SALEM	23,943	24,898	4.0	9,183	193,061	337,535	13,557	36,757	*	*	*
SOUTH BOSTON	7,088	7,234	2.1	2,707	45,339	83,833	11,589	30,969	*	*	*
STAUNTON	21,822	21,162	-3.0	8,401	157,901	261,920	12,377	31,177	*	*	*
SUFFOLK	47,111	48,971	3.9	17,197	298,312	470,529	9,608	27,361	*	*	*
VIRGINIA BEACH	265,096	356,038	34.3	121,836	2,300,706	5,269,200	14,800	43,248	*	*	*
WAYNESBORO	15,215	15,333	0.8	6,298	110,015	163,161	10,641	25,907	376	21019	8960
WILLIAMSBURG	9,812	11,314	15.3	3,047	71,298	124,224	10,980	40,769	231	10560	14025
WINCHESTER	20,129	20,299	0.8	9,251	139,515	257,949	12,707	27,883	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Virginia 1986 Cash Receipts as follows. From Crops $488,000,000; from Livestock & Livestock Products $1,127,000,000; Total $1,615,000,000.*-- Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

WASHINGTON POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,147,977	4,586,751	10.6	1,768,488	38,290,001	66,754,265	14,554	37,747	36,080	1,714,018	1,115,555
METRO AREAS (MSAs/PMSAs/CMSAs)											
Bellingham, WA	107,005	117,576	9.9	45,022	869,925	1,471,142	12,512	32,676	1,618	18,546	109,828
Bremerton, WA	147,996	180,253	21.8	65,483	2,146,452	4,051,576	22,477	61,872	422	954	1,165
Olympia, WA	125,388	152,753	21.8	58,898	1,352,661	2,428,625	15,899	41,234	856	8,808	35,296
Richland-Kennewick-Pasco, WA	146,046	156,332	7.0	57,121	1,568,716	2,492,945	15,946	43,643	2,152	244,520	46,691
Seattle, WA	1,614,078	1,798,378	11.4	717,160	15,346,861	27,877,841	15,502	38,873	3,383	32,117	111,371
Spokane, WA	342,230	360,792	5.4	139,224	3,037,816	5,161,837	14,307	37,076	2,193	50,473	24,209
Tacoma, WA	487,055	539,123	10.7	201,162	3,963,942	6,893,607	12,787	34,269	1,474	14,721	47,120
Vancouver, WA	193,488	217,861	12.6	80,049	1,455,705	2,514,265	11,541	31,409	1,618	7,060	24,390
Yakima, WA	172,663	187,011	8.3	68,549	1,312,431	2,102,689	11,244	30,674	4,581	292,636	175,097
COUNTIES, Cities											
ADAMS	13,165	13,527	2.7	4,824	123,911	200,277	14,806	41,517	714	92,959	29,551
ASOTIN	16,849	17,814	5.7	7,080	167,817	255,302	14,332	36,060	170	7,792	3,134
Clarkston	6,903	7,020	1.7	2,998	51,729	80,911	11,526	26,988	*	*	*
BENTON	110,808	118,108	6.6	43,686	1,235,067	2,010,375	17,021	46,019	1,296	122,105	17,968
Kennewick	34,397	41,136	19.6	16,299	380,962	579,373	14,084	35,547	*	*	*
Richland	33,578	32,534	-3.1	12,228	414,236	531,634	16,341	43,477	*	*	*
CHELAN	45,063	51,185	13.6	20,871	383,100	660,499	12,904	31,647	1,351	83,405	1,100
Wenatchee	17,257	18,920	9.6	6,999	129,181	207,311	10,957	29,620	*	*	*
CLALLAM	52,045	54,208	4.2	21,775	407,907	637,318	11,757	29,268	407	1,423	4,140
Port Angelos	17,311	16,817	-2.9	6,705	134,689	199,351	11,854	29,731	*	*	*
CLARK	193,488	217,861	12.6	80,049	1,455,705	2,514,265	11,541	31,409	1,618	7,060	24,390
Vancouver	42,834	44,165	3.1	20,220	344,339	608,438	13,776	30,092	*	*	*
COLUMBIA	4,039	3,988	-1.3	1,609	37,241	55,066	13,808	34,224	236	24,680	2,071
COWLITZ	79,792	79,707	-0.1	30,795	769,085	1,162,200	14,581	37,740	442	2,652	7,739
Kelso	11,129	10,230	-8.1	4,265	95,499	121,403	11,868	28,466	*	*	*
Longview	31,052	28,129	-9.4	11,502	310,389	373,711	13,285	32,490	*	*	*
DOUGLAS	22,097	26,255	18.8	9,978	224,349	378,388	14,412	37,922	937	91,259	8,662
FERRY	5,905	6,421	8.7	2,135	53,684	76,959	11,986	36,046	241	716	2,605
FRANKLIN	35,238	38,224	8.5	13,435	333,649	482,570	12,625	35,919	850	122,415	28,723
Pasco	18,425	18,713	1.6	7,088	162,623	203,515	10,875	28,712	*	*	*
GARFIELD	2,413	2,523	4.6	922	22,448	34,227	13,566	37,123	214	20,052	2,466
GRANT	48,423	53,099	9.7	19,972	518,342	845,098	15,916	42,314	1,799	216,345	95,670
Moses Lake	10,629	10,996	3.5	3,835	118,794	136,072	12,375	35,479	*	*	*
GRAYS HARBOR	66,279	65,505	-1.2	25,911	502,636	726,256	11,087	28,029	461	2,122	15,102
Aberdeen	18,739	15,757	-15.9	6,184	130,198	168,549	10,696	27,257	*	*	*
ISLAND	44,569	52,185	17.1	19,165	362,321	674,886	12,933	35,215	308	1,204	8,310
JEFFERSON	16,136	19,486	20.8	7,989	126,235	215,492	11,059	26,974	161	154	2,601

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WASHINGTON POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
KING	1,273,654	1,389,869	9.1	565,206	12,444,576	22,851,663	16,442	40,431	1,719	20,088	45,686
Auburn	26,417	32,442	22.8	13,794	233,083	443,548	13,672	32,156	*	*	*
Bellevue	73,903	86,991	17.7	34,172	850,272	1,528,874	17,575	44,741	*	*	*
Kent	23,152	29,904	29.2	14,078	257,436	604,258	20,206	42,922	*	*	*
Renton	30,612	36,836	20.3	10,401	184,887	399,021	10,832	38,365	*	*	*
Seattle	493,846	510,134	3.3	235,317	4,529,931	8,351,929	16,372	35,492	*	*	*
KITSAP	147,996	180,253	21.8	65,483	2,146,452	4,051,576	22,477	61,872	422	954	1,165
Bremerton	36,208	36,954	2.1	14,660	475,158	345,924	9,361	23,597	*	*	*
KITTITAS	24,764	25,900	4.6	10,274	240,958	379,016	14,634	36,891	735	14,408	64,512
Ellensburg	11,752	11,655	-0.8	3,917	99,798	133,424	11,447	34,062	*	*	*
KLICKITAT	15,943	16,752	5.1	6,232	143,622	253,828	15,152	40,730	575	26,271	11,713
LEWIS	55,458	59,850	7.9	23,031	475,800	754,230	12,602	32,748	1,378	5,394	41,593
Centralia	10,809	12,839	18.8	5,172	87,105	115,322	8,982	22,296	*	*	*
Chehalis	6,100	6,179	1.3	2,353	51,567	66,278	10,726	28,171	*	*	*
LINCOLN	9,610	9,908	3.1	3,880	107,595	182,819	18,452	47,118	780	80,718	9,017
MASON	31,494	37,514	19.1	14,549	244,920	392,885	10,473	27,004	181	521	629
OKANOGAN	30,706	34,106	11.1	13,130	219,440	340,635	9,988	25,943	1,570	66,927	13,614
PACIFIC	17,217	18,179	5.6	7,606	130,321	196,781	10,825	25,872	303	3,283	5,847
PEND OREILLE	8,642	10,741	24.3	3,727	54,279	122,542	11,409	32,880	287	644	2,070
PIERCE	487,055	539,123	10.7	201,162	3,963,942	6,893,607	12,787	34,269	1,474	14,721	47,120
Tacoma	158,501	165,023	4.1	68,568	1,218,623	1,976,321	11,976	28,823	*	*	*
SAN JUAN	7,979	9,945	24.6	4,287	72,790	149,335	15,016	34,834	172		
SKAGIT	64,533	72,877	12.9	28,958	551,055	947,846	13,006	32,732	897	38,430	53,113
Mount Vernon	13,009	15,959	22.7	6,182	106,848	179,034	11,219	28,959	*	*	*
SKAMANIA	8,051	7,753	-3.7	2,801	73,343	105,529	13,611	37,675	79		
SNOHOMISH	340,424	408,509	20.0	151,954	2,902,285	5,026,178	12,304	33,077	1,664	12,029	65,685
Everett	54,413	61,499	13.0	25,833	442,967	852,304	13,859	32,993	*	*	*
SPOKANE	342,230	360,792	5.4	139,224	3,037,816	5,161,837	14,307	37,076	2,193	50,473	24,209
Spokane	171,300	176,533	3.1	76,207	1,480,869	2,026,393	11,479	26,591	*	*	*
STEVENS	29,427	32,873	11.7	10,983	253,466	447,546	13,614	40,749	1,191	5,840	17,214
THURSTON	125,388	152,753	21.8	58,898	1,352,661	2,428,625	15,899	41,234	856	8,808	35,296
Olympia	27,447	32,326	17.8	14,096	306,117	404,506	12,513	28,696	*	*	*
WAHKIAKUM	3,814	3,711	-2.7	1,354	26,053	35,773	9,640	26,420	145	100	5,514
WALLA WALLA	47,558	49,537	4.2	17,582	514,545	852,052	17,200	48,462	824	107,570	122,546
Walla Walla	25,618	26,507	3.5	10,334	257,354	277,397	10,465	26,843	*	*	*
WHATCOM	107,005	117,576	9.9	45,022	869,925	1,471,142	12,512	32,676	1,618	18,546	109,828
Bellingham	45,794	47,051	2.7	17,565	332,310	491,494	10,446	27,982	*	*	*
WHITMAN	40,057	41,123	2.7	14,400	428,229	676,953	16,462	47,011	1,225	149,314	9,855
Pullman	23,579	22,463	-4.7	6,383	221,260	244,925	10,903	38,369	*	*	*
YAKIMA	172,663	187,011	8.3	68,549	1,312,431	2,102,689	11,244	30,674	4,581	292,636	178,097
Sunnyside	9,225	10,302	11.7	3,523	57,394	88,385	8,579	25,091	*	*	*
Yakima	49,826	50,090	0.5	20,519	401,538	558,512	11,150	27,219	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A. Economic Research Service Bulletin indicates State of Washington 1986 Cash Receipts as follows: From Crops $1,816,000,000; from Livestock & Livestock Products $981,000,000. Total $2,797,000,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

WEST VIRGINIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,950,453	1,984,436	1.7	727,514	13,430,997	19,525,857	9,839	26,839	18,742	48,414	171,555
METRO AREAS (MSAs/PMSAs/CMSAs)											
Charleston, WV	269,674	271,113	0.5	104,305	2,369,398	3,404,209	12,556	32,637	770	2,137	1,421
Huntington-Ashland, WV-KY-OH	336,724	340,314	1.1	124,474	2,355,348	3,230,154	9,492	25,950	3,457	11,912	11,344
Parkersburg-Marietta, WV-OH	158,231	160,498	1.4	59,040	1,169,137	1,765,171	10,998	29,898	1,597	4,580	14,201
Wheeling, WV-OH	185,453	185,847	0.2	72,624	1,453,947	2,129,382	11,458	29,321	1,345	1,149	4,554
COUNTIES, Cities											
BARBOUR	16,706	16,939	1.4	5,852	89,752	124,027	7,322	21,194	478	469	2,046
BERKELEY	47,084	51,134	8.6	18,405	297,931	446,461	8,731	24,258	473	14,911	7,274
Martinsburg	13,063	13,350	2.2	5,466	86,136	178,604	13,379	32,673	*	*	*

WEST VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 80 vs 89	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BOONE	30,394	31,413	3.4	10,912	161,614	205,869	6,554	18,866	26	25	15
BRAXTON	13,912	14,973	7.6	5,478	81,900	121,438	8,110	22,168	385		
BROOKE	31,201	30,664	-1.7	11,392	256,821	306,794	10,005	26,931	65	101	844
CABELL	106,696	105,454	-1.2	41,013	854,612	1,190,386	11,288	29,025	451	1,227	605
Huntington	63,684	55,333	-13.1	23,022	506,234	627,099	11,333	27,239	*	*	*
CALHOUN	8,244	9,174	11.3	3,336	46,330	71,422	7,785	21,031	191	70	461
CLAY	11,315	11,862	4.8	4,036	55,302	75,679	6,380	18,751	102		
DODDRIDGE	7,423	7,810	5.2	2,772	46,800	60,670	7,768	21,887	279	77	624
FAYETTE	57,768	59,305	2.7	21,023	285,706	412,534	6,956	19,623	253	83	1,144
GILMER	8,352	9,152	9.6	3,159	47,163	71,609	7,824	22,668	259	137	858
GRANT	10,249	11,070	8.0	3,977	71,076	111,649	10,086	28,074	358	214	10,294
GREENBRIER	37,819	36,887	-2.5	13,674	278,254	425,261	11,529	31,100	790	524	12,815
Lewisburg	3,065	2,983	-2.7	14,804	270,338	382,633	128,270	25,846	*	*	*
Ronceverte	2,312	2,326	0.6	1,218	20,713	29,189	12,547	23,961	*	*	*
White Sulphur Springs	3,371	3,281	-2.7	1,286	23,426	31,954	9,739	24,845	*	*	*
HAMPSHIRE	14,901	16,148	8.4	5,764	105,227	191,180	11,839	33,168	527		
HANCOCK	40,523	38,316	-5.4	14,775	380,164	396,011	10,335	26,803	83	678	183
Weirton	25,371	21,493	-15.3	7,945	250,197	238,775	11,110	30,053	*	*	*
HARDY	10,024	10,681	6.6	3,987	62,393	91,402	8,557	22,925	463	1,268	30,028
HARRISON	77,606	78,801	1.5	29,728	520,803	748,730	9,502	25,186	585	243	2,745
Clarksburg	22,371	19,854	-11.3	8,749	171,643	240,837	12,130	27,528	*	*	*
JACKSON	26,000	26,878	3.4	9,360	167,330	200,248	7,450	21,394	704	828	2,032
JEFFERSON	30,634	33,441	9.2	10,882	190,420	345,890	10,343	31,786	398	9,619	12,547
KANAWHA	231,122	224,370	-2.9	88,005	2,078,241	2,927,978	13,050	33,271	199	421	533
Charleston	63,968	53,633	-16.2	23,203	666,389	786,024	14,656	33,876	*	*	*
LEWIS	18,746	19,073	1.7	7,058	124,918	188,660	9,891	26,730	346		
LINCOLN	23,726	24,502	3.3	8,197	135,162	183,678	7,496	22,408	345	855	291
LOGAN	50,492	51,605	2.2	17,420	262,442	399,826	7,748	22,952	28		
Logan	3,029	2,667	-11.9	1,159	22,310	32,452	12,166	27,991	*	*	*
MCDOWELL	49,535	41,354	-16.5	16,689	224,653	348,488	8,427	20,881	8		
Welch	3,885	3,443	-11.4	1,428	23,661	30,109	8,745	21,089	*	*	*
MARION	65,663	65,073	-0.9	24,876	436,216	615,275	9,455	24,734	415	274	1,046
Fairmont	23,863	21,762	-8.8	9,226	179,957	268,647	12,345	29,117	*	*	*
MARSHALL	41,668	41,804	0.3	15,341	279,937	369,035	8,828	24,055	443	589	2,813
Moundsville	12,419	11,281	-9.2	4,155	102,436	241,570	21,414	58,146	*	*	*
MASON	27,168	26,977	-0.7	9,717	208,186	291,257	10,796	29,974	789	3,437	8,791
Point Pleasant	5,682	5,267	-7.3	2,052	38,458	59,508	11,298	28,995	*	*	*
MERCER	73,856	75,792	2.6	27,837	439,247	668,665	8,822	24,021	397	146	1,359
Bluefield	16,060	14,211	-11.5	5,643	111,200	164,300	11,562	29,115	*	*	*
MINERAL	27,311	28,393	4.0	10,069	206,195	322,067	11,343	31,986	300		
Keyser	6,569	6,749	2.7	2,592	41,531	68,895	10,208	26,582	*	*	*
MINGO	37,291	39,122	4.9	13,010	164,183	220,097	5,626	16,918	9		
Williamson	5,219	5,537	6.1	2,250	28,125	47,680	8,611	21,192	*	*	*
MONONGALIA	75,063	78,813	5.0	29,121	510,736	802,646	10,184	27,562	356	261	1,381
Morgantown	27,605	27,448	-0.6	9,857	176,449	249,157	9,078	25,277	*	*	*
MONROE	12,889	13,332	3.4	4,764	80,725	125,108	9,384	26,261	720	1,767	10,434
MORGAN	10,763	11,337	5.3	4,147	59,025	106,537	9,397	25,690	143	2,150	618
NICHOLAS	28,172	28,610	1.6	10,032	190,069	289,071	10,104	28,815	328	156	1,651
OHIO	61,152	61,022	-0.2	24,354	452,884	647,707	10,614	26,596	159	560	1,741
Wheeling	43,070	38,368	-10.9	15,837	317,677	433,761	11,305	27,389	*	*	*
PENDLETON	7,924	8,100	2.2	3,001	49,448	87,793	10,839	29,255	594	486	23,993
PLEASANTS	8,277	8,235	-0.5	2,728	91,799	121,783	14,788	44,642	98	138	327
POCAHONTAS	9,950	10,290	3.4	3,818	54,725	91,881	8,929	24,065	430	226	3,119
PRESTON	30,574	32,159	5.2	11,133	166,567	249,481	7,758	22,409	739	872	8,421
PUTNAM	38,552	46,743	21.2	16,300	291,157	476,231	10,188	29,217	571	1,716	888
RALEIGH	86,745	87,947	1.4	31,667	495,586	743,380	8,453	23,475	280	353	841
Beckley	20,492	19,137	-6.6	7,946	152,018	256,437	13,400	32,273	*	*	*
RANDOLPH	28,796	30,326	5.3	10,342	192,846	293,083	9,664	28,339	438	400	3,817
Elkins	8,536	8,611	0.9	3,100	51,685	85,187	9,893	27,479	*	*	*
RITCHIE	11,414	12,053	5.6	4,490	74,317	115,881	9,614	25,809	362	117	1,848
ROANE	15,954	15,745	-1.3	5,604	99,248	130,557	8,292	23,297	522	215	1,445
SUMMERS	15,869	15,820	-0.3	5,376	95,642	146,630	9,269	27,275	363	477	1,697
TAYLOR	16,611	16,855	1.5	6,020	95,118	146,500	8,692	24,336	275		
TUCKER	8,667	9,221	6.4	3,393	60,648	95,491	10,356	28,144	175	128	753
TYLER	11,329	11,445	1.0	4,247	113,226	164,353	14,360	38,699	294	204	1,228
UPSHUR	23,492	27,176	15.7	9,404	160,674	228,301	8,401	24,277	365	165	1,736
WAYNE	46,198	50,175	8.6	17,631	293,644	443,039	8,830	25,128	200	229	1,022
WEBSTER	12,249	11,903	-2.8	4,219	65,146	97,504	8,192	23,111	117	17	173
WETZEL	21,848	22,883	4.7	8,545	247,444	365,839	15,987	42,813	269	97	562
WIRT	4,930	5,646	14.5	1,936	25,211	36,877	6,532	19,048	220	609	1,355
WOOD	93,733	94,544	0.9	35,409	724,425	1,090,715	11,537	30,803	509	861	3,056
Parkersburg	39,967	37,537	-6.1	15,551	309,560	471,172	12,552	30,299	*	*	*
WYOMING	*35,873*	*35,889*	*0.0*	*12,029*	*181,709*	*297,183*	*8,281*	*24,706*	*61*	*14*	*101*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of West Virginia 1986 Cash Receipts as follows: From Crops $71,000,000; from Livestock & Livestock Products $156,000,000; Total $227,000,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

WISCONSIN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,728,391	4,873,761	3.1	1,775,326	39,066,000	65,099,453	13,357	36,669	82,199	937,848	3,903,333
METRO AREAS (MSAs/PMSAs/CMSAs)											
Appleton-Oshkosh-Neenah, WI	292,881	309,772	5.8	110,718	2,244,638	3,934,026	12,700	35,532	3,810	36,264	209,243
Eau Claire, WI	131,060	140,060	6.9	49,191	806,858	1,360,546	9,714	27,658	2,854	13,587	132,440
Green Bay, WI	176,081	191,783	8.9	69,842	1,391,655	2,561,387	13,356	36,674	1,355	10,013	76,323
Janesville-Beloit, WI	139,961	141,100	0.8	51,862	879,718	1,444,000	10,234	27,843	1,680	51,762	71,014
Kenosha, WI	123,443	121,662	-1.4	43,711	1,244,358	1,876,566	15,424	42,931	554	16,956	19,796
La Crosse, WI	91,410	97,184	6.3	35,046	783,553	1,421,335	14,625	40,556	860	5,856	40,481
Madison, WI	325,570	347,455	6.7	135,474	4,078,824	7,412,994	21,335	54,719	3,130	69,977	196,774
Milwaukee, WI	1,402,165	1,416,751	1.0	528,176	11,925,087	19,340,794	13,652	36,618	2,771	54,715	89,171
Racine, WI	173,759	173,308	-0.3	62,329	1,507,451	2,333,491	13,464	37,438	814	26,390	30,803
Sheboygan, WI	101,279	101,709	0.4	36,800	742,114	1,241,397	12,205	33,734	1,349	10,789	68,449
Wausau, WI	111,927	114,052	1.9	40,377	788,900	1,240,615	13,077	36,937	3,245	22,431	150,865
COUNTIES, Cities											
ADAMS	13,566	14,552	7.3	5,361	99,136	174,791	12,011	32,604	435	19,339	8,976
ASHLAND	16,882	17,834	5.6	6,629	104,410	176,077	9,873	26,562	298		
Ashland	9,115	9,424	3.4	3,170	55,736	90,692	9,624	28,613	*	*	*
BARRON	39,011	40,394	3.5	14,842	294,001	517,974	12,823	34,899	1,852	11,004	122,789
BAYFIELD	13,927	15,031	7.9	5,761	89,970	149,517	9,947	25,953	441	1,401	9,745
BROWN	176,081	191,783	8.9	69,842	1,391,655	2,561,387	13,356	36,674	1,355	10,013	76,323
Green Bay	87,899	92,616	5.4	36,190	656,173	1,290,019	13,929	35,646	*	*	*
BUFFALO	14,332	14,614	2.0	5,315	102,884	154,304	10,559	29,032	1,105	6,988	67,145
BURNETT	12,480	15,587	24.9	5,800	79,223	163,065	10,462	28,115	512	1,846	11,636
CALUMET	31,080	33,639	8.2	11,026	221,740	353,663	10,513	32,075	1,050	6,261	62,876
CHIPPEWA	51,969	55,740	7.3	19,313	302,660	548,214	9,835	28,386	1,766	7,162	90,976
Chippewa Falls	11,845	13,057	10.2	4,789	70,139	151,321	11,590	31,594	*	*	*
CLARK	33,072	33,883	2.5	11,745	187,773	275,441	8,129	23,452	2,442	5,580	124,165
COLUMBIA	43,512	45,134	3.7	16,846	339,800	572,650	12,688	33,993	1,637	33,628	75,265
Portage	7,896	8,199	3.8	3,113	60,182	107,612	13,125	34,563	*	*	*
CRAWFORD	16,648	16,868	1.3	6,020	142,598	235,678	13,972	39,149	1,140	7,015	38,145
DANE	325,570	347,455	6.7	135,474	4,078,824	7,412,994	21,335	54,719	3,130	69,977	196,774
Madison	170,616	177,228	3.9	70,449	2,007,252	2,484,273	14,017	35,263	*	*	*
DODGE	75,096	76,065	1.3	25,740	594,192	929,918	12,225	36,127	2,353	27,983	146,312
Beaver Dam	14,149	13,825	-2.3	5,222	118,534	195,648	14,151	37,464	*	*	*
DOOR	25,191	27,433	8.9	10,373	212,332	365,036	13,306	35,191	1,032	9,235	26,461
DOUGLAS	44,537	42,066	-5.5	16,181	416,753	595,800	14,163	36,821	364	1,209	6,716
Superior	29,571	24,991	-15.5	8,486	231,981	256,598	10,268	30,238	*	*	*
DUNN	34,666	35,623	2.8	11,190	251,319	381,812	10,718	34,121	1,673	13,794	83,656
EAU CLAIRE	79,091	84,320	6.6	29,878	504,198	812,332	9,634	27,188	1,088	6,425	41,464
Eau Claire	51,509	58,599	13.8	21,399	315,202	705,945	12,047	32,990	*	*	*
FLORENCE	4,222	4,208	-0.3	1,558	30,133	39,424	9,369	25,304	104	573	2,277
FOND DU LAC	89,350	91,038	1.9	31,498	619,288	1,043,798	11,466	33,139	1,922	23,693	108,827
Fond du Lac	35,863	36,837	2.7	13,580	245,741	461,672	12,533	33,997	*	*	*
FOREST	9,109	9,958	9.3	3,376	48,651	87,772	8,814	25,999	133	262	2,416
GRANT	52,045	53,266	2.3	17,471	484,026	825,948	15,506	47,275	2,560	18,615	168,409
GREEN	30,207	30,741	1.8	11,378	337,282	543,045	17,665	47,728	1,517	13,717	104,506
Monroe	10,027	10,948	9.2	4,558	125,517	147,290	13,453	32,318	*	*	*
GREEN LAKE	18,492	19,345	4.6	7,273	147,817	234,836	12,139	32,289	705	11,314	34,771
IOWA	19,885	20,781	4.5	7,497	205,066	313,037	15,064	41,755	1,435	17,611	92,224
IRON	6,745	6,499	-3.6	2,651	41,430	61,579	9,475	23,229	65	324	1,197
Hurley	2,015	1,550	-23.1	436	11,366	14,254	9,195	32,727	*	*	*
JACKSON	16,895	16,848	-0.3	6,330	134,042	204,028	12,110	32,232	897	13,788	38,368
JEFFERSON	66,485	67,593	1.7	22,926	546,065	940,804	13,919	41,037	1,602	32,044	77,854
Fort Atkinson	9,785	9,989	2.1	3,785	80,329	139,600	13,976	36,879	*	*	*
Waterton	18,113	18,715	3.3	6,384	139,905	234,930	12,553	36,797	*	*	*
JUNEAU	21,261	22,367	5.2	8,332	160,440	270,442	12,091	32,458	825	13,598	27,832
KENOSHA	123,443	121,662	-1.4	43,711	1,244,358	1,876,566	15,424	42,931	554	16,956	19,796
Kenosha	77,685	73,875	-4.9	26,090	692,079	920,141	12,455	35,269	*	*	*
KEWAUNEE	19,608	20,389	4.0	7,014	160,860	251,150	12,318	35,807	1,124	10,310	57,564
LA CROSSE	91,410	97,184	6.3	35,046	783,553	1,421,335	14,625	40,556	860	5,856	40,481
La Crosse	48,347	49,756	2.9	19,374	389,439	571,387	11,484	29,492	*	*	*
LAFAYETTE	17,434	16,677	-4.3	5,944	160,799	251,793	15,098	42,361	1,411	23,221	103,594
LANGLADE	20,088	20,423	1.7	7,540	126,738	210,084	10,287	27,863	573	14,447	22,915
Antigo	8,653	8,378	-3.2	2,539	51,501	86,774	10,357	34,179	*	*	*
LINCOLN	26,454	28,460	7.6	10,450	191,071	309,799	10,885	29,646	579	4,244	19,350
Merrill	9,578	10,604	10.7	3,215	64,931	114,087	10,759	35,483	*	*	*
MANITOWOC	83,318	83,203	-0.1	29,676	570,844	859,038	10,325	28,947	1,660	11,955	93,597
Manitowoc	32,547	31,338	-3.7	12,091	225,587	415,948	13,273	34,401	*	*	*
Two Rivers	13,354	12,698	-4.9	4,639	89,992	178,672	14,070	38,515	*	*	*
MARATHON	111,927	114,052	1.9	40,377	788,900	1,240,615	10,878	30,726	3,245	22,431	150,865
Wausau	32,426	31,395	-3.2	12,723	245,773	409,888	13,056	32,217	*	*	*

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

WISCONSIN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MARINETTE	39,640	41,516	4.7	15,305	287,468	476,100	11,468	31,107	844	4,269	27,693
Marinette	11,965	11,605	-3.0	3,173	65,739	90,967	7,838	28,667	*	*	*
MARQUETTE	11,777	13,104	11.3	5,020	93,213	168,387	12,850	33,543	549	9,804	18,802
MILWAUKEE	966,459	951,388	-1.6	374,194	8,051,995	12,369,910	13,002	33,057	167	7,383	584
Milwaukee	636,236	564,286	-11.3	223,674	4,449,064	7,895,511	13,992	35,299	*	*	*
MONROE	35,395	36,642	3.5	12,680	275,260	424,835	11,594	33,504	1,774	15,434	67,915
OCONTO	29,137	30,403	4.3	10,781	193,767	303,205	9,973	28,124	1,235	8,221	53,274
ONEIDA	31,430	32,271	2.7	12,234	235,542	390,156	12,090	31,891	117		
Rhinelander	7,873	7,585	-3.7	2,696	72,218	495,432	65,318	183,735	*	*	*
OUTAGAMIE	129,484	138,665	7.1	48,558	987,306	1,752,545	12,639	36,092	1,700	16,924	100,730
Appleton	58,913	64,295	9.1	24,046	467,520	944,645	14,692	39,286	*	*	*
OZAUKEE	67,248	69,621	3.5	23,956	631,460	973,140	13,978	40,622	527	8,952	21,825
PEPIN	7,526	7,593	0.9	2,711	59,576	91,687	12,075	33,820	469	3,425	21,055
PIERCE	31,327	33,190	5.9	10,510	253,134	399,964	12,051	38,056	1,425	10,950	57,833
POLK	32,634	35,482	8.7	12,830	245,171	422,592	11,910	32,938	1,721	7,316	65,439
PORTAGE	57,812	59,239	2.5	19,458	464,953	853,432	14,407	43,860	1,119	41,614	41,008
Stevens Point	22,970	21,407	-6.8	7,007	181,927	250,393	11,697	35,733	*	*	*
PRICE	15,928	17,859	12.1	6,571	102,396	202,580	11,343	30,829	558	1,376	14,495
RACINE	173,759	173,308	-0.3	62,329	1,507,451	2,333,491	13,464	37,438	814	26,390	30,803
Racine	85,725	78,836	-8.0	29,947	673,784	1,042,567	13,225	34,814	*	*	*
RICHLAND	17,608	17,740	0.7	6,512	124,666	178,495	10,062	27,410	1,234	6,960	52,557
ROCK	139,961	141,100	0.8	51,862	879,718	1,444,000	10,234	27,843	1,680	51,762	71,014
Beloit	35,207	32,430	-7.9	12,086	198,842	435,125	13,417	36,003	*	*	*
Janesville	51,071	50,514	-1.1	18,662	319,061	771,209	15,267	41,324	*	*	*
RUSK	15,743	16,062	2.0	5,589	93,648	151,243	9,416	27,061	813	1,065	29,498
ST. CROIX	44,320	47,298	6.7	15,680	337,645	607,557	12,845	38,747	1,741	10,820	82,844
SAUK	43,717	46,528	6.4	17,129	381,892	672,001	14,443	39,232	1,635	13,715	90,669
Baraboo	8,081	8,199	1.5	3,144	60,496	93,733	11,432	29,811	*	*	*
SAWYER	12,967	14,983	15.5	5,523	78,373	140,384	9,370	25,418	200	2,377	5,869
SHEBOYGAN	101,279	101,709	0.4	36,800	742,114	1,241,397	12,205	33,734	1,349	10,789	68,449
Sheboygan	48,085	48,481	0.8	18,724	335,607	636,301	13,125	33,984	*	*	*
TAYLOR	18,922	19,566	3.4	6,706	108,841	202,115	10,330	30,139	1,138	1,434	54,318
TREMPEALEAU	26,283	26,163	-0.5	9,365	190,513	298,498	11,409	31,874	1,606	12,962	81,546
VERNON	25,735	26,810	4.2	10,074	186,253	272,071	10,148	27,007	2,414	12,329	78,142
VILAS	16,658	18,749	12.6	7,268	114,819	190,219	10,146	26,172	48	2,618	208
WALWORTH	71,800	71,095	-1.0	25,444	578,411	1,020,113	14,349	40,092	1,060	36,057	52,672
WASHBURN	13,264	13,957	5.2	5,304	90,398	140,461	10,064	26,482	390	2,205	11,028
WASHINGTON	85,629	91,523	6.9	29,891	671,870	1,101,435	12,035	36,848	1,103	11,234	42,717
WAUKESHA	282,829	304,219	7.6	100,135	2,569,762	4,896,309	16,095	48,897	974	27,146	24,045
Waukesha	50,365	53,655	6.5	19,344	408,210	790,658	14,736	40,875	*	*	*
WAUPACA	43,144	44,933	4.1	15,843	330,404	544,648	12,121	34,378	1,488	10,793	65,196
WAUSHARA	18,702	19,816	6.0	7,545	146,629	248,176	12,524	32,893	783	30,662	24,185
WINNEBAGO	132,317	137,468	3.9	51,134	1,035,592	1,827,818	13,296	35,746	1,060	13,079	45,637
Menasha	12,307	15,354	24.8	6,947	111,469	254,383	16,568	36,616	*	*	*
Neenah	23,272	22,560	-3.1	8,042	191,255	374,249	16,589	46,538	*	*	*
Oshkosh	49,678	50,886	2.4	18,942	338,801	662,440	13,018	34,973	*	*	*
WOOD	73,387	79,534	8.4	28,742	534,377	929,598	11,688	32,343	1,253	18,491	47,318
Marshfield	18,290	20,210	10.5	7,744	139,961	263,168	13,021	33,982	*	*	*
Wisconsin Rapid	17,995	19,426	8.0	7,704	143,692	278,575	14,340	36,159	*	*	*
SHAWANO (INCLUDING MENOMINEE)	39,481	41,512	5.1	14,259	266,552	465,145	11,205	32,621	1,767	5,473	97,698
Shawano	7,013	7,752	10.5	2,728	47,578	80,702	10,410	29,583			

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Wisconsin 1986 Cash Receipts as follows: From Crops $894,000,000; from Livestock & Livestock Products $4,160,000,000; Total $5,054,000,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

WYOMING POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1989	% Pop. Change 89 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	474,550	525,667	10.8	188,496	4,576,998	6,344,923	12,070	33,661	8,861	128,104	478,223
METRO AREAS (MSAs/PMSAs/CMSAs)											
Casper, WY	72,461	74,640	3	27,712	822,785	989,057	13,251	35,691	305	1,260	15,964
Cheyenne, WY	68,599	72,292	5	27,995	645,899	906,648	12,541	32,386	582	18,661	20,146

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

WYOMING POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1988	% Pop. Change 88 vs 80	1989 number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household ~	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COUNTIES, Cities											
ALBANY	29,076	30,154	3.7	11,299	268,975	395,572	13,118	35,009	271	457	16,910
BIG HORN	11,882	12,478	5.0	4,444	90,779	131,598	10,546	29,613	581	13,849	15,620
CAMPBELL	24,865	33,468	34.6	11,212	287,496	401,418	11,994	35,803	444	3,778	17,649
CARBON	22,197	20,884	-5.9	7,059	209,498	254,186	12,171	36,009	280	2,594	46,329
CONVERSE	14,392	16,309	13.3	5,279	128,417	147,311	9,032	27,905	306	736	17,685
CROOK	5,295	6,082	14.9	2,214	44,269	69,040	11,352	31,183	442	1,935	14,859
FREMONT	40,670	38,530	-5.3	12,582	353,891	482,986	12,535	38,387	858	9,030	25,401
Riverton	9,712	10,463	7.7	3,748	78,864	139,480	13,331	37,213	*	*	*
GOSHEN	12,011	12,804	6.6	4,950	93,859	132,113	10,318	26,689	742	25,460	42,140
HOT SPRINGS	5,795	6,225	7.4	2,361	50,052	69,577	11,177	29,469	141	479	8,241
JOHNSON	6,733	7,260	7.8	2,749	61,782	81,152	11,178	29,521	261	648	15,177
LARAMIE	68,599	72,292	5.4	27,995	645,899	906,648	12,541	32,386	582	18,661	20,146
Cheyenne	47,283	54,528	15.3	21,680	424,083	698,111	12,803	32,200	*	*	*
LINCOLN	12,274	15,848	29.1	5,096	96,536	162,336	10,243	31,856	541	3,022	16,699
NATRONA	72,461	74,640	3.0	27,712	822,785	989,057	13,251	35,691	305	1,260	15,964
Casper	51,016	48,740	-4.5	18,104	538,557	712,266	14,614	39,344	*	*	*
NIOBRARA	2,906	3,562	22.6	1,450	23,705	35,186	9,878	24,266	260	1,697	15,100
PARK	21,752	25,949	19.3	9,524	192,757	309,087	11,911	32,453	628	18,045	58,233
PLATTE	12,369	10,115	-18.2	3,601	102,988	103,128	10,196	28,639	466	8,714	25,230
SHERIDAN	25,254	28,357	12.3	10,561	229,212	356,559	12,574	33,762	556	2,214	20,095
Sheridan	15,146	17,899	18.2	6,920	122,251	214,846	12,003	31,047	*	*	*
SUBLETTE	4,594	5,619	22.3	2,025	47,665	68,173	12,133	33,666	234	806	14,299
SWEETWATER	42,139	50,652	20.2	17,089	430,516	536,727	10,596	31,408	148	367	4,741
Rock Springs	19,458	20,981	7.8	7,830	195,445	307,968	14,679	39,334	*	*	*
TETON	9,396	12,471	32.7	5,400	111,418	214,447	17,196	39,712	117	699	5,223
UINTA	13,252	23,484	77.2	7,236	134,826	285,741	12,167	39,489	242	457	9,543
WASHAKIE	9,554	10,393	8.8	3,648	83,042	117,344	11,291	32,167	230	12,579	22,033
Worland	6,391	7,382	15.5	2,623	57,112	88,317	11,964	33,672	*	*	*
WESTON	7,082	8,091	14.2	3,010	66,631	95,537	11,808	31,740	226	617	30,906

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Wyoming 1986 Cash Receipts as follows: From Crops $110,000,000; from Livestock & Livestock Products $455,000,000; Total $566,000,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

CANADA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS#		
METRO AREAS PROVINCES Cities	1981 Statistics Canada Census	E&P estimate Jan. 1, 1988	% Pop. Change 88 vs. 81	1989 Number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 Estimate income per household	Number of farms 1981 Census	1985 cash receipts of crops (Thousands)	1985 cash receipts of livestock (Thousands)
CANADA TOTALS	24,343,181	26,006,662	6.8	9,694,594	192,572,000	387,059,997	14,883	39,925	318,361	9,403,576	9,768,553
CANADIAN METRO AREAS											
Calgary	592,743	673,555	11.7	255,788	6,537,845	15,112,281	22,437	59,081	N.A.	N.A.	N.A.
Chicoutimi-									N.A.	N.A.	N.A.
Jonquiere	135,172	144,577	6.0	48,531	1,362,742	2,808,189	19,424	57,863	N.A.	N.A.	N.A.
Edmonton	657,057	700,636	5.8	267,075	6,957,574	14,499,953	20,695	54,292	N.A.	N.A.	N.A.
Halifax	277,727	302,574	7.8	116,173	2,101,491	4,400,487	14,544	37,879	N.A.	N.A.	N.A.
Hamilton	542,095	580,264	6.1	223,704	5,062,330	10,609,440	18,284	47,426	N.A.	N.A.	N.A.
Kitchener	287,801	322,120	10.3	126,401	2,358,484	5,358,000	16,634	42,389	N.A.	N.A.	N.A.
London	283,668	313,941	9.3	129,760	2,438,785	5,465,954	17,411	42,123	N.A.	N.A.	N.A.
Montreal	2,828,349	2,855,573	0.9	1,173,532	22,051,410	41,546,294	14,549	35,403	N.A.	N.A.	N.A.
Oshawa	154,217	189,635	19.6	66,916	1,394,954	3,688,201	19,449	55,117	N.A.	N.A.	N.A.
Ottawa-Hull	717,978	780,791	7.6	317,566	7,597,749	16,474,166	21,099	51,876	N.A.	N.A.	N.A.
Quebec	576,075	625,455	7.4	259,888	3,900,3[illegible]3	8,137,495	13,011	31,312	N.A.	N.A.	N.A.
Regina	164,313	186,791	11.8	71,814	1,703,950	3,649,300	19,537	50,816	N.A.	N.A.	N.A.
St. Catharines-											
Niagara	304,353	318,391	4.0	120,380	1,838,861	3,750,279	11,779	31,154	N.A.	N.A.	N.A.
St John	114,048	117,387	2.5	41,040	1,240,074	2,343,139	19,961	57,094	N.A.	N.A.	N.A.
St John's	154,820	171,028	9.1	53,314	1,032,091	2,303,068	13,466	43,198	N.A.	N.A.	N.A.
Saskatoon	154,210	188,111	18.8	75,632	1,570,968	3,768,406	20,033	49,825	N.A.	N.A.	N.A.
Sudbury	149,923	144,361	-3.2	50,401	1,273,818	2,261,912	15,668	44,879	N.A.	N.A.	N.A.
Thunder Bay	121,379	128,809	5.3	47,982	1,137,419	2,371,895	18,414	49,433	N.A.	N.A.	N.A.
Toronto	2,998,947	3,408,428	11.8	1,334,953	28,920,688	65,025,537	19,078	48,710	N.A.	N.A.	N.A.
Trois-Rivieres	111,453	119,258	6.0	46,933	1,022,830	2,086,280	17,494	44,452	N.A.	N.A.	N.A.

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

CANADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS#		
METRO AREAS PROVINCES Cities	1981 Statistics Canada Census	E&P estimate Jan. 1, 1988	% Pop. Change 88 vs. 81	1989 Number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 Estimate income per household	Number of farms 1981 Census	1985 cash receipts of crops (Thousands)	1985 cash receipts of livestock (Thousands)
Vancouver	1,268,183	1,347,378	5.4	545,142	12,435,106	23,315,104	17,304	42,769	N.A.	N.A.	N.A.
Victoria	233,481	242,886	3.5	105,628	2,215,955	4,020,950	16,555	38,067	N.A.	N.A.	N.A.
Windsor	246,110	252,033	2.1	95,858	2,429,846	4,793,548	19,020	50,007	N.A.	N.A.	N.A.
Winnipeg	548,842	643,816	14.9	257,523	5,363,337	11,446,257	17,779	44,447	N.A.	N.A.	N.A.
PROVINCES, Cities											
ALBERTA	2,237,724	2,461,795	8.7	896,449	18,724,424	36,841,124	14,965	41,097	58,056	1,969,465	1,826,801
Calgary	592,743	673,555	11.7	257,561	6,475,937	13,212,021	19,615	51,297	*	*	*
Edmonton	352,246	553,059	3.4	219,108	5,577,668	10,099,355	18,261	46,093	*	*	*
Fort McMurray	31,000	48,325	46.2	15,622	120,552	356,546	7,378	22,823	*	*	*
Grande Prairie	24,263	29,858	19.7	10,504	224,992	503,658	16,868	47,951	*	*	*
Lethbridge	54,072	55,675	2.6	21,822	504,217	918,564	16,499	42,094	*	*	*
Medicine Hat	40,380	44,898	9.7	17,629	326,295	649,210	14,460	36,826	*	*	*
Red Deer	46,393	58,749	22.7	21,730	476,923	1,104,101	18,794	50,811	*	*	*
BRITISH COLUMB	2,744,467	2,997,466	8.0	1,165,246	23,309,710	43,090,843	14,376	36,980	20,012	310,118	607,263
Cranbrook	15,915	18,061	11.6	6,607	165,341	317,884	17,601	48,115	*	*	*
Dawson Creek	11,373	11,985	4.7	4,500	83,967	148,446	12,386	32,988	*	*	*
Fort St John	13,891	20,429	39.3	7,124	118,088	306,331	14,995	43,002	*	*	*
Kamloops	64,048	68,867	6.6	24,872	566,614	1,025,561	14,892	41,233	*	*	*
Kelowna	59,196	66,499	10.7	26,513	4,617,690	701,894	10,555	26,473	*	*	*
Kimberly	7,375	7,362	-0.2	2,894	57,366	95,421	12,961	32,970	*	*	*
Nanaimo	47,069	54,331	13.3	21,563	457,081	896,289	16,497	41,566	*	*	*
Nelson	9,143	8,532	-5.9	3,527	99,573	153,524	17,994	43,528	*	*	*
Penticton	23,181	24,494	4.9	10,449	196,923	349,347	14,262	33,435	*	*	*
Port Alberni	19,892	18,622	-5.6	6,782	213,182	330,012	17,722	48,658	*	*	*
Prince George	67,559	75,012	9.5	25,820	685,205	1,285,065	17,132	49,771	*	*	*
Prince Rupert	16,197	17,406	6.5	5,999	169,078	305,812	17,569	50,976	*	*	*
Terrace	10,914	11,281	3.0	3,708	98,260	170,057	15,075	45,864	*	*	*
Trail	9,599	8,569	-9.5	3,549	118,358	173,852	20,288	48,984	*	*	*
Vancouver	414,281	398,610	-3.3	177,781	4,457,973	7,118,901	17,859	40,043	*	*	*
Vernon	19,987	22,257	9.8	9,197	160,644	302,444	13,589	32,885	*	*	*
Victoria	64,379	63,536	-1.1	34,608	639,741	1,051,319	16,547	30,378	*	*	*
MANITOBA	1,026,241	1,107,820	6.9	414,285	7,780,940	16,359,232	14,767	39,488	29,442	1,272,666	719,617
Brandon	36,242	41,024	11.4	16,334	277,596	614,265	14,973	37,607	*	*	*
Dauphin	8,971	9,326	3.4	3,895	82,793	166,167	17,817	42,663	*	*	*
Flin Flan	7,894	8,061	1.8	3,050	76,998	151,292	18,768	49,607	*	*	*
Portage La Prair	13,086	14,848	11.6	5,571	92,906	205,951	13,870	36,970	*	*	*
Roblin	1,953	2,060	4.8	864	11,924	24,333	11,810	28,166	*	*	*
Swan River	3,782	4,119	7.7	1,667	28,461	60,234	14,624	36,130	*	*	*
Thompson	14,288	11,404	-18.1	3,559	51,779	76,908	6,744	21,612	*	*	*
Winnipeg	564,473	610,750	7.1	244,264	4,779,752	10,041,848	16,442	41,111	*	*	*
NEW BRUNSWICK	696,403	735,843	4.9	248,002	4,182,945	8,388,468	11,400	33,824	4,063	77,442	132,616
Caraquet	4,315	4,944	12.6	1,571	25,864	56,159	11,358	35,752	*	*	*
Fredericton	43,723	42,098	-3.2	16,882	420,709	768,429	18,253	45,516	*	*	*
Moncton	54,743	53,771	-1.6	20,807	589,806	1,101,141	20,478	52,921	*	*	*
Saint John	80,521	74,002	-7.2	27,684	770,779	1,334,228	18,030	48,194	*	*	*
NEWFOUNDLAND	567,681	589,313	3.3	169,666	3,067,226	6,022,299	10,219	35,495	679	4,996	37,574
Corner Brook	24,339	23,133	-4.4	7,115	172,655	312,173	13,494	43,875	*	*	*
St John's	83,770	80,467	-3.5	26,520	502,835	1,035,859	12,873	39,060	*	*	*
NOVA SCOTIA	847,442	906,603	6.0	318,638	5,560,538	11,038,799	12,176	34,644	5,045	51,901	192,635
Amherst	9,684	9,099	-5.3	3,531	69,903	121,082	13,308	34,291	*	*	*
Halifax	114,594	113,591	-0.8	48,049	895,770	1,647,472	14,504	34,287	*	*	*
New Glasgow	10,464	10,513	0.4	3,930	83,191	155,282	14,771	39,509	*	*	*
Sydney	29,444	28,679	-2.3	10,014	305,812	551,232	19,221	55,046	*	*	*
Truro	12,552	12,547		5,204	108,341	201,147	16,031	38,652	*	*	*
ONTARIO	8,625,107	9,476,766	8.6	3,523,298	74,284,652	159,304,562	16,810	45,215	82,448	1,804,531	3,202,374
Barrie	38,423	46,085	17.1	17,295	480,566	744,376	16,152	43,039	*	*	*
Belleville	34,881	35,390	1.3	14,515	337,076	660,563	18,665	45,509	*	*	*
Brampton	149,030	228,684	44.4	72,589	1,601,378	5,080,697	22,217	69,993	*	*	*
Brantford	74,315	84,676	12.0	32,486	611,940	1,370,229	16,182	42,180	*	*	*
Brockville	19,896	20,547	2.9	8,527	176,162	352,293	17,146	41,314	*	*	*
Cambridge	77,183	87,305	11.3	31,054	744,345	1,652,814	18,932	53,223	*	*	*
Chatham	40,952	45,892	10.4	17,495	342,321	751,694	16,380	42,966	*	*	*
Cobourg	11,385	11,714	2.5	4,562	77,688	154,651	13,203	33,898	*	*	*
Cornwall	46,144	47,706	3.0	17,965	396,349	793,981	16,643	44,197	*	*	*
Fort Frances	8,906	8,554	-3.5	3,338	71,727	132,090	15,442	39,569	*	*	*
Guelph	71,207	79,343	9.9	30,569	581,753	1,269,552	16,001	41,530	*	*	*
Hamilton	306,434	308,236	0.5	123,433	2,851,320	5,532,119	17,948	44,819	*	*	*
Ingersoll	8,494	9,243	7.6	3,496	86,836	184,393	19,950	52,751	*	*	*
Kenora	9,817	9,069	-6.7	3,614	82,022	144,580	15,942	40,005	*	*	*
Kingston	52,616	49,400	-5.4	22,095	508,943	913,475	18,492	41,343	*	*	*
Kirkland Lake	12,219	10,765	-10.6	4,418	196,642	328,115	30,480	74,267	*	*	*
Kitchener	139,734	156,766	10.5	60,440	1,139,183	2,505,294	15,981	41,451	*	*	*
Lindsay	13,596	14,892	8.2	6,190	96,192	205,730	13,815	33,238	*	*	*
London	254,280	284,667	10.3	116,948	2,148,087	150,464,293	528,563	,286,593	*	*	*
Niagara Falls	70,960	75,706	5.8	28,588	632,116	1,312,562	17,338	45,913	*	*	*
North Bay	51,268	52,416	1.9	18,855	503,645	995,525	18,993	52,799	*	*	*
Orillia	23,955	24,068	0.4	9,152	125,200	242,548	10,078	26,502	*	*	*

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

CANADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS#		
METRO AREAS PROVINCES Cities	1981 Statistics Canada Census	E&P estimate Jan. 1, 1988	% Pop. Change 88 vs. 81	1989 Number of households	E&P 1980 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 Estimate income per household	Number of farms 1981 Census	1985 cash receipts of crops (Thousands)	1985 cash receipts of livestock (Thousands)
Oshawa	117,519	137,994	15.0	49,545	1,144,318	2,653,608	19,230	53,559	*	*	*
Ottawa	295,163	290,942	-1.2	130,906	3,249,603	6,164,409	21,188	47,090	*	*	*
Owen Sound	19,883	21,113	5.3	8,552	140,555	290,066	13,739	33,917	*	*	*
Pembroke	14,026	13,180	-5.3	5,067	111,779	200,833	15,238	39,633	*	*	*
Peterborough	60,620	64,097	5.0	25,676	629,343	1,293,211	20,176	50,366	*	*	*
Port Colborne	19,225	17,976	-5.8	6,826	165,292	295,108	16,417	43,233	*	*	*
Port Hope	9,992	10,643	5.7	4,153	97,260	201,505	18,932	48,526	*	*	*
St Catharines	124,018	129,168	3.6	49,832	1,138,599	2,299,952	17,806	46,154	*	*	*
St Thomas	28,165	30,616	7.5	12,022	271,818	576,309	18,824	47,936	*	*	*
Sarnia	50,892	46,001	-8.5	18,748	579,606	995,714	21,645	53,112	*	*	*
Saulte St Marie	82,697	88,033	5.6	31,061	945,190	1,957,091	22,231	63,009	*	*	*
Simcoe	14,326	15,018	4.2	5,811	168,393	342,543	22,809	58,951	*	*	*
Sioux Lookout	3,074	3,124	1.4	1,121	183,960	28,716	9,191	25,611	*	*	*
Stratford	26,262	28,096	6.0	11,372	213,482	444,336	15,815	39,074	*	*	*
Sudbury	91,829	86,526	-5.1	32,482	887,668	1,598,604	18,475	49,216	*	*	*
Thunder Bay	112,486	117,826	4.1	44,288	1,014,891	2,062,629	17,506	46,573	*	*	*
Timmins	46,114	49,799	6.9	17,683	357,434	752,289	15,106	42,544	*	*	*
Toronto	599,217	569,476	-4.4	249,477	5,853,143	10,644,839	18,692	42,669	*	*	*
Waterloo	49,428	55,485	10.6	22,155	407,001	895,801	16,145	40,432	*	*	*
Welland	45,448	47,596	4.1	17,823	381,626	775,420	16,292	43,507	*	*	*
Whitby	36,698	51,732	34.4	17,785	370,593	1,063,226	20,552	59,782	*	*	*
Windsor	192,083	191,781	-0.2	75,117	1,967,822	3,786,117	19,742	50,403	*	*	*
Woodstock	26,603	27,220	2.0	10,633	238,481	471,906	17,336	44,380	*	*	*
PRINCE EDWARD ISLAND	122,506	131,426	6.3	44,663	747,492	1,465,991	11,154	32,823	3,154	88,197	77,182
Charlottetown	15,282	13,159	-12.3	5,629	118,818	185,942	14,131	33,031	*	*	*
Summerside	7,828	6,921	-10.3	2,576	69,941	112,747	16,291	43,776	*	*	*
QUEBEC	6,438,403	6,717,870	3.8	2,501,204	46,955,541	89,267,240	13,288	35,690	48,144	548,537	2,256,359
Chicoutimi	60,064	63,356	4.7	21,597	615,195	1,210,714	19,110	56,059	*	*	*
Granby	38,069	39,328	2.9	15,788	290,798	559,087	14,216	35,412	*	*	*
Montreal	980,354	842,340	-12.5	396,739	9,923,838	15,482,821	18,381	39,025	*	*	*
Quebec	166,474	152,523	-8.2	66,602	1,222,495	2,028,302	13,298	30,454	*	*	*
Rouyn	17,224	16,503	-3.7	6,526	186,248	328,557	19,909	50,343	*	*	*
Sherbrooke	74,075	69,879	-5.0	29,257	567,484	983,971	14,081	33,633	*	*	*
Trois Rivieres	50,466	47,327	-5.5	19,972	434,746	749,005	15,826	37,503	*	*	*
SASKATCHEWAN	968,313	1,053,442	7.6	389,825	7,430,773	14,400,962	13,670	36,942	67,318	3,275,723	716,132
Lloydminster	6,034	8,563	35.2	3,140	52,098	137,148	16,017	43,673	*	*	*
Moose Jaw	33,941	36,466	6.5	14,688	324,905	621,031	17,030	42,281	*	*	*
Prince Albert	31,380	35,521	11.4	13,003	285,182	578,455	16,285	44,485	*	*	*
Regina	162,613	184,884	11.8	71,134	1,670,543	3,403,770	18,410	47,850	*	*	*
Saskatoon	154,210	188,111	18.8	75,632	1,526,108	3,369,901	17,914	44,556	*	*	*
YUKON NW TERRITORIES	68,894	76,713	9.8	24,684	527,759	1,082,054	14,105	43,837	N.A.	N.A.	N.A.

#1985 farm cash figures latest available; totals for Canada exclude figures from Yukon/Northwest Territories.
*Figures for individual cities not available; included in provincial totals.

Editor & Publisher

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EDITOR & PUBLISHER'S
RETAIL SALES
CENSUS & ESTIMATES FOR 1988

ALABAMA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	14,479,552	20,265,654	21,821,984	1,108	1,393,934	843	2,527,991	2,997	4,867,598	1,964	5,525,612	2,003	1,188,280	2,262	1,229,865	1,551	1,020,292	3,439	1,668,106	1,031	787,889
METRO AREAS (MSAs PMSAs CMSAs)																					
Anniston, AL	430,112	597,728	644,660	35	42,824	19	81,984	72	133,500	63	163,340	55	31,403	51	40,939	55	30,210	91	49,007	29	24,320
Birmingham, AL	3,656,346	5,052,351	5,386,476	231	276,192	123	569,008	614	1,162,122	378	1,429,062	404	297,625	505	412,597	354	297,614	820	433,444	231	194,148
Dothan, AL	555,598	786,838	850,658	37	53,346	29	113,850	121	163,309	81	252,418	69	47,047	108	42,637	73	44,046	133	65,593	34	22,533
Florence, AL	531,874	710,205	757,722	43	46,858	39	114,777	111	152,063	67	198,932	65	41,847	94	44,228	56	31,603	138	57,168	40	19,350
Gadsden, AL	395,725	534,912	569,716	27	35,008	22	76,012	65	143,646	52	120,448	53	22,037	67	33,563	44	25,932	109	48,659	36	18,413
Huntsville, AL	893,534	1,407,651	1,530,224	43	99,177	34	217,649	118	279,830	89	420,102	86	67,371	126	91,248	92	86,250	207	152,057	36	39,970
Mobile, AL	1,948,966	2,657,787	2,850,994	123	179,393	84	361,450	364	657,805	214	705,047	267	172,161	253	110,070	195	142,179	482	241,813	122	113,852
Montgomery, AL	1,155,057	1,686,153	1,811,148	72	93,620	34	225,101	174	352,271	119	508,857	155	120,012	192	100,053	102	77,540	256	149,953	58	66,310
Tuscaloosa, AL	578,491	748,222	795,273	35	60,170	20	107,298	112	187,028	67	169,475	78	48,804	99	47,832	66	34,302	126	67,423	29	23,304
COUNTIES, Cities																					
AUTAUGA	93,500	132,031	142,165	12	10,328	5	12,233	16	33,589	18	42,589	13	11,593	17	5,932	7	3,164	22	10,691	4	4,041
BALDWIN	323,989	458,852	503,090	28	30,300	24	40,921	94	130,230	53	101,961	60	39,509	47	18,358	35	20,860	99	43,647	26	20,566
BARBOUR	63,620	93,516	102,414	8	2,235	10	7,364	27	29,696	15	15,666	12	4,699	11	5,789	4	1,928	21	9,606	8	5,303
BIBB	30,587	43,437	47,710	3	1,403	5	3,896	14	14,998	8	11,837	10	1,808	7	2,190	4	1,120	4	1,935	4	2,541
BLOUNT	70,472	88,876	95,520	8	5,186	6	9,078	18	23,468	17	24,865	10	3,506	10	3,826	12	1,777	16	5,035	7	3,452
BULLOCK	22,557	30,120	32,509	5	2,703	3	4,147	7	8,409	3	1,664	8	2,743	6	2,496	4	1,395	7	1,215	3	1,127
BUTLER	73,059	96,315	103,803	8	6,375	8	7,950	18	24,759	18	20,612	17	7,309	15	4,900	[illegible]	2,735	21	8,220	7	4,910
CALHOUN	430,112	597,728	644,660	35	42,824	19	81,984	72	133,500	63	163,340	55	31,403	51	40,939	55	30,210	91	49,007	29	24,320
Anniston	293,235	397,625	425,476	20	21,345	7	47,876	34	97,315	40	151,456	27	14,759	25	21,087	31	19,345	44	23,901	14	12,034
CHAMBERS	105,251	140,393	152,254	11	5,197	6	6,287	31	41,755	17	40,357	21	13,073	13	3,098	11	4,668	19	8,706	14	6,639
Lanett	44,205	58,965	63,947	5	2,183	3	2,641	13	17,537	7	16,950	9	5,491	5	1,301	5	1,961	8	3,657	6	2,788
CHEROKEE	39,255	50,675	55,372	7	4,501	7	2,445	13	11,391	8	12,543	9	2,981	16	2,915	5	645	15	3,080	5	2,407
CHILTON	87,458	129,798	143,137	14	8,409	8	12,020	30	36,338	16	35,577	20	6,060	10	4,943	12	6,572	22	6,308	8	6,385
CHOCTAW	33,263	47,484	50,870	5	2,446	8	1,993	25	17,126	10	5,616	9	1,554	6	1,391	4	1,248	15	6,212	4	1,917
CLARKE	100,502	134,326	144,623	12	14,311	17	13,339	33	41,053	18	27,226	21	9,492	17	5,628	12	4,702	26	8,437	12	8,309
CLAY	32,718	47,051	52,802	7	10,742	5	3,191	11	14,897	12	10,029	4	758	5	1,148	2	1,618	9	2,025	4	1,071
CLEBURNE	19,485	26,190	28,590	2	840	4	2,147	7	5,071	6	6,957	7	1,077	3	284	1	877	8	1,585	3	1,068
COFFEE	150,323	201,795	218,517	11	15,828	14	21,596	40	41,646	28	71,503	19	7,694	31	10,974	26	16,268	30	12,059	10	6,907
Enterprise	117,252	157,400	170,443	9	12,346	11	16,845	31	32,484	22	55,772	15	6,001	24	8,560	20	12,689	23	9,406	8	5,387
COLBERT	211,625	254,147	263,965	23	26,180	12	25,208	40	51,426	27	76,173	29	17,313	36	10,185	17	6,147	69	22,943	20	7,158
Muscle Shoals	93,115	111,825	116,145	10	11,519	5	11,092	18	22,627	12	33,516	13	7,618	16	4,481	7	2,705	30	10,095	9	3,150
Sheffield	27,003	32,429	33,682	3	3,341	2	3,217	5	6,562	3	9,720	4	2,209	5	1,300	2	784	9	2,928	3	913
Tuscumbia	4,321	5,189	5,389	0	534	0	515	1	1,050	1	1,555	1	353	1	208	0	125	1	468	0	146
CONECUH	36,220	50,535	55,107	3	1,978	3	7,029	14	12,832	8	3,898	15	10,376	8	1,524	2	1,690	8	2,977	3	3,291
COOSA	6,352	9,221	10,121	0	297	0	1,290	4	1,870	2	2,282	4	1,193	0	188	2	311	4	161	2	351
COVINGTON	132,242	172,638	185,522	18	16,019	15	15,465	34	47,063	32	46,257	23	6,149	25	8,697	19	10,675	36	8,663	14	8,647
Andalusia	71,411	93,225	100,182	10	8,650	8	8,351	18	25,414	17	24,979	12	3,320	14	4,696	10	5,765	19	4,678	8	4,669
CRENSHAW	26,739	36,053	39,268	3	924	7	1,733	15	12,249	6	9,503	9	2,607	6	628	3	963	6	1,064	4	1,618
CULLMAN	215,068	301,568	327,902	19	35,567	17	26,761	45	76,988	31	77,751	39	21,170	37	17,200	25	13,907	39	18,663	16	11,538
Cullman	161,301	226,176	245,927	14	26,675	13	20,071	34	57,741	23	58,313	29	15,878	28	12,900	19	10,430	29	13,997	12	8,654
DALE	113,168	162,284	174,075	9	9,550	10	16,069	41	41,674	20	34,127	22	21,460	19	4,532	11	3,815	31	14,528	9	5,835
DALLAS	174,596	219,438	235,194	14	13,292	17	30,714	37	53,697	25	50,649	38	15,025	29	12,076	22	7,932	52	16,098	11	10,023
Selma	162,374	204,077	218,730	13	12,362	16	28,564	34	49,938	23	47,104	35	13,973	27	11,231	20	7,377	48	14,971	10	9,321
DE KALB	135,823	210,608	235,594	19	24,579	12	17,202	33	54,033	37	57,306	17	6,809	26	10,685	18	12,890	46	15,274	15	11,933
Fort Payne	88,285	136,895	153,136	12	15,976	8	11,181	21	35,121	24	37,249	11	4,426	17	6,945	12	8,379	30	9,928	10	7,756

Huntsville News
The Huntsville Times

ALABAMA'S THIRD LARGEST*

HUNTSVILLE...A GREAT MARKET

Rank		Population	EBI	Total Retail Sales
3	THE GREATER HUNTSVILLE MARKET*	347,000	$3,993,921,000	$1,871,218,000

Source: S&MM 1987 Survey of Buying Power   *Madison, Limestone, & Marshall Counties

Represented by Newhouse Newspapers **Huntsville Times & News**

ALABAMA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
ELMORE	97,780	133,898	145,893	13	9,083	7	18,608	29	47,309	17	23,209	29	10,232	15	[illegible]	[illegible]	3,413	16	5,789	15	8,929
ESCAMBIA	137,495	203,162	220,798	18	21,566	16	20,401	25	43,772	31	44,265	37	19,182	23	14,011	[illegible]	9,591	37	12,970	12	9,952
ETOWAH	395,725	534,912	569,716	27	35,008	22	76,012	65	143,646	52	120,448	53	22,037	67	33,563	[illegible]	25,932	109	48,659	36	18,413
Gadsden	288,879	390,486	415,893	20	25,556	16	55,489	47	104,862	38	87,927	39	16,087	49	24,501	[illegible]	18,930	80	35,521	26	13,441
FAYETTE	53,093	73,003	80,330	9	7,819	5	6,625	14	21,884	9	20,795	2	3,023	10	3,638	9	3,085	13	3,476	7	3,847
FRANKLIN	96,648	145,225	158,984	9	13,387	9	14,555	18	31,868	21	56,595	15	8,046	18	4,703	16	7,926	26	6,952	8	6,406
GENEVA	50,792	69,441	75,479	7	5,337	9	6,906	20	26,554	12	13,241	14	4,740	10	2,589	8	1,523	10	1,009	8	3,917
GREENE	27,985	39,367	43,461	0	1,279	6	2,851	15	13,621	4	9,798	6	7,066	6	797	3	1,333	10	2,054	2	1,507
HALE	29,713	39,037	42,180	4	1,241	4	1,490	18	14,517	6	13,817	3	919	6	1,012	2	1,293	4	902	4	2,519
HENRY	39,749	57,258	61,986	7	20,799	5	7,906	21	18,514	8	5,045	5	1,588	4	1,150	4	2,430	5	2,263	3	1,515
HOUSTON	442,430	624,554	676,583	28	43,796	19	97,781	80	121,635	61	218,291	47	25,587	89	38,105	62	40,231	102	51,065	25	16,698
Dothan	398,187	562,099	608,925	25	39,416	17	88,003	72	109,472	55	196,462	42	23,028	80	34,295	56	36,208	92	45,959	23	15,028
JACKSON	145,742	173,761	186,068	9	8,601	12	17,656	34	41,620	26	64,589	18	7,302	25	6,820	13	7,280	34	8,890	16	6,777
Scottsboro	110,764	132,058	141,412	7	6,537	9	13,419	26	31,631	20	49,088	14	5,550	19	5,183	10	5,533	26	6,756	12	5,151
JEFFERSON	3,091,874	4,250,666	4,514,597	154	200,998	[illegible]	506,928	480	931,145	272	1,182,908	324	263,087	421	374,159	295	268,665	685	381,493	179	159,851
Birmingham	1,484,100	2,040,320	2,167,007	74	96,479	42	243,325	230	446,950	131	567,796	156	126,282	202	179,596	142	128,959	329	183,117	86	76,728
LAMAR	38,625	60,146	66,554	6	5,893	6	2,113	17	20,171	11	9,485	6	1,858	6	5,687	5	2,040	9	1,727	8	2,900
LAUDERDALE	320,249	456,058	493,757	20	20,678	27	89,569	71	100,637	40	122,759	36	24,534	58	34,043	39	25,456	69	34,225	20	12,192
Florence	272,212	387,649	419,693	17	17,576	23	76,134	60	85,541	34	104,345	31	20,854	49	28,937	33	21,638	59	29,091	17	10,363
LAWRENCE	52,586	80,806	88,868	5	5,277	7	8,161	15	21,869	6	7,682	13	11,642	8	3,112	4	2,026	13	4,842	6	3,432
LEE	299,231	457,899	503,882	21	41,266	16	73,733	60	112,010	24	120,502	42	28,626	41	17,191	26	14,248	72	48,052	18	14,402
Auburn	179,539	274,739	302,329	13	24,760	10	44,240	36	67,206	14	72,301	25	17,176	25	10,315	16	8,549	43	28,831	11	8,641
Opelika	64,634	98,906	108,839	5	8,913	3	15,926	13	24,194	5	26,028	9	6,183	9	3,713	6	3,078	16	10,379	4	3,111
LIMESTONE	131,641	203,509	227,238	12	18,526	12	18,963	22	56,244	28	51,414	21	12,124	26	12,278	15	7,668	33	17,637	6	8,978
Athens	102,680	158,737	177,246	9	14,450	9	14,791	17	43,870	22	40,103	16	9,457	20	9,577	12	5,981	26	13,757	5	7,003
LOWNDES	20,157	25,625	27,552	3	810	1	3,514	13	7,462	[illegible]	7,124	9	2,673	1	511	2	844	3	496	2	955
MACON	44,889	61,527	65,525	6	4,368	2	8,357	13	19,117	9	8,212	16	6,756	8	3,463	2	2,010	10	2,950	6	3,881
MADISON	893,534	1,407,651	1,530,224	43	99,177	34	217,649	118	279,830	89	420,102	86	67,371	126	91,248	92	86,250	207	152,057	36	39,970
Huntsville	830,987	1,309,115	1,423,108	40	92,235	32	202,414	110	260,242	83	390,695	80	62,655	117	84,861	86	80,213	193	141,413	33	37,172
MARENGO	78,015	106,439	115,263	6	8,636	11	11,302	30	30,561	13	29,761	9	4,814	14	4,817	13	5,037	16	5,279	6	3,441
MARION	73,331	103,841	113,545	10	8,242	9	14,860	26	33,111	16	24,943	11	1,889	19	8,255	11	4,333	22	4,986	8	4,926
MARSHALL	283,077	451,969	499,887	24	44,433	23	62,601	55	102,939	50	165,969	27	12,120	53	30,527	31	15,563	62	30,033	27	15,068
MOBILE	1,624,977	2,198,935	2,347,904	95	149,093	60	320,529	270	527,575	161	603,086	207	132,652	203	91,712	160	121,319	383	198,166	96	[illegible]
Chickasaw	48,749	65,968	70,437	3	4,473	2	9,616	8	15,827	5	18,093	6	3,980	6	2,751	5	3,640	11	5,945	3	2,799
Mobile	1,283,732	1,737,159	1,854,844	75	117,783	47	253,218	213	416,784	127	476,438	164	104,795	160	72,452	126	95,842	303	156,551	76	73,696
Prichard	64,999	87,957	93,916	4	5,964	2	12,821	11	21,103	6	24,123	8	5,306	8	3,668	6	4,853	15	7,927	4	3,731
MONROE	62,780	89,658	97,290	10	12,199	9	9,145	24	27,963	15	20,622	8	3,040	6	3,181	5	2,170	14	5,345	6	4,015
MONTGOMERY	963,777	1,420,224	1,523,090	47	74,209	22	194,260	129	271,373	84	443,059	113	98,187	160	89,985	87	70,963	218	133,473	39	53,340
Montgomery	925,226	1,363,415	1,462,166	45	71,241	21	186,490	124	260,518	81	425,337	108	[illegible]	[illegible]	86,386	84	68,124	209	128,134	37	51,206
MORGAN	375,438	492,884	527,896	31	38,101	23	64,219	66	109,270	63	141,673	49	[illegible]	[illegible]	30,285	51	26,449	85	36,190	30	19,169
Decatur	289,087	379,521	406,480	24	29,338	18	49,449	51	84,138	49	109,088	38	[illegible]	45	23,319	39	20,366	65	27,866	23	14,760
PERRY	20,852	28,764	31,230	4	2,622	5	1,891	14	8,787	5	4,481	7	1,837	5	1,854	3	809	4	945	4	2,829
PICKENS	38,897	43,441	46,388	7	2,894	8	1,843	24	13,257	14	11,241	12	1,559	7	802	7	2,267	9	1,023	6	1,895
PIKE	92,705	126,018	137,022	9	10,064	9	12,291	25	29,478	17	35,686	11	3,262	23	7,815	11	2,804	29	13,602	7	5,467
Troy	70,456	95,774	104,137	7	7,649	7	9,341	19	22,403	13	27,121	8	2,479	17	5,939	8	2,131	22	10,338	5	4,155
RANDOLPH	47,600	64,562	70,294	4	4,477	8	5,181	22	21,896	13	10,606	6	2,108	9	3,767	5	1,569	13	2,338	7	3,516
RUSSELL	111,600	162,197	175,880	15	8,403	9	20,172	44	59,310	27	20,606	23	11,845	12	5,266	6	1,559	33	14,105	11	7,381
ST. CLAIR	87,426	121,540	133,380	11	6,143	9	7,988	30	33,979	16	30,073	14	10,018	8	2,744	3	4,089	28	6,241	8	5,179
SHELBY	158,990	[illegible]	281,512	33	44,175	8	16,857	39	95,609	31	63,472	22	9,961	17	7,741	18	8,631	38	19,910	13	10,312
SUMTER	35,035	49,448	53,807	2	1,582	13	7,625	26	18,581	7	5,317	12	4,295	7	999	1	1,649	12	3,704	4	2,347
TALLADEGA	231,514	317,884	342,851	21	17,217	15	36,492	63	96,799	48	82,535	33	13,364	53	20,287	30	12,069	57	21,646	23	14,428
Sylacauga	99,551	136,690	147,426	9	7,403	6	15,692	27	41,624	21	35,490	14	5,747	23	8,711	13	5,190	25	9,308	10	6,204
Talladega	92,606	127,154	137,140	8	6,887	6	14,597	25	38,720	19	33,014	13	5,346	21	8,103	12	4,828	23	8,658	9	5,771
TALLAPOOSA	106,867	145,272	157,634	18	11,803	6	13,099	31	38,621	23	33,395	18	4,933	21	11,099	20	10,993	24	9,790	11	8,834
Alexander City	75,876	103,143	111,920	13	8,380	4	9,300	22	27,421	16	23,710	13	3,502	15	7,880	14	7,805	17	6,951	8	6,272
TUSCALOOSA	578,491	748,222	795,273	35	60,170	20	107,298	112	187,028	67	169,475	78	48,804	99	47,832	66	34,302	126	67,423	29	23,304
Tuscaloosa	445,438	576,131	612,360	27	46,331	15	82,619	86	144,012	52	130,496	60	37,579	76	36,831	51	26,413	97	51,916	22	17,944
WALKER	247,584	336,622	361,467	25	19,690	13	28,157	47	77,921	42	127,744	34	11,053	49	24,127	26	14,452	53	20,765	24	15,354
Jasper	168,357	228,903	245,798	17	13,389	9	19,147	32	52,986	29	86,866	23	7,516	33	16,406	18	9,827	36	14,120	16	10,441
WASHINGTON	29,511	38,295	41,284	5	3,576	2	5,266	12	7,806	4	7,427	11	3,377	4	519	2	1,265	5	694	3	1,313
WILCOX	29,494	40,931	43,809	3	2,808	6	2,726	23	13,763	5	5,340	12	2,419	2	813	3	866	9	1,474	4	1,358
WINSTON	63,669	91,277	100,819	8	6,474	7	12,349	18	28,788	14	18,532	13	3,790	14	2,720	9	5,773	16	5,327	6	2,727

ALASKA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS............	3,227,327	4,542,740	4,776,197	134	638,160	86	501,192	297	918,382	135	791,228	176	204,175	207	183,552	166	234,372	749	598,694	63	201,267
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Anchorage, AK	1,794,843	2,532,826	2,657,056	51	385,942	13	345,949	91	391,206	57	521,991	75	117,837	104	121,042	90	155,501	307	324,340	26	124,982
COUNTIES, Cities																					
ALEUTIAN ISLANDS	12,084	14,030	14,784	1	1,189	3	428	4	7,237	0	497	1	466	0	21	0	135	5	1,828	0	272
ANCHORAGE	1,794,843	2,532,826	2,657,056	51	385,942	13	345,949	91	391,206	57	521,991	75	117,837	104	121,042	90	155,501	307	324,340	26	124,982
Anchorage	1,794,843	2,532,826	2,657,056	51	385,942	13	345,949	91	391,206	57	521,991	75	117,837	104	121,042	90	155,501	307	324,340	26	124,982
BETHEL	27,057	39,296	41,304	1	3,320	10	16,538	13	7,762	3	1,388	5	2,343	0	59	0	377	4	1,034	0	759
BRISTOL BAY	7,298	11,098	11,817	1	950	0	343	3	4,222	1	397	0	373	0	16	0	109	5	3,378	0	216
DILLINGHAM	10,087	13,466	13,895	1	1,116	2	403	6	6,763	1	467	2	437	0	19	0	127	4	1,941	0	255
FAIRBANKS NORTH STAR	465,739	628,724	662,132	16	75,835	9	74,301	22	116,724	25	156,916	27	25,685	18	17,943	23	34,676	92	74,927	10	30,606
Fairbanks	428,480	578,426	609,161	15	69,768	8	68,357	20	107,386	23	144,363	25	23,630	17	16,508	21	31,902	85	68,933	9	28,158
HAINES	11,268	19,827	21,991	3	4,048	1	637	2	5,138	1	738	2	693	1	31	0	201	8	1,954	0	404
JUNEAU	172,785	258,784	273,412	9	31,642	1	7,914	20	79,039	13	29,382	7	9,443	21	15,620	16	17,794	43	31,277	5	9,995
Juneau	169,329	253,608	267,944	9	31,009	1	7,756	20	77,458	13	28,794	7	9,254	21	15,308	16	17,438	42	30,651	5	9,795

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

ALASKA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KENAI PENINSULA	188,669	254,072	264,622	12	38,513	5	2,381	28	68,781	14	33,126	20	13,795	16	9,188	13	7,651	69	25,555	6	19,131
Kenai	58,487	78,762	82,033	4	11,939	2	738	9	21,322	4	10,269	6	4,276	5	2,848	4	2,372	21	7,922	2	5,931
KETCHIKAN GATEWAY	82,099	100,039	101,653	6	13,548	5	2,943	9	14,606	3	10,495	3	3,676	13	4,663	9	4,730	38	15,697	4	1,867
Ketchikan	74,710	91,035	92,504	5	12,329	5	2,678	8	13,291	3	9,550	3	3,345	12	4,243	8	4,304	35	14,284	4	1,699
KOBUK	21,966	35,004	38,013	1	3,056	6	9,971	7	12,153	0	1,277	0	1,198	0	53	0	348	3	3,867	0	699
KODIAK ISLAND	70,275	91,840	95,048	4	7,642	0	2,751	5	22,209	5	15,637	2	2,994	5	1,062	7	3,322	20	14,459	3	1,746
Kodiak	23,894	31,226	32,316	1	2,598	0	935	2	7,551	2	5,317	1	1,018	2	361	2	1,129	7	4,916	1	594
MATANUSKA-SUSITNA	100,315	178,499	197,315	9	39,813	3	5,711	12	67,038	5	6,634	10	10,631	5	5,125	3	6,055	37	16,850	2	3,624
NOME	31,358	54,146	59,105	2	4,751	6	9,096	16	25,402	0	1,987	2	1,861	2	84	1	541	9	6,564	1	1,085
NORTH SLOPE	33,817	62,394	67,000	0	3,959	4	1,425	2	11,505	0	1,657	0	1,551	0	69	0	451	15	42,130	0	904
PRINCE OF WALES-OUTER KETCHIKAN	11,649	16,003	17,005	1	1,367	1	493	10	8,114	0	571	1	535	0	25	0	156	7	3,732	0	312
SITKA	41,952	42,210	42,622	3	3,427	2	1,234	4	9,959	1	1,433	2	1,342	8	3,727	3	390	16	4,670	2	783
Sitka	41,532	41,788	42,196	3	3,393	2	1,222	4	9,859	1	1,419	2	1,329	8	3,690	3	386	16	4,623	2	775
SKAGWAY-YAKATUT ANGOON	11,504	15,781	16,478	1	1,325	4	476	5	5,001	0	553	0	519	0	23	0	151	12	3,035	0	302
S.E. FAIRBANKS	12,973	17,225	18,132	2	1,457	1	525	5	6,542	1	610	4	571	0	26	0	167	7	2,393	0	333
VALDEZ-CORDOVA	50,591	58,728	59,681	6	6,443	1	1,728	9	17,597	3	2,006	6	4,977	7	2,373	0	547	19	9,564	2	1,096
WADE HAMPTON	12,074	20,302	22,671	0	1,823	4	10,231	7	5,297	0	762	1	714	0	32	0	208	1	2,307	0	417
WRANGELL-PETERSBURG	32,334	36,822	37,658	4	3,553	1	1,089	5	16,857	2	1,266	2	1,186	7	2,291	1	344	15	3,775	2	692
YUKON-KOYUKUK	24,590	41,624	42,803	0	3,441	4	4,625	12	9,230	0	1,438	4	1,348	0	60	0	391	13	3,417	0	787

ARIZONA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	13,894,262	22,169,056	23,982,218	685	1,491,799	426	2,603,347	1,959	5,214,274	1,156	5,819,585	1,204	1,515,118	1,468	920,104	1,243	1,362,109	4,191	2,480,606	502	905,522
METRO AREAS (MSAs PMSAs CMSAs)																					
Phoenix, AZ	8,534,480	14,015,870	15,180,547	327	910,993	175	1,622,715	986	3,166,734	595	3,918,882	576	846,094	834	597,180	758	987,422	2,228	1,576,783	273	576,694
Tucson, AZ	2,593,915	4,074,882	4,389,584	116	236,746	64	573,118	427	926,039	235	1,100,031	189	243,204	304	178,460	253	263,160	825	462,563	104	169,003
COUNTIES, Cities																					
APACHE	83,338	140,512	152,952	5	5,883	14	20,800	28	47,007	8	9,006	20	26,355	3	4,717	3	410	25	9,044	2	5,525
COCHISE	281,162	397,330	425,467	24	19,448	19	45,665	68	109,012	31	108,192	40	25,122	46	19,105	32	14,916	134	38,738	16	14,999
Bisbee	16,870	23,840	25,528	1	1,167	1	2,740	4	6,541	2	6,492	2	1,507	3	1,146	2	895	8	2,324	1	900
Douglas	61,856	87,413	93,603	5	4,279	4	10,046	15	23,983	7	23,802	9	5,527	10	4,203	7	3,282	29	8,522	4	3,300
Sierra Vista	143,393	202,638	216,988	12	9,918	10	23,289	35	55,596	16	55,178	20	12,812	23	9,744	16	7,607	68	19,756	8	7,649
COCONINO	428,482	649,877	708,116	26	54,203	30	73,232	59	136,959	24	104,579	84	84,666	44	19,831	34	19,718	161	104,407	15	20,223
Flagstaff	282,798	428,919	467,357	17	35,774	20	48,333	39	90,393	16	69,022	55	55,880	29	13,088	22	13,014	106	68,909	10	13,347
GILA	142,882	201,192	214,851	16	14,243	11	15,289	36	73,128	20	41,377	19	13,583	16	6,457	7	2,239	71	20,637	7	7,761
GRAHAM	91,882	127,455	136,606	9	9,594	6	14,721	13	35,525	16	26,354	13	11,918	12	4,277	9	3,700	32	8,189	3	6,501
GREENLEE	20,804	42,864	45,638	1	2,974	5	2,425	5	19,156	3	8,169	7	4,117	2	1,305	3	1,320	14	2,360	2	1,529
MARICOPA	8,534,480	14,015,870	15,180,547	327	910,993	175	1,622,715	986	3,166,734	595	3,918,882	576	846,094	834	597,180	758	987,422	2,228	1,576,783	273	576,694
Chandler	170,690	280,317	303,611	7	18,220	4	32,454	20	63,335	12	78,378	12	16,922	17	11,944	15	19,748	45	31,536	5	11,534
Mesa	1,194,827	1,962,222	2,125,277	46	127,539	25	227,180	138	443,343	83	548,643	81	118,453	117	83,605	106	138,239	312	220,750	38	80,737
Phoenix	4,352,585	7,148,094	7,742,079	167	464,606	89	827,585	503	1,615,034	303	1,998,630	294	431,508	425	304,562	387	503,585	1,136	804,159	139	294,114
Scottsdale	938,793	1,541,746	1,669,860	36	100,209	19	178,499	108	348,341	65	431,077	63	93,070	92	65,690	83	108,616	245	173,446	30	63,436
Sun City	NO DATA AVAILABLE FOR THIS CITY																				
Tempe	768,103	1,261,428	1,366,249	29	81,989	16	146,044	89	285,006	54	352,699	52	76,148	75	53,746	68	88,868	201	141,910	25	51,902
MOHAVE	315,662	470,316	518,213	31	37,887	14	31,862	49	125,658	42	113,804	55	69,475	27	8,479	27	10,650	121	44,669	12	13,432
Kingman	160,988	239,861	264,289	16	19,322	7	16,250	25	64,086	21	58,040	28	35,432	14	4,324	14	5,432	62	22,781	6	6,850
NAVAJO	250,971	368,658	400,535	15	32,972	24	32,048	49	114,552	29	57,090	44	51,458	28	6,959	16	5,164	94	36,036	10	9,701
PIMA	2,593,915	4,074,882	4,389,584	116	236,746	64	573,118	427	926,039	235	1,100,031	189	243,204	304	178,460	253	263,160	825	462,563	104	169,003
Tucson	2,075,132	3,255,906	3,511,667	93	189,397	51	458,494	342	740,831	188	880,025	151	194,563	243	142,768	202	210,528	660	370,050	83	135,202
PINAL	278,527	442,564	477,645	31	45,981	15	27,197	80	141,960	47	77,881	46	47,667	33	11,286	17	8,620	121	41,776	20	25,227
Casa Grande	105,840	168,174	181,505	12	17,473	6	10,335	30	53,945	18	29,595	17	18,113	13	4,289	6	3,276	46	15,876	8	9,586
SANTA CRUZ	[illegible]	185,471	198,503	7	12,299	10	28,198	24	47,816	9	25,582	12	10,214	31	29,636	10	6,882	40	16,611	6	10,073
Nogales	111,139	155,796	166,743	6	10,331	8	23,686	20	40,165	8	21,489	10	8,580	26	24,894	8	5,781	34	13,953	5	8,461
YAVAPAI	312,191	473,221	513,909	47	62,818	20	52,001	55	133,460	36	80,477	52	32,297	39	8,982	36	14,586	168	52,113	15	17,996
Prescott	159,217	241,343	262,094	24	32,037	10	26,521	28	68,065	18	41,043	27	16,471	20	4,581	18	7,439	86	26,578	8	9,178
YUMA	427,658	578,844	619,652	30	45,758	19	64,076	80	137,268	61	148,161	47	48,948	49	23,430	38	23,322	157	66,678	17	26,858
Yuma	312,190	422,556	452,346	22	33,403	14	46,775	58	100,206	45	108,158	34	35,732	36	17,104	28	17,025	115	48,675	12	19,606

ARKANSAS RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,113,502	12,902,419	13,907,044	797	902,357	521	1,775,696	1,960	2,795,738	1,278	3,537,436	1,216	778,687	1,477	686,120	927	586,027	2,512	972,100	653	390,903
METRO AREAS (MSAs PMSAs CMSAs)																					
Fayetteville-Springdale, AR	498,362	725,567	788,298	37	53,410	20	104,064	90	147,549	60	200,060	42	32,813	72	31,373	50	34,443	147	67,504	22	15,866
Little Rock-North Little Rock, AR	2,336,498	3,415,200	3,665,640	137	221,181	71	495,106	326	669,094	249	1,070,902	254	219,070	336	233,472	217	187,534	531	290,927	110	[illegible]

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

ARKANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Pine Bluff, AR	370,467	512,760	545,615	23	39,016	21	75,025	83	115,203	51	148,444	41	26,092	65	35,163	47	23,934	95	33,714	22	15,662
Fort Smith, AR-OK	744,543	1,095,055	1,183,186	59	91,998	34	152,342	159	210,667	88	311,538	85	77,509	121	57,549	68	56,790	221	96,248	44	27,341
COUNTIES, Cities																					
ARKANSAS	95,999	129,807	138,343	17	9,923	9	15,430	21	34,360	17	26,376	17	7,430	23	7,486	15	5,448	30	6,519	8	3,817
Stuttgart	69,119	93,461	99,607	12	7,145	6	11,110	15	24,739	12	18,991	12	5,350	17	5,390	11	3,923	22	4,694	6	2,748
ASHLEY	76,260	109,922	118,382	6	5,408	8	15,267	17	28,785	15	36,377	9	2,483	14	6,087	8	4,279	12	5,105	11	4,927
BAXTER	110,635	153,178	165,023	16	12,196	8	22,463	19	36,565	15	35,055	14	3,940	20	7,125	17	10,759	33	10,742	11	7,462
Mountain Home	101,784	140,924	151,821	15	11,220	7	20,666	17	33,640	14	32,251	13	3,625	18	6,555	16	9,898	30	9,883	10	6,865
BENTON	300,272	469,391	514,963	36	45,695	10	67,982	54	119,111	40	139,265	41	30,294	42	17,948	36	29,339	91	32,513	19	10,282
Bentonville	60,054	93,878	102,993	7	9,139	2	13,596	11	23,822	8	27,853	8	6,059	8	3,590	7	5,868	18	6,503	4	2,056
Rogers	132,120	206,532	226,584	16	20,106	4	29,912	24	52,409	18	61,277	18	13,329	18	7,897	16	12,909	40	14,306	8	4,524
BOONE	127,565	186,243	201,942	12	18,211	8	28,390	21	42,857	24	59,300	16	3,130	26	12,148	12	8,687	35	13,352	9	6,650
Harrison	109,706	160,169	173,670	10	15,661	7	24,415	18	36,857	21	50,998	14	2,692	22	10,447	10	7,471	30	11,483	8	5,719
BRADLEY	38,405	50,536	54,090	5	4,007	3	4,215	12	14,638	7	11,194	7	2,494	14	3,581	4	1,121	10	2,077	4	2,415
CALHOUN	10,351	13,885	15,765	2	940	1	2,081	7	5,225	3	2,475	3	807	1	181	1	277	5	299	1	614
CARROLL	59,775	92,621	102,614	8	9,518	5	13,547	17	27,916	9	15,092	12	3,834	6	1,175	6	2,626	43	8,519	10	2,288
CHICOT	43,224	56,647	60,354	9	4,965	8	3,078	22	16,619	13	16,539	8	4,059	5	1,045	3	1,064	12	2,744	7	2,513
CLARK	102,428	149,190	160,780	9	5,871	6	20,864	21	27,596	12	56,752	20	15,533	21	5,970	10	3,151	31	12,260	6	4,340
Arkadelphia	88,088	128,303	138,271	8	5,049	5	17,943	18	23,733	10	48,807	17	13,358	18	5,134	9	2,710	27	10,544	5	3,732
CLAY	45,904	54,922	59,263	7	2,437	8	7,806	19	16,287	12	13,342	7	2,194	9	1,039	6	847	21	2,880	8	3,279
CLEBURNE	55,177	83,932	92,584	9	9,854	8	14,899	15	15,028	9	29,515	12	3,970	8	1,256	7	2,614	20	4,027	5	2,333
CLEVELAND	6,176	7,829	8,406	2	501	0	1,110	3	1,537	1	1,321	3	430	1	97	0	147	2	107	1	328
COLUMBIA	96,063	124,979	133,530	7	6,328	6	21,165	31	28,473	14	25,618	14	4,749	27	12,920	9	9,715	30	8,807	8	4,304
Magnolia	86,457	112,481	120,177	6	5,695	5	19,049	28	25,626	13	23,056	13	4,274	24	11,628	8	8,744	27	7,926	7	3,874
CONWAY	86,291	118,644	127,998	5	2,826	5	15,984	20	24,226	12	48,087	11	5,738	8	3,924	8	3,687	19	4,325	6	2,598
CRAIGHEAD	312,778	448,479	485,705	30	36,359	13	75,479	64	88,340	38	114,273	41	14,253	51	35,566	35	23,313	79	44,419	20	15,274
Jonesboro	278,372	399,146	432,277	27	32,360	12	67,176	57	78,623	34	101,703	36	12,685	45	31,654	31	20,749	70	39,533	18	13,594
CRAWFORD	91,081	153,038	172,850	10	9,337	7	22,818	24	35,465	11	37,240	13	16,521	9	1,760	7	7,807	31	16,321	9	4,413
CRITTENDEN	267,790	339,450	359,899	13	18,969	11	23,510	44	55,225	30	89,562	43	84,969	29	8,057	12	9,062	45	16,902	8	9,640
West Memphis	198,165	251,193	266,325	10	14,037	8	17,397	33	40,867	22	66,276	32	62,877	21	5,962	9	6,706	33	12,507	6	7,134
CROSS	65,772	86,493	92,277	7	6,215	5	11,921	22	27,115	11	19,672	9	3,393	6	2,075	7	1,967	22	4,621	5	1,736
DALLAS	36,394	47,134	50,436	6	2,987	6	7,195	15	11,107	12	14,166	5	1,909	14	1,752	4	1,915	11	2,066	4	1,420
DESHA	93,262	123,738	131,769	5	3,000	11	17,593	32	26,120	13	62,526	10	3,528	9	2,328	9	2,926	19	3,740	7	2,450
DREW	55,044	75,557	81,890	6	6,959	5	10,811	15	17,118	10	22,505	10	4,486	12	2,557	6	2,514	13	5,007	4	2,148
FAULKNER	178,472	265,602	293,507	14	40,616	5	30,150	30	55,582	25	61,166	26	21,993	34	20,023	24	15,321	49	26,477	11	6,666
Conway	164,194	244,354	270,026	13	37,367	5	27,738	28	51,135	23	56,273	24	20,234	31	18,421	22	14,095	45	24,359	10	6,133
FRANKLIN	38,513	53,049	57,588	4	2,923	3	7,602	15	14,757	6	15,104	7	2,329	3	615	3	1,262	13	4,804	5	2,258
FULTON	20,587	25,426	27,364	3	595	5	2,107	4	7,215	6	2,898	8	2,844	8	468	1	483	12	1,687	6	1,907
GARLAND	368,754	508,390	542,289	33	27,996	17	83,588	53	99,898	42	138,736	44	24,608	71	23,294	38	18,617	130	58,414	26	15,565
Hot Springs	339,254	467,719	498,906	30	25,756	16	76,901	49	91,906	39	127,637	40	22,639	65	21,430	35	17,128	120	53,741	24	14,320
GRANT	28,512	35,513	38,532	5	3,515	5	5,087	8	8,844	7	6,391	9	2,656	5	464	3	298	11	2,060	2	1,502
GREENE	104,119	141,117	154,731	12	13,445	5	23,051	22	27,527	18	34,724	11	2,987	21	9,717	14	6,807	40	11,507	10	4,873
Paragould	90,584	122,772	134,616	10	11,697	4	20,054	19	23,948	16	30,210	10	2,599	18	8,454	12	5,922	35	10,011	9	4,240
HEMPSTEAD	69,541	91,374	98,094	7	6,997	4	10,679	23	27,109	13	20,665	13	5,966	14	5,462	9	2,993	17	6,083	8	2,983
Hope	59,110	77,668	83,380	6	5,947	3	9,077	20	23,043	11	17,565	11	5,071	12	4,643	8	2,544	14	5,171	7	2,536
HOT SPRING	84,719	123,522	132,090	10	3,848	3	14,982	19	24,934	17	40,380	18	15,517	14	5,554	7	3,392	18	7,149	6	2,913
Malvern	72,858	106,229	113,597	9	3,309	3	12,885	16	21,443	15	34,727	15	13,345	12	4,776	6	2,917	15	6,148	5	2,505
HOWARD	54,453	82,056	90,973	5	2,842	5	12,010	20	18,486	14	30,792	11	4,779	10	3,534	4	2,876	13	3,226	6	3,141
INDEPENDENCE	109,149	162,712	179,016	15	22,522	6	23,971	21	40,101	17	47,854	8	3,296	25	8,019	18	7,387	23	9,526	11	5,106
Batesville	92,777	138,305	152,164	13	19,144	5	20,375	18	34,086	14	40,676	7	2,802	21	6,816	15	6,279	20	8,097	9	4,340
IZARD	28,386	40,563	44,712	4	3,821	1	5,474	8	12,539	5	15,088	8	1,756	5	631	2	730	4	604	3	1,835
JACKSON	76,553	102,571	109,018	9	5,896	6	14,392	20	24,725	13	25,404	13	4,028	17	7,450	6	3,444	31	8,385	8	3,985
Newport	72,725	97,442	103,567	9	5,601	6	13,672	19	23,489	12	24,134	12	3,827	16	7,078	6	3,272	29	7,966	8	3,786
JEFFERSON	370,467	512,760	545,615	23	39,016	21	75,025	83	115,203	51	148,444	41	26,092	65	35,163	47	23,934	95	33,714	22	15,662
Pine Bluff	337,125	466,612	496,510	21	35,505	19	68,273	76	104,835	46	135,084	37	23,744	59	31,998	43	21,780	86	30,680	20	14,252
JOHNSON	52,345	76,547	84,035	6	1,560	2	11,094	18	19,891	6	31,254	10	4,641	9	2,015	5	3,056	13	3,351	6	2,413
LAFAYETTE	19,760	24,477	25,866	4	1,072	3	3,414	17	8,354	5	3,519	5	1,400	5	2,394	3	456	5	675	4	1,008
LAWRENCE	56,773	71,824	78,973	2	4,707	4	10,425	16	15,870	8	28,900	11	5,203	7	903	4	2,453	20	3,347	7	2,566
LEE	24,614	34,219	35,879	3	1,047	3	4,737	11	10,135	6	8,220	6	1,206	8	1,145	3	631	9	2,139	4	1,937
LINCOLN	20,367	27,283	29,099	2	1,734	4	690	12	8,937	7	11,325	4	688	1	333	1	513	2	368	2	1,134
LITTLE RIVER	36,274	52,871	57,125	2	3,162	3	7,000	11	14,825	13	21,559	8	2,381	3	1,110	3	938	7	1,702	4	1,591
LOGAN	59,294	78,215	84,648	8	4,840	6	10,566	14	16,190	11	35,907	7	449	12	2,831	7	2,269	25	4,786	5	2,578
LONOKE	105,629	142,665	154,943	10	8,490	11	13,399	20	40,968	26	53,905	24	8,587	16	3,732	7	1,780	17	3,432	11	6,282
MADISON	23,165	34,074	37,647	4	3,373	2	4,971	9	9,140	6	3,883	3	1,927	3	877	2	664	11	1,616	3	1,230
MARION	13,791	22,055	25,186	1	1,423	2	3,150	6	11,680	2	3,746	2	1,221	1	273	0	420	6	1,083	3	930
MILLER	155,315	231,018	249,260	8	14,860	5	32,905	36	78,370	9	12,096	19	22,989	23	12,832	12	9,334	57	21,508	7	9,678
Texarkana, AR-Texarkana, TX	565,347	840,906	907,306	29	54,090	18	119,774	131	285,267	33	44,029	69	83,680	84	46,708	44	33,976	207	78,289	25	35,228
MISSISSIPPI	191,829	248,278	267,460	20	10,023	12	41,846	42	51,607	29	86,793	37	11,990	30	13,886	24	9,451	55	15,750	11	8,157
Blytheville	124,689	161,381	173,849	13	6,515	8	27,200	27	33,545	19	56,415	24	7,794	20	9,026	16	6,143	36	10,238	7	5,302
MONROE	51,238	58,805	62,277	6	5,763	4	8,221	18	14,018	10	11,288	12	5,178	8	1,762	5	1,523	18	5,292	7	1,517
MONTGOMERY	12,496	16,069	17,489	3	1,042	4	1,086	6	3,843	4	2,234	1	895	1	200	2	308	5	987	1	681
NEVADA	26,012	31,218	33,074	2	1,972	2	4,366	11	8,780	5	9,691	5	1,214	5	1,387	4	2,175	7	1,077	4	1,195
NEWTON	6,139	8,166	8,976	3	1,044	0	1,185	5	2,102	0	1,409	1	459	0	102	0	158	4	798	1	349
OUACHITA	127,300	184,774	198,083	18	15,002	7	20,913	33	45,356	20	56,946	15	4,792	22	10,974	12	9,324	37	11,075	13	6,406
Camden	70,015	101,626	108,946	10	8,251	4	11,502	18	24,946	11	31,320	8	2,636	12	6,036	7	5,128	20	6,091	7	3,523
PERRY	6,910	9,867	10,781	3	746	0	1,423	5	3,919	1	1,593	2	552	0	123	0	190	3	372	1	420
PHILLIPS	115,150	154,274	162,316	12	7,805	10	16,217	43	40,450	22	54,705	12	5,696	33	8,829	14	5,027	27	6,542	13	5,573
Helena	54,121	72,509	76,289	6	3,668	5	7,622	20	19,012	10	25,711	6	2,677	16	4,150	7	2,363	13	3,075	6	2,619
West Helena	41,454	55,539	58,434	4	2,810	4	5,838	15	14,562	8	19,694	4	2,051	12	3,178	5	1,810	10	2,355	5	2,006
PIKE	30,239	36,146	38,674	8	4,112	5	2,347	13	11,610	7	9,289	4	1,980	2	443	3	682	10	971	4	1,555
POINSETT	70,782	81,647	86,987	9	5,199	9	8,419	22	17,679	12	16,695	13	4,297	8	720	9	2,657	35	4,715	9	5,985
POLK	56,411	72,429	77,749	9	4,840	5	10,264	20	18,809	12	23,733	11	2,655	8	2,182	5	2,749	16	3,640	6	2,422
Mena	46,257	59,392	63,754	7	3,969	4	8,416	16	15,423	10	19,461	9	2,177	7	1,789	4	2,254	13	2,985	5	1,986
POPE	194,052	285,504	311,959	14	25,149	11	37,292	21	58,174	31	110,885	24	12,637	25	15,847	21	13,762	45	22,332	12	8,556
Russellville	170,766	251,244	274,524	12	22,131	10	32,817	18	51,193	27	97,579	21	11,121	22	13,945	18	12,111	40	19,652	11	7,529
PRAIRIE	25,920	35,869	38,863	4	1,775	2	5,131	10	6,938	8	14,357	8	2,139	5	1,045	2	685	8	1,622	3	1,867
PULASKI	1,901,718	2,793,157	2,986,372	99	153,797	48	425,935	247	516,326	172	875,868	178	177,691	265	202,145	174	161,793	428	249,886	79	62,433
Little Rock	1,141,031	1,675,894	1,791,823	59	92,278	29	255,561	148	309,796	103	525,521	107	106,615	150	121,287	104	97,076	257	149,932	47	37,460
North Little Rock	532,481	782,084	836,184	28	43,063	13	119,262	69	144,571	48	245,243	50	49,753	74	56,601	49	45,302	120	69,968	22	17,481
RANDOLPH	38,464	48,951	53,392	3	3,183	3	7,048	20	15,075	8	13,236	8	1,259	6	1,711	8	2,101	12	2,595	6	1,578

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ARKANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
ST. FRANCIS	118,178	162,747	175,666	6	10,473	9	15,669	36	35,711	15	28,946	17	20,425	14	5,847	10	6,763	24	11,071	8	4,916
Forrest City	75,634	104,158	112,426	4	6,703	6	10,028	23	22,855	10	18,525	11	13,072	9	3,742	6	4,328	15	7,085	5	3,146
SALINE	150,679	213,776	230,818	14	18,278	7	25,622	29	56,218	26	79,963	26	10,799	21	7,572	12	8,640	37	11,132	9	7,341
Benton	131,091	185,985	200,812	12	15,902	6	22,291	25	48,910	23	69,568	23	9,395	18	6,588	10	7,517	32	9,685	8	6,387
SCOTT	19,885	27,709	30,297	2	1,807	2	4,000	13	4,612	5	8,713	4	939	5	624	2	534	9	2,090	4	1,699
SEARCY	16,938	22,685	24,756	3	1,475	5	1,623	6	5,846	2	3,887	5	1,227	2	283	1	435	8	922	2	965
SEBASTIAN	568,670	816,438	872,144	41	73,341	22	115,134	102	135,301	65	242,104	61	47,435	107	53,236	57	44,401	159	73,240	28	21,217
Fort Smith	551,610	791,945	845,980	40	71,141	21	111,680	99	131,242	63	234,841	59	46,012	104	51,639	55	43,069	154	71,043	27	20,580
SEVIER	39,838	52,535	56,607	6	3,991	4	7,473	15	5,103	7	13,085	7	6,795	7	1,303	2	997	15	3,685	6	3,912
De Queen	26,691	35,198	37,927	4	2,674	3	5,007	10	3,419	5	8,767	5	4,553	5	873	1	668	10	2,469	4	2,621
SHARP	29,317	39,259	42,747	0	2,548	2	5,643	7	8,458	4	6,253	4	1,500	3	489	8	3,440	18	3,148	5	1,012
STONE	25,820	36,062	39,800	3	2,373	7	4,749	3	9,324	6	15,855	5	1,279	5	441	1	702	11	2,193	1	1,552
UNION	213,015	285,270	305,672	17	18,181	12	21,559	46	64,713	27	94,198	28	12,964	50	23,106	27	16,019	46	18,213	16	11,570
El Dorado	181,063	242,480	259,821	14	15,454	10	18,325	39	55,006	23	80,068	24	11,019	43	19,640	23	13,616	39	15,481	14	9,835
VAN BUREN	35,337	46,616	50,907	4	4,392	5	1,210	15	14,280	8	19,281	5	1,256	4	864	3	897	10	2,479	5	1,971
WASHINGTON	498,362	725,567	788,298	37	53,410	20	104,064	90	147,549	60	200,060	42	32,813	72	31,373	50	34,443	147	67,504	22	15,866
Fayetteville	294,034	428,085	465,096	22	31,512	12	61,398	53	87,054	35	118,035	25	19,360	42	18,510	30	20,321	87	39,827	13	9,361
Springdale	144,525	210,414	228,606	11	15,489	6	30,179	26	42,789	17	58,017	12	9,516	21	9,098	15	9,988	43	19,576	6	4,601
WHITE	205,520	302,220	329,051	19	15,093	15	29,876	48	65,175	38	137,900	25	12,996	25	13,032	21	10,689	52	19,603	14	9,602
Searcy	147,974	217,598	236,917	14	10,867	11	21,511	35	46,926	27	99,288	18	9,357	18	9,383	15	7,696	37	14,114	10	6,913
WOODRUFF	24,416	33,972	36,812	5	2,892	3	4,860	14	9,423	6	5,781	4	1,225	5	945	3	1,032	10	1,004	5	1,958
YELL	36,669	56,891	63,964	6	9,845	4	8,444	9	8,346	7	14,376	11	3,913	4	733	2	1,127	14	3,167	7	3,654

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	123,945,914	187,662,811	202,184,892	1,531	10,791,437	2,262	23,111,805	16,749	40,681,335	8,798	45,739,973	10,625	11,545,414	14,031	9,834,075	10,376	11,966,641	36,734	22,428,487	4,308	8,378,131
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Anaheim-Santa Ana	11,684,897	18,953,103	20,804,666	399	1,148,693	151	2,532,798	1,125	3,832,776	718	4,987,417	882	1,130,181	1,183	1,077,982	922	1,247,570	3,016	2,484,949	358	697,805
Bakersfield	2,082,023	2,842,726	3,055,795	101	188,064	64	286,984	365	686,925	205	694,314	239	247,628	211	117,322	160	158,152	651	314,523	76	121,896
Chico	692,494	994,761	1,074,100	70	91,435	26	100,637	132	281,003	90	199,594	73	41,898	99	40,739	69	50,454	242	105,561	34	67,101
Fresno	2,563,905	3,631,534	3,897,777	135	215,840	65	438,432	462	828,734	250	940,657	262	225,282	293	172,775	214	219,390	796	349,926	98	218,151
Los Angeles-Long Beach	38,399,189	57,037,687	60,846,181	1,223	2,594,252	521	6,821,347	4,398	11,972,763	2,211	14,159,462	3,032	3,301,053	4,383	3,272,513	2,966	3,916,790	10,416	6,773,349	1,366	2,347,013
Merced	534,240	725,294	784,694	43	47,012	22	81,312	91	159,151	60	191,029	73	73,471	64	21,684	43	24,658	194	72,692	23	43,243
Modesto	1,303,641	1,778,471	1,905,406	94	135,056	37	234,981	236	425,122	120	358,314	113	108,892	160	90,090	132	132,008	362	161,079	56	110,963
Oakland	9,127,207	14,093,058	15,230,050	384	765,921	152	1,917,665	1,212	3,090,717	625	3,480,884	741	829,245	940	671,676	777	880,262	2,558	1,486,706	284	715,594
Oxnard-[illegible]	2,589,477	3,690,742	4,014,903	126	216,356	49	515,675	297	865,640	230	1,078,808	221	227,361	271	157,078	224	181,719	645	348,695	95	163,337
Redding	602,970	868,610	935,850	63	86,276	25	84,802	123	212,434	61	171,614	86	86,891	81	34,081	49	31,986	230	74,071	26	66,880
Riverside-San Bernardino	7,521,341	11,630,203	12,615,662	465	898,937	182	1,529,173	1,111	2,782,043	720	2,823,526	767	851,153	787	495,727	654	610,867	2,191	1,301,875	249	460,325
Sacramento	5,972,565	9,026,915	9,747,242	326	619,844	102	1,084,498	837	2,039,278	505	2,294,028	507	595,697	543	368,085	492	565,270	1,940	1,055,013	203	472,845
Salinas-Seaside-Monterey	1,425,924	2,028,084	2,161,393	75	127,188	29	209,226	237	387,240	121	514,512	146	138,837	225	133,975	150	120,096	496	254,386	50	98,224
San Diego	9,478,827	14,315,456	15,462,228	372	760,348	157	2,043,910	1,230	2,891,836	658	3,766,624	716	903,529	1,125	717,162	831	986,895	2,855	1,748,124	286	545,468
San Franci	9,113,128	14,008,271	14,921,665	311	603,189	163	1,657,542	1,476	2,755,981	379	2,780,456	605	649,624	1,139	961,969	801	917,741	3,320	2,219,295	323	570,704
San Jose	7,487,855	12,390,643	13,434,633	256	664,997	116	1,796,814	838	2,489,516	487	3,157,610	568	747,830	773	659,586	572	928,322	1,862	1,418,301	190	559,051
Santa Barbara-Santa Maria-Lomp	1,846,926	2,938,469	3,219,029	110	178,335	31	285,018	226	573,474	128	570,022	175	192,972	262	150,942	192	192,758	527	369,315	65	132,728
Santa Cruz	990,619	1,601,271	1,754,358	62	172,728	23	135,931	196	401,463	84	366,476	90	93,259	142	69,962	102	85,235	379	205,563	29	82,983
Santa Rosa-Petaluma	1,613,867	2,572,350	2,825,642	128	255,713	36	290,031	284	639,626	133	537,319	170	184,840	196	101,893	173	150,690	515	275,834	60	160,288
Stockton	1,596,769	2,199,864	2,348,492	95	139,805	34	264,896	260	506,134	162	537,037	168	153,283	168	100,488	157	129,011	564	234,443	83	125,079
Vallejo-Fairfield-Napa	1,462,603	2,213,573	2,371,979	90	145,256	31	216,556	235	559,066	131	514,472	152	161,974	160	76,957	149	114,593	494	281,508	46	133,065
Visalia-Tulare-Porterville	1,077,044	1,432,964	1,536,602	74	104,969	31	178,016	211	362,841	136	365,843	108	89,203	142	64,852	111	76,334	355	121,542	49	75,352
Yuba City	422,899	544,701	580,166	26	51,001	17	87,455	89	138,586	49	111,223	40	27,482	53	22,801	49	25,826	154	55,077	16	26,088
COUNTIES, Cities																					
ALAMEDA	5,615,563	8,530,323	9,189,295	208	409,648	87	1,072,778	809	1,788,288	403	2,188,464	452	479,068	571	367,478	498	517,085	1,704	980,771	186	416,799
Alameda	450,930	684,985	737,900	17	32,895	7	86,144	65	143,600	32	175,734	36	38,469	46	29,508	40	41,522	137	78,756	15	33,469
Dublin	NO DATA AVAILABLE FOR THIS CITY																				
Fremont	774,948	1,177,185	1,268,123	29	56,531	12	148,043	112	246,784	56	302,008	62	66,111	79	50,712	69	71,358	235	135,346	26	57,518
Hayward	710,930	1,079,939	1,163,365	26	51,861	11	135,814	102	226,397	51	277,060	57	60,650	72	46,523	63	65,463	216	124,166	24	52,767
Livermore	202,160	307,092	330,815	7	14,747	3	38,620	29	64,378	15	78,785	16	17,246	21	13,229	18	18,615	61	35,308	7	15,005
Newark	130,843	198,757	214,111	5	9,545	2	24,996	19	41,667	9	50,991	11	11,162	13	8,562	12	12,048	40	22,852	4	9,711
Oakland	1,420,737	2,158,172	2,324,892	53	103,641	22	271,413	205	452,437	102	553,681	114	121,204	144	92,972	126	130,823	431	248,135	47	105,450
Pleasanton	161,728	245,673	264,652	6	11,798	3	30,896	23	51,503	12	63,028	13	13,797	16	10,583	14	14,892	49	28,246	5	12,004
ALPINE	3,084	5,232	5,778	0	0	1	135	1	1,588	0	83	1	530	0	95	0	83	6	2,758	0	176
AMADOR	108,758	152,507	164,623	18	15,382	4	3,012	32	45,232	14	56,321	15	7,884	11	2,684	9	4,319	59	12,285	8	5,731
BUTTE	692,494	994,761	1,074,100	70	91,435	26	100,637	132	281,003	90	199,594	73	41,898	99	40,739	69	50,454	242	105,561	34	67,101
Chico	329,281	473,009	510,735	33	43,477	12	47,853	63	133,617	43	94,907	35	19,922	47	19,371	33	23,991	115	50,194	16	31,907
Oroville	154,703	222,230	239,954	16	20,427	6	22,482	29	62,776	20	44,589	16	9,360	22	9,101	15	11,271	54	23,582	8	14,990
CALAVERAS	73,733	104,086	113,415	11	15,489	6	4,932	28	36,211	8	10,646	15	10,165	9	1,190	10	4,537	47	8,951	8	3,506
COLUSA	42,429	46,140	48,977	8	4,410	1	1,150	15	14,149	10	9,751	14	4,714	7	1,514	3	1,030	28	5,850	3	2,727
Colusa	25,190	27,393	29,078	5	2,618	1	683	9	8,400	6	5,789	8	2,799	4	899	2	612	17	3,473	2	1,619
CONTRA COSTA	3,511,644	5,562,735	6,040,755	176	356,273	65	844,887	403	1,302,429	222	1,292,420	289	350,177	369	304,198	279	363,177	854	505,935	98	298,795
Antioch	214,913	340,439	369,694	11	21,804	4	51,707	25	79,709	14	79,096	18	21,431	23	18,617	17	22,226	52	30,963	6	18,286
Martinez	66,721	105,692	114,774	3	6,769	1	16,053	8	24,746	4	24,556	5	6,653	7	5,780	5	6,900	16	9,613	2	5,677
Pinole	75,149	119,043	129,272	4	7,624	1	18,081	9	27,872	5	27,658	6	7,494	8	6,510	6	7,772	18	10,827	2	6,394

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Pittsburg	114,480	181,345	196,929	6	11,614	2	27,543	13	42,459	7	42,133	9	11,416	12	9,917	9	11,840	28	16,493	3	9,741
Walnut Creek	642,982	1,018,537	1,106,062	32	65,234	12	154,699	74	238,475	41	236,642	53	64,117	68	55,699	51	66,498	156	92,637	18	54,709
DEL NORTE	72,878	86,482	91,539	7	8,866	5	3,631	27	27,012	8	11,362	14	5,929	6	2,112	7	4,199	48	12,157	3	5,435
EL DORADO	429,823	594,814	644,740	41	50,993	9	18,646	71	166,744	41	81,555	49	55,385	54	22,958	45	21,745	172	81,983	20	51,986
South Lake Tal	160,754	222,460	241,133	15	19,071	3	6,974	27	62,362	15	30,502	18	20,714	20	8,586	17	8,133	64	30,662	7	19,443
FRESNO	2,563,905	3,631,534	3,897,777	135	215,840	65	438,432	462	828,734	250	940,657	262	225,282	293	172,775	214	219,390	796	349,926	98	218,151
Fresno	1,761,916	2,495,590	2,678,552	93	148,325	45	301,290	317	569,506	172	646,419	180	154,814	201	118,731	147	150,765	547	240,469	67	149,913
GLENN	77,993	81,078	86,733	16	9,415	3	2,037	25	22,360	11	14,522	19	9,829	9	4,167	6	2,131	38	9,114	6	2,282
HUMBOLDT	525,863	718,213	764,351	48	70,885	21	38,196	135	203,875	59	139,616	62	41,618	68	39,115	50	26,981	214	72,929	24	53,457
Eureka	283,703	387,476	412,367	26	38,242	11	20,607	73	109,991	32	75,323	33	22,453	37	21,103	27	14,556	115	39,345	13	28,840
IMPERIAL	423,866	501,557	525,617	27	30,084	18	61,696	88	151,091	52	98,197	45	27,213	84	34,549	27	16,746	133	37,658	17	29,280
Brawley	70,319	83,208	87,200	4	4,991	3	10,235	15	25,066	9	16,291	7	4,515	14	5,732	4	2,778	22	6,247	3	4,858
El Centro	176,583	208,949	218,972	11	12,533	7	25,703	37	62,945	22	40,909	19	11,337	35	14,393	11	6,976	55	15,688	7	12,198
INYO	129,670	176,422	189,507	13	14,229	6	3,702	16	40,264	9	30,236	34	28,384	14	7,293	12	4,215	39	22,156	5	4,901
KERN	2,082,023	2,842,726	3,055,795	101	188,064	64	286,984	365	686,925	205	694,314	239	247,628	211	117,322	160	158,152	651	314,523	76	121,896
Bakersfield	1,155,106	1,577,144	1,695,355	56	104,338	36	159,219	203	381,106	114	385,205	133	137,384	117	65,090	89	87,743	361	174,497	42	67,628
Ridgecrest	115,760	158,056	169,902	6	10,456	4	15,956	20	38,193	11	38,604	13	13,768	12	6,523	9	8,793	36	17,487	4	6,777
Taft	58,505	79,881	85,868	3	5,285	2	8,064	10	19,303	6	19,510	7	6,958	6	3,297	4	4,444	18	8,838	2	3,425
KINGS	263,484	376,369	404,735	19	16,339	12	32,483	51	91,492	38	98,532	34	28,615	49	16,004	23	18,321	101	41,378	15	27,731
Hanford	173,083	247,237	265,870	12	10,733	8	21,338	34	60,101	25	64,726	22	18,797	32	10,513	15	12,035	66	27,181	10	18,216
LAKE	161,802	253,254	279,953	17	24,493	11	14,127	38	100,317	27	45,088	22	9,328	13	2,156	11	4,275	81	20,714	8	24,851
Lakeport	69,898	109,406	120,940	7	10,581	5	6,103	16	43,337	12	19,478	10	4,030	6	931	5	1,847	35	8,948	3	10,736
LASSEN	88,976	125,954	136,487	16	12,105	6	4,555	23	46,616	14	20,154	12	8,655	12	4,468	7	3,123	42	14,353	5	4,148
LOS ANGELES	38,399,189	57,037,687	60,846,181	1,223	2,594,252	521	6,821,347	4,398	11,972,763	2,211	14,159,462	3,032	3,301,053	4,383	3,272,513	2,966	3,916,790	10,416	6,773,349	1,366	2,347,013
Arcadia	345,593	513,339	547,616	11	23,348	5	61,392	40	107,755	20	127,435	27	29,709	39	29,453	27	35,251	94	60,960	12	21,123
Baldwin Park	95,998	142,594	152,115	3	6,486	1	17,053	11	29,932	6	35,399	8	8,253	11	8,181	7	9,792	26	16,933	3	5,868
Bell	81,406	120,920	128,994	3	5,500	1	14,461	9	25,382	5	30,018	6	6,998	9	6,938	6	8,304	22	14,359	3	4,976
Covina	426,231	633,118	675,393	14	28,796	6	75,717	49	132,898	25	157,170	34	36,642	49	36,325	33	43,476	116	75,184	15	26,052
Glendale	1,113,576	1,654,093	1,764,539	35	75,233	15	197,819	128	347,210	64	410,624	88	95,731	127	94,903	86	113,587	302	196,427	40	68,063
Glendora	287,994	427,783	456,346	9	19,457	4	51,160	33	89,796	17	106,196	23	24,758	33	24,544	22	29,376	78	50,800	10	17,603
Hermosa Beach	157,437	233,855	249,469	5	10,636	2	27,968	18	49,088	9	[illegible],054	12	13,534	18	13,417	12	16,059	43	27,771	6	9,623
Long Beach	1,562,847	2,321,434	2,476,440	50	105,586	21	277,629	179	487,291	90	[illegible],290	123	134,353	178	133,191	121	159,413	424	275,675	56	95,523
Los Angeles	14,288,338	21,223,723	22,640,864	455	965,321	194	2,538,223	1,636	4,455,065	823	5,268,736	1,128	1,228,322	1,631	1,217,702	1,104	1,457,438	3,876	2,520,363	508	873,324
Manhattan Bea	303,354	450,598	480,685	10	20,495	4	53,889	35	94,585	17	111,860	24	26,078	35	25,853	23	30,943	82	53,509	11	18,541
Palmdale	80,638	119,779	127,777	3	5,448	1	14,325	9	25,143	5	29,735	6	6,932	9	6,872	6	8,225	22	14,224	3	4,929
Pasadena	983,019	1,460,165	1,557,662	31	66,413	13	174,626	113	306,503	57	362,482	78	84,507	112	83,776	76	100,270	267	173,398	35	60,084
Pomona	456,950	678,748	724,070	15	30,872	6	81,174	52	142,476	26	168,498	36	39,283	52	38,943	35	46,610	124	80,603	16	27,929
Quartz Hill Red	344,441	511,628	545,790	11	23,270	5	61,187	39	107,396	20	127,010	27	29,610	39	29,354	27	35,134	93	60,757	12	21,053
San Fernando	130,557	193,928	206,877	4	8,820	2	23,193	15	40,707	8	48,142	10	11,224	15	11,127	10	13,317	35	23,029	5	7,980
San Fernando Valley	8,528,460	12,668,070	13,513,937	272	576,183	116	1,515,021	977	2,659,151	491	3,144,817	673	733,164	973	726,825	659	869,919	2,313	#####	303	521,272
San Gabriel Valley	1,689,564	2,509,658	2,677,232	54	114,147	23	300,139	194	526,802	97	623,016	133	145,246	193	143,991	131	172,339	458	298,027	60	103,269
San Pedro	NO DATA AVAILABLE FOR THIS CITY																				
Santa Monica	990,699	1,471,572	1,569,831	32	66,932	13	175,991	113	308,897	57	365,314	78	85,167	113	84,431	77	101,053	269	174,752	35	60,553
South Bay	3,985,836	5,920,512	6,315,834	127	269,283	54	708,056	457	1,242,773	230	1,469,752	315	342,649	455	339,687	308	406,563	1,081	703,074	142	243,620
Torrance	1,420,770	2,110,394	2,251,309	45	95,987	19	252,390	163	442,992	82	523,900	112	122,139	162	121,083	110	144,921	385	250,614	51	86,839
West Covina	564,468	838,454	894,439	18	38,136	8	100,274	65	176,000	33	208,144	45	48,525	64	48,106	44	57,577	153	99,568	20	34,501
Whittier	491,510	730,082	778,831	16	33,206	7	87,313	56	153,251	28	181,241	39	42,253	56	41,888	38	50,135	133	86,699	17	30,042
MADERA	226,848	298,555	323,102	24	22,130	10	8,214	58	97,574	30	56,134	34	25,537	31	12,075	17	9,095	87	31,054	16	21,259
Madera	150,582	198,181	214,475	16	14,690	7	5,452	39	64,770	20	37,262	23	16,951	21	8,015	11	6,037	58	20,614	11	14,112
MARIN	1,368,657	2,132,107	2,327,835	84	164,652	17	185,002	226	496,199	94	502,817	105	120,425	178	97,052	150	149,156	402	271,384	47	97,972
San Rafael	585,375	911,902	995,615	36	70,422	7	79,125	97	212,224	40	215,055	45	51,506	76	41,509	64	63,794	172	116,071	20	41,903
MARIPOSA	38,732	59,294	65,299	6	6,509	0	1,534	20	20,044	3	936	13	8,754	6	2,779	1	949	21	5,739	1	1,985
MENDOCINO	331,178	484,956	526,419	36	53,412	12	24,450	103	149,488	42	90,972	47	26,850	52	16,899	34	17,530	153	56,828	18	34,685
Ukiah	143,400	209,986	227,939	16	23,127	5	10,587	45	64,728	18	39,391	20	11,626	23	7,317	15	7,590	66	24,607	8	15,019
MERCED	534,240	725,294	784,694	43	47,012	22	81,312	91	159,151	60	191,029	73	73,471	64	21,684	43	24,658	194	72,692	23	43,243
Merced	341,807	464,043	502,047	28	30,078	14	52,023	58	101,825	38	122,220	47	47,007	41	13,873	28	15,776	124	46,508	15	27,667
MODOC	28,147	36,370	38,888	8	7,049	5	698	13	10,179	6	5,930	6	2,796	4	287	1	566	22	4,595	3	1,182
MONO	68,627	105,624	120,040	8	9,088	2	2,820	17	31,745	1	1,721	14	11,833	8	4,724	6	3,730	45	29,962	1	3,649
MONTEREY	1,425,924	2,028,084	2,161,393	75	127,188	29	209,226	237	387,240	121	514,512	146	138,837	225	133,975	150	120,096	496	254,386	50	98,224
Monterey	248,824	353,901	377,163	13	22,194	5	36,510	41	67,573	21	89,782	25	24,227	39	23,379	26	20,957	87	44,390	9	17,140
Salinas	586,910	834,759	889,629	31	52,351	12	86,117	98	159,388	50	211,773	60	57,145	93	55,144	62	49,432	204	104,705	21	40,429
NAPA	427,120	641,566	697,105	37	61,119	9	53,408	106	185,682	39	109,682	44	40,302	59	25,332	43	33,674	162	89,306	17	32,388
Napa	310,431	466,290	506,656	27	44,421	7	38,817	77	134,954	28	79,717	32	29,291	43	18,411	31	24,474	118	64,908	12	23,540
NEVADA	261,498	395,924	434,093	38	57,231	13	14,841	52	114,821	26	61,988	28	28,658	40	15,361	29	16,884	111	41,092	14	29,810
Grass Valley	148,714	225,162	246,869	22	32,547	7	8,440	30	65,299	15	35,253	16	16,298	23	8,736	16	9,602	63	23,369	8	16,953
Nevada	NO DATA AVAILABLE FOR THIS CITY																				
ORANGE	11,648,897	18,953,103	20,804,666	399	1,148,693	151	2,532,798	1,125	3,832,776	718	4,987,417	882	1,130,181	1,183	1,077,982	922	1,247,570	3,016	2,484,949	358	697,805
Anaheim	1,301,698	2,111,376	2,317,640	44	127,964	17	282,154	125	426,971	80	555,598	98	125,902	132	120,087	103	138,979	336	276,823	40	77,735
Brea	234,866	380,957	418,174	8	23,089	3	50,909	23	77,039	14	100,247	18	22,717	24	21,667	19	25,076	61	49,947	7	14,026
Costa Mesa	1,056,315	1,713,361	1,880,742	36	103,842	14	228,965	102	346,483	65	450,862	80	102,168	107	97,450	83	112,780	273	224,639	32	63,082
Huntington Bea	1,020,092	1,654,606	1,816,247	35	100,281	13	221,113	98	334,601	63	435,402	77	98,665	103	94,108	80	108,913	263	216,936	31	60,918
La Habra	213,834	346,842	380,725	7	21,021	3	46,350	21	70,140	13	91,270	16	20,682	22	19,727	17	22,831	55	45,475	7	12,770
Newport Beach	548,022	888,901	975,739	19	53,874	7	118,788	53	179,757	34	233,910	41	53,005	55	50,557	43	58,511	141	116,544	17	32,727
San Clemente	123,860	200,903	220,529	4	12,176	2	26,848	12	40,627	8	52,867	9	11,980	13	11,427	10	13,224	32	26,340	4	7,397
Santa Ana	1,259,632	2,043,145	2,242,743	43	123,829	16	273,036	121	413,173	77	537,644	95	121,834	128	116,206	99	134,488	325	267,878	39	75,223
PLACER	676,634	1,102,401	1,217,832	54	116,735	13	14,561	125	286,646	81	376,799	71	78,630	51	40,122	53	28,054	257	145,951	25	69,155
Auburn	141,619	230,733	254,892	11	24,433	3	3,048	26	59,995	17	78,864	15	16,457	11	8,398	11	5,872	54	30,548	5	14,474
Roseville	293,524	478,222	528,296	23	50,640	6	6,317	54	124,347	35	163,455	31	34,110	22	17,405	23	12,170	111	63,314	11	29,999
PLUMAS	81,398	111,089	119,025	17	12,175	5	2,796	24	29,709	15	22,976	20	7,987	10	2,959	5	1,153	53	10,396	7	5,405
RIVERSIDE	3,461,405	5,393,629	5,849,059	225	435,422	78	640,906	487	1,339,054	324	1,436,552	327	353,769	409	244,448	303	254,635	926	599,637	109	213,115
Banning	104,188	162,348	176,057	7	13,106	2	19,291	15	40,306	10	43,240	10	10,648	12	7,358	9	7,665	28	18,049	3	6,415
Beaumont	61,613	96,007	104,113	4	7,751	1	11,408	9	23,835	6	25,571	6	6,297	7	4,351	5	4,533	16	10,674	2	3,793
Corona	328,487	511,855	555,076	21	41,322	7	60,822	46	127,076	31	136,329	31	33,573	39	23,198	29	24,165	88	56,906	10	20,225
Hemet	246,106	383,487	415,868	16	30,959	6	45,568	35	95,207	23	102,139	23	25,153	29	17,380	22	18,105	66	42,634	8	15,152
India	157,148	244,871	265,547	10	19,768	4	29,097	22	60,793	15	65,219	15	16,061	19	11,098	14	11,560	42	27,224	5	9,675
Palm Springs	286,950	447,132	484,887	19	36,096	6	53,131	40	111,008	27	119,090	27	29,327	34	20,265	25	21,109	77	49,710	9	17,667
Palm Desert	129,110	201,182	218,170	8	16,241	3	23,906	18	49,947	12	53,583	12	13,196	15	9,118	11	9,498	35	22,366	4	7,949
Riverside	1,087,920	1,695,218	1,838,359	71	136,853	25	201,437	153	420,865	102	451,508	103	111,190	129	76,830	95	80,032	291	188,466	34	66,982
SACRAMENTO	4,375,580	6,613,428	7,108,392	196	400,777	74	1,040,710	564	1,379,095	329	1,655,200	338	401,118	392	278,902	359	488,637	1,327	726,445	135	298,785
Sacramento	1,579,147	2,386,786	2,565,419	71	144,640	27	375,592	204	497,715	119	597,362	122	144,763	141	100,656	130	176,349	479	262,174	49	107,832

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SAN BENITO	83,985	121,331	130,817	9	7,868	2	3,073	12	41,870	14	28,050	12	9,023	11	5,884	5	1,903	37	10,827	5	4,551
Hollister	75,141	108,555	117,042	8	7,039	2	2,749	11	37,461	13	25,096	11	8,073	10	5,264	4	1,703	33	9,687	4	4,072
SAN BERNARDIN	4,059,936	6,236,574	6,766,603	240	463,515	104	888,267	624	1,442,989	396	1,386,974	440	497,384	378	251,279	351	356,232	1,265	702,238	140	247,210
Barstow	138,444	212,667	230,741	8	15,806	4	30,290	21	49,206	14	47,296	15	16,961	13	8,569	12	12,148	43	23,946	5	8,430
Fontana	213,147	327,420	355,247	13	24,335	5	46,634	33	75,757	21	72,816	23	26,113	20	13,192	18	18,702	66	36,867	7	12,979
Ontario	480,696	738,410	801,166	28	54,880	12	105,171	74	170,850	47	164,218	52	58,890	45	29,751	42	42,178	150	83,145	17	29,270
Redlands	256,994	394,775	428,326	15	29,340	7	56,227	39	91,341	25	87,795	28	31,484	24	15,906	22	22,549	80	44,452	9	15,648
San Bernardino	889,126	1,365,810	1,481,886	53	101,510	23	194,530	137	316,015	87	303,747	96	108,927	83	55,030	77	78,015	277	153,790	31	54,139
Upland	233,852	359,227	389,756	14	26,698	6	51,164	36	83,116	23	79,890	25	28,649	22	14,474	20	20,519	73	40,449	8	14,239
Victorville	212,741	326,796	354,570	13	24,288	5	46,545	33	75,613	21	72,677	23	26,063	20	13,167	18	18,667	66	36,797	7	12,954
SAN DIEGO	9,478,827	14,315,456	15,462,228	372	760,348	157	2,043,910	1,230	2,891,836	658	3,766,624	716	903,529	1,125	717,162	831	986,895	2,855	1,748,124	286	545,468
El Cajon	656,883	992,061	1,071,532	26	52,692	11	141,643	85	200,404	46	261,027	50	62,615	78	49,699	58	68,392	198	121,145	20	37,801
Escondido	633,186	956,272	1,032,877	25	50,791	10	136,533	82	193,175	44	251,610	48	60,356	75	47,906	56	65,925	191	116,775	19	36,437
Oceanside	312,801	472,410	510,254	12	25,091	5	67,449	41	95,431	22	124,299	24	29,816	37	23,666	27	32,568	94	57,688	9	18,000
San Diego	3,870,205	5,845,001	6,313,228	152	310,450	64	834,528	502	1,180,737	269	1,537,913	292	368,911	459	292,817	339	402,949	1,166	713,759	117	222,715
Vista	1,025,609	1,548,932	1,673,013	40	82,270	17	221,151	133	312,897	71	407,549	77	97,762	122	77,597	90	106,782	309	189,147	31	59,020
SAN FRANCISCO	4,250,353	6,430,636	6,709,544	100	199,538	87	673,228	817	1,127,057	110	934,835	234	232,252	609	576,181	381	389,999	2,090	1,280,688	171	212,811
San Francisco	4,250,353	6,430,636	6,709,544	100	199,538	87	673,228	817	1,127,057	110	934,835	234	232,252	609	576,181	381	389,999	2,090	1,280,688	171	212,811
SAN JOAQUIN	1,596,769	2,199,864	2,348,492	95	139,805	34	264,896	260	506,134	162	537,037	168	153,283	168	100,488	157	129,011	564	234,443	83	125,079
Lodi	232,969	320,960	342,645	14	20,398	5	38,648	38	73,845	24	78,354	25	22,364	25	14,661	23	18,823	82	34,205	12	18,249
Manteca	183,309	252,544	269,607	11	16,050	4	30,410	30	58,104	19	61,652	19	17,597	19	11,536	18	14,810	65	26,914	10	14,359
Stockton	871,996	1,201,346	1,282,511	52	76,348	19	144,660	142	276,400	88	293,276	92	83,708	92	54,876	86	70,453	308	128,029	45	68,306
Tracy	NO DATA AVAILABLE FOR THIS CITY																				
SAN LUIS OBISP	755,115	1,229,387	1,364,094	74	116,183	31	65,549	139	317,741	77	245,992	124	104,706	109	54,063	83	60,320	322	192,599	39	67,608
Paso Robles	109,718	178,630	198,203	11	16,881	5	9,524	20	46,168	11	35,743	18	15,214	16	7,855	12	8,764	47	27,985	6	9,823
San Luis Obisp	281,054	457,578	507,716	28	43,243	12	24,397	52	118,263	29	91,558	46	38,972	41	20,122	31	22,451	120	71,685	15	25,164
SAN MATEO	3,494,118	5,445,528	5,884,286	127	238,999	59	799,312	433	1,132,725	175	1,342,804	266	296,947	352	288,736	270	378,586	828	667,223	105	259,921
San Mateo	599,591	934,453	1,009,743	22	41,012	10	137,162	74	194,376	30	230,425	46	50,956	60	49,547	46	64,965	142	114,495	18	44,602
SANTA BARBARA	1,846,926	2,938,469	3,219,029	110	178,335	31	285,018	226	573,474	128	570,022	175	192,972	262	150,942	192	192,758	527	369,315	65	132,728
Lompoc	136,488	217,153	237,886	8	13,179	2	21,063	17	42,380	9	42,125	13	14,261	19	11,155	14	14,245	39	27,292	5	9,809
Santa Barbara	613,364	975,866	1,069,040	37	59,225	10	94,654	75	190,451	43	189,304	58	64,086	87	50,128	64	64,015	175	122,650	22	44,079
Santa Maria	479,462	762,827	835,660	29	46,296	8	73,991	59	148,874	33	147,978	45	50,096	68	39,185	50	50,040	137	95,874	17	34,456
SANTA CLARA	7,487,855	12,390,643	13,434,633	256	664,997	116	1,796,814	838	2,489,516	487	3,157,610	568	747,830	773	659,586	572	928,322	1,862	1,418,301	190	559,051
Gilroy	131,037	216,836	235,106	4	11,637	2	31,444	15	43,567	9	55,258	10	13,087	14	11,543	10	16,246	33	24,820	3	9,783
Palo Alto	487,459	806,631	874,595	17	43,291	8	116,973	55	162,067	32	205,560	37	48,684	50	42,939	37	60,434	121	92,331	12	36,394
San Jose	3,217,531	5,324,259	5,772,862	110	285,749	50	772,091	360	1,069,745	209	1,356,825	244	321,343	332	283,424	246	398,900	800	609,444	82	240,224
Saratoga	62,149	102,842	111,507	2	5,519	1	14,914	7	20,663	4	26,208	5	6,207	6	5,475	5	7,705	15	11,772	2	4,640
SANTA CRUZ	990,619	1,601,271	1,754,358	62	172,728	23	135,931	196	401,463	84	366,476	90	93,259	142	69,962	102	85,235	379	205,563	29	82,983
Santa Cruz	416,555	673,334	737,708	26	72,632	10	57,159	82	168,815	35	154,103	38	39,215	60	29,419	43	35,841	159	86,439	12	34,894
Watsonville	173,160	279,902	306,662	11	30,193	4	23,761	34	70,176	15	64,060	16	16,302	25	12,229	18	14,899	66	35,932	5	14,505
SHASTA	602,970	868,610	935,850	63	86,276	25	84,802	123	212,434	61	171,614	86	86,891	81	34,081	49	31,986	230	74,071	26	66,880
Redding	467,302	673,173	725,284	49	66,864	19	65,722	95	164,636	47	133,001	67	67,341	63	26,413	38	24,789	178	57,405	20	51,832
SIERRA	6,303	8,324	8,872	3	1,392	0	208	6	2,530	1	127	2	814	0	144	1	129	11	1,684	2	269
SISKIYOU	155,232	194,138	207,331	31	17,470	11	3,949	59	61,035	20	21,653	41	18,568	28	7,105	10	5,791	99	22,353	14	18,832
Yreka City	75,350	94,235	100,638	15	8,480	5	1,917	29	29,626	10	10,510	20	9,013	14	3,449	5	2,811	48	10,850	7	9,141
SOLANO	1,035,483	1,572,007	1,674,874	53	84,137	22	163,148	129	373,384	92	404,790	108	121,672	101	51,625	106	80,919	332	192,202	29	100,677
Fairfield	329,180	499,741	532,442	17	26,747	7	51,865	41	118,699	29	128,683	34	38,680	32	16,412	34	25,724	106	61,101	9	32,005
Sui Sun	38,624	58,636	62,473	2	3,138	1	6,085	5	13,927	3	15,099	4	4,538	4	1,926	4	3,018	12	7,169	1	3,755
Vacaville	166,402	252,622	269,152	9	13,521	4	26,218	21	60,003	15	65,050	17	19,553	16	8,296	17	13,004	53	30,887	5	16,179
Vallejo	379,712	576,455	614,176	19	30,853	8	59,826	47	136,920	34	148,436	40	44,617	37	18,931	39	29,673	122	70,480	11	36,918
SONOMA	1,613,867	2,572,350	2,825,642	128	255,713	36	290,031	284	639,626	133	537,319	170	184,840	196	101,893	173	150,690	515	275,834	60	160,288
Petaluma	190,436	303,537	333,426	15	30,174	4	34,224	34	75,476	16	63,404	20	21,811	23	12,023	20	17,781	61	32,548	7	18,914
Santa Rosa	910,705	1,451,577	1,594,510	72	144,299	20	163,664	160	360,941	75	303,209	96	104,305	111	57,498	98	85,034	291	155,553	34	90,451
STANISLAUS	1,303,641	1,778,471	1,905,406	94	135,056	37	234,981	236	425,122	120	358,314	113	108,892	160	90,090	132	132,008	362	161,079	55	110,963
Modesto	857,535	1,169,878	1,253,376	62	88,840	24	154,571	155	279,645	79	235,699	74	71,629	105	59,261	87	86,835	238	105,958	36	72,991
Turlock	150,831	205,769	220,455	11	15,626	4	27,187	27	49,187	14	41,457	13	12,599	19	10,423	15	15,273	42	18,637	6	12,838
SUTTER	236,494	293,761	313,772	17	34,072	7	45,892	37	71,906	26	63,541	23	15,533	26	11,055	29	15,558	72	29,275	7	10,445
Yuba City	216,321	268,703	287,007	16	31,166	6	41,977	34	65,772	24	58,121	21	14,208	24	10,112	27	14,231	66	26,778	6	9,554
TEHAMA	172,116	227,289	242,019	20	19,622	8	12,994	41	59,351	27	40,184	27	38,138	19	6,830	13	5,195	60	19,206	9	10,376
Corning	63,235	83,506	88,918	7	7,209	3	4,774	15	21,806	10	14,764	10	14,012	7	2,509	5	1,909	22	7,056	3	3,812
Red Bluff	97,005	128,100	136,402	11	11,059	5	7,323	23	33,450	15	22,648	15	21,495	11	3,849	7	2,928	34	10,825	5	5,848
TRINITY	30,243	41,737	45,021	7	6,712	3	2,166	18	14,852	3	629	10	3,164	3	734	3	1,284	27	5,290	3	1,368
TULARE	1,077,044	1,432,964	1,536,602	74	104,969	31	178,016	211	362,841	136	365,843	108	89,203	142	64,852	111	76,334	355	121,542	49	75,352
Porterville	198,930	264,668	283,810	14	19,388	6	32,880	39	67,017	25	67,571	20	16,476	26	11,978	21	14,099	66	22,449	9	13,918
Tulare	142,278	189,295	202,985	10	13,866	4	23,516	28	47,931	18	48,328	14	11,784	19	8,567	15	10,084	47	16,056	6	9,954
Visalia	498,779	663,606	711,600	34	48,611	14	82,439	98	168,032	63	169,422	50	41,310	66	30,033	51	35,350	164	56,286	23	34,896
TUOLUMNE	143,546	202,749	219,644	22	21,684	2	5,158	37	67,840	20	26,932	26	14,137	28	8,545	14	5,525	88	24,732	10	18,744
Sonora	93,649	132,273	143,296	14	14,147	1	3,365	24	44,259	13	17,570	17	9,223	18	5,575	9	3,605	57	16,135	7	12,229
VENTURA	2,589,477	3,690,742	4,014,903	126	216,356	49	515,675	297	865,640	230	1,078,808	221	227,361	271	157,078	224	181,719	645	348,695	95	163,337
Camarillo	165,209	235,469	256,151	8	13,804	3	32,900	19	55,228	15	68,828	14	14,506	17	10,022	14	11,594	41	22,247	6	10,421
Oxnard	460,409	656,214	713,850	22	38,468	9	91,687	53	153,911	41	191,812	39	40,425	48	27,928	40	32,310	115	61,998	17	29,041
Port Hueneme	40,655	57,945	63,034	2	3,397	1	8,096	5	13,591	4	16,937	3	3,570	4	2,466	4	2,853	10	5,475	1	2,564
San Santa Paula	69,139	98,543	107,198	3	5,777	1	13,769	8	23,113	6	28,804	6	6,071	7	4,194	6	4,852	17	9,310	3	4,361
Simi Valley	314,880	448,794	488,212	15	26,309	6	62,706	36	105,262	28	131,183	27	27,647	33	19,101	27	22,097	78	42,401	12	19,862
Thousand Oaks	681,550	971,403	1,056,722	33	56,945	13	135,726	78	227,836	61	283,942	58	59,841	71	41,343	59	47,828	170	91,777	25	42,990
Ventura	652,289	929,698	1,011,354	32	54,500	12	129,899	75	218,055	58	271,752	56	57,272	68	39,568	56	45,775	162	87,836	24	41,145
YOLO	490,528	716,272	776,278	35	51,339	6	10,581	77	206,793	54	180,474	49	60,564	46	26,103	35	26,834	184	100,634	23	52,919
Davis	176,443	257,643	279,227	13	18,467	2	3,806	28	74,383	19	64,916	18	21,765	17	9,389	13	9,652	66	36,198	8	19,035
Woodland	184,439	269,318	291,881	13	19,303	2	3,978	29	77,754	20	67,858	18	22,772	17	9,815	13	10,090	69	37,838	9	19,898
YUBA	186,405	250,940	266,394	9	16,929	10	41,563	52	66,680	23	47,682	17	11,949	27	11,746	20	10,268	82	25,802	9	15,643
Marysville	133,839	180,175	191,271	6	12,155	7	29,842	37	47,876	17	34,236	12	8,579	19	8,434	14	7,372	59	18,526	6	11,232

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

COLORADO RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	16,581,084	24,192,283	26,093,887	966	1,888,142	376	2,646,806	1,869	5,206,268	1,358	6,362,159	1,570	1,507,650	1,864	1,180,184	1,488	1,501,162	5,057	2,927,647	508	553,090
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Boulder-Longmont, CO	1,132,186	1,771,272	1,959,440	57	143,661	18	150,444	97	416,504	96	496,032	84	100,713	132	88,189	112	135,513	313	225,068	26	41,186
Colorado Springs, CO	1,653,177	2,559,792	2,774,062	83	188,267	35	343,165	176	478,526	155	668,925	147	142,725	187	103,145	155	125,400	488	288,749	36	54,417
Denver, CO	8,892,254	13,272,787	14,326,931	333	879,978	130	1,525,879	751	2,783,061	550	3,640,625	679	810,659	811	676,011	741	921,518	2,230	1,622,818	202	289,671
Fort Collins-Loveland, CO	773,096	1,126,863	1,220,808	58	122,871	23	125,658	80	244,055	80	303,256	74	63,614	110	54,310	91	68,467	248	127,369	26	21,277
Greeley, CO	457,126	587,813	629,417	37	43,121	12	66,845	68	141,155	54	171,219	66	35,509	60	23,849	48	28,665	168	61,242	17	14,562
Pueblo, CO	541,146	678,435	724,076	27	47,375	15	101,535	104	172,615	66	149,887	67	39,379	77	34,900	47	42,864	245	74,465	25	18,249
COUNTIES, Cities																					
ADAMS	1,363,202	2,005,589	2,174,925	66	164,247	28	161,155	119	510,965	87	472,634	133	171,213	101	80,869	83	125,228	323	182,529	32	42,664
ALAMOSA	71,299	102,301	111,887	8	11,374	3	8,291	10	28,807	10	24,035	8	4,317	10	7,347	9	5,338	30	10,388	3	2,195
Alamosa	65,595	94,117	102,936	7	10,464	3	7,628	9	26,502	9	22,112	7	3,972	9	6,759	8	4,911	28	9,557	3	2,019
ARAPAHOE	2,358,839	3,793,615	4,143,359	81	248,089	33	608,150	167	636,059	135	1,386,902	136	207,278	273	230,116	198	221,814	462	389,101	33	63,275
ARCHULETA	23,057	30,834	32,896	8	9,869	0	1,988	5	6,304	3	6,470	3	1,462	6	1,306	1	1,212	15	2,114	1	526
BACA	22,054	30,700	32,351	5	3,218	4	684	5	2,983	5	7,776	7	8,797	4	239	0	1,462	10	1,505	3	570
BENT	14,859	19,076	20,304	1	2,021	2	1,505	7	6,613	2	4,396	1	1,106	2	755	0	917	3	441	2	399
BOULDER	1,132,186	1,771,272	1,959,440	57	143,661	18	150,444	97	416,504	96	496,032	84	100,713	132	88,189	112	135,513	313	225,068	26	41,186
Boulder	600,059	938,774	1,038,503	30	76,140	10	79,735	51	220,747	51	262,897	45	53,378	70	46,740	59	71,822	166	119,286	14	21,829
Longmont	339,656	531,382	587,832	17	43,098	5	45,133	29	124,951	29	148,810	25	30,214	40	26,457	34	40,654	94	67,520	8	12,356
CHAFFEE	72,589	97,676	106,333	12	9,616	5	5,748	14	27,964	13	21,296	20	5,037	7	1,259	3	4,807	37	8,244	3	2,086
Salida	47,183	63,489	69,116	8	6,250	3	3,736	9	18,177	8	13,842	13	3,274	5	818	2	3,125	24	5,359	2	1,356
CHEYENNE	6,656	11,394	12,000	3	934	0	890	3	2,819	2	2,893	3	415	0	445	1	542	5	1,578	1	236
CLEAR CREEK	28,637	33,485	37,110	1	3,065	2	2,283	7	6,908	4	7,432	10	4,757	3	205	0	1,393	38	8,608	1	605
CONEJOS	12,758	17,081	18,267	3	1,553	1	1,156	4	5,697	0	3,764	7	2,103	1	581	0	705	4	209	3	1,585
COSTILLA	3,186	4,153	4,515	1	448	2	334	2	1,061	0	1,088	2	246	0	167	0	203	3	292	0	88
CROWLEY	3,355	3,800	4,043	1	403	0	300	0	949	1	975	1	220	1	151	0	183	2	254	1	79
CUSTER	3,721	5,336	5,925	2	590	0	439	1	1,393	0	1,429	2	323	1	221	0	268	5	455	1	117
DELTA	79,332	89,283	92,155	14	9,864	4	4,036	23	24,902	11	23,394	14	5,629	16	3,802	6	3,158	34	5,223	7	2,668
DENVER	2,825,883	3,839,926	4,024,526	96	255,388	35	317,637	277	737,945	168	633,633	219	196,246	254	220,162	284	345,029	935	657,430	84	89,401
Denver	2,825,883	3,839,926	4,024,526	96	255,388	35	317,637	277	737,945	168	633,633	219	196,246	254	220,162	284	345,029	935	657,430	84	89,401
DOLORES	4,012	5,729	6,030	0	599	0	446	2	1,417	2	1,453	1	328	0	225	0	272	3	569	0	118
DOUGLAS	69,983	128,520	143,118	14	27,445	1	10,604	14	46,081	9	21,817	9	13,376	8	1,518	10	3,998	23	13,587	3	3,025
Castle Rock	NO DATA AVAILABLE FOR THIS CITY																				
EAGLE	169,430	253,267	273,049	14	37,571	1	20,232	30	56,391	6	12,165	13	14,290	21	13,353	17	7,295	75	58,594	8	6,594
Vail	NO DATA AVAILABLE FOR THIS CITY																				
ELBERT	5,610	8,580	9,208	1	916	0	682	4	2,163	0	2,220	4	789	0	343	0	416	3	733	1	180
EL PASO	1,653,177	2,559,792	2,774,062	83	188,267	35	343,165	176	478,526	155	668,925	147	142,725	187	103,145	155	125,400	488	288,749	36	54,417
Colorado Springs	1,537,455	2,380,607	2,579,878	77	175,088	33	319,143	164	445,029	144	622,100	137	132,734	174	95,925	144	116,622	454	268,537	33	50,608
FREMONT	93,262	142,168	155,526	11	13,511	5	14,460	25	42,060	12	31,022	10	5,545	13	5,824	13	4,467	53	16,738	8	7,433
Canon City	74,610	113,734	124,421	9	10,809	4	11,568	20	33,648	10	24,818	8	4,436	10	4,659	10	3,574	42	13,390	6	5,946
GARFIELD	200,840	247,972	257,817	24	25,650	7	11,878	29	58,408	16	73,551	25	17,935	25	7,761	19	7,296	66	27,960	7	9,181
Glenwood Spring	124,521	153,743	159,847	15	15,903	4	7,364	18	36,213	10	45,602	16	11,120	16	4,812	12	4,524	41	17,335	4	5,692
GILPIN	3,921	5,804	6,279	0	490	0	366	1	1,158	0	1,189	0	269	1	183	0	223	11	1,991	1	96
GRAND	48,758	76,062	85,227	9	7,873	2	6,316	11	18,646	5	10,234	15	7,393	5	1,357	3	835	45	15,049	4	3,560
GUNNISON	62,745	87,154	91,462	8	7,285	2	6,777	10	21,823	8	16,986	8	7,371	11	4,587	7	2,277	44	15,597	5	2,448
Gunnison	48,941	67,980	71,340	6	5,682	2	5,286	8	17,022	6	13,249	6	5,749	9	3,578	5	1,776	34	12,166	4	1,909
HINSDALE	2,530	3,572	3,795	1	378	0	281	2	891	0	916	2	206	0	141	0	172	3	435	0	74
HUERFANO	23,172	33,462	36,182	5	2,504	2	2,418	7	10,629	3	7,866	11	3,579	3	498	2	1,476	15	2,763	3	640
JACKSON	6,857	7,973	8,462	1	841	0	628	2	1,988	1	2,041	2	461	1	315	0	382	5	819	1	166
JEFFERSON	2,274,347	3,505,137	3,841,003	76	184,809	33	428,333	174	852,011	151	1,125,639	182	222,546	175	143,346	166	225,449	487	380,171	50	91,306
KIOWA	4,495	6,676	7,075	2	612	0	456	5	2,278	0	1,484	2	335	0	229	0	278	4	929	1	121
KIT CARSON	37,699	56,343	59,809	8	7,305	2	4,115	10	13,318	9	17,617	8	4,448	4	2,064	1	2,511	10	2,658	4	2,783
LAKE	30,013	51,365	54,124	5	3,768	2	4,011	5	15,205	2	13,052	6	7,693	5	1,654	1	2,446	23	4,614	2	1,062
LA PLATA	175,750	237,516	244,891	15	25,680	8	14,039	30	55,988	20	41,743	20	15,440	34	13,089	29	12,845	72	31,901	7	2,957
Durango	158,175	213,764	220,402	14	23,112	7	12,635	27	50,389	18	37,569	18	13,896	31	11,780	26	11,561	65	28,711	6	2,661
LARIMER	773,096	1,126,863	1,220,808	58	122,871	23	125,658	80	244,055	80	303,256	74	63,614	110	54,310	91	68,467	248	127,369	26	21,277
Fort Collins	479,320	698,655	756,901	36	76,180	14	77,908	50	151,314	50	188,019	46	39,441	68	33,672	56	42,450	154	78,969	16	12,192
Loveland	201,005	292,984	317,410	15	31,946	6	32,671	21	63,454	21	78,847	19	16,540	29	14,121	24	17,801	64	33,116	7	5,532
LAS ANIMAS	40,465	53,364	58,024	5	4,267	6	3,531	16	17,556	14	13,884	8	1,386	8	1,374	4	1,424	23	4,209	4	2,087
Trinidad	23,470	30,951	33,654	3	2,475	3	2,048	9	10,182	8	8,053	5	804	5	797	2	826	13	2,441	2	1,210
LINCOLN	39,248	50,928	54,230	4	979	2	4,018	4	6,044	5	11,545	9	16,744	2	2,016	1	2,452	16	6,670	3	1,064
LOGAN	102,967	141,075	149,632	10	14,089	4	11,509	11	25,398	18	52,801	15	6,853	23	9,853	10	5,639	31	11,233	4	2,606
Sterling	96,789	132,611	140,654	9	13,244	4	10,818	10	23,874	17	49,633	14	6,442	22	9,262	9	5,301	29	10,559	4	2,450
MESA	592,620	682,043	696,901	41	83,600	16	71,956	75	134,322	55	183,359	50	44,766	73	27,721	54	39,554	133	55,495	17	14,904
Grand Junction	485,948	559,275	571,459	34	68,552	13	59,004	62	110,144	45	150,354	41	36,708	60	22,731	44	32,434	109	45,506	14	12,221
MINERAL	3,161	3,600	3,824	1	381	0	283	1	898	0	923	1	208	0	142	0	174	2	240	0	75
MOFFAT	89,512	94,297	98,805	11	11,533	4	5,028	12	25,729	9	28,690	8	3,737	11	4,964	9	2,430	28	8,334	2	1,938
Craig	72,505	76,381	80,032	9	9,342	3	4,073	10	20,840	7	23,239	6	3,027	9	4,021	7	1,968	23	6,751	2	1,570
MONTEZUMA	102,376	131,532	137,551	9	10,633	6	10,192	15	30,650	13	32,077	18	12,197	12	5,548	8	3,465	33	12,705	3	2,649
Cortez	95,210	122,325	127,922	8	9,889	6	9,479	14	28,505	12	29,832	17	11,343	11	5,160	7	3,222	31	11,816	3	2,464
MONTROSE	119,660	145,925	150,469	15	21,516	7	11,257	17	34,372	16	37,481	11	9,330	15	6,105	9	5,688	37	11,718	6	3,352
Montrose	106,497	129,873	133,917	13	19,149	6	10,019	15	30,591	14	33,358	10	8,304	13	5,433	8	5,062	33	10,429	5	2,983
MORGAN	115,674	155,983	169,252	13	10,690	6	15,696	22	38,504	20	41,257	23	15,044	23	7,342	11	4,100	30	14,418	5	2,624
Fort Morgan	85,599	115,427	125,246	10	7,911	4	11,615	16	28,493	15	30,530	17	11,133	17	5,433	8	3,034	22	10,669	4	1,942
OTERO	76,806	102,522	109,356	7	8,081	6	15,589	25	27,587	9	14,732	15	9,132	14	4,401	13	6,598	43	9,782	6	2,678
La Junta	45,316	60,488	64,520	4	4,768	4	9,198	15	16,276	5	8,692	9	5,388	8	2,597	8	3,893	25	5,771	4	1,580
Rocky Ford	28,418	37,933	40,462	3	2,990	2	5,768	9	10,207	3	5,451	6	3,379	5	1,628	5	2,441	16	3,619	2	991
OURAY	5,603	6,699	7,274	2	682	1	509	4	649	0	1,657	2	374	0	255	0	311	13	2,340	1	134
PARK	9,810	15,527	17,128	1	1,704	1	1,270	4	2,806	1	4,131	5	1,817	1	638	0	773	9	3,638	1	336
PHILLIPS	18,367	27,754	29,532	3	3,189	4	684	4	6,024	6	13,228	0	1,311	2	895	0	1,087	8	1,166	2	472
PITKIN	135,342	196,613	207,863	11	19,206	0	13,473	14	20,349	2	43,846	6	7,455	41	20,783	14	10,670	84	51,107	8	10,581
Aspen	102,860	149,426	157,976	8	14,597	0	10,239	11	15,465	2	33,323	5	5,666	31	15,795	11	8,109	64	38,841	6	8,042
PROWERS	70,926	117,260	132,598	12	11,354	4	9,825	13	27,662	14	26,344	12	15,154	15	6,449	9	4,962	31	12,908	5	3,673
Lamar	62,415	103,189	116,686	11	9,992	4	8,646	11	24,343	12	23,183	11	13,336	13	5,675	8	4,367	27	11,359	4	3,232

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COLORADO RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PUEBLO	541,146	678,435	724,076	27	47,375	15	101,535	104	172,615	66	149,887	67	39,379	77	34,900	47	42,864	245	74,465	25	18,249
Pueblo	503,266	630,945	673,391	25	44,059	14	94,428	97	160,532	61	139,395	62	36,622	72	32,457	44	39,864	228	69,252	23	16,972
RIO BLANCO	22,922	23,830	25,096	4	3,460	1	1,859	10	9,034	3	2,689	4	2,314	4	964	2	1,134	15	2,585	3	493
RIO GRANDE	43,728	57,604	62,132	9	5,236	3	1,814	11	18,446	5	10,326	9	5,700	5	2,378	5	3,367	16	2,946	5	3,292
ROUTT	88,168	118,410	124,585	14	16,866	3	9,232	15	25,727	7	12,479	11	10,239	16	9,996	10	5,898	37	19,408	4	2,952
SAGUACHE	7,267	9,677	10,382	3	1,032	0	770	2	2,440	2	2,504	2	565	1	386	0	469	3	613	0	204
SAN JUAN	3,939	4,748	5,127	1	474	0	353	2	1,117	0	1,148	2	259	1	177	0	215	6	1,034	1	94
SAN MIGUEL	12,367	16,528	18,293	5	2,795	1	1,091	8	4,015	0	3,550	3	984	2	547	2	666	13	3,442	2	289
SEDGWICK	17,148	22,325	23,471	4	1,526	1	1,740	4	4,763	3	5,659	6	1,660	1	873	2	1,061	7	1,217	3	460
SUMMIT	114,560	219,428	250,553	9	27,394	2	18,565	23	48,376	6	12,870	14	17,249	25	13,300	12	8,061	81	58,078	6	4,849
TELLER	30,480	50,476	57,050	3	943	3	2,109	10	17,720	1	13,757	5	3,700	3	2,120	1	2,578	26	7,181	2	1,119
WASHINGTON	14,666	22,365	23,708	2	2,359	4	1,753	5	5,578	2	5,717	4	2,127	3	502	0	1,071	9	1,944	3	1,067
WELD	457,126	587,813	629,417	37	43,121	12	66,845	68	141,165	54	171,219	66	35,509	60	23,849	48	28,665	168	61,242	17	14,562
Greeley	329,131	423,225	453,180	27	31,047	9	48,128	49	101,639	39	123,278	48	25,566	43	17,171	35	20,639	121	44,094	12	10,485
YUMA	43,720	56,046	59,595	9	10,942	4	4,415	12	15,813	11	16,574	5	2,252	12	1,950	6	1,509	13	2,864	2	1,169

CONNECTICUT RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS............	15,828,588	23,432,757	25,039,820	866	1,322,763	374	2,497,495	2,259	4,875,335	1,143	5,500,673	1,728	1,539,209	1,792	1,426,580	1,379	1,258,432	4,612	2,314,439	715	737,991
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Bridgeport-Stamford-Norwalk-Danbury, CT	4,627,165	6,870,999	7,318,357	215	402,797	109	763,210	600	1,340,447	275	1,542,069	472	420,528	553	461,768	433	400,536	1,131	622,599	163	177,536
Hartford-New Britain-Middletown-Bristol, CT	5,356,458	8,101,028	8,648,351	290	421,426	110	871,282	732	1,654,371	370	1,900,618	584	575,041	530	496,726	428	428,756	1,554	851,400	269	301,533
New Haven-Waterbury Meriden, CT	3,685,843	5,280,760	5,642,624	205	276,470	90	649,613	572	1,159,580	255	1,132,228	428	321,995	484	336,679	325	279,575	1,196	535,990	169	159,451
New London-Norwich, CT	1,156,903	1,763,314	1,905,753	64	118,138	35	138,441	162	361,771	116	522,272	120	136,129	118	73,988	104	95,845	384	181,486	52	51,283
COUNTIES, Cities																					
FAIRFIELD	4,627,165	6,870,999	7,318,357	215	402,797	109	763,210	600	1,340,447	275	1,542,069	472	420,528	553	461,768	433	400,536	1,131	622,599	163	177,536
Bridgeport	462,717	687,100	731,836	22	40,280	11	76,321	60	134,045	28	154,207	47	42,053	55	46,177	43	40,054	113	62,260	16	17,754
Danbury	740,346	1,099,360	1,170,937	34	64,448	17	122,114	96	214,472	44	246,731	76	67,284	88	73,883	69	64,086	181	99,616	26	28,406
Greenwich	416,445	618,390	658,652	19	36,252	10	68,689	54	120,640	25	138,786	42	37,848	50	41,559	39	36,048	102	56,034	15	15,978
Norwalk	462,717	687,100	731,836	22	40,280	11	76,321	60	134,045	28	154,207	47	42,053	55	46,177	43	40,054	113	62,260	16	17,754
Stamford	647,803	961,940	1,024,570	30	56,392	15	106,849	84	187,663	39	215,890	66	58,874	77	64,648	61	56,075	158	87,164	23	24,855
Trumbull	185,087	274,840	292,734	9	16,112	4	30,528	24	53,618	11	61,683	19	16,821	22	18,471	17	16,021	45	24,904	7	7,101
HARTFORD	4,341,493	6,609,181	7,028,906	218	359,401	84	709,977	579	1,299,089	258	1,545,980	448	453,407	441	431,548	352	372,099	1,234	702,578	216	245,229
Bristol	347,319	528,734	562,312	17	28,752	7	56,798	46	103,927	21	123,678	36	36,273	35	34,524	28	29,768	99	56,206	17	19,618
Enfield	217,075	330,459	351,445	11	17,970	4	35,499	29	64,954	13	77,299	22	22,670	22	21,577	18	18,605	62	35,129	11	12,261
Hartford	477,564	727,010	773,180	24	39,534	9	78,097	64	142,900	28	170,058	49	49,875	49	47,470	39	40,931	136	77,284	24	26,975
Manchester	303,905	462,643	492,023	15	25,158	6	49,698	41	90,936	18	108,219	31	31,738	31	30,208	25	26,047	86	49,180	15	17,166
New Britain	217,075	330,459	351,445	11	17,970	4	35,499	29	64,954	13	77,299	22	22,670	22	21,577	18	18,605	62	35,129	11	12,261
LITCHFIELD	655,134	933,573	1,003,969	62	67,850	19	52,463	122	238,015	84	276,616	87	48,241	74	42,065	56	35,235	233	77,387	43	29,895
Torrington	189,989	270,736	291,151	18	19,677	6	15,214	35	69,024	24	80,219	25	13,990	21	12,199	16	10,218	68	22,442	12	8,670
MIDDLESEX	624,553	922,474	1,000,292	40	42,898	20	105,838	95	187,719	77	239,952	80	72,927	54	31,929	46	44,590	206	98,985	32	36,188
Middletown	181,120	267,517	290,085	12	12,440	6	30,693	28	54,439	22	69,586	23	21,149	16	9,259	13	12,931	60	28,706	9	10,495
NEW HAVEN	3,685,843	5,280,760	5,642,624	205	276,470	90	649,613	572	1,159,580	255	1,132,228	428	321,995	484	336,679	325	279,575	1,196	535,990	169	159,451
Ansonia	73,717	105,615	112,852	4	5,529	2	12,992	11	23,192	5	22,645	9	6,440	10	6,734	7	5,592	24	10,720	3	3,189
Meriden	258,009	369,653	394,984	14	19,353	6	45,473	40	81,171	18	79,256	30	22,540	34	23,568	23	19,570	84	37,519	12	11,162
Milford	331,726	475,268	507,836	18	24,882	8	58,465	51	104,362	23	101,901	39	28,980	44	30,301	29	25,162	108	48,239	15	14,351
Naugatuck	73,717	105,615	112,852	4	5,529	2	12,992	11	23,192	5	22,645	9	6,440	10	6,734	7	5,592	24	10,720	3	3,189
New Haven	405,443	580,884	620,689	23	30,412	10	71,457	63	127,554	28	124,545	47	35,419	53	37,035	36	30,753	132	58,959	19	17,540
Wallingford	258,009	369,653	394,984	14	19,353	6	45,473	40	81,171	18	79,256	30	22,540	34	23,568	23	19,570	84	37,519	12	11,162
Waterbury	626,593	897,729	959,246	35	47,000	15	110,434	97	197,129	43	192,479	73	54,739	82	57,235	55	47,528	203	91,118	29	27,107
NEW LONDON	1,156,903	1,763,314	1,905,753	64	118,138	35	138,441	162	361,771	116	522,272	120	136,129	118	73,988	104	95,845	384	181,486	52	51,283
New London	231,381	352,663	381,151	13	23,628	7	27,688	32	72,354	23	104,454	24	27,226	24	14,798	21	19,169	77	36,297	10	10,257
Norwich	242,950	370,296	400,208	13	24,809	7	29,073	34	75,972	24	109,677	25	28,587	25	15,537	22	20,127	81	38,112	11	10,769
TOLLAND	390,412	569,373	619,153	32	19,127	6	55,467	58	167,563	35	114,686	56	48,707	35	33,249	30	12,067	114	49,837	21	20,116
Vernon	218,631	318,849	346,726	18	10,711	3	31,062	32	93,835	20	64,224	31	27,276	20	18,619	17	6,758	64	27,909	12	11,265
WINDHAM	347,085	483,083	520,766	30	36,082	11	22,486	71	121,151	43	126,870	37	37,275	33	15,354	33	18,485	114	45,577	19	18,293
Willimantic	41,650	57,970	62,492	4	4,330	1	2,698	9	14,538	5	15,224	4	4,473	4	1,842	4	2,218	14	5,493	2	2,195

DELAWARE RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS............	3,130,558	4,577,737	4,892,887	201	308,184	92	662,396	508	939,535	225	1,057,911	302	281,383	416	253,829	267	255,598	788	418,772	128	167,147
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Wilmington, DE-NJ-MD	2,555,429	3,830,609	4,089,857	127	192,604	62	535,434	387	772,218	188	920,123	264	297,510	304	196,287	211	219,340	627	338,236	104	139,037

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

DELAWARE RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COUNTIES																					
KENT	544,873	749,339	802,072	39	75,134	21	113,284	88	147,104	49	213,029	46	30,761	64	30,182	37	25,193	130	61,612	21	21,623
Dover	288,783	397,150	425,098	21	39,821	11	60,041	47	77,965	26	112,905	24	16,303	34	15,996	20	13,352	69	32,654	11	11,460
NEW CASTLE	2,103,090	3,133,400	3,335,107	97	149,191	45	500,906	301	630,555	123	737,308	189	204,035	268	174,089	179	193,301	482	273,335	83	118,609
Newark	252,371	376,008	400,213	12	17,903	5	60,109	36	75,667	15	88,477	23	24,484	32	20,891	21	23,196	58	32,800	10	14,233
Wilmington	378,556	564,012	600,319	17	26,854	8	90,163	54	113,500	22	132,715	34	36,726	48	31,336	32	34,794	87	49,200	15	21,350
SUSSEX	482,595	694,998	755,708	65	83,859	26	48,206	119	161,876	53	107,574	67	46,587	84	49,558	51	37,104	176	83,825	24	26,915
Milford	86867	125100	136027	12	15095	5	8677	21	29138	9.5	19363	12	8386	15	8920	9	6679	32	15089	4	4845

DIST. OF COLUMBIA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS............	2,654,366	3,974,522	4,104,950	40	75,231	38	351,927	377	677,617	74	246,879	158	187,120	388	361,532	190	247,962	1,048	857,530	140	197,275
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Washington, DC-MD-VA	17,824,496	27,184,697	29,100,158	521	1,172,152	291	3,543,736	1,967	5,487,012	817	6,665,054	1,391	1,826,613	1,784	1,725,934	1,384	1,877,627	3,770	3,074,030	546	1,094,363
COUNTIES, Cities																					
DISTRICT OF COLUMBIA	2,654,366	3,974,522		40	75,231	38	351,927	377	677,617	74	246,879	158	187,120	388	361,532	190	247,962	1,048	887,530	140	197,275
Washington	2,654,366	3,974,522		40	75,231	38	351,927	377	677,617	74	246,879	158	187,120	388	361,532	190	247,962	1,048	887,530	140	197,275

FLORIDA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS............	55,468,945	87,246,551	94,290,546	3,264	5,650,467	1,591	10,356,073	9,420	19,022,181	4,516	24,930,733	5,504	5,454,732	7,472	4,528,979	5,634	5,700,291	13,933	9,651,335	2,291	3,413,015
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Bradenton, FL	885,889	1,342,476	1,448,958	62	95,681	23	151,930	136	314,545	77	427,782	80	76,678	108	51,799	79	81,562	217	151,789	33	53,945
Daytona Beach, FL	1,502,321	2,334,578	2,501,224	97	174,325	49	272,052	282	538,158	130	573,071	171	142,986	193	93,598	167	133,617	475	298,690	72	114,024
Fort Lauderdale-Hollywood-Pomano Beach, FL	6,717,263	10,898,869	11,795,811	274	483,045	124	1,218,513	878	2,169,549	470	3,520,816	535	620,664	896	621,436	716	817,533	1,623	1,398,967	254	422,267
Fort Meyers-Cape Coral, FL	1,400,295	2,201,464	2,374,203	99	192,052	44	276,064	230	512,984	108	577,008	108	111,138	175	82,569	154	193,209	361	217,624	63	96,522
Fort Pierce, FL	938,322	1,501,597	1,638,851	65	177,559	23	134,030	171	365,529	97	448,345	90	96,783	118	64,149	123	107,169	205	125,350	38	55,852
Fort Walton Beach, FL	563,528	874,293	953,297	45	77,604	22	129,774	109	171,471	74	241,955	69	51,894	77	33,700	65	65,449	185	106,351	21	23,787
Gainesville, FL	907,780	1,384,260	1,510,206	58	106,998	27	178,696	191	341,957	73	366,907	106	87,177	106	68,071	83	73,982	236	162,703	33	37,221
Jacksonville, FL	3,737,181	5,717,209	6,155,183	207	340,461	99	637,863	713	1,149,470	341	1,751,312	453	422,652	480	269,823	337	295,913	996	599,481	140	233,764
Lakeland-Winter Haven, FL	1,629,320	2,275,984	2,432,371	121	203,085	56	279,180	323	570,242	182	684,333	195	137,912	158	93,136	147	93,698	355	206,099	63	78,916
Melbourne-Titusville-Palm Bay, FL	1,488,706	2,354,168	2,526,122	98	168,616	57	345,813	270	482,137	134	688,081	177	148,954	145	69,642	156	120,332	422	248,562	50	134,109
Miami-Hialeah, FL	9,408,819	14,470,135	15,534,343	381	622,823	240	1,765,716	1,398	2,689,403	608	4,155,528	838	847,323	1,807	1,222,781	906	968,365	2,116	1,518,548	504	644,041
Naples, FL	676,257	1,076,889	1,148,062	52	91,850	16	91,467	116	238,358	49	274,201	57	58,189	131	64,199	93	110,006	160	112,466	27	39,626
Ocala, FL	733,753	1,149,129	1,271,698	72	146,115	27	137,931	162	264,405	72	271,810	101	111,593	84	42,757	71	68,007	173	92,954	29	40,146
Orlando, FL	4,338,595	7,543,364	8,257,728	229	542,326	112	919,928	656	1,598,906	346	2,372,148	395	500,927	393	331,683	347	427,150	982	905,823	115	211,765
Panama City, FL	579,996	888,283	967,006	32	55,472	19	116,023	122	153,632	64	294,165	64	51,984	86	42,665	60	52,694	206	131,663	27	28,028
Pensacola, FL	1,351,882	1,930,137	2,070,283	84	132,417	43	272,586	240	438,985	168	549,386	142	114,371	154	68,747	116	106,143	358	202,905	61	53,213
Sarasota, FL	1,432,228	2,289,054	2,443,960	116	203,478	47	267,520	196	467,941	105	595,670	120	120,052	193	109,339	209	222,943	328	252,631	55	100,769
Tallahassee, FL	921,065	1,404,774	1,529,209	71	131,769	33	222,536	163	322,213	72	282,158	100	90,786	149	66,345	107	92,647	249	161,267	38	39,656
Tampa-St. Petersburg-Clearwater	8,710,006	13,785,951	14,909,700	522	841,061	228	1,734,559	1,480	3,302,147	643	3,764,745	833	861,674	963	533,197	805	900,222	2,311	1,556,940	305	496,444
West Palm Beach-Boca Raton-Delray Beach, FL	3,845,955	6,444,756	6,993,286	183	359,212	88	757,984	578	1,406,401	241	1,848,917	301	361,993	594	424,065	458	511,664	873	710,732	145	256,648
COUNTIES, Cities																					
ALACHUA	839,558	1,286,553	1,404,200	51	97,815	24	171,606	159	306,742	62	349,241	86	78,306	101	66,428	78	67,931	223	154,305	29	32,913
Gainesville	596,086	913,453	996,982	36	69,449	17	121,840	113	217,787	44	247,961	61	55,597	72	47,164	55	48,231	158	109,557	21	23,368
BAKER	32,797	47,498	51,858	3	1,153	2	6,828	13	16,578	6	6,279	12	7,199	3	796	3	1,560	13	3,164	3	2,041
BAY	579,996	888,283	967,006	32	55,472	19	116,023	122	153,632	64	294,165	64	51,984	86	42,665	60	52,694	206	131,663	27	28,028
Panama City	417,597	639,564	696,244	23	39,940	14	83,537	88	110,615	46	211,799	46	37,428	62	30,719	43	37,940	148	94,797	19	20,180
BRADFORD	68,222	97,707	106,006	7	9,183	3	7,090	32	35,215	11	17,666	20	8,871	5	1,643	5	6,051	13	8,398	4	4,308
BREVARD	1,488,706	2,354,168	2,526,122	98	168,616	57	345,813	270	482,137	134	688,081	177	148,954	145	69,642	156	120,332	422	248,562	50	134,109
Cocoa	89,322	141,250	151,567	6	10,117	3	20,749	16	28,928	8	41,285	11	8,937	9	4,179	9	7,220	25	14,914	3	8,047
BROWARD	6,717,263	10,898,869	11,795,811	274	483,045	124	1,218,513	878	2,169,549	470	3,520,816	535	620,664	896	621,436	715	817,533	1,623	1,398,967	254	422,267
Fort Lauderdale	1,679,316	2,724,717	2,948,953	69	120,761	31	304,628	220	542,387	118	880,204	134	155,166	224	155,359	179	204,383	406	349,742	64	105,567
Hollywood	1,007,589	1,634,830	1,769,372	41	72,457	19	182,777	132	325,432	71	528,122	80	93,100	134	93,215	107	122,630	243	209,845	38	63,340
Pompano Beach	604,554	980,898	1,061,623	25	43,474	11	109,666	79	195,259	42	316,873	48	55,860	81	55,929	64	73,578	146	125,907	23	38,004

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

FLORIDA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CALHOUN	29,521	38,286	41,506	6	4,399	3	5,466	11	11,764	7	12,222	5	2,821	4	780	4	612	8	878	3	2,170
CHARLOTTE	314,853	480,186	514,325	34	54,087	12	25,123	58	120,094	33	143,367	26	33,584	28	20,095	49	35,393	80	40,536	12	28,247
Punta Gorda	116,496	177,669	190,300	13	20,012	4	9,296	21	44,435	12	53,046	10	12,426	10	7,435	18	13,095	30	14,998	4	10,451
CITRUS	243,823	450,771	498,630	31	69,401	10	26,740	52	136,566	28	100,366	34	42,289	28	10,853	28	19,559	65	31,942	12	20,294
Inverness	NO DATA AVAILABLE FOR THIS CITY																				
CLAY	320,534	515,592	577,232	22	31,369	11	127,401	68	96,060	28	120,005	32	34,463	64	38,478	32	28,902	83	51,517	14	12,531
Orange Park	54,491	87,651	98,129	4	5,333	2	21,658	12	16,330	5	20,401	5	5,859	11	6,541	5	4,913	14	8,758	2	2,130
COLLIER	676,257	1,076,889	1,148,062	52	91,850	16	91,467	116	238,358	49	274,201	57	58,189	131	64,199	93	110,006	160	112,466	27	39,626
Naples	419,279	667,671	711,798	32	56,947	10	56,710	72	147,782	30	170,005	35	36,077	81	39,803	58	68,204	99	69,729	17	24,568
COLUMBIA	189,096	270,471	293,700	16	22,074	11	20,588	53	65,780	22	63,984	50	33,725	22	13,324	19	9,283	48	29,449	7	9,827
Lake City	145,604	208,263	226,149	12	16,997	8	15,853	41	50,651	17	49,268	39	25,968	17	10,259	15	7,148	37	22,676	5	7,567
DADE	9,408,819	14,470,135	15,534,343	381	622,823	240	1,765,716	1,398	2,689,403	608	4,155,528	838	847,323	1,807	1,222,781	906	968,365	2,116	1,518,548	504	644,041
Florida City	9,409	14,470	15,534	0	623	0	1,766	1	2,689	1	4,156	1	847	2	1,223	1	968	2	1,519	1	644
Homestead	188,176	289,403	310,687	8	12,456	5	35,314	28	53,788	12	83,111	17	16,946	36	24,456	18	19,367	42	30,371	10	12,881
Miami	2,540,381	3,906,936	4,194,273	103	168,162	65	476,743	377	726,139	164	1,121,993	226	228,777	488	330,151	245	261,459	571	410,008	136	173,891
DE SOTO	80,957	106,691	113,484	9	10,038	6	14,942	20	33,013	8	16,024	14	6,494	11	2,432	4	2,393	19	7,319	5	5,456
DIXIE	26,559	37,798	41,596	3	3,718	3	4,324	10	12,001	3	4,684	7	4,803	2	638	3	403	11	2,085	1	1,041
DUVAL	3,033,832	4,604,130	4,928,306	158	272,625	69	456,686	540	913,999	269	1,482,630	339	311,170	364	218,664	275	249,640	758	466,201	107	201,568
Jacksonville	2,821,464	4,281,841	4,583,325	147	253,541	64	424,718	502	850,019	250	1,378,846	315	289,388	339	203,358	256	232,165	705	433,567	100	187,458
ESCAMBIA	1,178,543	1,681,687	1,799,555	72	117,441	36	236,940	195	355,875	136	491,803	113	87,908	137	61,775	103	96,304	309	182,671	49	43,549
Pensacola	412,490	588,590	629,844	25	41,104	13	82,929	68	124,556	48	172,131	40	30,768	48	21,621	36	33,706	108	63,935	17	15,242
FLAGLER	40,017	70,169	78,897	8	7,100	1	10,388	16	25,425	4	8,883	8	6,398	3	709	5	2,983	21	6,564	2	1,976
FRANKLIN	21,203	29,931	32,138	6	4,299	5	1,221	15	10,810	5	2,458	7	2,987	0	494	1	2,033	12	3,488	3	907
GADSDEN	96,921	135,407	146,792	10	8,199	13	11,927	40	44,333	12	30,169	14	5,990	17	6,032	12	5,194	19	6,492	9	5,045
GILCHRIST	9,565	13,161	14,505	1	1,202	2	1,770	8	5,024	0	1,513	2	1,371	1	207	0	849	9	1,508	1	336
GLADES	7,120	9,920	10,663	0	833	1	1,228	8	4,198	0	1,050	2	951	1	143	1	589	4	903	1	233
GULF	24,910	33,295	35,642	4	3,258	6	2,364	12	14,396	5	4,095	6	1,595	1	547	7	1,712	11	1,722	4	1,942
HAMILTON	29,284	42,295	47,318	7	5,718	3	1,000	15	12,195	2	5,327	17	10,838	1	726	3	947	12	2,651	2	1,184
HARDEE	59,647	75,290	79,675	7	10,650	6	3,632	21	28,950	7	10,163	11	4,817	8	1,873	11	1,897	9	2,283	4	4,714
HENDRY	94,957	138,105	149,001	10	15,575	8	7,061	30	54,895	16	36,986	13	8,180	6	1,357	6	2,209	22	9,994	3	3,787
HERNANDO	185,117	315,608	350,704	21	30,788	8	25,504	53	110,987	18	73,984	25	22,989	16	6,067	24	15,485	57	22,635	7	16,519
Brooksville	133,284	227,238	252,507	15	22,167	6	18,363	38	79,911	13	53,268	18	16,552	12	4,368	17	11,149	41	16,297	5	11,894
HIGHLANDS	214,958	290,159	310,949	24	26,769	12	19,202	58	85,576	33	79,710	27	14,535	22	8,540	32	17,846	59	24,480	13	17,323
HILLSBOROUGH	3,621,009	5,660,219	6,108,422	204	306,429	90	712,067	636	1,318,244	290	1,621,430	359	372,044	400	225,786	309	345,374	973	624,855	119	183,038
Tampa	1,991,555	3,113,120	3,359,632	112	168,536	50	391,637	350	725,034	160	891,787	197	204,624	220	124,182	170	189,956	535	343,670	65	100,671
HOLMES	33,489	46,612	51,333	3	1,584	3	1,816	16	15,142	7	10,831	5	1,531	3	788	3	1,603	3	3,368	4	1,681
INDIAN RIVER	367,620	547,552	596,143	39	49,155	11	42,133	66	137,474	35	133,208	37	33,718	65	27,589	58	41,032	91	56,483	17	30,991
Vero Beach	268,363	399,713	435,184	28	35,883	8	30,757	48	100,356	26	97,242	27	24,614	47	20,140	42	29,953	66	41,233	12	22,623
JACKSON	136,455	184,880	200,827	13	9,229	13	17,008	43	44,726	21	63,738	30	19,511	21	5,388	17	5,254	31	9,490	12	7,152
Marianna	88,696	120,172	130,538	8	5,999	8	11,055	28	29,072	14	41,430	20	12,682	14	3,502	11	3,415	20	6,169	8	4,649
JEFFERSON	30,258	40,026	43,409	4	2,955	3	5,715	15	14,701	4	2,029	3	4,427	3	666	4	1,270	3	2,849	3	1,540
LAFAYETTE	6,933	8,049	8,683	2	730	0	1,073	4	3,316	2	919	1	831	0	125	2	517	3	534	1	204
LAKE	531,851	730,421	775,794	52	78,013	20	68,352	115	177,155	66	234,458	63	40,590	69	23,484	58	39,054	131	53,120	29	30,577
Leesburg	191,466	262,952	279,286	19	28,085	7	24,607	41	63,776	24	84,405	23	14,612	25	8,454	21	14,059	47	19,123	10	11,008
LEE	1,400,295	2,201,464	2,374,203	99	192,052	44	276,064	230	512,984	108	577,008	108	111,138	175	82,569	154	193,209	361	217,624	63	96,522
Cape Coral	140,030	220,146	237,420	10	19,205	4	27,606	23	51,298	11	57,701	11	11,114	18	8,257	15	19,321	36	21,762	6	9,652
Fort Myers	686,145	1,078,717	1,163,359	49	94,105	22	135,271	113	251,362	53	282,734	53	54,458	86	40,459	75	94,672	177	106,636	31	47,296
LEON	824,144	1,269,367	1,382,417	61	123,570	20	210,609	123	277,880	60	251,989	86	84,796	132	60,313	95	87,453	230	154,775	29	34,611
Tallahassee	675,798	1,040,881	1,133,582	50	101,327	16	172,699	101	227,862	49	206,631	71	69,533	105	49,457	78	71,711	189	126,916	24	28,381
LEVY	65,537	90,519	97,801	7	2,496	6	4,564	28	32,555	9	15,181	20	11,573	5	1,576	4	3,745	32	7,730	4	4,366
LIBERTY	5,949	8,719	9,601	0	772	0	1,138	5	3,893	0	973	2	882	0	133	1	546	2	567	1	217
MADISON	40,200	57,874	63,450	6	4,126	4	8,353	16	17,854	5	7,889	11	8,139	4	854	3	2,677	9	2,884	5	6,249
MANATEE	885,889	1,342,476	1,448,958	62	95,681	23	151,930	136	314,545	77	427,782	80	76,678	108	51,799	79	81,562	217	151,789	33	53,945
Bradenton	265,767	402,743	434,687	19	28,704	7	45,579	41	94,364	23	128,335	24	23,003	32	15,540	24	24,469	65	45,537	10	16,184
MARION	733,753	1,149,129	1,271,698	72	146,115	27	137,931	162	264,405	72	271,810	101	111,593	84	42,757	71	68,007	173	92,954	29	40,146
Ocala	557,652	873,338	966,490	55	111,047	21	104,828	123	200,948	55	206,576	77	84,811	64	32,495	54	51,685	131	70,645	22	30,511
MARTIN	434,026	713,117	785,238	37	94,346	11	57,925	75	172,050	52	194,272	38	46,642	70	34,999	68	56,978	92	59,882	20	26,952
Stuart	243,055	399,346	439,733	21	52,834	6	32,438	42	96,348	29	108,792	21	26,120	39	19,599	38	31,908	52	33,534	11	15,093
MONROE	383,746	566,488	611,725	33	41,587	16	62,442	67	140,216	35	88,376	41	32,275	61	20,452	44	23,926	191	100,374	17	25,139
Key West	184,198	271,914	293,628	16	19,962	8	29,972	32	67,304	17	42,420	20	15,492	29	9,817	21	11,484	92	48,180	8	12,067
NASSAU	127,005	189,807	205,336	14	12,935	12	27,035	36	45,751	16	30,206	35	31,484	20	3,152	9	4,789	41	19,525	6	4,983
OKALOOSA	563,528	874,293	953,297	45	77,604	22	129,774	109	171,471	74	241,955	69	51,894	77	33,700	65	65,449	185	106,351	21	23,787
Fort Walton Beac	259,223	402,175	438,517	21	35,698	10	59,696	50	78,877	34	111,299	32	23,871	35	15,502	30	30,107	85	48,921	10	10,942
OKEECHOBEE	99,205	137,280	150,642	11	6,329	7	10,084	30	48,818	11	17,825	18	15,363	12	3,930	9	4,931	31	15,898	6	6,498
ORANGE	2,935,531	5,061,258	5,479,829	150	352,961	76	575,156	426	1,021,802	231	1,680,233	275	321,068	247	210,032	239	277,222	649	610,724	77	139,030
Orlando	1,203,568	2,075,116	2,246,730	62	144,714	31	235,814	175	418,939	95	688,896	113	131,638	101	86,113	98	113,661	266	250,397	32	57,002
OSCEOLA	337,462	683,067	767,701	22	45,660	14	51,710	63	171,011	32	219,420	45	70,106	27	21,434	19	29,131	93	106,777	10	22,698
PALM BEACH	3,845,955	6,444,756	6,993,286	183	359,212	88	757,984	578	1,406,401	241	1,848,917	301	361,993	594	424,065	458	511,664	873	710,732	145	256,648
Boca Raton	423,055	708,923	769,261	20	39,513	10	83,378	64	154,704	27	203,381	33	39,819	65	46,647	50	56,283	96	78,181	16	28,231
Palm Beach	153,838	257,790	279,731	7	14,368	4	30,319	23	56,256	10	73,957	12	14,480	24	16,963	18	20,467	35	28,429	6	10,266
West Palm Beach	769,191	1,288,951	1,398,657	37	71,842	18	151,597	116	281,280	48	369,783	60	72,399	119	84,813	92	102,333	175	142,146	29	51,330
PASCO	836,086	1,354,408	1,496,498	80	131,279	34	152,898	169	389,005	77	305,878	74	97,770	81	52,224	83	83,379	196	114,865	33	63,645
PINELLAS	4,067,794	6,455,716	6,954,076	217	372,565	96	844,090	622	1,483,911	258	1,763,453	375	368,871	466	249,120	389	455,984	1,085	794,585	146	233,242
Clearwater	1,138,982	1,807,600	1,947,141	61	104,318	27	236,345	174	415,495	72	493,767	105	103,284	130	69,754	109	127,676	304	222,484	41	65,308
St. Petersburg	854,237	1,355,700	1,460,356	46	78,239	20	177,259	131	311,621	54	370,325	79	77,463	98	52,315	82	95,757	228	166,863	31	48,981
POLK	1,629,320	2,275,984	2,432,371	121	203,085	56	279,180	323	570,242	182	684,333	195	137,912	158	93,136	147	93,698	355	206,099	63	78,916
Lake Wales	81,466	113,799	121,619	6	10,154	3	13,959	16	28,512	9	34,217	10	6,896	8	4,657	7	4,685	18	10,305	3	3,946
Lakeland	570,262	796,594	851,330	42	71,080	20	97,713	113	199,585	64	239,517	68	48,269	55	32,598	51	32,794	124	72,135	22	27,621
Winter Haven	325,864	455,197	486,474	24	40,617	11	55,836	65	114,048	36	136,867	39	27,582	32	18,627	29	18,740	71	41,220	13	15,783
PUTNAM	195,243	256,523	277,643	18	24,053	12	27,702	52	69,963	30	67,035	22	15,509	30	12,934	17	13,347	49	18,253	10	10,055
Palatka	126,908	166,740	180,468	12	15,634	8	18,006	34	45,476	20	43,573	14	10,081	20	8,407	11	8,676	32	11,864	7	6,536
ST. JOHNS	255,810	407,680	444,309	13	23,532	7	26,741	69	93,660	28	118,471	47	45,535	32	9,529	21	12,582	114	62,238	13	14,682
St. Augustine	186,741	297,606	324,346	9	17,178	5	19,521	50	68,372	20	86,484	34	33,241	23	6,956	15	9,185	83	45,434	9	10,718
ST. LUCIE	504,296	788,480	853,613	28	83,213	12	76,105	96	193,479	45	254,073	52	50,141	48	29,150	55	50,191	113	65,468	18	28,900
Fort Pierce	393,351	615,014	665,818	22	64,906	9	59,362	75	150,914	35	198,177	41	39,110	37	22,737	43	39,149	88	51,065	14	22,542
Fort St. Lucie	55,473	86,733	93,897	3	9,153	1	8,372	11	21,283	5	27,948	6	5,516	5	3,207	6	5,521	12	7,201	2	3,179
SANTA ROSA	173,339	248,450	270,728	12	14,976	7	35,646	45	83,110	32	57,583	29	26,463	17	6,972	13	9,839	49	20,234	12	9,664
SARASOTA	1,432,228	2,289,054	2,443,960	116	203,478	47	267,520	196	467,941	105	595,670	120	120,052	193	109,339	209	222,943	328	252,631	55	100,769
Sarasota	515,602	824,059	879,826	42	73,252	17	96,307	71	168,459	38	214,441	43	43,219	69	39,362	75	80,259	118	90,947	20	36,277

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FLORIDA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SEMINOLE	1,065,602	1,799,039	2,010,198	57	143,705	22	293,062	167	406,093	83	472,495	75	109,753	119	100,217	89	120,797	240	188,322	28	50,037
Sanford	181,152	305,837	341,734	10	24,430	4	49,821	28	69,036	14	80,324	13	18,658	20	17,037	15	20,535	41	32,015	5	8,506
SUMTER	94,762	138,147	147,512	7	5,734	4	5,123	29	34,313	7	8,053	19	42,455	4	1,002	3	1,818	26	12,480	5	3,957
SUWANNEE	87,468	117,964	130,538	10	4,790	8	8,654	34	40,742	19	36,119	14	3,700	17	5,152	13	5,568	18	6,740	9	10,470
TAYLOR	67,000	98,635	108,245	7	7,220	4	8,045	25	26,409	13	27,057	11	5,898	13	3,847	8	4,036	25	9,945	6	3,665
UNION	13,198	22,720	25,669	3	5,736	0	2,857	6	5,793	4	3,050	7	3,276	0	333	0	1,372	4	1,425	1	544
VOLUSIA	1,502,321	2,334,578	2,501,224	97	174,325	49	272,052	282	538,158	130	573,071	171	142,986	193	93,598	167	133,617	475	298,690	72	114,024
Daytona Beach	600,928	933,831	1,000,490	39	69,730	20	108,821	113	215,263	52	229,228	68	57,194	77	37,439	67	53,447	190	119,476	29	45,610
De Land	135,209	210,112	225,110	9	15,689	4	24,485	25	48, 34	12	51,576	15	12,869	17	8,424	15	12,026	43	26,882	6	10,262
WAKULLA	17,075	25,467	28,022	2	2,505	4	1,836	14	11,736	3	2,599	4	129	0	430	2	1,773	15	4,758	1	701
WALTON	64,460	109,529	124,188	5	9,734	6	8,719	24	38,221	9	18,747	14	13,719	9	2,309	8	4,144	20	6,774	6	3,461
WASHINGTON	40,068	57,750	63,933	5	7,496	2	9,417	17	23,456	3	7,197	6	2,889	5	772	5	1,105	15	7,152	5	3,327

GEORGIA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	24,408,112	37,121,558	40,207,566	1,574	2,687,019	998	4,592,392	4,720	8,039,885	2,602	9,756,059	3,075	2,628,545	3,309	1,985,197	2,427	2,049,233	[illegible],118	3,771,338	1,473	1,310,561
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Albany, GA	524,095	767,249	826,808	34	47,087	16	118,624	119	159,380	49	207,789	46	40,055	79	46,064	67	39,945	123	67,406	21	24,214
Athens, GA	561,715	850,542	909,120	40	50,712	28	89,511	118	191,193	59	200,135	69	48,550	103	38,571	62	41,784	164	93,350	44	34,413
Atlanta, GA	11,707,125	18,607,914	20,159,278	546	1,376,856	273	2,595,461	1,532	3,623,083	892	5,031,054	1,191	1,358,871	1,280	966,101	937	1,016,769	2,824	2,132,617	510	602,905
Macon-Warner Robins, GA	1,233,439	1,789,615	1,915,049	71	122,979	42	197,521	250	384,661	129	525,415	163	113,138	185	75,105	114	83,638	283	164,368	60	57,425
Savannah, GA	1,072,141	1,537,847	1,644,600	56	92,322	39	174,113	167	319,911	93	387,458	130	96,281	155	104,659	104	79,623	297	192,924	52	49,072
Columbus, GA-AL	945,403	1,364,355	1,471,104	48	57,081	36	201,951	158	261,074	109	424,716	124	74,723	137	60,478	107	95,736	265	119,919	58	42,086
Augusta, GA-SC	1,452,316	2,166,709	2,347,532	100	164,330	55	240,911	257	475,060	172	578,791	157	146,276	214	132,528	147	124,827	347	202,971	85	80,606
COUNTIES, Cities																					
APPLING	46,440	74,728	82,426	5	5,307	3	8,726	17	24,123	8	18,815	9	4,078	9	4,969	7	2,880	12	6,719	4	2,516
ATKINSON	10,975	18,221	20,174	2	1,152	2	2,137	5	6,444	2	5,227	3	1,484	0	859	1	977	4	786	2	592
BACON	27,460	37,061	40,325	4	1,955	2	3,922	11	9,785	5	11,588	8	2,220	5	2,030	2	1,793	9	2,070	6	2,945
BAKER	3,915	5,102	5,611	0	320	0	594	2	1,792	0	1,454	3	272	1	239	0	271	0	458	1	165
BALDWIN	140,265	215,220	235,403	9	14,074	10	32,773	38	57,045	20	46,380	22	13,837	21	10,664	13	8,589	31	19,997	9	8,607
Milledgeville	120,628	185,089	202,447	8	12,104	9	28,185	33	49,059	17	39,887	19	11,900	18	9,171	11	7,387	27	17,197	8	7,402
BANKS	8,871	14,308	15,801	1	651	[illegible]	1,209	3	3,648	0	2,959	3	3,152	2	487	1	553	7	2,016	0	335
BARROW	90,510	134,192	145,474	6	17,593	6	5,141	24	32,186	18	50,112	14	7,122	13	5,949	5	1,734	22	8,142	8	5,988
BARTOW	170,744	265,446	288,406	14	14,817	8	10,663	35	60,516	23	57,482	35	44,479	18	14,028	18	13,634	40	22,012	10	7,951
Cartersville	124,643	193,776	210,536	10	10,816	6	7,784	25	44,177	17	41,962	26	32,470	13	10,240	13	9,953	29	16,069	7	5,804
BEN HILL	56,313	85,497	93,465	9	5,486	3	9,895	21	25,496	8	17,778	9	6,651	9	5,631	14	5,964	18	5,718	6	3,831
BERRIEN	43,316	64,668	70,913	4	4,046	2	7,507	17	16,521	7	30,120	6	2,532	5	2,387	8	2,696	9	1,956	4	2,325
BIBB	823,074	1,245,356	1,332,932	36	76,070	28	141,117	144	239,473	78	345,373	117	78,991	136	56,819	83	64,534	184	120,071	37	39,115
Macon	781,920	1,183,088	1,266,285	34	72,267	27	134,061	137	227,499	74	328,104	111	75,041	129	53,978	79	61,307	175	114,067	35	37,159
BLECKLEY	28,917	34,996	37,582	1	2,145	2	3,979	9	12,773	9	6,575	7	1,550	6	2,273	3	2,290	7	1,797	6	2,784
BRANTLEY	6,996	9,704	10,644	2	608	0	1,127	11	4,226	3	353	6	567	0	454	1	515	4	645	2	312
BROOKS	35,234	50,214	54,983	2	2,866	2	5,314	18	13,278	5	22,005	5	1,160	5	1,926	8	2,812	7	1,151	3	1,722
BRYAN	21,027	34,094	38,379	1	2,067	0	3,835	8	8,133	2	9,384	9	5,589	0	1,544	0	1,752	7	3,095	3	1,062
BULLOCH	164,206	226,466	249,301	13	13,750	9	32,768	35	59,959	22	64,327	24	12,634	24	12,955	19	11,946	39	20,317	8	7,573
Statesboro	155,996	215,143	236,836	12	13,063	9	31,130	33	56,961	21	61,111	23	12,002	23	12,307	18	11,349	37	19,301	8	7,194
BURKE	56,636	87,467	98,776	2	5,637	3	10,458	22	38,478	8	12,898	5	2,835	7	4,595	6	4,782	10	7,075	5	4,391
BUTTS	28,832	42,533	46,217	7	4,781	4	1,488	18	16,021	3	3,659	8	2,548	4	2,622	6	1,651	6	1,942	3	1,819
CALHOUN	10,750	14,933	16,151	3	813	2	1,510	10	4,879	5	4,422	4	616	3	608	2	691	2	1,166	3	638
CAMDEN	45,867	80,589	89,354	5	8,225	7	4,363	21	27,758	11	20,476	14	9,802	5	855	7	3,307	15	6,192	5	2,368
CANDLER	27,613	34,919	37,948	2	2,166	2	4,018	8	9,866	6	12,393	6	2,403	3	1,828	2	1,837	3	762	5	854
CARROLL	210,918	338,254	371,483	29	36,714	14	40,447	59	91,692	32	81,121	19	14,004	38	13,126	20	10,644	58	29,053	22	15,635
Carrollton	166,625	267,229	293,472	23	29,004	11	31,953	47	72,437	25	64,086	15	11,063	30	10,370	16	8,409	46	22,952	17	12,352
CATOOSA	132,233	215,873	241,602	12	13,787	7	25,579	17	77,172	15	38,292	11	18,199	12	10,298	13	11,696	23	19,663	5	7,090
CHARLTON	19,797	26,007	28,332	2	1,383	3	2,564	9	5,853	6	10,979	2	1,176	3	1,033	3	1,173	11	2,044	2	711
CHATHAM	1,043,638	1,495,889	1,598,181	54	89,673	37	169,198	153	303,974	86	375,432	122	93,902	152	104,205	101	77,376	291	191,979	50	47,710
Savannah	855,783	1,226,629	1,310,508	44	73,532	30	138,742	125	249,259	71	307,854	100	77,000	125	85,448	83	63,448	239	157,423	41	39,122
CHATTAHOOCHI	3,153	4,753	4,991	0	285	0	528	3	1,321	0	1,292	1	242	2	213	0	241	8	408	0	147
CHATTOOGA	62,290	84,023	91,157	5	4,023	10	4,985	19	26,303	11	15,732	12	6,560	10	3,610	4	1,185	14	4,659	6	2,987
CHEROKEE	131,132	223,998	249,487	15	31,773	7	7,982	42	75,390	22	49,108	20	11,565	9	4,033	12	6,566	34	19,069	10	12,070
CLARKE	452,036	689,176	735,528	28	41,976	20	77,869	64	135,314	34	166,096	47	35,708	87	31,354	49	35,610	137	83,178	30	27,044
Athens	307,384	468,640	500,159	19	28,544	14	52,951	44	92,014	23	112,945	32	24,281	59	21,321	33	24,215	93	56,561	20	18,390
CLAY	4,177	6,588	7,225	1	332	1	616	7	2,899	0	1,509	3	214	0	248	0	282	3	591	2	172
CLAYTON	880,306	1,320,386	1,474,304	29	50,005	23	278,729	106	265,597	77	381,670	78	104,364	81	52,117	50	49,988	149	111,381	29	46,806
Jonesboro	123,243	184,854	206,403	4	7,001	3	39,022	15	37,184	11	53,434	18	14,611	11	7,296	7	6,998	21	15,593	4	6,553
CLINCH	11,445	15,707	16,901	2	907	2	1,683	13	6,360	4	3,193	5	150	2	678	1	768	4	929	4	1,388
COBB	1,949,512	3,257,304	3,583,000	99	281,531	48	582,308	207	620,020	141	997,061	179	222,955	208	183,082	140	156,904	385	304,007	76	99,069
Marietta	487,378	814,326	895,750	25	70,383	12	145,577	52	155,005	35	249,265	45	55,739	52	45,771	35	39,226	96	76,002	19	24,767
COFFEE	99,743	144,387	157,970	12	29,213	7	12,588	32	36,804	11	30,367	8	6,094	23	10,213	10	5,892	23	11,591	10	5,362
COLQUITT	119,827	168,522	182,956	17	18,605	6	15,291	50	44,588	15	36,430	19	9,159	30	10,934	11	5,603	31	12,186	12	7,822
Moultrie	112,637	158,411	171,979	16	17,489	6	14,374	47	41,913	14	34,244	18	8,609	28	10,278	10	5,267	29	11,455	11	7,353
COLUMBIA	97,863	173,105	185,065	13	32,282	6	19,592	27	53,849	16	17,533	11	10,969	8	4,484	14	13,294	20	10,122	6	6,833
COOK	35,763	48,061	52,288	5	2,489	4	1,571	19	12,633	7	7,194	11	7,015	6	2,552	6	2,354	15	4,556	5	2,600
COWETA	148,221	228,379	246,499	15	13,074	8	19,468	35	58,655	21	71,845	21	17,679	20	11,032	12	11,128	38	15,082	10	9,897
CRAWFORD	4,613	6,693	7,295	0	417	0	772	8	2,090	3	904	2	354	2	311	0	353	2	597	0	213
CRISP	114,201	157,917	170,545	8	7,793	7	15,327	33	39,947	9	24,081	17	30,110	18	8,261	12	4,718	28	11,899	7	4,384
Cordele	82,225	113,700	122,792	6	5,611	5	11,035	24	28,762	6	17,338	12	21,679	13	5,948	9	3,397	20	8,567	5	3,156

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DADE	33,416	46,269	50,401	3	2,876	2	5,336	3	16,099	7	3,700	5	8,516	3	2,148	1	2,440	7	2,726	2	1,479
DAWSON	7,538	12,131	13,023	3	2,430	1	1,270	3	1,181	1	3,110	4	1,955	1	512	1	581	1	980	1	352
DECATUR	77,131	112,467	122,966	9	8,944	6	10,190	31	32,399	14	27,158	14	4,914	21	9,928	12	3,240	16	7,250	11	7,952
DE KALB	3,049,680	4,953,516	5,337,258	105	331,367	49	725,874	311	869,372	184	1,533,149	290	371,643	288	255,509	244	283,193	627	517,100	106	136,903
DODGE	68,215	89,566	96,422	7	5,681	9	8,682	28	26,810	15	16,740	19	9,346	8	3,079	5	1,506	17	12,265	8	3,606
DOOLY	34,359	42,008	44,982	6	3,309	2	4,249	9	4,819	8	14,215	12	8,106	1	1,711	4	1,943	2	3,279	3	1,101
DOUGHERTY	516,783	755,253	813,530	33	46,427	16	117,399	110	154,545	49	204,792	44	39,494	79	45,572	66	39,386	122	66,462	20	23,874
Albany	470,273	687,280	740,312	30	42,249	15	106,833	100	140,636	45	186,361	40	35,940	72	41,471	60	35,841	111	60,480	18	21,725
DOUGLAS	209,553	328,466	359,676	13	22,468	4	35,377	41	33,633	26	93,002	22	30,101	23	11,385	17	16,286	41	26,142	12	13,298
EARLY	36,157	49,902	53,930	2	3,077	2	5,709	18	15,865	10	12,331	11	2,134	10	3,390	4	1,188	8	1,450	6	2,812
ECHOLS	696	1,029	1,110	0	62	0	118	1	354	0	287	0	54	0	47	0	53	1	90	0	32
EFFINGHAM	28,503	41,958	46,419	2	2,649	2	4,915	14	15,937	7	12,026	8	2,379	3	454	3	2,247	6	945	2	1,362
ELBERT	76,162	106,557	116,390	10	6,600	4	4,535	14	26,911	12	51,510	9	3,252	10	3,664	6	2,504	14	5,846	10	4,682
EMANUEL	71,785	94,170	101,304	11	9,955	8	5,549	24	24,541	11	26,642	10	3,648	14	7,131	7	5,227	21	6,960	9	4,206
EVANS	31,778	38,540	41,574	5	5,662	5	3,681	10	10,339	5	8,127	11	2,365	5	2,004	5	1,461	9	1,418	3	1,939
FANNIN	42,421	63,217	68,360	5	4,885	6	6,604	13	24,492	9	7,106	14	2,658	10	2,502	4	1,108	15	4,454	5	2,175
FAYETTE	82,374	155,876	174,012	13	13,677	3	16,778	22	53,247	11	41,063	9	5,926	11	5,923	12	7,674	25	10,996	7	10,027
FLOYD	300,448	408,450	438,145	13	16,077	15	56,409	59	99,501	35	97,322	41	21,969	56	28,523	43	26,183	84	39,772	21	16,320
Rome	288,430	392,112	420,619	12	15,434	14	54,153	57	95,521	34	93,429	39	21,090	54	27,382	41	25,136	81	38,181	20	15,667
FORSYTH	81,308	135,114	150,550	11	16,705	3	15,069	22	31,036	14	35,726	12	9,658	14	4,744	12	9,228	24	15,988	3	4,868
FRANKLIN	68,046	102,235	109,979	9	10,623	5	2,444	17	22,619	9	44,923	13	8,366	12	2,195	6	2,666	14	2,241	7	3,577
FULTON	3,588,522	5,219,545	5,472,177	129	361,937	69	687,143	428	797,758	191	1,082,420	347	352,045	461	338,632	280	272,968	1,120	870,378	149	153,532
Atlanta	2,224,884	3,236,118	3,392,750	80	224,401	43	426,029	265	494,610	118	671,100	215	218,268	286	209,952	174	169,240	694	539,634	92	95,190
Roswell	215,311	313,173	328,331	8	21,716	4	41,229	26	47,865	11	64,945	21	21,123	28	20,318	17	16,378	67	52,223	9	9,212
GILMER	33,610	48,659	52,545	5	4,838	8	3,647	7	8,739	9	16,797	9	2,748	6	1,194	4	2,698	12	3,178	4	3,974
GLASCOCK	2,055	2,767	3,063	0	175	1	325	2	979	0	794	3	146	0	131	0	148	2	250	0	89
GLYNN	302,973	433,933	471,055	24	32,572	12	44,045	72	83,899	28	85,999	46	47,251	63	37,421	40	24,300	101	56,068	21	16,343
Brunswick	221,170	316,771	343,870	18	23,778	9	32,153	53	61,246	20	62,779	34	34,493	46	27,317	29	17,739	74	40,930	15	11,930
GORDON	108,896	177,409	195,586	11	14,072	6	14,889	18	38,922	15	17,840	22	19,920	20	9,177	14	22,665	35	19,083	9	7,479
GRADY	67,852	90,478	98,354	7	9,990	5	3,537	22	32,498	10	23,989	10	3,854	11	3,616	11	2,224	9	3,703	3	2,270
GREENE	25,302	41,876	46,390	2	2,647	3	4,911	13	19,060	4	12,019	7	1,311	3	839	3	1,922	6	1,588	3	1,177
GWINNETT	751,203	1,516,639	1,734,932	45	151,045	20	129,785	114	404,973	74	377,714	92	152,276	62	33,277	79	145,338	177	151,305	37	61,744
Lawrenceville	180,289	363,993	416,384	11	36,251	5	31,148	27	97,194	18	90,651	22	36,546	15	7,986	19	34,881	42	36,313	9	14,819
HABERSHAM	98,759	144,593	158,052	8	26,914	6	5,206	26	34,433	17	41,742	12	5,838	11	9,946	16	7,768	24	8,748	11	7,173
HALL	350,944	545,284	593,735	25	56,196	16	82,830	59	129,293	41	142,596	21	13,951	43	27,273	40	25,498	89	59,206	21	25,096
HANCOCK	12,251	16,132	17,549	1	910	3	334	12	6,210	3	4,133	6	2,158	2	679	1	772	4	1,008	2	468
HARALSON	44,843	69,599	75,794	4	4,561	9	2,835	13	23,422	8	14,007	11	2,842	18	4,039	4	1,622	13	3,018	9	5,288
HARRIS	16,046	22,808	24,618	2	1,270	2	2,355	15	8,844	3	5,763	5	724	1	948	3	1,337	10	1,495	2	852
HART	39,042	58,722	63,746	6	2,973	5	5,212	11	17,094	10	12,948	5	1,714	7	2,538	8	3,499	14	6,188	4	3,316
HEARD	6,539	10,937	12,110	1	691	0	1,282	4	3,869	3	1,049	2	588	1	516	1	586	2	989	1	355
HENRY	88,523	145,167	157,269	8	12,385	4	2,321	29	36,322	12	38,825	23	25,901	2	6,704	3	7,614	24	11,799	8	5,629
HOUSTON	334,102	435,482	465,021	22	37,909	11	50,264	69	113,230	40	151,804	28	22,097	40	13,840	24	17,007	79	36,858	14	12,222
Warner Robins	263,941	344,031	367,367	17	29,948	9	39,709	55	89,452	32	119,925	22	17,457	32	10,934	19	13,436	62	29,118	11	9,655
IRWIN	11,737	18,173	20,179	2	1,151	2	2,136	6	5,574	3	3,781	3	980	5	2,005	1	977	7	863	3	593
JACKSON	76,924	112,259	120,746	8	5,721	7	6,047	29	31,402	16	29,691	16	11,019	11	3,612	10	3,616	16	6,699	11	5,819
JASPER	10,829	16,546	18,102	2	1,033	1	1,916	8	7,251	3	1,580	4	1,814	2	772	1	876	3	1,020	2	531
JEFF DAVIS	40,962	61,417	67,193	5	3,080	3	3,666	15	24,756	7	11,789	8	2,667	7	3,876	7	2,716	11	3,436	6	3,445
JEFFERSON	43,936	64,097	70,303	5	2,906	9	3,165	15	16,417	12	20,693	10	5,901	7	2,579	6	2,559	10	3,430	5	3,704
JENKINS	20,518	28,665	31,672	3	1,808	2	3,352	11	12,033	5	5,507	6	2,920	5	2,073	3	862	5	974	2	929
JOHNSON	12,055	16,498	18,371	2	1,049	3	239	8	7,274	3	4,760	2	892	4	1,362	2	890	5	1,155	1	539
JONES	14,001	20,066	21,546	3	980	0	1,819	13	7,005	2	4,449	5	487	2	732	2	831	2	1,403	3	2,762
LAMAR	30,198	44,818	47,954	4	2,675	3	5,077	14	16,587	10	11,911	5	1,579	2	2,043	5	1,008	13	4,150	4	2,616
LANIER	8,410	11,649	12,796	1	731	1	1,355	8	3,986	2	3,316	4	824	1	546	1	620	3	262	1	376
LAURENS	163,125	218,041	234,762	12	15,041	10	24,927	50	49,800	28	62,133	21	12,294	25	13,905	25	11,583	44	16,534	18	8,877
Dublin	145,181	194,056	208,938	11	13,386	9	22,185	45	44,322	25	55,298	19	10,942	22	12,375	22	10,309	39	14,715	16	7,901
LEE	7,312	11,996	13,278	1	660	0	1,225	9	4,835	0	2,997	2	561	0	492	1	559	1	944	1	340
LIBERTY	99,679	140,995	152,175	11	16,778	4	16,111	26	31,311	15	21,214	16	16,045	11	5,729	18	14,386	34	18,568	7	2,843
LINCOLN	8,775	12,125	13,188	2	752	2	1,397	7	3,963	4	2,827	2	640	5	841	1	538	4	784	2	388
LONG	2,980	4,171	4,472	0	228	0	423	4	1,560	1	1,036	0	194	1	171	0	194	1	326	1	116
LOWNDES	357,637	515,450	553,223	31	32,785	11	51,670	88	97,591	42	134,841	54	56,541	51	31,790	42	27,632	102	52,029	18	26,488
Valdosta	307,568	443,287	475,772	27	28,195	9	44,436	76	83,928	36	115,963	46	48,625	44	27,339	36	23,764	88	44,745	15	22,780
LUMPKIN	28,397	44,005	47,787	2	2,727	4	2,282	9	11,809	5	12,381	2	2,320	1	2,037	1	2,313	9	4,880	3	3,206
MCDUFFIE	81,793	117,111	127,965	9	22,992	8	7,452	19	31,705	16	21,952	11	11,055	14	5,613	9	4,674	16	8,492	7	5,292
MCINTOSH	20,096	28,338	30,635	3	1,747	1	3,243	9	8,361	7	7,592	5	4,586	1	1,306	0	1,484	7	1,249	2	899
MACON	28,873	46,045	50,586	3	2,888	3	5,355	16	14,149	7	9,423	4	1,220	6	2,949	4	1,619	6	1,152	7	3,702
MADISON	14,417	20,862	22,644	1	1,291	1	2,397	15	9,640	6	3,006	3	357	1	966	0	1,097	6	1,120	2	664
MARION	9,752	14,179	15,635	2	892	2	1,656	6	4,347	4	2,586	2	759	2	667	0	758	1	1,278	3	458
MERIWETHER	62,796	81,896	87,947	6	5,809	5	5,191	21	19,226	7	22,787	7	2,024	8	2,349	6	2,857	16	4,043	7	2,567
MILLER	15,379	21,486	23,506	2	1,170	2	2,171	8	7,796	7	5,937	5	1,112	4	873	1	994	1	1,676	2	601
MITCHELL	56,992	79,279	85,953	4	3,988	5	3,784	28	26,749	12	21,629	12	4,213	9	4,148	11	5,033	11	2,130	8	2,347
MONROE	37,279	56,302	61,483	3	2,720	4	1,218	14	17,503	4	719	16	13,544	7	2,939	2	2,978	17	7,667	3	3,363
MONTGOMERY	31,852	43,585	47,848	3	2,572	1	4,772	10	8,093	9	19,810	3	936	1	1,922	3	2,183	9	4,132	3	1,035
MORGAN	45,124	71,244	79,733	4	6,983	3	8,441	12	19,451	8	17,650	11	13,047	6	1,104	1	3,860	7	4,643	4	2,501
MURRAY	54,547	93,191	105,221	7	7,208	5	2,946	12	47,577	8	9,996	10	8,589	5	2,257	9	2,933	15	4,335	7	5,200
MUSCOGEE	830,650	1,197,405	1,290,233	33	48,393	27	181,251	111	200,443	82	402,818	100	62,636	123	54,999	101	93,936	224	105,406	47	34,558
Columbus	830,650	1,197,405	1,290,233	33	48,393	27	181,251	111	200,443	82	402,818	100	62,636	123	54,999	101	93,936	224	105,406	47	34,558
NEWTON	106,291	158,485	170,736	7	7,215	6	9,575	26	50,596	18	35,469	19	8,542	14	11,845	11	5,441	28	11,032	11	8,494
OCONEE	18,338	28,245	30,202	3	1,724	0	3,198	10	14,837	3	1,342	3	1,466	4	2,639	3	1,461	5	2,353	1	886
OGLETHORPE	16,439	22,203	23,461	2	1,339	1	2,483	6	5,652	4	6,080	2	1,139	2	1,000	0	1,135	4	200	2	689
PAULDING	57,100	81,718	87,299	3	4,982	4	9,242	12	20,929	7	22,621	6	3,349	4	3,722	1	4,227	11	4,084	8	4,811
PEACH	62,262	88,711	95,550	10	8,020	3	4,321	24	24,953	9	23,789	13	11,563	7	3,714	5	1,266	18	6,036	6	3,326
PICKENS	41,844	65,506	71,499	3	4,081	4	3,022	7	14,715	7	18,525	9	4,823	1	3,048	3	3,462	7	2,255	5	5,805
PIERCE	26,907	35,335	38,566	9	6,353	2	4,083	15	10,182	8	9,976	6	1,846	4	875	1	1,866	8	1,945	3	1,132
PIKE	5,293	7,697	8,479	2	485	1	898	4	2,336	0	2,196	2	412	1	361	0	411	2	692	2	248

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

GEORGIA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
POLK	96,943	139,287	148,300	11	10,492	6	11,170	34	47,932	22	32,608	7	5,695	23	6,633	13	5,886	30	7,083	11	9,771
PULASKI	27,918	36,731	39,239	1	2,239	2	4,154	15	13,892	7	9,049	7	1,195	10	2,138	7	1,753	6	1,866	3	1,607
PUTNAM	26,545	37,509	41,127	3	2,347	3	1,467	15	16,516	6	6,925	7	1,506	1	1,753	2	1,991	9	1,870	3	1,319
QUITMAN	2,333	3,047	3,289	1	152	1	281	8	1,341	1	687	1	128	0	114	0	128	0	217	0	77
RABUN	42,551	58,661	64,524	4	13,579	3	1,609	12	15,301	4	8,529	9	3,886	7	1,117	7	1,975	17	5,203	5	1,432
RANDOLPH	18,912	25,980	27,332	4	1,939	3	1,478	13	9,982	4	4,395	5	598	5	1,038	3	1,757	5	1,038	4	1,605
RICHMOND	916,450	1,365,944	1,484,703	48	71,480	22	157,184	130	246,800	97	419,311	86	85,875	147	91,000	88	93,332	220	148,669	46	43,604
Augusta	274,935	409,783	445,411	14	21,444	7	47,155	39	74,040	29	125,793	26	25,763	44	27,300	26	28,000	66	44,601	14	13,081
ROCKDALE	177,897	289,407	321,431	15	27,103	4	26,200	27	75,177	23	108,575	21	22,424	19	7,832	16	14,294	43	22,015	10	10,052
Conyers	154,770	251,784	279,645	13	23,580	3	22,794	23	65,404	20	94,460	18	19,509	17	6,814	14	12,436	37	19,153	9	8,745
SCHLEY	9,544	14,165	15,685	1	832	2	1,544	6	3,822	3	4,727	5	1,033	0	622	1	704	3	1,191	0	428
SCREVEN	37,078	49,905	54,835	2	3,129	4	2,085	16	17,760	7	12,839	6	1,925	4	2,457	7	2,655	8	1,581	4	2,760
SEMINOLE	26,552	33,723	36,406	4	3,562	6	1,830	14	12,724	6	8,731	2	1,768	8	1,140	5	1,356	9	1,038	4	2,024
SPALDING	211,019	304,897	327,204	16	22,266	9	30,091	37	81,314	33	79,142	18	8,446	38	22,429	26	17,318	47	23,601	15	10,414
Griffin	202,578	292,701	314,116	15	21,375	9	28,887	36	78,061	32	75,976	17	8,108	36	21,532	25	17,105	45	22,657	14	9,997
STEPHENS	85,733	114,593	124,550	7	10,100	7	15,546	20	29,656	10	29,584	11	5,729	11	3,041	15	3,794	27	9,846	9	7,481
STEWART	11,656	17,182	18,625	1	1,062	4	542	13	5,193	3	4,827	7	1,896	1	794	0	902	4	913	3	1,123
SUMTER	128,342	187,345	202,438	15	24,931	5	21,432	29	39,542	14	27,609	20	8,486	26	15,899	10	5,991	23	14,225	9	8,255
Americus	121,925	177,978	192,316	14	23,684	5	20,360	28	37,565	13	26,229	19	8,062	25	15,104	10	5,691	22	13,514	9	7,842
TALBOT	7,149	9,084	9,917	1	567	4	1,050	6	2,521	1	2,570	4	1,016	1	422	0	480	1	811	1	291
TALIAFERRO	644	956	1,037	0	59	1	109	1	332	0	268	1	51	1	45	1	49	2	85	0	31
TATTNALL	41,564	56,126	61,840	4	2,058	6	1,644	14	15,518	14	18,249	12	4,140	5	3,184	9	4,707	8	1,755	5	2,638
TAYLOR	17,625	21,304	22,669	2	1,294	3	2,400	14	5,764	5	5,874	6	659	3	966	2	1,097	4	465	5	1,490
TELFAIR	35,102	51,400	56,012	5	2,717	2	5,930	14	17,635	9	9,363	8	2,404	9	3,216	6	3,739	9	1,986	8	2,491
TERRELL	32,944	41,165	44,047	4	6,051	3	1,068	17	13,571	4	7,854	11	1,898	5	2,967	5	1,518	9	2,509	3	1,375
THOMAS	145,120	205,699	222,583	16	15,982	11	19,711	40	44,094	19	56,613	17	7,778	24	16,982	21	9,638	36	18,959	12	7,423
Thomasville	126,254	178,958	193,647	14	13,904	10	17,149	35	38,362	17	49,253	15	6,767	21	14,774	18	8,385	31	16,494	10	6,458
TIFT	179,806	245,104	266,920	11	13,304	7	20,110	35	41,794	22	55,265	30	39,880	23	14,265	19	9,425	43	25,251	11	8,964
Tifton	152,835	208,338	226,882	9	11,308	6	17,094	30	35,525	19	46,975	26	33,898	20	12,125	16	8,011	37	21,463	9	7,619
TOOMBS	78,653	110,845	119,332	8	11,223	5	12,634	25	33,395	12	20,326	11	5,924	10	6,767	11	5,778	19	8,077	7	4,042
TOWNS	14,967	25,882	29,708	2	1,695	2	3,146	5	5,128	2	7,698	4	1,096	4	993	2	1,437	8	3,188	2	871
TREUTLEN	9,166	11,601	12,844	4	733	2	1,360	6	5,273	3	912	2	624	4	720	2	623	5	994	1	377
TROUP	224,273	359,170	395,091	23	23,728	11	33,696	50	81,098	37	91,123	29	26,777	42	35,077	36	26,375	53	27,046	16	14,520
La Grange	190,632	305,295	335,827	20	20,169	9	28,642	43	68,933	31	77,455	25	22,760	36	29,815	31	22,419	45	22,989	14	12,342
West Point	24,670	39,509	43,460	3	2,610	1	3,707	6	8,921	4	10,024	3	2,945	5	3,858	4	2,901	6	2,975	2	1,597
TURNER	32,944	39,220	41,609	5	7,782	3	4,406	14	11,678	7	9,270	6	2,484	3	1,218	6	1,882	8	1,846	4	732
TWIGGS	6,755	9,744	10,417	3	794	2	919	9	2,398	1	2,248	4	1,787	0	369	1	419	1	709	2	254
UNION	18,708	27,418	30,422	2	1,737	4	679	7	9,718	6	5,846	5	1,891	3	635	3	174	9	3,214	2	892
UPSON	89,452	118,808	128,513	8	5,279	7	9,716	37	32,211	13	22,693	9	9,208	18	5,550	11	6,942	32	9,872	8	5,142
WALKER	152,490	202,514	218,111	12	13,764	6	7,010	30	79,852	29	23,686	42	24,816	26	12,546	16	5,967	28	5,537	13	4,882
WALTON	75,142	112,292	121,753	10	6,949	2	12,890	31	40,857	12	29,893	12	2,327	9	5,264	11	4,717	23	8,554	8	7,484
WARE	185,931	260,836	281,238	22	19,193	6	50,556	50	52,196	16	61,197	27	19,662	38	15,889	22	15,523	32	17,237	14	9,377
Waycross	180,353	253,011	272,801	21	18,617	6	49,039	49	50,630	16	59,361	26	19,072	37	15,412	21	15,057	31	16,720	14	9,096
WARREN	9,930	13,469	14,575	1	831	2	1,543	6	3,889	3	3,776	3	1,680	2	621	3	566	3	502	1	428
WASHINGTON	56,903	80,221	86,654	7	6,733	7	6,581	19	23,974	12	24,742	11	2,251	13	4,372	5	2,448	10	5,080	6	4,510
WAYNE	86,165	118,977	129,039	8	7,286	4	5,881	20	22,935	16	43,758	15	5,524	17	7,605	14	11,697	20	7,679	8	8,425
WEBSTER	3,389	4,589	4,958	1	282	2	525	2	1,583	1	1,284	1	240	0	211	0	241	0	406	0	145
WHEELER	3,156	3,862	4,190	1	239	0	444	1	1,339	3	1,085	3	203	0	178	1	202	3	342	0	123
WHITE	27,615	42,597	47,615	3	2,774	4	1,473	14	8,055	8	13,824	8	2,154	3	738	2	2,304	21	6,170	3	2,320
WHITFIELD	330,052	527,151	577,930	14	18,120	13	64,711	58	111,870	42	117,131	40	39,270	60	30,231	61	78,386	80	44,310	19	16,559
Dalton	283,845	453,350	497,020	12	15,583	11	55,651	50	96,208	36	100,733	34	33,772	52	25,999	52	67,412	69	38,107	16	14,241
WILCOX	6,743	8,163	8,785	2	464	5	885	10	2,511	2	2,109	8	733	0	347	3	394	3	664	2	239
WILKES	40,181	57,933	63,159	9	6,930	7	3,360	12	17,898	5	13,335	11	3,939	10	3,446	3	3,058	6	1,630	3	3,202
WILKINSON	19,067	27,348	29,660	2	1,693	3	1,080	13	10,327	4	7,686	2	1,440	1	1,264	1	1,436	8	2,118	0	871
WORTH	38,860	52,410	56,721	4	3,238	3	6,006	20	15,019	7	21,047	10	4,412	4	544	4	677	9	2,302	5	3,156

HAWAII RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	5,193,406	7,381,123	7,878,118	126	288,159	153	1,012,935	797	1,477,253	227	1,070,033	366	407,935	793	561,722	335	302,621	1,741	1,356,487	121	511,478
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Honolulu, HI	3,962,598	5,560,016	5,895,661	72	153,283	75	858,355	544	986,248	152	822,738	251	299,877	511	403,338	218	214,476	1,337	1,067,154	92	400,909
COUNTIES																					
HAWAII	492,154	696,707	753,352	28	63,558	34	54,510	102	195,313	40	122,955	60	43,634	88	46,585	60	36,860	162	89,005	10	47,549
Hilo	275,606	390,156	421,877	16	35,592	19	30,526	57	109,375	22	68,855	34	24,435	49	26,088	34	20,642	91	49,843	6	26,627
North Kona	NO DATA AVAILBLE FOR THIS CITY																				
South Kona	NO DATA AVAILABLE FOR THIS CITY																				
HONOLULU	3,962,598	5,560,016	5,895,661	72	153,283	75	858,355	544	986,248	152	822,738	251	299,877	511	403,338	218	214,476	1,337	1,067,154	92	400,909
Honolulu	2,773,819	3,892,011	4,126,963	50	107,298	53	600,849	381	690,374	106	575,917	176	209,914	358	282,337	153	150,133	936	747,008	64	280,636
KAUAI	219,418	319,907	346,843	8	27,338	14	19,616	56	94,937	11	39,413	22	20,158	55	24,324	14	11,851	88	51,657	4	19,016
Lihue	109,709	159,954	173,422	4	13,669	7	9,808	28	47,469	6	19,707	11	10,079	28	12,162	7	5,926	44	25,829	2	9,508
MAUI/KALAWAO	519,236	804,493	882,262	18	43,980	30	80,454	95	200,755	24	84,927	33	44,266	139	87,475	43	39,434	154	148,671	15	44,004
Wailuku	62,308	96,539	105,871	2	5,278	4	9,654	11	24,091	3	10,191	4	5,312	17	10,497	5	4,732	18	17,841	2	5,280

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

IDAHO RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS............	4,060,204	5,612,687	6,020,779	399	471,813	204	645,872	753	1,347,256	545	1,524,697	494	342,360	523	248,963	434	297,308	1,536	542,712	214	238,072
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Boise City, ID	892,138	1,293,904	1,395,766	49	88,495	20	108,285	127	310,538	102	335,358	80	73,887	106	61,571	108	86,204	313	173,164	28	62,763
COUNTIES, Cities																					
ADA	892,138	1,293,904	1,395,766	49	88,495	20	108,285	127	310,538	102	335,358	80	73,887	106	61,571	108	86,204	313	173,164	28	62,763
Boise City	686,946	996,306	1,074,740	38	68,141	15	83,379	98	239,114	79	258,226	62	56,893	82	47,410	83	66,377	241	133,336	22	48,328
ADAMS	6,341	8,027	8,563	2	550	0	2,337	6	3,280	1	507	2	488	1	156	0	180	6	432	1	206
BANNOCK	314,246	418,847	448,748	18	32,757	16	51,827	56	89,482	29	127,221	36	20,855	46	23,628	34	18,023	108	41,050	14	21,809
Pocatello	267,109	356,020	381,436	15	27,852	14	44,053	48	76,060	25	108,138	31	17,727	39	20,084	29	15,320	92	34,893	12	18,538
BEAR LAKE	24,551	27,584	29,330	2	1,759	3	7,482	8	7,877	5	4,081	6	3,203	6	1,169	2	576	10	1,061	2	656
BENEWAH	23,807	36,116	39,148	5	1,807	0	9,321	7	11,779	7	8,572	5	1,314	6	761	0	718	16	2,101	2	818
BINGHAM	89,009	123,022	132,731	11	8,832	8	5,786	25	38,925	14	44,769	12	5,858	15	5,051	6	3,738	32	8,048	7	4,024
Blackfoot	66,757	92,267	99,548	8	6,624	6	4,340	19	29,194	11	33,577	9	4,394	11	3,788	5	2,804	24	6,036	5	3,018
BLAINE	83,701	124,588	136,572	10	13,191	3	34,713	17	27,967	6	12,455	8	4,489	20	4,245	14	8,115	45	19,421	3	5,147
BOISE	2,809	3,684	3,955	0	265	1	1,127	4	1,008	0	246	1	234	0	76	0	87	7	615	0	98
BONNER	96,181	147,340	161,305	18	17,567	6	3,592	20	42,524	20	45,079	14	8,193	15	6,301	12	6,365	43	15,231	9	6,721
Sandpoint	72,136	110,505	120,979	14	13,175	5	2,694	15	31,893	15	33,809	11	6,145	11	4,726	[illegible]	4,774	32	11,423	7	5,041
BONNEVILLE	392,184	535,570	567,979	23	43,668	15	63,037	50	110,465	38	149,316	37	28,142	28	21,793	37	37,642	101	43,218	13	18,474
Idaho Falls	372,575	508,792	539,580	22	41,485	14	59,885	48	104,942	36	141,850	35	26,735	27	20,703	35	35,760	96	41,057	12	17,550
BOUNDARY	27,671	36,393	39,310	9	3,140	2	9,701	6	10,073	6	7,067	4	3,298	2	649	2	746	12	1,820	2	851
BUTTE	8,224	24,820	23,991	0	1,713	0	7,292	1	4,175	3	1,581	3	4,053	4	1,778	1	559	4	1,384	2	639
CAMAS	1,063	1,244	1,316	0	95	1	400	1	229	0	88	0	84	0	26	0	30	3	326	0	35
CANYON	366,617	496,929	531,082	32	55,595	17	53,786	59	117,411	49	168,370	36	26,883	45	22,576	31	17,607	111	37,045	14	16,313
Caldwell	113,651	154,048	164,635	10	17,234	5	16,674	18	36,397	15	52,195	11	8,334	14	6,999	10	5,458	34	11,484	4	5,057
Nampa	208,972	283,250	302,717	18	31,689	10	30,658	34	66,924	28	95,971	21	15,323	26	12,868	18	10,036	63	21,116	8	9,298
CARIBOU	26,010	32,740	34,998	5	2,698	2	8,457	12	6,693	6	9,513	8	1,920	5	1,015	3	650	9	1,559	3	743
CASSIA	121,306	149,645	158,607	11	12,793	9	7,400	13	33,905	13	53,728	16	9,869	21	9,978	12	6,776	34	10,885	6	7,549
Burley	114,028	140,666	149,091	10	12,025	8	6,956	12	31,871	12	50,504	15	9,277	20	9,379	11	6,369	32	10,232	6	7,096
CLARK	1,453	1,684	1,780	0	105	1	452	1	259	0	98	3	306	0	30	0	35	2	367	0	40
CLEARWATER	28,779	35,231	36,884	6	4,303	4	676	11	11,507	8	8,859	2	2,144	4	669	3	790	19	5,190	4	902
CUSTER	14,213	17,493	18,867	4	1,267	0	5,390	7	4,429	3	606	4	3,431	2	360	1	415	10	1,553	1	473
ELMORE	66,721	90,513	96,219	6	5,887	4	2,684	19	24,132	14	28,072	7	12,517	6	1,222	4	1,231	27	7,036	3	2,419
FRANKLIN	23,820	28,675	30,856	4	4,112	3	7,269	6	5,501	5	6,057	2	1,516	6	664	4	2,049	9	1,256	3	890
FREMONT(INCLUDES YELLOWSTONE	25,460	28,772	30,307	6	2,896	3	882	9	7,816	4	6,637	9	3,643	1	616	3	709	17	2,432	3	808
GEM	28,709	34,050	36,136	5	6,792	3	1,642	5	12,813	8	9,165	4	146	2	734	6	845	15	2,059	3	1,070
GOODING	34,221	41,081	44,029	5	3,495	4	4,133	8	9,405	7	7,795	9	6,573	2	894	2	1,029	17	3,941	4	1,742
IDAHO	34,256	44,552	47,084	13	3,098	2	12,541	17	12,167	5	5,135	8	2,524	7	1,430	6	2,118	22	3,637	5	2,078
JEFFERSON	34,542	42,757	45,972	5	787	2	11,556	9	17,918	6	6,181	10	3,693	5	735	2	888	7	902	2	1,013
JEROME	40,910	57,045	61,941	6	3,706	5	3,476	5	18,028	5	10,123	8	8,345	5	1,524	5	2,036	19	3,583	2	1,652
KOOTENAI	261,600	390,451	423,187	27	38,250	8	23,170	55	102,399	42	119,411	27	26,259	24	16,109	28	13,130	121	39,287	14	16,130
Coeur d'Alene	183,120	273,316	296,231	19	26,775	6	16,219	39	71,679	29	83,588	19	18,381	17	11,276	20	9,191	85	27,501	10	11,291
LATAH	131,362	192,122	207,675	14	16,310	8	25,038	28	44,082	17	51,295	11	4,670	27	10,000	16	12,899	55	18,035	11	10,795
Moscow	116,912	170,989	184,831	12	14,516	7	22,284	25	39,233	15	45,653	10	4,156	24	8,900	14	11,480	49	16,051	10	9,608
LEMHI	29,583	38,656	40,623	6	3,960	2	10,509	6	5,944	8	8,334	6	3,579	4	2,215	4	547	18	2,581	2	922
LEWIS	10,897	14,278	15,281	4	1,091	2	4,644	5	4,776	1	1,008	3	617	3	310	0	358	10	1,420	2	408
LINCOLN	8,131	9,664	10,328	0	738	1	3,138	3	1,488	0	682	2	654	0	210	1	242	5	614	1	276
MADISON	81,845	128,396	142,622	7	10,973	4	9,746	9	27,210	8	27,521	10	10,900	17	11,246	12	24,451	14	8,147	3	7,580
MINIDOKA	45,216	62,749	67,675	2	4,834	3	1,849	13	18,709	8	20,679	10	7,481	4	1,658	2	1,583	18	4,194	3	1,804
NEZ PERCE	204,482	281,859	298,625	15	16,279	9	41,391	29	59,116	28	89,984	19	12,148	26	10,579	22	16,463	84	27,521	8	14,436
Lewiston	202,437	279,040	295,639	15	16,116	9	40,977	29	58,525	28	89,084	19	12,027	26	10,473	22	16,298	83	27,246	8	14,292
ONEIDA	8,375	9,415	10,081	3	606	2	2,575	3	1,474	3	3,182	3	537	0	171	1	198	4	609	0	225
OWYHEE	17,342	22,907	24,713	4	2,035	2	6,646	7	8,069	1	1,442	8	2,870	0	444	1	512	6	876	1	582
PAYETTE	32,620	45,671	49,213	5	4,488	1	11,465	8	12,212	5	10,449	2	2,391	3	435	5	2,269	17	2,297	3	745
POWER	13,026	17,001	18,269	3	1,138	2	4,838	5	5,702	2	1,049	1	1,009	4	383	1	371	11	2,440	2	424
SHOSHONE	64,027	75,496	79,397	10	5,214	2	19,901	13	21,181	13	10,327	16	8,764	8	2,272	4	897	28	4,333	6	2,539
Kellogg	32,014	37,748	39,699	5	2,607	1	9,951	7	10,591	7	5,164	8	4,382	4	1,136	2	449	14	2,167	3	1,270
TETON	9,668	12,035	12,842	2	917	1	3,902	3	2,236	1	847	4	814	0	260	1	300	8	1,151	1	342
TWIN FALLS	282,501	360,398	382,001	30	33,255	16	36,763	42	73,655	35	112,765	30	18,051	35	21,503	32	21,405	82	31,304	14	18,677
Twin Falls	240,126	306,338	324,701	26	28,267	14	31,249	36	62,607	30	95,850	26	15,343	30	18,278	27	18,194	70	26,608	12	15,875
VALLEY	30,002	41,940	45,474	7	7,159	2	12,104	9	9,966	4	3,395	7	2,151	5	886	4	837	19	5,640	3	1,061
WASHINGTON	20,585	27,343	29,297	5	3,183	5	2,949	6	8,731	5	5,648	1	1,857	3	631	2	685	18	2,947	4	1,193

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS............	15,747,397	69,584,303	73,449,873	3,024	3,840,915	1,309	8,665,719	6,334	13,442,446	3,616	16,659,942	5,139	4,460,961	6,412	4,588,165	4,035	3,821,234	16,215	7,481,759	2,514	3,050,063
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Aurora-Elgin	1,418,124	2,021,856	2,156,537	101	164,369	36	267,492	146	419,777	99	424,855	164	157,394	178	97,740	126	92,242	431	218,111	57	101,316
Bloomington-Normal	598,960	893,340	949,404	44	62,869	15	126,434	77	161,329	41	206,585	73	76,862	87	49,727	57	48,184	195	102,105	21	35,325
Champaign-Urbana-Rantoul	792,592	1,115,286	1,194,653	42	75,222	30	169,399	75	202,019	63	241,739	83	82,597	96	58,304	77	59,403	247	148,205	25	41,970

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Chicago, IL	28,298,947	40,042,132	42,177,592	1,109	1,760,578	463	5,025,982	3,260	7,355,599	1,199	8,691,504	2,200	2,213,659	3,361	3,148,280	1,953	2,415,597	8,048	4,537,022	1,405	1,917,703
Decatur	612,391	795,781	836,764	37	52,608	15	131,921	67	156,152	61	193,401	56	54,713	65	44,032	56	45,523	176	74,902	22	31,000
Joliet	1,270,371	1,596,726	1,684,613	106	112,465	29	175,641	147	314,538	119	413,031	159	174,893	141	72,485	100	52,098	436	160,867	86	77,829
Kankakee	418,618	506,791	535,088	33	35,452	10	65,601	44	111,941	46	137,725	41	28,336	48	26,293	32	25,022	153	58,570	21	23,808
Lake Count	2,296,138	3,253,094	3,468,362	124	190,215	39	321,057	199	543,315	151	1,280,916	210	211,552	282	192,085	184	180,459	628	296,923	79	141,187
Peoria	1,641,258	1,959,315	2,054,315	98	105,092	45	320,272	200	406,889	137	515,230	191	136,242	170	87,709	143	104,316	562	195,878	69	59,572
Rockford	1,273,799	1,713,736	1,816,482	77	109,102	35	231,224	152	354,073	93	424,559	145	124,648	172	77,568	105	105,736	428	179,182	47	53,942
Springfield	954,395	1,300,077	1,376,415	54	92,110	18	176,409	103	258,440	69	291,355	94	91,423	127	68,553	68	68,739	307	138,237	50	60,871
COUNTIES, Cities																					
ADAMS	341,778	442,376	467,785	20	19,314	12	82,443	42	91,187	35	132,675	24	14,087	61	28,773	41	22,644	135	41,672	12	17,013
Quincy	314,436	406,986	430,362	18	17,769	11	75,848	39	83,892	32	122,061	22	12,960	55	26,471	38	20,832	124	38,338	11	15,652
ALEXANDER	38,559	49,922	51,500	6	2,910	2	6,600	11	10,260	9	11,319	11	5,780	9	1,187	3	1,661	29	4,663	5	1,423
BOND	47,991	65,062	69,872	9	5,681	4	2,289	9	13,335	8	19,806	15	10,282	8	3,002	5	1,183	19	6,254	4	3,090
BOONE	94,207	123,866	130,568	7	7,067	4	15,150	18	27,708	13	45,177	15	10,732	6	2,797	7	2,280	30	10,507	3	2,622
Belvidere	86,670	113,957	120,123	6	6,502	4	13,938	17	25,491	12	41,563	14	9,873	6	2,573	6	2,098	28	9,666	3	2,412
BROWN	11,466	16,164	16,806	6	1,883	2	1,788	4	4,675	7	4,241	3	623	1	695	2	319	6	1,124	2	617
BUREAU	132,143	165,233	174,920	13	9,381	4	22,419	28	39,718	20	46,668	21	15,185	19	5,455	20	9,724	62	16,494	10	4,385
Spring Valley	30,393	38,004	40,232	3	2,158	1	5,156	6	9,135	5	10,734	5	3,493	4	1,255	5	2,237	14	3,794	2	1,009
CALHOUN	14,550	18,255	19,060	3	1,159	2	2,443	8	2,918	4	6,684	4	852	1	949	1	436	15	2,582	1	844
CARROLL	43,581	59,825	63,641	9	5,378	3	1,757	13	17,748	9	10,870	10	5,667	5	657	6	1,742	42	7,644	4	2,438
CASS	40,160	52,171	55,320	11	4,164	3	7,090	11	16,000	11	11,996	10	4,578	5	999	6	2,442	37	5,075	4	1,322
Beardstown	26,907	34,955	37,064	7	2,790	2	4,750	7	10,720	7	8,037	7	3,067	3	669	4	1,636	25	3,400	3	886
CHAMPAIGN	792,592	1,115,286	1,194,653	42	75,222	20	169,399	75	202,019	63	241,739	83	82,597	96	58,304	77	59,403	247	148,205	25	41,970
Champaign	420,074	591,102	633,166	22	39,868	11	89,761	40	107,070	33	128,122	44	43,776	51	30,901	41	31,484	131	78,549	13	22,244
Urbana	134,741	189,599	203,091	7	12,788	3	28,798	13	34,343	11	41,096	14	14,041	16	9,912	13	10,099	42	25,195	4	7,135
CHRISTIAN	136,699	190,637	203,304	24	17,371	10	20,757	23	50,541	22	50,630	25	13,158	22	9,450	11	6,508	56	12,617	14	6,733
Taylorville	87,487	122,008	130,115	15	11,117	6	13,284	15	32,346	14	32,403	16	8,421	14	6,048	7	4,165	36	8,075	9	4,309
CLARK	47,687	61,992	65,383	9	4,760	3	1,062	9	16,574	10	13,991	17	7,629	10	1,477	5	1,006	29	5,112	6	2,367
CLAY	45,981	57,352	61,121	11	4,303	6	2,824	14	14,766	10	15,899	10	4,016	9	1,930	9	2,327	17	3,369	5	2,703
Flora	38,164	47,602	50,730	9	3,571	5	2,344	12	12,256	8	13,196	8	3,333	7	1,602	7	1,931	14	2,796	4	2,243
CLINTON	102,365	125,547	129,585	21	24,064	5	4,604	28	26,132	15	35,602	21	7,663	14	3,672	16	8,136	74	12,359	7	2,139
COLES	229,612	325,416	346,482	20	14,341	18	43,852	32	68,412	30	80,998	30	23,096	35	17,526	24	17,784	99	39,371	12	17,006
Charleston	73,476	104,133	110,874	6	4,589	6	14,033	10	21,892	10	25,919	10	7,391	11	5,608	8	5,691	32	12,599	4	5,442
Mattoon	44,820	63,521	67,633	4	2,799	4	8,560	6	13,354	6	15,811	6	4,508	7	3,421	5	3,471	19	7,685	2	3,320
COOK	23,128,580	32,150,685	33,562,776	877	1,298,052	398	3,959,946	2,840	6,067,662	988	6,556,059	1,825	1,726,721	2,848	2,636,516	1,619	2,003,927	6,965	3,815,637	1,260	1,595,991
Chicago	8,788,860	12,217,260	12,753,855	333	493,260	151	1,504,779	1,079	2,305,712	375	2,491,302	694	656,154	1,082	1,001,876	615	761,492	2,647	1,449,942	479	606,477
CRAWFORD	82,315	116,150	122,776	10	11,782	8	11,109	10	30,105	8	30,509	14	8,724	12	4,563	6	3,024	22	7,420	5	5,030
Robinson	66,675	94,082	99,449	8	9,543	6	8,998	8	24,385	6	24,712	11	7,066	10	3,696	5	2,449	18	6,010	4	4,074
CUMBERLAND	23,157	31,084	33,243	4	3,112	2	3,747	4	5,327	8	9,201	9	4,340	4	698	1	668	9	3,194	2	1,293
DE KALB	275,797	365,914	388,215	29	30,537	10	24,418	38	76,635	31	103,927	38	25,994	45	21,190	26	20,484	117	45,118	11	12,701
De Kalb	140,656	186,616	197,990	15	15,574	5	12,453	19	39,064	16	53,003	19	13,257	23	10,807	13	10,447	60	23,010	6	6,478
DE WITT	62,662	105,199	115,312	8	10,688	4	3,546	9	25,935	12	46,571	10	8,567	13	4,630	4	2,306	25	8,855	5	2,394
Clinton	46,370	77,847	85,331	6	7,909	3	2,624	7	19,192	9	34,463	7	6,340	10	3,426	3	1,706	19	6,553	4	1,772
DOUGLAS	80,610	111,285	118,220	12	7,867	7	2,433	14	28,908	16	25,752	18	12,539	9	10,291	11	7,210	35	8,647	6	2,715
DU PAGE	4,597,678	7,079,573	7,740,116	175	389,806	52	997,680	347	1,099,150	155	1,887,312	307	426,836	448	480,914	288	378,960	885	640,942	120	278,096
Wheaton	137,930	212,387	232,203	5	11,694	2	29,930	10	32,975	5	56,619	9	12,805	13	14,427	9	11,369	27	19,228	4	8,343
EDGAR	75,881	87,236	91,748	9	8,934	5	5,939	13	20,558	14	26,045	13	6,315	18	4,808	5	2,556	32	8,099	7	3,776
Paris	25,800	29,660	31,194	3	3,038	2	2,019	4	6,990	5	8,855	4	2,147	6	1,635	2	869	11	2,754	2	1,284
EDWARDS	25,931	36,933	40,493	9	9,035	2	4,065	8	11,751	3	8,306	4	335	6	493	6	1,669	5	1,413	0	1,402
EFFINGHAM	211,785	283,133	302,674	12	18,088	9	15,942	20	47,084	21	60,518	39	59,609	34	18,827	24	17,012	56	27,078	5	4,093
Effingham	182,135	243,494	260,300	10	15,556	8	13,710	17	40,492	18	52,045	34	51,264	29	16,191	21	14,630	48	23,287	4	3,520
FAYETTE	73,224	96,122	101,795	15	11,724	8	11,449	14	21,893	15	22,310	15	9,712	11	2,349	8	1,940	26	8,713	2	4,502
FORD	52,044	65,441	69,334	6	10,158	5	2,191	14	17,519	13	13,858	14	6,095	14	2,027	3	1,586	25	5,710	6	2,368
Paxton	17,175	21,596	22,880	2	3,352	2	723	5	5,781	4	4,573	5	2,011	5	669	1	523	8	1,884	2	781
FRANKLIN	160,827	188,890	197,703	21	11,721	10	18,523	34	46,307	28	46,045	25	15,490	37	9,423	16	8,112	57	16,492	14	8,237
Benton	67,547	79,334	83,035	9	4,923	4	7,780	14	19,449	12	19,339	11	6,506	16	3,958	7	3,407	24	6,927	6	3,460
West Frankfor	57,898	68,000	71,173	8	4,220	4	6,668	12	16,671	10	16,576	9	5,576	13	3,392	6	2,920	21	5,937	5	2,965
FULTON	136,796	175,880	187,558	19	14,518	9	11,142	28	49,772	22	42,644	23	12,136	25	10,786	14	8,381	75	16,084	9	8,082
Canton	84,814	109,046	116,286	12	9,001	6	6,908	17	30,859	14	26,439	14	7,524	16	6,687	9	5,196	47	9,960	6	5,011
GALLATIN	15,483	23,093	24,376	4	3,613	2	3,124	7	6,441	6	5,422	4	926	5	1,223	2	557	14	1,331	4	1,376
GREENE	39,589	48,055	50,779	9	5,674	6	1,302	11	15,261	11	14,672	8	3,254	7	865	8	1,200	28	3,637	6	1,938
GRUNDY	121,392	176,687	191,018	20	13,846	6	13,519	17	41,668	16	51,029	21	20,732	10	4,759	12	4,916	51	17,701	9	7,839
Morris	81,333	118,380	127,982	13	9,277	4	9,058	11	27,918	11	34,189	14	13,890	7	3,189	8	3,294	34	11,860	6	5,252
HAMILTON	24,523	31,371	33,577	3	1,981	6	2,355	5	7,141	5	8,793	8	2,586	1	1,672	3	767	7	1,434	2	1,485
HANCOCK	51,980	68,364	72,699	16	8,077	5	910	14	15,996	17	25,847	10	3,725	4	952	6	2,315	46	5,041	6	1,708
HARDIN	7,036	10,293	10,836	1	660	1	1,389	5	4,148	3	1,405	3	485	1	539	2	248	9	959	2	479
HENDERSON	15,255	19,809	20,971	6	1,161	1	2,446	6	3,083	5	4,379	6	3,321	0	960	3	437	23	3,301	1	844
HENRY	180,634	215,193	227,045	26	15,104	11	10,124	27	45,921	27	59,984	31	20,368	35	12,475	20	10,999	77	23,366	12	10,052
Kewanee	77,673	92,533	97,629	11	6,495	5	4,353	12	19,746	12	25,793	13	8,758	15	5,364	9	4,730	33	10,047	5	4,322
IROQUOIS	102,205	134,683	143,341	18	10,699	7	10,620	18	31,188	23	32,206	20	17,047	16	4,263	12	6,803	61	11,526	5	3,292
Watseka	51,103	67,342	71,671	9	5,350	4	5,310	9	15,594	12	16,103	10	8,524	8	2,132	6	3,402	31	5,763	3	1,646
JACKSON	340,587	450,010	481,933	17	22,159	13	80,798	31	67,477	29	117,791	26	18,537	50	33,508	29	22,243	102	43,548	11	7,868
Carbondale	258,846	342,008	366,269	13	16,841	10	61,406	24	51,283	22	89,521	20	14,088	38	25,466	22	16,905	78	33,096	8	5,980
Murphysboro	47,682	63,001	67,471	2	3,102	2	11,312	4	9,447	4	16,491	4	2,595	7	4,691	4	3,114	14	6,097	2	1,102
JASPER	42,031	50,360	53,485	8	10,134	6	2,280	8	10,544	6	17,781	6	4,733	5	922	3	1,371	11	1,561	2	2,366
JEFFERSON	186,329	287,240	308,781	20	19,867	9	47,121	22	54,475	21	63,046	27	33,311	23	13,534	24	16,203	47	28,907	9	6,878
Mount Vernon	175,149	270,006	290,254	19	18,675	8	44,294	21	51,207	20	59,263	25	31,312	22	12,722	23	15,231	44	27,173	8	6,465
JERSEY	56,803	75,559	78,818	3	4,792	4	10,102	11	16,833	11	25,384	9	2,872	4	2,854	6	3,200	35	8,055	5	2,163
JO DAVIESS	63,412	85,948	93,603	16	7,794	4	1,292	17	16,077	8	18,306	17	8,953	4	288	6	1,801	53	11,749	7	3,836
East Dubuque	NO DATA AVAILABLE FOR THIS CITY																				
JOHNSON	21,191	29,780	32,267	3	2,337	4	1,767	4	8,831	5	5,109	5	1,727	3	279	2	738	10	2,098	2	1,427
KANE	1,338,179	1,923,253	2,052,359	88	154,232	34	254,140	135	392,264	91	401,468	145	148,366	172	95,146	114	86,930	399	210,068	58	98,293
Aurora	414,835	596,208	636,231	27	47,812	11	78,783	42	121,602	28	124,455	45	45,993	53	29,495	35	26,948	124	65,121	16	30,471
Elgin	267,636	384,651	410,472	18	30,846	7	50,828	27	78,453	18	80,294	29	29,673	34	19,029	23	17,386	80	42,014	11	19,659
KANKAKEE	418,618	506,791	535,088	33	35,452	10	65,601	44	111,941	46	137,725	41	28,336	48	26,293	32	25,022	153	58,570	21	23,808
Kankakee	200,937	243,260	256,842	16	17,017	5	31,488	21	53,732	22	66,108	20	13,601	23	12,621	15	12,011	73	28,114	10	11,428
KENDALL	79,945	98,603	104,178	13	10,137	2	13,352	11	27,513	8	23,387	19	9,028	6	2,594	12	5,312	32	8,043	4	3,023

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KNOX	286,446	342,292	360,292	26	16,670	10	49,655	33	72,033	29	85,545	43	26,476	47	19,052	36	18,564	108	34,149	12	13,416
Galesburg	249,208	297,794	313,454	23	14,503	9	43,200	29	62,669	25	74,424	37	23,034	41	16,575	31	16,151	94	29,710	10	11,672
LAKE	2,296,138	3,253,094	3,468,362	124	190,215	39	321,057	199	543,315	151	1,280,916	210	211,552	282	192,085	184	180,459	626	296,923	79	141,187
North Chicago	22,961	32,531	34,684	1	1,902	0	3,211	2	5,433	2	12,809	2	2,116	3	1,921	2	1,805	6	2,969	1	1,412
Waukegan	390,343	553,026	589,622	21	32,337	7	54,580	34	92,364	26	217,756	36	35,964	48	32,654	31	30,678	107	50,477	13	24,002
LA SALLE	533,470	670,300	703,162	38	47,618	26	75,418	80	142,008	61	180,161	86	55,857	90	34,508	67	32,682	237	63,042	27	22,236
La Salle	42,678	53,624	56,253	3	3,809	2	6,033	6	11,361	5	14,413	7	4,469	7	2,761	5	2,615	19	5,043	2	1,779
Ogelsby	10,669	13,406	14,063	1	952	1	1,508	2	2,840	1	3,603	2	1,117	2	690	1	654	5	1,261	1	445
Ottawa	160,041	201,090	210,949	11	14,285	8	22,625	24	42,602	18	54,048	26	16,757	27	10,352	20	9,805	71	18,913	8	6,671
Peru	149,372	187,684	196,885	11	13,333	7	21,117	22	39,762	17	50,445	24	15,640	25	9,662	19	9,151	66	17,652	8	6,226
Streator	80,021	100,545	105,474	6	7,143	4	11,313	12	21,301	9	27,024	13	8,379	14	5,176	10	4,902	36	9,456	4	3,335
LAWRENCE	54,5[illegible]	78,001	84,105	8	10,325	5	3,381	9	27,008	7	10,486	8	6,634	9	2,696	5	3,304	25	4,891	3	3,338
Lawrenceville	34,05[illegible]	48,361	52,145	5	6,402	3	2,096	6	16,745	4	6,501	5	4,113	6	1,672	3	2,048	16	3,032	2	2,070
LEE	98,5[illegible]	137,917	146,646	17	11,305	3	6,177	23	18,305	18	55,555	16	10,205	9	7,729	10	5,784	61	15,114	6	6,322
Dixon	63,354	88,267	93,853	11	7,235	2	3,953	15	11,715	12	35,555	10	6,531	6	4,947	6	3,702	39	9,673	4	4,046
LIVINGSTON	145,077	207,893	223,591	19	12,773	10	20,230	21	48,555	28	66,916	23	12,257	23	9,473	20	10,382	61	18,532	8	5,251
Pontiac	73,989	106,025	114,031	10	6,514	5	10,317	11	24,763	14	34,127	12	6,251	12	4,831	10	5,295	31	9,451	4	2,678
LOGAN	119,188	168,037	177,716	18	14,047	7	17,664	21	35,991	15	48,641	24	15,449	12	6,036	12	8,203	54	19,569	5	4,609
Lincoln	90,583	127,708	135,064	14	10,676	5	13,425	16	27,353	11	36,967	18	11,741	9	4,587	9	6,234	41	14,872	4	3,503
MCDONOUGH	152,761	198,28[illegible]	210,151	24	15,623	6	19,209	17	44,224	14	37,761	20	11,927	31	14,618	17	9,214	55	24,820	8	8,717
Macomb	122,209	158,624	168,121	19	12,498	5	15,367	14	35,379	11	30,209	16	9,542	25	11,694	14	7,371	44	19,856	6	6,974
MCHENRY	572,689	811,874	[illegible]74,700	57	72,720	13	68,356	73	188,787	56	248,133	68	60,102	65	30,850	46	32,710	198	80,443	25	43,616
Crystal Lake	166,080	235,443	253,563	17	21,089	4	19,823	21	54,748	16	71,959	20	17,430	19	8,947	13	9,486	57	23,328	7	12,649
MCLEAN	598,960	89[illegible],340	949,404	44	62,869	15	126,434	77	161,329	41	206,5[illegible]	73	78,862	87	49,727	57	48,184	195	102,105	21	35,325
Bloomington	401,30[illegible]	596,5[illegible]	636,101	29	42,122	10	84,711	52	108,090	27	138,412	49	52,838	58	33,317	38	32,283	131	68,410	14	23,668
Normal	143,750	214,402	227,857	11	15,089	4	30,344	18	38,719	10	49,580	18	18,927	21	11,934	14	11,564	47	24,505	5	8,478
MACON	612,391	795,781	836,764	37	52,608	15	131,921	67	156,152	61	193,401	56	54,713	86	44,032	56	45,523	176	74,902	22	31,000
Decatur	483,789	628,667	661,044	29	41,560	12	104,218	53	123,360	48	152,787	43	43,223	67	34,785	44	35,963	139	59,173	17	24,490
MACOUPIN	151,945	203,632	216,306	23	25,840	14	13,451	37	50,660	26	60,507	33	16,199	25	5,527	13	9,165	80	14,151	16	9,448
MADISON	1,098,254	1,279,509	1,359,405	64	92,128	47	203,529	171	299,933	122	340,851	156	96,133	132	48,182	92	53,229	384	125,721	46	35,193
Alton	230,633	272,897	285,475	13	19,347	10	42,741	36	62,986	26	71,579	33	20,188	28	10,118	19	11,178	81	26,401	10	7,391
East Alton	54,913	[illegible]	[illegible]	3	4,606	2	10,176	9	14,997	6	17,043	8	4,807	7	2,409	5	2,661	19	6,286	2	1,760
Edwardsville	76,878	[illegible]	95,158	4	6,449	3	14,247	12	20,995	9	23,860	11	6,729	9	3,373	6	3,726	27	8,800	3	2,464
Wood River	87,860	[illegible]	108,752	5	7,370	4	16,282	14	23,995	10	27,268	12	7,691	11	3,855	7	4,258	31	10,058	4	2,815
MARION	214,029	[illegible]	310,483	16	14,704	11	34,778	35	72,483	28	79,177	33	21,661	41	13,848	29	13,767	87	24,315	11	9,315
Central City	55,648	76,132	80,726	4	3,823	3	9,042	9	18,846	7	20,586	9	5,632	11	3,600	8	3,579	23	6,322	3	2,422
Centralia	132,698	181,547	192,499	10	9,116	7	21,562	22	44,939	17	49,090	20	13,430	25	8,506	18	8,536	54	15,075	7	5,775
MARSHALL	29,703	37,604	39,818	7	5,149	4	5,103	8	11,066	4	6,162	12	3,593	4	588	5	552	18	4,258	3	2,044
MASON	58,552	67,433	71,006	11	4,534	5	5,297	13	16,129	15	16,419	11	7,346	8	1,087	8	2,376	37	6,569	5	2,022
MASSAC	41,041	51,112	53,642	11	5,794	4	2,120	9	11,368	9	15,217	8	3,613	13	1,648	4	999	19	3,315	4	2,946
MENARD	23,103	28,999	30,648	4	1,810	1	3,929	5	5,755	6	7,723	9	3,467	2	1,526	0	701	11	2,236	2	1,355
MERCER	37,865	51,366	54,658	9	4,229	1	7,005	9	[illegible]	7	9,960	11	5,852	7	2,118	6	2,397	29	4,908	3	2,417
MONROE	57,721	82,285	87,950	9	9,683	2	11,271	[illegible]	[illegible]	12	22,182	7	3,608	5	1,515	6	2,151	32	8,879	4	2,388
MONTGOMERY	124,571	148,449	158,450	20	11,161	10	16,376	[illegible]	[illegible]	[illegible]	37,294	32	13,653	31	6,611	12	5,062	52	11,715	10	5,478
Litchfield	63,531	75,709	80,810	10	5,692	5	8,352	15	18,884	13	19,020	16	6,963	16	3,372	6	2,582	27	5,975	5	2,794
MORGAN	176,053	239,644	253,557	22	16,960	8	34,737	20	53,602	22	63,356	21	16,056	24	12,379	20	10,299	53	21,615	7	9,837
Jacksonville	154,927	210,887	223,130	19	14,925	7	30,569	18	47,170	19	55,753	18	14,129	21	10,894	18	9,063	47	19,021	6	8,657
MOULTRIE	38,890	50,484	54,135	10	6,623	5	1,537	8	10,075	8	15,735	6	3,363	7	2,487	4	896	23	4,589	4	3,223
OGLE	129,025	174,255	186,303	21	13,587	8	3,803	25	44,952	17	56,493	30	16,176	20	5,965	9	2,413	77	16,515	10	6,618
PEORIA	980,027	1,177,543	1,230,862	52	64,521	28	216,844	115	214,979	58	251,310	95	77,625	109	56,014	91	74,152	328	127,732	39	36,128
Peoria	735,020	883,157	923,147	39	48,391	21	162,633	86	161,234	44	188,483	71	58,219	82	42,011	68	55,614	246	95,799	29	27,096
PERRY	78,447	97,925	103,165	9	8,337	9	11,840	21	26,188	13	19,330	15	7,175	13	3,644	9	3,973	31	8,160	7	5,579
Du Quoin	51,775	64,631	68,089	6	5,502	6	7,814	14	17,284	9	12,758	10	4,736	9	2,405	6	2,622	20	5,386	5	3,682
Pickneyville	17,258	21,544	22,696	2	1,834	2	2,605	5	5,761	3	4,253	3	1,579	3	802	2	874	7	1,795	2	1,227
PIATT	43,622	57,459	60,789	10	3,702	2	6,990	9	12,247	7	22,595	10	4,351	4	371	4	1,956	19	3,066	4	2,470
PIKE	49,916	58,429	61,513	10	7,740	5	2,783	16	12,808	9	12,274	17	6,537	10	2,236	5	1,078	36	5,458	3	983
POPE	4,476	6,797	7,226	0	[illegible]	1	926	4	2,149	2	1,892	1	323	0	360	1	166	3	411	1	320
PULASKI	12,148	14,927	15,767	3	788	1	2,021	9	5,384	4	2,981	5	1,539	3	86	2	361	6	895	4	639
PUTNAM	13,367	18,032	19,104	4	1,161	0	2,449	4	4,942	3	4,848	2	854	0	951	0	437	11	1,128	1	845
RANDOLPH	123,832	169,447	181,114	17	12,815	12	22,141	34	46,372	26	50,608	29	10,690	20	2,787	17	8,721	50	13,341	9	3,968
RICHLAND	90,214	109,794	116,202	9	11,866	5	16,903	10	18,339	15	27,435	13	9,834	12	4,781	11	5,267	23	7,644	6	4,064
Olney	82,095	99,913	105,744	8	10,798	5	15,382	9	16,688	14	24,966	12	8,949	11	4,351	10	4,793	21	6,956	5	3,698
ROCK ISLAND	814,979	1,017,717	1,062,225	39	47,430	20	153,361	109	195,602	83	288,659	82	59,615	96	47,355	63	33,993	317	120,709	31	45,021
East Moline	114,097	142,480	148,712	5	6,6[illegible]	3	21,471	15	27,384	12	40,412	11	8,346	13	6,630	9	4,759	44	16,899	4	6,303
Moline	391,190	488,504	509,868	19	22,766	10	73,613	52	93,889	40	138,556	39	28,615	46	22,730	30	16,317	152	57,940	15	21,610
Rock Island	277,093	346,024	361,157	13	16,126	7	52,143	37	66,505	28	98,144	28	20,269	33	16,101	21	11,558	108	41,041	11	15,307
ST. CLAIR	1,055,553	1,318,412	1,373,200	56	67,504	29	175,096	146	260,223	109	305,547	120	94,912	143	74,952	75	60,177	366	129,587	47	32,963
Belleville	274,444	342,787	357,032	14	17,551	8	45,759	38	67,658	28	79,442	31	24,677	37	19,488	20	15,646	95	33,693	12	8,570
SALINE	137,974	171,630	180,398	11	9,838	8	23,386	25	43,809	21	36,177	15	13,991	24	6,163	14	8,457	42	14,875	15	10,053
Eldorado	40,012	49,773	52,315	3	2,853	2	6,782	7	12,705	6	10,491	4	4,057	7	1,787	4	2,453	12	4,314	4	2,915
Harrisburg	67,607	84,099	88,395	5	4,821	4	11,459	12	21,466	10	17,727	7	6,856	12	3,020	7	4,144	21	7,289	7	4,926
SANGAMON	931,292	1,271,078	1,345,767	50	90,300	17	172,480	98	252,685	63	283,632	85	87,956	125	67,027	68	68,038	296	136,001	48	59,516
Springfield	800,911	1,093,127	1,157,360	43	77,658	15	148,333	84	217,309	54	243,924	73	75,642	108	57,643	58	58,513	255	116,961	41	51,184
SCHUYLER	23,310	31,484	33,557	5	2,770	1	3,953	5	8,323	5	6,605	9	1,939	5	2,067	5	1,455	14	3,402	2	1,364
SCOTT	11,304	15,128	16,165	3	806	1	2,072	4	3,036	2	4,235	1	722	3	268	0	370	9	1,332	1	716
SHELBY	57,619	79,016	83,890	9	4,353	5	2,345	20	21,812	15	22,994	19	5,827	9	1,702	6	5,528	34	5,364	8	2,820
Shelbyville	39,181	53,731	57,045	6	2,960	3	1,595	14	14,832	10	15,636	13	3,962	6	1,157	4	3,759	23	3,648	5	1,918
STARK	12,005	13,567	14,208	5	1,426	0	1,560	6	2,286	5	5,563	1	[illegible]	1	606	1	278	8	695	2	539
STEPHENSON	192,425	257,844	274,872	19	19,252	9	30,714	30	56,215	30	88,752	21	13,537	23	10,207	14	11,694	73	24,300	6	12,755
Freeport	173,183	232,060	247,385	17	17,327	8	27,613	27	50,594	27	79,877	19	12,183	21	9,186	13	10,525	66	21,870	5	11,480
TAZEWELL	560,939	663,867	697,705	31	32,241	14	89,421	69	171,834	63	211,464	76	49,763	51	29,872	42	26,021	193	60,174	24	21,642
Pekin	185,110	219,076	230,243	10	10,640	5	29,509	23	56,705	21	69,783	25	16,422	17	9,858	14	8,587	64	19,857	8	7,142
UNION	53,521	69,322	73,238	10	5,099	3	9,386	13	19,901	8	16,656	10	2,852	10	1,676	8	3,245	24	6,568	6	2,560
VERMILION	375,973	490,863	517,776	33	33,368	15	64,928	52	113,465	46	104,414	52	42,778	41	29,173	34	21,990	137	47,697	25	20,551
Danville	278,220	363,239	383,154	24	24,692	11	48,047	38	83,964	34	77,266	38	31,656	30	21,588	25	16,273	101	35,296	19	15,208
WABASH	68,514	79,267	83,862	5	2,951	4	9,722	11	19,314	10	23,513	11	4,948	12	2,676	5	2,081	17	6,779	3	1,598
Mount Carmel	67,829	78,474	83,023	5	2,921	4	9,625	11	19,121	10	23,278	11	4,899	12	2,649	5	2,060	17	6,711	3	1,582
WARREN	71,728	101,508	108,535	15	6,142	4	7,851	12	22,463	13	34,684	15	10,789	14	3,961	8	2,860	31	11,069	5	3,570
Monmouth	60,252	85,267	91,169	13	5,15[illegible]	3	6,595	10	18,869	11	29,135	13	9,063	12	3,327	7	2,402	26	9,298	4	2,999
WASHINGTON	36,416	46,928	49,698	12	7,535	3	2,037	12	9,151	9	19,785	4	2,093	5	917	5	1,472	22	4,286	3	1,521
Wamac	NO DATA AVAILABLE FOR THIS CITY																				

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WAYNE	83,376	108,199	115,290	12	32,134	4	13,750	15	19,434	12	26,916	10	3,126	10	4,533	7	2,726	14	4,814	4	2,091
WHITE	73,840	92,495	98,008	9	7,608	6	5,536	18	16,740	12	39,391	12	5,544	14	2,503	8	3,036	21	5,924	5	2,097
Carmi	64,241	80,471	85,267	8	6,619	5	4,816	14	14,564	10	34,270	10	4,823	12	2,178	7	2,641	18	5,154	4	1,824
WHITESIDE	255,847	315,707	330,828	38	31,645	11	37,967	32	56,995	31	88,207	37	24,972	30	13,914	33	16,746	97	27,443	14	15,343
Rock Falls	40,936	50,513	52,932	4	5,063	2	6,075	5	9,119	5	14,113	6	3,996	5	2,226	5	2,679	16	4,391	2	2,455
Sterling	148,391	183,110	191,880	16	18,354	6	22,021	19	33,057	18	51,160	21	14,484	17	8,070	19	9,713	56	15,917	8	8,899
WILL	1,148,979	1,420,039	1,493,595	86	98,619	23	162,122	130	272,870	103	362,002	138	154,161	131	67,726	88	47,182	385	143,186	57	69,990
Joliet	517,041	639,018	672,118	38	44,379	10	72,955	59	122,792	46	162,901	62	69,372	59	30,477	40	21,232	173	64,434	26	31,496
WILLIAMSON	242,236	319,985	341,281	28	38,447	8	22,867	41	73,798	22	99,573	30	26,775	40	11,252	25	14,667	80	28,471	14	11,907
Herrin	60,559	79,996	85,320	7	9,612	2	5,717	10	18,450	6	24,893	8	6,694	10	2,813	6	3,667	20	7,118	4	2,977
Marion	133,230	175,992	187,705	15	21,146	4	12,577	23	40,589	12	54,765	17	14,726	22	6,189	14	8,067	44	15,659	8	6,549
WINNEBAGO	1,179,582	1,589,870	1,685,914	70	102,035	31	216,074	134	326,365	80	379,182	130	113,916	166	74,771	98	103,456	398	168,675	44	51,320
Rockford	825,714	1,112,909	1,180,140	49	71,425	22	151,252	94	228,456	58	265,427	91	79,741	116	52,340	69	72,419	279	118,073	31	35,924
Rockton	NO DATA AVAILABLE THIS CITY																				
South Beloit	11,796	15,899	16,859	1	1,020	0	2,161	1	3,264	1	3,792	1	1,139	2	748	1	1,036	4	1,887	0	513
WOODFORD	100,292	117,905	125,748	15	8,330	3	14,007	16	20,078	16	52,456	20	8,854	10	1,823	10	4,143	41	7,972	6	1,802

INDIANA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS............	23,723,731	32,461,890	34,517,866	1,762	2,106,810	860	3,941,058	3,116	6,783,040	2,282	8,250,374	3,167	2,664,791	2,898	1,502,534	2,165	1,560,144	7,720	3,409,568	1,212	1,425,765
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Anderson, IN	574,610	776,144	818,235	43	38,377	19	96,138	71	183,179	53	195,872	86	65,132	61	37,530	65	36,542	202	74,345	30	34,861
Bloomington, IN	435,496	648,691	704,843	27	39,251	14	90,664	57	137,446	38	144,784	46	44,286	78	43,231	53	34,830	129	81,305	18	25,311
Elkhart-Goshen, IN	761,445	1,274,616	1,390,664	56	79,876	29	116,506	97	300,093	82	539,683	80	75,211	79	50,412	52	35,253	216	123,368	26	49,738
Fort Wayne, IN	1,603,351	2,197,411	2,327,449	95	125,749	46	302,734	148	439,556	131	533,937	169	164,226	227	112,124	158	132,347	538	256,035	81	88,229
Gary-Hammond, IN	2,747,635	3,153,597	3,262,747	141	153,584	67	373,863	297	698,015	215	669,669	333	274,926	306	147,761	182	141,921	862	350,538	146	157,681
Indianapolis, IN	5,834,963	8,287,197	8,828,391	283	467,335	134	1,072,547	637	1,520,477	398	2,1[illegible]8,840	652	711,820	645	388,430	468	421,187	1,542	915,753	257	351,775
Kokomo, IN	490,866	714,158	756,586	34	47,023	17	91,163	70	138,929	46	203,699	70	61,762	66	38,806	45	28,809	163	76,496	22	32,337
Lafayette-West Lafayette, IN	592,064	855,680	918,761	33	60,364	14	142,429	60	156,112	45	223,705	51	59,993	66	36,861	44	42,428	168	103,153	24	38,259
Muncie, IN	571,499	773,849	821,469	41	54,550	15	96,148	74	151,059	56	169,956	76	83,482	67	31,271	64	48,077	192	87,343	29	36,282
South Bend-Mishawaka, IN	1,151,353	1,591,697	1,686,426	63	71,019	33	243,295	151	307,625	83	401,991	140	102,670	141	75,691	128	123,843	392	176,960	55	68,193
Terre Haute, IN	775,792	974,565	1,019,972	46	87,221	21	125,629	64	168,817	59	216,784	80	68,545	64	52,950	67	36,715	219	88,338	25	29,831
Evansville, IN-KY	1,393,147	1,879,063	1,992,993	90	138,606	47	271,932	188	399,674	120	437,301	161	122,398	172	121,658	125	111,629	427	196,676	65	63,336
COUNTIES, Cities																					
ADAMS	105,914	148,393	161,594	15	14,326	6	8,922	18	33,485	19	45,423	17	10,518	19	4,679	19	7,715	37	17,610	5	6,677
Decatur	65,667	92,004	100,188	9	8,882	4	5,532	11	20,761	12	28,162	11	6,521	12	2,901	12	4,783	23	10,918	3	4,140
ALLEN	1,413,676	1,921,796	2,029,239	73	100,357	34	289,648	112	358,220	98	457,605	138	141,285	200	105,570	134	124,697	451	228,598	68	73,712
Fort Wayne	1,102,667	1,499,001	1,582,806	57	78,278	27	225,925	87	279,412	76	356,932	108	110,202	156	82,345	105	97,264	352	178,306	53	57,495
BARTHOLOMEW	293,045	402,556	425,021	21	25,321	12	59,294	29	77,883	27	83,968	43	43,310	37	19,778	39	23,074	82	42,202	13	15,385
Columbus	254,949	350,224	369,768	18	22,029	10	51,586	25	67,758	23	73,052	37	37,419	32	17,207	34	20,074	71	36,716	11	13,385
BENTON	25,253	28,069	28,961	7	2,052	0	1,462	5	6,680	6	5,924	13	3,522	1	489	2	553	14	1,544	4	1,416
BLACKFORD	44,211	64,706	69,760	9	6,847	4	6,505	15	19,307	8	18,193	13	4,008	7	1,870	5	2,492	24	5,184	3	3,643
Hartford City	36,253	53,659	57,203	7	5,615	3	5,334	12	15,832	7	14,918	11	3,287	6	1,533	4	2,043	20	4,251	2	2,987
BOONE	147,818	199,071	215,354	12	14,193	2	10,863	20	38,630	20	38,759	30	41,095	23	9,247	19	7,708	54	21,031	10	8,720
Lebanon City	70,953	95,554	103,370	6	6,813	1	5,214	10	18,542	10	18,604	14	19,726	11	4,439	9	3,700	26	10,095	5	4,186
BROWN	17,167	24,394	27,193	2	2,762	2	1,372	13	2,894	2	3,907	4	1,410	3	459	3	519	15	5,973	3	1,163
CARROLL	45,937	62,450	67,139	10	8,005	6	3,386	9	11,583	9	24,418	9	5,077	8	903	3	1,548	30	5,270	5	3,121
CASS	157,041	210,536	224,094	18	14,108	7	25,999	34	42,978	21	55,053	24	15,592	24	8,658	21	12,283	73	21,073	10	11,503
Logansport	136,626	183,166	194,962	16	12,274	6	22,619	30	37,391	18	47,896	21	13,565	21	7,532	18	10,686	64	18,334	9	10,008
CLARK	457,803	646,296	695,488	31	52,894	15	128,943	66	114,389	42	154,053	64	67,932	48	37,116	21	19,008	113	58,654	18	20,369
Jeffersonville	132,763	187,426	201,692	9	15,339	4	37,393	19	33,173	12	44,675	19	19,700	14	10,764	6	5,512	33	17,010	5	5,907
CLAY	86,239	116,933	123,934	9	6,303	3	6,251	13	21,227	14	35,249	18	17,812	8	3,272	8	2,608	29	9,062	6	6,277
Brazil	56,918	77,176	81,796	6	4,160	2	4,126	9	14,010	9	23,264	12	11,756	5	2,160	5	1,721	19	5,981	4	4,143
CLINTON	98,326	130,103	139,022	10	5,702	3	6,990	22	33,884	16	34,373	14	9,373	21	6,487	12	6,131	52	13,432	8	7,421
Frankfort	82,594	109,287	116,778	8	4,790	3	5,872	18	28,483	13	28,873	12	7,873	18	5,449	10	5,150	44	11,283	7	6,234
CRAWFORD	17,171	25,011	27,027	1	2,747	6	2,605	8	7,420	2	3,882	6	3,780	3	456	1	516	11	1,734	0	1,155
DAVIESS	103,956	126,031	134,119	18	15,858	7	16,274	17	29,027	15	24,595	19	12,174	20	6,375	15	3,568	40	10,158	9	5,823
Washington	72,769	88,222	93,883	13	11,101	5	11,392	12	20,319	11	17,217	13	8,522	14	4,463	11	2,498	28	7,111	6	4,076
DEARBORN	102,376	143,114	151,581	12	7,557	7	12,791	21	36,557	15	31,866	23	12,236	11	2,848	12	5,825	41	12,960	7	10,449
DECATUR	81,169	121,128	131,700	12	6,997	5	11,132	12	28,159	11	30,582	21	18,005	13	3,898	9	3,658	32	10,866	3	5,629
Greensburg	67,370	100,536	109,311	10	5,808	4	9,240	10	23,372	9	25,383	17	14,944	11	3,235	7	3,036	27	9,019	2	4,672
DE KALB	104,219	148,689	161,717	14	14,374	6	8,157	20	43,457	17	41,553	20	11,020	16	5,119	13	4,498	49	16,103	7	6,912
Auburn	62,531	89,213	97,030	8	8,624	4	4,894	12	26,074	10	24,932	12	6,616	10	3,071	8	2,699	29	9,662	4	4,147
DELAWARE	571,499	773,849	821,469	41	54,550	15	96,148	74	151,059	56	169,956	76	83,482	67	31,271	64	48,077	192	87,343	29	36,282
Muncie	474,344	642,295	681,819	34	45,277	12	79,803	61	125,379	46	141,063	63	69,290	56	25,955	53	39,904	159	72,495	24	30,114
DUBOIS	177,612	256,418	277,424	16	13,626	7	14,672	25	44,325	14	115,209	29	18,197	28	11,029	23	13,726	67	24,146	9	7,107
Jasper	117,224	169,236	183,100	11	8,993	5	9,684	17	29,255	9	76,038	19	12,010	18	7,279	15	9,059	44	15,936	6	4,691
ELKHART	761,445	1,274,616	1,390,664	56	79,876	29	116,506	97	300,093	82	539,683	80	75,211	79	50,412	52	35,253	216	123,368	26	49,738
Elkhart	479,710	803,008	876,118	35	50,322	18	73,399	61	189,059	52	340,000	50	47,383	50	31,760	33	22,209	136	77,722	16	31,335
Goshen	137,060	229,431	250,320	10	14,378	5	20,971	17	54,017	15	97,143	14	13,538	14	9,074	9	6,346	39	22,206	5	8,953
FAYETTE	102,255	133,001	140,385	8	3,927	7	12,422	10	31,534	13	30,453	16	10,215	11	4,527	10	3,561	31	13,334	7	10,548
Connersville	98,165	127,681	134,770	8	3,770	7	11,925	10	30,273	12	29,235	15	9,806	11	4,346	10	3,419	30	12,801	7	10,126
FLOYD	207,065	283,107	302,870	20	11,499	5	20,760	45	74,065	17	48,118	33	22,571	18	20,894	23	23,416	83	38,310	15	15,685
New Albany	186,359	254,796	272,583	18	10,349	5	18,684	41	66,659	15	43,306	29	20,314	16	18,805	21	21,074	75	34,479	14	14,117
FOUNTAIN	68,719	91,915	97,841	12	7,410	7	3,348	12	23,588	16	35,444	16	3,874	10	1,517	7	1,797	39	11,228	6	4,920
FRANKLIN	33,946	47,309	50,471	5	5,033	2	2,546	13	18,693	10	7,563	8	4,011	2	851	2	965	18	4,351	2	2,157

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

INDIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
FULTON	64,031	91,546	99,062	10	4,314	5	7,261	12	23,001	13	25,640	18	8,081	12	2,398	4	1,634	37	12,425	6	6,519
Rochester	50,584	72,321	78,259	8	3,408	4	5,736	9	18,171	10	20,256	14	6,384	9	1,894	3	1,291	29	9,816	5	5,150
GIBSON	131,876	167,686	178,685	18	17,655	10	16,191	28	41,734	20	45,879	19	9,566	18	6,603	12	4,628	42	14,774	9	8,497
Princeton	85,719	108,996	116,145	12	11,476	7	10,524	18	27,127	13	29,821	12	6,218	12	4,292	6	3,008	27	9,603	6	5,523
GRANT	316,652	427,219	451,392	33	30,834	11	53,434	52	89,307	40	105,924	48	33,866	44	26,234	35	20,487	139	46,278	21	20,678
Marion	269,154	363,136	383,683	28	26,209	9	45,419	44	75,911	34	90,035	41	28,786	37	22,299	30	17,414	118	39,336	18	17,576
GREENE	89,997	116,943	125,713	19	13,872	9	10,102	18	36,996	17	23,560	21	7,262	19	4,484	10	3,167	47	8,482	8	5,820
Bloomfield	17,999	23,389	25,143	4	2,774	2	2,020	4	7,399	3	4,712	4	1,452	4	897	2	633	9	1,696	2	1,164
Linton	41,399	53,794	57,828	9	6,381	4	4,647	8	17,018	8	10,838	10	3,341	9	2,063	5	1,457	22	3,902	4	2,677
HAMILTON	288,640	481,725	534,072	23	34,793	8	26,939	37	121,457	20	134,498	45	46,716	35	14,169	37	32,648	86	54,631	21	24,352
Noblesville	89,478	149,335	165,562	7	10,786	2	8,351	11	37,652	6	41,694	14	14,482	11	4,392	11	10,121	27	16,936	7	7,549
HANCOCK	153,022	202,042	217,042	12	9,063	7	12,942	23	39,929	11	63,326	37	30,921	14	4,843	14	5,170	40	19,915	10	10,042
Greenfield	113,236	149,511	160,611	9	6,707	5	9,577	17	29,547	8	46,861	27	22,882	10	3,584	10	3,826	30	14,737	7	7,431
HARRISON	69,610	91,234	97,802	8	10,005	8	6,567	13	27,195	12	16,546	14	6,732	5	1,607	7	5,119	30	8,070	3	3,509
HENDRICKS	194,139	272,320	297,096	16	14,709	9	10,671	25	85,775	21	58,997	30	31,586	17	5,798	22	9,559	66	28,610	11	13,696
HENRY	178,909	234,802	248,067	16	12,717	9	15,385	32	72,323	34	44,260	34	22,859	27	8,678	16	10,158	70	21,373	9	10,747
New Castle	121,658	159,665	168,686	11	8,648	6	10,462	22	49,180	23	30,097	23	15,544	18	5,901	11	6,907	48	14,534	6	7,308
HOWARD	439,575	646,537	684,766	26	41,414	14	88,696	61	121,111	39	182,635	52	53,960	58	36,510	40	27,665	142	70,597	19	29,268
Kokomo	408,805	601,279	636,832	24	38,515	13	82,487	57	112,633	36	169,851	48	50,183	54	33,954	37	25,728	132	65,655	18	27,219
HUNTINGTON	117,764	164,144	175,969	16	8,957	5	8,876	23	39,116	15	37,893	23	18,663	12	5,834	9	5,910	45	14,893	8	8,253
Huntington	80,080	111,618	119,659	11	6,091	3	6,036	16	26,599	10	25,767	16	12,691	8	3,967	6	4,019	31	10,127	5	5,612
JACKSON	157,763	214,619	230,481	21	24,144	8	13,795	24	50,507	19	50,049	31	26,452	16	11,803	16	8,046	49	21,386	9	9,641
Seymour	124,633	169,549	182,080	17	19,074	6	10,898	19	39,901	15	39,539	24	20,897	13	9,324	13	4,776	39	16,895	7	7,616
JASPER	102,080	149,033	161,456	13	12,167	6	11,923	18	31,125	19	35,487	23	19,684	16	5,891	7	2,422	32	13,184	9	9,637
Rensselaer	43,894	64,084	69,426	6	5,232	3	5,127	8	13,384	8	15,259	10	8,464	7	2,533	3	1,041	14	5,669	4	4,144
JAY	69,354	85,751	90,538	8	4,152	6	4,567	14	25,109	13	18,668	11	8,093	12	1,856	9	4,127	32	7,655	4	3,859
Portland	51,322	63,456	66,998	6	3,072	4	3,380	10	18,581	10	13,814	8	5,989	9	1,373	7	3,054	24	5,665	3	2,856
JEFFERSON	121,599	171,453	180,196	17	18,494	11	20,272	22	43,296	14	37,327	15	8,426	18	6,288	17	10,042	31	14,784	10	7,450
Madison	109,439	154,308	162,176	15	16,645	10	18,245	20	38,966	13	33,594	14	7,583	16	5,659	15	9,038	28	13,306	9	6,705
JENNINGS	53,168	72,249	77,768	8	5,992	3	3,923	10	21,704	10	12,491	10	8,393	5	793	5	1,303	18	6,775	4	3,698
JOHNSON	366,426	528,006	573,863	20	36,102	14	146,557	38	71,003	26	101,417	38	47,002	65	50,862	36	24,141	96	45,901	16	19,302
Edinburg	10,993	15,840	17,216	1	1,083	0	4,397	1	2,130	1	3,043	1	1,410	2	1,526	1	724	3	1,377	0	579
Franklin	62,292	89,761	97,557	3	6,137	2	24,915	6	12,071	4	17,241	6	7,990	11	8,647	6	4,104	16	7,803	3	3,281
KNOX	187,501	247,517	262,663	21	24,708	13	30,045	29	48,968	20	59,458	36	17,670	38	15,387	28	14,010	73	23,614	15	13,052
Bicknell	15,000	19,801	21,013	2	1,977	1	2,404	2	3,917	2	4,757	3	1,414	3	1,231	2	1,121	6	1,889	1	1,044
Vincennes	151,876	200,489	212,757	17	20,013	11	24,336	23	39,664	16	48,161	29	14,313	31	12,463	23	11,348	59	19,127	12	10,572
KOSCIUSKO	222,673	333,943	362,009	26	35,911	15	27,412	31	71,942	34	96,049	36	23,153	27	15,114	29	13,636	87	32,896	12	15,998
Warsaw	131,377	197,026	213,585	15	21,187	9	16,173	18	42,446	20	56,669	21	13,660	16	8,917	17	8,045	51	19,409	7	9,439
LAGRANGE	70,917	112,937	124,713	19	23,933	5	4,465	16	28,844	8	16,400	11	8,480	6	1,191	5	2,022	37	16,774	5	3,898
LAKE	2,333,445	2,632,322	2,709,105	115	134,474	52	328,336	252	571,188	175	555,960	269	222,636	260	132,038	148	120,496	707	282,462	113	115,758
East Chicago	93,338	105,293	108,364	5	5,379	2	13,133	10	22,848	7	22,238	11	8,905	10	5,282	6	4,820	28	11,298	5	4,630
Gary	326,682	368,525	379,275	16	18,826	7	45,967	35	79,966	25	77,834	38	31,169	36	18,485	21	16,869	99	39,545	16	16,206
Hammond	396,686	447,495	460,548	20	22,861	9	55,817	43	97,102	30	94,513	46	37,848	44	22,446	25	20,484	120	48,019	19	19,679
LA PORTE	442,833	555,500	585,700	30	34,356	15	74,127	58	122,097	45	126,698	64	53,293	67	28,065	42	25,195	163	54,718	18	27,946
La Porte	150,563	188,870	199,138	10	11,681	5	25,203	20	41,513	15	43,077	22	18,120	23	9,542	14	8,566	55	18,604	6	9,502
Michigan City	252,415	316,635	333,849	17	19,583	9	42,252	33	69,595	26	72,218	36	30,377	38	15,997	24	14,361	93	31,189	10	15,929
LAWRENCE	149,673	206,097	218,844	14	12,890	11	28,164	26	49,229	21	48,458	26	16,317	25	6,987	18	9,765	43	17,694	11	10,134
Bedford	104,771	144,268	153,191	10	9,023	8	19,715	18	34,460	15	33,921	18	11,422	18	4,891	13	6,836	30	12,386	8	7,094
MADISON	574,610	776,144	818,235	43	38,377	19	96,138	71	183,179	53	195,872	86	65,132	61	37,530	65	36,542	202	74,345	30	34,861
Anderson	390,735	527,778	556,400	29	26,096	13	65,374	48	124,562	36	133,193	58	44,290	41	25,520	44	24,849	137	50,555	20	23,705
Elwood	51,715	69,853	73,641	4	3,454	2	8,652	6	16,486	5	17,628	8	5,862	5	3,378	6	3,289	18	6,691	3	3,137
MARION	4,385,269	6,173,353	6,524,866	175	328,796	81	831,477	444	1,052,565	261	1,703,973	421	458,342	452	284,906	306	321,463	1,114	707,498	171	254,963
Indianapolis	4,166,006	5,864,685	6,198,623	166	312,356	77	789,903	422	999,937	248	1,618,774	400	435,425	429	270,661	291	305,390	1,058	672,123	162	242,215
MARSHALL	145,137	219,857	240,752	26	28,198	6	9,285	18	49,778	24	61,564	31	23,211	28	10,892	17	7,247	70	21,384	13	12,135
Plymouth	79,825	120,921	132,414	14	15,509	3	5,107	10	27,378	13	33,860	17	12,766	15	5,991	9	3,986	39	11,761	7	6,674
MARTIN	32,431	42,324	44,206	6	2,289	3	2,230	6	12,573	6	10,930	6	4,344	4	1,234	3	844	18	2,434	3	1,889
MIAMI	111,995	150,090	160,066	14	6,939	4	9,273	22	32,174	20	53,569	16	11,833	15	6,460	14	6,258	47	12,186	7	9,044
Peru	98,556	132,079	140,858	12	6,106	4	8,160	19	28,313	18	47,141	14	10,413	13	5,685	12	5,507	41	10,724	6	7,959
MONROE	435,496	648,691	704,843	27	39,251	14	90,664	57	137,446	38	144,784	46	44,286	78	43,231	53	34,830	129	81,305	18	25,311
Bloomington	378,882	564,361	613,213	23	34,148	12	78,878	50	119,578	33	125,962	40	38,529	68	37,611	46	30,302	112	70,735	16	22,021
MONTGOMERY	139,257	203,156	217,912	15	12,042	8	25,973	21	45,396	17	56,938	24	14,047	19	7,492	13	7,474	50	19,644	10	10,998
Crawfordsville	114,191	166,588	178,688	12	9,874	7	21,298	17	37,225	14	46,689	20	11,519	16	6,143	11	6,129	41	16,108	8	9,018
MORGAN	169,095	247,403	268,466	11	14,842	9	18,576	31	70,264	19	36,755	31	37,218	20	8,963	17	11,774	47	22,653	10	11,077
Martinsville	81,166	118,753	128,864	5	7,124	4	8,916	15	33,727	9	17,642	15	17,865	10	4,302	8	5,652	23	10,873	5	5,317
NEWTON	36,457	48,113	51,460	8	4,625	2	2,596	11	12,311	7	7,921	15	5,297	6	1,849	5	1,743	22	3,961	6	4,827
NOBLE	103,053	173,277	190,698	16	11,536	9	17,225	17	47,735	23	46,733	22	12,796	12	5,200	10	5,848	47	15,993	9	8,360
Kendallville	56,679	95,302	104,884	9	6,345	5	9,474	9	26,254	13	25,703	12	7,038	7	2,860	6	3,216	26	8,796	5	4,598
OHIO	8,767	10,546	11,256	2	1,036	0	514	5	4,253	0	1,465	4	1,934	2	172	1	194	6	689	1	436
ORANGE	48,593	67,717	73,237	5	4,775	4	3,694	15	23,565	5	8,847	10	7,149	8	1,085	8	1,921	23	5,143	6	3,213
OWEN	33,440	47,909	52,020	3	1,505	2	2,624	7	12,314	7	13,502	8	7,538	1	877	5	1,744	17	4,416	2	2,223
Spencer	30,430	43,597	47,338	3	1,370	2	2,388	6	11,206	6	12,287	7	6,860	1	798	5	1,587	15	4,019	2	2,023
PARKE	35,383	43,792	46,379	5	5,167	3	2,340	10	14,137	7	6,949	9	2,640	4	389	4	1,440	26	3,361	3	2,341
PERRY	65,273	81,850	87,090	8	5,579	8	11,736	12	24,737	10	11,734	11	3,170	15	4,747	7	4,059	24	7,275	4	3,614
PIKE	27,564	34,869	36,946	3	726	2	1,863	11	12,427	6	5,307	7	1,560	3	380	4	1,653	13	2,266	2	1,580
PORTER	414,190	521,275	553,642	26	19,110	15	45,527	45	126,827	40	113,709	64	52,290	46	15,723	34	21,425	155	68,076	33	41,923
Chesterton	53,845	67,766	71,973	3	2,484	2	5,919	6	16,488	5	14,782	8	6,798	6	2,044	4	2,785	20	8,850	4	5,450
Valparaiso	227,805	286,701	304,503	14	10,511	8	25,040	25	69,755	22	62,540	35	28,760	25	8,648	19	11,784	85	37,442	18	23,058
POSEY	66,075	90,774	97,362	10	5,250	7	5,990	13	19,895	13	32,862	16	7,887	8	2,011	8	4,609	34	8,281	5	4,332
PULASKI	40,701	60,120	64,983	6	7,079	3	3,278	6	9,926	11	21,762	9	3,533	5	1,528	4	1,438	17	4,109	3	4,628
PUTNAM	83,484	114,648	123,201	11	9,481	4	6,690	20	35,349	12	23,007	18	8,917	13	4,651	11	4,032	32	9,891	6	6,270
Greencastle	61,778	84,840	91,169	8	7,016	3	4,951	15	26,158	9	17,025	13	6,599	10	3,442	8	2,984	24	7,319	4	4,640
RANDOLPH	77,517	107,777	115,016	13	5,822	10	4,895	21	30,292	10	26,518	20	10,115	12	3,266	13	5,650	34	8,314	6	5,990
Union City	23,255	32,333	34,505	4	1,747	3	1,469	6	9,088	3	7,955	6	3,035	4	980	4	1,695	10	2,494	2	1,797
Winchester	41,084	57,122	60,958	7	3,086	5	2,594	11	16,055	5	14,055	11	5,361	6	1,731	7	2,995	18	4,406	3	3,175
RIPLEY	72,303	108,814	117,577	12	14,997	7	5,340	25	34,668	11	23,360	11	5,194	9	1,237	9	4,126	25	7,128	7	4,875
RUSH	59,732	79,055	83,896	9	6,522	3	5,483	12	19,373	11	27,231	11	6,491	7	801	4	4,057	19	4,473	3	3,586
Rushville	48,383	64,035	67,956	7	5,283	2	4,441	10	15,692	9	22,057	9	5,258	6	649	3	3,286	15	3,623	2	2,905
ST. JOSEPH	1,151,353	1,591,697	1,686,426	63	71,019	33	243,295	151	307,625	83	401,991	140	102,670	141	75,691	128	123,843	392	176,960	55	88,193
Mishawaka	379,946	525,260	556,521	21	23,436	11	80,287	50	101,516	27	132,657	46	33,881	47	24,978	42	40,868	129	58,397	18	22,504
South Bend	598,704	827,682	876,942	33	36,930	17	126,513	79	159,965	43	209,035	73	53,388	73	39,359	67	64,398	204	92,019	29	35,460
SCOTT	64,591	89,939	97,561	7	7,341	7	9,564	14	19,949	10	16,353	16	12,117	5	1,413	5	1,701	21	8,237	4	3,648

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

INDIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SHELBY	130,554	183,277	197,632	14	14,837	4	14,522	19	40,854	20	51,115	20	18,940	19	9,642	17	8,724	39	15,514	8	9,623
Shelbyville	116,193	163,117	175,892	12	13,205	4	12,925	17	36,360	18	45,492	18	16,857	17	8,581	15	7,764	35	13,807	7	8,564
SPENCER	49,827	70,271	76,845	11	5,645	5	1,393	15	22,843	11	23,482	12	5,351	5	568	5	2,907	29	6,156	3	2,313
STARKE	76,018	100,909	107,287	10	9,527	7	7,744	13	22,142	10	21,952	11	16,761	4	600	4	1,758	33	6,056	3	4,586
STEUBEN	113,602	195,047	215,870	12	18,951	5	11,019	21	42,546	16	31,912	19	35,103	16	7,580	9	5,492	48	21,860	5	5,613
SULLIVAN	51,266	68,434	72,365	6	4,013	3	3,650	15	19,086	6	16,996	17	7,696	8	1,220	5	1,382	23	3,577	2	3,092
Sullivan	32,298	43,113	45,590	4	2,528	2	2,300	9	12,024	4	10,707	11	4,848	5	769	3	871	14	2,254	1	1,948
SWITZERLAND	10,512	13,866	14,880	2	1,511	3	750	3	5,309	2	2,137	1	771	3	250	1	284	10	1,009	1	636
TIPPECANOE	592,064	855,680	918,761	33	60,364	14	142,429	60	156,112	45	223,705	51	59,993	66	36,861	44	42,428	168	103,153	24	38,259
Lafayette	420,365	607,533	652,320	23	42,858	10	101,125	43	110,840	32	158,831	36	42,595	47	26,171	31	30,124	119	73,239	17	27,164
West Lafayette	118,413	171,136	183,752	7	12,073	3	28,486	12	31,222	9	44,741	10	11,999	13	7,372	9	8,486	34	20,631	5	7,652
TIPTON	51,291	67,621	71,820	8	5,609	3	2,467	9	17,818	7	21,064	18	7,802	8	2,296	5	1,144	21	5,899	3	3,069
Tipton	42,059	55,449	58,892	7	4,599	2	2,023	7	14,611	6	17,272	15	6,398	7	1,883	4	938	17	4,837	2	2,517
UNION	16,045	20,088	21,488	2	2,183	1	1,084	5	6,501	3	3,087	4	1,115	4	593	1	410	5	1,154	1	919
VANDERBURGH	1,016,953	1,343,833	1,415,149	45	94,694	24	224,808	103	266,295	71	280,801	98	71,408	130	101,446	88	84,997	303	148,677	42	46,210
Evansville	966,105	1,276,641	1,344,392	43	89,959	23	213,568	98	252,980	67	266,761	93	67,838	124	96,374	84	80,747	288	141,243	40	43,900
VERMILLION	55,241	79,445	86,269	7	6,833	3	4,352	11	19,386	11	35,420	8	7,582	3	1,453	0	1,648	29	4,105	4	3,687
Clinton	39,774	57,200	62,114	5	4,920	2	3,133	8	13,958	8	25,502	6	5,459	2	1,046	0	1,187	21	2,956	3	2,655
VIGO	689,553	857,632	896,038	37	60,918	18	119,378	51	147,590	45	181,535	62	50,733	56	49,678	59	34,107	190	79,276	19	23,554
Terre Haute	530,956	660,377	689,949	28	46,907	14	91,921	39	113,644	35	139,782	48	39,064	43	38,252	45	26,262	146	61,043	15	18,137
WABASH	122,109	166,513	177,833	22	22,113	10	19,606	20	35,992	20	37,860	19	12,570	16	5,782	17	6,502	47	14,330	13	10,553
Wabash	70,823	96,578	103,143	13	12,826	6	11,371	12	20,875	12	21,959	11	7,291	9	3,354	10	3,771	27	8,311	8	6,121
WARREN	8,337	9,702	10,332	3	1,430	1	487	3	4,033	1	1,390	3	1,050	0	163	1	185	7	664	2	414
WARRICK	105,610	138,379	148,261	20	22,634	6	7,318	24	39,133	15	39,183	19	11,669	12	3,925	13	5,243	36	10,580	7	3,954
WASHINGTON	61,001	81,768	88,109	12	10,860	4	4,444	11	20,061	13	24,425	14	4,851	9	1,961	5	2,344	18	4,086	3	2,762
WAYNE	392,995	528,103	559,797	24	39,962	21	83,978	52	103,486	35	148,644	53	49,419	36	16,115	30	19,322	107	45,797	15	20,564
Richmond	330,116	443,607	470,229	20	33,568	18	70,542	44	86,928	29	124,861	45	41,512	30	13,537	25	16,230	90	36,469	13	17,274
WELLS	79,673	113,693	122,117	9	5,964	4	6,160	12	25,312	17	47,720	16	6,898	15	4,719	11	7,145	31	11,064	5	5,220
Bluffton	61,348	87,544	94,030	7	4,592	3	4,743	9	19,490	13	36,744	12	5,311	12	3,634	8	5,502	24	8,519	4	4,019
WHITE	88,349	122,397	131,335	10	13,460	4	6,624	16	29,803	18	36,282	15	8,226	10	3,361	8	2,509	51	13,830	6	5,251
Monticello	57,427	79,558	85,368	7	8,749	3	4,306	10	19,372	12	23,583	10	5,347	7	2,185	5	1,631	33	8,990	4	3,413
WHITLEY	85,456	126,926	136,493	8	11,018	6	4,929	16	37,879	16	34,779	11	11,915	11	1,435	11	3,152	38	11,334	6	7,605
Columbia City	56,401	83,771	90,085	5	7,272	4	3,253	11	25,000	11	22,954	7	7,864	7	947	7	2,080	25	7,480	4	5,019

IOWA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS............	12,646,359	17,252,710	18,345,917	1,566	1,440,189	620	2,004,196	2,164	3,830,728	1,496	4,412,013	2,064	1,341,278	2,065	856,778	1,361	832,154	5,298	1,647,359	715	561,213
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Cedar Rapids, IA	830,476	1,108,843	1,180,819	57	92,363	19	206,960	107	234,109	54	252,537	93	57,185	123	53,926	80	62,682	287	114,866	35	39,961
Des Moines, IA	2,015,817	2,895,133	3,067,730	134	177,483	65	341,694	258	635,641	147	711,343	210	194,079	275	152,005	173	168,652	641	298,005	79	73,914
Dubuque, IA	434,607	576,469	607,820	28	38,461	15	102,485	54	113,395	46	138,466	55	29,171	61	32,622	48	36,834	161	59,451	17	21,762
Iowa City, IA	369,809	581,380	635,589	24	52,552	13	74,464	46	129,020	31	123,113	50	40,559	62	34,140	47	38,805	125	76,484	17	18,546
Waterloo-Cedar Falls, IA	741,534	920,492	969,610	69	61,557	26	127,244	105	183,101	76	241,380	106	58,708	104	53,110	73	49,513	284	92,505	32	34,333
Davenport-Rock Is.-Moline, IA-IL	1,844,620	2,357,078	2,481,494	106	131,003	51	345,139	245	467,093	163	612,301	211	180,439	235	107,639	171	112,782	688	277,556	77	93,255
Sioux City, IA-NE	584,663	819,756	874,714	51	71,326	23	91,713	76	176,844	45	192,039	85	58,868	90	45,787	55	44,469	214	78,386	22	25,677
COUNTIES, Cities																					
ADAIR	34,767	47,637	50,253	11	3,880	3	3,668	10	12,402	6	7,829	10	9,156	4	273	3	610	22	5,286	5	1,198
ADAMS	12,284	17,632	18,852	4	2,215	1	2,127	3	3,827	4	2,796	5	632	3	292	2	419	7	826	2	551
ALLAMAKEE	55,473	69,447	74,252	12	8,207	5	3,767	14	19,338	10	22,632	10	4,554	12	2,868	6	1,190	37	5,006	2	2,167
APPANOOSE	57,114	72,407	76,069	10	5,955	7	7,849	13	19,574	12	13,048	8	4,952	10	3,861	5	2,054	22	5,566	3	1,486
Centerville	49,689	62,994	66,180	9	5,181	6	6,829	11	17,029	10	11,352	7	4,308	9	3,359	4	1,787	19	4,842	3	1,293
AUDUBON	27,662	33,633	35,193	5	2,015	3	3,970	7	7,538	4	11,179	7	3,271	5	924	3	2,202	19	2,271	4	955
BENTON	66,752	87,866	94,255	23	11,135	5	1,404	16	19,320	16	31,663	22	8,668	13	3,375	8	4,338	43	7,414	6	3,173
Vinton	31,373	41,297	44,300	11	5,233	2	660	8	9,080	8	14,882	10	4,074	6	1,586	4	2,039	20	3,485	3	1,491
BLACK HAWK	667,051	817,191	858,524	48	48,723	19	121,367	91	152,828	60	217,117	84	51,083	83	46,676	62	45,553	243	83,206	26	30,137
Evansdale	13,341	16,344	17,170	1	974	0	2,427	2	3,057	1	4,342	2	1,022	2	934	1	911	5	1,664	1	603
Waterloo	413,572	506,658	532,285	30	30,208	12	75,248	56	94,753	37	134,613	52	31,671	51	28,939	38	28,243	151	51,588	16	18,685
BOONE	87,217	115,457	121,555	16	8,240	5	7,050	18	28,217	12	32,950	18	8,838	16	5,646	12	8,321	41	10,757	7	4,441
Boone	68,901	91,211	96,028	13	6,510	4	5,570	14	22,291	9	26,031	14	6,982	13	4,460	9	6,574	32	8,498	6	3,508
BREMER	74,483	103,301	111,086	21	12,834	7	5,877	14	30,273	16	24,263	22	7,625	21	6,434	11	3,960	41	9,299	6	4,196
BUCHANAN	68,201	91,876	98,116	14	11,018	4	11,067	12	23,800	12	27,009	17	7,601	8	2,392	4	1,034	44	7,988	4	3,395
BUENA VISTA	99,641	152,722	164,183	12	15,458	8	13,591	12	32,587	15	44,339	18	9,145	19	8,804	10	7,067	49	14,365	7	3,999
BUTLER	34,897	43,099	45,683	16	8,217	3	5,153	24	11,087	8	10,671	13	2,305	6	684	5	1,897	30	2,508	3	874
CALHOUN	40,080	52,437	55,527	14	5,436	2	6,263	18	14,508	9	14,800	9	4,171	5	1,870	8	3,491	25	3,186	3	1,758
CARROLL	122,844	169,518	182,528	16	16,768	8	13,263	26	26,070	16	52,199	22	20,054	19	9,734	10	4,385	57	13,463	5	2,195
Carroll	93,361	128,834	138,721	12	12,744	5	10,080	20	19,813	12	39,671	17	15,241	14	7,398	8	3,333	43	10,232	4	1,668
CASS	88,809	128,224	139,054	16	13,599	9	11,518	13	28,753	16	29,140	23	15,603	17	7,830	9	2,706	35	8,487	7	4,809
Atlantic	70,159	101,297	109,853	13	10,743	7	9,099	10	22,715	13	23,021	18	12,326	13	6,186	7	2,138	28	6,705	6	3,799
CEDAR	63,913	85,842	91,772	11	8,389	6	3,024	15	20,356	13	24,973	14	15,691	9	1,363	7	2,767	31	5,211	5	1,487
CERRO GORDO	290,564	414,887	444,601	33	33,263	10	57,822	29	93,839	27	94,486	41	33,425	52	28,216	29	17,936	[illegible]	36,897	13	12,267
Mason City	223,734	319,463	342,343	25	25,613	8	44,523	22	72,256	21	72,754	32	25,737	40	21,726	22	13,811	85	28,411	10	9,446
CHEROKEE	73,571	107,731	114,543	10	8,320	3	7,200	12	28,481	12	35,658	17	8,251	18	7,237	7	3,800	30	6,433	7	3,958
Cherokee	60,328	88,339	93,925	8	6,822	2	5,904	10	23,354	10	29,240	14	6,766	15	5,934	6	3,116	25	5,275	6	3,246
CHICKASAW	40,793	57,399	61,848	10	6,388	7	2,901	14	14,093	9	18,539	14	5,365	6	2,055	5	1,856	29	4,903	3	2,135
CLARKE	37,889	53,990	58,444	6	3,261	3	6,593	6	15,760	6	10,520	13	9,358	6	869	3	306	16	4,468	3	1,118
CLAY	107,661	144,113	154,133	19	10,275	5	14,013	14	28,292	10	41,652	17	9,379	35	11,312	19	6,860	41	12,460	5	3,969
Spencer	103,355	138,348	147,968	18	9,864	5	13,452	13	27,160	10	39,986	16	9,004	34	10,860	18	6,586	39	11,962	5	3,810

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

IOWA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CLAYTON	61,601	81,176	86,642	19	16,756	3	949	19	17,958	13	28,371	26	6,199	6	1,664	7	3,033	42	5,536	5	2,555
CLINTON	273,558	327,835	343,057	26	16,341	9	34,996	41	74,874	35	103,481	38	19,173	26	16,591	38	20,879	119	30,050	11	10,467
Clinton	216,111	258,990	271,015	21	12,909	7	27,647	32	59,150	28	81,750	30	15,147	21	13,107	30	16,494	94	23,740	9	8,269
CRAWFORD	63,316	97,180	104,614	11	9,413	2	11,800	17	23,190	9	18,505	18	10,295	18	7,580	5	2,740	51	10,827	5	2,696
DALLAS	103,981	144,529	154,230	19	9,217	9	14,092	28	42,039	18	49,130	25	12,130	15	4,680	9	3,983	32	7,225	7	2,627
DAVIS	25,236	35,146	37,117	5	3,257	1	4,186	3	7,534	4	9,496	6	3,280	6	768	2	823	14	2,035	3	1,084
DECATUR	27,289	38,415	41,293	6	3,817	5	1,371	10	12,057	3	5,648	7	4,947	5	1,429	3	917	16	2,563	4	2,189
DELAWARE	59,222	77,804	83,151	11	13,593	4	9,378	16	19,624	7	19,438	12	5,418	17	4,259	4	1,623	34	5,859	8	3,455
DES MOINES	225,299	285,300	297,278	23	20,427	8	46,868	42	63,356	25	53,289	26	16,969	43	18,457	32	18,597	88	26,279	10	9,118
Burlington	153,203	194,004	202,149	16	13,890	5	31,870	29	43,082	17	36,237	18	11,539	29	12,551	22	12,646	60	17,870	7	6,200
DICKINSON	73,550	102,293	109,798	8	18,114	6	5,325	9	18,389	10	23,740	17	7,281	17	9,044	8	3,247	57	15,316	5	3,207
DUBUQUE	434,607	576,469	607,820	28	38,461	15	102,485	54	113,395	46	138,466	55	29,171	61	32,622	48	36,834	161	59,451	17	21,762
Dubuque	386,800	513,057	540,960	25	34,230	13	91,212	48	100,922	41	123,235	49	25,962	54	29,034	43	32,782	143	52,911	15	19,368
EMMET	54,437	68,219	71,654	13	9,803	3	5,320	8	16,602	6	20,015	9	3,977	14	4,776	5	2,100	24	4,674	3	1,871
Estherville	46,816	58,668	61,622	11	8,431	3	4,575	7	14,278	5	17,213	8	3,420	12	4,107	4	1,806	21	4,020	3	1,609
FAYETTE	91,981	126,101	134,654	16	15,444	7	10,512	24	29,350	18	42,155	23	9,132	24	7,003	12	5,979	42	8,761	8	3,123
Oelwein	39,552	54,223	57,901	7	6,641	3	4,520	10	12,621	8	18,127	10	3,927	10	3,011	5	2,571	18	3,767	3	1,343
FLOYD	74,873	87,475	91,613	12	7,470	7	9,158	15	22,387	9	19,848	20	6,543	20	5,717	9	2,734	32	6,697	5	2,270
Charles City	57,652	67,356	70,542	9	5,752	5	7,052	12	17,238	7	15,283	15	5,038	15	4,402	7	2,105	25	5,157	4	1,748
FRANKLIN	40,785	55,163	58,428	7	4,641	2	6,590	15	13,509	5	13,982	12	6,277	8	2,023	7	1,846	21	2,854	2	1,705
FREMONT	30,489	40,695	42,402	8	5,295	3	125	7	15,122	3	5,800	9	4,226	3	711	3	941	21	2,475	3	1,830
GREENE	40,576	52,031	54,507	13	6,307	4	5,730	10	10,067	6	17,037	9	2,463	13	3,024	3	1,127	24	3,817	4	2,210
GRUNDY	39,063	51,611	55,088	6	3,687	0	6,213	16	15,218	10	14,310	11	3,736	9	2,211	4	1,222	27	5,411	4	2,625
GUTHRIE	21,528	28,415	30,128	8	2,853	8	1,838	11	8,288	5	6,091	8	2,318	4	528	5	2,269	15	2,319	3	1,385
HAMILTON	63,049	90,172	96,871	14	6,472	3	10,927	15	25,327	10	12,988	17	11,501	13	5,803	8	2,930	39	9,066	4	3,296
Webster City	47,287	67,629	72,653	11	4,854	2	8,195	11	18,995	8	9,741	13	8,626	10	4,352	6	2,198	29	6,800	3	2,472
HANCOCK	28,750	38,454	40,929	11	5,018	4	629	15	10,703	8	9,262	7	1,443	7	2,640	7	2,688	21	3,210	6	2,001
HARDIN	99,810	137,488	145,919	21	20,895	7	7,513	23	32,457	23	48,790	22	8,795	23	5,855	12	4,002	39	7,509	10	4,210
HARRISON	60,754	77,899	82,100	16	6,650	4	1,292	17	12,993	10	40,039	18	6,296	6	1,653	5	2,805	28	5,901	7	3,989
HENRY	72,779	105,890	113,686	14	10,225	7	8,716	11	25,134	15	37,453	17	9,410	10	3,956	6	4,452	24	7,374	5	4,046
Mt. Pleasant	57,495	83,653	89,812	11	8,078	6	6,886	9	19,856	12	29,588	13	7,434	8	3,125	5	3,517	19	5,825	4	3,196
HOWARD	33,877	46,203	49,365	11	8,628	5	1,931	12	13,256	6	9,625	7	1,153	7	1,663	5	1,825	26	2,632	2	1,440
HUMBOLDT	43,250	56,518	59,956	10	4,196	2	6,382	8	15,703	11	15,469	11	3,098	10	2,909	6	2,255	32	4,852	4	2,094
IDA	29,133	48,190	51,530	8	11,879	4	2,533	8	12,166	8	13,226	5	1,976	4	1,615	2	1,079	18	2,587	3	1,893
IOWA	64,071	93,774	100,785	6	5,537	5	1,247	18	21,273	10	14,239	15	7,736	9	4,954	7	5,476	40	23,037	6	2,141
JACKSON	66,175	81,687	86,606	14	10,344	4	5,612	19	24,131	12	17,191	19	4,957	18	3,674	12	3,586	46	6,439	5	2,886
JASPER	131,791	174,633	185,017	21	20,685	10	10,683	25	40,525	22	47,080	22	17,796	22	9,081	18	6,666	56	14,093	11	7,385
Newton	97,525	129,228	136,913	16	15,307	7	7,905	19	29,989	16	34,839	16	13,169	16	6,720	13	4,933	41	10,429	8	5,465
JEFFERSON	63,874	91,094	97,836	12	6,565	5	7,066	11	23,164	8	30,021	7	5,251	14	5,269	5	1,841	24	6,852	2	2,854
Fairfield	61,319	87,450	93,923	12	6,302	5	6,783	11	22,237	8	28,820	7	5,041	13	5,058	5	1,767	23	6,578	2	2,740
JOHNSON	369,809	581,380	635,589	24	52,652	13	74,464	46	129,020	31	123,113	50	40,559	62	34,140	47	38,805	125	76,484	17	18,546
Iowa City	269,961	424,407	463,980	18	38,436	9	54,359	34	94,185	23	89,872	37	29,608	45	24,922	34	28,328	91	55,833	12	13,539
JONES	58,214	78,932	84,273	10	5,677	6	5,328	17	19,153	13	24,897	21	8,045	12	1,931	5	2,169	36	5,612	6	2,487
KEOKUK	30,701	43,481	46,238	9	5,734	2	5,215	13	4,763	13	16,645	6	4,221	5	853	2	1,026	20	2,539	3	1,321
KOSSUTH	85,704	119,001	126,385	16	9,067	6	9,770	15	24,122	13	41,496	15	6,983	17	5,060	12	6,061	48	10,047	6	2,587
LEE	178,698	237,250	250,322	26	20,980	12	29,019	29	65,242	23	53,566	29	14,818	26	7,087	26	14,314	79	21,321	10	9,418
Fort Madison	71,479	94,900	100,129	10	8,392	5	11,608	12	26,097	9	21,426	12	5,927	10	2,835	10	5,726	32	8,528	4	3,767
Keokuk	76,840	102,018	107,638	11	9,021	5	12,478	12	28,054	10	23,033	12	6,372	11	3,047	11	6,155	34	9,168	4	4,050
LINN	830,476	1,108,843	1,180,819	57	92,363	19	206,960	107	234,109	54	252,537	93	57,185	123	53,926	80	62,682	287	114,866	35	39,961
Cedar Rapids	697,600	931,428	991,888	48	77,585	16	173,846	90	196,652	45	212,131	78	48,035	103	45,298	67	52,653	241	96,487	29	33,567
Marion	78,895	105,340	112,178	5	8,774	2	19,661	10	22,240	5	23,991	9	5,433	12	5,123	8	5,955	27	10,912	3	3,796
LOUISA	31,959	41,459	43,883	5	3,708	3	701	11	14,170	7	14,145	7	2,954	3	678	5	1,036	25	4,377	3	1,280
LUCAS	42,808	56,413	58,633	6	3,904	1	6,613	7	11,902	5	8,696	5	8,052	11	3,459	6	1,952	12	2,792	4	1,904
LYON	30,727	40,918	43,260	13	8,443	1	4,880	16	10,077	3	5,918	9	2,152	6	2,393	7	4,233	25	2,874	2	1,262
MADISON	44,280	58,885	62,504	13	11,944	3	1,711	9	14,699	9	17,138	7	2,888	11	2,257	3	1,386	23	6,234	4	1,824
MAHASKA	87,903	114,084	120,777	16	8,538	5	10,553	15	29,115	15	22,283	12	9,843	23	7,992	14	7,029	35	11,122	5	3,239
Oskaloosa	77,355	100,394	106,284	14	7,513	4	9,287	13	25,621	13	19,609	11	8,662	20	7,033	12	6,186	31	9,787	4	2,850
MARION	88,019	126,717	136,455	16	8,580	10	10,103	19	30,526	16	36,455	17	8,934	20	7,260	13	6,347	49	13,588	8	4,727
MARSHALL	185,019	242,699	256,292	22	24,350	10	29,871	28	57,193	26	61,569	24	12,330	36	11,751	21	9,800	70	23,681	9	11,947
Marshalltown	173,918	228,137	240,914	21	22,889	9	28,079	26	53,761	24	57,875	23	11,590	34	11,046	20	9,212	66	22,260	8	11,230
MILLS	37,538	47,284	50,215	2	1,983	2	5,664	9	12,163	7	17,861	8	4,770	4	932	2	1,114	21	3,727	3	1,858
MITCHELL	36,296	50,936	53,905	12	11,233	4	966	12	7,668	5	11,815	12	5,364	8	1,381	4	1,777	23	3,222	4	1,831
MONONA	44,203	55,920	59,338	10	3,447	1	6,189	18	10,593	7	21,929	13	4,135	13	1,074	4	1,746	34	3,929	7	3,331
MONROE	25,394	30,270	32,174	4	3,312	2	3,629	5	6,531	8	8,310	7	2,279	7	1,158	1	714	14	1,530	3	626
MONTGOMERY	56,864	79,071	84,286	12	5,882	6	10,596	8	17,995	11	19,948	17	7,229	14	4,168	6	2,709	23	5,461	4	3,969
MUSCATINE	181,398	270,112	294,008	17	25,611	7	19,581	28	72,150	21	52,179	28	26,436	29	14,890	24	12,596	74	25,345	7	11,426
Muscatine	136,049	202,584	220,506	13	19,208	5	14,686	21	54,113	16	39,134	21	19,827	22	11,168	18	9,447	56	19,009	5	8,570
O BRIEN	74,502	93,994	101,125	18	9,278	7	11,407	17	17,811	15	30,146	12	8,558	18	6,150	11	2,460	35	6,923	9	3,755
OSCEOLA	21,015	27,862	29,610	8	3,084	2	3,340	8	5,988	2	4,050	7	3,215	7	1,226	2	658	18	2,128	1	864
PAGE	84,091	106,828	112,542	17	11,969	9	13,927	9	12,470	15	20,460	16	8,790	27	8,370	13	5,225	31	5,568	5	3,960
Shenandoah	56,341	71,575	75,403	11	8,019	6	9,331	6	8,355	10	13,708	11	5,889	18	5,608	9	3,501	21	3,731	3	2,653
PALO ALTO	41,380	57,623	61,058	10	8,752	1	6,314	10	9,876	6	18,186	13	5,934	7	1,541	6	2,366	28	3,374	5	1,661
PLYMOUTH	95,229	141,421	151,217	18	12,389	6	9,349	22	36,813	11	40,629	24	15,167	14	6,129	5	2,576	48	11,305	6	2,981
Le Mars	61,899	91,924	98,291	12	8,053	4	6,077	14	23,928	7	26,409	16	9,859	9	3,984	3	1,674	31	7,349	4	1,938
POCAHONTAS	29,451	38,703	40,880	8	7,002	3	4,611	10	9,009	6	10,352	9	2,104	6	798	7	1,111	23	3,237	3	1,192
POLK	1,822,184	2,627,193	2,780,503	102	162,117	52	313,621	215	561,788	117	613,043	167	172,320	250	144,178	157	162,948	572	282,934	67	68,395
Des Moines	1,220,863	1,760,219	1,862,937	68	108,618	35	210,126	144	376,398	78	410,739	112	115,454	168	96,599	105	109,175	383	189,566	45	45,825
POTTAWATTAMIE	417,413	577,951	617,759	[illegible]	31,362	10	52,099	56	106,420	36	182,680	81	93,774	33	16,362	20	9,727	135	54,979	23	26,668
Council Bluffs	350,627	485,479	518,918	21	26,344	8	43,763	47	89,393	30	153,451	68	78,770	28	13,744	17	8,171	113	46,182	19	22,401
POWESHIEK	91,416	134,000	143,643	13	9,445	7	7,217	14	28,581	11	35,139	14	23,696	10	3,555	9	3,347	32	11,812	7	3,662
RINGGOLD	17,253	21,307	22,437	2	887	1	2,531	4	5,143	4	8,322	6	1,853	2	346	2	497	9	2,005	3	654
SAC	42,079	49,644	51,930	14	11,320	4	909	13	8,346	10	12,480	18	6,378	10	1,213	4	495	29	3,425	4	1,515
SCOTT	849,007	1,124,168	1,192,224	41	68,469	20	181,654	109	225,570	53	263,658	98	100,456	104	47,809	88	67,790	294	133,481	34	38,182
Bettendorf	161,311	213,592	226,523	8	13,009	4	34,514	21	42,858	10	50,095	19	19,087	20	9,084	17	12,880	56	25,361	6	7,255
Davenport	611,285	809,401	858,401	30	49,298	14	130,791	78	162,410	38	189,834	71	72,328	75	34,422	63	48,809	212	96,105	24	27,491
SHELBY	53,929	71,293	75,790	14	5,991	4	7,937	10	17,045	8	19,368	9	5,793	8	1,880	4	572	31	6,646	5	2,205
SIOUX	98,013	140,290	150,620	22	11,330	8	3,887	30	29,124	19	58,255	19	16,023	19	4,624	18	6,011	41	8,941	10	4,826
STORY	325,330	469,374	503,611	28	24,720	13	61,857	60	112,517	35	126,178	42	29,413	54	23,936	40	27,266	127	53,818	16	12,859
Ames	260,264	375,499	402,889	22	19,776	10	49,486	48	90,014	28	100,942	34	23,530	43	19,149	32	21,813	102	43,054	13	10,287

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

IOWA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
TAMA	53,137	73,910	78,492	17	9,134	4	8,853	20	21,071	10	14,367	10	9,103	8	1,785	7	3,433	35	6,407	2	2,291
TAYLOR	19,120	25,101	26,571	5	1,894	4	2,997	9	7,470	2	3,635	9	2,769	6	1,273	3	461	16	2,185	2	776
UNION	65,045	86,433	91,964	10	8,450	5	6,917	8	22,834	13	21,822	14	9,288	16	5,373	7	1,516	21	6,303	6	1,823
Creston	60,492	80,383	85,527	9	7,859	5	6,433	7	21,236	12	20,294	13	8,638	15	4,997	7	1,410	20	5,862	6	1,695
VAN BUREN	15,487	20,825	22,265	9	3,983	2	2,511	8	4,344	3	3,046	7	1,313	0	343	1	494	13	1,804	1	650
WAPELLO	179,733	241,599	253,790	16	21,159	5	27,309	22	62,835	28	52,135	27	21,209	21	11,171	22	9,853	61	18,237	7	8,783
Ottumwa	167,152	224,687	236,025	15	19,678	5	25,397	20	58,437	26	48,486	25	19,724	20	10,389	20	9,163	57	16,960	7	8,168
WARREN	89,652	123,411	132,997	13	6,149	4	13,981	15	31,814	12	49,170	18	9,629	10	3,147	7	1,721	37	7,846	5	2,892
WASHINGTON	76,640	94,530	101,216	14	8,410	7	8,662	15	21,981	9	27,194	16	4,221	15	6,028	7	3,896	35	8,539	7	2,611
Washington	52,882	65,226	69,839	10	5,803	5	5,977	10	15,167	6	18,764	11	2,912	10	4,159	5	2,688	24	5,892	5	1,802
WAYNE	21,879	29,383	31,255	8	3,794	2	3,525	10	6,990	4	4,396	11	5,754	2	483	2	693	14	1,946	1	912
WEBSTER	238,090	295,222	309,732	28	30,192	11	49,688	27	52,000	29	79,472	24	15,309	40	14,985	28	15,530	92	29,690	10	7,031
Fort Dodge	223,805	277,509	291,148	26	28,380	10	46,707	25	48,880	27	74,704	23	14,390	38	14,086	26	14,598	86	27,909	9	6,609
WINNEBAGO	48,576	71,619	77,212	15	6,362	5	4,805	16	15,925	10	29,310	11	6,783	7	1,746	10	1,705	28	5,961	5	2,881
WINNESHIEK	71,603	99,957	107,341	14	8,838	7	6,360	16	22,343	14	20,618	16	7,839	17	6,974	14	6,547	50	10,093	6	2,887
WOODBURY	531,241	729,870	774,118	43	64,582	22	87,315	67	159,428	37	172,518	70	46,226	86	44,955	47	38,164	185	65,152	19	22,589
Sioux City	499,367	686,078	727,671	40	60,707	21	82,076	63	149,862	35	162,167	66	43,452	81	42,258	44	35,874	174	61,243	18	21,234
WORTH	21,397	28,436	30,210	6	6,390	0	3,408	9	7,696	5	4,747	3	1,013	3	466	2	670	16	1,966	3	910
WRIGHT	56,087	82,840	89,904	14	9,743	5	2,438	15	25,571	17	24,489	11	6,097	16	2,668	11	3,675	34	6,201	5	2,572

KANSAS RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	10,841,925	15,054,172	16,111,319	1,028	1,167,170	437	1,922,722	1,767	3,103,716	1,231	4,209,182	1,512	1,059,496	1,572	769,059	1,184	819,572	3,613	1,410,621	566	422,811
METRO AREAS (MSAs PMSAs CMSAs)																					
Lawrence, KS	282,294	399,973	431,020	29	29,997	8	31,369	38	85,541	28	109,877	35	28,133	43	20,727	35	20,745	109	52,731	11	10,312
Topeka, KS	808,334	1,088,981	1,144,475	45	90,999	20	129,038	102	232,642	74	256,356	81	63,857	98	36,929	73	46,675	271	118,916	30	42,559
Wichita, KS	2,253,226	3,061,362	3,260,058	123	269,045	53	367,564	280	585,108	171	870,419	213	177,915	271	161,511	208	175,599	677	317,940	78	72,079
COUNTIES, Cities																					
ALLEN	55,147	73,589	79,352	13	9,898	4	8,947	12	18,404	12	10,929	11	6,684	12	3,405	7	1,690	40	9,294	3	2,224
Iola	40,809	54,456	58,720	10	7,325	3	6,621	9	13,619	9	8,087	8	4,946	9	2,520	5	1,251	30	6,878	2	1,646
ANDERSON	19,775	24,241	25,873	2	2,434	2	2,712	7	6,777	2	5,388	7	2,711	7	1,176	2	577	14	2,131	2	674
ATCHISON	55,242	66,857	70,581	7	5,584	6	10,642	11	17,896	9	8,831	12	5,154	16	4,546	4	2,048	22	5,185	5	2,729
Atchison	50,823	61,508	64,935	6	5,137	6	9,791	10	16,464	8	8,125	11	4,742	15	4,182	4	1,884	20	4,770	5	2,511
BARBER	32,204	41,103	44,010	5	2,544	2	4,962	11	7,597	5	14,750	8	7,692	7	1,023	3	1,056	10	1,964	4	1,789
BARTON	204,187	256,913	273,285	18	18,801	9	35,743	33	51,156	22	77,522	31	20,571	37	12,197	31	17,026	53	18,486	11	6,912
Great Bend	179,685	226,083	240,491	16	16,545	8	31,454	29	45,017	19	68,219	27	18,102	33	10,733	27	14,983	47	16,268	10	6,083
BOURBON	62,506	103,990	117,012	8	9,348	2	13,192	11	23,154	5	33,360	8	7,324	11	3,946	5	4,025	28	11,953	4	4,149
Fort Scott	56,880	94,631	106,481	7	8,507	2	12,005	10	21,070	5	30,358	7	6,665	10	3,591	5	3,663	25	10,877	4	3,776
BROWN	35,741	41,132	43,702	8	4,307	4	7,297	14	9,624	8	11,774	11	4,291	6	706	3	1,048	12	1,780	5	1,020
Hiawatha	23,946	27,558	29,280	5	2,886	3	4,889	9	6,448	5	7,889	7	2,875	4	473	2	702	8	1,193	3	683
BUTLER	158,113	202,119	215,471	15	11,788	3	24,294	29	48,372	24	66,135	30	18,927	17	5,152	16	11,516	49	16,460	8	6,030
Augusta	56,921	72,763	77,570	5	4,244	1	8,746	10	17,414	9	23,809	11	6,814	6	1,855	6	4,146	18	5,926	3	2,171
El Dorado	75,894	97,017	103,426	7	5,658	1	11,661	14	23,219	12	31,745	14	9,085	8	2,473	8	5,528	24	7,901	4	2,894
CHASE	7,307	9,605	10,256	1	898	1	1,001	3	1,618	1	1,989	6	2,485	2	286	0	214	4	1,003	1	248
CHAUTAUQUA	11,273	13,506	14,296	2	1,367	2	1,524	6	3,743	2	3,027	4	1,984	2	436	0	323	5	691	3	485
CHEROKEE	58,199	73,263	77,642	9	6,544	7	6,685	22	23,328	14	21,358	11	4,026	7	1,064	4	1,863	24	4,426	5	2,567
Columbus	24,444	30,770	32,610	4	2,748	3	2,808	9	9,798	6	8,970	5	1,691	3	447	2	782	10	1,859	2	1,078
CHEYENNE	13,801	17,949	19,109	5	3,248	1	1,830	5	4,147	5	5,003	7	1,539	2	523	3	363	9	1,045	1	454
CLARK	8,622	11,554	12,151	2	1,229	0	1,369	4	2,728	3	1,284	4	995	2	393	3	291	7	565	1	341
CLAY	39,095	50,910	54,311	4	4,253	5	4,184	9	14,134	7	12,232	13	4,525	7	1,555	5	2,946	14	2,776	3	1,522
Clay Center	35,576	46,328	49,423	4	3,870	5	3,807	8	12,862	6	11,131	12	4,118	6	1,415	5	2,681	13	2,526	3	1,385
CLOUD	43,517	57,980	61,330	9	5,498	5	6,915	10	13,567	8	12,003	14	4,772	15	3,927	7	3,637	19	4,183	5	2,384
Concordia	33,943	45,224	47,837	7	4,288	4	5,394	8	10,582	6	9,362	11	3,722	12	3,063	5	2,993	15	3,263	4	1,860
COFFEY	26,692	43,143	46,617	5	1,307	2	5,256	8	7,332	5	10,889	12	8,424	2	1,505	4	1,224	14	3,103	3	1,657
COMANCHE	7,423	8,272	8,782	3	828	0	922	4	1,184	3	1,834	5	1,672	3	101	3	552	10	1,019	1	230
COWLEY	146,821	192,193	204,627	13	14,180	7	22,140	26	46,503	18	45,744	21	12,031	29	10,932	21	9,561	56	17,811	8	9,839
Arkansas City	74,879	98,018	104,360	7	7,232	4	11,291	13	23,717	9	23,329	11	6,136	15	5,575	11	4,876	29	9,084	4	5,016
Winfield	60,197	78,799	83,897	5	5,814	3	9,077	11	19,066	7	18,755	9	4,933	12	4,482	9	3,920	23	7,303	3	4,034
CRAWFORD	137,042	180,084	190,136	14	17,275	7	27,880	29	49,356	23	36,101	13	6,899	22	6,802	15	8,288	61	19,540	10	5,515
Pittsburg	106,893	140,466	148,306	11	13,475	5	21,746	23	38,498	18	28,159	10	5,381	17	5,306	12	6,465	48	15,241	8	4,302
DECATUR	20,253	27,026	28,554	2	2,684	3	2,992	5	5,958	8	9,886	8	1,904	2	857	5	829	10	1,273	2	743
DICKINSON	62,196	80,416	85,981	12	6,360	6	6,489	18	17,838	12	16,918	23	13,383	13	1,871	7	1,661	26	6,212	9	2,766
Abilene	37,940	49,054	52,448	7	3,880	4	3,958	11	10,881	7	10,320	14	8,164	8	1,141	4	1,013	16	3,789	5	1,687
DONIPHAN	20,926	27,462	29,997	5	3,034	2	3,382	8	7,189	1	6,719	7	1,484	0	967	1	719	15	1,792	2	841
DOUGLAS	282,294	399,973	431,020	29	29,997	8	31,369	38	85,541	28	109,877	35	28,133	43	20,727	35	20,745	109	52,731	11	10,312
Lawrence	268,179	379,974	409,469	28	28,497	8	29,801	36	81,264	27	104,383	33	26,726	41	19,691	33	19,708	104	50,094	10	9,796
EDWARDS	10,806	13,383	13,994	2	1,310	1	1,460	7	4,723	2	2,902	3	1,061	3	516	2	310	7	651	2	363
ELK	8,549	10,605	11,571	2	1,170	0	1,304	6	1,944	2	2,592	3	67	1	373	0	278	7	902	2	324
ELLIS	195,473	262,674	284,970	15	26,701	7	24,215	24	52,462	18	85,263	25	19,287	36	16,392	28	17,250	58	26,159	5	7,592
Hays	170,062	228,526	247,924	13	23,230	6	21,067	21	45,642	16	74,179	22	16,780	31	14,261	24	15,008	50	22,758	4	6,605
ELLSWORTH	22,703	27,959	29,909	4	1,304	2	3,372	6	7,156	5	6,699	9	5,949	4	276	2	717	14	1,707	2	838
FINNEY	172,042	260,517	287,268	17	30,793	5	29,817	15	57,545	16	92,578	15	10,337	34	18,986	15	14,970	36	16,695	3	1,183
Garden City	165,160	250,096	275,777	16	29,561	5	28,624	14	55,243	15	88,875	14	9,924	33	18,227	14	14,371	35	16,027	3	1,136
FORD	168,371	253,058	282,075	12	14,757	8	42,378	15	48,398	18	85,103	16	14,781	34	14,619	25	19,909	44	24,066	7	8,205
Dodge City	161,636	242,936	270,792	12	14,167	8	40,683	14	46,462	17	81,699	15	14,190	33	14,034	24	19,113	42	23,103	7	7,377
FRANKLIN	70,445	89,264	94,873	12	10,654	4	10,697	12	23,956	10	15,708	14	6,086	12	2,963	12	2,356	36	9,851	6	2,907
Ottawa	56,356	71,411	75,898	10	8,523	3	8,558	10	19,165	8	12,566	11	4,869	10	2,370	10	1,885	29	7,881	5	2,326

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	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
GEARY	140,668	190,204	198,216	4	8,035	6	30,066	16	37,832	22	48,933	19	12,781	17	5,423	14	15,291	62	29,791	4	2,456
Junction City	139,261	186,302	196,234	4	7,955	6	29,765	16	37,454	22	48,444	19	12,653	17	5,369	14	15,138	61	29,493	4	2,431
GOVE	11,404	14,710	15,708	2	1,588	0	1,772	3	3,526	5	3,519	5	1,880	0	506	4	856	4	345	2	440
GRAHAM	18,650	23,508	24,830	4	5,067	1	2,800	7	5,779	4	5,562	5	2,035	2	802	0	595	9	1,150	2	696
GRANT	34,588	40,135	42,538	4	3,913	2	4,361	6	8,313	4	15,242	6	2,083	7	1,746	3	1,285	10	2,333	4	1,135
GRAY	11,368	13,982	14,739	5	3,201	0	1,531	5	3,352	2	3,041	2	1,112	2	437	1	325	6	623	2	380
GREELEY	4,982	5,637	6,001	2	607	0	677	2	1,347	1	1,344	2	492	2	194	0	144	3	176	1	168
GREENWOOD	25,395	30,761	32,360	8	4,093	1	3,648	8	7,389	4	8,102	9	3,043	6	997	2	776	22	2,580	6	1,396
HAMILTON	7,039	9,065	9,571	1	969	1	1,079	0	2,149	2	2,143	2	784	1	309	1	229	4	826	2	268
HARPER	31,899	38,270	40,772	7	3,807	5	3,046	12	7,513	9	15,031	4	2,188	8	1,624	3	1,844	19	2,606	3	1,075
HARVEY	122,726	151,166	159,494	18	16,484	5	11,523	27	36,108	15	27,001	22	17,866	22	7,644	11	4,377	42	13,412	6	2,856
Newton	93,272	114,886	121,215	14	12,528	4	8,757	21	27,442	11	20,521	17	13,578	17	5,809	8	3,327	32	10,193	5	2,171
HASKELL	6,911	8,245	8,694	3	1,870	0	721	5	2,945	1	1,432	0	524	4	186	0	154	7	249	2	179
HODGEMAN	2,992	3,363	3,581	2	362	0	404	1	804	1	803	3	293	0	116	1	86	3	212	0	101
JACKSON	28,273	33,644	35,555	7	2,824	4	4,008	7	7,989	8	6,811	10	2,539	3	677	2	854	15	3,116	2	996
JEFFERSON	23,476	32,804	34,497	6	3,300	3	399	14	9,580	5	7,728	10	5,178	0	1,113	3	827	13	1,667	3	956
JEWELL	8,052	9,425	10,043	3	854	3	951	7	2,427	1	1,890	3	1,253	2	272	4	543	10	1,115	1	236
JOHNSON	1,710,478	2,811,382	3,032,565	79	147,124	37	461,346	166	467,280	94	811,510	122	161,875	210	197,126	163	197,563	337	245,775	46	69,115
Olathe	222,362	365,480	394,233	10	19,126	5	59,975	22	60,746	12	105,496	16	21,044	27	25,626	21	25,683	44	31,951	6	8,985
KEARNY	6,697	8,444	9,045	3	805	0	897	6	3,610	2	1,782	0	652	1	257	1	192	0	175	1	224
KINGMAN	23,128	29,226	30,952	8	2,719	1	3,490	7	7,449	4	6,934	7	2,213	3	999	3	742	9	2,145	2	868
KIOWA	14,709	18,212	19,125	2	1,935	2	2,156	5	4,295	4	3,761	6	2,393	3	617	1	459	7	1,528	2	535
LABETTE	102,632	140,124	148,905	16	13,234	4	16,789	19	30,478	17	47,623	14	10,169	13	5,229	11	5,721	40	9,829	8	4,569
Parsons	80,053	109,297	116,146	12	10,323	3	13,095	15	23,773	13	37,146	11	7,932	10	4,079	9	4,462	31	7,667	6	3,564
LANE	4,451	5,451	5,723	3	489	0	545	3	2,083	2	1,084	2	397	0	156	1	116	3	432	1	135
LEAVENWORTH	156,262	211,558	224,298	10	11,507	7	25,820	24	50,415	23	71,009	26	12,780	17	7,930	22	10,952	50	17,040	9	5,811
Leavenworth	129,697	175,593	186,167	8	9,551	6	21,431	20	41,844	19	58,937	22	10,607	14	6,582	18	9,090	42	14,143	7	4,823
LINCOLN	9,067	11,235	12,004	3	1,112	2	1,239	3	2,468	4	3,225	9	2,125	2	355	2	264	4	309	2	308
LINN	17,960	22,020	23,652	4	1,953	1	2,666	9	7,229	5	5,298	6	2,346	1	763	2	568	10	1,540	3	662
LOGAN	26,091	36,832	39,299	4	2,350	3	3,997	6	6,759	7	13,742	5	5,579	7	713	1	851	10	2,349	2	994
LYON	166,267	219,832	236,214	15	13,754	7	28,697	19	51,251	15	52,428	25	18,368	26	12,790	17	9,652	61	23,164	7	6,468
Emporia	159,616	211,039	226,765	14	13,204	7	27,549	18	49,201	14	50,331	24	17,633	25	12,278	16	9,266	59	22,237	7	6,209
MCPHERSON	108,085	152,999	164,881	20	11,133	4	16,680	26	33,471	13	56,768	14	6,462	15	5,426	17	6,325	53	18,409	6	1,963
McPherson	86,468	122,399	131,905	16	8,906	3	13,344	21	26,777	10	45,414	11	5,170	12	4,341	14	5,060	42	14,727	5	1,570
MARION	37,865	45,819	48,976	6	3,481	3	5,522	15	8,321	7	17,261	14	6,328	9	1,088	9	2,855	19	2,323	5	1,165
MARSHALL	45,991	58,631	62,495	9	3,880	2	7,046	17	13,868	14	17,652	13	3,777	7	2,412	5	6,593	26	3,461	4	2,026
MEADE	15,150	18,370	19,326	4	1,671	1	1,861	6	3,576	6	6,761	2	1,353	2	533	1	396	12	1,746	1	463
MIAMI	63,907	81,896	86,264	9	6,730	6	9,727	12	25,724	9	19,591	12	4,546	14	3,293	9	3,943	26	5,832	5	3,133
MITCHELL	40,754	53,6[illegible]3	57,211	6	2,767	3	6,451	9	9,894	5	16,186	14	10,689	6	2,125	4	1,373	16	3,481	4	1,603
Beloit	26,898	35,404	37,759	4	1,826	2	4,258	6	6,530	3	10,683	9	7,055	4	1,403	3	906	11	2,297	3	1,058
MONTGOMERY	201,771	240,790	253,671	21	19,006	9	28,226	30	50,189	29	59,399	30	12,729	36	11,818	24	10,959	63	17,884	14	6,488
Coffeyville	91,301	108,957	114,786	10	8,600	4	12,772	14	22,711	13	26,878	14	5,760	16	5,348	11	4,959	29	8,093	6	2,936
Independence	89,986	107,388	113,133	9	8,476	4	12,588	13	22,383	13	26,491	13	5,677	16	5,271	11	4,888	28	7,976	6	2,894
MORRIS	17,648	22,508	23,823	6	3,368	2	2,495	8	4,424	4	6,765	9	2,537	5	516	2	531	10	1,375	2	620
Council Grove	8,824	11,254	11,912	3	1,684	1	1,248	4	2,212	2	3,383	5	1,269	3	258	1	266	5	688	1	310
MORTON	13,850	18,782	20,237	1	2,046	2	2,282	6	5,731	3	4,532	4	1,331	2	653	1	485	7	1,008	1	568
NEMAHA	40,636	51,873	55,703	13	5,427	4	1,707	13	13,573	10	19,116	9	1,797	11	1,677	5	1,950	23	3,902	6	1,708
NEOSHO	95,307	112,830	123,009	9	12,750	4	13,869	15	19,890	14	43,707	14	6,970	13	4,314	16	10,078	29	7,937	5	2,776
Chanute	73,364	97,034	105,788	8	10,965	3	11,927	13	17,105	12	37,588	12	5,994	11	3,710	14	8,667	25	6,826	4	2,387
NESS	18,063	21,587	22,835	3	2,053	1	2,289	5	4,439	5	7,982	7	2,835	2	655	1	487	6	385	1	568
NORTON	30,535	39,950	42,758	4	2,739	3	2,845	8	8,514	10	13,638	7	5,186	7	2,097	6	2,024	14	1,942	2	1,198
Norton	29,008	37,953	40,620	4	2,602	3	2,703	8	8,088	10	12,956	7	4,927	7	1,992	6	1,923	13	1,845	2	1,138
OSAGE	40,420	56,988	60,207	10	5,853	2	6,348	12	13,923	10	17,593	11	5,221	1	1,816	4	1,350	21	3,548	5	1,543
OSBORNE	20,339	24,176	25,417	15	3,017	2	2,670	11	6,054	3	5,304	6	4,088	3	633	4	568	8	1,150	2	663
OTTAWA	18,337	29,709	33,006	4	2,849	2	3,174	7	5,567	6	14,134	4	2,124	2	909	1	675	8	1,135	2	789
PAWNEE	30,561	38,554	40,502	6	3,835	2	4,566	7	10,458	7	12,725	3	1,688	8	1,552	3	971	15	2,983	3	1,136
Larned	28,116	35,470	37,262	6	3,528	2	4,201	6	9,621	6	11,707	3	1,553	7	1,428	3	893	14	2,744	3	1,045
PHILLIPS	27,538	33,306	35,465	6	2,499	3	2,254	10	8,104	7	8,567	5	1,482	9	1,942	5	3,567	9	1,561	2	994
POTTAWATOMIE	35,752	52,184	57,134	8	6,411	2	6,441	17	13,399	10	13,743	8	5,378	4	1,843	6	1,619	24	4,489	5	1,597
PRATT	69,824	86,662	93,119	9	9,148	5	9,910	12	16,953	10	29,986	11	7,371	10	3,114	7	2,768	26	9,153	5	2,482
Pratt	66,333	82,329	88,463	9	8,691	5	9,415	11	16,105	10	28,487	10	7,002	10	2,958	7	2,630	25	8,695	5	2,358
RAWLINS	9,619	12,006	12,830	6	851	2	1,446	3	2,881	4	3,607	4	1,051	4	192	1	308	5	299	1	359
RENO	309,722	400,995	425,509	26	28,004	14	42,366	44	84,774	33	123,525	34	15,108	34	25,826	41	30,282	103	43,607	11	14,753
Hutchinson	269,458	348,866	370,193	23	24,363	12	36,858	38	73,753	29	107,467	30	13,144	30	22,469	36	26,345	90	37,938	10	12,835
REPUBLIC	22,608	28,575	30,391	3	2,478	2	3,427	8	7,235	7	7,453	10	2,283	6	1,591	5	1,840	8	1,492	2	851
RICE	34,447	42,362	44,641	10	4,546	2	4,581	12	10,649	8	10,967	11	3,628	7	1,939	6	1,273	22	2,980	5	1,846
Lyons	24,802	30,501	32,142	7	3,273	1	3,298	9	7,667	6	7,896	8	2,612	5	1,396	4	917	16	2,146	4	1,329
RILEY	233,866	371,353	420,365	21	30,133	6	56,637	26	79,509	32	98,363	35	26,037	32	17,352	33	23,120	78	51,494	12	8,277
Manhattan	217,495	345,358	390,939	20	28,024	6	52,672	24	73,943	30	91,478	33	24,214	30	16,137	31	21,502	73	47,889	11	7,698
ROOKS	28,625	31,739	33,213	7	3,233	2	3,745	8	7,111	5	3,995	11	8,393	7	971	5	1,154	13	1,439	5	790
RUSH	8,873	10,696	11,441	4	2,472	2	1,183	6	2,354	2	2,349	3	858	3	338	0	251	12	770	1	294
RUSSELL	43,820	50,268	52,789	4	2,260	1	5,952	8	10,081	6	14,699	10	8,124	6	2,293	7	1,907	21	3,620	5	1,595
Russell	32,427	37,198	39,064	3	1,672	1	4,404	6	7,460	4	10,877	7	6,012	4	1,697	5	1,411	16	2,679	4	1,180
SALINE	302,298	424,543	457,109	17	22,336	6	47,247	35	83,303	38	137,502	36	39,443	46	27,941	37	27,927	84	37,009	11	9,298
Salina	296,252	416,052	447,967	17	21,889	6	46,302	34	81,637	37	134,752	35	38,654	45	27,382	36	27,368	82	36,269	11	9,112
SCOTT	29,664	36,853	38,787	4	2,247	2	4,373	4	8,709	5	10,001	6	6,067	7	1,138	4	2,104	14	2,376	1	1,087
SEDGWICK	2,095,113	2,859,243	3,044,587	108	257,257	50	343,270	251	536,736	147	804,284	183	158,988	254	156,359	192	164,083	628	301,480	70	66,049
Derby	41,902	57,185	60,892	2	5,145	1	6,865	5	10,735	3	16,086	4	3,180	5	3,127	4	3,282	13	6,030	1	1,321
Haysville	2,095	2,859	3,045	0	257	0	343	0	537	0	804	0	159	0	156	0	164	1	301	0	66
Wichita	1,906,553	2,601,911	2,770,574	98	234,104	46	312,376	228	488,430	134	731,898	167	144,679	231	142,287	175	149,316	571	274,347	64	60,105
SEWARD	132,904	177,306	194,636	19	18,449	4	19,993	12	31,825	11	58,860	23	11,759	30	15,840	15	13,014	33	14,761	4	2,452
Liberal	127,588	170,214	186,851	18	17,711	4	19,193	12	30,552	11	56,506	22	11,289	29	15,206	14	12,493	32	14,171	4	2,354
SHAWNEE	808,334	1,088,981	1,144,475	45	90,999	20	129,038	102	232,642	74	256,356	81	63,857	98	36,929	73	46,675	271	118,916	30	42,559
Topeka	759,834	1,023,642	1,075,807	42	85,539	19	121,296	96	218,683	70	240,975	76	60,026	92	34,713	69	43,875	255	111,781	28	40,005
SHERIDAN	9,440	12,551	13,308	1	1,346	1	1,500	3	2,989	3	2,413	3	1,351	2	429	2	318	4	925	1	372
SHERMAN	50,025	72,803	78,303	8	6,125	3	9,618	5	8,794	9	31,191	7	6,218	7	3,093	8	4,489	17	6,134	4	2,494
Goodland	49,025	71,347	76,737	8	6,003	3	9,426	5	8,618	9	30,567	7	6,094	7	3,031	8	4,399	17	6,011	4	2,444
SMITH	20,083	26,224	27,851	3	1,356	3	3,140	7	6,514	7	6,359	8	3,458	4	474	5	1,009	9	1,219	2	780
STAFFORD	19,572	24,216	25,512	2	2,581	2	2,876	5	5,712	3	5,715	7	4,204	2	824	2	613	9	1,112	3	715

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

KANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STANTON	4,795	7,246	7,622	1	770	0	859	3	1,711	3	1,708	1	625	1	247	0	182	0	167	1	214
STEVENS	14,785	18,514	19,866	3	2,010	2	2,240	4	6,065	2	4,451	2	1,628	3	419	3	764	7	1,382	2	557
SUMNER	79,523	101,498	108,187	14	5,926	5	9,165	29	37,403	13	16,179	13	9,602	13	2,800	9	4,421	29	7,135	9	7,621
Wellington	52,485	66,989	71,403	9	3,911	3	6,049	19	24,686	9	10,678	9	6,337	9	1,848	6	2,918	19	4,709	6	5,030
THOMAS	44,748	62,783	67,863	10	3,556	2	7,652	11	13,541	9	22,271	8	5,724	10	3,361	6	3,279	23	7,053	3	1,295
Colby	37,141	52,110	56,326	8	2,951	2	6,351	9	11,239	7	18,485	7	4,751	8	2,790	5	2,722	19	5,854	2	1,075
TREGO	17,013	19,503	20,561	3	2,080	1	2,318	4	4,413	4	4,105	4	1,684	3	663	1	493	7	1,261	2	576
WABAUNSEE	12,210	16,690	17,544	5	2,797	1	1,632	7	1,938	1	3,242	7	3,656	0	468	2	347	8	2,182	2	405
WALLACE	4,852	6,000	6,386	4	1,156	1	719	2	1,434	2	1,430	0	524	1	207	0	153	2	140	1	178
WASHINGTON	20,115	23,700	24,790	7	3,669	2	2,795	12	5,456	4	2,079	7	3,603	1	800	6	1,634	11	1,813	4	1,290
WICHITA	12,476	14,745	15,449	2	1,245	1	1,388	6	5,213	3	4,309	1	1,009	2	398	0	295	6	476	1	345
WILSON	25,668	33,369	35,513	6	4,417	4	4,004	10	7,715	3	7,955	8	3,244	8	1,032	4	851	10	1,746	4	2,074
WOODSON	9,872	12,758	13,287	1	1,344	1	1,499	3	2,984	3	2,090	4	2,301	1	429	2	319	8	1,447	0	372
WYANDOTTE	601,592	785,420	825,329	37	46,813	23	112,098	96	184,253	51	188,938	78	73,051	67	29,087	44	23,492	183	72,541	32	29,960
Kansas City	565,496	738,295	775,809	35	44,004	22	105,372	90	173,198	48	177,602	73	68,668	63	27,342	41	22,082	172	68,189	30	28,162

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	14,572,388	19,634,512	20,953,340	1,163	1,330,516	797	2,545,307	2,987	4,556,417	1,553	4,560,033	2,121	1,499,520	1,893	866,560	1,309	879,942	3,817	1,799,890	973	766,272
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Lexington-Fayette, KY	1,692,910	2,204,505	2,355,539	89	104,302	56	367,568	232	431,870	117	544,868	194	158,009	213	120,272	153	116,335	420	256,270	85	67,312
Owensboro, KY	437,853	587,635	622,380	34	47,867	18	90,127	83	122,171	50	130,872	47	29,014	65	29,330	47	31,792	139	64,210	28	23,241
Louisville, KY-IN	4,271,270	5,770,851	6,109,164	253	312,641	143	871,787	755	1,224,360	348	1,350,686	477	420,691	453	279,861	319	306,093	1,191	651,558	232	228,793
COUNTIES, Cities																					
ADAIR	31,465	46,706	51,510	4	4,510	3	4,373	9	12,268	6	8,838	7	4,398	10	2,546	5	997	9	3,238	4	1,738
ALLEN	40,873	56,890	62,001	7	7,163	2	5,265	10	16,571	9	18,987	9	3,966	3	1,459	2	1,437	10	2,293	4	3,203
ANDERSON	33,171	45,331	49,283	3	3,443	4	1,284	7	14,096	8	8,386	10	5,720	8	1,603	6	714	11	1,869	4	1,908
BALLARD	26,635	36,217	39,786	3	2,779	1	3,378	9	10,685	4	15,528	9	1,866	4	808	1	921	10	1,654	3	896
BARREN	135,984	189,353	204,440	16	20,253	11	27,255	30	43,848	13	34,517	21	11,486	28	9,378	16	9,322	46	19,113	12	8,400
Glasgow	108,787	151,482	163,552	13	16,202	9	21,804	24	35,078	10	27,614	17	9,189	22	7,502	13	7,458	37	15,290	10	6,720
BATH	14,288	19,041	[illegible]	3	1,419	2	1,725	4	5,422	6	2,675	8	1,996	5	317	2	470	5	565	3	1,214
BELL	148,825	190,298	[illegible]	16	15,580	8	21,484	26	47,279	14	36,688	25	12,322	23	11,162	23	9,629	30	14,456	11	7,278
Middlesborogh	101,201	129,403	[illegible]	11	10,594	5	14,609	18	32,150	10	24,946	17	8,379	16	7,590	16	6,548	20	9,830	7	4,949
BOONE	371,544	589,110	648,175	19	31,465	9	144,360	48	96,561	13	105,823	37	79,650	56	29,969	18	14,902	72	66,203	10	17,767
BOURBON	52,086	56,729	60,665	4	2,852	3	2,053	14	18,049	9	13,822	8	4,716	6	2,164	6	1,238	20	4,386	5	3,523
BOYD	286,599	369,533	388,034	17	21,773	12	32,946	37	78,700	32	73,953	32	23,496	29	19,254	27	13,335	51	33,372	17	16,221
Ashland	232,145	299,322	314,308	14	17,636	10	26,686	30	63,747	26	59,902	26	19,032	23	15,596	22	10,801	41	27,031	14	13,139
BOYLE	125,747	177,661	190,413	13	15,025	10	33,458	21	39,695	17	50,608	18	8,041	14	5,653	20	6,566	25	13,018	8	6,616
Danville	100,598	142,129	152,330	10	12,020	8	26,766	17	31,756	14	40,486	14	6,433	11	4,522	16	5,253	20	10,414	6	5,293
BRACKEN	12,248	15,428	16,408	4	1,147	2	1,393	8	6,438	4	2,654	4	1,372	0	211	2	380	6	380	2	553
BREATHITT	47,434	54,481	58,779	5	4,362	6	7,461	7	11,250	8	14,484	12	4,738	3	758	5	1,361	12	2,780	3	1,982
BRECKINRIDGE	44,158	52,095	54,974	8	3,226	4	2,193	19	24,565	6	8,135	11	1,915	8	1,162	5	1,465	16	2,364	5	2,035
BULLITT	75,536	108,328	118,859	15	9,326	7	10,092	29	47,500	14	16,663	14	13,960	2	1,533	5	2,753	15	8,721	4	1,263
BUTLER	19,340	24,831	26,876	4	1,548	3	2,282	9	8,377	5	4,270	6	4,292	2	347	1	623	5	707	3	1,563
CALDWELL	54,188	63,186	66,452	10	5,797	4	5,642	13	15,301	6	13,464	10	2,021	11	3,394	5	3,450	14	4,311	6	2,267
CALLOWAY	169,351	229,943	246,364	12	10,228	7	15,904	18	33,589	28	116,162	16	9,900	32	12,902	20	11,415	38	16,734	11	7,212
Murray	145,642	197,751	211,873	10	8,796	6	13,677	15	28,887	24	99,899	14	8,514	28	11,096	17	9,817	33	14,391	9	6,202
CAMPBELL	285,173	405,085	435,853	15	18,690	11	37,005	78	110,414	27	73,352	35	30,316	27	25,125	25	17,201	135	49,114	15	25,493
CARLISLE	13,552	18,721	19,814	4	4,104	1	1,682	5	4,267	3	3,148	3	1,483	1	256	0	460	4	174	2	668
CARROLL	35,238	48,716	52,189	3	4,585	2	4,431	10	18,583	2	8,292	9	5,183	7	1,256	2	1,209	15	3,418	3	2,509
CARTER	78,702	99,999	108,835	11	11,236	7	10,143	13	30,089	9	15,925	15	7,800	9	3,201	10	8,842	14	6,547	5	3,652
CASEY	28,521	35,045	37,727	7	2,626	5	3,665	10	6,655	7	10,983	10	654	7	1,588	2	873	11	2,222	4	1,792
CHRISTIAN	236,030	311,102	327,774	14	21,665	13	35,864	54	59,779	26	97,508	34	16,805	43	15,038	20	12,266	58	23,529	17	11,889
Hopkinsville	186,464	245,771	258,941	11	17,115	10	28,333	43	47,225	21	77,031	27	13,276	34	11,880	16	9,690	46	18,588	13	9,392
CLARK	121,441	160,807	172,273	8	9,655	8	19,617	32	41,703	14	49,655	17	11,542	15	6,601	11	857	30	15,068	10	5,435
Winchester	108,082	143,118	153,323	7	8,593	7	17,459	28	37,116	12	44,193	15	10,272	13	5,875	10	4,323	27	13,411	9	4,837
CLAY	60,172	71,423	76,486	7	9,003	2	6,494	10	20,843	13	11,925	12	6,689	10	2,342	6	1,772	10	2,557	5	3,072
CLINTON	24,176	31,575	34,956	3	2,441	3	2,967	7	10,172	10	3,231	7	3,443	4	775	4	1,151	6	1,216	2	1,179
CRITTENDEN	24,025	33,540	36,012	3	1,386	4	2,280	6	13,178	4	5,721	5	1,761	4	636	2	834	6	1,669	2	1,215
CUMBERLAND	13,905	18,754	20,278	1	1,417	4	1,213	8	6,709	2	3,222	8	379	3	261	3	470	3	911	2	684
DAVIESS	437,853	587,635	622,380	34	47,867	18	90,127	83	122,171	50	130,872	47	29,014	65	29,330	47	31,792	135	64,210	28	23,241
Owensboro	389,689	522,995	553,918	30	42,602	16	80,213	74	108,732	45	116,476	42	25,822	58	26,104	42	28,295	124	57,147	25	20,684
EDMONSON	11,471	14,396	15,501	3	955	1	1,316	8	5,834	2	2,463	3	391	3	327	1	359	8	1,255	2	523
ELLIOTT	6,472	8,221	8,844	1	617	2	751	3	2,361	3	1,405	1	662	1	114	1	205	2	398	1	298
ESTILL	42,634	53,069	57,081	3	983	2	4,846	14	15,745	5	25,556	8	1,694	6	1,154	2	1,322	16	2,607	5	2,840
FAYETTE	1,331,034	1,726,769	1,837,277	53	71,868	34	324,410	139	295,559	70	421,874	130	112,945	168	103,457	123	103,237	314	214,203	53	47,480
Lexington	1,331,034	1,726,769	1,837,277	53	71,868	34	324,410	139	295,559	70	421,874	130	112,945	168	103,457	123	103,237	314	214,203	53	47,480
FLEMING	42,353	55,711	60,361	4	4,217	5	4,413	9	11,047	7	25,386	10	3,383	7	1,114	3	1,398	5	2,125	4	2,332
FLOYD	171,354	228,275	242,769	23	26,622	21	18,962	24	42,651	18	76,338	31	16,091	22	8,867	11	6,346	25	11,547	14	11,309
FRANKLIN	176,321	240,598	257,359	15	20,289	6	25,291	48	55,324	15	57,975	30	21,809	35	14,158	10	6,489	58	26,059	13	10,835
Frankport	171,031	233,380	249,638	15	19,680	6	24,532	47	53,664	15	56,236	29	21,155	34	13,733	10	6,294	56	25,277	13	10,510
FULTON	41,390	54,244	57,848	3	4,042	4	4,912	13	17,454	7	7,903	11	3,774	8	1,531	7	1,805	9	1,247	4	2,698
Fulton	3,311	4,340	4,628	0	323	0	393	1	1,396	1	632	1	302	1	122	1	144	1	100	0	216
GALLATIN	15,486	21,766	23,555	3	1,646	3	1,163	7	6,175	0	3,742	6	5,124	1	304	0	545	10	2,064	1	794
GARRARD	18,143	24,484	26,143	3	1,826	4	1,364	7	6,742	4	4,153	7	1,442	4	799	4	1,432	10	1,762	3	1,311
GRANT	42,742	59,714	64,651	6	5,851	4	982	17	17,045	10	18,969	13	8,487	6	792	2	1,497	9	4,763	3	2,180

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
GRAVES	124,607	164,734	173,371	14	38,235	6	15,522	27	36,048	14	37,707	18	9,038	26	8,938	6	4,333	29	6,469	10	7,156
Mayfield	95,947	126,845	133,496	11	29,441	5	11,952	21	27,757	11	29,034	14	6,959	20	6,882	5	3,336	22	4,981	8	5,510
GRAYSON	59,957	98,912	110,795	10	12,854	8	11,679	15	24,254	8	15,795	15	8,235	15	3,484	6	2,975	20	6,625	8	6,403
GREEN	21,902	30,206	32,332	6	4,262	5	2,064	6	10,877	4	4,066	8	1,733	3	417	2	748	8	990	3	1,377
GREENUP	72,904	84,278	88,279	7	4,509	5	7,495	24	30,975	12	17,101	13	7,736	8	2,466	6	3,125	15	4,408	7	2,434
HANCOCK	10,680	12,860	13,877	1	847	0	1,030	9	7,242	2	1,927	2	907	0	156	0	281	4	384	2	409
HARDIN	331,210	454,247	482,933	26	37,456	13	49,758	43	78,527	52	153,568	54	48,941	41	19,676	36	22,455	70	39,107	13	9,557
Elizabethtown	175,541	240,751	255,954	14	19,852	7	26,372	23	41,619	28	81,391	29	25,939	22	10,428	19	11,901	37	20,727	7	5,065
HARLAN	136,071	178,499	187,169	10	11,506	16	25,110	36	55,669	18	26,727	25	9,598	16	3,428	14	9,437	29	10,589	9	6,426
Harlan	63,953	83,895	87,969	5	5,408	8	11,802	17	26,164	8	12,562	12	4,511	8	1,611	7	4,435	14	4,977	4	3,020
HARRISON	49,327	66,711	71,010	7	3,984	4	6,613	8	17,625	9	15,006	11	5,237	12	2,704	7	2,975	13	3,571	7	4,412
HART	33,282	44,836	47,282	6	4,362	6	1,669	13	13,910	5	7,512	13	4,206	7	1,191	2	1,096	6	573	5	2,242
HENDERSON	204,509	306,077	332,221	15	16,028	10	33,816	48	74,351	21	84,455	28	31,434	22	14,276	16	16,780	54	29,138	11	8,840
Henderson	200,419	299,955	325,577	15	15,707	10	33,140	47	72,864	21	82,766	27	30,805	22	13,990	16	16,444	53	28,555	11	8,663
HENRY	28,024	34,138	36,424	4	2,577	4	1,694	12	9,691	4	5,788	9	1,946	2	469	0	844	12	2,306	2	1,229
HICKMAN	7,778	10,418	11,192	3	1,077	1	950	4	2,987	3	2,049	1	837	2	145	0	259	4	1,036	1	377
HOPKINS	210,219	286,950	305,704	16	23,082	15	33,472	45	76,039	25	72,190	32	22,335	33	17,674	25	13,876	41	18,381	12	10,923
Madisonville	174,482	238,169	253,734	13	19,158	12	27,782	37	63,112	21	59,918	27	18,538	27	14,669	21	11,517	34	15,256	10	9,066
JACKSON	17,471	23,412	25,291	2	1,766	5	1,902	9	5,164	3	4,577	4	1,892	0	326	0	585	5	1,137	2	852
JEFFERSON	3,308,430	4,421,871	4,655,268	164	209,943	98	686,569	568	897,637	242	1,042,610	325	293,824	366	213,487	255	250,698	920	520,943	181	179,659
Louisville	1,058,698	1,414,999	1,489,686	52	67,182	31	219,702	182	287,244	77	333,635	104	94,024	117	68,316	82	80,223	294	166,702	58	57,491
JESSAMINE	77,041	123,343	137,728	8	9,061	4	11,694	18	33,529	11	39,569	12	12,783	7	2,305	4	3,191	19	10,523	6	3,998
JOHNSON	108,316	130,078	137,581	8	18,653	7	15,859	10	23,297	13	27,914	10	9,331	16	6,005	15	10,000	20	9,332	7	7,358
KENTON	520,207	722,125	768,796	28	27,690	12	65,273	119	193,831	33	106,144	75	75,551	27	12,868	34	37,476	187	85,065	32	36,202
Covington	239,295	332,178	353,646	13	12,737	6	30,026	55	89,162	15	48,826	35	34,753	12	5,919	16	17,239	86	39,130	15	16,653
KNOTT	44,407	54,479	57,869	5	3,400	5	8,314	14	13,640	3	2,074	8	5,877	3	746	5	1,480	8	1,251	1	1,951
KNOX	94,865	132,215	142,106	12	11,128	9	21,438	22	38,008	8	29,088	15	7,173	13	5,195	6	2,335	22	7,712	7	6,640
LARUE	27,763	35,567	38,286	6	2,391	4	3,889	13	12,139	4	7,025	5	2,189	6	494	3	1,318	6	1,260	3	1,235
LAUREL	162,741	250,488	277,508	13	21,659	7	17,055	35	58,159	24	97,479	32	24,800	13	8,643	19	13,530	25	15,477	8	7,618
LAWRENCE	36,856	48,885	53,331	4	3,006	2	4,529	10	14,235	3	2,034	6	4,529	4	1,588	3	807	6	2,881	4	4,137
LEE	20,538	25,711	27,326	1	1,909	5	1,664	5	7,528	3	5,738	3	2,305	1	353	0	633	4	1,228	2	922
LESLIE	23,505	31,833	34,493	2	2,410	8	5,130	7	9,850	1	5,480	9	3,146	2	445	2	799	8	843	2	1,163
LETCHER	77,107	123,676	130,750	12	16,131	15	14,849	22	35,408	8	8,175	14	12,746	7	1,685	6	6,800	13	4,618	11	5,582
LEWIS	19,590	24,547	26,451	4	1,829	1	2,245	8	8,811	3	2,281	7	3,144	4	318	2	613	6	1,025	1	892
LINCOLN	33,053	42,598	45,422	9	5,583	2	3,856	18	10,619	6	11,586	8	1,627	6	1,486	5	1,847	10	2,083	4	1,532
LIVINGSTON	16,502	20,932	22,333	2	1,560	0	1,896	16	9,614	5	866	4	229	2	289	1	517	16	4,254	3	1,104
LOGAN	68,693	88,579	95,499	11	6,641	5	8,108	21	30,601	15	20,346	10	4,681	10	2,985	9	3,250	24	5,219	9	5,225
LYON	12,742	17,652	19,364	2	1,353	1	1,643	6	7,613	3	3,076	4	1,523	0	250	2	448	4	749	2	653
MCCRACKEN	379,049	489,905	515,382	18	36,878	11	65,457	59	100,255	38	103,576	42	30,581	63	31,169	35	28,590	103	42,573	28	22,344
Paducah	310,820	401,722	422,613	15	30,240	9	53,675	48	82,209	31	84,932	34	25,076	52	25,559	29	23,444	84	34,910	23	18,322
MCCREARY	32,485	38,610	43,047	4	3,007	4	3,655	22	16,671	5	5,978	5	2,002	4	611	4	1,148	5	1,473	4	1,452
MCLEAN	22,211	32,228	35,257	8	3,471	2	2,994	9	9,410	4	5,602	9	4,075	0	455	2	816	11	1,670	3	1,242
MADISON	226,990	319,967	344,662	16	27,968	10	31,494	43	66,963	26	66,897	39	37,478	25	11,364	16	6,127	61	35,955	15	9,890
Richmond																					
MAGOFFIN	29,807	36,670	39,549	5	1,890	7	4,757	4	12,784	3	1,524	6	3,207	0	510	1	916	6	750	5	2,350
MARION	48,319	63,045	68,208	8	4,088	8	7,619	18	21,074	7	5,153	12	3,274	7	4,533	7	3,619	19	3,862	4	2,776
MARSHALL	91,691	118,028	124,524	13	22,743	7	11,183	21	25,131	12	25,935	16	10,073	11	2,396	11	3,136	27	8,875	6	3,270
MARTIN	47,191	41,902	44,797	6	2,112	4	3,803	9	12,071	5	20,501	5	1,389	5	689	3	1,038	7	949	5	1,143
MASON	87,529	115,480	122,637	8	6,860	4	13,100	12	32,732	12	19,938	10	9,285	18	10,363	9	4,727	24	9,057	7	5,521
Maysville	78,776	103,932	110,373	7	6,174	4	11,790	11	29,459	11	17,944	9	8,357	16	9,327	8	4,254	22	8,151	6	4,969
MEADE	33,760	42,204	44,941	6	2,231	3	3,621	13	9,504	8	17,803	8	2,964	4	765	3	989	15	3,378	2	1,439
MENIFEE	6,787	8,811	9,645	3	674	1	819	1	2,575	1	1,532	1	721	0	124	1	223	3	170	1	325
MERCER	53,198	64,784	68,662	7	5,646	5	2,798	15	21,278	11	11,056	14	4,918	6	1,876	5	3,000	18	5,137	6	2,943
METCALFE	20,839	27,887	30,550	2	2,135	2	2,594	8	8,514	4	4,854	7	2,216	5	503	3	593	8	955	3	1,174
MONROE	31,909	45,586	49,919	2	3,486	4	1,600	18	17,283	4	7,931	5	1,878	4	1,350	3	1,156	9	1,618	7	3,561
MONTGOMERY	96,069	129,643	140,091	9	12,701	5	11,767	16	32,379	19	29,837	17	7,132	10	8,575	12	4,974	20	10,130	7	4,997
MORGAN	40,234	48,561	52,098	4	7,295	2	4,423	9	9,507	4	18,287	7	3,073	3	1,048	7	2,873	6	915	2	1,756
MUHLENBERG	113,438	163,485	174,065	8	7,995	10	20,606	38	52,004	15	34,482	21	12,046	17	8,064	14	6,791	19	6,776	10	8,487
NELSON	90,754	112,628	120,403	7	4,511	9	13,315	28	31,151	15	19,579	18	8,478	17	3,283	10	4,365	26	8,894	7	4,216
NICHOLAS	14,388	17,820	18,978	2	1,325	2	1,611	6	5,066	3	3,016	5	1,022	4	648	1	440	4	590	3	1,328
OHIO	69,729	101,191	108,955	6	3,886	4	9,251	21	31,896	10	36,463	14	7,309	8	1,815	7	1,749	12	5,554	7	5,344
OLDHAM	73,763	106,493	115,146	9	11,842	5	9,776	15	31,942	10	37,941	15	8,817	2	1,484	2	2,667	10	5,558	7	4,134
OWEN	20,830	29,072	31,689	3	2,213	2	2,690	5	8,458	3	8,539	4	2,371	4	713	2	735	5	1,240	3	1,685
OWSLEY	7,193	9,828	10,633	0	742	0	903	4	2,838	1	1,690	0	796	0	137	1	245	2	478	2	359
PENDLETON	18,937	23,001	24,724	4	1,770	3	595	11	8,819	4	3,929	7	1,817	3	992	1	572	6	1,095	1	834
PERRY	136,516	176,600	184,836	12	14,199	11	14,539	27	43,252	13	38,728	22	11,107	20	10,305	13	6,356	36	11,300	6	5,634
PIKE	328,877	432,128	459,175	31	35,952	18	59,112	60	114,507	36	123,287	35	23,066	38	21,400	21	10,790	47	22,153	14	11,115
POWELL	20,480	31,469	35,334	1	2,468	4	3,000	8	8,844	2	5,613	8	3,342	2	456	1	818	13	3,126	2	1,192
PULASKI	215,259	303,861	328,883	21	29,429	11	41,433	36	80,294	33	70,364	35	15,174	37	14,746	29	12,506	44	23,493	12	9,090
Somerset	157,139	221,819	240,085	15	21,483	8	30,246	26	58,615	24	51,366	26	11,077	27	10,765	21	9,129	32	17,150	9	6,636
ROBERTSON	2,218	2,789	2,919	2	204	1	248	2	779	0	464	2	218	0	37	0	67	1	131	0	99
ROCKCASTLE	28,106	39,934	43,058	4	2,864	6	2,547	16	13,217	4	3,115	9	4,610	3	270	2	998	11	2,437	2	1,452
ROWAN	74,322	109,150	119,068	6	7,608	9	18,117	16	28,796	8	17,700	13	11,084	16	5,088	4	1,298	17	8,044	7	5,604
RUSSELL	40,080	56,554	62,631	5	5,478	7	5,477	13	15,710	9	15,735	7	3,162	10	1,614	4	1,451	12	2,364	7	2,985
SCOTT	54,473	68,240	73,388	8	3,252	4	6,231	14	22,352	8	9,271	14	7,455	8	2,167	6	2,093	19	7,645	5	3,743
SHELBY	79,063	113,522	123,731	6	7,132	5	9,080	19	31,632	11	34,755	13	6,855	12	3,740	6	2,432	20	11,302	4	4,174
SIMPSON	62,879	87,734	94,475	4	5,018	2	8,021	14	22,273	10	17,623	13	13,150	5	2,014	3	3,415	15	9,902	6	3,723
SPENCER	10,792	13,714	14,504	1	1,013	1	1,231	7	5,827	3	690	3	1,085	1	187	1	335	5	432	1	489
TAYLOR	82,992	113,354	123,928	13	11,086	4	10,522	19	28,964	16	24,655	12	6,696	22	7,654	12	3,673	24	10,232	6	4,590
TODD	17,365	22,655	24,295	2	1,696	3	1,033	7	9,984	5	1,742	4	1,454	4	438	2	562	7	866	4	1,343
TRIGG	22,952	31,363	34,188	4	3,202	2	2,903	11	9,069	5	7,222	5	2,574	3	350	4	792	10	1,916	3	1,325
TRIMBLE	4,694	6,139	6,698	1	469	0	569	3	1,788	0	1,065	3	501	0	87	0	155	2	301	1	225
UNION	55,826	66,640	70,512	9	4,736	8	11,621	20	23,256	7	7,137	10	2,698	9	1,908	7	1,827	15	3,330	6	2,448
WARREN	408,918	566,447	608,578	30	31,673	14	85,004	68	112,878	36	110,560	64	46,881	67	25,375	46	29,650	113	59,156	20	18,278
Bowling Green	384,383	532,460	572,063	28	29,773	13	79,904	64	106,105	34	103,926	60	44,068	63	23,853	43	27,871	106	55,607	19	17,181
WASHINGTON	16,268	20,486	21,578	3	1,851	3	1,831	6	3,961	1	3,428	6	2,077	4	938	4	1,147	5	970	4	1,941

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WAYNE	43,386	63,276	69,758	6	7,211	5	7,270	18	21,085	6	8,949	7	3,593	9	3,410	5	2,001	7	2,530	4	3,835
WEBSTER	46,034	64,830	69,702	6	4,384	3	5,919	16	21,207	12	25,443	9	4,133	2	899	3	1,614	11	1,883	5	2,830
WHITLEY	183,888	241,811	258,364	15	20,513	11	20,410	29	42,039	22	60,884	33	42,746	18	7,996	16	9,368	35	16,694	13	6,097
Corbin	139,755	183,776	196,357	11	15,590	8	15,512	22	31,950	17	46,272	25	32,487	14	6,077	12	7,120	27	12,687	10	4,634
WOLFE	15,108	20,703	23,134	2	1,616	3	1,964	4	5,148	2	3,675	5	4,130	0	298	1	535	3	480	2	781
WOODFORD	56,855	68,617	74,206	8	7,614	3	3,563	15	20,678	5	10,677	13	8,568	9	3,578	3	1,719	18	4,445	6	3,133

LOUISIANA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	19,986,261	26,618,875	28,407,180	1,298	2,062,052	802	3,337,673	3,755	6,279,000	1,727	6,849,068	1,976	1,466,192	2,615	1,559,830	1,645	1,575,082	4,755	2,612,425	1,046	1,033,993
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Alexandria, LA	620,019	867,849	927,846	40	71,627	22	133,203	121	183,602	43	231,059	64	45,096	73	60,682	53	35,781	138	62,057	27	33,347
Baton Rouge, LA	2,626,328	3,745,362	4,039,897	166	319,619	74	561,085	469	887,150	194	965,929	231	204,782	331	186,323	201	261,719	584	346,366	104	124,246
Houma-Thibodaux, LA	993,514	1,231,593	1,308,116	77	103,159	39	153,928	171	281,946	83	324,242	99	54,305	128	56,701	87	69,228	225	182,433	51	46,664
Lafayette, LA	1,361,064	1,569,870	1,642,855	68	156,550	35	230,579	207	291,630	96	406,554	111	82,637	184	103,305	110	93,592	269	171,803	62	41,614
Lake Charles, LA	902,896	1,116,668	1,180,163	82	150,915	28	138,848	154	275,997	74	265,179	80	56,818	96	61,242	89	66,732	168	88,425	48	46,909
Monroe, LA	686,189	956,256	1,018,795	58	79,216	29	143,415	107	191,245	72	261,106	53	31,511	111	77,349	78	63,164	170	88,906	42	38,071
New Orleans, LA	6,327,918	8,675,734	9,268,636	286	461,761	141	1,046,564	873	2,108,328	381	1,928,099	510	511,557	767	591,018	459	576,045	1,652	1,040,470	232	370,315
Shreveport, LA	1,750,158	2,442,592	2,608,727	80	169,728	55	345,259	262	491,596	135	668,523	187	157,693	239	155,626	146	156,849	398	225,080	75	73,654
COUNTIES, Cities																					
ACADIA	204,923	238,138	247,542	20	21,367	12	20,635	57	54,807	27	64,209	30	17,276	26	10,221	21	10,801	55	17,707	19	15,036
Crowley	106,560	123,832	128,722	10	11,111	6	10,730	30	28,500	14	33,389	16	8,984	14	5,315	11	5,617	29	9,208	10	7,819
ALLEN	69,285	80,053	85,446	13	5,008	15	14,220	20	20,803	13	23,180	13	3,990	13	3,823	7	1,572	15	2,836	8	3,831
ASCENSION	219,402	333,836	362,278	24	43,641	11	15,510	60	85,950	27	128,040	24	12,254	32	9,640	14	16,310	58	20,203	14	12,416
ASSUMPTION	51,787	60,222	64,527	5	4,329	4	5,579	27	16,876	11	17,631	7	1,970	4	1,026	5	3,021	21	2,293	4	2,476
AVOYELLES	117,235	150,584	163,961	13	9,683	20	21,486	53	43,774	23	53,053	6	1,710	14	2,963	11	5,312	26	5,900	22	11,550
BEAUREGARD	115,283	162,658	178,552	17	18,757	8	11,341	30	39,359	16	61,113	12	7,524	18	7,301	10	9,606	17	6,948	7	3,857
BIENVILLE	40,323	50,155	53,754	5	1,432	4	3,616	13	13,168	10	9,733	9	9,281	10	1,917	2	2,072	9	1,210	5	1,594
BOSSIER	360,769	499,438	544,536	19	66,154	14	72,685	57	103,515	32	147,735	43	32,613	44	21,601	18	12,002	109	54,812	14	11,169
CADDO	1,389,389	1,943,154	2,064,191	61	103,574	41	272,574	205	388,081	103	520,788	144	125,080	195	134,025	128	144,847	289	170,268	61	62,485
Shreveport	1,264,344	1,768,270	1,878,414	56	94,252	37	248,042	187	353,154	94	473,917	131	113,823	177	121,963	116	131,811	263	154,944	56	56,861
CALCASIEU	902,896	1,116,668	1,180,163	82	150,915	28	138,848	154	275,997	74	265,179	80	56,818	96	61,242	89	66,732	168	88,425	48	46,909
Sulphur	NO DATA AVAILABLE FOR THIS CITY																				
Lake Charles	622,998	770,501	814,312	57	104,131	19	95,805	106	190,438	51	182,974	55	39,204	66	42,257	61	46,045	116	61,013	33	32,367
CALDWELL	25,924	35,263	37,893	5	5,306	6	3,498	8	8,930	6	8,061	5	2,125	3	2,478	2	1,461	7	1,364	3	1,552
CAMERON	25,342	34,527	37,946	4	3,797	2	2,765	13	15,528	1	5,452	7	1,204	0	2,091	0	1,233	14	2,670	2	1,310
CATAHOULA	33,979	43,371	47,389	5	3,658	5	3,882	16	7,616	7	13,016	4	2,174	7	1,035	2	1,828	9	1,355	8	4,114
CLAIBORNE	49,905	63,382	67,679	3	3,747	9	10,062	18	17,016	10	18,144	10	2,574	13	2,378	3	1,787	8	2,323	7	2,553
CONCORDIA	77,127	86,976	92,462	7	5,335	8	10,301	29	26,494	9	24,653	8	4,633	8	3,410	7	4,053	26	6,134	6	2,731
DE SOTO	85,435	129,447	141,061	8	8,147	9	20,243*	27	36,529	15	39,185	15	7,936	14	5,366	7	3,309	13	4,468	5	5,529
EAST BATON ROUGE	2,203,285	3,109,915	3,340,504	121	250,506	55	518,604	323	651,671	134	776,439	177	159,517	278	170,106	173	234,201	481	310,573	75	99,581
Baton Rouge	1,806,694	2,550,130	2,739,213	99	205,415	45	425,255	265	567,170	110	636,680	145	130,804	228	139,487	142	192,045	394	254,670	62	81,656
EAST CARROLL	24,942	33,001	35,271	2	2,723	5	1,922	10	9,034	5	4,951	8	3,853	8	1,641	2	1,359	6	1,088	3	2,505
EAST FELICIANA	27,426	40,193	43,824	6	3,446	4	1,488	16	11,918	3	7,472	10	5,100	3	2,866	2	1,690	11	2,617	3	1,776
EVANGELINE	108,249	133,170	139,428	11	22,974	12	12,749	44	33,433	19	29,546	11	5,093	15	4,748	11	7,775	22	3,742	17	8,809
FRANKLIN	104,182	138,114	148,938	9	13,816	11	17,170	28	60,869	15	36,037	5	1,206	8	4,151	5	2,107	13	3,377	8	3,737
GRANT	20,275	28,673	31,560	1	1,975	7	946	14	8,512	4	12,055	4	1,089	2	1,673	0	986	4	1,710	3	1,036
IBERIA	354,083	392,789	407,077	28	41,987	11	26,442	67	82,783	42	115,061	35	10,598	45	26,897	38	25,558	99	41,430	21	15,968
New Iberia	300,971	333,871	346,015	24	35,689	9	22,476	57	70,366	36	97,802	30	9,008	38	22,862	32	21,724	84	35,216	18	13,573
IBERVILLE	117,471	164,346	177,008	11	10,841	7	13,469	40	47,362	17	62,913	16	9,706	11	4,199	11	5,214	32	10,534	10	6,661
JACKSON	43,385	55,634	59,330	6	4,032	6	11,212	18	12,652	7	7,217	9	3,180	9	3,051	5	3,042	14	2,745	7	3,239
JEFFERSON	2,947,034	4,116,278	4,476,820	114	208,150	54	599,838	323	964,695	172	1,132,264	213	239,655	302	269,625	200	316,723	635	420,914	83	148,002
JEFFERSON DAVIS	142,412	168,969	183,068	16	16,467	9	8,462	34	42,007	19	63,152	24	15,425	25	6,507	7	4,240	30	7,529	13	10,061
Jennings	105,385	125,037	135,470	12	12,186	7	6,262	25	31,085	14	46,732	18	11,415	19	[illegible]	5	3,138	22	5,571	10	7,445
LAFAYETTE	1,246,796	1,440,132	1,504,752	55	145,185	23	215,015	170	250,077	78	376,689	97	77,280	179	101,964	102	91,173	237	161,433	46	36,575
Lafayette	1,097,180	1,267,316	1,324,182	48	127,763	20	189,213	150	220,068	69	331,486	85	68,006	158	89,728	90	80,232	209	142,061	40	32,186
LAFOURCHE	371,331	440,594	469,974	36	46,546	19	41,539	78	121,474	38	132,096	49	23,316	45	16,539	40	26,471	91	26,347	27	25,005
Thibodaux	159,672	189,455	202,089	15	20,015	8	17,862	34	52,234	16	56,801	21	10,026	19	7,112	17	11,383	39	11,329	12	10,752
LA SALLE	51,731	62,890	66,868	5	3,656	5	5,348	20	17,199	10	26,026	6	2,229	9	1,317	4	2,025	13	3,350	7	2,376
LINCOLN	162,494	242,629	262,338	12	15,763	9	24,674	31	52,407	13	73,996	26	13,428	32	21,780	22	8,967	51	26,579	11	7,610
Ruston	149,494	223,219	241,351	11	14,502	8	22,700	29	48,214	12	68,076	24	12,354	29	20,038	20	8,250	47	24,453	10	7,001
LIVINGSTON	155,566	226,150	253,862	17	18,415	5	24,716	64	78,821	30	57,561	16	18,775	18	6,342	14	7,997	29	11,385	11	10,180
MADISON	34,088	43,847	46,689	3	642	3	2,386	16	8,169	8	21,710	4	1,836	8	1,844	5	1,781	14	3,589	4	2,397
MOREHOUSE	109,592	143,949	153,919	10	10,319	9	21,910	32	30,455	16	59,817	15	6,008	11	4,770	9	2,331	21	6,232	11	5,136
Bastrop	90,961	119,478	127,753	8	8,565	7	18,185	27	25,278	13	49,648	12	4,987	9	3,959	7	1,935	17	5,173	9	4,263
NATCHITOCHES	136,802	188,141	203,424	14	18,432	9	21,346	29	46,059	13	47,717	20	12,672	21	8,431	13	9,039	33	12,890	10	7,624
ORLEANS	2,428,006	3,105,306	3,193,652	92	128,928	44	272,204	351	656,193	114	553,052	187	165,553	344	257,588	185	191,633	779	479,385	101	152,175
New Orleans	2,428,006	3,105,306	3,193,652	92	128,928	44	272,204	351	656,193	114	553,052	187	165,553	344	257,588	185	191,633	779	479,385	101	152,175
OUACHITA	686,189	956,256	1,018,795	58	79,216	29	143,415	107	191,245	72	261,106	53	31,511	111	77,349	78	63,164	170	88,906	42	38,071
Monroe	466,609	650,254	692,781	39	53,867	20	97,522	73	130,047	49	177,552	36	21,427	75	52,597	53	42,952	116	60,456	29	25,888
West Monroe	137,238	191,251	203,759	12	15,843	6	28,683	21	38,249	14	52,221	11	6,302	22	15,470	16	12,633	34	17,781	8	7,614
PLAQUEMINES	84,856	113,617	118,916	9	8,029	6	4,339	34	39,467	8	11,697	17	8,600	5	607	2	4,586	40	25,625	5	5,199
POINTE COUPEE	81,985	114,431	125,626	8	9,294	7	8,278	30	33,964	9	48,157	11	5,667	9	3,369	6	4,637	15	4,254	6	4,396
RAPIDES	620,019	867,849	927,846	40	71,627	22	133,203	121	183,602	43	231,059	64	45,096	73	60,682	53	35,781	138	62,057	27	33,347
Alexandria	496,015	694,279	742,277	32	57,302	18	106,562	97	146,882	34	184,847	51	36,077	58	48,546	42	28,625	110	49,646	22	26,678
Pineville	62,002	86,785	92,785	4	7,163	2	13,320	12	18,360	4	23,106	6	4,510	7	6,068	5	3,578	14	6,206	3	3,335

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LOUISIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
RED RIVER	32,706	42,759	46,586	6	4,320	5	3,676	15	13,712	2	7,942	8	3,939	6	1,071	3	1,325	10	2,462	3	1,907
RICHLAND	92,221	135,407	148,148	6	11,436	9	10,730	26	27,245	17	47,680	13	13,940	18	3,964	8	6,418	16	3,647	10	6,139
SABINE	90,232	122,733	132,720	6	2,051	10	14,119	20	37,216	12	60,551	9	2,020	8	3,569	4	2,593	11	3,538	4	2,523
ST. BERNARD	243,140	317,325	339,588	15	11,223	7	37,756	46	131,906	24	17,483	28	20,564	27	14,581	22	16,441	58	27,275	12	18,904
ST. CHARLES	86,378	114,669	121,484	5	6,390	8	12,183	32	40,892	11	20,359	13	9,254	10	3,487	8	3,786	33	8,020	5	4,160
ST. HELENA	7,708	10,314	11,189	2	864	0	968	4	3,254	3	1,908	0	421	0	732	0	432	1	748	1	459
ST. JAMES	56,834	78,081	84,373	6	10,502	4	3,984	26	27,555	9	15,956	8	2,791	8	2,314	10	11,082	16	4,318	5	3,204
ST. JOHN THE BAPTIST	115,542	189,393	208,170	10	13,045	5	35,193	28	80,763	8	8,042	16	7,818	13	7,690	8	7,450	22	16,267	8	13,648
ST. LANDRY	342,842	406,544	422,312	27	45,445	21	35,200	106	100,862	39	110,984	44	21,397	49	21,357	33	22,421	69	18,154	35	23,904
Opelousas	150,850	179,759	185,817	12	19,996	9	15,488	47	44,379	17	48,833	19	9,415	22	9,397	15	9,865	30	7,988	15	10,518
Eunice	NO DATA AVAILABLE FOR THIS CITY																				
ST. MARTIN	114,268	129,738	138,103	13	11,365	12	15,564	37	41,553	18	29,865	14	5,357	5	1,341	8	2,419	32	10,370	16	5,039
ST. MARY	341,196	407,848	422,235	32	44,372	12	30,633	73	104,640	38	98,706	33	19,386	36	17,990	31	18,897	93	59,071	15	14,882
Franklin	64,827	77,491	80,225	6	8,431	2	5,820	14	19,882	7	18,754	6	3,683	7	3,418	6	3,590	18	11,223	3	7,828
Morgan City	167,186	199,846	206,895	16	21,742	6	15,010	36	51,274	19	48,366	16	9,499	18	8,815	15	9,260	46	28,945	7	7,292
ST. TAMMANY	507,818	832,763	928,922	50	94,025	23	89,390	93	233,879	52	196,899	53	68,713	71	38,047	36	40,012	125	88,609	23	33,426
Slidell	274,222	449,692	501,618	27	50,774	12	48,271	50	126,295	28	106,325	29	37,105	38	20,545	19	21,606	68	47,849	12	18,050
TANGIPAHOA	424,361	566,943	614,730	28	58,949	21	72,126	98	133,509	41	187,900	51	39,359	66	22,588	35	20,898	97	42,943	20	19,125
Hammond	258,860	345,835	374,985	17	35,959	13	43,997	60	81,440	25	114,619	31	24,009	40	13,779	21	12,748	59	26,195	12	11,666
TENSAS	20,957	26,775	28,485	0	2,199	7	1,960	8	7,212	4	4,856	5	4,680	1	1,863	1	1,098	3	1,906	3	465
TERREBONNE	622,183	790,999	838,142	41	56,613	20	112,389	93	160,472	45	192,146	50	30,989	83	40,162	47	42,757	134	156,086	24	21,659
Houma	441,750	561,609	595,081	29	40,195	14	79,796	66	113,935	32	136,424	36	22,002	59	28,515	33	30,357	95	110,821	17	15,378
UNION	46,349	58,704	63,298	6	4,428	6	5,812	15	12,661	14	28,758	8	971	8	2,843	3	2,441	6	1,011	8	3,990
VERMILION	196,011	225,009	234,957	21	28,187	9	16,412	56	66,039	30	67,948	24	7,217	38	10,835	20	6,155	54	10,064	24	12,537
Abbeville	115,646	132,755	138,625	12	16,630	5	9,683	33	38,963	18	40,089	14	4,258	22	6,393	12	3,631	32	5,938	14	7,397
VERNON	128,394	186,424	201,242	10	30,276	7	18,672	41	47,965	18	48,285	15	4,684	13	5,054	10	4,850	48	23,223	5	4,177
Leesville	105,283	152,868	165,018	8	24,826	6	15,311	34	39,331	15	39,594	12	3,841	11	4,144	8	3,977	39	19,043	4	3,425
WASHINGTON	136,212	166,215	176,158	9	7,078	12	13,416	41	44,675	21	37,751	24	9,982	35	13,538	20	7,422	36	7,719	10	8,772
Bogalusa	76,279	93,080	98,648	5	3,964	7	7,513	23	25,018	12	21,141	13	5,590	20	7,581	11	4,156	20	4,323	6	4,912
WEBSTER	192,469	231,475	247,557	13	14,808	14	26,426	52	69,378	24	65,763	31	14,023	33	12,329	19	10,014	26	9,249	14	6,817
Minden	109,707	131,941	141,107	7	8,441	8	15,063	30	39,545	14	37,485	18	7,993	19	7,028	11	5,708	15	5,272	8	3,886
WEST BATON ROUGE	48,075	75,461	83,253	4	6,857	3	2,255	22	30,708	3	3,889	14	14,236	3	235	0	3,211	16	4,205	4	2,069
WEST CARROLL	33,696	45,814	49,247	6	2,273	8	6,337	15	13,539	8	15,733	5	1,336	4	1,382	1	1,899	8	1,053	4	1,380
WEST FELICIANA	20,665	32,773	34,750	1	2,425	3	3,794	5	7,696	6	8,935	7	3,246	3	2,055	1	1,211	7	2,364	3	1,286
WINN	54,801	67,964	72,662	6	4,902	9	10,758	16	13,158	7	23,769	9	4,314	9	2,240	4	1,404	12	2,916	6	2,943

MAINE RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	5,331,613	7,702,156	8,302,188	457	600,681	361	730,466	1,327	1,787,773	581	1,858,075	642	404,831	517	318,371	423	256,716	1,629	656,342	275	249,761
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Bangor, ME	677,684	986,705	1,065,814	50	77,508	40	124,772	150	216,792	68	281,133	74	59,812	76	51,662	53	35,186	154	76,099	28	31,412
Lewiston-Auburn, ME	457,631	630,377	677,679	31	32,843	34	76,402	108	157,741	51	174,035	49	36,022	50	28,287	41	15,968	136	47,138	24	17,063
Portland, ME	1,502,470	2,244,387	2,412,406	93	163,316	66	234,041	250	471,001	94	470,583	124	91,730	120	100,797	108	74,436	350	194,401	57	62,290
COUNTIES																					
ANDROSCOGGIN	457,631	630,377	677,679	31	32,843	34	76,402	108	157,741	51	174,035	49	36,022	50	28,287	41	15,968	136	47,138	24	17,063
Auburn	190,393	262,262	281,942	13	13,664	14	31,786	45	65,627	21	72,406	20	14,987	21	11,769	17	6,643	57	19,611	10	7,099
Lewiston	193,903	267,097	287,139	13	13,916	14	32,372	46	66,836	22	73,740	21	15,263	21	11,985	17	6,766	58	19,973	10	7,230
AROOSTOOK	330,540	452,614	485,839	37	36,383	33	55,300	101	112,197	61	111,695	51	29,218	50	19,054	21	13,537	98	28,012	30	18,016
CUMBERLAND	1,502,470	2,244,387	2,412,406	93	163,316	66	234,041	250	471,001	94	470,583	124	91,730	120	100,797	108	74,436	350	194,401	57	62,290
Brunswick	165,272	246,883	265,365	10	17,965	7	25,745	28	51,810	10	51,764	14	10,090	13	11,088	12	8,188	39	21,384	6	6,852
Portland	420,692	628,428	675,474	26	45,728	18	65,531	70	131,880	26	131,763	35	25,664	34	28,223	30	20,842	98	54,432	16	17,441
FRANKLIN	91,661	124,931	134,807	8	13,915	7	7,536	32	25,645	15	32,148	14	8,310	9	3,858	12	4,435	44	12,219	5	4,419
HANCOCK	208,286	307,625	332,005	28	34,714	24	27,782	74	90,850	33	65,884	24	14,055	24	14,434	20	9,113	96	31,666	10	10,106
KENNEBEC	550,386	773,578	832,059	34	54,254	34	94,433	116	166,729	65	224,554	79	41,396	40	35,656	35	32,103	142	61,403	23	22,017
Augusta	209,147	293,960	316,182	13	20,617	13	35,885	44	63,357	25	85,331	30	15,730	15	13,549	13	12,199	54	23,333	9	8,366
Waterville	181,627	255,281	274,579	11	17,904	11	31,163	38	55,021	21	74,103	26	13,661	13	11,766	12	10,594	47	20,263	8	7,266
KNOX	148,802	216,250	233,393	20	21,274	12	15,765	54	44,422	18	50,191	16	9,432	17	11,417	18	7,930	51	17,736	10	8,981
LINCOLN	114,967	170,282	184,073	18	31,865	9	2,800	38	35,015	18	33,906	21	11,673	15	6,668	12	5,125	48	15,863	8	4,721
OXFORD	176,929	232,580	249,271	20	28,656	19	16,288	55	58,997	24	64,445	32	14,069	19	4,401	15	5,285	58	14,555	16	10,903
PENOBSCOT	677,684	986,705	1,065,814	50	77,508	40	124,772	150	216,792	68	281,133	74	59,812	76	51,662	53	35,186	154	76,099	28	31,412
Bangor	359,173	522,954	564,881	27	41,079	21	66,129	80	114,900	36	149,000	39	31,700	40	27,381	28	18,649	82	40,332	15	16,648
PISCATAQUIS	66,220	92,708	100,326	7	5,662	9	5,640	25	25,882	7	20,626	11	5,188	3	1,328	3	2,363	20	3,823	5	3,456
SAGADAHOC	91,386	151,188	165,566	10	8,938	6	3,817	25	45,551	13	52,986	10	5,607	6	2,189	7	3,901	26	12,481	5	5,585
Bath	63,970	105,832	115,896	7	6,257	4	2,672	18	31,886	9	37,090	7	3,925	4	1,532	5	2,731	18	8,737	4	3,910
SOMERSET	158,676	230,678	250,677	22	19,924	14	11,315	63	68,999	26	47,184	25	13,073	10	5,151	13	10,479	55	15,173	14	11,305
WALDO	64,407	90,013	96,770	12	10,194	11	5,122	33	24,507	9	16,325	9	2,756	7	4,157	4	2,423	28	9,256	5	3,442
WASHINGTON	102,955	137,177	145,921	17	8,761	14	7,920	37	52,499	18	18,212	22	5,857	6	1,315	15	4,348	53	10,812	9	5,669
YORK	588,613	861,063	935,582	50	52,474	29	41,533	166	200,946	61	194,168	81	56,633	65	27,997	46	30,084	270	105,705	26	30,376
Biddeford	94,178	137,770	149,693	8	8,396	5	6,645	27	32,151	10	31,067	13	9,061	10	4,480	7	4,813	43	16,913	4	4,860
Saco	100,064	146,381	159,049	9	8,921	5	7,061	28	34,161	10	33,009	14	9,628	11	4,759	8	5,114	46	17,970	4	5,164

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MARYLAND RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	20,982,781	30,165,285	32,227,943	880	1,514,491	492	3,825,486	2,970	6,296,573	1,305	7,501,724	1,877	2,064,131	2,381	1,669,231	1,569	1,769,969	5,181	3,017,204	759	1,130,511
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Baltimore, MD	9,995,718	14,286,542	15,272,933	452	713,300	221	1,772,687	1,523	3,050,983	631	3,406,567	872	932,486	1,239	767,786	732	772,261	2,884	1,565,306	420	528,323
Hagerstown, MD	567,974	767,938	817,244	27	65,966	21	100,291	81	141,817	42	159,459	71	50,863	54	37,943	48	39,239	161	50,287	18	28,957
CUMBERLAND, MD-WV	423,361	525,147	559,296	26	31,936	31	91,132	102	117,490	39	96,817	69	39,628	69	27,422	51	27,922	141	47,455	33	25,479
COUNTIES, Cities																					
ALLEGANY	373,640	457,100	485,898	22	28,537	23	83,861	81	101,280	30	81,309	57	34,530	59	24,906	41	24,748	115	40,757	26	22,273
Cumberland	160,665	196,553	208,936	9	12,271	10	36,060	35	43,550	13	34,963	25	14,848	25	10,710	18	10,642	49	17,526	11	9,577
ANNE ARUNDEL	1,880,118	2,672,934	2,899,828	88	158,569	41	365,577	246	546,622	150	808,025	180	191,131	163	101,928	143	136,194	406	284,232	49	72,735
Annapolis	300,819	427,669	463,972	14	25,371	7	58,492	39	87,460	24	129,284	29	30,581	26	16,308	23	21,791	65	45,477	8	11,638
BALTIMORE	3,897,717	5,446,644	5,820,241	155	310,317	76	920,038	476	1,161,885	194	1,308,087	306	328,830	504	302,659	291	328,245	850	491,733	138	180,253
BALTIMORE (INDEPENDENT CITY)	2,644,296	3,667,986	3,834,852	112	109,948	63	241,129	576	750,178	148	616,313	205	200,194	418	250,625	181	195,548	1,255	548,756	166	191,686
CALVERT	88,174	142,422	152,397	6	5,775	7	5,373	19	47,094	11	21,214	17	14,392	6	898	8	2,853	36	19,309	2	6,075
CAROLINE	53,994	79,595	86,173	8	8,510	7	2,519	26	30,225	10	17,498	12	5,371	6	723	7	2,607	17	3,913	5	4,368
CARROLL	380,448	589,779	635,674	28	36,277	12	33,254	62	156,490	39	197,629	43	46,122	28	18,234	31	18,875	94	48,329	20	26,237
Westminster	95,112	147,445	158,919	7	9,069	3	8,314	16	39,123	10	49,407	11	11,531	7	4,559	8	4,719	24	12,082	5	6,559
CECIL	252,751	387,734	418,147	17	26,251	8	17,156	44	73,215	29	96,924	31	55,528	15	9,836	11	9,021	84	35,812	7	9,271
CHARLES	247,806	407,432	443,508	16	37,455	6	16,515	28	115,742	19	92,616	31	40,748	14	8,709	22	15,853	71	39,283	6	17,678
DORCHESTER	137,110	190,840	206,615	9	8,471	4	6,547	37	40,762	11	28,308	17	12,363	13	6,393	10	5,380	38	10,024	8	8,378
Cambridge	98,719	137,405	148,763	6	6,099	3	4,714	27	29,349	8	20,382	12	8,901	9	4,603	7	3,874	27	7,217	6	6,032
FREDERICK	550,978	867,342	925,846	32	71,499	22	121,255	82	192,278	48	207,949	63	75,745	60	30,815	44	40,511	148	80,009	19	21,870
Frederick	391,194	615,813	657,351	23	50,764	16	86,091	58	136,517	34	147,644	45	53,779	43	21,879	31	28,763	105	56,806	13	15,528
GARRETT	105,084	136,599	146,347	8	19,942	7	12,328	18	28,763	18	51,886	12	8,861	11	2,449	10	5,149	29	8,002	7	6,785
HARFORD	591,155	881,029	941,711	37	46,291	19	89,558	77	203,012	59	250,534	77	81,286	49	35,910	37	30,125	135	83,153	30	34,015
HOWARD	521,773	903,398	1,007,760	26	43,746	7	118,447	61	194,836	25	201,845	46	73,688	76	57,647	43	59,569	123	95,842	14	20,452
KENT	70,121	92,546	98,721	9	6,508	4	6,992	22	30,195	12	18,619	8	3,947	10	2,613	7	1,633	31	11,525	3	3,535
MONTGOMERY	3,711,219	5,876,673	6,297,403	112	246,565	49	853,665	344	1,145,712	122	1,631,690	243	379,560	361	416,122	289	478,319	594	506,811	95	211,584
Rockville	445,346	705,201	755,688	13	29,588	6	102,440	41	137,485	15	195,803	29	45,547	43	49,935	35	57,398	71	60,817	11	25,390
PRINCE GEORGES	3,743,799	4,865,476	5,141,242	90	158,064	66	682,018	413	1,044,362	209	1,296,287	319	358,895	357	257,570	244	281,283	614	429,208	103	204,940
Lanham	. NO DATA AVAILABLE FOR THIS CITY																				
QUEEN ANNES	80,211	124,772	132,867	6	8,152	3	4,684	25	37,960	16	23,934	15	11,235	1	783	6	3,705	21	15,261	3	2,945
ST. MARYS	182,388	295,291	321,554	12	19,732	5	14,409	38	79,927	28	69,587	26	20,434	17	14,701	20	17,892	74	34,455	5	11,598
SOMERSET	42,338	58,527	62,787	5	2,683	5	2,182	28	24,764	7	6,432	8	3,052	3	370	4	1,444	12	4,237	4	2,502
TALBOT	176,037	251,336	268,160	21	27,411	9	4,897	34	54,039	22	65,491	18	12,783	34	20,448	20	14,204	42	26,063	7	10,546
Easton	137,309	196,042	209,165	16	21,381	7	3,820	27	42,150	17	51,083	14	9,971	27	15,949	16	11,079	33	20,329	5	8,226
WASHINGTON	567,974	767,938	817,244	27	65,966	21	100,291	81	141,817	42	159,459	71	50,863	54	37,943	48	39,239	161	50,287	18	28,957
Hagerstown	283,987	383,969	408,622	14	32,983	11	50,146	41	70,909	21	79,730	36	25,432	27	18,972	24	19,620	81	25,144	9	14,479
WICOMICO	416,229	615,874	667,372	16	45,056	14	105,449	64	108,536	36	171,779	41	[illegible]	58	41,050	35	38,325	70	54,211	10	16,956
Salisbury	374,606	554,287	600,635	14	40,550	13	94,904	58	97,682	32	154,601	37	29,883	52	36,945	32	34,493	63	48,790	9	15,260
WORCESTER	267,421	386,018	415,596	18	22,766	14	17,342	88	86,881	20	78,109	31	21,370	64	25,899	17	19,247	161	97,992	14	14,472

MASSACHUSETTS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	28,815,549	43,641,754	46,769,852	1,466	2,367,428	760	4,925,918	4,308	8,588,280	1,778	9,704,347	2,963	2,329,213	3,159	2,803,389	2,182	2,273,955	8,755	5,087,749	1,463	1,530,108
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Boston-Lawrence-Salem-Lowell-Brockton, MA	18,725,278	29,382,311	31,444,981	843	1,521,812	843	3,335,290	2,646	5,450,086	951	6,596,366	1,832	1,676,290	1,961	1,998,394	1,369	1,615,305	5,292	3,570,070	863	1,043,228
New Bedford-Fall River-Attleboro, MA	2,294,407	3,130,690	3,368,465	107	121,410	62	327,821	384	788,395	188	728,213	236	160,164	257	180,517	172	154,989	674	279,540	125	97,377
Pittsfield, MA	711,175	992,071	1,057,076	55	72,641	39	96,554	115	231,533	66	207,126	89	61,086	93	53,023	56	36,115	254	94,363	42	31,417
Springfield, MA	2,630,057	3,718,166	3,980,082	167	228,225	93	452,435	423	814,697	210	790,325	290	238,144	339	209,652	241	176,687	862	383,789	166	127,719
Worcester-Fitchburg-Leominster,MA	2,857,989	3,966,460	4,243,115	170	191,529	102	528,239	435	787,678	251	909,661	322	246,209	304	208,700	212	189,302	938	387,431	186	150,305
COUNTIES, Cities																					
BARNSTABLE	1,186,854	1,840,837	2,013,436	84	173,769	43	160,914	217	372,944	69	339,822	139	111,250	145	122,715	97	84,051	534	285,364	56	60,436
Hyannis	NO DATA AVAILABLE FOR THIS CITY																				
BERKSHIRE	711,175	992,071	1,057,076	55	72,641	39	96,554	115	231,533	66	207,126	89	61,086	93	53,023	56	36,115	254	94,363	42	31,417
North Adams	106,676	148,811	158,561	8	10,896	6	14,483	17	34,730	10	31,069	13	9,163	14	7,953	8	5,417	38	14,154	6	4,713
Pittsfield	312,917	436,511	465,113	24	31,962	17	42,484	51	101,875	29	91,135	39	26,878	41	23,330	25	15,891	112	41,520	18	13,823
BRISTOL	2,294,407	3,130,690	3,368,465	107	121,410	62	327,821	384	788,395	188	728,213	236	160,164	257	180,517	172	154,989	674	279,540	125	97,377
Attleboro	252,385	344,376	370,531	12	13,355	7	36,060	42	86,723	21	80,103	26	17,618	28	19,857	19	17,049	74	30,749	14	10,711
Fall River	321,217	438,297	471,585	15	16,997	9	45,895	54	110,375	26	101,950	33	22,423	36	25,272	24	21,698	94	39,136	18	13,633
New Bedford	344,161	469,604	505,270	16	18,212	9	49,173	58	118,259	28	109,232	35	24,025	39	27,078	26	23,248	101	41,931	19	14,607
North Attlebor	91,776	125,228	134,739	4	4,856	2	13,113	15	31,536	8	29,129	9	6,407	10	7,221	7	6,200	27	11,182	5	3,895
Taunton	160,608	219,148	235,793	7	8,499	4	22,947	27	55,188	13	50,975	17	11,211	18	12,636	12	10,849	47	19,568	9	6,816
DUKES	81,041	126,607	137,261	11	18,716	3	1,119	24	33,652	11	18,774	6	5,820	24	9,893	7	2,706	51	19,919	6	3,386

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MASSACHUSETTS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
ESSEX	3,472,701	5,343,672	5,727,263	159	254,503	92	656,079	481	934,541	210	1,453,342	355	314,916	368	350,624	249	247,755	998	644,643	159	166,015
Beverly	243,089	374,057	400,908	11	17,815	6	45,926	34	65,418	15	101,734	25	22,044	26	24,544	17	17,343	70	45,125	11	11,621
Gloucester	138,908	213,747	229,091	6	10,180	4	26,243	19	37,382	8	58,134	14	12,597	15	14,025	10	9,910	40	25,786	6	6,641
Haverhill	243,089	374,057	400,908	11	17,815	6	45,926	34	65,418	15	101,734	25	22,044	26	24,544	17	17,343	70	45,125	11	11,621
Lawrence	208,362	320,620	343,636	10	15,270	6	39,365	29	56,072	13	87,201	21	18,895	22	21,037	15	14,865	60	38,679	10	9,961
Lynn	381,997	587,804	629,999	17	27,995	10	72,169	53	102,800	23	159,868	39	34,641	40	38,569	27	27,253	110	70,911	17	18,262
Newburyport	69,454	106,873	114,545	3	5,090	2	13,122	10	18,691	4	29,067	7	6,298	7	7,012	5	4,955	20	12,893	3	3,320
Peabody	329,907	507,649	544,090	15	24,178	9	62,328	46	88,781	20	138,067	34	29,917	35	33,309	24	23,537	95	61,241	15	15,771
Salem	260,453	400,775	429,545	12	19,088	7	49,206	36	70,091	16	109,001	27	23,619	28	26,297	19	18,582	75	48,348	12	12,451
FRANKLIN	257,028	353,711	379,342	25	19,893	10	22,355	49	80,919	28	82,347	47	20,396	20	9,038	21	11,082	106	40,914	17	11,724
Greenfield	12,851	17,686	18,967	1	995	1	1,118	2	4,046	1	4,117	2	1,020	1	452	1	554	5	2,046	1	586
HAMPDEN	2,141,454	3,020,635	3,229,338	125	179,955	75	409,680	328	636,746	160	663,675	225	184,609	266	177,360	191	152,825	662	293,021	135	102,696
Holyoke	256,974	362,476	387,521	15	21,595	9	49,162	39	76,410	19	79,641	27	22,153	32	21,283	23	18,339	79	35,163	16	12,324
Springfield	835,167	1,178,048	1,259,442	49	70,182	29	159,775	128	248,331	63	258,833	88	71,998	104	69,170	74	59,602	258	114,278	53	40,051
Westfield	182,024	256,754	274,494	11	15,296	6	34,823	28	54,123	14	56,412	19	15,692	23	15,076	16	12,990	56	24,907	11	8,729
HAMPSHIRE	488,603	697,531	750,744	42	48,270	18	42,755	95	177,951	50	126,650	65	53,535	73	32,292	50	23,862	200	90,768	31	25,023
Northampton	171,011	244,136	262,760	15	16,895	6	14,964	33	62,283	18	44,328	23	18,737	26	11,302	18	8,352	70	31,769	11	8,758
MIDDLESEX	6,905,601	11,116,862	11,958,473	317	641,507	139	1,335,004	982	2,112,598	321	2,636,328	733	688,890	683	708,088	517	693,496	1,746	1,178,764	319	409,179
Framingham	483,392	778,180	837,093	22	44,905	10	93,450	69	147,882	22	184,543	51	48,222	48	49,566	36	48,545	122	82,513	22	28,643
Hudson	69,056	111,169	119,585	3	6,415	1	13,350	10	21,126	3	26,363	7	6,889	7	7,081	5	6,935	17	11,788	3	4,092
Lowell	345,280	555,843	597,924	16	32,075	7	66,750	49	105,630	16	131,816	37	34,445	34	35,404	26	34,675	87	58,938	16	20,459
Malden	207,168	333,506	358,754	10	19,245	4	40,050	29	63,378	10	79,090	22	20,667	20	21,243	16	20,805	52	35,363	10	12,275
Marlborough	138,112	222,337	239,169	6	12,830	3	26,700	20	42,252	6	52,727	15	13,778	14	14,162	10	13,870	35	23,575	6	8,184
Medford	276,224	444,674	478,339	13	25,660	6	53,400	39	84,504	13	105,453	29	27,556	27	28,324	21	27,740	70	47,151	13	16,367
Melrose	69,056	111,169	119,585	3	6,415	1	13,350	10	21,126	3	26,363	7	6,889	7	7,081	5	6,935	17	11,788	3	4,092
Wakefield	138,112	222,337	239,169	6	12,830	3	26,700	20	42,252	6	52,727	15	13,778	14	14,162	10	13,870	35	23,575	6	8,184
Waltham	345,280	555,843	597,924	16	32,075	7	66,750	49	105,630	16	131,816	37	34,445	34	35,404	26	34,675	87	58,938	16	20,459
Woburn	290,035	466,908	502,256	13	26,943	6	56,070	41	88,729	13	110,726	31	28,933	29	29,740	22	29,127	73	49,508	13	17,186
NANTUCKET	71,120	130,901	146,094	4	19,433	3	1,191	15	28,376	4	31,713	2	7,854	16	11,457	7	3,718	44	26,359	2	4,516
NORFOLK	3,307,388	4,961,075	5,333,118	144	266,955	60	507,478	388	942,489	169	1,215,773	318	302,393	308	379,355	252	290,118	751	479,427	147	176,073
Dedham	241,439	362,158	389,318	11	19,488	4	37,046	28	68,802	12	88,751	23	22,075	22	27,693	18	21,179	55	34,998	11	12,853
Quincy	429,960	644,940	693,305	19	34,704	8	65,972	50	122,524	22	158,050	41	39,311	40	49,316	33	37,715	98	62,326	19	22,889
PLYMOUTH	1,902,986	3,013,785	3,255,863	121	178,973	54	291,078	293	603,853	162	798,373	218	187,531	196	179,283	152	132,634	502	319,638	86	98,202
Brockton	570,896	904,136	976,759	36	53,692	16	87,323	88	181,156	49	239,512	65	56,259	59	53,785	46	39,790	151	95,891	26	29,461
SUFFOLK	3,136,602	4,946,917	5,170,264	102	179,874	60	545,651	502	856,605	89	492,550	208	184,560	406	381,044	199	251,302	1,295	947,598	152	193,759
Boston	2,760,210	4,353,287	4,549,832	90	158,289	53	480,173	442	753,812	78	433,444	183	162,413	357	335,319	175	221,146	1,140	833,886	134	170,508
Chelsea	156,830	247,346	258,513	5	8,994	3	27,283	25	42,830	4	24,628	10	9,228	20	19,052	10	12,565	65	47,380	8	9,688
WORCESTER	2,857,989	3,966,460	4,243,115	170	191,529	102	528,239	435	787,678	251	909,661	322	246,209	304	208,700	212	189,302	938	387,431	186	150,305
Athol	45,728	63,463	67,890	3	3,064	2	8,452	7	12,603	4	14,555	5	3,939	5	3,339	3	3,029	15	6,199	3	2,405
Clinton	34,296	47,598	50,917	2	2,298	1	6,339	5	9,452	3	10,916	4	2,955	4	2,504	3	2,272	11	4,649	2	1,804
Fitchburg	180,053	249,887	267,316	11	12,066	6	33,279	27	49,624	16	57,309	20	15,511	19	13,148	13	11,926	59	24,408	12	9,469
Gardner	97,172	134,860	144,266	6	6,512	3	17,960	15	26,781	9	30,928	11	8,371	10	7,096	7	6,436	32	13,173	6	5,110
Milford	151,473	210,222	224,885	9	10,151	5	27,997	23	41,747	13	48,212	17	13,049	16	11,061	11	10,033	50	20,534	10	7,966
Southbridge	91,456	126,927	135,780	5	6,129	3	16,904	14	25,206	8	29,109	10	7,879	10	6,678	7	6,058	30	12,398	6	4,810
Worcester	843,107	1,170,106	1,251,719	50	56,501	30	155,831	128	232,365	74	268,350	95	72,632	90	61,567	63	55,844	277	114,292	55	44,340

MICHIGAN RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS..........	39,215,526	53,999,357	56,994,621	2,551	3,228,616	937	7,265,578	6,469	10,907,165	3,095	14,074,578	4,128	3,882,205	4,466	3,146,938	2,900	2,938,871	12,260	5,585,016	1,822	2,166,689
METRO AREAS (MSAs PMSAs CMSAs)																					
Ann Arbor, MI	1,320,397	1,893,382	2,010,185	63	114,670	23	309,020	136	308,549	81	475,108	122	144,896	148	101,874	92	129,860	340	210,919	40	67,627
Battle Creek, MI	556,419	694,187	728,118	46	34,207	13	116,432	93	133,210	47	161,321	74	66,332	52	26,779	53	26,725	213	80,109	28	28,584
Benton Harbor, MI	670,296	856,143	897,795	49	56,240	18	123,550	127	175,621	74	181,683	110	95,836	85	38,745	60	24,175	261	89,633	33	29,770
Detroit, MI	19,390,074	26,558,462	27,872,383	886	1,306,549	304	3,271,927	3,003	5,312,011	1,170	7,199,005	1,763	1,836,328	2,106	1,745,904	1,259	1,497,810	5,546	2,749,242	858	1,275,224
Flint, MI	2,043,964	2,835,341	2,962,673	134	158,810	41	516,046	289	518,193	145	785,657	166	181,860	229	133,427	132	153,407	573	297,731	104	118,075
Grand Rapids, MI	2,947,982	4,353,497	4,666,310	155	282,252	63	621,439	351	735,338	244	1,211,196	269	273,203	302	265,667	256	304,654	703	441,377	107	107,814
Jackson, MI	593,765	746,429	782,386	49	48,671	20	160,705	85	133,744	44	136,531	74	58,385	44	33,666	43	33,103	197	73,712	31	28,546
Kalamazoo, MI	1,109,713	1,572,317	1,668,629	56	93,791	27	324,851	128	242,832	70	361,895	101	103,180	148	97,067	108	122,550	299	174,837	33	42,334
Lansing-East Lansing, MI	1,889,941	2,724,938	2,898,983	111	137,408	36	504,464	259	508,652	124	709,072	186	188,004	224	151,422	143	159,134	495	284,446	77	65,536
Muskegon, MI	589,446	782,166	822,527	39	47,370	13	158,526	102	164,660	70	166,701	73	59,306	61	23,685	55	23,721	217	83,198	31	25,921
Saginaw-Bay City-Midland, MI	1,850,590	2,442,617	2,550,775	117	134,818	41	362,372	359	495,204	150	609,160	183	187,863	235	144,117	147	139,726	523	257,497	86	84,178
COUNTIES, Cities																					
ALCONA	20,833	25,338	26,752	6	2,635	3	776	10	3,844	7	11,939	8	1,537	1	708	0	709	23	2,492	2	775
ALGER	23,609	30,050	31,814	4	1,429	2	3,782	13	10,511	0	4,536	10	4,212	2	818	2	820	24	3,220	2	895
ALLEGAN	230,000	321,160	346,141	36	33,973	10	6,995	54	83,630	38	103,428	41	33,357	20	6,691	15	8,165	97	31,105	16	12,745
ALPENA	137,039	179,462	189,488	15	12,037	6	20,352	33	43,751	18	39,098	17	13,925	28	12,423	18	9,646	46	13,918	7	5,964
Alpena	98,658	129,213	136,431	12	8,667	4	14,653	24	31,501	13	28,151	12	10,026	20	8,945	13	6,945	33	10,021	5	4,234
ANTRIM	40,119	51,967	55,776	12	6,821	1	6,714	18	18,612	9	8,749	6	642	4	1,452	2	1,453	35	6,492	6	2,053
ARENAC	55,649	76,157	82,194	6	4,007	2	9,906	15	15,061	7	26,273	15	8,560	3	966	4	2,786	31	8,202	2	2,344
BARAGA	27,460	31,304	32,677	5	1,919	4	3,217	8	10,258	3	4,425	6	3,629	2	941	1	942	15	2,061	2	1,030
BARRY	92,102	124,217	131,627	12	16,059	5	1,102	22	40,281	14	21,959	19	12,178	12	5,449	4	1,588	43	13,321	9	4,600
BAY	480,208	618,228	646,326	33	31,578	12	63,305	107	146,575	45	169,783	56	45,401	68	43,859	51	28,837	182	63,044	25	23,870
Bay City	206,485	265,838	277,920	14	13,579	5	27,221	46	63,027	19	73,007	24	19,522	29	18,859	22	12,400	78	27,109	11	10,264

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MICHIGAN RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BENZIE	36,549	49,264	52,831	5	5,957	2	6,653	11	13,485	7	12,946	6	2,760	7	932	7	1,555	17	3,705	4	2,197
BERRIEN	670,296	856,143	897,795	49	56,240	18	123,550	127	175,621	74	181,683	110	95,836	85	38,745	60	24,175	261	89,633	33	29,770
Benton Harbor	120,653	154,106	161,603	9	10,123	3	22,239	23	31,612	13	32,703	20	17,250	15	6,974	11	4,352	47	16,134	6	5,359
Niles	87,138	111,299	116,713	6	7,311	2	16,062	17	22,831	10	23,619	14	12,459	11	5,037	8	3,143	34	11,652	4	3,870
St. Joseph	60,327	77,053	80,802	4	5,062	2	11,120	11	15,806	7	16,351	10	8,625	8	3,487	5	2,176	23	8,067	3	2,679
BRANCH	134,614	167,896	176,757	24	22,066	7	10,086	22	32,773	17	48,279	22	17,031	20	8,457	8	4,196	50	13,177	9	8,562
Coldwater	95,576	119,206	125,497	17	15,667	5	7,161	16	23,269	12	34,278	16	12,092	14	6,004	6	2,979	36	9,356	6	6,079
CALHOUN	556,419	694,187	728,118	46	34,207	13	116,432	93	133,210	47	161,321	74	66,332	52	26,779	53	26,725	213	80,109	28	28,584
Albion	33,385	41,651	43,687	3	2,052	1	6,986	6	7,993	3	9,679	4	3,980	3	1,607	3	1,604	13	4,807	2	1,715
Battle Creek	178,054	222,140	232,998	15	10,946	4	37,258	30	42,627	15	51,623	24	21,226	17	8,569	17	8,552	68	25,635	9	9,147
Marshall	61,206	76,361	80,093	5	3,763	1	12,808	10	14,653	5	17,745	8	7,297	6	2,946	6	2,940	23	8,812	3	3,144
CASS	93,131	132,088	142,031	16	10,548	4	4,980	32	32,194	16	51,850	18	9,938	9	3,671	7	2,871	50	14,389	8	5,195
Dowagiac	45,634	64,723	69,595	8	5,169	2	2,440	16	15,775	8	25,407	9	4,870	4	1,799	3	1,407	25	7,051	4	2,546
CHARLEVOIX	75,374	93,623	99,151	9	10,995	4	1,792	19	28,867	17	22,104	11	7,429	11	2,934	13	4,651	44	10,453	10	4,647
CHEBOYGAN	107,966	138,870	146,543	16	13,074	9	7,015	33	37,485	19	29,095	25	12,539	16	8,327	7	2,600	83	18,773	8	3,491
Cheboygan	62,620	80,545	84,995	9	7,583	5	4,069	19	21,741	11	16,875	15	7,273	9	4,830	4	1,508	48	10,888	5	2,025
CHIPPEWA	104,760	137,302	146,973	17	11,530	5	17,306	32	30,692	13	24,683	17	9,573	18	8,021	11	5,168	71	17,678	4	3,609
Sault Ste. Mar	73,332	96,111	102,881	12	8,071	4	12,114	22	21,484	9	17,278	12	6,701	13	5,615	8	3,618	50	12,375	3	2,526
CLARE	93,491	126,876	134,478	14	13,144	5	1,020	23	42,789	15	28,588	16	7,824	7	4,292	4	3,323	47	11,032	7	6,052
CLINTON	151,303	222,409	240,567	18	34,195	5	27,870	29	57,108	22	63,169	18	16,679	12	5,284	14	5,067	46	13,483	8	5,683
CRAWFORD	39,621	52,213	56,167	8	6,425	3	4,562	7	13,089	5	8,969	10	5,183	3	1,617	2	1,619	20	6,825	5	1,732
DELTA	173,480	222,822	235,453	22	17,844	7	27,424	54	55,336	18	58,000	27	20,449	23	10,777	17	10,611	72	16,743	8	4,132
Escanaba	130,110	167,117	176,590	17	13,383	5	20,568	41	41,502	14	43,500	20	15,337	17	8,083	13	7,958	54	12,557	6	3,099
DICKINSON	113,443	152,678	164,105	11	18,379	6	21,854	21	35,629	17	29,012	18	8,755	24	10,148	12	10,495	44	12,527	5	4,616
Iron Mountain	53,318	71,759	77,129	5	8,638	3	10,271	10	16,746	8	13,636	8	4,115	11	4,770	6	4,933	21	5,888	2	2,170
Kingsford	41,974	56,491	60,719	4	6,800	2	8,086	8	13,183	6	10,734	7	3,239	9	3,755	4	3,883	16	4,635	2	1,708
EATON	463,840	642,256	698,084	30	25,440	11	173,077	54	115,308	30	148,845	49	50,026	72	46,478	31	23,654	109	57,149	14	10,243
EMMET	149,420	212,619	225,686	18	21,673	9	9,856	27	43,488	11	49,632	25	13,038	45	21,537	20	18,018	55	28,147	8	5,645
Petoskey	116,548	165,843	176,035	14	16,905	7	7,688	21	33,921	9	38,713	20	10,170	35	16,799	16	14,054	43	21,955	6	4,403
GENESEE	2,043,964	2,835,341	2,962,673	134	158,810	41	516,046	289	518,193	145	785,657	166	181,860	229	133,427	132	153,407	573	297,731	104	118,075
Flint	817,586	1,134,136	1,185,069	54	63,524	16	206,418	116	207,277	58	314,263	66	72,744	92	53,371	53	61,363	229	119,092	42	47,230
GLADWIN	57,340	81,065	88,701	7	5,283	6	3,583	16	29,671	11	18,985	11	5,492	6	1,155	5	4,207	29	7,905	6	2,183
GOGEBIC	74,306	93,452	101,172	11	6,297	9	13,599	17	22,763	7	19,359	12	6,756	15	6,809	6	4,985	51	7,433	7	2,703
Ironwood	52,014	65,416	70,820	8	4,408	6	9,519	12	15,934	5	13,551	8	4,729	11	4,766	4	3,490	36	5,203	5	1,892
GRAND TRAVE	383,502	600,556	658,955	32	51,087	12	108,304	62	109,930	31	158,269	46	41,707	61	40,446	45	34,638	107	68,909	11	7,835
Traverse City	276,121	432,400	474,448	23	36,783	9	77,979	45	79,150	22	113,954	33	30,029	44	29,121	32	24,939	77	49,614	8	5,641
GRATIOT	145,926	192,059	203,024	10	9,263	8	21,058	24	46,985	25	48,811	20	18,203	25	6,847	13	4,777	47	16,726	9	6,383
Alma	71,504	94,109	99,482	5	4,539	4	10,318	12	23,023	12	23,917	10	8,919	12	3,355	6	2,341	23	8,196	4	3,128
HILLSDALE	116,421	164,711	177,787	21	16,206	5	13,281	26	45,142	18	48,041	20	11,091	14	6,340	16	6,288	48	14,077	7	7,114
Hillsdale	74,509	105,415	113,784	13	10,372	3	8,500	17	28,891	12	30,746	13	7,098	9	4,058	10	4,024	31	9,009	4	4,553
HOUGHTON	124,060	169,063	177,960	16	17,992	8	15,666	33	49,906	20	30,529	20	9,036	17	9,320	9	5,573	68	14,140	9	6,532
Houghton	39,699	54,100	56,947	5	5,757	3	5,013	11	15,970	6	9,769	6	2,892	5	2,982	3	1,783	22	4,525	3	2,090
HURON	134,626	191,396	203,135	26	19,620	9	12,960	34	46,614	17	46,038	17	12,780	18	10,107	16	6,114	69	17,531	11	9,206
Bad Axe	57,889	82,300	87,348	11	8,437	4	5,573	15	20,044	7	19,796	7	5,495	8	4,346	7	2,629	30	7,538	5	3,959
INGHAM	1,274,798	1,860,273	1,960,332	63	77,773	20	303,517	176	336,236	72	497,058	119	121,299	140	99,660	98	130,413	340	213,814	55	49,610
East Lansing	127,480	186,027	196,033	6	7,777	2	30,352	18	33,624	7	49,706	12	12,130	14	9,966	10	13,041	34	21,381	6	4,961
Lansing	713,887	1,041,753	1,097,786	35	43,553	11	169,970	99	188,292	40	278,352	67	67,927	78	55,810	55	73,031	190	119,736	31	27,782
IONIA	161,887	214,829	228,793	20	24,329	8	30,470	40	50,074	18	48,399	23	19,313	18	6,928	14	5,680	63	17,488	10	6,571
Ionia	53,423	70,894	75,502	7	8,029	3	10,055	13	16,524	6	15,972	8	6,373	6	2,286	5	1,874	21	5,771	3	2,168
IOSCO	101,376	137,523	144,924	16	17,392	5	2,301	27	33,691	15	39,956	20	11,964	16	4,951	9	4,844	59	16,121	4	5,021
IRON	41,928	61,937	68,263	8	3,573	4	2,914	12	23,217	10	9,613	11	6,099	14	3,761	4	1,567	28	5,098	[illegible]	4,511
ISABELLA	195,101	290,496	317,318	21	39,429	6	25,716	28	59,532	19	67,455	21	21,224	32	23,436	15	13,381	66	33,622	6	[illegible]
Mt. Pleasant	158,032	235,302	257,028	17	31,937	5	20,830	23	48,221	15	54,639	17	17,191	26	18,983	12	10,839	53	27,234	[illegible]	[illegible]
JACKSON	593,765	746,429	782,386	49	48,671	20	160,705	85	133,744	44	136,531	74	58,385	44	33,666	43	33,103	197	73,712	[illegible]	[illegible]
Jackson	219,693	276,179	289,483	18	18,008	7	59,461	31	49,485	16	50,516	27	21,602	16	12,456	16	12,248	73	27,273	[illegible]	[illegible]
KALAMAZOO	1,109,713	1,572,317	1,668,629	56	93,791	27	324,851	128	242,832	70	361,895	101	103,180	148	97,067	108	122,550	299	174,837	33	[illegible]
Kalamazoo	432,788	613,204	650,765	22	36,578	11	126,692	50	94,704	27	141,139	39	40,240	58	37,856	42	47,795	117	68,186	13	[illegible]
KALKASKA	46,154	61,761	67,104	5	6,009	0	8,937	7	14,966	5	10,716	7	8,704	1	1,932	3	606	17	6,191	1	[illegible]
KENT	2,334,642	3,419,969	3,646,238	113	222,093	43	485,590	256	553,166	168	948,414	201	204,863	235	218,145	195	260,813	552	353,125	73	[illegible]
Grand Rapids	817,125	1,196,989	1,276,183	40	77,733	15	169,957	90	193,608	59	331,945	70	71,702	82	76,351	68	91,285	193	123,594	28	30,360
KEWEENAW	3,594	4,823	5,200	2	299	1	697	4	1,436	0	831	2	310	0	149	0	149	10	1,137	0	163
LAKE	16,428	21,262	22,777	2	1,224	1	2,842	9	6,665	1	3,407	3	1,270	1	614	0	615	21	4,329	1	672
LAPEER	197,916	254,969	270,593	18	23,035	7	16,394	54	62,967	30	93,619	13	13,658	24	11,830	7	5,700	59	19,508	10	14,490
LEELANAU	36,782	50,488	53,595	6	6,976	2	5,896	19	18,604	3	7,069	9	2,499	6	1,400	2	1,277	24	5,799	3	1,395
LENAWEE	326,283	411,161	433,577	36	22,457	14	71,857	72	94,346	42	109,283	38	28,491	41	16,784	26	13,209	137	41,723	18	14,292
Adrian	143,565	180,911	190,774	16	9,881	6	31,617	32	41,512	18	48,085	17	12,536	18	7,385	11	5,812	60	18,358	8	6,288
LIVINGSTON	308,903	445,550	480,685	26	24,398	12	65,323	48	106,461	28	124,175	31	39,520	23	9,794	23	16,059	85	41,235	14	22,135
LUCE	24,231	32,145	34,508	1	1,870	2	4,343	5	9,756	5	7,686	3	2,990	2	938	2	939	13	3,232	2	1,028
MACKINAC	49,225	68,264	72,912	8	5,628	1	9,710	28	18,830	6	4,953	18	12,301	8	2,070	2	2,103	51	11,561	3	2,298
MACOMB	3,578,552	4,798,918	5,065,163	158	286,345	51	624,847	424	982,270	224	1,450,990	297	357,032	305	230,196	201	259,341	865	460,307	131	233,421
Mount Clemer	107,357	143,968	151,955	5	8,590	2	18,745	13	29,468	7	43,530	9	10,711	9	6,906	6	7,780	26	13,809	4	7,003
MANISTEE	81,595	105,501	111,007	9	8,829	5	8,331	21	29,237	15	21,368	22	8,540	13	5,722	13	4,009	45	9,695	5	4,825
Manistee	50,589	65,411	68,824	6	5,474	3	5,165	13	18,127	9	13,248	14	5,295	8	3,548	8	2,486	28	6,011	3	2,992
MARQUETTE	254,327	372,877	398,161	29	24,527	9	30,396	62	91,815	29	88,399	34	31,682	37	20,510	24	20,966	107	42,353	9	9,765
Marquette	134,793	197,625	211,025	15	12,999	5	16,110	33	48,662	15	46,851	18	16,791	20	10,870	13	11,112	57	22,447	5	5,175
MASON	93,533	124,362	132,615	13	14,243	5	8,214	30	33,478	10	22,132	16	6,958	18	7,618	13	4,539	45	15,331	6	6,109
Ludington	50,508	67,155	71,612	7	7,691	3	4,436	16	18,078	5	11,951	9	3,757	10	4,114	7	2,451	24	8,279	3	3,299
MECOSTA	126,962	175,800	188,472	11	10,584	10	16,322	31	47,047	18	36,291	21	15,704	11	11,874	13	5,840	50	21,807	7	5,265
Big Rapids	77,447	107,238	114,968	7	6,456	6	9,956	19	28,699	11	22,138	13	9,579	7	7,243	8	3,562	31	13,302	4	3,212
MENOMINEE	62,540	87,647	94,348	10	4,313	4	12,565	15	21,918	9	15,990	9	4,519	4	2,559	4	1,463	39	11,764	2	2,974
Menominee	51,908	72,747	78,309	8	3,580	3	10,429	12	18,192	7	13,272	7	3,751	3	2,124	3	1,214	32	9,764	2	2,468
MIDLAND	289,628	374,121	392,318	24	33,875	7	27,748	49	89,259	25	90,696	27	30,438	41	22,351	23	13,224	69	39,264	12	18,675
Midland	257,769	332,968	349,163	21	30,149	6	24,696	44	79,441	22	80,719	24	27,090	36	19,892	20	11,769	61	34,945	11	16,621
MISSAUKEE	25,698	33,287	36,041	2	2,066	3	4,799	10	9,787	3	5,755	6	2,133	1	1,037	1	1,040	18	3,049	2	1,136
MONROE	385,660	541,646	575,811	27	29,936	8	39,012	65	136,347	38	172,214	53	45,490	19	14,846	23	17,636	138	53,926	18	17,961
Monroe	173,547	243,741	259,115	12	13,471	4	17,555	29	61,356	17	77,496	24	20,471	9	6,681	10	7,936	62	24,267	8	8,082
MONTCALM	183,829	279,405	304,294	22	35,269	10	40,525	35	63,883	30	77,452	27	23,989	9	6,076	13	13,000	69	19,003	10	8,700
Greenville	77,208	117,350	127,803	9	14,813	4	17,021	15	26,831	13	32,530	11	10,075	4	2,552	5	5,460	29	7,981	4	3,654

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

MICHIGAN RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MONTMORENCY	24,757	30,760	33,847	7	5,507	2	4,004	9	9,179	1	4,800	5	1,532	1	865	1	868	23	3,620	3	1,781
MUSKEGON	589,446	782,166	822,527	39	47,370	13	158,526	102	164,660	70	166,701	73	59,306	61	23,685	55	23,721	217	83,198	31	25,921
Muskegon	194,517	258,115	271,434	13	15,632	4	52,314	34	54,338	23	55,011	24	19,571	20	7,816	18	7,828	72	27,455	10	8,554
Muskegon Heights	70,734	93,860	98,703	5	5,684	2	19,023	12	19,759	8	20,004	9	7,117	7	2,842	7	2,847	26	9,984	4	3,111
NEWAYGO	90,053	122,114	130,893	16	13,940	9	7,999	22	37,077	13	25,726	7	4,493	8	3,255	7	3,999	42	11,376	10	5,148
OAKLAND	5,975,958	9,196,588	9,835,779	245	422,919	75	1,177,797	733	1,643,425	326	2,669,721	438	597,648	803	811,473	463	606,197	1,359	955,868	226	421,917
Pontiac	340,630	524,206	560,639	14	24,106	4	67,134	42	93,675	19	152,174	25	34,066	46	46,254	26	34,553	77	54,484	13	24,049
Royal Oak	346,606	533,402	570,475	14	24,529	4	68,312	43	95,319	19	154,844	25	34,664	47	47,065	27	35,159	79	55,440	13	24,471
OCEANA	53,770	69,118	73,548	11	10,597	7	2,332	26	26,274	14	15,646	7	1,408	5	2,117	1	2,121	35	8,003	5	2,318
OGEMAW	79,365	114,323	123,605	12	13,659	5	8,973	19	30,384	11	19,845	16	11,732	8	3,353	4	2,931	38	12,216	6	4,127
ONTONAGON	33,360	37,980	40,761	7	3,323	4	4,904	11	9,884	5	10,845	11	4,228	3	706	1	1,062	24	2,742	4	1,029
OSCEOLA	56,654	81,007	87,651	16	13,274	4	10,981	18	26,048	7	16,034	11	5,065	6	1,027	1	2,378	31	5,285	4	3,176
OSCODA	23,881	30,663	33,027	7	6,133	1	4,149	8	10,001	5	1,853	5	3,548	2	897	5	927	19	2,886	2	982
OTSEGO	83,843	123,805	132,854	13	14,214	3	17,694	10	27,263	13	25,205	11	11,405	14	6,506	12	5,499	35	15,649	4	3,307
OTTAWA	613,340	939,528	1,020,072	42	60,159	20	135,849	95	182,172	76	262,782	68	68,340	67	47,522	61	43,841	151	88,252	28	21,072
Grand Haven	98,134	150,324	163,212	7	9,625	3	21,736	15	29,148	12	42,045	11	10,934	11	7,604	10	7,015	24	14,120	4	3,372
Holland	190,135	291,254	316,222	13	18,649	6	42,113	29	56,473	24	81,462	21	21,185	21	14,732	19	13,591	47	27,358	9	6,532
PRESQUE ISLE	39,040	53,922	57,744	7	7,493	2	7,689	11	16,459	9	11,517	7	5,157	3	579	3	2,366	23	4,466	4	1,820
ROSCOMMON	86,186	114,806	124,391	14	13,386	7	2,926	25	34,590	15	26,896	18	10,883	9	2,876	7	1,689	59	12,071	5	4,406
SAGINAW	1,080,754	1,450,268	1,512,131	60	69,365	22	271,319	203	259,370	80	348,681	100	112,024	126	77,907	73	97,665	272	155,189	49	41,633
Saginaw	226,958	304,556	317,548	13	14,567	5	56,977	43	54,468	17	73,223	21	23,525	26	16,360	15	20,510	57	32,590	10	8,743
ST. CLAIR	479,550	646,161	684,896	43	46,158	13	64,647	94	166,343	60	135,664	41	28,946	59	40,577	34	27,785	173	67,656	24	24,720
Port Huron	215,798	290,772	308,203	19	20,771	6	29,091	42	74,854	27	61,049	18	13,026	27	18,260	15	12,503	78	30,445	11	11,124
ST. JOSEPH	206,003	272,973	289,980	18	15,761	10	16,807	40	75,475	31	75,654	27	29,719	28	11,609	22	8,830	67	20,062	14	9,724
Sturgis	80,341	106,459	113,092	7	6,147	4	6,555	16	29,435	12	29,505	11	11,590	11	4,528	9	3,444	26	7,824	5	3,792
Three Rivers	72,101	95,541	101,493	6	5,516	4	5,882	14	26,416	11	26,479	9	10,402	10	4,063	8	3,091	23	7,022	5	3,403
SANILAC	115,718	149,934	160,082	24	22,518	7	5,804	33	44,418	25	39,946	10	5,013	13	3,923	14	6,335	44	9,454	10	6,839
SCHOOLCRAFT	30,505	41,204	43,821	4	3,604	3	5,836	10	10,856	3	6,998	8	3,070	7	2,533	2	1,265	18	4,306	3	1,995
SHIAWASSEE	219,929	262,281	275,581	25	23,148	12	21,157	53	62,077	24	71,664	33	23,398	25	11,363	19	10,536	75	20,635	13	11,314
Owosso	79,174	94,421	99,209	9	8,333	4	7,617	19	22,348	9	25,799	12	8,423	9	4,091	7	3,793	27	7,429	5	4,073
TUSCOLA	163,162	216,190	229,464	28	28,073	8	8,651	46	58,676	28	62,068	33	18,567	19	5,729	8	4,482	69	14,109	11	7,611
VAN BUREN	207,595	269,968	287,733	26	21,646	8	12,137	51	85,880	31	79,437	31	25,744	14	4,594	14	6,240	92	24,131	12	8,792
South Haven	64,354	83,690	89,197	8	6,710	2	3,762	16	26,623	10	24,625	10	7,981	4	1,424	4	1,934	29	7,481	4	2,726
WASHTENAW	1,320,397	1,893,382	2,010,185	63	114,670	23	309,020	136	308,549	81	475,108	122	144,896	148	101,874	92	129,860	340	210,919	40	67,627
Ann Arbor	686,606	984,559	1,045,296	33	59,628	12	160,690	71	160,445	42	247,056	63	75,346	77	52,974	48	67,527	177	109,678	21	35,166
Ypsilanti	79,224	113,603	120,611	4	6,880	1	18,541	8	18,513	5	28,506	7	8,694	9	6,112	6	7,792	20	12,655	2	4,058
WAYNE	8,463,535	10,674,630	10,959,456	369	473,758	138	1,283,907	1,585	2,214,198	464	2,552,622	890	754,034	873	627,188	508	565,092	2,867	1,150,742	435	540,580
Detroit	2,708,331	3,415,882	3,507,026	118	151,603	44	410,850	507	708,543	148	816,839	285	241,291	279	200,700	163	180,829	917	368,237	139	172,986
WEXFORD	122,804	191,054	207,788	10	12,274	5	13,529	24	43,542	23	52,763	14	15,736	24	13,109	9	9,473	51	21,020	7	7,468
Cadillac	83,507	129,917	141,296	7	8,346	3	9,200	16	29,609	16	35,879	10	10,700	16	8,914	6	6,442	35	14,294	5	5,078

MINNESOTA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	19,599,240	28,299,607	30,340,981	1,949	2,359,060	585	3,535,350	2,911	5,323,831	1,623	7,043,904	2,230	2,136,428	2,337	1,366,301	1,738	1,428,055	5,687	2,794,086	846	856,236
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Rochester, MN	573,084	910,919	986,193	35	76,396	13	151,486	48	157,671	46	252,031	52	62,272	72	54,230	48	49,049	111	83,658	16	33,922
St. Cloud, MN	1,036,982	1,510,191	1,647,760	91	128,938	20	118,751	121	198,582	71	273,351	85	78,865	79	45,515	57	46,030	221	103,006	26	37,063
Duluth, MN-WI	1,185,822	1,562,040	1,661,185	120	139,836	48	222,226	204	319,744	100	270,956	149	119,340	165	71,643	107	69,821	487	168,577	58	46,910
Minneapolis-St. Paul, MN-WI	11,433,732	16,860,180	18,025,010	608	1,138,740	193	2,503,284	1,317	3,019,608	614	4,356,504	1,028	1,248,270	1,182	835,258	912	923,466	2,743	1,761,191	359	469,807
COUNTIES, Cities																					
AITKIN	46,430	59,509	63,944	7	4,876	5	3,254	12	13,063	8	13,977	8	6,098	8	1,117	3	763	24	8,117	3	2,610
ANOKA	773,474	1,265,986	1,386,673	53	112,853	16	279,762	99	221,693	60	304,685	92	117,478	59	46,081	42	42,677	174	126,947	19	31,254
BECKER	99,545	134,046	143,396	18	15,457	5	9,036	25	28,154	8	31,790	16	11,572	10	9,882	9	6,027	33	10,708	7	4,510
BELTRAMI	156,716	213,611	228,865	20	23,498	11	17,321	31	40,943	27	54,158	20	15,414	25	16,801	18	9,825	47	22,085	7	4,799
Bemidji	126,940	173,025	185,381	16	19,033	9	14,030	25	33,164	22	43,868	16	12,485	20	13,609	15	7,958	38	17,889	6	3,887
BENTON	75,533	113,793	126,139	10	20,505	2	9,091	17	29,418	10	14,793	13	12,388	4	1,603	4	3,312	30	16,214	4	2,236
BIG STONE	29,998	40,485	43,423	9	4,185	2	3,129	9	7,706	4	6,494	6	4,926	6	2,332	1	622	15	3,039	4	994
BLUE EARTH	292,385	401,110	430,622	29	25,920	8	48,159	35	74,456	22	106,974	32	27,999	45	28,991	42	24,518	78	39,471	12	17,207
Mankato	254,375	348,966	374,641	25	22,550	7	41,898	30	64,777	19	93,067	28	24,359	39	25,222	37	21,331	68	34,340	10	14,970
BROWN	117,593	162,136	173,724	29	18,566	7	12,391	19	39,198	18	39,185	18	9,732	24	11,879	22	7,885	57	16,546	10	5,740
New Ulm	82,315	113,495	121,607	20	12,996	5	8,674	13	27,439	13	27,430	13	6,812	17	8,315	15	5,520	40	11,582	7	4,018
CARLTON	122,202	163,439	175,497	16	12,739	6	8,900	28	47,711	17	33,973	26	21,209	9	5,182	10	4,149	49	12,040	5	5,968
CARVER	98,442	145,762	160,495	17	16,031	4	2,602	22	32,521	7	40,508	22	18,591	8	2,491	10	4,555	43	14,701	10	4,187
CASS	68,004	95,970	103,126	25	16,482	6	1,352	20	25,938	13	18,537	17	12,424	8	3,028	2	1,477	33	8,398	4	1,752
CHIPPEWA	53,966	76,714	82,616	15	10,913	4	6,701	13	14,106	10	17,215	11	7,328	9	4,314	8	3,917	25	7,404	4	3,158
CHISAGO	88,704	138,971	155,778	16	12,717	2	11,227	27	33,977	12	50,689	17	18,057	8	2,208	6	2,828	36	9,833	6	3,501
CLAY	187,883	256,571	273,630	17	27,457	4	19,720	29	63,868	17	49,165	22	20,954	21	11,625	18	20,187	67	31,493	11	9,437
Moorhead	144,670	197,560	210,695	13	21,142	3	15,184	22	49,178	13	37,857	17	16,135	16	8,951	14	15,544	52	24,250	8	7,266
CLEARWATER	22,752	30,814	33,004	9	3,534	4	2,378	8	6,924	5	4,763	7	4,865	1	419	3	472	12	1,719	3	755
COOK	21,913	31,434	34,948	2	2,664	5	3,050	6	6,870	3	5,299	4	6,403	3	444	1	501	10	3,087	1	800

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COTTONWOOD	56,341	74,470	79,054	13	8,561	4	4,780	13	14,591	8	21,618	10	8,639	11	2,060	11	4,568	16	4,842	6	2,605
CROW WING	219,243	321,580	347,689	36	36,640	12	35,390	40	67,907	36	79,068	32	20,974	35	11,082	24	16,012	107	34,451	13	7,686
Brainerd	138,123	202,595	219,044	23	23,083	8	22,296	25	42,781	23	49,813	20	13,214	22	6,982	15	10,088	67	21,704	8	4,842
DAKOTA	994,043	1,516,288	1,654,622	61	153,872	23	119,244	124	291,828	62	380,362	92	123,439	125	79,640	80	78,525	231	139,655	29	44,952
DODGE	32,109	43,432	47,195	10	8,342	3	2,675	10	12,666	7	8,144	6	2,905	4	600	2	676	15	4,215	4	1,080
DOUGLAS	130,624	192,985	210,184	30	25,434	7	9,735	35	42,389	16	35,837	24	17,361	30	15,163	16	14,787	49	17,111	9	6,321
FARIBAULT	72,852	96,938	103,417	21	13,445	3	1,393	18	17,772	13	25,405	17	5,553	15	4,125	12	2,406	31	6,534	8	3,556
FILLMORE	82,690	116,419	125,061	23	17,769	6	1,286	24	31,843	18	40,523	14	7,679	11	1,907	5	3,368	34	5,465	9	2,850
FREEBORN	167,873	224,129	238,974	18	14,527	6	19,270	24	42,694	22	73,733	24	23,702	18	7,840	15	11,888	55	18,245	6	9,064
Albert Lea	142,692	190,510	203,128	15	12,348	5	16,380	20	36,290	19	62,673	20	20,147	15	6,664	13	10,105	47	15,508	5	7,704
GOODHUE	165,494	235,493	254,973	27	30,819	7	8,797	40	64,947	24	66,192	24	14,873	30	13,073	14	9,144	72	22,186	11	8,920
Red Wing	86,057	122,456	132,586	14	16,026	4	4,574	21	33,772	12	34,420	12	7,734	16	6,798	7	4,755	37	11,537	6	4,638
GRANT	18,903	25,843	27,413	11	4,493	1	1,975	10	3,636	9	12,328	3	596	1	348	3	393	9	1,913	4	1,355
HENNEPIN	5,860,914	8,635,988	9,166,081	240	505,812	73	1,357,341	602	1,442,162	241	2,264,564	424	545,203	620	482,294	503	581,191	1,218	922,705	158	233,851
Minneapolis	1,641,056	2,418,077	2,566,503	67	141,627	20	380,055	169	403,805	67	634,078	119	152,657	174	135,042	141	162,733	341	258,357	44	65,478
HOUSTON	43,211	59,321	63,974	15	7,224	2	4,610	18	20,557	5	6,691	11	8,220	5	506	1	916	30	5,257	4	1,183
HUBBARD	52,779	70,408	75,413	13	14,011	5	5,436	9	14,410	8	15,743	11	5,219	4	1,802	3	1,081	23	4,229	3	2,694
ISANTI	60,325	90,918	100,162	12	6,907	4	7,219	10	21,760	11	24,951	11	8,863	6	2,991	8	3,718	21	6,340	4	4,794
ITASCA	167,671	259,358	282,623	28	29,481	5	20,368	29	58,737	19	65,106	26	30,175	14	9,757	9	4,085	48	20,955	8	10,236
JACKSON	38,024	53,072	57,728	10	5,692	2	4,161	8	7,327	5	19,041	8	9,386	6	1,329	8	2,066	21	5,379	3	2,001
KANABEC	38,913	53,030	57,125	6	7,689	2	4,117	9	14,921	5	12,151	6	5,321	4	1,685	5	1,332	18	5,747	2	1,307
KANDIYOHI	179,740	257,146	277,999	25	24,104	9	29,816	26	44,905	22	67,653	32	18,068	35	18,418	16	15,699	48	21,597	7	7,272
Wilmar	141,995	203,145	219,619	20	19,042	7	23,555	21	35,475	17	53,446	25	14,274	28	14,550	13	12,402	38	17,062	6	5,745
KITTSON	21,278	29,280	31,269	8	4,533	2	2,253	10	7,792	4	4,741	11	5,449	4	158	3	674	10	1,714	2	716
KOOCHICHING	70,698	94,784	100,728	11	7,057	6	9,446	13	19,833	9	17,247	13	9,508	11	4,470	3	1,443	34	10,009	5	4,579
International Falls	57,265	76,775	81,590	9	5,716	5	7,651	11	16,065	7	13,970	11	7,701	9	3,621	2	1,169	28	8,107	4	3,709
LAC QUI PARLE	30,777	43,941	47,055	8	6,352	4	1,283	9	8,542	6	8,579	5	3,604	6	1,290	3	2,510	16	3,320	4	1,429
LAKE	48,188	60,779	65,372	6	4,258	2	4,712	8	10,138	7	29,302	9	6,524	5	867	1	937	20	4,741	2	1,497
LAKE OF THE WOODS	15,1[illegible]	19,753	21,247	4	2,443	2	1,531	4	4,894	1	3,221	7	4,376	2	270	0	304	8	1,837	2	486
LE SUEUR	67,653	89,009	95,362	14	8,571	4	1,836	22	16,279	11	20,238	12	11,470	8	2,823	11	3,528	39	12,787	8	4,247
LINCOLN	17,278	22,191	23,477	9	7,022	4	318	14	4,693	6	6,170	5	1,664	1	299	1	336	15	1,397	4	1,048
LYON	109,183	162,675	175,791	17	18,523	6	15,836	20	35,639	14	36,690	17	9,897	30	13,925	14	7,195	31	14,016	8	4,452
Marshall	89,530	133,394	144,149	14	15,189	5	12,986	16	29,224	11	30,086	14	8,116	25	11,419	11	5,900	25	11,493	7	3,651
MCLEOD	136,461	199,130	217,347	19	18,002	8	18,082	24	41,578	16	58,995	24	18,722	24	11,054	15	8,760	47	17,368	9	5,643
MAHNOMEN	13,341	19,973	21,313	5	3,333	2	1,536	4	4,910	3	3,232	4	1,543	3	350	1	306	6	1,628	1	487
MARSHALL	23,951	30,285	31,892	13	4,457	4	528	15	5,772	6	11,861	9	3,335	1	406	4	435	21	3,462	2	730
MARTIN	109,411	154,618	167,369	21	15,640	5	16,535	17	34,031	17	41,416	12	6,236	23	10,295	20	11,503	39	14,120	7	5,890
Fairmont	90,811	128,333	138,916	17	12,981	4	13,724	14	28,246	14	34,375	10	5,176	19	8,545	17	9,547	32	11,720	6	4,889
MEEKER	64,883	89,195	95,838	16	18,146	4	4,864	16	16,066	9	22,888	14	9,999	9	2,463	10	3,343	32	9,988	7	2,514
MILLE LACS	69,559	97,748	106,943	17	11,186	4	7,706	18	28,597	11	9,194	13	13,868	8	3,435	9	5,021	15	5,742	7	2,351
MORRISON	94,175	128,650	139,351	24	17,751	5	10,042	23	29,098	11	22,834	18	15,278	9	5,842	7	3,284	53	11,333	4	6,019
Little Falls	61,214	83,623	90,578	16	11,538	3	6,527	15	18,914	7	14,842	12	9,931	6	3,797	5	2,135	34	7,366	3	3,912
MOWER	168,409	226,805	240,842	25	20,914	7	18,035	34	43,152	20	56,330	25	18,342	29	10,902	18	11,808	73	23,199	9	10,791
Austin	136,411	183,712	195,082	20	16,940	6	14,608	28	34,953	16	45,627	20	14,857	23	8,831	15	9,564	59	18,791	7	8,741
MURRAY	33,301	43,710	46,108	12	6,135	5	2,262	6	6,411	6	9,208	9	2,493	7	1,002	5	1,636	12	2,915	5	6,194
NICOLLET	71,895	105,327	115,406	13	11,979	6	1,014	15	25,801	12	34,977	13	9,301	6	2,711	4	3,688	40	16,716	3	2,642
North Mankato	17,255	25,278	27,697	3	2,875	1	243	4	6,192	3	8,394	3	2,232	1	651	1	885	10	4,012	1	634
NOBLES	105,862	139,974	149,738	21	18,965	3	10,792	18	25,688	17	35,489	14	9,588	24	12,943	13	10,796	31	12,298	9	6,024
Worthington	89,983	118,978	127,277	18	16,120	3	9,173	15	21,835	14	30,166	12	8,150	20	11,002	11	9,177	26	10,453	8	5,120
NORMAN	21,076	29,072	30,952	13	6,259	1	2,231	10	6,884	8	10,109	3	674	6	872	1	443	11	1,751	4	1,393
OLMSTED	573,084	910,919	986,193	35	76,396	13	151,486	48	157,671	46	252,031	52	62,272	72	54,230	48	49,049	111	83,658	16	33,922
Rochester	481,391	765,172	828,402	29	64,173	11	127,248	40	132,444	39	211,706	44	52,308	60	45,553	40	41,201	93	70,273	13	28,494
OTTER TAIL	184,525	255,085	273,389	41	25,542	9	19,535	47	46,461	25	72,938	28	20,908	36	13,948	24	13,827	76	21,996	18	9,518
Fergus Falls	107,025	147,949	158,566	24	14,814	5	11,330	27	26,947	15	42,304	16	12,127	21	8,090	14	8,020	44	12,758	10	5,520
PENNINGTON	71,562	86,704	92,928	11	10,325	3	6,697	15	16,434	13	20,914	12	8,265	12	7,721	8	3,329	22	6,556	3	3,167
PINE	70,844	100,909	110,270	14	8,824	6	2,976	15	15,359	9	26,489	20	16,589	4	1,002	5	1,352	35	17,072	3	2,357
PIPESTONE	44,939	60,671	64,281	13	13,472	4	4,632	15	12,790	7	12,490	8	4,323	8	2,590	9	3,889	18	4,459	4	2,439
POLK	124,108	160,396	170,048	28	28,671	4	12,255	30	40,085	24	35,065	22	12,518	16	4,632	11	5,924	57	19,580	11	6,308
Crookston	54,608	70,574	74,821	12	12,615	2	5,392	13	17,637	11	15,429	10	5,508	7	2,038	5	2,607	25	8,615	5	2,776
E. Grand Forks	91,840	118,693	125,836	21	21,217	3	9,069	22	29,663	18	25,948	16	9,263	12	3,428	8	4,384	42	14,489	8	4,668
POPE	29,430	40,219	43,128	9	5,878	1	3,108	8	9,291	6	10,124	7	2,686	7	554	2	617	23	5,213	3	2,068
RAMSEY	2,619,655	3,663,360	3,868,202	102	176,874	43	637,975	300	603,243	108	933,461	218	245,370	260	175,789	200	181,663	683	386,307	85	98,326
St. Paul	1,336,024	1,868,314	1,972,783	52	90,206	22	325,367	153	307,654	55	476,065	111	125,139	133	89,652	102	92,648	348	197,017	43	50,146
RED LAKE	13,241	16,509	17,478	4	2,203	1	1,260	8	2,937	5	7,326	1	380	2	222	1	251	11	1,452	1	400
REDWOOD	66,790	94,182	100,166	19	11,869	3	7,218	18	18,503	6	25,223	13	7,763	10	5,101	9	6,610	27	8,185	4	2,936
RENVILLE	56,911	79,810	86,305	24	18,675	5	1,281	23	16,791	12	25,562	7	3,869	4	1,201	7	1,836	34	5,461	7	2,561
RICE	179,198	255,047	274,550	23	22,979	9	13,979	26	57,788	27	60,009	30	23,596	26	13,683	20	12,370	72	31,446	9	9,688
Faribault	109,311	155,579	167,476	14	14,017	5	8,527	16	35,251	16	36,605	18	14,394	16	8,347	12	7,546	44	19,182	5	5,910
ROCK	41,217	55,155	58,527	7	3,701	4	4,218	12	11,871	8	22,595	7	4,823	7	3,419	3	838	14	4,373	5	1,275
ROSEAU	40,067	65,112	70,441	11	5,749	4	2,464	14	16,321	10	24,084	5	4,406	8	3,380	6	4,081	14	3,453	4	2,800
ST. LOUIS	997,917	1,325,898	1,413,650	98	112,281	41	201,851	167	276,130	84	230,079	122	101,536	138	61,440	95	64,177	353	130,044	49	40,265
Duluth	498,959	662,949	706,825	49	56,141	21	100,926	84	138,065	42	115,040	61	50,768	69	30,720	48	32,089	177	65,022	25	20,133
Hibbing	119,750	159,108	169,638	12	13,474	5	24,222	20	33,136	10	27,609	15	12,184	17	7,373	11	7,701	42	15,605	6	4,832
Virginia	129,729	172,367	183,775	13	14,597	5	26,241	22	35,897	11	29,910	16	13,200	18	7,987	12	8,343	46	16,906	6	5,234
SCOTT	154,537	247,379	269,237	16	21,450	5	19,403	21	49,498	23	75,939	32	38,869	11	7,042	6	2,514	60	28,150	8	6,183
SHERBURNE	76,547	125,290	141,394	16	12,785	1	10,190	14	31,312	7	50,328	14	16,326	3	1,799	3	1,487	24	11,159	2	3,236
SIBLEY	36,867	48,283	51,284	12	5,053	2	3,695	18	12,368	4	12,962	13	3,982	4	909	5	1,609	23	4,019	6	1,352
STEARNS	884,902	1,271,108	1,380,227	65	95,648	17	99,470	90	137,852	54	208,230	58	50,151	72	42,113	50	41,231	167	75,633	20	31,591
St. Cloud	707,922	1,016,886	1,104,182	52	76,518	14	79,576	72	110,282	43	166,584	46	40,121	58	33,690	40	32,985	134	60,506	16	25,273
STEELE	126,796	176,276	189,471	16	15,840	6	12,236	18	30,062	19	51,676	13	10,976	19	8,949	22	13,114	39	15,614	5	6,915
Owatonna	110,313	153,360	164,840	14	13,781	5	10,645	16	26,154	17	44,958	11	9,549	17	7,786	19	11,409	34	13,584	4	6,016
STEVENS	42,093	56,446	60,029	8	6,806	3	4,327	10	12,193	6	18,421	4	1,807	9	2,849	7	3,066	18	6,161	2	1,374
SWIFT	43,481	58,853	62,929	11	9,040	5	3,055	14	11,751	9	7,800	10	5,576	7	1,155	3	317	23	3,942	5	3,132
TODD	62,335	83,471	89,890	16	11,312	7	3,301	21	19,540	11	24,170	13	7,676	7	1,999	6	944	35	5,065	7	3,326
TRAVERSE	16,946	26,403	27,878	8	3,710	1	2,009	6	5,292	3	4,226	6	1,792	6	1,200	3	756	7	1,331	3	1,475
WABASHA	60,086	80,029	86,734	15	11,261	3	1,518	18	15,312	9	36,518	15	4,426	8	1,933	13	2,563	33	6,906	4	4,011

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MINNESOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WADENA	63,431	81,673	87,609	16	17,542	3	6,314	15	20,338	6	13,083	11	6,296	13	4,541	8	3,172	20	4,830	6	3,486
WASECA	50,753	73,862	80,235	11	12,163	3	4,234	20	21,955	8	13,706	8	5,959	6	1,939	11	4,491	19	5,786	5	3,981
WASHINGTON	411,134	609,645	666,853	38	84,707	5	48,059	46	201,518	39	109,379	45	55,035	48	26,246	25	14,244	126	71,240	16	22,794
Stillwater	102,784	152,411	166,713	10	21,177	1	12,015	12	50,380	10	27,345	11	13,759	12	6,562	6	3,561	32	17,810	4	5,699
WATONWAN	41,925	54,938	58,983	15	6,609	6	3,342	11	11,825	9	23,404	9	2,093	9	2,882	8	2,122	19	4,601	3	1,501
WILKIN	28,748	43,733	46,102	8	2,604	2	3,322	6	9,263	7	10,537	5	2,282	3	586	3	1,515	18	6,525	2	1,055
Breckinridge	25,298	38,485	40,570	7	2,292	2	2,923	5	8,151	6	9,273	4	2,008	3	516	3	1,333	16	5,742	2	928
WINONA	196,482	277,226	297,090	23	25,558	8	27,082	30	64,401	16	60,906	25	17,192	34	13,228	18	11,926	79	31,070	8	7,985
Winona	137,537	194,058	207,963	16	17,891	6	18,957	21	45,081	11	42,634	18	12,034	24	9,260	13	8,348	55	21,749	6	5,590
WRIGHT	222,361	322,377	354,275	35	30,560	7	2,573	44	78,923	33	102,920	42	47,640	22	5,948	16	6,882	69	29,888	16	12,060
YELLOW MEDICINE	36,544	48,571	52,138	14	8,228	2	3,757	14	11,357	4	7,273	12	5,561	8	2,677	6	2,769	26	3,943	6	2,982

MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS............	9,044,004	12,199,749	13,109,203			680	1,721,243			1,377	3,290,949			1,471	614,292			2,218	887,181		
METRO AREAS (MSAs/PMSAs/CMSAs)				761	854,168			2,489	2,977,766			1,192	669,675			981	562,290			743	479,216
Biloxi-Gulfport, MS	810,869	1,150,374	1,239,778	68	76,364	41	188,585	170	248,432	109	333,490	78	57,546	99	50,493	73	51,016	277	145,631	54	44,067
Jackson, MS	1,671,893	2,290,513	2,438,142	85	130,232	71	357,031	321	467,204	151	654,473	192	158,965	223	111,528	161	120,951	367	192,557	93	85,086
Pascagoula, MS	414,105	490,861	522,214	37	24,947	26	83,387	101	141,549	69	108,937	37	24,772	69	22,252	35	17,737	103	44,745	23	17,929
COUNTIES, Cities																					
ADAMS	218,039	268,482	284,079	16	17,915	14	44,578	47	52,124	26	96,850	18	9,530	35	19,102	26	12,099	50	17,697	16	10,185
Natchez	207,137	255,058	269,875	15	17,019	13	42,349	45	49,518	25	92,008	17	9,054	33	18,147	25	11,494	48	16,812	15	9,676
ALCORN	131,034	176,484	189,854	11	14,752	7	19,805	22	36,909	24	43,794	22	10,724	25	10,335	16	5,322	45	14,250	14	6,956
Corinth	117,931	158,836	170,869	10	13,277	6	17,825	20	33,218	22	39,415	20	9,652	23	9,302	14	4,790	41	12,825	13	6,260
AMITE	23,290	28,259	30,573	6	3,030	6	1,701	13	9,443	10	8,275	5	1,198	3	445	1	571	8	1,468	4	920
ATTALA	56,145	70,403	75,220	7	5,479	4	10,618	19	15,160	9	13,433	9	3,123	14	4,709	10	4,745	12	3,191	6	3,670
BENTON	6,902	8,938	9,726	0	759	1	990	6	3,812	2	1,596	4	620	0	277	1	182	4	468	2	352
BOLIVAR	117,150	151,477	160,943	7	7,794	14	17,150	52	38,492	20	38,589	21	5,480	25	8,888	14	7,506	29	8,081	12	6,380
Cleveland	89,034	115,123	122,317	5	5,923	11	13,034	40	29,254	15	29,328	16	4,165	19	6,755	11	5,705	22	6,142	9	4,849
CALHOUN	36,155	51,212	55,777	6	6,313	8	5,118	18	14,582	12	11,456	9	2,782	11	3,281	6	2,054	7	1,902	7	1,701
CARROLL	11,465	14,399	15,282	1	1,192	0	1,556	9	3,012	1	2,509	2	973	0	435	1	285	1	373	2	554
CHICKASAW	54,635	81,111	89,576	4	3,154	13	7,806	21	21,693	8	23,533	9	3,773	10	2,133	13	12,533	9	2,166	8	3,469
CHOCTAW	15,412	21,440	23,466	3	1,829	4	1,616	5	7,591	2	3,850	7	1,976	4	840	3	1,011	3	573	4	1,261
CLAIBORNE	21,632	33,055	35,447	4	4,460	4	1,864	10	11,890	5	3,020	6	3,259	3	1,007	2	662	5	866	3	1,514
CLARKE	40,531	54,394	58,696	3	4,577	8	4,732	15	17,176	7	9,297	6	2,496	3	1,668	5	2,871	8	1,043	6	2,010
CLAY	56,541	77,829	84,119	5	2,359	4	11,386	20	25,773	12	18,696	10	4,281	12	3,103	7	3,442	13	4,238	5	3,261
West Point	50,321	69,268	74,866	4	2,100	4	10,134	18	22,938	11	16,639	9	3,810	11	2,762	6	3,063	12	3,772	4	2,902
COAHOMA	132,418	165,064	173,885	8	9,703	9	15,097	44	48,019	17	42,386	18	9,270	29	12,654	14	6,404	28	8,473	8	4,816
Clarksdale	125,797	156,811	165,191	8	9,218	9	14,342	42	45,618	16	40,267	17	8,807	28	12,021	13	6,084	27	8,049	8	4,575
COPIAH	67,942	88,284	94,816	9	3,583	11	7,881	29	23,233	12	27,913	16	7,657	13	1,888	10	3,903	14	3,309	8	4,964
COVINGTON	40,491	51,181	54,815	4	6,192	7	3,480	12	12,607	5	15,856	10	6,401	7	2,551	4	1,331	8	1,093	8	2,481
DE SOTO	137,581	213,980	239,608	11	27,876	8	20,649	49	83,968	23	53,676	14	7,762	16	7,557	7	3,880	28	12,729	8	6,458
FORREST	393,328	521,111	554,764	31	52,786	24	91,845	72	98,056	56	137,232	27	22,950	49	31,363	47	35,555	104	50,301	26	19,688
Hattiesburg	365,795	484,633	515,931	29	49,091	22	85,416	67	91,192	52	127,626	25	21,344	46	29,158	44	33,066	97	46,780	24	18,310
FRANKLIN	11,588	16,470	18,081	1	1,411	1	1,840	5	3,994	6	4,987	3	66	1	513	3	337	2	442	4	655
GEORGE	40,930	52,864	58,386	7	2,998	6	7,906	14	19,209	15	13,803	6	2,546	3	1,660	5	686	12	3,106	5	1,766
GREENE	10,142	11,825	12,662	4	987	2	1,289	6	3,186	6	2,898	2	806	1	360	1	237	3	201	4	1,211
GRENADA	107,454	153,055	165,336	6	3,862	8	18,551	22	27,794	14	78,766	12	8,413	25	7,508	10	3,560	23	8,202	10	4,040
Grenada	95,634	136,219	147,149	5	3,437	7	16,510	20	24,737	12	70,102	11	7,488	22	6,682	9	3,168	20	7,300	9	3,596
HANCOCK	84,366	140,038	155,086	8	9,585	7	16,165	23	48,897	12	37,514	10	7,799	11	4,408	6	2,900	32	10,954	8	4,674
HARRISON	726,503	1,010,336	1,084,692	60	66,779	34	172,420	147	199,535	97	295,976	68	49,747	88	46,085	67	48,116	245	134,677	46	39,393
Biloxi	247,011	343,514	368,795	20	22,705	12	58,623	50	67,842	33	100,632	23	16,914	30	15,669	23	16,359	83	45,790	16	13,394
Gulfport	334,191	464,755	498,958	28	30,718	16	79,313	68	91,786	45	136,149	31	22,884	40	21,199	31	22,133	113	61,951	21	18,121
HINDS	1,366,267	1,852,830	1,954,503	54	86,867	44	314,860	226	341,084	112	568,022	144	118,573	193	99,724	133	92,484	284	158,339	71	68,856
Jackson	1,270,628	1,723,132	1,817,688	50	80,786	41	292,820	210	317,208	104	528,260	134	110,273	179	92,743	124	86,010	264	147,255	66	64,036
HOLMES	55,048	72,564	77,268	8	4,610	8	3,153	37	31,952	13	12,931	12	5,751	9	1,748	6	961	10	1,443	8	3,174
HUMPHREYS	34,249	46,277	50,199	4	6,486	5	2,871	16	15,473	5	9,785	7	2,792	4	1,426	8	2,948	10	1,821	4	1,712
ISSAQUENA	714	843	903	0	70	0	92	4	278	0	149	0	58	0	26	0	17	0	22	0	33
ITAWAMBA	40,687	54,366	60,107	5	1,872	4	6,117	19	14,132	7	18,568	8	2,329	8	1,517	4	1,539	13	1,947	4	1,856
JACKSON	414,105	490,861	522,214	37	24,947	26	83,387	101	141,549	69	108,937	37	24,772	69	22,252	35	17,737	103	44,745	23	17,929
Moss Point	24,846	29,452	31,333	2	1,497	2	5,003	6	8,493	4	6,536	2	1,486	4	1,335	2	1,064	6	2,685	1	1,076
Pascagoula	219,476	260,156	276,773	20	13,222	14	44,195	54	75,021	37	57,737	20	13,129	37	11,794	19	9,401	55	23,715	12	9,502
JASPER	34,585	41,993	44,506	2	3,471	5	2,589	14	10,051	13	14,726	6	2,661	2	1,265	2	832	5	1,088	5	2,172
JEFFERSON	10,092	12,644	13,778	1	1,074	2	1,403	7	4,228	5	2,851	2	878	2	391	0	258	3	185	3	858
JEFFERSON DAVIS	27,886	37,419	40,590	3	3,166	5	4,277	14	12,093	8	8,491	2	2,586	5	1,031	1	758	7	1,235	3	1,470
JONES	268,880	351,108	376,128	16	20,211	16	52,110	73	76,430	24	96,858	33	15,256	46	25,335	28	25,076	58	24,866	23	15,855
Laurel	225,859	294,931	315,948	13	16,977	13	43,772	61	64,201	20	81,361	28	12,815	39	21,281	24	21,064	49	20,887	19	13,318
KEMPER	14,868	19,471	20,947	1	1,634	4	1,285	11	5,932	2	3,438	4	1,335	0	595	2	392	4	431	2	758
LAFAYETTE	90,795	126,789	138,653	12	11,072	6	13,506	22	32,673	12	28,561	12	7,691	21	10,524	13	5,014	32	11,279	10	4,764
Oxford	87,163	121,717	133,107	12	10,629	6	12,966	21	31,366	12	27,419	12	7,383	20	10,103	12	4,813	31	10,828	10	4,573
LAMAR	45,109	62,762	69,202	7	5,162	9	7,041	18	23,143	7	12,716	9	1,784	3	405	0	1,293	7	1,380	7	3,360
LAUDERDALE	381,278	528,601	563,236	22	44,490	19	89,087	80	103,060	39	151,302	48	28,329	49	23,925	42	26,415	88	43,890	19	24,148
Meridian	346,963	481,027	512,545	20	40,486	17	81,069	73	93,785	35	137,685	44	25,779	45	21,772	38	24,038	80	39,940	17	21,975
LAWRENCE	30,747	41,635	44,856	3	3,308	3	4,316	14	11,228	9	14,812	7	2,414	1	1,206	5	1,847	6	893	4	2,590

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LEAKE	48,852	64,934	70,859	8	5,541	12	13,292	13	15,075	15	16,875	8	2,364	10	2,463	4	2,292	9	2,136	7	3,366
LEE	339,290	503,298	546,373	27	38,821	19	81,187	75	91,497	41	155,999	47	38,769	56	29,312	45	22,175	71	28,794	16	14,786
Tupelo	285,004	422,770	458,953	23	32,610	16	68,197	63	76,857	34	131,039	39	32,566	47	24,622	38	18,627	60	24,187	13	12,420
LEFLORE	155,793	211,589	224,216	13	13,907	8	27,107	45	50,612	22	50,827	24	11,706	28	11,262	18	13,587	62	19,333	9	7,203
Greenwood	143,330	194,662	206,279	12	12,794	7	24,938	41	46,563	20	46,761	22	10,770	26	10,361	17	12,500	57	17,786	8	6,627
LINCOLN	123,592	151,701	162,128	13	15,672	11	19,589	23	34,974	15	43,622	13	5,232	29	9,829	12	5,579	21	6,987	9	9,007
Brookhaven	116,176	142,599	152,400	12	14,732	10	18,414	22	32,876	14	41,005	12	4,918	27	9,239	11	5,244	20	6,568	8	8,467
LOWNDES	260,967	359,019	385,752	18	19,239	9	46,322	58	85,582	38	76,708	24	19,962	48	28,337	33	21,441	67	25,851	14	11,119
Columbus	247,919	341,068	366,464	17	18,277	9	44,006	55	81,303	36	72,873	23	18,964	46	26,920	31	20,369	64	24,558	13	10,563
MADISON	106,723	149,593	163,331	9	8,940	12	10,433	46	42,550	14	45,443	18	15,450	11	4,492	11	5,399	30	9,688	9	3,982
MARION	97,456	119,307	128,152	10	11,536	10	13,680	27	39,974	14	22,060	12	2,771	19	8,032	14	4,749	18	5,465	9	5,117
MARSHALL	52,751	75,242	82,147	6	4,490	6	10,537	27	22,567	9	15,072	12	5,485	5	1,150	3	842	14	3,353	5	2,502
MONROE	102,497	142,555	155,091	12	14,681	9	19,856	44	39,043	23	44,827	12	3,045	27	7,312	13	5,970	30	6,233	14	7,307
MONTGOMERY	38,785	45,031	47,954	5	2,797	8	8,046	13	13,862	8	8,296	9	2,064	7	1,380	5	1,705	8	1,533	5	2,041
NESHOBA	73,288	105,324	114,928	7	8,962	9	16,622	26	31,414	17	23,221	9	6,150	14	3,266	7	2,148	19	3,937	7	3,677
NEWTON	47,017	59,290	63,844	3	6,996	6	4,251	26	19,633	13	19,584	9	2,604	6	1,884	4	1,388	10	2,120	6	1,563
NOXUBEE	23,231	28,505	30,635	4	2,170	6	2,739	19	11,451	7	4,506	8	2,072	5	514	5	1,836	1	748	5	2,431
OKTIBBEHA	115,075	167,564	183,751	9	12,199	7	19,440	22	41,324	20	39,605	20	13,806	30	12,376	19	8,895	30	15,127	10	4,714
Starkville	107,020	155,835	170,888	8	11,345	7	18,079	20	38,431	19	36,833	19	12,840	28	11,510	18	8,272	28	14,068	9	4,384
PANOLA	78,628	107,983	116,362	10	7,020	8	13,303	28	31,948	17	34,956	11	3,036	17	4,601	6	2,914	27	4,529	10	4,807
PEARL RIVER	115,848	140,606	152,384	12	13,945	8	16,381	26	35,019	24	44,260	10	3,544	15	4,697	12	8,196	31	9,957	10	9,692
Picayune	78,777	95,612	103,621	8	9,483	5	11,139	18	23,813	16	30,097	7	2,410	10	3,194	8	5,573	21	6,771	7	6,591
PERRY	17,811	27,743	30,757	0	2,398	4	4,010	13	14,484	3	1,992	2	1,959	2	873	2	575	3	211	4	1,089
PIKE	164,508	211,013	224,983	13	17,361	10	21,993	28	44,365	23	53,563	20	9,628	30	14,197	16	13,348	44	21,741	14	11,175
McComb	139,832	179,361	191,236	11	14,757	9	18,694	24	37,710	20	45,529	17	8,184	26	12,067	14	11,346	37	18,480	12	9,499
PONTOTOC	43,891	64,727	72,156	8	3,331	4	7,343	18	24,599	11	7,058	10	2,899	6	3,878	3	1,823	11	2,698	6	2,425
PRENTISS	65,717	99,385	109,240	6	5,682	5	11,117	18	30,122	13	33,354	9	2,420	15	2,654	12	2,653	15	5,367	9	4,328
QUITMAN	27,600	32,157	34,204	4	2,667	7	3,480	19	11,111	7	4,803	7	706	4	1,367	5	823	7	777	4	1,266
RANKIN	198,903	288,090	320,308	22	34,425	15	31,738	49	83,570	25	41,008	30	24,942	19	7,312	17	23,068	53	24,530	13	12,248
SCOTT	78,696	111,527	121,792	12	9,023	9	12,935	31	31,144	21	32,434	14	7,348	10	2,615	14	4,769	18	5,162	10	4,574
SHARKEY	17,353	23,956	25,935	2	2,022	4	2,169	13	9,246	3	4,256	3	1,516	5	508	1	485	5	898	2	939
SIMPSON	66,220	86,467	93,579	7	5,318	9	11,268	25	23,540	12	27,794	9	4,030	12	5,361	6	2,001	14	4,661	8	4,750
SMITH	27,719	38,042	41,686	3	3,960	3	4,242	12	11,837	9	13,552	5	1,465	5	1,049	2	780	5	305	5	986
STONE	31,464	38,404	40,922	7	5,737	4	1,522	9	8,866	10	12,170	7	3,637	3	1,164	2	765	7	2,258	4	1,711
SUNFLOWER	77,167	112,727	122,010	5	2,195	11	14,830	42	33,032	15	29,941	13	6,089	21	5,439	9	1,973	18	5,220	11	4,430
TALLAHATCHIE	23,630	30,271	32,034	4	1,930	2	3,260	17	9,703	8	6,686	6	928	3	503	1	598	8	624	5	2,099
TATE	74,115	93,002	100,797	5	2,320	3	10,257	25	31,291	11	26,209	8	9,548	12	3,430	5	881	14	7,625	4	1,610
TIPPAH	57,966	88,500	98,568	9	10,804	4	10,030	18	24,008	14	25,584	9	4,466	9	2,334	6	3,543	12	2,443	5	2,985
TISHOMINGO	50,340	57,544	61,827	10	5,649	5	6,292	23	21,188	15	8,201	10	2,061	10	1,720	8	4,029	13	1,572	5	2,433
TUNICA	22,281	28,570	30,308	2	2,364	2	3,084	12	5,546	4	4,975	5	1,867	2	862	2	566	8	1,579	2	1,098
UNION	55,719	80,988	89,561	6	5,651	4	13,238	10	17,926	14	14,270	12	6,976	14	4,996	8	3,467	21	5,807	5	3,215
WALTHALL	31,549	34,632	37,078	4	2,712	6	4,037	12	7,208	10	12,918	5	2,193	6	1,300	1	694	8	1,527	4	1,355
WARREN	220,650	295,381	316,789	15	14,790	11	45,779	60	80,250	24	73,109	24	13,889	37	13,840	19	11,699	51	28,030	11	12,368
Vicksburg	205,205	274,704	294,614	14	13,755	10	42,574	56	74,633	22	67,991	22	12,917	34	[illegible]	[illegible]	10,880	47	26,068	10	11,502
WASHINGTON	283,826	365,886	388,811	20	22,244	18	68,489	78	81,507	44	96,651	33	10,982	52	26,287	[illegible]	20,190	52	21,646	18	11,028
Greenville	244,090	314,662	334,377	17	19,130	15	58,901	67	70,096	38	83,120	28	9,445	45	22,607	32	17,363	45	18,616	15	9,484
WAYNE	57,692	74,374	79,962	7	6,491	6	6,150	12	20,929	12	13,940	9	6,415	16	4,071	7	5,548	15	3,405	7	3,336
WEBSTER	23,650	31,615	34,729	6	3,749	3	3,534	10	8,016	11	10,453	9	1,617	4	986	3	650	7	1,021	4	1,534
WILKINSON	21,418	27,303	29,707	2	2,317	4	3,667	13	10,433	4	4,875	6	2,218	9	1,452	2	555	6	915	5	1,312
WINSTON	47,292	64,092	69,015	7	4,507	4	7,023	22	16,491	11	19,709	8	2,430	12	3,186	9	3,997	13	2,070	11	4,015
YALOBUSHA	44,542	63,607	69,814	4	4,936	8	4,993	19	33,319	9	6,418	11	2,659	3	686	6	2,313	3	2,246	6	1,484
YAZOO	75,508	96,351	102,745	8	4,854	6	9,841	27	28,051	11	21,111	17	5,886	23	7,075	9	3,618	16	3,685	6	4,195

MISSOURI RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	21,655,411	30,853,337	33,009,921	1,678	2,074,472	889	4,298,113	3,334	6,522,916	2,249	7,931,334	2,944	2,280,699	2,717	1,474,086	1,984	1,474,930	6,827	3,101,170	1,013	928,864
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Columbia, MO	449,299	660,578	708,734	34	49,997	15	92,513	53	144,088	35	163,946	55	38,827	71	45,410	46	33,710	124	80,111	19	25,434
Joplin, MO	621,749	905,734	979,796	48	56,630	25	118,218	101	194,156	89	259,451	73	63,612	78	50,142	60	40,714	188	89,613	26	23,792
Springfield, MO	1,085,862	1,620,758	1,749,308	76	117,235	31	211,065	132	326,704	98	443,582	101	78,313	172	58,924	127	103,945	323	170,653	37	40,751
St. Joseph, MO	436,287	593,478	629,981	31	29,944	20	76,011	66	135,506	43	164,589	50	35,099	47	29,349	33	18,101	136	57,708	18	14,676
St. Louis, MO-IL	10,911,091	15,623,257	16,616,065	556	943,511	275	2,269,189	1,455	3,313,939	894	3,946,446	1,301	1,181,582	1,202	815,975	941	822,710	3,362	1,639,370	463	473,143
Kansas City,MO-KS	7,199,672	10,101,105	10,729,216	396	560,096	193	1,503,657	870	1,883,636	539	2,754,029	707	679,221	826	537,708	596	497,535	1,936	1,032,546	280	306,635
COUNTIES, Cities																					
ADAIR	119,052	155,001	165,525	14	13,548	5	17,727	12	35,422	16	37,361	16	10,849	27	9,562	10	8,440	42	18,742	2	3,856
Kirksville	116,[illegible]	151,901	162,215	14	13,277	5	17,372	12	34,714	16	36,614	16	10,632	26	9,371	10	8,271	41	18,367	2	3,779
ANDREW	32,[illegible]	46,982	52,285	8	5,082	2	5,805	6	9,895	6	17,743	4	6,666	4	414	2	1,382	6	1,562	2	1,122
ATCHISON	28,784	30,580	32,488	9	2,965	[illegible]	3,920	7	8,176	5	4,153	8	7,662	5	359	3	934	11	2,318	3	461
AUDRAIN	95,976	123,733	131,983	17	13,389	6	14,840	18	32,247	18	24,533	14	7,036	18	8,654	10	7,692	31	8,069	7	4,253
Mexico	74,861	96,512	102,947	13	10,443	5	11,575	14	25,933	14	19,136	11	5,488	14	6,750	8	6,000	24	6,294	5	3,317
BARRY	89,188	141,403	156,637	11	15,545	3	18,899	23	37,749	20	32,686	12	13,565	17	4,351	5	3,140	39	10,817	7	3,793
Monett	44,594	70,702	78,319	6	7,773	2	9,450	12	18,875	10	16,343	6	6,783	9	2,176	3	1,570	20	5,409	4	1,897
BARTON	30,741	45,600	49,631	5	4,637	8	8,951	9	9,218	6	9,221	8	4,454	8	789	2	1,426	11	3,128	4	1,276
BATES	43,875	55,967	60,142	11	7,919	6	4,081	17	14,594	6	18,789	5	1,683	11	2,410	6	1,990	24	3,359	4	1,185

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

MISSOURI RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BENTON	34,866	46,453	50,637	5	3,124	4	6,110	9	10,618	6	13,003	10	2,058	2	1,706	4	1,157	21	5,173	1	1,180
BOLLINGER	17,716	23,140	24,977	3	1,953	3	144	8	5,347	3	4,741	4	2,459	1	842	1	717	7	766	1	582
BOONE	449,239	660,578	708,734	34	49,997	15	92,513	53	144,088	35	163,946	55	38,827	71	45,410	46	33,710	124	80,111	19	25,434
Columbia	413,355	607,732	652,035	31	45,997	14	85,112	49	132,561	32	150,830	51	35,721	65	41,777	42	31,013	114	73,702	17	23,399
BUCHANAN	436,287	593,478	629,981	31	29,944	20	76,011	66	135,506	43	164,589	50	35,099	47	29,349	33	18,101	136	57,708	18	14,676
St. Joseph	423,198	575,674	611,082	30	29,046	19	73,731	64	131,441	42	159,651	49	34,046	46	28,469	32	17,558	132	55,977	17	14,236
BUTLER	192,174	266,248	284,807	16	22,213	7	34,617	36	56,236	31	83,544	26	13,416	30	15,336	23	13,570	62	18,694	11	8,845
Poplar Bluff	176,800	244,948	262,022	15	20,436	6	31,848	33	51,737	29	76,860	24	12,343	28	14,109	21	12,484	57	17,198	10	8,137
CALDWELL	18,841	24,488	26,953	6	2,217	2	3,253	6	6,111	6	7,817	5	2,198	1	907	1	775	13	1,824	1	628
CALLAWAY	95,792	139,286	149,985	12	21,733	4	18,096	18	31,235	7	20,224	22	17,582	12	4,279	8	4,734	34	17,232	5	3,240
Fulton	57,475	83,572	89,991	7	13,040	2	10,858	11	18,741	4	12,134	13	10,549	7	2,567	5	2,840	20	10,339	3	1,944
CAMDEN	108,031	189,472	207,867	15	22,812	4	25,080	27	49,727	18	47,074	19	9,978	15	4,882	11	8,533	62	25,098	3	2,466
Camdenton	NO DATA AVAILABLE FOR THIS CITY																				
CAPE GIRARDEAU	324,974	460,784	494,402	23	28,615	14	77,514	45	97,998	35	110,724	47	30,776	62	27,587	44	32,293	91	41,878	17	11,167
Cape Girardeau	272,978	387,059	415,298	19	24,037	12	65,112	38	82,318	29	93,008	39	25,852	52	23,173	37	27,126	76	35,178	14	9,380
CARROLL	32,240	34,374	36,774	8	4,086	5	2,868	11	8,805	5	4,864	7	2,740	8	1,988	3	1,076	16	2,212	4	1,228
Carrollton	25,147	26,812	28,684	6	3,187	4	2,237	9	6,868	4	3,794	5	2,137	6	1,551	2	839	12	1,725	3	958
CARTER	10,064	16,680	18,744	2	980	2	2,132	5	3,258	0	3,353	4	3,872	1	595	0	508	10	2,698	1	411
CASS	166,814	247,239	274,212	14	14,938	9	36,787	31	69,169	22	69,755	30	23,073	12	1,679	17	6,320	56	20,653	10	8,381
CEDAR	46,650	67,766	73,484	6	3,708	7	8,867	8	18,333	6	23,145	8	6,544	8	736	6	1,346	13	2,784	5	1,933
CHARITON	27,850	33,570	36,035	9	2,693	2	4,348	10	9,162	7	6,512	7	2,727	6	800	1	1,036	14	2,748	1	840
CHRISTIAN	66,782	95,006	105,436	5	2,407	3	12,722	11	30,328	8	42,681	8	4,757	5	3,551	6	1,554	21	4,593	3	2,456
CLARK	22,349	28,150	30,613	4	4,488	3	3,694	7	5,645	4	4,840	6	3,565	1	1,031	1	879	11	2,091	1	713
CLAY	806,215	1,197,791	1,291,534	39	84,471	24	230,412	77	224,775	68	370,236	79	92,190	92	48,254	55	48,680	185	103,149	27	35,472
Excelsior Spring	72,559	107,801	116,238	4	7,602	2	20,737	7	20,230	6	33,321	7	8,297	8	4,343	5	4,381	17	9,283	2	3,192
CLINTON	44,370	60,339	64,435	7	4,365	3	7,774	16	16,991	11	10,959	8	4,868	8	1,477	3	901	16	4,750	5	1,552
COLE	341,235	502,835	541,380	20	26,003	14	72,712	29	83,111	24	151,627	27	18,914	53	29,814	37	28,919	82	38,823	9	12,611
Jefferson City	317,349	467,637	503,483	19	24,183	13	67,622	27	77,293	22	141,013	25	17,590	49	27,727	34	26,895	76	36,105	8	11,728
COOPER	49,415	65,821	70,671	6	2,550	7	4,803	8	14,904	9	19,788	7	6,422	8	2,142	7	2,973	20	4,338	5	2,792
Boonville	40,520	53,973	57,950	5	2,091	6	3,938	7	12,221	7	16,226	6	5,266	7	1,756	6	2,438	16	3,557	4	2,289
CRAWFORD	65,055	93,096	100,474	7	8,719	6	12,122	16	17,834	12	15,804	16	19,335	6	1,043	3	1,632	23	3,317	5	1,672
DADE	13,499	18,782	20,380	3	1,581	3	314	7	5,524	4	3,869	8	3,131	2	687	3	586	3	633	3	475
DALLAS	35,840	47,259	51,402	5	4,960	1	6,202	9	20,163	8	8,194	9	3,826	1	1,731	3	1,477	8	2,300	1	1,197
DAVIESS	14,365	17,353	18,750	6	1,287	2	2,263	4	3,266	3	4,500	8	2,677	2	632	1	538	9	982	3	437
DE KALB	14,678	19,272	21,116	3	1,170	1	2,548	7	3,801	3	4,007	6	2,503	0	712	1	606	13	3,500	0	491
DENT	46,669	63,129	69,213	8	8,481	6	8,351	10	18,074	7	10,020	6	2,852	5	2,331	8	3,737	13	3,755	2	1,612
DOUGLAS	23,815	34,452	37,880	5	5,898	4	10,199	5	6,513	7	4,337	6	2,526	5	408	2	1,089	11	2,385	2	882
DUNKLIN	135,196	160,981	171,032	12	13,647	18	24,510	31	35,678	29	41,828	26	10,474	22	5,336	19	8,650	44	7,439	11	5,069
Kennet	68,950	82,100	87,226	6	6,960	9	12,500	16	18,196	15	21,332	13	5,342	11	2,721	10	4,412	22	3,794	6	2,585
FRANKLIN	296,741	451,018	488,621	34	48,310	15	35,885	62	114,130	45	124,283	55	46,948	33	16,177	33	16,235	106	35,483	19	13,294
GASCONADE	45,649	65,906	73,227	6	5,393	8	8,735	10	15,101	11	17,225	13	3,197	7	797	9	3,439	23	3,838	2	1,706
GENTRY	23,646	28,058	30,467	7	5,518	3	3,422	8	7,137	6	8,777	7	761	8	1,043	3	627	10	999	3	660
GREENE	1,019,080	1,525,752	1,643,872	71	114,828	28	198,343	121	296,376	90	400,901	93	73,556	167	55,373	121	102,391	302	166,060	34	38,295
Springfield	937,554	1,403,692	1,512,362	65	105,642	26	182,476	111	272,666	83	368,829	86	67,672	154	50,943	111	94,200	278	152,775	31	35,231
GRUNDY	42,441	54,415	57,800	9	4,288	7	7,613	14	15,634	3	10,971	8	1,942	11	3,147	3	857	19	5,448	2	1,346
Trenton	36,924	47,341	50,286	8	3,731	6	6,623	12	13,602	3	9,545	7	1,690	10	2,738	3	746	17	4,740	2	1,171
HARRISON	48,528	63,016	68,819	6	3,188	4	8,303	8	12,691	5	13,063	12	10,006	10	1,760	3	1,977	7	2,003	2	1,604
HENRY	74,474	105,004	111,801	15	9,420	10	13,202	19	27,399	19	14,579	18	6,431	19	6,224	12	5,861	34	9,788	7	6,458
Clinton	58,834	82,953	88,323	12	7,442	8	10,430	15	21,645	15	11,517	14	5,080	15	4,917	9	4,630	27	7,733	6	5,102
HICKORY	7,988	11,681	12,807	2	711	0	1,546	4	2,873	1	2,431	5	1,258	1	432	1	367	11	1,150	2	298
HOLT	22,262	25,279	27,197	4	2,086	3	2,844	9	3,200	5	9,315	7	5,490	0	794	1	677	10	881	1	549
HOWARD	21,000	27,806	29,633	4	1,821	3	909	7	7,866	7	3,256	9	3,163	2	998	2	852	7	1,937	3	1,400
HOWELL	123,894	182,832	200,849	12	14,163	13	24,033	25	48,718	28	50,251	18	9,952	27	6,538	12	7,469	43	11,732	11	6,277
West Plains	87,965	129,811	142,603	9	10,056	9	17,063	18	34,590	20	35,678	13	7,066	19	4,642	9	5,303	31	8,330	8	4,457
IRON	31,212	50,463	52,605	6	4,257	5	2,559	13	15,665	8	14,187	9	2,762	2	1,771	3	2,134	11	2,959	2	1,226
JACKSON	3,424,679	4,359,709	4,550,665	173	206,558	71	577,724	410	756,081	234	1,155,483	304	267,502	386	241,343	256	196,372	979	512,241	123	138,801
Blue Springs	136,987	174,388	182,027	7	8,262	3	23,109	16	30,243	9	46,219	12	10,700	15	3,654	10	7,855	39	20,490	5	5,552
Independence	479,455	610,359	637,093	24	28,918	10	80,881	57	105,851	33	161,768	43	37,450	54	33,788	36	27,492	137	71,714	17	19,432
Kansas City	2,328,782	2,964,602	3,094,452	118	140,459	48	392,852	279	514,135	159	785,728	207	181,901	262	164,113	174	133,533	666	348,324	84	94,385
JASPER	487,940	708,130	759,952	38	41,063	19	91,692	74	139,019	64	200,946	51	42,201	68	45,350	48	33,199	146	72,899	21	21,049
Carthage	63,432	92,057	98,794	5	5,338	2	11,920	10	18,072	8	26,123	7	5,486	9	5,896	6	4,316	19	9,477	3	2,736
Joplin	380,593	552,341	592,763	30	32,029	15	71,520	58	108,435	50	156,738	40	32,917	53	35,373	37	25,895	114	56,861	16	16,418
JEFFERSON	429,029	640,936	692,893	36	41,540	11	76,374	75	192,475	64	136,065	73	71,701	33	15,044	35	20,221	103	41,409	20	14,672
Crystal City	64,354	96,140	103,934	5	6,231	2	11,456	11	28,871	10	20,410	11	10,755	5	2,257	5	3,033	15	6,211	3	2,201
Festus	25,742	38,456	41,574	2	2,492	1	4,582	5	11,549	4	8,164	4	4,302	2	903	2	1,213	6	2,485	1	880
JOHNSON	104,373	142,728	154,915	10	11,591	7	18,692	20	34,891	14	36,186	31	9,592	13	3,078	13	5,491	40	18,950	6	4,595
Warrensburg	77,236	105,619	114,637	7	8,577	5	13,832	15	25,819	10	26,778	23	7,098	10	2,278	10	4,063	30	14,023	4	3,400
KNOX	11,292	12,721	13,644	3	1,457	5	1,106	4	2,516	3	2,590	3	1,032	2	460	2	391	6	546	2	318
LACLEDE	112,281	185,430	208,350	12	19,745	7	25,139	19	37,985	15	37,281	25	24,959	17	6,064	10	5,110	36	13,993	6	2,932
Lebanon	102,176	168,741	189,599	11	17,968	6	22,876	17	34,566	14	33,926	23	22,713	15	5,518	9	4,650	33	12,734	5	2,668
LAFAYETTE	86,076	102,931	110,585	14	7,766	11	9,473	25	28,008	21	30,117	18	6,570	10	2,290	13	3,487	47	10,276	11	3,443
Lexington	25,823	30,879	33,176	4	2,330	3	2,842	8	8,402	6	9,035	5	1,971	3	687	4	1,046	14	3,083	3	1,033
LAWRENCE	80,331	106,044	114,669	13	10,601	6	13,836	26	31,218	13	37,184	15	4,390	10	2,004	10	3,634	33	7,793	7	2,657
LEWIS	33,513	44,487	47,745	6	4,979	3	5,761	10	9,539	8	16,796	9	3,141	3	1,608	2	1,372	13	2,108	1	1,112
LINCOLN	63,608	92,934	99,689	9	6,916	5	12,028	19	25,555	13	28,903	19	7,791	7	789	4	2,181	21	5,894	4	3,169
LINN	58,515	72,100	76,775	12	5,886	7	11,056	13	17,446	9	13,715	13	7,132	13	1,466	9	3,787	22	4,226	4	2,576
Brookfield	42,716	52,633	56,046	9	4,297	5	8,071	9	12,736	7	10,012	9	5,206	9	1,070	7	2,765	16	3,085	3	1,880
LIVINGSTON	75,419	95,891	101,542	9	10,489	7	12,252	12	21,813	12	21,800	17	9,674	18	4,540	12	5,432	26	6,421	3	2,365
Chillicothe	71,648	91,096	96,465	9	9,965	7	11,639	11	20,722	11	20,710	16	9,190	17	4,313	11	5,160	25	6,100	3	2,247
MCDONALD	40,197	54,418	58,704	8	6,437	4	7,083	12	14,690	8	7,921	8	3,397	0	1,978	2	1,687	16	1,405	3	1,367
MACON	45,213	58,473	62,950	12	7,602	4	5,085	12	15,751	8	14,149	12	3,575	9	2,348	6	2,083	22	4,563	4	1,853
Macon	37,979	49,117	52,878	10	6,386	3	4,271	10	13,231	7	11,885	10	3,003	8	1,972	5	1,750	18	3,833	3	1,557
MADISON	30,499	39,855	43,179	6	2,686	3	5,210	11	10,588	4	4,253	9	5,574	5	495	3	1,628	17	3,232	2	1,005
MARIES	11,908	14,126	15,267	2	847	3	1,842	6	3,512	6	2,898	5	1,155	0	514	0	439	6	1,041	0	355
MARION	136,916	186,759	201,981	16	18,712	8	21,232	26	50,252	19	51,044	23	15,844	25	7,081	11	5,944	51	16,457	6	5,387
Hannibal	101,318	138,202	149,466	12	13,847	6	15,712	19	37,186	14	37,773	17	11,725	19	5,240	8	4,399	38	12,178	4	3,986
MERCER	9,885	10,748	11,600	5	1,052	0	1,315	5	3,427	2	2,070	3	1,658	1	367	2	314	3	562	2	254
MILLER	77,588	114,399	125,091	10	10,937	5	15,093	17	23,223	10	28,737	14	6,068	15	2,799	11	4,293	44	14,284	2	2,915

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

MISSOURI RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MISSISSIPPI	49,699	66,901	72,210	9	5,848	6	10,104	19	13,330	12	18,903	15	9,166	6	1,924	3	1,049	17	1,513	6	2,228
MONITEAU	38,191	51,527	56,913	8	4,045	1	6,436	9	11,583	14	24,211	7	2,072	9	1,812	5	1,013	12	1,983	3	912
MONROE	21,931	29,780	31,877	7	4,296	3	3,846	11	9,693	3	6,050	10	2,945	7	772	4	1,029	13	1,568	2	743
MONTGOMERY	33,149	41,079	44,129	5	2,443	3	1,530	14	10,911	12	8,294	16	6,850	1	1,486	3	1,267	13	3,672	2	1,028
MORGAN	50,083	70,297	77,054	6	9,125	4	9,297	12	18,301	9	16,296	9	6,338	7	2,596	3	2,664	31	5,201	4	1,796
NEW MADRID	72,796	118,438	127,990	11	6,498	4	15,442	23	22,696	8	11,740	18	27,332	24	9,417	9	5,645	21	5,160	8	4,892
NEWTON	133,809	197,604	219,844	10	15,567	6	26,526	27	55,137	25	58,505	22	21,411	10	4,792	12	7,515	42	16,714	5	2,743
Neosho	85,638	126,467	140,700	6	9,963	4	16,977	17	35,288	16	37,443	14	13,703	6	3,067	8	4,810	27	10,697	3	1,756
NODAWAY	71,977	94,199	103,001	17	8,381	7	8,737	13	24,590	14	18,940	14	9,048	16	5,720	6	2,328	30	10,695	5	1,927
Maryville	58,301	76,301	83,431	14	6,789	6	7,077	11	19,918	11	15,341	11	7,329	13	4,633	5	1,886	24	8,663	4	1,561
OREGON	29,474	37,991	40,306	4	5,736	7	704	7	9,570	6	7,650	8	3,221	4	790	2	1,159	9	1,251	2	939
OSAGE	28,335	37,817	41,662	7	3,028	3	4,388	7	4,674	5	21,131	6	2,036	1	1,225	3	1,045	12	1,205	0	847
OZARK	17,624	24,612	26,749	4	3,291	3	227	7	6,066	6	7,860	4	2,024	3	900	1	768	6	1,026	1	623
PEMISCOT	56,722	80,660	85,257	7	4,243	5	9,656	23	24,901	13	9,339	13	9,932	11	1,707	9	2,788	20	4,157	4	2,209
PERRY	55,578	71,624	77,088	9	6,401	6	9,302	8	9,646	8	11,244	16	9,560	4	758	9	2,357	23	7,587	4	2,109
PETTIS	165,780	236,400	255,294	27	26,506	9	29,314	22	49,337	28	77,229	23	12,727	18	10,800	22	10,734	58	22,684	7	6,994
Sedalia	155,833	222,216	239,976	25	24,916	8	27,555	21	46,377	26	72,595	22	11,963	17	10,152	21	10,090	55	21,323	7	6,574
PHELPS	170,215	239,292	258,555	13	24,818	4	25,518	20	49,703	24	63,477	29	18,600	26	14,180	18	8,070	47	23,772	6	4,879
Rolla	141,278	196,612	214,601	11	20,599	3	21,180	17	41,253	20	52,686	24	15,438	22	11,769	15	6,698	39	19,731	5	4,050
PIKE	55,806	71,130	75,102	10	5,383	7	9,051	17	19,135	9	12,750	16	8,786	10	2,500	5	1,175	22	4,353	4	2,939
PLATTE	130,509	228,537	251,230	14	26,170	3	30,312	23	61,959	9	27,620	26	25,274	7	4,234	11	4,689	53	40,278	11	9,613
POLK	63,354	89,898	97,554	8	5,916	9	13,961	13	19,865	12	30,126	9	7,381	11	2,691	4	1,346	17	4,971	4	2,502
PULASKI	92,950	124,586	132,332	12	8,696	4	15,967	15	22,555	23	33,406	29	9,781	11	1,898	7	3,052	48	15,008	5	2,557
Saint Robert	NO DATA AVAILABLE FOR THIS CITY																				
Waynesville	32,533	43,605	46,316	4	3,044	1	5,588	5	7,894	8	11,692	10	3,423	4	664	2	1,068	17	5,253	2	895
PUTNAM	15,513	19,228	20,539	3	1,155	3	2,478	5	5,999	4	4,228	3	1,554	6	561	0	590	8	696	1	479
RALLS	11,625	14,469	15,382	1	852	1	1,856	8	5,071	4	2,920	4	936	1	518	2	442	6	477	0	359
RANDOLPH	108,278	142,200	151,262	18	14,064	3	18,251	13	30,963	15	42,982	15	8,211	17	6,690	14	6,049	30	9,059	7	2,883
Moberly	98,533	129,402	137,648	16	12,798	3	16,608	12	28,176	14	39,114	14	7,472	15	6,088	13	5,505	27	8,244	6	2,624
RAY	53,140	74,642	82,534	7	8,019	2	9,958	6	15,972	8	9,770	12	12,360	11	2,472	6	2,037	20	4,761	6	2,906
Richmond	41,981	58,967	65,202	6	6,335	2	7,867	5	12,618	6	7,718	9	9,764	9	1,953	5	1,609	16	3,761	5	2,296
REYNOLDS	17,078	27,045	29,403	3	1,631	2	3,548	10	9,612	5	6,079	3	2,224	0	991	1	844	6	712	2	685
RIPLEY	31,452	38,218	41,068	3	2,278	3	4,956	12	11,996	6	10,301	4	2,784	5	299	1	1,180	8	1,021	3	1,182
ST. CHARLES	664,725	1,112,758	1,226,600	52	102,789	18	140,621	74	242,602	60	[illegible].296	93	132,943	61	49,509	64	48,158	144	104,988	22	24,229
ST. CLAIR	24,952	29,259	30,856	5	2,141	2	3,723	7	4,777	7	8,302	7	4,695	1	1,039	2	886	10	2,227	1	719
STE. GENEVIEVE	41,869	60,143	64,732	4	1,910	4	2,243	14	13,229	8	16,491	12	8,568	1	2,180	8	2,176	23	7,714	3	1,686
ST. FRANCOIS	172,754	219,755	236,669	17	16,232	9	28,556	33	50,591	28	53,617	37	22,653	15	5,601	15	10,093	48	15,106	12	6,587
Flat River	43,189	54,939	59,167	4	4,058	2	7,139	8	12,648	7	13,404	9	5,663	4	1,400	4	2,523	12	3,777	3	1,647
ST. LOUIS	5,451,674	8,321,149	8,935,205	213	428,328	106	1,378,179	570	1,378,179	333	2,264,803	533	550,862	624	511,257	487	528,977	1,234	816,654	198	269,697
St. Louis	5,451,674	8,321,149	8,935,205	213	428,328	106	1,378,179	570	1,378,179	333	2,264,803	533	550,862	624	511,257	487	528,977	1,234	816,654	198	269,697
ST. LOUIS (INDEPENDENT CITY)	1,698,226	2,196,084	2,243,788	69	124,373	38	232,628	302	470,789	123	392,433	234	173,940	153	92,813	127	82,226	884	356,235	95	76,405
SALINE	91,828	125,930	135,518	13	9,735	10	20,339	22	26,623	14	28,769	20	7,814	16	4,679	9	4,538	34	8,803	6	10,222
Marshall	69,789	95,707	102,994	10	7,399	8	15,458	17	20,233	11	21,864	15	5,939	12	3,556	7	3,449	26	6,690	5	7,769
SCHUYLER	12,720	14,778	15,861	2	879	0	1,914	5	2,168	2	3,010	8	2,276	3	534	1	456	5	807	0	369
SCOTLAND	16,734	19,488	21,035	3	2,359	3	1,144	4	3,879	2	3,993	8	2,463	5	1,558	2	604	7	1,445	1	490
SCOTT#1	163,739	219,723	235,132	22	27,032	10	35,368	40	47,698	16	55,789	30	12,886	17	4,865	16	9,334	59	20,446	13	5,526
Sikeston	129,354	173,581	185,754	17	21,355	8	27,941	32	37,681	13	44,073	24	10,180	13	3,843	13	7,374	47	16,152	10	4,366
SHANNON	9,807	12,527	13,546	2	752	1	1,634	7	5,591	5	806	2	1,025	1	457	0	390	6	692	1	315
SHELBY	16,028	19,511	20,973	4	1,164	3	1,169	7	5,470	1	3,981	9	2,650	3	766	1	603	8	1,143	2	489
STODDARD	96,246	131,123	141,563	16	9,311	10	14,579	28	24,733	18	51,128	24	9,832	15	3,242	10	4,460	41	10,216	7	4,125
Dexter	76,034	103,587	111,835	13	7,356	8	11,517	22	19,539	14	40,391	19	7,767	12	2,561	8	3,523	32	8,071	6	3,259
STONE	31,175	47,973	53,029	7	8,589	6	1,400	12	15,118	9	9,035	6	2,162	7	684	4	865	24	4,358	2	1,235
SULLIVAN	11,338	13,789	14,792	4	1,376	4	776	4	3,426	3	2,808	6	862	3	125	3	415	8	348	1	345
TANEY	101,256	174,112	192,256	10	15,089	9	23,196	21	36,333	20	26,038	18	8,946	16	4,641	7	4,001	75	35,778	9	5,570
TEXAS	71,986	97,146	105,125	11	14,510	8	7,772	18	22,384	16	33,918	15	5,493	11	1,180	6	1,131	28	4,884	5	2,241
VERNON	55,087	77,048	82,135	5	5,337	4	9,910	11	12,745	8	20,333	13	4,428	15	2,907	11	5,676	34	7,928	2	1,914
Nevada	49,578	69,343	73,922	5	4,803	4	8,919	10	11,471	7	18,300	12	3,985	14	2,616	10	5,108	31	7,135	2	1,723
WARREN	36,832	57,986	64,160	6	6,684	3	7,742	10	16,736	7	11,416	7	4,998	2	2,160	3	1,671	18	7,608	2	1,494
WASHINGTON	42,857	72,222	77,160	4	6,492	6	10,928	9	18,745	12	15,113	14	5,793	1	2,598	2	2,217	12	3,572	3	1,566
WAYNE	23,759	35,404	38,782	5	4,441	4	1,735	9	11,998	4	9,281	6	917	6	522	2	1,114	13	1,709	2	903
WEBSTER	46,489	69,849	77,071	10	3,962	4	9,300	10	15,714	7	12,495	14	10,425	10	1,288	3	1,296	19	5,861	3	2,013
WORTH	7,021	8,566	9,369	5	898	1	1,130	5	2,629	3	1,779	4	768	1	315	2	270	4	563	1	218
WRIGHT	33,570	47,703	51,736	7	2,727	8	10,186	10	13,792	8	7,805	6	1,021	6	977	2	1,486	15	2,354	2	1,206

MONTANA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,955,199	5,412,577	5,783,659	438	482,538	151	629,670	709	1,189,957	459	1,362,827	522	369,457	560	274,210	389	294,642	1,925	604,605	200	192,747
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Billings, MT	782,708	1,083,790	1,159,936	47	115,019	19	156,664	91	204,432	61	298,622	61	55,910	83	57,025	80	73,044	232	114,883	20	38,771
Great Falls, MT	452,936	588,902	620,289	26	36,640	11	79,566	54	105,511	40	173,928	45	32,205	47	31,843	48	43,878	172	63,961	13	24,978
COUNTIES, Cities																					
BEAVERHEAD	36,284	52,620	56,038	7	5,022	1	10,072	8	11,375	6	13,878	5	2,473	8	2,633	4	764	23	5,426	2	1,593
BIG HORN	39,248	46,603	49,563	5	1,259	3	8,734	11	10,674	8	13,001	12	7,091	6	1,748	1	662	17	3,476	3	439
BLAINE	19,668	25,942	27,349	7	2,396	0	4,511	6	6,309	6	7,733	4	1,014	8	1,087	1	341	16	1,877	2	713

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MONTANA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BROADWATER	10,483	14,063	15,168	2	779	1	2,676	3	3,866	0	2,166	4	2,149	0	209	0	203	12	1,940	1	423
CARBON	24,763	32,700	34,989	5	1,710	0	6,117	10	11,683	2	4,951	5	1,608	6	713	0	464	26	5,026	3	967
CARTER	4,005	4,936	5,185	1	304	1	1,043	1	1,350	0	845	1	343	1	81	0	79	6	454	1	165
CASCADE	452,936	588,902	620,289	26	36,640	11	79,566	54	105,511	40	173,928	45	32,205	47	31,643	48	43,878	172	63,961	13	24,978
Great Falls	380,466	494,678	521,043	22	30,778	9	66,835	45	88,629	34	146,100	38	27,052	39	26,748	40	36,858	144	53,727	11	20,982
CHOUTEAU	13,739	15,329	16,141	5	2,156	2	3,078	8	3,933	3	2,492	5	1,357	1	241	1	234	17	1,399	3	445
CUSTER	75,326	102,388	109,184	11	15,659	2	19,714	8	21,127	6	13,215	8	10,085	18	5,724	9	3,282	26	11,709	3	3,210
Miles City	63,274	86,006	91,715	9	13,154	2	16,560	7	17,747	5	11,101	7	8,471	15	4,808	8	2,757	22	9,836	3	2,696
DANIELS	8,371	10,077	10,455	3	1,059	0	1,977	3	2,559	3	1,600	0	649	3	381	0	149	9	1,244	2	313
DAWSON	77,787	95,333	101,815	11	9,794	2	17,652	8	16,379	9	21,372	13	11,891	11	6,242	9	3,849	23	7,035	4	2,510
DEER LODGE	37,413	47,117	49,783	6	3,218	3	664	11	14,348	10	15,578	5	1,352	7	1,991	3	960	29	6,319	3	1,584
Anaconda	37,039	46,646	49,285	6	3,186	3	657	11	14,205	10	15,422	5	1,338	7	1,971	3	950	29	6,256	3	1,568
FALLON	19,848	23,513	24,717	6	2,145	3	1,983	6	8,583	4	6,014	1	1,634	4	388	2	377	9	2,023	3	1,143
FERGUS	49,874	69,714	73,069	7	5,084	1	12,341	11	16,569	11	16,199	7	2,944	13	5,090	6	3,240	28	5,831	3	2,118
FLATHEAD	271,075	415,876	447,206	31	39,943	6	14,873	50	123,466	41	98,981	22	15,275	35	21,157	32	22,837	134	50,190	11	15,069
Kalispell	168,067	257,843	277,268	19	24,765	4	9,221	31	76,549	25	61,368	14	9,471	22	13,117	20	14,159	83	31,118	7	9,343
GALLATIN	272,682	417,937	456,124	31	50,744	10	32,932	36	75,222	27	97,248	39	33,036	45	21,299	36	34,240	119	48,928	13	14,917
Bozeman	218,146	334,350	364,899	25	40,595	8	26,346	29	60,178	22	77,798	31	26,429	36	17,039	29	27,392	95	39,142	10	11,934
GARFIELD	2,747	3,946	4,172	1	244	1	840	1	1,086	0	679	0	275	0	65	0	63	4	646	1	132
GLACIER	49,454	63,876	67,640	8	9,487	7	3,842	14	14,261	8	15,209	14	6,236	13	4,859	5	1,682	30	5,710	2	2,151
GOLDEN VALLEY	969	1,431	1,585	0	85	0	289	2	373	0	233	0	95	0	24	0	22	4	340	0	46
GRANITE	7,333	10,923	11,788	1	690	0	2,372	4	2,079	1	1,919	5	2,290	1	185	0	179	10	1,321	1	375
HILL	93,629	108,193	113,864	12	12,162	5	9,308	16	23,004	12	24,803	7	5,941	23	8,058	6	3,773	39	10,568	5	6,865
Havre	85,202	98,456	103,616	11	11,067	5	8,470	15	20,934	11	22,571	6	5,406	21	7,333	5	3,435	35	9,617	5	6,247
JEFFERSON	8,439	13,017	14,127	2	766	2	2,628	8	4,204	1	2,128	5	1,021	2	205	1	200	10	1,855	2	415
JUDITH BASIN	4,495	5,503	5,796	2	320	0	1,096	2	1,420	2	888	5	557	0	86	0	84	6	883	0	174
LAKE	63,474	92,770	99,837	13	8,389	3	2,468	22	28,977	11	22,374	10	6,155	12	4,096	6	2,148	47	11,150	5	3,140
LEWIS AND CLARK	247,977	338,312	359,605	19	28,898	8	20,038	41	85,471	24	89,358	25	16,434	26	25,799	32	20,587	118	43,435	10	11,926
Helena	225,659	307,864	327,241	17	26,297	7	18,235	37	77,779	22	81,316	23	14,955	24	23,477	29	18,734	107	39,526	9	10,853
LIBERTY	7,286	8,589	9,031	0	529	0	1,817	3	2,588	2	1,471	1	597	1	142	0	138	4	607	2	287
LINCOLN	54,368	70,991	75,040	6	2,541	4	2,842	15	24,802	16	13,069	7	5,292	10	2,805	4	1,145	40	7,398	5	2,062
MC CONE	10,652	14,183	14,957	2	877	1	3,010	1	3,895	1	2,436	2	988	0	235	0	227	3	517	0	475
MADISON	14,986	20,495	21,928	5	2,746	0	3,859	4	4,994	2	3,124	6	1,735	2	302	0	292	31	3,171	4	610
MEAGHER	7,119	11,390	11,890	3	438	0	2,392	4	3,697	2	1,937	2	785	0	186	0	180	7	1,162	1	378
MINERAL	10,637	17,167	18,649	2	1,014	0	3,486	5	4,451	2	2,821	5	2,088	0	272	1	264	10	2,769	1	551
MISSOULA	430,909	628,405	671,525	29	34,504	10	68,395	62	123,757	36	179,300	48	49,898	58	33,866	44	38,896	168	68,046	11	19,133
Missoula	374,891	546,712	584,227	25	30,018	9	59,504	54	107,669	31	155,991	42	43,411	50	29,463	38	33,840	146	59,200	10	16,646
MUSSELSHELL	12,835	15,966	17,070	4	946	2	3,245	3	4,201	1	2,626	3	2,120	1	253	1	245	10	2,068	1	513
PARK (INCL. YELLOWSTONE PARK)	53,904	74,950	80,028	7	4,787	2	14,551	15	18,048	11	13,437	16	6,387	10	3,385	6	1,528	42	10,970	6	2,933
Livingston	47,412	65,924	70,390	6	4,210	2	12,799	13	15,874	10	11,819	14	5,618	9	2,977	5	1,344	37	9,649	5	2,580
PETROLEUM	767	1,260	1,317	0	77	0	265	0	343	0	214	1	87	0	20	0	21	2	135	0	41
PHILLIPS	21,996	29,193	31,826	4	3,572	2	5,725	8	5,647	5	5,896	5	3,214	5	1,692	0	434	16	3,150	2	906
PONDERA	27,831	32,368	34,244	3	1,612	2	5,534	6	6,016	6	14,069	3	786	6	1,401	2	419	22	1,819	2	875
POWDER RIVER	5,520	6,995	7,455	1	437	0	1,500	0	1,941	2	1,214	1	493	2	117	0	114	6	922	1	237
POWELL	23,428	33,684	36,144	4	2,386	2	6,535	4	8,457	5	7,577	5	3,390	2	509	1	495	17	3,805	3	1,182
PRAIRIE	3,686	4,521	4,770	1	280	1	960	3	793	2	776	0	315	0	75	0	73	5	692	1	152
RAVALLI	53,781	74,507	80,137	13	7,938	4	2,044	14	19,952	9	14,562	8	5,484	10	4,688	7	1,753	50	9,814	4	2,512
Hamilton	31,731	43,959	47,281	8	4,683	2	1,206	8	11,772	5	8,592	5	3,236	6	2,766	4	1,034	30	5,790	2	1,482
RICHLAND	88,363	89,936	94,137	12	12,939	5	6,159	10	18,758	8	26,776	13	6,497	14	4,158	6	4,104	34	11,147	3	2,995
ROOSEVELT	57,212	75,808	80,156	9	6,039	2	13,901	12	11,380	6	22,560	9	9,620	8	3,099	1	1,053	31	7,261	4	1,237
ROSEBUD	40,656	51,157	56,977	5	3,665	2	9,371	8	15,950	6	14,298	4	2,334	3	731	1	710	19	5,587	1	1,482
SANDERS	17,204	24,800	26,774	4	2,356	2	5,387	11	10,107	5	946	3	1,769	1	420	0	409	19	3,222	3	1,541
SHERIDAN	24,683	29,212	30,483	8	4,187	0	4,630	9	5,900	2	3,747	4	1,521	9	1,921	4	2,265	21	4,055	2	732
SILVER BOW	182,373	251,180	273,151	16	17,690	7	22,032	34	65,016	17	54,667	27	18,980	24	8,589	21	19,087	101	33,021	9	12,752
Butte	182,373	251,180	273,151	16	17,690	7	22,032	34	65,016	17	54,667	27	18,980	24	8,589	21	19,087	101	33,021	9	12,752
STILLWATER	19,115	27,049	29,329	6	3,454	2	5,901	5	1,245	3	4,777	6	8,289	2	460	1	448	13	1,912	4	830
SWEET GRASS	11,390	14,568	15,536	4	2,204	1	2,665	3	3,450	1	2,157	4	2,458	2	208	1	203	7	995	2	421
TETON	16,547	19,981	21,390	4	2,215	1	4,304	8	4,614	4	3,484	3	1,366	3	336	1	327	14	1,527	2	681
TOOLE	21,612	26,419	27,674	4	1,794	1	5,056	7	5,656	2	4,092	8	2,916	6	1,389	1	384	29	4,202	2	800
TREASURE	661	829	872	1	50	0	175	1	227	0	142	1	58	0	14	0	13	2	90	0	28
VALLEY	48,700	54,900	57,635	8	6,294	5	2,928	13	11,121	5	12,386	14	7,982	6	1,432	3	1,808	29	5,067	6	1,263
WHEATLAND	6,530	10,429	11,003	3	579	1	2,094	5	2,840	2	1,695	3	1,518	2	164	1	158	2	1,076	1	330
WIBAUX	5,721	6,774	7,104	1	416	1	1,429	1	1,850	0	1,157	2	470	0	112	1	108	5	769	1	226
YELLOWSTONE	782,708	1,083,790	1,159,936	47	115,019	19	156,664	91	204,432	61	298,622	61	55,910	83	57,025	80	73,044	232	114,883	20	38,771
Billings	696,610	964,573	1,032,343	42	102,367	17	139,431	81	181,944	54	265,774	54	49,760	74	50,752	71	65,009	206	102,246	18	34,506

NEBRASKA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS............	6,995,482	9,738,195	10,385,325	820	827,001	328	1,182,037	1,229	1,896,115	822	2,505,633	1,129	739,603	1,022	498,588	651	603,025	2,870	1,016,167	421	297,142
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Lincoln, NE	923,287	1,283,716	1,370,528	69	101,294	29	190,626	111	240,486	71	311,116	119	80,255	115	73,926	92	67,167	290	154,905	48	42,076
Omaha, NE-IA	2,919,090	4,263,118	4,544,919	152	301,656	57	589,113	358	839,546	209	1,094,743	357	318,215	295	211,134	192	332,024	979	483,930	123	146,982
COUNTIES, Cities																					
ADAMS	151,288	200,617	213,908	14	18,800	8	41,857	16	26,088	27	59,765	19	10,903	27	14,272	13	8,059	49	21,209	9	4,968
Hastings	145,236	192,592	205,352	13	18,048	8	40,183	15	25,044	26	57,374	18	10,467	26	13,701	12	7,737	47	20,361	9	4,769

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NEBRASKA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
ANTELOPE	28,943	33,055	35,491	9	4,224	2	1,552	7	4,151	5	16,271	10	3,989	4	555	5	618	19	2,169	3	886
ARTHUR	830	855	910	0	115	0	40	1	159	0	142	1	96	0	14	0	37	1	68	0	28
BANNER	892	1,948	2,046	0	258	0	90	0	360	0	319	0	216	0	31	0	86	0	154	0	64
BLAINE	1,770	2,080	2,168	1	274	0	95	0	380	2	339	0	229	0	35	0	91	1	163	0	67
BOONE	28,256	35,716	37,629	8	5,096	2	1,645	13	7,322	5	13,510	6	2,084	7	589	4	538	20	2,449	3	1,156
BOX BUTTE	53,126	70,398	74,339	7	5,389	2	3,250	11	21,952	10	17,212	7	2,936	13	4,207	9	1,855	18	6,482	7	2,965
Alliance	48,876	64,766	68,392	6	4,958	2	2,990	10	20,196	9	15,835	6	2,701	12	3,870	8	1,707	17	5,963	6	2,728
BOYD	5,889	6,789	7,190	4	1,141	2	315	6	1,998	2	1,122	4	612	2	113	1	298	10	505	0	221
BROWN	16,549	20,596	21,716	5	2,502	2	864	5	5,162	4	6,591	2	2,086	5	426	3	572	15	1,822	2	606
BUFFALO	190,260	271,024	291,914	24	22,244	8	23,452	25	54,623	24	78,791	33	22,373	27	18,108	25	15,651	73	34,867	6	4,299
Kearney	173,137	246,632	265,642	22	20,242	7	21,341	23	49,707	22	71,700	30	20,359	25	16,478	23	14,242	66	31,729	5	3,912
BURT	26,497	32,199	33,755	8	3,317	4	1,067	9	6,967	2	5,270	12	4,131	6	1,287	3	1,401	17	2,502	4	1,465
BUTLER	17,996	23,688	25,499	8	3,390	1	1,114	8	4,794	5	3,980	5	3,787	1	399	5	516	13	1,720	2	783
CASS	45,647	62,765	67,346	10	5,646	4	2,847	15	14,353	13	20,921	13	8,625	4	424	3	2,796	37	7,161	6	1,031
CEDAR	23,981	30,628	33,239	11	8,259	3	1,453	16	5,750	7	5,863	8	4,064	4	459	4	643	25	2,449	5	785
CHASE	21,408	28,438	29,972	3	1,277	1	1,197	7	7,929	6	12,840	5	1,292	5	597	3	1,136	8	1,366	3	840
CHERRY	31,172	37,015	38,474	6	2,494	3	1,682	8	8,095	7	9,344	8	3,262	7	1,741	4	1,669	12	2,091	2	1,182
CHEYENNE	80,571	124,379	130,939	5	4,073	4	5,725	11	15,386	11	18,792	17	5,914	8	3,524	4	1,746	22	5,268	4	4,020
CLAY	17,455	24,429	25,869	9	2,693	1	1,060	11	4,964	5	9,751	6	2,015	1	380	3	1,007	18	1,960	1	745
COLFAX	29,028	44,042	47,151	9	5,140	4	2,062	13	11,137	4	11,907	5	3,605	7	866	1	1,958	22	5,906	1	1,448
CUMING	39,685	48,483	51,959	8	3,747	4	845	14	10,450	6	19,093	10	6,395	10	2,351	6	731	24	3,458	3	1,595
CUSTER	52,379	67,240	70,755	14	6,342	6	6,650	14	12,116	11	19,194	13	6,162	10	2,838	8	1,660	24	3,535	6	2,968
DAKOTA	53,422	89,886	100,596	8	6,744	1	4,398	9	17,416	8	19,521	15	12,642	4	832	8	6,305	29	13,234	3	3,088
DAWES	43,559	54,435	57,046	8	4,037	3	2,494	9	13,283	11	16,946	6	2,433	10	3,119	2	2,367	25	6,009	5	1,583
DAWSON	107,769	141,207	150,727	19	16,346	8	8,973	17	26,017	18	36,838	16	16,638	20	5,595	10	4,720	42	10,687	9	4,672
DEUEL	20,270	25,102	25,908	3	1,255	0	1,006	3	4,038	2	3,593	8	9,918	2	361	1	955	10	2,772	1	706
DIXON	8,933	14,572	15,811	5	2,235	1	691	10	3,125	3	2,469	3	1,066	2	248	1	655	16	2,095	2	486
DODGE	179,084	229,248	243,671	22	16,773	9	23,744	28	46,420	22	81,955	21	13,147	28	8,454	18	7,871	77	24,339	11	7,691
Fremont	164,757	210,908	224,177	20	15,431	8	21,844	26	42,706	20	75,399	19	12,095	26	7,778	17	7,241	71	22,392	10	7,076
DOUGLAS	2,200,852	3,278,119	3,489,034	99	245,759	35	458,283	253	650,901	144	803,428	220	181,118	231	180,664	155	314,009	725	387,836	85	110,275
Omaha	1,870,724	2,786,401	2,965,619	84	208,895	30	389,541	215	553,266	122	682,914	187	153,950	196	153,564	132	266,908	616	329,661	72	93,734
DUNDY	7,547	9,369	9,854	1	1,248	1	431	4	1,729	3	1,539	2	1,041	3	499	0	409	2	739	2	303
FILLMORE	23,938	33,467	35,441	7	6,176	3	1,550	9	5,271	4	5,370	6	2,354	8	1,720	3	1,472	22	4,396	4	1,089
FRANKLIN	11,712	14,354	15,023	2	1,903	1	657	5	3,419	3	3,158	2	1,587	2	236	1	623	11	1,303	2	461
FRONTIER	7,695	9,764	10,326	2	1,309	0	451	4	1,611	2	1,611	1	1,091	0	162	0	428	3	359	1	316
FURNAS	20,675	27,407	29,017	6	2,032	3	480	7	6,529	10	11,804	8	1,304	3	454	4	1,075	16	1,893	4	1,165
GAGE	101,343	134,687	143,543	16	10,591	5	11,362	22	26,809	16	41,042	27	11,430	22	9,184	9	4,588	44	11,128	10	3,865
Beatrice	81,074	107,750	114,834	13	8,473	4	9,090	18	21,447	13	32,834	22	9,144	18	7,347	7	3,670	35	8,902	8	3,092
GARDEN	6,004	7,462	7,830	3	982	1	343	3	1,528	0	1,222	4	827	0	123	0	325	5	918	1	240
GARFIELD	10,282	14,001	14,957	3	2,553	0	653	4	3,243	2	2,336	3	3,483	2	235	1	622	3	173	1	459
GOSPER	2,818	3,660	3,875	1	490	0	169	4	845	0	606	1	409	0	60	0	160	3	813	0	119
GRANT	2,606	3,234	3,387	2	429	1	148	2	595	0	528	0	358	0	53	1	140	3	300	0	103
GREELEY	9,676	11,554	12,233	5	2,252	2	535	7	1,273	2	1,909	4	1,292	1	192	0	508	6	583	1	376
HALL	296,700	414,660	445,101	29	38,086	7	90,656	26	49,908	36	110,440	40	27,122	50	29,906	28	23,215	102	43,298	10	7,236
Grand Island	240,327	335,875	360,532	23	30,850	6	73,431	21	40,425	29	89,456	32	21,969	41	24,224	23	18,804	83	35,071	8	5,861
HAMILTON	26,511	35,551	37,973	7	3,947	6	3,168	6	6,663	6	11,518	8	3,959	3	594	3	1,577	9	2,136	5	2,360
HARLAN	14,766	19,849	21,007	6	3,324	1	918	8	3,254	4	6,445	7	1,559	6	807	2	872	13	1,755	1	646
HAYES	2,810	3,957	4,236	0	538	0	185	2	743	0	662	2	447	0	66	0	176	3	319	0	131
HITCHCOCK	5,390	6,758	7,149	1	905	0	312	6	1,679	2	1,116	0	755	0	112	0	296	10	536	1	219
HOLT	50,729	62,323	65,746	12	6,888	4	2,874	17	13,688	9	17,397	12	6,437	10	2,691	6	1,846	23	3,166	5	1,370
HOOKER	2,751	3,369	3,622	1	459	1	158	2	635	3	566	1	382	0	56	0	150	2	271	1	111
HOWARD	16,181	21,580	22,650	5	2,635	2	991	8	4,081	3	4,967	6	2,735	2	355	2	940	16	1,667	2	695
JEFFERSON	39,533	52,461	56,044	9	3,876	5	6,916	11	10,313	8	15,362	8	4,580	9	2,457	4	3,611	21	3,265	3	1,804
JOHNSON	14,473	18,634	19,802	4	2,329	4	865	4	1,752	2	3,092	7	4,761	3	308	1	822	10	1,398	2	609
KEARNEY	18,969	26,052	27,551	8	8,044	1	1,205	6	4,834	3	4,301	2	2,910	3	191	3	1,144	13	3,181	2	646
KEITH	67,742	85,213	91,021	9	9,047	6	5,158	6	15,971	9	28,182	19	17,253	13	2,837	4	3,778	22	5,876	3	1,110
KEYA PAHA	2,136	2,631	2,792	0	353	0	122	2	488	0	434	2	294	0	43	0	115	4	209	0	86
KIMBALL	24,344	31,508	33,557	2	4,251	2	1,467	5	7,745	5	9,328	8	2,191	3	525	2	1,392	11	2,945	2	1,030
KNOX	26,930	35,582	38,476	13	6,002	3	731	15	7,242	8	9,960	10	3,467	5	720	2	1,598	28	4,028	6	543
LANCASTER	923,287	1,283,716	1,370,528	69	101,294	29	190,626	111	240,486	71	311,116	119	80,255	115	73,926	92	67,167	290	154,905	48	42,076
Lincoln	904,821	1,258,042	1,343,117	68	99,268	28	186,813	109	235,576	70	304,894	117	78,650	113	72,447	90	65,824	284	151,807	47	41,234
LINCOLN	189,656	244,692	259,843	17	17,089	11	37,248	26	38,690	18	64,557	30	24,536	31	13,427	21	11,945	57	21,296	10	8,717
North Platte	180,173	232,457	246,851	16	16,235	10	35,306	25	36,756	17	61,329	29	23,309	29	12,756	20	11,348	54	20,231	10	8,281
LOGAN	810	959	1,004	1	127	1	44	1	177	0	156	1	106	0	16	0	42	2	76	0	31
LOUP	618	636	666	1	84	0	29	1	117	0	105	0	71	0	10	0	27	1	50	0	20
MCPHERSON	546	601	626	0	79	0	28	1	110	0	98	2	66	0	10	0	26	0	47	0	19
MADISON	173,104	246,651	266,181	20	19,860	6	30,659	28	53,824	21	54,257	23	16,965	41	18,686	23	22,965	60	20,315	8	8,361
Norfolk	147,138	209,653	226,254	17	16,881	5	26,060	24	45,750	18	46,116	20	14,420	35	15,883	20	19,520	51	17,268	7	7,107
MERRICK	26,422	34,449	36,744	8	4,632	1	1,606	9	8,155	5	3,817	10	9,593	3	607	4	422	19	2,399	2	1,128
MORRILL	14,162	16,650	17,611	3	1,951	4	1,533	7	2,758	5	6,598	2	1,627	2	241	1	639	10	910	1	473
NANCE	7,079	8,853	9,355	4	1,726	1	408	5	3,075	2	1,460	5	671	3	180	1	388	12	1,071	2	287
NEMAHA	26,638	39,474	42,574	7	4,343	4	1,862	7	7,582	6	11,408	8	4,075	8	1,154	4	464	19	4,447	2	1,307
NUCKOLLS	24,481	33,794	36,033	4	4,564	3	1,575	8	7,993	3	5,626	7	4,634	7	1,865	4	1,496	13	1,863	2	1,106
OTOE	67,612	88,281	93,723	12	5,427	6	7,862	18	21,776	12	30,685	16	8,275	12	4,115	4	1,606	33	6,143	5	2,399
Nebraska City	52,737	68,859	73,104	9	4,233	5	6,132	14	16,985	9	23,934	12	6,455	9	3,210	3	1,253	26	4,792	4	1,871
PAWNEE	10,353	12,868	13,558	4	1,717	0	593	6	2,549	2	2,117	6	1,638	2	212	2	563	6	592	1	416
PERKINS	8,408	11,647	12,343	6	1,563	1	539	2	2,166	2	1,926	1	1,304	1	194	0	513	6	449	1	378
PHELPS	51,714	69,421	74,103	8	11,047	4	3,240	7	13,432	7	21,486	6	5,097	10	3,726	8	3,867	15	3,644	4	2,571
Holdrege	48,094	64,562	68,916	7	10,274	4	3,013	7	12,492	7	19,982	6	4,740	9	3,465	7	3,596	14	3,389	4	2,391
PIERCE	24,357	31,070	33,680	6	2,851	1	1,473	10	4,383	7	10,550	11	7,612	3	204	4	646	19	2,994	3	321
PLATTE	128,042	175,693	187,911	16	14,239	6	19,622	24	36,902	14	43,402	17	9,399	27	13,785	17	8,305	63	20,298	5	3,636
Columbus	119,079	163,394	174,757	15	13,242	6	18,248	22	34,318	13	40,364	16	8,741	25	12,820	16	7,724	59	18,877	5	3,381
POLK	15,076	18,956	19,934	5	1,529	2	872	6	2,728	3	1,529	7	3,392	2	312	0	828	11	1,177	1	612
RED WILLOW	78,331	100,728	107,892	8	6,436	6	11,046	11	19,372	15	36,990	11	4,821	19	9,063	9	5,413	25	9,603	4	2,366
McCook	50,915	65,473	70,130	5	4,183	4	7,180	7	12,592	10	24,044	7	3,134	12	5,891	6	3,518	16	6,242	3	1,538
RICHARDSON	40,707	54,877	58,247	7	3,864	5	2,547	11	12,859	7	16,531	6	3,421	13	3,045	8	2,587	22	3,964	5	1,925
Falls City	33,380	44,999	47,763	6	3,168	4	2,089	9	10,544	6	13,555	5	2,805	11	2,497	7	2,121	18	3,267	4	1,579

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NEBRASKA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
ROCK	7,462	8,842	9,408	3	1,895	1	411	2	1,651	2	1,469	3	1,380	1	147	0	390	8	752	1	289
SALINE	43,401	58,333	62,526	9	3,762	6	6,640	13	11,549	7	7,071	10	6,189	4	978	2	2,596	31	5,821	5	2,771
SARPY	254,411	343,145	369,517	16	17,435	10	75,731	35	70,388	22	86,128	42	37,714	19	11,935	12	5,883	86	33,847	11	7,933
SAUNDERS	50,019	63,449	67,299	10	4,088	4	2,693	16	16,244	10	10,928	13	6,621	5	1,054	3	2,793	37	4,840	4	1,137
SCOTTS BLUFF	205,899	251,565	264,485	25	24,377	10	23,801	30	60,496	20	67,618	27	17,158	36	15,575	23	11,764	73	20,884	10	4,191
Scotts Bluff	154,424	188,674	198,364	19	18,283	8	17,851	23	45,372	15	50,714	20	12,869	27	11,681	17	8,823	55	15,663	8	3,143
SEWARD	50,661	69,378	74,549	8	5,915	5	7,092	10	12,552	8	17,433	13	9,335	6	2,382	6	4,574	25	6,652	6	2,235
SHERIDAN	33,577	43,964	46,825	7	3,216	2	2,047	13	10,744	4	8,804	7	3,480	9	3,370	2	1,944	17	3,695	4	1,718
SHERMAN	7,514	9,601	10,241	3	1,223	0	447	8	1,622	1	1,599	6	1,494	3	113	1	425	7	746	1	315
SIOUX	2,447	2,508	2,668	2	339	2	116	1	468	1	416	1	282	1	41	0	111	1	200	0	81
STANTON	5,359	6,936	7,695	3	975	1	337	2	1,350	1	1,201	1	813	0	120	0	319	10	2,070	0	236
THAYER	30,264	39,131	41,302	8	1,092	2	1,805	14	7,658	8	7,260	7	11,444	2	647	0	1,715	17	2,527	2	1,268
THOMAS	3,284	4,951	5,269	1	666	0	231	3	925	1	822	1	557	0	83	0	218	2	396	0	161
THURSTON	19,629	30,238	32,148	2	4,074	1	1,405	6	4,850	2	5,020	1	3,396	2	503	1	1,334	10	1,258	2	988
VALLEY	19,170	26,648	28,650	7	4,743	4	1,252	7	6,138	4	5,821	6	1,425	5	693	1	1,190	11	1,489	3	1,218
WASHINGTON	46,414	63,903	68,609	12	7,100	2	3,000	14	11,837	7	22,507	14	5,609	12	2,173	5	2,405	33	7,268	4	2,106
WAYNE	34,236	51,758	55,522	4	7,033	3	2,428	11	10,232	6	17,969	9	2,421	7	1,557	5	1,351	20	6,028	2	1,704
WEBSTER	10,371	12,579	13,184	3	2,150	0	576	4	2,313	4	2,058	5	1,502	5	683	4	750	11	1,113	3	405
WHEELER	859	944	1,009	0	128	0	44	1	177	0	157	0	107	0	16	0	41	3	75	0	32
YORK	67,330	88,264	94,606	10	12,149	7	7,613	6	18,603	10	26,276	12	5,352	13	4,665	9	1,481	28	9,312	7	2,290
York	58,577	76,790	82,307	9	10,570	6	6,623	5	16,185	9	22,860	10	4,656	11	4,059	8	1,288	24	8,101	6	1,992

NEVADA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
STATE TOTALS............	5,343,074	8,163,169	8,815,653	242	546,948	113	997,745	623	1,763,354	395	2,038,251	476	625,694	631	419,801	346	416,150	1,495	922,288	129	2,94,804
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Las Vegas, NV	3,064,241	4,711,618	5,088,240	94	297,637	57	616,451	344	1,007,777	179	1,217,009	229	309,865	383	273,988	205	273,783	782	568,609	73	179,323
Reno, NV	1,506,102	2,241,922	2,387,605	62	150,561	27	332,268	157	439,327	109	563,886	103	154,099	168	105,645	96	106,695	370	229,476	28	68,846
COUNTIES, Cities																					
CARSON CITY (INDEPENDENT CITY)	216,913	375,624	433,070	22	35,535	6	15,004	27	96,283	24	109,281	15	26,945	18	9,164	20	16,821	86	39,544	6	26,181
CHURCHILL	67,210	100,459	108,770	7	6,061	1	3,768	15	31,250	16	34,972	11	9,851	9	4,278	2	1,403	27	8,723	1	1,036
Fallon	61,833	92,422	100,068	6	5,576	1	3,467	14	28,750	15	32,174	10	9,063	8	3,936	2	1,291	25	8,025	1	953
CLARK	3,064,241	4,711,618	5,088,240	94	297,637	57	616,451	344	1,007,777	179	1,217,009	229	309,865	383	273,988	205	273,783	782	568,609	73	179,323
Las Vegas	1,164,412	1,790,415	1,933,531	36	113,102	22	234,251	131	382,955	68	462,463	87	117,749	146	104,115	78	104,038	297	216,071	28	68,143
DOUGLAS	85,233	142,383	153,867	10	7,948	0	5,331	9	37,132	6	9,944	10	22,055	11	12,456	10	6,416	29	13,021	5	3,110
ELKO	115,884	180,709	200,171	9	10,029	3	6,935	12	39,688	19	44,908	29	31,755	15	5,161	4	4,425	47	19,394	3	10,178
Elko	89,231	139,146	154,132	7	7,722	2	5,340	9	30,560	15	34,579	22	24,451	12	3,974	3	3,407	36	14,933	2	7,837
ESMERALDA	3,284	3,195	3,430	1	117	1	119	0	642	0	165	2	670	0	28	0	44	3	483	0	33
EUREKA	2,839	3,304	3,467	0	118	0	120	1	649	1	165	2	677	0	27	0	45	4	487	0	33
HUMBOLDT	75,438	108,315	118,507	8	12,421	1	4,106	10	28,020	8	13,155	16	25,719	10	4,117	3	1,592	27	12,682	0	1,128
LANDER	15,403	17,770	18,924	6	1,913	0	656	4	5,148	2	906	6	2,806	1	152	0	244	11	3,001	1	181
LINCOLN	8,516	17,184	19,089	0	648	3	3,599	4	3,711	1	914	6	3,534	0	153	0	247	10	2,462	1	182
LYON	45,458	73,527	80,924	7	7,128	3	1,708	14	25,410	11	13,592	7	6,217	4	648	3	1,043	21	6,257	3	1,498
MINERAL	21,832	32,446	35,521	2	1,208	3	2,559	2	6,651	4	4,951	6	3,859	3	475	0	458	9	2,017	1	338
NYE	40,398	59,726	61,785	9	8,102	3	2,141	10	17,270	6	10,049	11	7,754	1	496	0	798	31	5,616	2	589
PERSHING	27,823	33,171	35,371	1	1,202	3	662	3	6,622	4	2,419	10	13,586	1	284	0	457	11	2,928	1	337
STOREY	4,428	5,472	5,860	0	200	0	203	2	1,097	0	281	1	1,144	0	47	0	75	9	2,005	0	56
WASHOE	1,506,102	2,241,922	2,387,605	62	150,561	27	332,268	157	439,327	109	563,886	103	154,099	168	105,645	96	106,695	370	229,476	28	68,846
Reno	1,054,271	1,569,345	1,671,324	43	105,393	19	232,588	110	307,529	76	394,720	72	107,869	118	73,952	67	74,687	259	160,633	20	48,192
WHITE PINE	42,072	56,344	61,052	4	6,120	2	2,115	9	16,677	5	11,654	12	5,158	7	2,682	3	1,604	18	5,383	4	1,755
East Ely	NO DATA AVAILABLE FOR THIS CITY																				
Ely	36,182	48,456	52,505	3	5,263	2	1,819	8	14,342	4	10,022	10	4,436	6	2,307	3	1,379	15	4,629	3	1,509

NEW HAMPSHIRE RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
STATE TOTALS............	5,353,641	8,641,595	9,449,094	426	744,458	219	940,781	924	1,990,815	446	2,185,377	548	471,983	563	420,674	444	421,380	1,378	756,173	226	234,081
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Manchester-Nashua, NH	1,683,090	2,758,337	3,013,190	100	194,394	50	441,346	235	559,441	107	712,271	141	153,028	167	152,258	137	159,770	358	238,141	67	76,157
Portsmouth-Dover-Rochester, NH	1,629,826	2,752,772	3,023,797	125	234,802	55	234,243	260	637,071	133	715,929	143	151,613	166	140,254	129	141,556	422	252,707	64	80,488

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NEW HAMPSHIRE RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COUNTIES, Cities																					
BELKNAP	296,207	438,365	478,335	27	42,615	14	26,074	54	108,506	32	139,759	34	21,537	32	16,622	31	19,729	93	39,522	12	10,388
Laconia	168,838	249,868	272,651	15	24,291	8	14,862	31	61,848	18	79,663	19	12,276	18	9,475	18	11,246	53	22,585	7	5,921
CARROLL	203,014	318,949	353,068	19	40,218	20	18,864	47	74,184	21	44,183	32	17,690	30	21,370	25	15,357	102	39,196	10	6,390
CHESHIRE	281,553	421,153	457,810	28	38,842	13	39,505	59	90,730	21	108,955	27	14,486	32	16,182	20	12,279	71	34,366	10	8,134
Keene	194,272	290,596	315,889	19	26,801	9	27,258	41	62,604	14	75,179	19	9,995	22	11,166	14	8,473	49	23,713	7	5,612
COOS	161,844	230,251	247,798	21	17,425	9	18,239	37	56,749	19	56,421	31	13,970	26	7,467	9	6,728	50	15,649	12	6,879
GRAFTON	420,591	686,674	746,872	45	63,019	24	60,936	91	204,093	46	126,906	55	39,700	40	29,186	36	33,740	125	55,817	17	13,279
Hanover	42,059	68,667	74,687	5	6,302	2	6,094	9	20,409	5	12,691	6	3,970	4	2,919	4	3,374	13	5,582	2	1,328
Lebanon	10,935	17,854	19,419	1	1,638	1	1,584	2	5,306	1	3,300	1	1,032	1	759	1	877	3	1,451	0	345
HILLSBOROUGH	1,683,090	2,758,337	3,013,190	100	194,394	50	441,346	235	559,441	107	712,271	141	153,028	167	152,258	137	159,770	358	238,141	67	76,157
Manchester	656,405	1,075,751	1,175,144	39	75,814	20	172,125	92	218,182	42	277,786	55	59,681	65	59,381	53	62,310	140	92,875	26	29,701
Nashua	504,927	827,501	903,957	30	58,318	15	132,404	71	167,832	32	213,681	42	45,908	50	45,677	41	47,931	107	71,442	20	22,847
MERRIMACK	519,883	809,082	883,171	47	79,666	25	85,028	99	204,753	38	222,478	63	47,779	48	25,721	39	23,198	122	69,169	21	21,950
Concord	275,538	428,813	468,081	25	42,223	13	45,065	52	108,519	20	117,913	33	25,323	25	13,632	21	12,295	65	36,060	11	11,534
ROCKINGHAM	1,239,540	2,130,962	2,343,446	95	188,440	43	199,424	183	479,179	103	542,400	96	113,370	130	110,229	98	117,663	316	199,882	42	60,798
Portsmouth	309,885	532,741	585,862	24	47,110	11	49,856	46	119,795	26	135,600	24	28,343	33	27,557	25	29,416	79	49,971	11	15,200
STRAFFORD	390,286	621,810	680,351	90	46,362	12	34,819	77	157,892	30	173,529	47	38,243	36	30,025	31	23,893	106	52,825	22	19,690
Dover	140,503	223,852	244,926	11	16,690	4	12,535	28	56,841	11	62,470	17	13,767	13	10,809	11	8,601	38	19,017	8	7,088
SULLIVAN	157,633	226,012	245,053	14	33,477	9	16,546	42	55,288	29	58,475	22	12,180	22	11,614	18	9,023	35	11,506	13	10,416
Claremont	97,732	140,127	151,933	9	20,756	6	10,259	26	34,279	18	36,255	14	7,552	14	7,201	11	5,594	22	7,134	8	6,458

NEW JERSEY RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	36,306,776	53,650,010	57,582,134	1,687	2,666,903	794	5,833,851	5,821	12,046,162	2,297	12,654,249	4,159	3,365,584	4,753	3,492,235	2,872	3,320,994	10,482	5,135,717	1,544	1,585,278
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Atlantic City, NJ	1,749,648	2,944,005	3,234,533	96	166,448	73	288,862	358	665,577	98	569,208	175	162,534	267	161,724	114	131,521	823	451,720	74	89,234
Bergen-Passaic, NJ	7,264,844	10,619,527	11,333,272	299	490,393	130	1,301,825	1,013	2,166,913	402	2,353,854	856	625,370	921	823,484	586	740,078	1,812	978,319	303	313,182
Jersey City, NJ	1,913,702	2,595,003	2,740,599	96	100,688	69	123,273	466	690,078	98	455,844	226	156,586	431	244,924	180	140,700	837	215,049	123	89,228
Middlesex-Somerset-Hunterdon, NJ	4,700,901	7,180,582	7,784,736	215	382,448	92	855,694	667	1,657,420	275	1,517,239	556	504,227	518	492,093	366	560,819	1,243	635,103	159	194,791
Monmouth-Ocean, NJ	4,494,485	6,695,597	7,204,615	219	393,137	91	707,546	747	1,580,120	341	1,941,614	461	415,128	516	342,508	348	331,588	1,339	672,462	179	194,593
Newark, NJ	8,429,136	12,295,784	13,093,547	383	607,183	170	1,062,215	1,343	2,891,967	530	2,911,787	1,018	730,457	1,161	814,726	717	843,111	2,491	1,157,790	390	369,532
Trenton, NJ	1,521,404	2,237,402	2,398,171	66	95,232	31	302,822	236	491,032	85	440,467	158	142,245	220	142,255	124	130,763	439	211,503	60	70,568
Vineland-Millville Bridgeton, NJ	602,035	785,954	837,232	33	34,812	17	86,396	112	207,098	62	189,725	74	47,312	80	41,470	44	30,857	157	53,640	19	26,399
COUNTIES, Cities																					
ATLANTIC	1,171,502	2,039,087	2,264,057	52	108,608	31	229,550	184	429,469	60	363,592	104	119,375	168	124,766	76	103,084	430	273,646	42	60,448
Atlantic City	292,876	509,772	566,014	13	27,152	8	57,388	46	107,367	15	90,898	26	29,844	42	31,192	19	25,771	108	68,412	11	15,112
BERGEN	5,161,032	7,635,835	8,166,363	208	356,101	88	871,267	703	1,649,921	293	1,809,160	622	481,369	644	606,209	432	546,384	1,156	695,089	213	245,332
Hackensack	361,272	534,508	571,645	15	24,927	6	60,989	49	115,494	21	126,641	44	33,696	45	42,435	30	38,247	81	48,656	15	17,173
BURLINGTON	1,710,255	2,536,601	2,761,131	79	102,849	40	386,651	259	480,952	121	843,959	196	177,039	176	118,986	101	111,820	377	262,837	57	54,949
Burlington	171,026	253,860	276,113	8	10,285	4	38,665	26	48,095	12	84,396	20	17,704	18	11,899	10	11,182	38	26,284	6	5,495
Willingboro	8,551	12,693	13,806	0	514	0	1,933	1	2,405	1	4,220	1	885	1	595	1	559	2	1,314	0	275
CAMDEN	2,301,518	3,451,197	3,705,835	102	168,421	41	412,941	348	705,220	133	832,488	232	204,795	300	213,368	191	222,143	551	328,615	110	114,079
Camden	138,091	207,072	222,350	6	10,105	2	24,776	21	42,313	8	49,949	14	12,288	18	12,802	11	13,329	33	19,717	7	6,845
Cherry Hill	713,471	1,069,871	1,148,809	32	52,211	13	128,012	108	218,618	41	258,071	72	63,486	93	66,144	59	68,864	171	101,871	34	35,364
CAPE MAY	578,146	904,918	970,476	44	57,840	42	59,312	174	236,108	38	205,616	71	43,159	99	36,958	38	28,437	393	178,074	32	28,786
CUMBERLAND	602,035	785,954	837,232	33	34,812	17	86,396	112	207,098	62	189,725	74	47,312	80	41,470	44	30,857	157	53,640	19	26,399
Bridgeton	108,366	141,472	150,702	6	6,266	3	15,551	20	37,278	11	34,151	13	8,516	14	7,465	8	5,554	28	9,655	3	4,752
Millville	102,346	133,612	142,329	6	5,918	3	14,687	19	35,207	11	32,253	13	8,043	14	7,050	7	5,246	27	9,119	3	4,488
Vineland	337,140	440,134	468,850	18	19,495	10	48,382	63	115,975	35	106,246	41	26,495	45	23,223	25	17,280	88	30,038	11	14,783
ESSEX	3,354,818	4,617,224	4,846,110	129	183,884	73	526,253	550	1,032,972	181	852,656	376	237,526	560	367,277	294	321,237	1,048	444,770	177	155,695
Newark	637,415	877,273	920,761	25	34,938	14	99,988	105	196,265	34	162,005	71	45,130	106	69,783	56	61,035	199	84,506	34	29,582
GLOUCESTER	1,008,764	1,445,651	1,561,860	57	69,071	21	260,950	179	314,939	83	386,776	103	86,592	109	66,706	57	45,264	214	100,562	40	39,195
Woodbury	141,227	202,391	218,660	8	9,670	3	36,533	25	44,091	12	54,149	14	12,123	15	9,339	8	6,337	30	14,079	6	5,487
HUDSON	1,913,702	2,595,003	2,740,599	96	100,688	69	123,273	466	690,078	98	455,844	226	156,586	431	244,924	180	140,700	837	215,049	123	89,228
Jersey City	708,070	960,151	1,014,022	36	37,255	26	45,611	172	255,329	36	168,662	84	57,937	159	90,622	67	52,059	310	79,568	46	33,014
Union City	191,370	259,500	274,060	10	10,069	7	12,327	47	69,008	10	45,584	23	15,659	43	24,492	18	14,070	84	21,505	12	8,923
HUNTERDON	470,691	748,107	814,593	28	64,936	20	33,046	73	170,114	34	133,488	59	63,094	55	55,515	46	51,222	138	64,300	17	15,864
MERCER	1,521,404	2,237,402	2,398,171	66	95,232	31	302,822	236	491,032	85	440,467	158	142,245	220	142,255	124	130,763	439	211,503	60	70,568
Trenton	197,783	290,862	311,762	9	12,380	4	39,367	31	63,834	11	57,261	21	18,492	29	18,493	16	16,999	57	27,495	8	9,174
MIDDLESEX	3,036,217	4,550,474	4,915,275	126	223,449	52	644,920	446	1,034,260	160	802,448	357	320,278	351	349,061	221	389,703	810	398,631	106	130,609
New Brunswick	165,777	248,456	268,374	7	12,200	3	35,213	24	56,471	9	43,814	19	17,487	19	19,059	12	21,278	44	21,765	6	7,131
Perth Amboy	164,867	247,091	266,899	7	12,133	3	35,019	24	56,160	9	43,573	19	17,391	19	18,954	12	21,161	44	21,646	6	7,092
Woodbridge	667,968	1,001,104	1,081,361	28	49,159	11	141,882	98	227,537	35	176,539	79	70,461	77	76,793	49	85,735	178	87,699	23	28,734
MONMOUTH	2,681,107	3,827,648	4,096,448	116	199,454	52	415,462	419	889,869	181	1,026,910	287	249,234	350	206,624	221	209,191	819	405,629	108	110,479
Asbury Park	53,622	76,553	81,929	2	3,989	1	8,309	8	17,797	4	20,538	6	4,985	7	4,132	4	4,184	16	8,113	2	2,210
Middletown	190,359	271,763	290,848	8	14,161	4	29,498	30	63,181	13	72,911	20	17,696	25	14,670	16	14,853	58	28,800	8	7,844
Red Bank	184,996	264,108	282,655	8	13,762	4	28,667	29	61,401	12	70,857	20	17,197	25	14,257	15	14,434	57	27,988	7	7,623
Shrewsbury	107,244	153,106	163,858	5	7,978	2	16,618	17	35,595	7	41,076	11	9,969	14	8,265	9	8,368	33	16,225	4	4,419
MORRIS	2,266,146	3,765,638	4,101,660	113	211,650	39	398,429	329	974,395	156	919,574	282	233,620	252	204,962	178	240,160	561	350,693	75	92,172
Dover	67,984	112,969	123,050	3	6,350	1	11,953	10	29,232	5	27,587	8	7,009	8	6,149	5	7,205	17	10,521	2	2,765
Morristown	206,219	342,673	373,251	10	19,260	4	36,257	30	88,670	14	83,681	26	21,259	23	18,652	16	21,855	51	31,913	7	8,388
Parsippany	222,082	369,033	401,963	11	20,742	4	39,046	32	95,491	15	90,118	28	22,895	25	20,086	17	23,536	55	34,368	7	9,033

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NEW JERSEY RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
OCEAN	1,613,378	2,867,949	3,108,167	103	193,683	39	292,084	328	690,251	160	914,704	174	165,894	157	135,884	127	122,397	520	266,833	71	84,114
Brick Township	272,007	430,192	466,225	15	29,052	6	43,813	49	103,538	24	137,206	26	24,884	24	20,383	19	18,360	78	40,025	11	12,617
Point Pleasant	72,535	114,718	124,327	4	7,747	2	11,683	13	27,610	6	36,588	7	6,636	6	5,435	5	4,896	21	10,673	3	3,365
Toms River	No Data Available For This City																				
PASSAIC	2,103,812	2,983,692	3,166,909	91	134,292	42	430,558	310	516,992	109	544,694	234	144,001	277	217,275	154	193,694	656	283,230	90	67,850
Clifton	399,724	566,901	601,713	17	25,515	8	81,806	59	98,228	21	103,492	44	27,360	53	41,282	29	36,802	125	53,814	17	12,892
Passaic	126,229	179,022	190,015	5	8,058	3	25,833	19	31,020	7	32,682	14	8,640	17	13,037	9	11,622	39	16,994	5	4,071
Paterson	294,534	417,717	443,367	13	18,801	6	60,278	43	72,379	15	76,257	33	20,160	39	30,419	22	27,117	92	39,652	13	9,499
SALEM	199,588	309,475	336,603	13	17,162	9	17,372	42	68,448	36	85,691	44	37,947	21	12,362	21	17,018	61	29,089	14	11,157
Salem	33,930	52,611	57,223	2	2,918	2	2,953	7	11,636	6	14,601	7	6,451	4	2,102	4	2,893	10	4,945	2	1,897
SOMERSET	1,193,993	1,882,001	2,054,868	61	94,063	20	177,728	148	453,046	81	581,303	140	120,855	112	87,517	99	119,894	295	172,172	36	48,318
Bridgewater	113,429	178,790	195,212	6	8,936	2	16,884	14	43,039	8	55,224	13	11,481	11	8,314	9	11,390	28	16,356	3	4,590
Somerville	155,219	244,660	267,133	8	12,228	3	23,105	19	58,896	11	75,569	18	15,711	15	11,377	13	15,586	38	22,382	5	6,281
SUSSEX	425,870	642,521	695,761	40	38,904	11	31,829	73	191,848	36	160,771	76	52,990	48	22,882	35	19,392	150	52,420	16	19,468
Newton	136,278	205,607	222,644	13	12,449	4	10,185	23	61,391	12	51,447	24	16,957	15	7,322	11	6,205	48	16,774	6	6,230
UNION	2,382,302	3,270,401	3,450,016	101	172,745	47	105,704	391	692,752	157	978,786	284	206,321	301	219,605	210	262,322	732	309,907	120	102,197
Elizabeth	381,168	523,264	552,003	16	27,639	8	16,913	63	110,840	25	156,606	45	33,011	48	35,137	34	41,972	117	49,585	19	16,352
WARREN	410,496	551,232	590,000	29	39,059	10	27,304	51	126,398	33	125,397	60	75,352	33	17,629	23	15,312	138	39,028	16	18,371
Phillipsburg	147,779	198,444	212,400	10	14,061	4	9,829	18	45,503	12	45,143	22	27,127	12	6,346	8	5,512	50	14,050	6	6,614

NEW MEXICO RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS............	6,318,724	9,094,838	9,837,595	398	770,792	265	1,107,876	1,001	2,076,118	645	2,540,790	770	633,807	766	487,844	551	462,621	1,929	979,307	220	248,030
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Albuquerque, NM	2,295,888	3,486,563	3,764,037	95	248,857	47	584,626	277	724,441	186	993,341	200	199,180	240	175,932	182	207,309	611	416,321	53	98,211
Las Cruces, NM	402,747	589,122	643,465	20	38,864	15	71,177	67	120,761	40	169,415	49	55,145	57	29,968	37	30,408	123	62,354	14	16,679
Santa Fe, NM	516,721	814,133	889,361	31	77,615	17	66,057	72	174,173	41	216,065	44	40,819	70	59,482	60	41,919	173	97,585	20	36,820
COUNTIES, Cities																					
BERNALILLO	2,295,888	3,486,563	3,764,037	95	248,857	47	584,626	277	724,441	186	993,341	200	199,180	240	175,932	182	207,309	611	416,321	53	98,211
Albuquerque	2,158,135	3,277,369	3,538,195	89	233,926	44	549,548	260	680,975	175	933,741	188	187,229	226	165,376	171	194,870	574	391,342	50	92,318
CATRON	3,742	4,508	4,863	0	128	0	756	2	832	0	1,283	2	198	0	228	0	268	1	150	0	127
CHAVES	288,958	409,335	440,516	26	54,473	7	32,793	47	88,006	35	116,200	31	34,816	38	21,658	32	20,857	76	38,744	10	7,799
Roswell	277,400	392,962	422,895	25	52,294	7	31,481	45	84,486	34	111,552	30	33,423	36	20,792	31	20,023	73	37,194	10	7,487
CIBOLA	76,663	102,526	109,444	4	3,162	10	15,089	22	31,525	8	12,358	13	6,164	4	2,229	7	3,687	27	10,055	4	3,459
Grants	53,729	70,441	74,823	3	2,845	5	9,670	14	15,556	6	11,114	8	3,623	4	2,229	7	3,687	21	8,657	4	3,459
Milan	15,705	12,564	12,061	1	317	1	1,213	5	8,856	2	1,244	4	1,875					5	1,089		
COLFAX	72,401	100,492	109,319	8	9,941	9	7,410	17	22,596	12	19,582	22	12,988	12	6,766	3	1,684	41	11,605	5	2,858
Raton	59,369	82,403	89,642	7	8,152	7	6,076	14	18,529	10	16,057	18	10,650	10	5,548	2	1,381	34	9,516	4	2,344
CURRY	199,193	271,924	290,342	14	28,250	5	27,837	38	51,486	33	102,973	16	8,703	39	17,665	37	18,061	46	23,310	8	7,382
Clovis	189,233	258,328	275,825	13	26,838	5	26,445	36	48,912	31	97,824	15	8,268	37	16,782	35	17,158	44	22,145	8	7,013
DE BACA	6,768	7,773	8,300	2	199	0	1,167	4	2,557	2	1,982	5	248	2	351	1	414	6	771	1	196
DONA ANA	402,747	589,122	643,465	20	38,864	15	71,177	67	120,761	40	169,415	49	55,145	57	29,968	37	30,408	123	62,354	14	16,679
Las Cruces	354,417	518,427	566,249	18	34,200	13	62,636	59	106,270	35	149,085	43	48,528	50	26,372	33	26,759	108	54,872	12	14,678
EDDY	254,769	324,204	344,139	19	27,621	11	30,573	50	77,154	30	99,348	18	21,904	33	21,441	27	15,448	67	22,308	14	8,060
Artesia	91,717	116,713	123,890	7	9,944	4	11,006	18	27,775	11	35,765	6	7,885	12	7,719	10	5,561	24	8,031	5	2,902
Carlsbad	160,504	204,249	216,808	12	17,401	7	19,261	32	48,607	19	62,589	11	13,800	21	13,508	17	9,732	42	14,054	9	5,078
GRANT	94,359	147,754	161,017	13	11,512	8	10,393	20	50,158	16	38,481	11	7,557	11	9,429	9	4,254	41	9,639	4	5,424
Silver City	81,149	127,068	138,475	11	9,900	7	8,938	17	43,136	14	33,094	9	6,499	9	8,109	8	3,658	35	8,290	3	4,665
GUADALUPE	31,727	36,698	38,542	0	824	2	4,846	5	3,183	2	8,235	20	12,206	2	1,459	1	1,719	15	3,328	2	814
HARDING	2,772	3,997	4,252	0	112	1	660	1	728	2	1,123	1	173	0	198	0	235	2	131	0	111
HIDALGO	28,560	46,404	52,515	4	1,457	1	7,313	7	9,109	4	6,021	13	17,305	1	2,200	0	2,593	12	2,662	1	1,228
LEA	346,692	415,887	441,303	29	51,783	9	23,850	61	102,207	38	129,971	48	22,981	59	30,170	30	19,799	93	35,610	16	9,700
Hobbs	263,486	316,074	335,390	22	39,355	7	18,126	46	77,677	29	98,778	36	17,466	45	22,929	23	15,047	71	27,064	12	7,372
Lovington	58,938	70,701	75,022	5	8,803	2	4,055	10	17,375	6	22,095	8	3,907	10	5,129	5	3,366	16	6,054	3	1,649
LINCOLN	80,087	135,215	151,534	8	23,824	4	23,537	25	34,900	7	31,529	11	4,567	14	5,400	6	3,804	36	18,891	3	585
LOS ALAMOS	53,728	83,621	91,143	3	2,408	3	8,949	13	27,757	5	3,172	9	8,660	7	5,420	4	2,061	18	8,032	5	2,561
Los Alamos	44,057	68,569	74,737	2	1,975	2	7,338	11	22,761	4	2,601	7	7,101	6	4,444	3	1,690	15	6,586	4	2,100
LUNA	64,216	84,322	89,429	6	5,777	2	13,890	9	25,417	13	16,473	16	11,889	13	3,290	3	4,925	18	4,390	2	2,334
Deming	55,868	73,360	77,803	5	5,026	2	12,084	8	22,113	11	14,332	14	10,343	11	2,862	3	4,285	16	3,819	2	2,031
MCKINLEY	280,703	367,993	392,724	10	25,540	17	38,540	46	91,529	24	65,512	51	48,481	29	14,367	21	15,494	77	40,248	7	7,471
Gallup	241,405	316,474	337,743	9	21,964	15	33,144	40	78,715	21	56,340	44	41,694	25	12,356	18	13,325	66	34,613	6	6,425
MORA	4,822	5,926	6,366	0	167	1	989	2	1,090	0	1,680	1	259	0	297	1	350	2	197	0	166
OTERO	185,005	263,904	283,442	14	26,268	9	21,437	36	51,221	30	88,243	22	14,424	26	15,829	25	16,106	62	28,478	5	6,445
Alamogordo	172,055	245,431	263,601	13	24,429	8	19,936	33	47,636	28	82,066	20	13,414	24	14,721	23	14,979	58	26,485	5	5,994
QUAY	58,202	90,191	98,428	2	2,600	5	9,388	10	23,117	8	17,459	14	13,503	9	2,656	2	5,421	31	14,251	3	1,696
RIO ARRIBA	78,399	114,847	125,683	8	15,288	9	9,584	9	32,614	7	31,312	16	8,411	3	5,545	1	6,536	29	9,311	3	797
ROOSEVELT	56,579	81,267	86,950	7	4,284	5	4,582	14	21,102	6	32,335	2	3,535	12	4,671	6	1,602	23	10,358	6	3,697
Portales	49,224	70,702	75,647	6	3,727	4	3,986	12	18,359	5	28,131	2	3,075	10	4,064	5	1,394	20	9,011	5	3,216
SANDOVAL	50,767	90,130	102,949	5	3,151	6	12,929	28	27,566	2	21,968	15	11,912	1	3,891	1	4,585	38	9,626	3	2,173
SAN JUAN	436,909	521,079	557,758	31	54,809	29	45,858	49	125,644	42	167,059	47	37,030	50	28,671	30	18,185	95	47,362	12	9,413
Farmington	345,158	411,652	440,629	24	43,299	23	36,228	39	99,259	33	131,977	37	29,254	40	22,650	24	14,366	75	37,416	9	7,436
SAN MIGUEL	72,190	106,384	115,776	7	14,619	7	12,367	18	30,670	10	16,015	14	8,021	11	5,113	6	2,526	31	10,951	5	3,123
Las Vegas	54,143	79,788	86,832	5	10,964	5	9,275	14	23,003	8	12,011	11	6,016	8	3,835	5	1,895	23	8,213	4	2,342
SANTA FE	462,993	730,512	798,218	28	75,207	14	57,108	59	146,416	36	212,893	35	32,159	63	54,062	56	39,858	155	89,553	15	34,259
Santa Fe	439,843	693,986	758,307	27	71,447	13	54,253	56	139,095	34	202,248	33	30,551	60	51,359	53	37,865	147	85,075	14	32,546
SIERRA	27,596	31,752	33,389	5	2,855	6	2,755	9	9,409	7	4,246	6	2,412	1	1,561	3	1,839	22	5,950	3	871
SOCORRO	43,693	66,488	74,849	4	3,562	8	5,262	8	18,869	8	29,119	16	4,233	7	1,761	1	4,122	14	6,962	3	850
TAOS	90,649	130,447	142,106	12	11,052	9	10,216	19	35,707	9	18,609	15	7,272	14	7,549	6	1,702	59	19,756	3	2,093
TORRANCE	27,390	34,928	37,819	1	999	1	5,874	7	5,075	4	9,981	10	7,380	0	1,768	1	2,083	12	2,185	2	986
UNION	16,696	24,226	25,940	5	2,454	2	4,029	2	4,440	3	2,022	8	4,429	3	1,031	3	1,269	12	3,168	2	677
VALENCIA	122,861	184,419	211,038	8	18,745	3	2,092	20	78,832	16	70,850	13	5,662	5	5,268	9	3,417	34	12,650	6	5,785

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NEW YORK RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	72,266,689	107,595,768	114,200,536	3,851	5,035,120	2,018	12,160,734	14,850	24,262,443	4,276	20,091,466	6,335	4,688,593	10,993	8,058,337	6,503	6,830,398	26,168	11,770,135	3,835	3,983,997
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Albany-Schenectady-Troy, NY	3,811,347	5,445,790	5,816,842	217	288,402	106	582,852	651	1,308,691	261	1,281,269	388	335,206	415	322,755	270	278,472	1,400	479,585	180	200,871
Binghamton, NY	1,164,910	1,672,386	1,790,057	62	84,076	35	198,007	186	414,429	91	412,536	120	113,158	138	88,228	101	89,336	407	150,162	53	77,216
Buffalo, NY	4,147,981	5,363,166	5,650,544	228	227,563	97	630,732	770	1,403,557	290	1,233,240	387	297,454	485	332,830	352	282,570	1,735	577,274	230	260,644
Elmira, NY	436,952	540,060	568,386	22	26,929	20	101,360	84	113,108	34	130,688	39	33,038	57	30,162	44	23,751	149	45,590	14	23,376
Glens Falls, NY	522,954	751,337	805,148	35	55,769	18	59,098	113	193,111	53	169,198	61	47,822	59	36,755	35	21,220	268	74,252	31	30,985
Nassau-Suffolk, NY	14,136,906	20,854,743	22,373,672	754	1,190,214	254	2,325,754	2,424	4,575,368	774	4,452,364	1,440	1,064,622	1,784	1,323,737	1,161	1,442,324	3,908	1,727,006	614	612,329
New York, NY	30,340,789	48,173,677	50,713,909	1,258	1,574,314	898	5,641,627	7,622	10,023,995	1,032	6,222,304	2,026	1,363,023	5,919	4,672,009	3,090	3,589,527	11,417	6,426,801	1,852	1,671,304
Niagra Falls, NY	854,220	1,061,948	1,115,998	56	46,043	34	147,856	152	280,686	84	247,771	85	44,082	126	57,701	79	38,996	403	108,773	55	50,103
Orange County	1,238,717	1,817,994	1,947,967	66	130,987	37	226,709	175	473,593	101	413,601	128	124,209	147	95,512	96	93,191	399	125,056	49	53,536
Poughkeepsie,	1,114,542	1,645,278	1,759,491	63	101,387	23	186,120	185	423,812	82	381,259	115	89,676	142	93,872	87	70,130	339	126,925	50	51,626
Rochester, NY	4,326,406	6,049,565	6,463,240	249	336,742	91	689,852	620	1,402,699	329	1,696,502	413	365,926	439	293,999	323	324,969	1,361	598,700	165	262,696
Syracuse, NY	2,765,490	4,009,873	4,289,742	181	221,444	69	415,157	432	1,033,417	235	1,031,600	267	217,416	332	242,299	224	214,701	1,019	389,785	113	204,748
Utica-Rome, NY	1,284,075	1,723,533	1,824,809	79	90,744	47	182,770	207	423,652	102	374,275	137	105,729	197	113,103	122	76,083	493	150,826	74	94,632
COUNTIES, Cities																					
ALBANY	1,704,538	2,529,814	2,690,425	71	95,555	41	302,688	231	476,015	75	657,610	137	119,133	184	200,694	119	164,334	560	238,362	56	75,283
Albany	460,225	683,050	726,415	19	25,800	11	81,726	62	128,524	20	177,555	37	32,166	50	54,187	32	44,370	151	64,358	15	20,326
ALLEGANY	129,068	164,031	174,085	16	7,497	7	10,421	44	55,028	23	49,312	18	7,876	16	4,165	15	4,331	56	14,204	10	6,826
Wellsville	64,534	82,016	87,043	8	3,749	4	5,211	22	27,514	12	24,656	9	3,938	8	2,083	8	2,166	28	7,102	5	3,413
BRONX	2,132,854	2,969,487	3,107,339	123	91,988	97	188,370	855	943,391	124	443,525	184	107,836	452	219,818	250	206,958	800	218,740	214	119,431
BROOME	1,039,034	1,504,118	1,609,495	52	73,766	29	188,419	156	357,178	77	372,098	99	97,442	133	87,005	92	86,967	365	141,714	45	72,096
Binghamton	332,491	481,318	515,038	17	23,605	9	60,294	50	114,297	25	119,071	32	31,181	43	27,842	[illegible]	27,829	117	45,348	14	23,071
CATTARAUGUS	291,434	395,328	422,259	35	34,835	20	52,482	57	103,208	39	95,027	33	17,106	55	25,217	30	15,481	163	41,424	20	16,443
Olean	145,717	197,664	211,130	18	17,418	10	26,241	29	51,604	20	47,514	17	8,553	28	12,609	15	7,741	82	20,712	10	8,222
Salamanca	36,429	49,416	52,782	4	4,354	3	6,560	7	12,901	5	11,878	4	2,138	7	3,152	4	1,935	20	5,178	3	2,055
CAYUGA	279,967	380,393	404,474	19	22,570	11	40,188	51	96,388	32	109,373	33	30,580	41	21,323	16	8,400	109	28,229	11	15,995
Auburn	198,777	270,079	287,177	13	16,025	8	28,533	36	68,435	23	77,655	23	21,712	29	15,139	11	5,964	77	20,043	8	11,356
CHAUTAUQUA	557,824	755,807	805,883	61	56,123	33	88,127	113	199,885	67	190,325	68	44,932	74	28,838	45	33,093	269	79,430	35	28,955
Dunkirk	64,708	87,674	93,482	7	6,510	4	10,223	13	23,187	8	22,078	8	5,212	9	3,345	5	3,839	31	9,214	4	3,359
Fredonia	59,129	80,116	85,424	6	5,949	3	9,341	12	21,188	7	20,174	7	4,763	8	3,057	5	3,508	29	8,420	4	3,069
Jamestown	185,755	251,684	268,359	20	18,689	11	29,346	38	66,562	22	63,378	23	14,962	25	9,603	15	11,020	90	26,450	12	9,642
CHEMUNG	436,952	540,060	568,386	22	26,929	20	101,360	84	113,108	34	130,688	39	33,038	57	30,162	44	23,751	149	45,590	14	23,376
Elmira	179,150	221,425	233,[illegible]38	9	11,041	8	41,558	34	46,374	14	53,582	16	13,546	23	12,366	18	9,738	61	18,692	6	9,584
CHENANGO	159,761	217,275	233,191	13	10,020	9	17,117	37	62,251	30	64,083	15	9,336	19	7,016	14	5,633	78	14,927	9	10,971
Norwich	71,892	97,774	104,936	6	4,509	4	7,703	17	28,013	14	28,837	7	4,201	9	3,157	6	2,535	35	6,717	4	4,937
CLINTON	338,640	499,535	538,469	26	30,058	14	52,179	55	103,547	42	124,736	28	28,433	35	33,015	29	19,569	114	47,372	18	19,400
Plattsburgh	152,049	224,291	241,773	12	13,496	6	23,428	25	46,493	19	56,006	13	12,766	16	14,824	13	8,786	51	21,270	8	8,711
COLUMBIA	207,008	281,883	302,019	25	35,780	7	14,916	47	79,468	19	55,706	21	23,079	21	5,785	18	8,963	75	19,269	10	7,732
Hudson	109,714	149,398	160,070	13	18,963	4	7,905	25	42,118	10	29,524	11	12,232	11	3,066	10	4,750	40	10,213	5	4,098
CORTLAND	184,[illegible]22	246,397	263,763	21	20,876	5	12,407	35	61,743	33	70,617	16	12,234	21	13,509	21	11,141	86	30,424	11	16,895
Cortland	149,463	199,582	213,648	17	16,910	4	10,050	28	50,012	27	57,200	13	9,910	17	10,942	17	9,024	70	24,643	9	13,685
DELAWARE	179,533	241,236	257,296	25	20,614	11	16,162	40	71,464	24	47,821	26	13,783	23	5,837	13	4,674	73	17,117	17	11,311
DUTCHESS	1,114,542	1,645,278	1,759,491	[illegible]	[illegible]	23	186,120	185	423,812	82	381,259	115	89,676	142	93,872	87	70,130	339	126,925	50	51,626
Beacon	28,978	[illegible]	45,747	2	[illegible]	1	4,839	5	11,019	2	9,913	3	2,332	4	2,441	2	1,823	9	3,300	1	1,342
Poughkeepsie	6,346	[illegible]	[illegible]	0	[illegible]	0	1,060	1	2,413	0	2,171	1	511	1	535	0	399	2	723	0	294
ERIE	4,147,981	5,363,166	5,650,544	228	227,563	97	630,732	770	1,403,557	290	1,233,240	387	297,454	485	332,830	352	282,570	1,735	577,274	230	260,644
Buffalo	954,036	[illegible]	1,299,625	52	52,339	22	145,068	177	322,818	67	283,645	89	68,414	112	76,551	81	64,991	399	132,773	53	59,948
Tonawanda	124,439	160,895	169,516	7	6,827	3	18,922	23	42,107	9	36,997	12	8,924	15	9,985	11	8,477	52	17,318	7	7,819
ESSEX	128,788	193,163	208,186	14	16,999	9	11,946	34	58,321	14	29,921	30	12,717	26	6,935	5	1,475	91	22,579	13	5,668
Lake Placid	27,045	40,564	43,719	3	3,570	2	2,509	7	12,247	3	6,283	6	2,671	5	1,456	1	310	19	4,742	3	1,190
FRANKLIN	162,442	233,469	253,345	17	26,485	10	15,638	35	63,543	18	35,836	19	6,069	22	7,878	12	5,616	78	15,477	12	14,844
Malone	53,606	77,045	83,604	6	8,740	3	5,161	12	20,969	6	11,826	6	2,003	7	2,600	4	1,853	26	5,107	4	4,899
Saranac Lake	45,484	65,371	70,937	5	7,416	3	4,379	10	17,792	5	10,034	5	1,699	6	2,206	3	1,572	22	4,334	[illegible]	4,156
Tupper Lake	26,803	38,522	41,802	3	4,370	2	2,580	6	10,485	3	5,913	3	1,001	4	1,300	2	927	13	2,554	2	2,449
FULTON	189,030	251,764	269,909	19	19,264	7	17,989	32	62,534	30	71,470	19	14,629	28	18,286	9	7,639	72	16,194	11	18,455
Gloversville	90,734	120,847	129,556	9	9,247	3	8,635	15	30,016	14	34,306	9	7,022	13	8,777	4	3,667	35	7,773	5	8,873
Johnstown	60,490	80,564	86,371	6	6,164	2	5,756	10	20,011	10	22,870	6	4,681	9	5,852	3	2,444	23	5,182	4	5,915
GENESEE	208,472	259,146	[illegible]	24	23,607	10	19,874	41	65,771	26	61,008	27	20,197	22	14,070	24	16,556	94	28,407	9	12,554
Batavia	110,490	137,347	[illegible]	13	12,512	5	10,533	22	34,859	14	32,334	14	10,704	12	7,457	13	8,775	50	15,056	5	6,654
GREENE	175,626	239,438	258,041	19	17,880	7	18,940	46	72,881	21	55,790	24	23,644	16	6,726	8	5,463	99	17,473	10	7,841
Catskill	77,275	105,353	[illegible]	8	7,867	3	8,334	20	32,068	9	24,548	11	10,403	7	2,959	4	2,404	44	7,688	4	3,450
HAMILTON	14,055	19,316	[illegible]	4	3,555	4	[illegible]	7	5,467	7	2,307	3	1,043	1	1,213	2	255	31	3,311	0	1,214
HERKIMER	207,607	261,916	278,063	14	15,324	11	[illegible]	50	69,566	28	42,197	25	17,524	32	10,627	27	11,541	100	21,272	14	15,404
Herkimer	62,074	78,313	83,141	4	4,582	3	[illegible]	15	20,800	8	12,617	7	5,240	10	3,177	8	3,451	30	[illegible]	4	4,606
Ilion	39,445	49,764	52,832	3	2,912	2	7,068	10	13,218	5	8,017	5	3,330	6	2,019	5	2,193	19	4,042	3	2,927
Little Falls	34,463	43,478	46,158	2	2,544	2	6,175	8	11,548	5	7,005	4	2,909	5	1,764	4	1,916	17	3,531	2	2,557
JEFFERSON	377,197	528,420	564,211	34	36,806	22	60,961	79	118,755	48	130,414	42	34,699	43	27,506	32	21,318	194	45,811	16	31,491
Watertown	217,643	304,898	325,550	20	21,237	13	35,174	46	68,522	28	75,249	24	20,021	25	15,871	18	12,300	112	26,433	9	18,170
KINGS	4,988,562	7,039,285	7,397,074	282	291,996	224	685,253	1,861	1,903,729	232	954,294	433	235,458	1,249	571,756	648	513,681	1,752	500,558	445	276,405
LEWIS	54,413	77,106	83,261	7	2,143	5	6,112	15	23,398	12	18,947	11	5,922	4	1,477	5	1,850	43	7,622	4	4,833
LIVINGSTON	192,013	265,071	286,019	19	22,318	9	15,139	36	75,379	30	60,585	29	26,805	20	5,591	18	5,201	101	27,195	10	8,114
MADISON	203,404	290,079	311,781	19	19,190	7	15,078	41	80,768	35	79,007	23	13,117	20	7,641	19	7,959	111	36,071	14	19,627
Oneida	83,396	118,932	127,830	8	7,868	3	6,182	17	33,115	14	32,393	9	5,378	8	3,133	8	3,263	46	14,789	6	8,047
MONROE	3,332,460	4,645,987	4,946,906	151	228,339	54	518,660	454	1,071,101	196	1,358,867	296	270,374	310	221,983	248	282,204	968	472,629	115	202,630
Rochester	799,790	1,115,037	1,187,257	36	54,801	13	124,478	109	257,064	47	326,128	71	64,890	74	53,276	60	67,729	232	113,431	28	48,631
MONTGOMERY	19[illegible],869	262,135	283,924	17	10,722	7	25,439	41	66,475	22	44,515	33	34,608	25	12,000	18	7,433	82	17,119	15	16,211
Amsterdam	1[illegible]9,365	149,41[illegible]	161,837	10	6,112	4	14,500	23	37,891	13	25,374	19	10,727	14	6,840	10	4,237	47	9,758	9	9,240

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NEW YORK RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
NASSAU	8,230,516	11,992,131	12,746,329	353	471,954	135	1,367,995	1,323	2,409,314	356	2,428,554	816	596,559	1,101	616,230	682	942,830	2,115	1,016,379	347	328,487
Bethpage	No Data Available For This City																				
Garden City	164,110	239,843	254,927	7	9,439	3	27,360	26	48,186	7	48,571	16	11,931	22	16,325	14	18,857	42	20,328	7	6,570
Hempstead	296,199	431,717	458,868	13	16,990	5	49,248	48	86,735	13	87,428	29	21,476	40	29,384	25	33,942	76	36,590	12	11,826
Hicksville	534,984	779,489	828,511	23	30,677	9	88,920	86	156,605	23	157,856	53	38,776	72	53,055	44	61,284	137	66,065	23	21,352
NEW YORK	10,816,507	19,813,578	20,663,405	238	333,845	263	2,767,781	1,974	2,552,240	84	967,754	111	118,171	2,425	2,729,989	1,033	1,790,056	4,945	3,986,875	463	650,340
NIAGARA	854,220	1,061,948	1,115,998	56	46,043	34	147,856	152	280,686	84	247,771	85	44,082	126	57,701	79	38,996	403	108,773	55	50,103
Lockport	65,775	81,770	85,932	4	3,545	3	11,385	12	21,613	6	19,078	7	3,394	10	4,443	6	3,003	31	8,376	4	3,858
Niegra Falls	235,765	293,098	308,015	15	12,708	9	40,808	42	77,469	23	68,385	23	12,167	35	15,925	22	10,763	111	30,021	15	13,828
North Tonawa	119,591	148,673	156,240	8	6,446	5	20,700	21	39,296	12	34,688	12	6,171	18	8,078	11	5,459	56	15,228	8	7,014
ONEIDA	1,076,468	1,461,617	1,546,746	65	75,420	36	145,569	157	354,086	74	332,078	112	88,205	165	102,476	95	64,542	393	129,554	60	79,228
Rome	202,376	274,784	290,788	12	14,179	7	27,367	30	66,568	14	62,431	21	16,583	31	19,265	18	12,134	74	24,356	11	14,895
Utica	322,940	438,485	464,024	20	22,626	11	43,671	47	106,226	22	99,623	34	26,462	50	30,743	29	19,363	118	38,866	18	23,768
ONONDAGA	2,190,477	3,145,093	3,349,190	135	161,916	45	353,961	319	782,703	160	814,592	194	169,641	286	221,183	180	189,873	761	304,424	85	149,369
Syracuse	700,953	1,006,430	1,071,741	43	51,813	14	113,268	102	250,465	51	260,669	62	54,285	92	70,779	58	60,759	244	97,416	27	47,798
ONTARIO	442,424	662,055	721,059	29	38,534	11	118,673	62	130,646	47	145,666	45	35,588	72	52,258	29	24,014	152	65,021	15	26,263
Canandaigua	97,333	145,652	158,633	6	8,477	2	26,108	14	28,742	10	32,047	10	7,829	16	11,497	6	5,283	33	14,305	3	5,778
Geneva	57,515	86,067	93,738	4	5,009	1	15,427	8	16,984	6	18,937	6	4,626	9	6,794	4	3,122	20	8,453	2	3,414
ORANGE	1,238,717	1,817,994	1,947,967	66	130,987	37	226,709	175	473,593	101	413,601	128	124,209	147	95,512	96	93,191	399	125,056	49	53,536
Middletown	260,131	381,779	409,073	14	27,507	8	47,609	37	99,455	21	86,856	27	26,084	31	20,058	20	19,570	84	26,262	10	11,243
Newburgh	222,969	327,239	350,634	12	23,578	7	40,808	32	85,247	18	74,448	23	22,358	26	17,192	17	16,774	72	22,510	9	9,636
Port Jervis	59,458	87,264	93,502	3	6,287	2	10,882	8	22,732	5	19,853	6	5,962	7	4,585	5	4,473	19	6,003	2	2,570
ORLEANS	105,754	145,460	156,200	16	12,415	5	11,466	27	47,398	14	30,093	8	5,888	13	5,259	8	5,819	41	13,158	9	9,241
Medina	46,532	64,002	68,728	7	5,463	2	5,045	12	20,855	6	13,241	4	2,591	6	2,314	4	2,560	18	5,790	4	4,066
OSWEGO	371,609	574,701	628,771	27	[illegible]	17	46,118	72	169,946	40	138,001	50	34,658	26	13,475	25	16,869	147	49,290	14	35,752
Fulton	110,368	170,686	186,745	8	[illegible]	5	13,697	21	50,474	12	40,986	15	10,293	8	4,002	7	5,010	44	14,639	4	10,618
Oswego	112,598	174,134	190,518	8	[illegible]	5	13,974	22	51,494	12	41,814	15	10,501	8	4,083	8	5,111	45	14,935	4	10,833
OTSEGO	224,020	332,302	360,425	24	[illegible]	12	30,640	44	84,471	36	101,664	18	10,314	21	9,993	15	5,384	102	33,123	14	16,154
Oneonta	80,647	119,629	129,753	9	[illegible]	4	11,030	16	30,410	13	36,599	6	3,713	8	3,597	5	1,938	37	11,924	5	5,815
PUTNAM	272,769	428,243	461,151	23	[illegible]	5	24,503	62	106,304	28	120,012	40	29,517	18	8,793	26	14,481	99	25,729	17	18,190
QUEENS	5,111,766	7,661,640	8,154,817	259	[illegible]	163	676,376	1,577	2,088,365	227	1,475,235	528	353,127	845	472,484	511	438,102	1,931	868,933	361	302,882
RENSSELAER	454,996	650,326	696,491	27	33,788	8	35,823	113	222,829	47	141,853	64	46,486	32	17,383	28	21,049	206	54,921	37	36,110
Troy	163,799	234,117	250,737	10	12,164	3	12,896	41	[illegible]	17	51,067	23	16,735	12	6,258	10	7,578	74	19,772	13	13,000
RICHMOND	1,084,079	1,721,040	1,870,555	60	92,858	25	223,623	256	476,383	58	347,220	101	63,771	165	121,664	105	91,032	315	124,243	60	58,842
ROCKLAND	1,114,627	1,690,472	1,822,105	57	103,030	18	211,910	195	402,410	60	444,487	134	96,021	140	95,102	91	78,351	344	170,865	66	63,319
Nyack	44,585	67,619	72,884	2	4,121	1	8,476	8	16,096	2	17,779	5	3,841	6	3,804	4	3,134	14	6,835	3	2,533
ST. LAWRENCE	355,522	501,147	532,199	31	41,569	16	35,472	84	127,664	60	128,695	30	12,103	40	19,695	37	19,906	181	45,175	15	32,699
Ogdensburg	53,328	75,172	79,830	5	6,235	2	5,321	13	19,150	9	19,304	5	1,815	6	2,954	6	2,986	27	6,776	2	4,905
SARATOGA	579,287	846,830	919,016	41	68,564	23	88,022	99	225,637	44	189,262	60	59,413	73	32,865	41	30,157	229	86,393	23	28,306
Saratoga Spri	156,407	228,644	248,134	11	18,512	6	23,766	27	60,922	12	51,101	16	16,042	20	8,874	11	8,142	62	23,326	6	7,643
SCHENECTADY	705,031	917,247	968,945	42	61,893	20	111,940	121	244,854	52	192,239	70	51,922	85	53,087	56	50,036	224	65,317	39	37,120
Schenectady	352,516	458,624	484,473	21	30,947	10	55,970	61	122,427	26	96,120	35	25,961	43	26,544	[illegible]	25,018	112	32,659	20	18,560
SCHOHARIE	90,312	117,982	126,007	10	8,658	5	9,249	19	35,341	8	23,767	17	6,103	10	3,118	7	3,227	32	7,486	3	7,742
SCHUYLER	42,267	53,651	57,227	5	5,842	2	4,200	11	15,509	11	18,400	7	[illegible]	5	830	3	741	25	4,357	3	3,516
SENECA	102,041	140,215	150,591	8	12,015	2	11,054	16	42,176	12	41,046	12	9,876	11	2,366	9	5,129	52	11,961	8	9,134
STEUBEN	346,403	461,258	486,896	28	38,685	15	44,277	67	116,211	53	102,115	51	29,853	48	21,507	35	16,418	156	42,121	25	25,242
Corning	65,124	86,717	91,536	5	7,273	3	8,324	13	21,848	10	19,198	10	5,612	9	4,043	7	3,087	29	7,919	5	4,745
Hornell	66,856	89,023	93,971	5	7,466	3	8,545	13	22,429	10	19,708	10	5,762	9	4,151	7	3,169	30	8,129	5	4,872
SUFFOLK	5,906,390	8,862,612	9,627,343	401	718,260	119	957,759	1,101	2,166,054	418	2,023,810	624	468,063	683	507,507	479	499,494	1,793	710,627	267	283,842
SULLIVAN	285,933	396,610	422,596	23	38,644	14	31,019	51	104,743	31	83,411	43	20,885	20	5,859	16	5,283	158	34,564	20	11,510
TIOGA	125,876	168,268	180,562	10	10,310	6	9,588	30	57,251	14	40,438	21	15,716	5	1,223	9	2,369	42	8,448	8	5,120
Waverly	20,014	26,755	28,709	2	1,639	1	1,524	5	9,103	2	6,430	3	2,499	1	194	1	377	7	1,343	1	814
TOMPKINS	357,234	506,720	541,897	25	39,136	9	51,305	65	122,847	34	117,368	37	30,973	50	24,986	41	[illegible]	166	58,391	17	21,169
Ithaca	235,774	334,435	357,652	17	25,830	6	33,861	43	81,079	22	77,463	24	20,442	33	16,491	27	19,430	110	38,538	11	13,972
ULSTER	681,558	998,978	1,075,393	45	50,648	23	105,036	115	245,983	57	205,336	79	66,880	72	38,908	48	26,221	278	94,832	33	29,005
Kingston	245,361	359,632	387,141	16	18,233	8	37,813	41	88,554	21	73,921	28	24,077	26	14,007	17	9,440	100	34,140	12	10,442
WARREN	376,120	554,562	594,593	23	48,303	15	43,644	64	127,881	35	137,471	38	36,291	46	33,432	27	18,843	178	57,744	17	20,800
Glens Falls	199,344	293,918	315,134	12	25,601	8	23,131	34	67,777	19	72,860	20	19,234	24	17,719	14	9,987	94	30,604	9	11,024
WASHINGTON	146,834	196,775	210,555	12	7,466	3	15,454	49	65,230	18	31,727	23	11,531	13	3,323	8	2,377	90	16,508	14	10,185
WAYNE	253,755	330,992	353,056	34	35,136	12	25,914	41	78,175	42	101,291	35	27,271	24	8,908	20	7,731	99	20,697	16	16,448
WESTCHESTER	4,779,625	6,849,932	7,237,463	216	340,818	103	863,811	842	1,551,173	219	1,469,777	495	359,122	625	452,403	426	456,866	1,231	530,858	226	181,895
Mamaroneck	143,389	205,498	217,124	6	10,225	3	25,914	25	46,535	7	44,093	15	10,774	19	13,572	13	13,706	37	15,926	7	5,457
Mount Vernon	238,981	342,497	361,873	11	17,041	5	43,191	42	77,559	11	73,489	25	17,956	31	22,620	21	22,843	62	26,543	11	9,095
New Rochelle	372,811	534,295	564,522	17	26,584	8	67,377	66	120,991	17	114,643	39	28,012	49	35,287	33	35,636	96	41,407	18	14,188
North Tarrytown	52,576	75,349	79,612	2	3,749	1	9,502	9	17,063	2	16,168	5	3,950	7	4,976	5	5,026	14	5,839	2	2,001
Ossining	71,694	102,749	108,562	3	5,112	2	12,957	13	23,268	3	22,047	7	5,387	9	6,786	6	6,853	18	7,963	3	2,728
Peekskill	195,965	280,847	296,736	9	13,974	4	35,416	35	63,598	9	60,261	20	14,724	26	18,549	17	18,732	50	21,765	9	7,458
Portr chester	152,948	219,198	231,599	7	10,906	3	27,642	27	49,638	7	47,033	16	11,492	20	14,477	14	14,620	39	16,987	7	5,821
Tarrytown	61,179	87,679	92,640	3	4,362	1	11,057	11	19,855	3	18,813	6	4,597	8	5,791	5	5,848	16	6,795	3	2,328
White Plains	764,740	1,095,989	1,157,994	35	54,531	16	138,210	135	248,188	35	235,164	79	57,460	100	72,384	68	73,099	197	84,937	36	29,103
Yonkers	766,652	1,098,729	1,160,889	35	54,667	17	138,555	135	248,808	35	235,752	79	57,603	100	72,565	68	73,281	197	85,150	36	29,176
WYOMING	114,306	159,341	170,542	14	14,035	4	6,821	23	47,242	29	48,934	19	8,533	16	4,173	12	6,373	57	15,796	6	6,676
YATES	59,650	73,945	78,295	8	8,150	3	5,747	12	19,367	13	17,220	7	6,592	9	1,870	6	1,012	37	9,797	5	3,467
New York City	24,173,768	31,463,995	33,194,515	1,015	910,237	814	3,686,708	6,882	6,758,304	765	3,422,886	1,432	795,057	5,418	3,568,021	2,687	2,646,223	10,279	4,647,682	1,628	1,225,367

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	25,005,089	36,817,254	39,980,969	1,966	3,008,706	1,349	4,038,454	5,372	8,642,480	2,984	9,747,867	3,050	2,039,925	3,649	2,114,379	2,838	2,292,991	6,670	3,431,667	1,439	1,369,792
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Asheville, NC	848,523	1,217,328	1,311,728	56	101,794	31	157,996	134	254,914	92	321,902	91	79,692	106	57,418	83	49,098	207	117,563	37	50,251
Burlington, NC	517,969	722,210	783,795	36	44,594	26	69,805	98	155,461	56	211,589	57	52,332	99	68,779	71	46,468	113	63,526	30	27,284

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Fayetteville, NC	974,013	1,409,772	1,511,478	58	96,179	38	228,626	162	290,098	106	388,876	108	84,275	114	61,143	104	135,399	278	142,465	31	32,058
Greensboro-Winston-Salem-High Point, NC	3,934,099	5,834,017	6,313,319	263	368,734	143	685,537	654	1,217,029	364	1,550,453	450	344,577	536	345,593	437	409,436	1,023	594,899	188	209,961
Hickory, NC	840,858	1,250,283	1,365,751	81	121,396	35	121,514	184	301,355	107	310,017	79	45,512	141	76,880	102	70,366	220	118,429	61	53,915
Jacksonville, NC	415,439	624,521	677,363	24	52,119	23	93,652	86	133,117	67	212,475	41	21,298	38	18,783	45	56,944	155	66,015	11	16,218
Raleigh-Durham, NC	2,792,602	4,477,868	4,884,336	160	283,667	103	609,452	511	986,861	217	1,178,447	273	246,110	384	268,283	302	295,731	738	475,153	132	170,418
Wilmington, NC	615,501	885,210	957,379	37	74,916	22	135,710	107	181,033	61	209,771	48	33,327	108	59,128	69	53,620	175	90,393	31	28,358
Charlote-Gastonia-Rock Hill, NC-SC	4,720,304	7,121,644	7,739,279	295	495,078	160	766,366	806	1,734,043	435	2,062,477	490	395,468	629	447,527	455	428,118	1,129	663,490	227	242,575
COUNTIES, Cities																					
ALAMANCE	517,969	722,210	783,795	36	44,594	26	69,805	98	155,461	56	211,589	57	52,332	99	68,779	71	46,468	113	63,526	30	27,284
Burlington	372,938	519,991	564,332	26	32,108	19	50,260	71	111,932	40	152,344	41	37,679	71	49,521	51	33,457	81	45,739	22	19,644
ALEXANDER	53,772	79,619	87,993	15	13,699	4	3,280	14	23,875	11	17,276	8	2,150	5	2,307	7	3,794	19	7,511	6	3,914
ALLGHANY	25,973	33,773	36,899	5	8,883	4	1,439	9	7,115	7	6,745	5	2,792	6	720	1	1,381	10	1,967	3	1,906
ANSON	63,554	90,840	99,237	8	8,034	8	3,965	24	28,205	14	23,368	9	7,048	12	3,547	6	6,077	19	6,128	7	4,451
ASHE	73,097	98,188	107,305	10	11,848	8	7,486	18	22,267	9	28,719	12	3,444	13	4,503	10	4,215	16	5,322	7	3,267
AVERY	49,490	72,167	80,245	9	19,793	6	5,356	20	21,800	5	10,854	8	1,436	6	1,568	3	3,004	20	4,732	4	3,117
BEAUFORT	169,038	233,554	252,114	17	30,096	14	23,841	44	65,265	25	62,719	18	9,510	36	9,207	22	9,488	32	14,406	10	9,665
Washington	121,031	167,225	180,514	12	21,549	10	17,070	32	46,730	18	44,907	13	6,809	26	6,592	16	6,793	23	10,315	7	6,920
BERTIE	39,359	55,132	61,362	5	4,565	5	1,576	30	19,482	8	19,140	9	2,080	5	772	5	1,907	7	2,122	5	1,782
BLADEN	72,451	98,886	107,534	12	6,658	9	7,287	25	32,467	15	25,619	14	5,360	10	3,624	6	3,227	14	3,738	9	4,922
BRUNSWICK	117,246	189,495	209,808	11	22,983	11	13,570	40	73,658	15	45,971	24	8,613	9	2,946	9	3,213	60	26,044	9	6,861
BUNCOMBE	848,523	1,217,328	1,311,728	56	101,794	31	157,996	134	254,914	92	321,902	91	79,692	106	57,418	83	49,098	207	117,563	37	50,251
Asheville	576,996	827,783	891,975	38	49,220	21	107,437	91	173,342	63	218,893	62	54,191	72	39,044	56	33,387	141	79,943	25	34,171
BURKE	195,246	281,986	308,053	24	34,682	7	18,399	62	88,455	30	43,065	19	8,979	37	17,101	23	11,389	49	26,842	18	13,971
Morganton	126,910	185,291	200,234	16	22,543	5	11,959	40	57,496	20	27,992	12	5,836	24	11,116	15	7,403	32	17,447	12	9,081
CABARRUS	394,622	546,020	594,664	33	40,873	15	66,531	73	135,047	42	168,893	41	22,953	65	33,187	47	35,520	76	39,677	22	20,455
Concord	170,477	235,881	256,895	14	17,657	6	28,741	32	58,340	18	72,962	18	9,916	29	14,337	20	15,345	33	17,140	10	8,837
Kannaplis	132,198	182,917	199,212	11	13,692	5	22,288	24	45,241	14	56,579	14	7,689	22	11,118	16	11,899	25	13,292	7	6,852
CALDWELL	235,554	338,362	371,073	27	23,943	12	26,032	64	94,338	36	109,104	23	9,569	29	11,040	30	34,210	64	21,349	19	14,792
Lenoir	167,243	240,237	263,462	19	17,000	9	18,483	45	66,980	26	77,464	16	6,794	21	7,838	21	24,289	45	15,158	13	10,502
CAMDEN	10,701	13,484	14,646	1	1,137	1	308	4	2,846	2	3,209	3	1,108	0	642	2	548	4	765	1	430
CARTERET	197,370	303,239	330,956	24	51,350	12	30,316	57	62,808	26	63,138	35	20,466	23	8,276	25	20,382	69	37,989	8	10,453
CASWELL	19,886	27,102	29,599	2	2,298	7	2,613	17	10,497	7	6,945	3	497	0	1,296	1	1,108	4	282	2	868
CATAWBA	591,840	888,678	969,705	42	73,015	24	99,835	108	189,025	66	249,676	52	34,383	99	57,472	72	55,183	152	84,076	37	36,030
Hickory	337,349	506,546	552,732	24	41,619	14	56,906	62	107,744	38	142,315	30	19,598	56	32,759	41	31,454	87	47,923	21	20,537
Newton	41,429	62,207	67,879	3	5,111	2	6,988	8	13,232	5	17,477	4	2,407	7	4,023	5	3,863	11	5,885	3	2,522
CHATHAM	88,367	137,567	149,059	13	6,511	14	8,707	24	40,590	20	42,277	16	10,094	17	5,651	15	4,610	28	10,240	6	3,813
CHEROKEE	68,383	97,348	105,818	9	10,904	8	7,790	19	30,603	9	9,036	11	3,807	19	4,933	7	8,414	18	7,573	5	3,894
CHOWAN	46,863	66,277	71,438	3	4,210	6	9,318	11	21,058	8	14,263	8	4,388	6	2,303	4	2,304	10	3,834	3	2,849
CLAY	21,421	31,075	35,523	4	7,513	3	912	5	4,923	4	7,783	7	2,628	1	1,555	3	1,481	1	759	2	1,042
CLEVELAND	284,386	373,762	402,741	19	20,373	24	37,407	75	108,588	48	90,843	48	21,782	37	16,366	40	19,173	82	35,564	26	18,049
Shelby	164,944	216,782	233,590	11	11,816	14	21,696	44	62,981	28	52,689	28	12,634	21	9,492	23	11,120	48	20,627	15	10,468
COLUMBUS	186,004	265,635	287,286	27	38,574	20	21,872	47	63,865	32	69,903	31	10,963	37	17,867	21	10,150	39	15,253	16	12,658
CRAVEN	319,197	469,941	509,463	16	43,271	17	59,426	84	122,461	35	152,102	37	19,479	48	16,230	42	29,182	68	38,243	16	12,763
New Bern	158,003	232,621	252,184	8	21,419	8	29,416	42	60,618	17	75,290	18	9,642	24	8,034	21	14,445	34	18,930	8	6,318
CUMBERLAND	974,013	1,409,772	1,511,478	58	96,179	38	228,626	162	290,098	106	388,876	108	84,275	114	61,143	104	135,399	278	142,465	31	32,058
Fayetteville	681,809	986,840	1,058,035	41	67,325	27	160,038	113	203,069	74	272,213	76	58,993	80	42,800	73	94,779	195	99,726	22	22,441
CURRITUCK	22,700	31,660	34,314	2	2,306	2	624	12	12,441	2	6,512	8	5,566	1	1,302	4	1,007	12	1,970	2	871
DARE	114,929	204,212	231,576	16	34,282	8	12,277	46	63,880	8	16,969	14	6,394	22	10,252	8	8,492	79	45,461	3	2,210
DAVIDSON	350,674	496,402	542,202	33	38,649	12	29,710	79	119,271	63	127,973	52	34,048	52	26,447	49	32,702	112	43,534	29	21,283
Lexington	192,871	273,021	298,211	18	21,257	7	16,341	43	65,599	35	70,385	29	18,726	29	14,546	27	17,986	62	23,944	16	11,706
Thomasville	94,682	134,029	146,395	9	10,435	3	8,022	21	32,203	17	34,553	14	9,193	14	7,141	13	8,830	30	11,754	8	5,746
DAVIE	59,720	86,210	95,675	7	9,030	7	2,705	17	22,376	9	14,679	14	9,504	7	2,014	6	13,311	16	5,466	3	3,919
DUPLIN	116,750	148,952	159,972	16	7,573	17	8,406	48	47,392	28	34,845	22	7,931	23	6,518	18	9,182	28	9,743	14	5,916
DURHAM	747,552	1,189,153	1,292,260	34	65,038	19	178,105	133	255,673	49	324,032	81	74,341	121	68,121	85	77,032	185	118,440	30	49,654
Durham	627,944	998,889	1,085,498	29	54,632	16	149,608	112	214,765	41	272,187	68	62,446	102	57,222	71	64,707	155	99,490	25	41,709
EDGECOMBE	162,170	231,315	251,258	11	12,743	12	23,148	66	71,945	20	50,479	24	13,300	20	8,411	22	14,975	36	13,890	13	10,147
Tarboro	81,085	115,658	125,629	6	6,372	6	11,574	33	35,973	10	25,240	12	6,650	10	4,206	11	7,488	18	6,945	7	5,074
FORSYTH	1,350,765	1,982,942	2,135,123	66	121,496	40	251,735	188	399,954	101	586,330	146	106,017	196	131,146	136	121,123	333	210,505	45	72,174
Winston-Salem	1,021,181	1,499,104	1,614,153	50	91,851	30	190,312	142	302,365	76	443,265	110	80,149	148	99,146	103	91,569	252	159,142	34	54,564
FRANKLIN	62,736	88,859	96,901	8	14,737	7	6,442	45	28,718	12	15,406	16	4,514	9	2,946	10	1,834	24	6,436	7	4,959
GASTON	633,365	883,304	956,470	45	64,254	35	134,368	142	245,068	75	219,371	72	36,584	84	36,737	69	38,274	144	74,835	36	39,386
Gastonia	399,020	556,482	602,576	28	40,480	22	84,652	89	154,393	47	138,204	45	23,048	53	23,144	43	24,113	91	47,146	23	24,813
GATES	13,975	18,207	19,653	2	1,525	3	604	10	5,857	3	4,307	6	1,239	0	860	0	736	4	421	2	576
GRAHAM	13,300	16,244	17,544	4	3,681	3	367	8	5,708	3	431	9	633	4	562	3	657	7	1,110	2	515
GRANVILLE	84,831	129,549	142,340	6	8,597	9	10,411	34	42,006	14	30,001	20	4,681	18	8,478	12	4,086	21	7,951	11	11,243
GREENE	18,[illegible]86	22,287	24,157	5	1,294	4	1,551	7	5,134	4	5,294	6	1,968	3	1,058	5	1,382	8	1,375	1	708
GUILFORD	1,76[illegible],785	2,683,206	2,897,301	101	136,897	57	358,285	258	528,244	111	681,341	175	162,129	228	153,309	190	218,057	438	285,865	82	86,350
Greensboro	1,252,287	1,905,076	2,057,084	72	97,197	40	254,382	183	375,053	79	483,752	124	115,112	162	108,849	135	154,820	311	202,964	58	61,309
High Point	423,308	643,969	695,352	24	32,855	14	85,988	62	126,779	27	163,522	42	38,911	55	36,794	46	52,334	105	68,608	20	20,724
HALIFAX	218,553	296,915	320,440	19	18,581	21	39,024	71	70,664	33	52,234	48	31,629	37	14,258	25	27,739	57	22,603	20	11,432
Roanoke Rapids	142,124	192,995	208,286	12	12,078	14	25,366	46	45,932	21	33,952	31	20,559	24	9,268	16	18,030	37	14,692	13	7,431
HARNETT	174,155	249,944	270,909	19	36,776	20	23,425	45	67,217	28	36,943	31	20,995	27	7,327	25	12,175	47	21,966	15	14,241
Dunn	97,527	139,969	151,709	11	20,595	11	13,118	25	37,642	16	20,688	17	11,757	15	4,103	14	6,818	26	12,301	8	7,975
HAYWOOD	203,813	272,310	292,392	17	28,580	12	11,691	36	62,844	29	83,504	40	24,540	25	9,043	30	10,863	61	21,512	16	12,026
HENDERSON	304,431	466,678	510,048	21	64,587	12	25,848	44	101,187	40	165,081	26	21,096	31	46,076	41	18,087	61	37,591	18	17,494
Hendersonville	203,969	312,674	341,732	14	43,273	8	17,318	29	67,795	27	110,604	17	14,134	21	30,871	27	12,118	41	25,186	12	11,721
HERTFORD	88,195	111,183	118,91[illegible]	12	11,958	10	14,394	32	30,860	12	21,133	10	5,979	16	2,934	12	7,731	18	10,493	7	4,991
HOKE	29,746	40,863	44,896	6	3,288	5	4,371	16	17,026	6	7,723	5	600	5	947	3	1,680	12	2,849	5	2,359
HYDE	9,982	14,158	15,238	1	1,013	3	1,197	10	4,749	1	2,860	7	1,194	1	571	4	488	10	2,020	1	383
IREDELL	314,923	450,316	490,091	38	48,702	20	42,531	70	121,506	51	110,250	47	20,249	47	26,453	36	24,254	97	43,861	24	21,595
Statesville	195,252	279,155	303,856	24	30,195	12	26,369	43	75,334	32	68,355	29	12,554	29	16,401	22	15,037	60	27,194	15	13,389
JACKSON	83,465	124,175	137,269	12	10,777	11	11,550	24	37,522	17	29,290	15	4,314	16	5,449	12	5,270	48	13,819	7	7,555
JOHNSTON	278,545	41[illegible],693	446,664	27	33,019	20	18,729	68	94,264	49	88,177	52	55,249	33	20,141	36	35,093	80	30,508	22	15,541
JONES	16,874	22,060	24,192	1	1,877	4	3,064	7	2,855	9	6,264	5	1,039	0	1,059	2	906	9	678	2	709
LEE	188,006	260,014	279,842	15	27,654	9	18,876	47	76,933	30	76,123	22	8,061	41	17,101	20	10,045	45	20,207	8	9,276
Sanford	156,045	215,812	232,269	12	22,953	7	15,867	39	63,854	25	63,182	18	6,691	34	14,194	17	8,337	37	16,772	7	7,699

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LENOIR	255,014	344,376	372,304	20	30,820	15	43,121	73	80,759	31	89,727	28	13,028	41	24,550	34	21,185	56	26,268	19	13,557
Kinston	173,410	234,176	253,167	14	20,958	10	29,322	50	54,916	21	61,014	19	8,859	28	16,694	23	14,406	38	17,862	13	9,219
LINCOLN	126,061	177,227	194,175	20	21,929	8	14,539	32	51,975	23	44,093	16	6,596	19	4,625	18	7,838	38	13,800	14	8,969
MCDOWELL	113,277	156,646	170,635	12	12,808	8	12,091	34	43,670	25	42,409	12	11,058	18	8,332	10	5,233	31	13,135	8	7,035
Marion	65,701	90,855	98,968	7	7,429	5	7,013	20	25,329	15	24,597	7	6,414	10	4,833	6	3,035	18	7,618	5	4,080
MACON	95,202	144,649	159,629	11	42,668	9	14,335	22	33,990	13	12,085	13	6,372	18	7,116	12	6,776	38	12,681	10	6,579
MADISON	27,169	35,152	37,889	3	2,941	3	1,308	7	7,363	5	8,418	7	2,744	3	1,658	2	1,418	3	2,013	5	1,932
MARTIN	80,292	100,338	107,352	6	2,210	9	13,212	28	27,838	14	18,722	14	4,392	15	4,696	9	4,838	29	11,112	5	3,493
MECKLENBURG	2,501,701	3,920,505	4,245,481	124	256,134	59	421,204	337	783,556	165	1,224,219	239	241,231	301	279,207	214	276,819	636	407,513	93	114,569
Charlotte	2,151,463	3,371,634	3,651,114	107	220,275	51	362,235	290	673,858	142	1,052,828	206	207,459	259	240,118	184	238,064	547	350,461	80	98,529
MITCHELL	46,435	67,666	74,213	9	6,629	3	1,727	5	13,820	11	27,172	9	2,512	12	3,894	7	5,360	12	5,599	7	3,560
MONTGOMERY	56,408	86,424	95,421	7	7,164	7	3,646	19	25,094	10	18,785	11	3,957	9	2,503	7	4,136	23	7,284	7	4,797
MOORE	197,191	291,666	318,012	16	19,504	11	15,430	51	85,552	29	87,606	22	11,401	43	17,650	24	13,117	62	25,145	18	11,517
Aberdeen	NO DATA AVAILABLE FOR THIS CITY																				
NASH	359,205	502,675	547,685	22	42,537	25	63,468	109	112,606	49	114,838	46	26,579	56	38,499	41	25,002	99	59,801	17	17,547
Rocky Mount	312,508	437,327	476,486	19	37,007	22	55,217	95	97,967	43	99,909	40	23,124	49	33,494	36	21,752	86	52,027	15	15,266
NEW HANOVER	615,501	885,210	957,379	37	74,916	22	135,710	107	181,033	61	209,771	48	33,327	108	59,128	69	53,620	175	90,393	31	28,358
Wilmington	443,161	637,351	689,313	27	53,940	16	97,711	77	130,344	44	151,035	35	23,995	78	42,572	50	38,606	126	65,083	22	20,418
NORTHAMPTON	34,906	45,034	48,283	9	8,187	2	1,013	30	15,170	3	10,580	7	2,070	2	2,114	0	1,808	9	2,971	4	1,420
ONSLOW	415,439	624,521	677,363	24	52,119	23	93,652	86	133,117	67	212,475	41	21,298	38	18,783	45	56,944	155	66,015	11	16,218
Jacksonville	319,888	480,881	521,570	18	40,132	18	72,112	66	102,500	52	163,606	32	16,399	29	14,463	35	43,847	119	50,832	8	12,488
ORANGE	295,381	464,890	506,974	20	41,996	11	30,210	70	138,727	22	64,131	26	23,672	40	23,770	36	25,512	110	68,003	15	17,339
Chapel Hill	171,321	263,636	294,045	12	24,358	6	17,522	41	80,462	13	37,196	15	13,730	23	13,787	21	14,797	64	39,442	9	10,057
PAMLICO	26,773	34,909	38,521	1	2,990	1	807	15	9,972	6	15,469	3	1,514	0	1,686	2	1,441	9	2,572	1	1,129
PASQUOTANK	154,257	213,374	230,111	20	40,051	6	24,986	31	36,893	23	59,386	27	12,795	24	10,482	19	14,286	35	15,965	8	9,421
Elizabeth City	126,491	174,967	188,691	16	32,842	5	20,489	25	30,252	19	48,697	22	10,492	20	8,595	16	11,715	29	13,091	7	7,725
PENDER	49,239	66,197	72,354	9	8,389	6	2,328	27	28,762	7	7,850	8	4,027	2	3,167	2	2,708	19	3,034	3	2,488
PERQUIMANS,	20,038	26,490	28,452	5	1,491	3	597	6	5,049	6	10,968	8	1,164	5	1,030	2	1,066	9	2,569	1	834
PERSON	97,577	140,166	152,292	10	7,083	9	8,681	30	38,447	14	43,045	12	5,479	17	8,704	14	7,417	21	8,456	9	7,341
PITT	429,177	659,201	724,629	29	51,784	32	70,152	95	137,752	43	200,505	51	33,698	71	54,794	50	43,916	113	69,068	18	17,992
Greenville	341,410	524,394	576,442	23	41,194	25	55,806	76	109,582	34	159,502	41	26,807	56	43,589	40	34,935	90	54,944	14	14,313
POLK	34,096	48,749	53,058	5	1,107	5	1,445	12	12,780	3	11,625	9	4,754	5	1,296	3	1,601	16	4,050	5	3,024
Tryon	NO DATA AVAILABLE FOR THIS CITY																				
RANDOLPH	267,388	381,850	420,123	31	40,167	19	38,427	71	92,190	45	84,134	44	22,229	38	28,653	39	15,293	73	32,059	19	16,389
Asheboro	171,128	244,384	268,879	20	25,707	12	24,593	45	59,002	29	53,846	28	14,227	24	18,338	25	9,788	47	20,518	12	10,489
RICHMOND	161,088	223,556	239,824	13	22,844	14	22,929	57	59,644	25	56,057	24	9,147	30	10,535	29	14,949	41	17,890	11	10,979
Rockingham	125,649	174,374	187,063	10	17,818	11	17,885	44	46,522	20	43,724	19	7,135	23	8,217	23	11,660	32	13,954	9	8,564
ROBESON	344,182	520,613	575,559	28	61,956	24	30,035	86	121,229	57	106,631	48	44,653	56	40,362	39	36,504	77	37,294	23	19,168
Lumberton	185,858	281,131	310,802	15	33,456	13	16,219	46	65,464	31	57,581	26	24,113	30	21,795	21	19,712	42	20,139	12	10,351
ROCKINGHAM	292,761	408,340	441,611	35	32,419	23	36,872	70	126,602	43	60,750	32	18,282	62	28,249	46	37,841	73	35,206	27	20,669
Eden	130,864	182,528	197,400	16	14,491	10	16,482	31	56,591	19	27,155	14	8,172	28	12,627	21	16,915	33	15,737	12	9,239
Reidsville	106,858	149,044	161,188	13	11,833	8	13,458	26	46,210	16	22,174	12	6,673	23	10,311	17	13,812	27	12,850	10	7,544
ROWAN	408,330	569,574	614,545	22	32,114	14	34,048	66	213,278	39	124,124	43	28,660	44	37,946	41	23,156	92	38,150	24	19,366
East Spencer	NO DATA AVAILABLE FOR THIS CITY																				
Spencer	12,250	17,087	18,436	1	963	0	1,021	2	6,398	1	3,724	1	860	1	1,138	1	695	3	1,145	1	581
Salisbury	253,165	353,136	381,018	14	19,911	9	21,110	41	132,232	24	76,957	27	17,769	27	23,527	25	14,357	57	23,653	15	12,007
RUTHERFORD	205,959	294,766	322,057	20	29,227	14	23,934	41	74,022	54	90,910	23	11,398	29	11,484	27	17,523	58	21,460	18	14,130
Forest City	70,026	100,220	109,499	7	9,937	5	8,138	14	25,167	18	30,909	8	3,875	10	3,905	9	5,958	20	7,296	6	4,804
SAMPSON	141,373	185,195	200,082	19	16,828	16	19,020	41	47,470	28	43,939	22	11,108	24	8,995	20	12,955	44	10,233	12	8,806
Clinton	91,892	120,377	130,053	12	10,938	10	12,363	27	30,856	18	28,560	14	7,220	16	5,847	13	8,421	29	6,651	8	5,724
SCOTLAND	125,554	179,989	195,873	9	16,919	10	21,652	46	62,102	13	40,865	15	8,850	14	5,460	15	8,747	31	15,482	11	5,188
STANLY	161,804	227,320	246,761	14	19,872	14	15,626	49	57,664	39	60,433	25	16,904	26	14,510	27	10,667	54	17,085	12	11,361
STOKES	57,851	86,272	95,047	10	10,565	2	1,994	17	20,173	16	25,421	10	4,647	6	2,665	7	4,647	24	8,218	6	4,650
SURRY	288,216	402,411	438,373	31	35,805	17	29,720	58	84,794	49	101,858	36	21,238	54	28,732	33	21,463	66	23,539	26	18,835
Mount Airy	135,462	189,133	206,035	15	16,828	8	13,968	27	39,853	23	47,873	17	9,982	25	13,504	16	10,088	31	11,063	12	8,852
SWAIN	44,286	62,779	68,324	4	3,923	4	1,433	13	18,710	8	7,289	9	3,569	5	1,847	6	1,637	36	10,585	5	1,912
TRANSYLVANIA	80,186	115,612	124,740	10	9,433	7	9,152	18	35,742	14	23,107	11	8,981	7	4,135	8	3,747	20	9,139	4	5,737
TYRRELL	6,876	7,636	8,167	4	2,063	1	171	4	1,587	4	825	2	618	2	357	0	306	2	174	0	240
UNION	233,660	360,189	399,418	19	41,972	12	40,752	61	103,912	34	105,780	26	11,881	52	24,472	20	13,047	46	22,371	13	12,075
Monroe	165,899	255,734	283,587	13	29,800	9	28,934	43	73,778	24	75,104	18	8,436	37	17,375	14	9,263	33	15,883	9	8,573
VANCE	147,545	205,658	221,817	18	19,519	10	23,026	43	50,040	30	50,462	30	12,294	28	11,257	17	12,068	33	15,431	8	7,628
Henderson	123,938	172,753	186,326	15	16,396	8	19,342	36	42,034	25	42,388	25	10,327	24	9,456	14	10,137	28	12,962	7	6,408
WAKE	1,686,933	2,734,966	2,988,201	98	161,896	66	394,695	263	563,743	134	774,878	150	143,583	214	173,446	171	191,353	419	282,274	80	98,466
Raleigh	1,138,680	1,846,102	2,017,036	66	109,280	45	266,419	178	380,527	90	523,043	101	96,919	144	117,076	115	129,163	283	190,535	54	66,465
WARREN	30,429	40,130	43,567	6	2,148	9	2,097	23	14,526	9	5,595	13	2,770	3	1,907	5	3,918	6	1,495	5	1,815
WASHINGTON	35,960	44,194	47,602	4	1,722	7	3,818	17	14,834	5	9,118	7	1,992	6	1,587	7	2,768	10	3,352	4	2,139
WATAUGA	171,522	252,776	278,793	14	29,843	12	15,556	30	55,500	17	60,342	17	12,384	31	18,965	25	16,691	64	30,882	9	9,707
WAYNE	382,467	528,407	568,334	30	39,605	27	68,896	82	105,599	59	158,994	55	29,360	63	23,625	53	30,996	90	39,922	18	16,279
Goldsboro	240,954	332,896	358,050	19	24,951	17	43,404	52	66,527	37	100,166	35	18,497	40	14,884	33	19,527	57	25,151	11	10,256
WILKES	197,689	292,276	319,861	29	49,095	9	22,613	43	63,868	30	75,766	30	16,678	32	14,548	16	5,776	54	20,063	10	11,720
WILSON	290,641	418,324	453,950	27	37,679	16	55,579	81	90,258	38	115,995	33	22,448	56	21,086	34	20,576	68	36,609	14	16,149
Wilson	238,326	343,026	372,239	22	30,897	13	45,575	66	74,012	31	95,116	27	18,467	46	17,291	28	16,872	56	30,019	11	13,242
YADKIN	83,912	117,135	127,848	15	11,930	6	2,681	24	34,821	19	30,575	9	6,003	9	1,359	10	4,303	27	9,252	4	5,196
YANCEY	37,283	46,970	51,121	6	7,011	3	2,935	11	15,242	10	9,573	9	2,958	4	540	1	1,913	10	2,976	3	3,011

NORTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,366,973	4,488,398	4,751,485	479	423,181	138	491,136	533	697,269	378	1,481,235	421	336,195	517	233,234	323	228,684	1,261	402,515	179	132,163
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Bismarck, ND	485,128	679,871	727,322	49	48,820	15	105,812	56	110,096	38	215,526	43	50,480	79	37,205	53	37,444	120	66,291	18	23,579
Grand Forks, ND	386,000	540,383	575,234	30	36,373	12	62,321	33	70,279	34	181,685	27	32,299	68	34,852	33	40,380	100	46,348	11	9,218

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NORTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Fargo-Moorhead, ND-MN	844,103	1,180,338	1,251,687	50	83,278	15	125,683	88	170,587	55	367,170	69	97,918	88	56,336	66	62,459	212	124,998	27	28,531
COUNTIES, Counties																					
ADAMS	14,992	21,709	22,825	3	1,895	1	2,473	3	4,471	3	3,159	2	1,814	3	1,081	0	317	7	2,000	2	745
BARNES	62,803	71,766	74,828	15	6,802	3	4,749	8	12,288	6	24,838	10	7,750	12	4,417	4	2,318	30	5,278	3	2,738
Valley City	57,151	65,307	68,093	14	6,190	3	4,322	7	11,182	5	22,603	9	7,053	11	4,019	4	2,109	27	4,803	3	2,492
BENSON	6,805	9,458	10,203	4	756	1	939	8	2,243	1	2,474	5	1,534	2	139	1	121	12	1,333	3	154
BILLINGS	1,419	1,652	1,791	0	118	0	153	2	277	0	403	2	112	0	22	0	20	4	550	0	46
BOTTINEAU	34,211	41,872	43,391	12	6,516	2	4,366	8	5,726	4	11,771	9	4,101	6	2,046	3	1,914	24	3,593	4	1,189
BOWMAN	19,755	25,776	27,390	6	2,785	2	2,967	5	5,784	2	7,811	6	1,363	3	437	2	380	13	3,127	2	893
BURKE	11,987	13,457	13,758	4	1,142	2	1,491	4	1,816	4	3,492	5	1,093	1	220	1	190	17	1,558	1	448
BURLEIGH	379,360	543,706	581,890	28	28,343	10	104,834	36	86,082	25	159,979	28	35,455	68	34,175	43	33,314	83	53,076	14	21,835
Bismarck	375,566	538,269	576,071	28	28,060	10	103,786	36	85,221	25	158,379	28	35,100	67	33,833	43	32,981	82	52,545	14	21,617
CASS	656,220	923,767	978,057	33	55,821	11	105,963	59	106,719	38	318,005	47	76,964	67	44,711	48	42,272	145	93,505	16	19,094
Fargo	610,285	859,103	909,593	31	51,914	10	98,546	55	99,249	35	295,745	44	71,577	62	41,581	45	39,313	135	86,960	15	17,757
CAVALIER	23,678	28,070	29,262	6	3,634	1	3,170	8	5,989	2	8,345	4	1,284	6	1,596	4	1,746	19	2,152	4	1,241
DICKEY	23,057	30,882	32,874	7	4,360	3	914	5	6,782	5	9,091	5	1,037	8	1,596	3	455	18	3,647	5	1,974
DIVIDE	10,789	13,241	13,955	6	2,725	2	1,383	3	2,501	3	3,141	3	1,014	3	780	0	177	11	1,121	2	415
DUNN	10,423	12,201	12,998	2	1,079	0	1,408	4	3,189	4	3,706	4	1,032	0	207	0	180	11	1,148	1	424
EDDY	12,036	15,460	16,331	4	1,546	1	1,769	5	2,833	2	4,658	3	1,297	3	260	1	227	8	828	1	533
EMMONS	16,618	21,441	22,486	7	3,353	1	2,306	8	4,699	3	6,070	4	1,684	4	1,072	1	295	8	1,188	1	694
FOSTER	24,468	33,576	35,549	5	5,977	1	3,268	5	5,910	8	11,471	7	2,833	5	1,132	2	417	14	1,780	2	983
GOLDEN VALLEY	17,391	22,310	23,554	3	1,955	1	2,552	3	2,848	3	6,718	3	4,189	2	376	2	326	8	1,779	1	767
GRAND FORKS	386,000	540,383	575,234	30	36,373	12	62,321	33	70,279	34	181,685	27	32,299	68	34,852	33	40,380	100	46,348	11	9,218
Grand Forks	370,560	518,768	552,225	29	34,918	12	59,828	32	67,468	33	174,418	26	31,007	65	33,458	32	38,765	96	44,494	11	8,849
GRANT	9,781	13,560	14,300	4	2,491	0	1,549	7	2,601	2	4,079	3	414	1	228	0	199	7	989	2	466
GRIGGS	7,600	9,201	9,686	4	1,288	1	912	5	2,801	1	2,401	2	668	2	134	0	117	8	606	1	275
HETTINGER	12,790	16,348	17,132	2	1,165	1	1,521	4	3,349	6	7,061	1	1,116	2	224	0	194	12	1,189	2	457
KIDDER	4,600	5,998	6,278	2	521	0	680	5	736	1	1,791	5	1,688	0	100	0	87	6	338	1	205
LA MOURE	12,216	15,615	16,306	6	4,496	3	211	5	3,639	3	4,139	5	697	2	259	0	226	14	1,680	2	532
LOGAN	10,682	12,920	13,559	3	897	0	1,230	5	1,879	3	6,396	3	1,261	2	181	1	157	8	511	1	370
MCHENRY	15,275	17,918	18,628	8	3,576	0	2,018	12	3,097	5	4,112	6	2,233	2	297	0	258	16	1,745	2	607
MCINTOSH	14,401	18,493	19,745	7	2,437	1	2,140	7	5,226	5	5,632	5	704	2	315	2	273	[illegible]	1,628	1	643
MCKENZIE	25,528	26,391	27,629	5	3,301	0	2,548	9	6,306	2	6,704	7	2,496	4	898	2	326	19	2,903	3	767
MCLEAN	35,510	45,064	46,703	11	6,817	4	365	10	11,324	6	6,750	7	5,586	2	745	4	1,057	24	3,986	4	1,289
MERCER	36,042	69,663	77,552	10	16,858	1	7,333	9	15,101	4	17,427	3	3,396	4	1,110	3	938	22	8,453	3	3,058
MORTON	105,768	136,165	145,432	21	20,477	5	978	20	24,014	13	55,547	15	15,025	11	3,030	10	4,130	37	13,215	4	1,744
MOUNTRAIL	26,968	32,250	33,523	12	5,084	3	675	10	7,924	7	10,693	6	1,526	6	942	2	465	21	3,239	6	1,938
NELSON	23,575	30,494	32,001	7	10,498	5	848	5	4,256	4	5,402	5	1,900	2	510	0	443	20	2,398	2	1,044
OLIVER	1,463	2,332	2,534	2	187	0	244	1	440	0	641	1	178	0	36	0	31	3	577	0	73
PEMBINA	35,115	46,984	49,986	10	5,122	3	544	11	10,533	12	19,330	9	2,948	4	1,183	3	694	20	4,534	4	1,739
PIERCE	31,002	40,969	42,886	6	4,972	3	2,075	6	6,889	7	18,105	5	2,736	5	2,500	2	595	15	3,212	3	1,167
RAMSEY	82,159	112,689	119,024	9	11,002	4	12,895	11	18,691	10	36,878	7	6,083	16	8,663	8	4,934	35	10,241	6	5,835
Devil's Lake	77,229	105,928	111,883	8	10,342	4	12,121	10	17,570	9	34,665	7	5,718	15	8,143	8	4,638	33	9,627	6	5,485
RANSOM	19,664	27,597	29,069	9	4,941	2	2,979	4	5,614	4	5,600	4	1,157	9	2,046	3	381	18	3,486	3	1,410
RENVILLE	9,313	11,286	11,614	4	1,343	0	1,258	4	2,259	2	3,313	2	923	3	185	0	162	9	466	1	379
RICHLAND	67,387	103,232	114,738	14	11,294	6	9,827	18	19,403	9	29,705	13	7,192	15	5,803	8	10,023	33	6,696	5	2,327
Wahpeton	53,236	81,553	90,643	11	8,922	5	7,763	14	15,328	7	23,467	10	5,682	12	4,584	6	7,918	26	5,290	4	1,838
ROLETTE	32,473	42,618	44,555	9	3,815	2	4,311	10	11,594	4	12,458	8	4,907	4	1,513	3	551	16	1,882	3	1,298
SARGENT	9,798	13,139	14,035	4	1,476	2	1,520	6	2,630	2	4,002	4	1,024	2	224	0	195	14	1,768	1	457
SHERIDAN	3,745	5,289	5,536	3	460	0	599	2	1,084	1	1,578	3	379	0	88	1	77	6	340	1	180
SIOUX	4,027	5,330	5,592	1	465	1	606	1	1,095	0	1,595	2	444	1	90	0	78	4	342	0	182
SLOPE	962	1,452	1,546	0	94	0	122	0	222	0	322	0	90	0	18	0	16		548	0	37
STARK	205,761	245,717	261,508	24	30,046	4	13,502	28	37,160	31	98,587	17	16,988	29	13,725	26	13,717	[illegible]	17,320	8	7,388
Dickinson	181,070	216,231	230,127	21	26,440	4	11,882	25	32,701	27	86,757	15	14,949	26	12,078	23	12,071	35	15,242	7	6,501
STEELE	6,471	7,610	8,037	2	667	3	871	3	1,574	1	2,292	2	638	0	129	0	111	7	527	0	262
STUTSMAN	126,793	166,518	177,045	15	13,235	3	19,181	17	28,264	18	54,449	14	14,164	25	13,287	18	8,249	44	17,020	6	5,770
Jamestown	120,453	158,192	168,193	14	12,573	3	18,222	16	26,851	17	51,727	13	13,456	24	12,623	17	7,837	42	16,169	6	5,482
TOWNER	13,327	20,098	21,291	4	4,341	1	2,110	7	3,551	2	5,553	2	1,547	2	311	0	270	13	1,908	2	636
TRAILL	29,633	38,898	41,371	14	4,899	2	3,827	8	4,291	5	16,301	9	2,894	4	564	4	721	22	3,893	4	1,914
WALSH	66,351	93,614	99,853	11	11,581	7	8,321	12	17,264	11	37,462	14	8,063	9	4,866	9	3,207	33	5,756	6	2,452
WARD	353,573	443,372	458,909	34	41,111	7	62,513	36	58,655	30	149,717	31	29,977	59	25,496	40	33,393	102	36,917	8	12,302
Minot	342,966	430,071	445,142	33	39,876	7	60,638	35	56,895	29	145,225	30	29,078	57	24,731	39	32,391	99	35,809	8	11,933
WELLS	26,527	34,899	36,790	6	3,120	2	3,986	8	7,298	5	13,385	5	433	6	2,218	3	510	13	3,285	3	1,199
WILLIAMS	188,681	203,948	210,716	21	23,922	8	9,811	20	36,069	15	65,011	22	17,865	21	12,197	23	16,850	48	14,906	8	6,370
Williston	162,266	175,395	181,216	18	20,573	7	8,437	17	31,019	13	55,909	19	15,364	18	10,489	20	14,491	41	12,819	7	7,198

OHIO RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	46,315,071	62,962,717	66,844,876	2,758	3,304,288	1,364	8,995,745	7,716	14,238,296	3,804	14,837,634	5,907	5,148,322	4,925	2,709,143	3,686	3,131,198	15,787	6,819,183	2,048	2,342,911
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Akron, OH	2,874,499	3,788,433	4,016,082	156	268,459	71	490,772	465	895,235	237	860,897	392	314,516	285	148,788	211	150,087	947	437,184	120	133,521
Canton, OH	1,794,045	2,319,325	2,455,454	114	144,884	44	226,586	300	550,068	169	545,663	233	183,585	194	120,433	151	108,534	604	242,219	68	74,835
Cleveland, OH	8,688,076	11,615,930	12,229,185	370	479,163	198	1,702,433	1,520	2,556,030	521	2,568,742	984	868,188	988	610,863	710	623,520	2,805	1,236,258	328	538,221
Columbus, OH	5,960,488	8,694,358	9,313,201	285	423,985	133	1,244,635	780	1,825,861	373	2,250,715	659	702,502	506	377,167	397	517,832	1,896	1,022,735	246	271,430

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OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Dayton-Springfield,OH	4,178,696	5,740,375	6,092,541	210	260,317	109	850,051	543	1,257,437	288	1,361,906	466	457,576	449	252,445	284	322,038	1,352	637,974	174	174,398
Hamilton-Middletown,OH	924,712	1,222,708	1,299,500	48	49,295	25	149,138	172	319,102	83	318,214	123	100,624	69	29,296	79	46,724	342	138,500	43	45,144
Lima, OH	718,055	997,006	1,059,610	49	53,862	29	177,940	109	201,133	74	218,323	102	106,410	96	38,518	65	40,067	247	101,300	31	32,436
Lorain-Elyria,OH	1,038,532	1,279,731	1,345,917	58	53,664	29	182,649	161	313,743	90	332,082	145	113,096	84	44,020	79	51,720	361	118,678	35	51,712
Mansfield, OH	601,620	860,926	920,001	37	52,084	21	164,263	83	168,291	53	215,940	72	79,609	76	37,084	52	31,063	210	81,376	18	24,757
Toledo, OH	3,054,037	4,256,751	4,506,337	145	159,728	83	719,473	395	902,389	209	977,366	306	370,365	326	170,862	247	218,354	990	486,194	145	173,349
Youngstown-Warren, OH	2,240,739	2,822,600	2,989,046	122	136,491	65	473,987	411	620,733	208	590,223	273	241,849	246	123,795	182	140,715	789	282,580	115	100,330
Cincinnati, OH-KY-IN	6,506,565	9,184,318	9,770,025	339	451,245	152	1,491,139	1,202	2,004,248	387	2,039,196	742	703,953	656	401,211	472	482,274	2,063	1,097,059	303	356,756
Steubenville-Weirton,OH-WV	558,505	649,394	678,934	39	49,591	20	101,866	135	173,998	64	136,722	95	48,338	68	26,078	52	27,708	239	57,545	39	26,215
COUNTIES, Cities																					
ADAMS	64,506	91,558	98,217	12	8,209	7	6,182	17	24,149	10	35,576	15	6,623	6	571	6	1,522	24	3,797	5	4,718
ALLEN	559,553	778,640	825,222	33	43,198	23	162,180	80	147,610	44	170,752	70	76,955	74	31,947	45	29,206	185	78,389	23	24,910
Delphos	27,978	38,932	41,261	2	2,160	1	8,109	4	7,381	2	8,538	4	3,848	4	1,597	2	1,460	9	3,919	1	1,246
Lima	201,439	280,310	297,080	12	15,551	8	58,385	29	53,140	16	61,471	25	27,704	27	11,501	16	10,514	67	28,220	8	8,968
ASHLAND	159,255	212,083	226,721	11	10,198	9	14,208	34	58,074	18	55,567	30	23,051	22	7,737	18	8,419	60	22,927	8	8,021
Ashland	125,811	167,546	179,110	9	8,056	7	11,224	27	45,878	14	43,898	24	18,210	17	6,112	14	6,651	47	18,112	6	6,337
ASHTABULA	389,949	487,319	515,918	27	21,987	21	60,372	79	130,941	50	118,572	67	54,397	34	15,777	27	14,494	151	41,911	20	13,682
Ashtabula	112,695	140,835	149,100	8	6,354	6	17,448	23	37,842	14	34,267	19	15,721	10	4,560	8	4,189	44	12,112	6	3,954
Conneaut	174,697	218,319	231,131	12	9,850	9	27,047	35	58,662	22	53,120	30	24,370	15	7,068	12	6,493	68	18,776	9	6,130
ATHENS	190,830	272,619	295,808	13	15,213	15	26,954	37	74,251	31	58,835	29	20,778	20	7,684	19	13,612	77	30,931	7	7,532
Athens	137,398	196,286	212,982	9	10,953	11	19,407	27	53,461	22	42,361	21	14,960	14	5,532	14	9,801	55	22,270	5	5,423
AUGLAIZE	158,502	218,366	234,388	16	10,664	6	15,760	29	53,523	30	47,571	32	29,455	22	6,571	20	10,861	62	22,911	8	7,526
St. Marys	47,551	65,510	70,316	5	3,199	2	4,728	9	16,057	9	14,271	10	8,837	7	1,971	6	3,258	19	6,873	2	2,258
Wapakoneta	63,401	87,346	93,755	6	4,266	2	6,304	12	21,409	12	19,028	13	11,782	9	2,628	8	4,344	25	9,164	3	3,010
BELMONT	375,616	482,309	511,949	25	17,944	19	119,314	63	120,795	32	72,184	59	37,577	70	26,358	28	14,783	114	39,545	20	14,929
Bellaire	371,860	477,486	506,830	25	17,765	19	118,121	62	119,587	32	71,462	58	37,201	69	26,094	28	14,635	113	39,150	20	14,780
Martins Ferry	47,328	60,771	64,506	3	2,261	2	15,034	8	15,220	4	9,095	7	4,735	9	3,321	4	1,863	14	4,983	3	1,881
BROWN	64,298	85,469	91,994	11	5,797	5	1,633	25	30,315	10	12,409	18	9,206	4	854	5	848	46	9,724	5	2,515
BUTLER	924,712	1,222,708	1,299,500	48	49,295	25	149,138	172	319,102	83	318,214	123	100,624	69	29,296	79	46,724	342	138,500	43	45,144
Hamilton	268,166	354,585	376,855	14	14,296	7	43,250	50	92,540	24	92,282	36	29,181	20	8,496	23	13,550	99	40,165	12	13,092
Middletown	203,437	268,996	285,890	11	10,845	6	32,810	38	70,202	18	70,007	27	22,137	15	6,445	17	10,279	75	30,470	9	9,932
CARROLL	68,175	93,927	101,206	7	5,336	4	9,339	15	20,380	13	38,144	9	6,561	7	2,724	7	2,612	34	6,370	2	3,084
CHAMPAIGN	95,822	133,831	142,938	14	11,528	5	8,165	22	47,604	9	22,196	20	14,691	13	4,022	10	3,749	38	9,503	6	5,326
Urbana	71,867	100,373	107,204	11	8,646	4	6,124	17	35,703	7	16,647	15	11,018	10	3,017	8	2,812	29	7,127	5	3,995
CLARK	573,587	761,288	805,887	35	35,426	16	136,320	73	176,214	41	169,170	69	66,355	58	29,430	43	27,460	182	75,409	29	24,950
Springfield	298,265	395,870	419,061	18	18,422	8	70,886	38	91,631	21	87,968	36	34,505	30	15,304	22	14,279	95	39,213	15	12,974
CLERMONT	496,926	800,281	899,012	37	45,708	13	146,678	98	208,167	44	245,690	61	57,151	45	20,048	36	38,618	111	64,585	20	22,891
CLINTON	138,985	202,300	219,348	17	10,854	5	10,414	23	55,636	21	66,842	28	19,953	10	5,962	13	8,618	43	16,061	6	6,473
Wilmington	87,561	127,449	138,189	11	6,838	3	6,561	14	35,051	13	42,110	18	12,570	6	3,756	8	5,429	27	10,118	4	4,078
COLUMBIANA	407,265	525,339	563,086	39	43,470	21	52,636	91	148,176	61	147,436	69	43,537	44	17,652	41	20,862	158	39,726	23	19,299
East Liverpool	93,671	120,828	129,510	9	9,998	5	12,106	21	34,080	14	33,910	16	10,014	10	4,060	9	4,798	36	9,137	5	4,439
Lisbon	24,436	31,520	33,785	2	2,608	1	3,158	5	8,891	4	8,846	4	2,612	3	1,059	2	1,252	9	2,384	1	1,158
Salem	96,522	124,505	133,451	9	10,302	5	12,475	22	35,118	14	34,942	16	10,318	10	4,184	10	4,944	37	9,415	5	4,574
COSHOCTON	105,309	147,010	158,049	12	13,701	7	14,803	28	44,303	12	23,145	18	11,101	12	7,217	13	5,304	42	15,001	6	6,279
Coshocton	90,566	126,429	135,922	10	11,783	6	12,731	24	38,101	10	19,905	15	9,547	10	6,207	11	4,561	36	12,901	5	5,400
CRAWFORD	158,414	193,992	204,444	16	12,074	5	14,016	33	53,744	28	40,262	27	16,508	27	7,421	16	6,124	73	19,566	13	9,437
Bucyrus	69,702	85,356	89,955	7	5,313	2	6,167	15	23,647	12	17,775	12	7,264	12	3,265	7	2,695	32	8,609	6	4,152
Galion	150,493	184,292	194,222	15	11,470	5	13,315	31	51,057	27	38,249	26	15,683	26	7,050	15	5,818	69	18,588	12	8,965
CUYAHOGA	6,905,708	9,067,721	9,478,749	255	321,770	147	1,356,632	1,235	1,941,692	369	1,858,611	748	645,973	845	526,779	577	536,139	2,288	1,005,486	262	445,580
Cleveland	1,726,427	2,266,930	2,369,687	64	80,443	37	339,158	309	485,423	92	464,653	187	161,493	211	131,695	144	134,035	572	251,372	66	111,395
DARKE	169,982	241,178	258,717	20	28,320	9	19,315	31	54,666	23	82,834	20	18,423	27	10,936	17	7,704	74	21,660	6	7,322
Greenville	105,389	149,530	160,405	12	17,558	6	11,975	19	33,893	14	51,357	12	11,422	17	6,780	11	4,776	46	13,429	4	4,540
Union City	NO DATA AVAILABLE FOR THIS CITY																				
DEFIANCE	155,517	217,065	229,529	18	12,435	8	24,884	28	50,629	23	53,229	20	21,854	23	7,694	17	9,189	56	17,488	8	6,872
Defiance	118,193	164,969	174,442	14	9,451	6	18,912	21	38,478	17	40,454	15	16,609	17	5,847	13	6,984	43	13,291	6	5,223
DELAWARE	171,780	246,386	266,921	17	14,170	5	24,632	19	58,878	19	76,867	33	31,807	14	6,635	9	4,254	57	24,998	7	9,092
Delaware	125,399	179,862	194,852	12	10,344	4	17,981	14	42,981	14	56,113	24	23,219	10	4,844	7	3,105	42	18,247	5	6,637
ERIE	386,651	528,361	560,147	22	29,042	13	95,513	49	101,196	40	125,204	46	40,892	52	27,109	31	22,404	156	64,531	12	17,248
Sandusky	239,724	327,584	347,291	14	18,006	8	59,218	30	62,742	25	77,626	29	25,353	32	16,808	19	13,890	97	40,009	7	10,694
FAIRFIELD	319,084	422,976	455,705	24	22,920	13	42,052	50	114,192	30	102,591	44	39,261	30	19,539	30	19,660	131	47,386	15	13,896
Lancaster	236,122	313,002	337,222	18	16,961	10	31,118	37	84,502	22	75,917	33	29,053	22	14,459	22	14,548	97	35,066	11	10,283
FAYETTE	112,471	147,340	158,104	8	7,353	3	10,001	22	37,056	17	19,541	16	30,092	13	8,090	9	3,350	41	14,223	7	5,867
Washington	80,979	106,085	113,835	6	5,294	2	7,201	16	26,680	12	14,070	12	21,666	9	5,825	6	2,412	30	10,241	5	4,224
FRANKLIN	4,693,056	6,965,520	7,453,503	175	306,699	84	1,066,419	569	1,395,250	233	1,824,173	468	507,019	380	311,245	298	447,960	1,405	843,118	184	210,621
Columbus	3,003,556	4,457,933	4,770,242	112	196,287	54	682,508	364	892,960	149	1,167,471	300	324,492	243	199,197	191	286,694	899	539,596	118	134,797
FULTON	149,486	208,008	223,893	18	17,615	11	12,700	23	48,649	24	74,664	23	17,800	15	3,279	28	15,177	51	14,014	8	8,783
GALLIA	128,868	169,494	182,117	11	10,086	5	16,806	23	40,654	17	36,768	23	16,817	22	9,399	18	9,130	35	16,194	6	7,229
Gallipolis	91,496	120,341	129,303	8	7,161	4	11,932	16	28,864	12	26,105	16	11,940	16	6,673	13	6,482	25	11,498	4	5,133
GEAUGA	225,003	335,956	366,122	20	30,431	12	22,288	54	98,994	28	76,484	33	25,921	13	4,874	18	8,169	79	28,189	16	17,807
Chardon	67,501	100,787	109,837	6	9,129	4	6,686	16	29,698	8	22,945	10	7,776	4	1,462	5	2,451	24	8,457	5	5,342
GREENE	462,941	620,147	661,314	32	20,984	16	47,991	66	151,893	43	241,016	65	62,657	39	17,460	29	13,853	142	54,880	20	14,580
Beaver Creek	78,700	105,425	112,423	5	3,567	3	8,158	11	25,822	7	40,973	11	10,652	7	2,968	5	2,355	24	9,330	3	2,479
Fairborn	166,659	223,253	238,073	12	7,554	6	17,277	24	54,681	15	86,766	23	22,557	14	6,286	10	4,987	51	19,757	7	5,249
Xenia	143,512	192,246	205,007	10	6,505	5	14,877	20	47,087	13	74,715	20	19,424	12	5,413	9	4,294	44	17,013	6	4,520
GUERNSEY	153,835	200,022	212,006	12	8,841	6	27,068	31	48,549	13	32,559	31	24,541	19	8,933	15	6,870	66	25,376	5	4,877
Cambridge	109,223	142,016	150,524	9	6,277	4	19,218	22	34,470	9	23,117	22	17,424	13	6,342	11	4,878	47	18,017	4	3,463
HAMILTON	4,411,909	6,056,219	6,356,193	197	290,523	90	1,018,396	777	1,230,300	227	1,406,618	459	395,065	459	299,216	319	350,042	1,409	758,971	202	223,523
Cincinnati	1,720,645	2,361,925	2,478,915	77	113,304	35	397,174	303	479,817	89	548,581	179	154,075	179	116,694	124	136,516	550	295,999	79	87,174
HANCOCK	308,205	450,317	482,407	28	28,765	9	65,832	49	95,370	36	131,687	37	34,354	31	12,726	31	20,557	96	52,871	15	15,169
Findlay	240,400	351,247	376,277	22	22,437	7	51,349	38	74,389	28	102,716	29	26,796	24	9,926	24	16,034	75	41,239	12	11,832
HARDIN	83,498	107,285	113,262	14	6,676	5	7,844	25	36,478	13	16,723	15	9,036	13	3,816	8	4,511	44	11,336	6	5,401
Kenton	55,109	70,808	74,753	9	4,406	3	5,177	17	24,075	9	11,037	10	5,964	9	2,519	5	2,977	29	7,482	4	3,565
HARRISON	37,175	56,196	59,477	10	5,141	4	5,170	18	17,237	6	18,700	14	3,589	3	389	5	1,437	26	2,915	3	1,925
HENRY	101,815	141,535	151,054	19	14,038	6	13,939	25	34,360	13	38,065	21	12,586	8	2,055	8	4,823	38	10,613	6	5,767
Napoleon	69,234	96,244	102,717	13	9,546	4	9,479	17	23,365	9	25,884	14	8,558	5	1,397	5	3,280	26	7,217	4	3,922

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
HIGHLAND	99,239	125,307	134,239	16	7,007	5	8,976	32	41,254	21	26,329	19	7,077	15	4,126	9	3,589	40	10,831	10	8,719
Greenfield	20,840	26,314	28,190	3	1,471	1	1,885	7	8,663	4	5,529	4	1,486	3	866	2	754	8	2,275	2	1,831
HOCKING	75,324	94,521	100,972	6	4,888	5	9,475	14	22,073	12	22,058	15	8,937	7	3,807	4	1,592	22	7,156	3	3,504
Logan	67,490	84,691	90,471	5	4,380	4	8,490	13	19,777	11	19,764	13	8,008	6	3,411	4	1,426	20	6,412	3	3,140
HOLMES	75,342	108,659	119,415	9	37,043	7	3,027	24	25,111	5	24,458	15	7,538	4	919	9	5,432	22	9,433	4	3,640
HURON	201,220	279,421	299,928	22	17,368	6	27,676	40	71,649	38	87,457	39	20,774	20	7,029	20	14,902	88	27,795	9	12,541
Bellevue	48,293	67,061	71,983	5	4,168	1	6,642	10	17,196	9	20,990	9	4,986	5	1,687	5	3,576	21	6,671	2	3,010
Norwalk	94,573	131,328	140,966	10	8,163	3	13,008	19	33,675	18	41,105	18	9,764	9	3,304	9	7,004	41	13,064	4	5,894
JACKSON	98,552	145,418	157,429	8	7,364	11	15,410	19	36,833	15	29,295	24	16,385	9	2,188	11	4,601	45	11,298	9	12,516
JEFFERSON	347,769	411,514	431,411	25	34,501	11	65,784	78	99,121	39	101,279	54	26,853	46	18,254	36	18,281	140	31,144	21	14,762
Steubenville	194,751	230,448	241,590	14	19,321	6	36,839	44	55,508	22	56,716	30	15,038	26	10,222	20	10,237	78	17,441	12	8,267
KNOX	153,685	203,495	217,807	11	8,810	11	23,490	36	56,070	23	48,744	27	15,384	21	10,011	17	6,467	58	20,784	8	9,178
Mount Vernon	121,411	160,761	172,068	9	6,960	9	18,557	28	44,295	18	38,508	21	12,153	17	7,909	13	5,109	46	16,419	6	7,251
LAKE	1,115,462	1,613,043	1,739,761	67	88,458	27	277,888	161	359,599	79	477,707	131	114,132	96	62,538	85	59,128	309	152,444	34	42,741
Willoughby	145,010	209,696	226,169	9	11,500	4	36,125	21	46,748	10	62,102	17	14,837	12	8,130	11	7,687	40	19,818	4	5,556
LAWRENCE	161,935	182,479	189,608	15	6,762	5	17,497	36	49,078	25	31,404	32	22,554	16	8,741	15	11,493	57	15,091	10	11,839
Ironton	77,729	87,590	91,012	7	3,246	2	8,399	17	23,557	12	15,074	15	10,826	8	4,196	7	5,517	27	7,244	5	5,683
LICKING	448,538	605,322	645,814	35	42,843	17	67,847	74	142,684	47	133,414	60	63,824	47	28,385	32	34,798	178	66,629	20	20,005
Newark	251,181	338,980	361,656	20	23,992	10	37,994	41	79,903	26	74,712	34	35,741	26	15,896	18	19,487	100	37,312	11	11,203
LOGAN	121,328	156,573	167,766	17	10,770	8	15,482	29	36,294	23	42,538	27	10,955	23	8,168	10	4,357	58	13,636	11	7,604
Bellefontaine	78,863	101,772	109,048	11	7,001	5	10,063	19	23,591	15	27,650	18	7,121	15	5,309	7	2,832	38	8,863	7	4,943
LORAIN	1,038,532	1,279,731	1,345,917	58	53,664	29	182,649	161	313,743	90	332,082	145	113,096	84	44,020	79	51,720	361	118,678	35	51,712
Elyria	311,560	383,919	403,775	17	16,099	9	54,795	48	94,123	27	99,625	44	33,929	25	13,206	24	15,516	108	35,603	11	15,514
Lorain	228,477	281,541	296,102	13	11,806	6	40,183	35	69,023	20	73,058	32	24,881	18	9,684	17	11,378	79	26,109	8	11,377
LUCAS	2,411,988	3,361,682	3,541,350	97	121,035	49	611,951	310	702,338	146	771,634	218	255,481	252	144,838	171	162,613	800	398,655	112	134,731
Toledo	1,616,032	2,252,327	2,372,705	65	81,093	33	410,007	208	470,566	98	516,995	146	171,172	169	97,041	115	108,951	536	267,099	75	90,270
MADISON	106,682	152,489	164,607	10	6,242	3	15,190	22	38,231	15	43,533	18	23,998	10	1,482	7	2,985	41	13,584	9	6,409
London	60,809	86,919	93,826	6	3,558	2	8,658	13	21,792	9	24,814	10	13,679	6	845	4	1,701	23	7,743	5	3,653
MAHONING	1,246,041	1,518,054	1,610,003	59	58,488	37	245,106	225	342,178	114	311,430	155	143,315	130	64,220	101	86,506	440	142,700	66	54,979
Youngstown	423,654	516,138	547,401	20	19,886	13	83,336	77	116,341	39	105,886	53	48,727	44	21,835	34	29,412	150	48,518	22	18,693
MARION	274,642	351,456	371,909	17	23,308	14	63,860	45	77,237	24	86,185	29	24,022	36	15,397	25	13,710	96	33,354	10	11,189
Marion	164,785	210,874	223,145	10	13,985	8	38,316	27	46,342	14	51,711	17	14,413	22	9,238	15	8,226	58	20,012	6	6,713
MEDINA	441,903	599,210	644,553	28	38,504	12	45,625	70	155,745	45	155,940	72	82,162	34	16,672	30	20,084	129	50,139	16	32,093
Medina	123,733	167,779	180,475	8	10,781	3	12,775	20	43,609	13	43,663	20	23,005	10	4,668	8	5,624	36	14,039	4	8,986
MEIGS	63,073	71,090	77,640	12	7,242	5	3,452	19	23,453	11	14,284	10	4,448	13	1,396	6	7,055	26	4,834	6	4,304
Middleport	14,507	16,351	17,857	3	1,666	1	794	4	5,394	3	3,285	2	1,023	3	321	1	1,623	6	1,112	1	990
Pomeroy	37,213	41,943	45,808	7	4,273	3	2,037	11	13,837	6	8,428	6	2,624	8	824	4	4,162	15	2,852	4	2,539
MERCER	119,374	157,492	168,024	19	16,346	11	19,734	26	38,410	21	34,344	20	12,293	16	5,995	20	6,730	63	16,722	10	5,221
Celina	70,431	92,920	99,134	11	9,644	6	11,643	15	22,662	12	20,263	12	7,253	9	3,537	12	3,971	37	9,866	6	3,080
MIAMI	364,952	495,837	529,170	23	20,959	15	53,544	53	113,545	43	123,541	48	38,801	44	23,900	26	17,028	112	38,628	18	15,037
Piqua	144,886	196,847	210,080	9	8,321	6	21,257	21	45,077	17	49,046	19	15,404	17	9,488	10	6,760	44	15,335	7	5,970
Troy	107,661	146,272	156,105	7	6,183	4	15,795	16	33,496	13	36,445	14	11,446	13	7,051	8	5,023	33	11,395	5	4,436
MONROE	38,898	44,455	46,599	6	2,007	4	2,699	12	16,054	6	12,634	10	2,883	6	2,310	3	1,264	16	1,533	2	1,421
MONTGOMERY	2,777,216	3,863,103	4,096,170	120	182,948	62	612,196	351	815,785	161	828,179	284	289,763	308	181,655	186	263,697	916	469,057	107	119,831
Dayton	777,620	1,081,669	1,146,928	34	51,225	17	171,415	98	228,420	45	231,890	80	81,134	86	50,863	52	73,835	256	131,336	30	33,553
MORGAN	28,686	37,384	39,912	3	2,649	2	3,683	7	11,680	6	9,104	7	3,497	2	531	1	1,083	15	2,668	2	1,216
MORROW	51,486	72,412	77,942	3	1,152	5	3,042	10	19,003	9	15,068	15	15,556	3	1,037	3	1,188	22	6,729	3	2,262
MUSKINGUM	343,258	465,027	496,986	28	38,155	16	68,587	61	109,057	36	103,595	48	34,754	48	18,748	34	18,333	140	49,547	20	16,514
Zanesville	236,848	320,869	342,920	19	26,327	11	47,325	42	75,249	25	71,481	33	23,980	33	12,936	23	12,650	97	34,187	14	11,395
NOBLE	33,269	47,117	50,273	4	4,021	1	4,640	7	12,431	6	19,124	7	4,034	3	669	2	1,364	17	2,280	2	1,532
OTTAWA	172,970	249,395	267,616	22	13,531	8	8,650	33	58,846	23	64,293	35	33,231	10	2,922	10	6,611	92	40,967	7	6,213
Oak Harbor	19,027	27,433	29,438	2	1,488	1	952	4	6,473	3	7,072	4	3,655	1	321	1	727	10	4,506	1	683
Port Clinton	81,296	117,218	125,780	10	6,360	4	4,066	16	27,658	11	30,218	16	15,619	5	1,373	5	3,107	43	19,254	3	2,920
PAULDING	41,327	55,451	58,805	10	4,512	1	4,979	15	14,322	8	14,403	13	5,708	5	633	6	4,530	24	4,354	7	2,425
PERRY	60,965	86,605	92,637	8	5,135	5	5,050	18	29,550	11	23,116	16	7,415	4	1,068	5	1,537	38	6,751	4	3,076
PICKAWAY	139,699	182,402	194,536	14	24,625	6	11,323	32	44,134	18	39,843	24	24,692	12	5,221	16	5,565	54	16,535	7	7,223
Circleville	86,613	113,089	120,612	9	15,268	4	7,020	20	27,363	11	24,703	15	15,309	7	3,237	10	3,450	33	10,252	4	4,478
PIKE	71,305	106,823	118,657	9	14,176	3	10,949	15	30,306	12	22,059	15	12,834	7	3,623	6	2,509	27	8,764	6	6,470
PORTAGE	443,106	588,277	632,009	38	50,271	12	45,687	88	146,769	51	175,617	85	61,189	23	8,312	27	14,338	149	68,410	17	16,936
Kent	146,225	194,131	208,563	13	16,589	4	15,077	29	48,434	17	57,954	28	20,192	8	2,743	9	4,732	49	22,575	6	5,589
Ravenna	86,849	115,302	123,874	7	9,853	2	8,955	17	28,767	10	34,421	17	11,993	5	1,629	5	2,810	29	13,408	3	3,319
PREBLE	84,984	126,385	138,070	15	19,229	4	1,795	22	38,571	13	20,652	25	18,861	7	1,392	8	2,115	54	15,559	7	4,686
PUTNAM	85,203	112,814	120,210	16	13,552	4	10,371	21	29,645	16	29,581	15	7,770	8	1,741	11	3,939	48	11,294	8	6,306
RICHLAND	601,620	860,926	920,001	37	52,084	21	164,263	83	168,291	53	215,940	72	79,609	76	37,084	52	31,063	210	81,376	18	24,757
Mansfield	359,769	514,834	550,161	22	31,146	13	98,229	50	100,638	32	129,132	43	47,606	45	22,176	31	18,576	126	48,663	11	14,805
Shelby	48,130	68,874	73,600	3	4,167	2	13,141	7	13,463	4	17,275	6	6,369	6	2,967	4	2,485	17	6,510	1	1,981
ROSS	236,590	329,288	350,941	22	20,713	7	59,556	54	80,976	28	56,356	36	27,499	25	11,577	19	14,142	99	35,102	12	12,650
Chillicothe	212,931	296,359	315,847	20	18,642	6	53,600	49	72,878	25	50,720	32	24,749	23	10,419	17	12,728	89	31,592	11	11,385
SANDUSKY	233,859	327,688	349,877	20	17,310	11	23,774	43	88,731	33	83,419	39	35,159	25	9,524	18	13,151	98	30,651	14	13,789
Fremont	119,268	167,121	178,437	10	8,828	6	12,125	22	45,253	17	42,544	20	17,931	13	4,857	9	6,707	50	15,632	7	7,032
SCIOTO	332,006	426,866	452,356	25	21,924	11	66,947	61	100,155	40	103,564	61	32,173	37	17,728	32	24,390	106	39,652	14	12,832
Portsmouth	202,524	260,388	275,937	15	13,374	7	40,838	37	61,095	24	63,174	37	19,626	23	10,814	20	14,878	65	24,188	9	7,828
SENECA	204,613	257,616	270,614	25	23,155	8	22,238	43	65,741	21	37,557	38	26,344	33	12,768	34	12,621	92	23,280	8	10,511
Fostoria	73,661	92,743	97,421	9	8,336	3	8,006	15	23,667	8	13,521	14	9,484	12	4,596	12	4,544	33	8,381	3	3,784
Tiffin	120,722	151,993	159,662	15	13,661	5	13,120	25	38,787	12	22,159	22	15,543	19	7,533	20	7,446	54	13,735	5	6,201
SHELBY	123,878	163,626	174,895	15	11,389	3	16,139	21	48,078	19	38,062	26	15,766	16	4,824	12	4,823	62	20,261	7	6,036
Sidney	80,521	106,357	113,682	10	7,403	2	10,490	14	31,251	12	24,740	17	10,248	10	3,136	8	3,135	40	13,170	5	3,923
STARK	1,725,870	2,225,398	2,354,248	107	139,548	40	217,247	285	529,688	156	507,519	224	177,024	187	117,709	144	105,922	570	235,849	66	71,751
Alliance	138,070	178,032	186,340	9	11,164	3	17,380	23	42,375	12	40,602	18	14,162	15	9,417	12	8,474	46	18,868	5	5,740
Canton	483,244	623,111	659,189	30	39,073	11	60,829	80	148,313	44	142,105	63	49,567	52	32,959	40	29,658	160	66,038	18	20,090
Massillon	189,846	244,794	258,967	12	15,350	4	23,897	31	58,266	17	55,827	25	19,473	21	12,948	16	11,651	63	25,943	7	7,893
SUMMIT	2,431,393	3,200,156	3,384,073	118	218,188	59	445,085	377	748,466	186	685,280	307	253,327	262	140,476	184	135,749	798	368,774	103	116,585
Akron	1,142,755	1,504,073	1,590,514	55	102,548	28	209,190	177	351,779	87	322,082	144	119,064	123	66,024	86	63,802	375	173,324	48	54,795
TRUMBULL	994,698	1,304,546	1,379,043	63	78,003	28	228,881	186	278,555	94	278,793	118	98,534	116	59,575	81	54,209	349	139,880	49	45,351
Niles	218,834	287,000	303,389	14	17,161	6	50,354	41	61,282	21	61,334	26	21,677	26	13,107	18	11,926	77	30,774	11	9,977
Warren	298,409	391,364	413,713	19	23,401	8	68,664	56	83,567	28	83,638	35	29,560	35	17,873	24	16,263	105	41,964	15	13,605
TUSCARAWAS	350,914	464,307	494,920	28	29,213	20	54,136	65	105,648	52	124,045	62	39,077	44	19,252	32	24,602	130	43,116	19	14,996
Dover	84,219	111,434	118,781	7	7,011	5	12,993	16	25,356	12	29,771	15	9,378	11	4,620	8	5,904	31	10,348	5	3,599
New Philadel	139,664	184,794	196,978	11	11,627	8	21,546	26	42,048	21	49,370	25	15,553	18	7,662	13	9,792	52	17,160	8	5,968

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OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
UNION	81.649	119.263	132.115	10	6.486	5	17.172	14	32.492	11	30.294	12	11.901	13	4.660	5	2.610	30	10.487	4	4.184
Marysville	58.787	85.869	95.123	7	4.670	4	12.364	10	23.394	8	21.812	9	8.569	9	3.355	4	1.879	22	7.551	3	3.012
VAN WERT	100.355	146.901	156.756	12	8.501	6	14.466	24	36.384	16	51.782	15	14.752	13	4.031	8	3.070	46	13.683	5	6.549
Van Wert	79.280	116.052	123.837	9	6.716	5	11.428	19	28.743	13	40.909	12	11.654	10	3.184	8	2.425	36	10.810	4	5.174
VINTON	15.983	19.986	21.620	4	5.145	1	1.996	8	4.918	5	4.471	2	1.458	0	288	2	587	13	1.340	1	659
WARREN	318.430	468.364	510.415	31	29.612	10	86.636	61	128.418	28	69.903	52	53.984	31	11.137	28	18.210	108	60.161	17	20.431
WASHINGTON	269.143	332.480	353.133	20	20.106	12	34.406	43	78.459	34	69.601	53	41.416	16	10.187	20	14.253	93	32.918	8	21.346
Marietta	156.103	192.838	204.817	12	11.696	7	19.955	25	45.506	20	40.369	31	24.021	9	5.908	12	8.267	54	19.092	5	12.381
WAYNE	364.929	495.334	533.893	34	51.832	13	49.153	66	133.382	36	149.269	59	40.358	30	10.975	27	22.651	110	42.634	12	13.492
Wooster	191.662	267.480	288.302	16	27.989	7	26.543	36	72.026	19	80.605	32	21.793	16	5.927	15	12.232	59	23.022	6	7.286
WILLIAMS	128.620	187.270	201.663	23	13.983	9	15.532	23	45.402	20	38.556	29	24.858	18	8.541	9	2.179	59	18.466	8	6.554
Bryan	75.891	110.489	118.961	14	8.250	5	9.164	14	26.787	12	22.748	17	14.666	11	5.330	5	1.286	35	10.895	5	3.867
WOOD	492.563	687.061	741.094	30	21.078	23	94.822	82	151.402	39	131.068	85	97.084	59	22.745	48	40.564	139	73.525	25	29.835
Bowling Green	137.918	192.377	207.506	8	5.902	6	26.550	17	42.393	11	35.699	18	27.184	17	6.389	13	11.358	39	20.587	7	8.354
WYANDOT	71.308	104.413	112.567	11	11.982	4	10.388	20	23.284	11	28.332	20	11.573	12	2.669	7	6.213	42	10.942	6	3.493
Upper Sandusky	39.932	56.471	63.038	6	6.710	2	5.817	11	13.039	6	15.866	11	6.481	7	1.495	4	3.479	24	6.128	3	1.956

OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	16.070.649	19.955.274	20.796.072	1.039	1.504.480	543	2.354.008	2.674	4.271.566	1.641	6.107.456	1.589	960.032	2.025	1.178.086	1.360	1.108.353	4.256	1.839.751	756	433.083
METRO AREAS (MSAs PMSAs CMSAs)																					
Enid, OK	382.498	429.102	440.396	21	32.597	9	39.468	62	86.334	35	131.073	38	19.403	60	33.154	38	29.793	105	41.843	16	16.477
Lawton, OK	498.181	688.412	739.988	24	41.217	13	119.469	97	157.700	48	216.304	38	17.078	63	37.159	44	46.325	143	71.039	15	11.355
Oklahoma City, OK	5.795.863	7.390.041	7.656.864	267	571.594	122	894.367	613	1.363.380	419	2.417.564	437	302.967	650	468.032	414	457.588	1.396	765.591	206	139.365
Tulsa, OK	3.801.929	4.732.779	4.883.586	193	321.172	90	545.824	552	991.169	337	1.457.175	290	232.262	425	301.958	322	302.450	952	463.018	139	88.864
COUNTIES, Cities																					
ADAIR	34.530	47.454	51.696	6	2.399	1	5.384	14	14.797	4	13.363	5	1.428	4	1.183	2	725	15	3.000	3	1.290
ALFALFA	26.669	29.782	30.980	3	1.127	1	3.226	14	14.411	3	2.492	9	3.368	2	572	2	435	8	1.229	3	1.312
ATOKA	44.435	60.995	65.296	3	4.216	4	6.800	16	16.471	7	15.594	10	4.858	6	1.488	3	916	14	2.766	3	2.107
BEAVER	12.482	15.042	15.951	2	1.030	0	1.661	7	5.165	3	2.082	3	915	4	718	0	223	10	1.562	2	492
BECKHAM	188.014	187.150	197.627	12	18.770	10	27.008	32	44.025	17	43.977	21	15.014	22	11.019	15	8.279	33	14.248	10	4.270
Elk City	129.730	129.134	136.363	8	12.951	7	18.636	22	30.377	12	30.344	14	10.360	15	7.603	10	5.713	23	9.831	7	2.946
BLAINE	61.606	70.186	72.613	8	6.941	5	7.562	20	16.580	11	17.901	12	5.737	10	2.505	6	1.350	22	4.249	7	2.146
BRYAN	113.528	145.316	158.687	10	8.126	7	13.398	20	32.780	15	47.479	11	4.166	17	8.892	14	7.997	42	13.010	9	5.609
Durant	96.499	123.519	134.884	9	6.907	6	11.388	17	27.863	13	40.357	9	3.541	14	7.558	12	6.797	36	11.059	8	4.768
CADDO	134.372	146.701	152.603	15	7.736	11	15.033	41	37.984	17	55.982	16	5.974	18	4.601	9	6.218	37	6.921	10	3.146
Anadarko	61.811	67.482	70.197	7	3.559	5	6.915	19	17.473	8	25.752	7	2.748	8	2.116	4	2.860	17	3.184	5	1.447
CANADIAN	313.828	414.583	442.857	15	26.212	7	41.879	32	77.611	27	202.278	26	17.033	18	11.570	16	12.403	58	27.269	10	4.459
El Reno	103.563	136.812	146.143	5	8.650	2	13.820	11	25.612	9	66.752	9	5.621	6	3.818	5	4.093	19	8.999	3	1.471
CARTER	234.936	275.306	281.838	20	17.610	9	30.724	54	58.399	34	71.531	37	12.982	42	22.372	28	12.354	66	22.580	15	6.004
Ardmore	206.744	242.269	248.017	18	15.497	8	27.037	48	51.391	30	62.947	33	11.424	37	19.687	25	10.872	58	19.870	13	5.284
CHEROKEE	98.058	130.269	136.846	8	9.908	4	14.251	30	40.055	13	26.089	15	8.272	10	5.684	11	3.583	32	8.476	8	3.372
Tahlequah	78.446	104.215	109.477	6	7.926	3	11.401	24	32.044	10	20.871	12	6.618	8	4.547	9	2.866	26	6.781	6	2.698
CHOCTAW	47.539	55.256	58.727	4	1.130	4	6.116	13	13.867	8	15.407	9	2.705	7	1.872	6	1.608	14	2.684	2	1.812
Hugo	31.851	37.022	39.347	3	757	3	4.098	9	9.291	5	10.323	6	1.812	5	1.254	4	1.077	9	1.798	1	1.214
CIMARRON	13.690	14.017	14.759	3	691	2	1.537	4	3.518	6	4.205	4	1.070	2	273	1	207	9	1.279	1	455
CLEVELAND	803.272	1.010.553	1.065.243	32	54.200	17	104.283	75	158.313	49	445.148	51	37.497	103	68.553	56	37.135	176	90.005	27	16.848
Norman	610.487	768.020	809.585	24	41.192	13	79.255	57	120.318	37	338.312	39	28.498	78	52.100	43	28.223	134	68.404	21	12.804
COAL	9.405	11.391	12.055	4	2.896	4	1.059	4	3.086	1	2.629	2	738	0	188	0	142	5	401	1	314
COMANCHE	498.181	688.412	739.988	24	41.217	13	119.469	97	157.700	48	216.304	38	17.078	63	37.159	44	46.325	143	71.039	15	11.355
Lawton	468.290	647.107	695.589	23	38.744	12	112.301	91	148.238	45	203.326	36	16.053	59	34.929	41	43.546	134	66.777	14	10.674
COTTON	23.118	27.883	29.691	1	1.918	4	1.352	5	5.624	3	7.676	4	1.076	2	549	2	417	4	664	3	916
CRAIG	69.637	90.131	95.755	9	7.045	4	9.972	14	15.603	9	33.123	15	10.605	6	2.903	7	2.291	19	7.326	2	2.954
Vinita	52.924	68.500	72.774	7	5.354	3	7.579	11	11.858	7	25.173	11	8.060	5	2.206	5	1.741	14	5.568	2	2.245
CREEK	223.091	293.202	308.930	16	13.185	10	32.172	54	97.325	39	92.544	31	14.647	25	8.452	17	10.243	60	20.471	16	6.104
Sapulpa	131.624	172.989	182.269	9	7.779	6	18.981	32	57.422	23	54.601	18	8.642	15	4.987	10	6.043	35	12.078	9	3.601
CUSTER	218.516	250.469	264.454	19	23.912	8	25.871	36	54.253	25	75.585	33	13.144	40	14.739	21	14.849	46	25.659	9	4.713
Clinton	97.152	111.359	117.576	8	10.631	4	11.502	16	24.121	11	33.605	15	5.844	18	6.553	9	6.602	20	11.408	4	2.095
Weatherford	96.999	111.183	117.391	8	10.615	4	11.484	16	24.083	11	33.552	15	5.835	18	6.543	9	6.591	20	11.390	4	2.092
DELAWARE	64.050	94.869	104.454	11	13.532	4	10.878	18	27.359	12	15.066	12	4.855	7	4.061	9	5.090	24	5.438	4	1.856
DEWEY	16.431	19.869	20.926	1	1.224	1	1.974	14	8.009	1	4.899	5	1.232	1	350	0	265	13	1.342	0	584
ELLIS	22.364	26.186	27.613	6	3.411	1	2.875	7	5.036	4	7.138	6	1.534	2	509	1	387	7	1.390	2	852
GARFIELD	382.498	429.102	440.396	21	32.597	9	39.468	62	86.334	35	131.073	38	19.403	60	33.154	38	29.793	105	41.843	16	16.477
Enid	363.373	407.647	418.376	20	30.967	9	37.495	59	82.017	33	124.519	36	18.433	57	31.496	36	28.303	100	39.751	15	15.653
GARVIN	123.904	134.409	137.010	10	8.956	9	7.518	37	37.907	21	40.022	19	9.602	19	6.964	11	5.572	35	7.764	8	3.761
Pauls Valley	59.474	64.516	65.765	5	4.299	4	3.609	18	18.195	10	19.211	9	4.609	9	3.343	5	2.675	17	3.727	4	1.805
GRADY	168.423	192.775	200.344	12	12.239	4	20.339	32	44.490	20	60.497	28	11.381	25	10.181	13	7.180	40	14.102	11	6.714
Chickasha	128.001	146.509	152.261	9	9.302	3	15.458	24	33.812	15	45.978	21	8.650	19	7.738	10	5.464	30	10.718	8	5.103
GRANT	20.484	24.297	25.198	6	1.010	1	2.294	9	5.152	5	11.048	4	1.494	2	406	3	518	9	1.270	3	746
GREER	16.107	19.930	21.182	1	1.217	2	1.962	6	6.109	2	4.872	7	1.367	8	1.092	[illegible]	877	11	1.042	4	1.584
HARMON	10.146	11.640	12.318	1	795	2	1.283	6	3.732	2	3.105	3	893	1	228	1	173	2	276	2	380
HARPER	13.255	12.839	13.132	2	848	2	1.367	5	3.781	8	3.929	3	1.233	3	286	1	184	7	908	3	405
HASKELL	39.353	52.964	58.123	6	5.613	6	6.053	12	14.306	7	18.487	4	3.429	4	1.757	2	814	7	1.123	5	1.149
HUGHES	43.643	42.350	43.639	9	2.049	5	6.684	18	11.085	13	13.418	8	690	8	1.288	3	810	15	1.840	7	1.488
Holdenville	31.423	30.492	31.420	6	1.475	4	4.812	13	7.981	9	9.661	6	497	6	327	2	583	11	1.325	5	1.071
JACKSON	146.176	197.723	210.947	14	25.630	9	18.182	24	34.700	19	75.701	13	5.083	31	14.760	18	10.403	42	16.148	7	5.206
Altus	134.482	181.905	194.071	13	23.580	8	16.727	22	31.924	17	69.645	12	4.676	29	13.579	17	9.571	39	14.856	6	4.790

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OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
JEFFERSON	20,822	25,610	28,087	5	1,700	2	2,925	10	6,886	3	7,260	7	1,285	6	1,004	2	394	11	2,549	4	1,223
JOHNSTON	13,546	16,710	17,727	2	1,042	0	1,679	12	7,225	2	4,169	2	1,170	2	298	1	226	6	535	2	498
KAY	268,981	340,222	354,436	16	20,634	8	32,219	39	72,862	37	99,261	37	27,322	46	21,381	26	16,520	72	28,102	16	11,227
Blackwell	45,727	57,838	60,254	3	3,508	1	5,477	7	12,387	6	16,874	6	4,645	8	3,635	4	2,808	12	4,777	3	1,909
Ponca City	185,597	234,753	244,561	11	14,237	6	22,231	27	50,275	26	68,490	26	18,852	33	14,753	18	11,399	50	19,390	11	7,747
KINGFISHER	78,268	87,176	90,594	8	7,574	2	9,434	17	17,110	12	34,457	11	8,819	8	2,659	4	1,270	17	3,949	6	2,082
KIOWA	47,637	58,090	62,249	5	4,034	5	6,482	17	17,411	10	21,366	8	2,171	10	2,834	8	2,036	11	1,867	6	2,295
Hobart	31,917	38,920	41,707	3	2,703	3	4,343	11	11,665	7	14,315	5	1,455	7	1,899	5	1,364	7	1,251	4	1,538
LATIMER	21,441	26,291	28,069	4	3,452	4	1,780	9	11,459	4	2,365	4	982	3	518	0	394	4	1,014	4	798
LE FLORE	109,136	136,864	147,442	11	16,772	11	15,354	41	43,330	26	39,413	10	2,687	9	2,724	10	4,754	33	6,357	10	3,290
LINCOLN	85,097	102,438	106,070	9	15,306	8	7,290	27	26,977	13	20,090	19	8,207	9	2,512	6	4,525	39	8,794	5	2,130
LOGAN	82,178	104,589	110,527	8	5,122	4	11,510	17	31,322	18	38,126	20	5,322	10	3,536	3	1,001	28	8,130	6	3,408
Guthrie	59,990	76,350	80,685	6	3,739	3	8,402	12	22,865	13	27,832	15	3,885	7	2,581	2	731	20	5,935	4	2,488
LOVE	14,845	16,750	17,663	1	1,014	2	1,635	11	5,126	3	4,057	7	2,165	3	290	1	220	10	1,790	2	483
MCCLAIN	84,805	111,840	118,802	4	7,620	5	12,372	19	33,290	13	40,945	14	5,805	6	3,538	5	2,259	25	8,490	6	2,383
MCCURTAIN	114,048	147,063	160,001	12	12,037	7	16,662	36	39,679	22	35,703	12	6,142	11	5,570	11	5,936	32	8,071	10	5,048
Idabell	66,148	85,297	92,801	7	6,981	4	9,664	21	23,014	13	20,708	7	3,562	6	3,231	6	3,443	19	4,681	6	2,928
MCINTOSH	65,561	75,271	78,866	9	8,288	4	8,213	16	17,248	9	25,073	11	4,512	6	2,044	4	2,205	18	5,347	5	1,723
MAJOR	48,014	52,656	54,701	6	3,407	4	5,235	10	7,745	6	22,984	9	6,137	6	1,379	1	704	15	2,826	2	1,550
MARSHALL	40,653	49,185	51,388	7	3,802	4	2,921	14	14,101	8	18,611	4	1,544	3	949	2	720	15	3,303	2	1,585
MAYES	113,265	146,897	155,346	13	11,926	8	16,177	29	43,831	20	29,790	10	8,831	22	5,633	13	6,895	41	9,599	8	2,559
Pryor	81,551	105,786	111,849	9	8,587	6	11,647	21	31,558	14	21,449	7	6,358	16	4,056	9	4,964	30	6,911	6	1,842
MURRAY	57,287	72,394	77,857	5	5,027	3	8,108	12	18,135	7	33,350	6	1,711	10	1,038	4	1,104	15	3,265	5	1,607
MUSKOGEE	315,636	403,858	421,591	24	25,091	8	48,070	64	91,000	40	123,311	27	19,760	45	30,545	29	18,655	87	35,199	17	8,143
Fort Gibson	NO DATA AVAILABLE FOR THIS CITY																				
Muskogee	284,072	363,472	379,432	22	22,582	7	43,263	58	81,900	36	110,980	24	17,784	41	27,491	26	16,790	78	31,679	15	7,329
NOBLE	47,077	56,864	59,761	7	5,039	2	6,223	11	14,335	4	11,226	15	6,708	4	1,317	2	838	17	4,359	4	1,761
Perry	40,486	48,903	51,394	6	4,334	2	5,352	9	12,328	3	9,654	13	5,769	3	1,133	2	721	15	3,749	3	1,514
NOWATA	28,995	29,723	30,951	6	3,929	3	3,223	8	6,194	7	8,187	5	941	3	640	2	434	11	2,287	4	803
OKFUSKEE	23,871	27,138	28,418	6	3,641	3	1,463	10	9,111	3	3,497	7	1,866	3	711	1	398	11	1,027	2	876
OKLAHOMA	4,235,447	5,403,698	5,559,300	182	437,651	76	681,111	432	973,339	286	1,617,114	292	224,243	477	365,656	310	389,590	998	586,748	138	103,514
Edmond	254,127	324,222	333,558	11	26,259	5	40,867	26	58,400	17	97,027	18	13,455	29	21,939	19	23,375	60	35,205	8	6,211
Midwest City	338,836	432,296	444,744	15	35,012	6	54,489	35	77,867	23	129,369	23	17,939	38	29,252	25	31,167	80	46,940	11	8,281
Oklahoma City	3,176,585	4,052,774	4,169,475	137	328,238	57	510,833	324	730,004	215	1,212,836	219	168,182	358	274,242	233	292,193	749	440,061	104	77,636
OKMULGEE	144,071	167,844	175,793	13	9,487	7	18,306	32	46,589	23	40,065	21	8,271	24	9,684	11	6,103	35	10,712	6	3,599
Henryetta	54,747	63,781	66,801	5	3,605	3	6,956	12	17,704	9	15,225	8	3,143	9	3,680	4	2,319	13	4,071	2	1,368
Okmulgee	50,425	58,745	61,528	5	3,320	2	6,407	11	16,306	8	14,023	7	2,895	8	3,389	4	2,136	12	3,749	2	1,260
OSAGE	71,690	69,836	72,581	11	6,935	4	7,559	21	21,681	21	18,246	18	4,883	13	4,505	3	854	31	4,656	8	2,970
Pawhuska	29,393	28,634	29,758	5	2,843	2	3,099	9	8,889	9	7,481	7	2,002	5	1,847	1	350	13	1,909	3	1,218
OTTAWA	132,414	172,492	184,185	14	11,982	4	21,233	42	47,515	18	35,235	21	17,195	23	11,715	9	5,723	44	11,761	10	5,706
Miami	111,228	144,893	154,715	12	10,065	3	17,836	35	39,913	15	29,597	18	14,444	19	9,841	8	4,807	37	9,879	8	4,793
PAWNEE	50,256	57,601	62,134	6	2,893	3	6,470	14	16,059	12	15,495	7	4,819	4	1,558	5	1,783	16	3,991	6	2,490
PAYNE	280,804	357,741	374,319	21	34,315	12	47,164	48	87,560	37	78,920	34	17,258	50	22,258	36	15,345	93	39,392	15	8,921
Cushing	64,585	82,280	86,093	5	7,892	3	10,848	11	20,139	9	18,152	8	3,969	12	5,119	8	3,529	21	9,060	3	2,052
Stillwater	190,947	243,264	254,537	14	23,334	8	32,072	33	59,541	25	53,666	23	11,735	34	15,135	24	10,435	63	26,787	10	6,066
PITTSBURG	153,809	195,513	209,304	12	14,095	9	36,142	42	47,584	24	55,269	22	7,676	29	5,480	18	7,807	50	15,528	8	4,237
McAlester	127,661	162,276	173,722	10	11,699	7	29,998	35	39,495	20	45,873	18	6,371	24	4,548	15	6,480	42	12,888	7	3,517
PONTOTOC	165,640	204,527	211,586	13	13,987	6	25,626	30	46,924	17	56,527	16	7,038	35	14,960	20	10,096	40	15,477	9	4,489
Ada	149,076	184,074	190,427	12	12,588	5	23,063	27	42,232	15	50,874	14	6,334	32	13,464	18	9,086	36	13,929	8	4,040
POTTAWATOMIE	276,333	344,778	360,135	26	40,789	13	43,212	38	89,505	26	73,953	34	13,067	36	15,179	24	15,200	111	44,949	19	8,753
Shawnee	226,593	282,718	295,311	21	33,447	11	35,434	31	73,394	21	60,641	28	10,715	30	12,447	20	12,464	91	36,858	16	7,177
PUSHMATAHA	27,441	34,875	38,058	3	1,177	4	2,216	14	11,986	8	10,763	5	2,028	1	702	3	950	11	1,960	2	1,174
ROGER MILLS	17,929	19,264	20,588	0	1,329	2	2,144	9	6,168	5	5,321	3	1,493	2	381	0	289	8	1,101	1	635
ROGERS	156,349	188,073	199,183	17	20,401	4	20,742	42	52,951	18	53,995	14	13,811	19	6,538	13	3,569	44	15,421	5	1,999
Claremore	121,952	146,697	155,363	13	15,913	3	16,179	33	41,302	14	42,116	11	10,773	15	5,100	10	2,784	34	12,028	4	1,559
SEMINOLE	103,085	113,881	118,085	8	4,785	7	10,578	37	37,078	18	32,164	16	7,277	16	5,698	11	4,332	29	7,119	11	2,686
Seminole	72,160	79,717	82,660	6	3,350	5	7,405	26	25,955	13	22,515	11	5,094	11	3,989	8	3,032	20	4,983	8	1,880
Wewoka	16,494	18,221	18,894	1	766	1	1,692	6	5,932	3	5,146	3	1,164	3	912	2	693	5	1,139	2	430
SEQUOYAH	84,792	125,579	138,192	8	9,320	5	14,390	33	39,901	12	32,194	11	13,553	5	2,553	4	4,582	31	6,687	7	1,711
STEPHENS	227,575	268,754	284,962	17	24,402	11	26,878	34	63,275	27	95,694	17	10,165	34	15,285	23	12,485	52	20,208	14	8,548
Duncan	179,784	212,316	225,120	13	19,278	9	21,234	27	49,987	21	75,598	13	8,030	27	12,075	18	9,863	41	15,964	11	6,753
TEXAS	79,421	86,407	92,042	8	8,564	3	9,585	18	21,973	11	13,130	15	7,765	12	5,747	11	4,336	33	8,208	5	3,047
Guymon	65,125	70,854	75,474	7	7,022	2	7,860	15	18,018	9	10,767	12	6,384	10	4,713	9	3,556	27	6,731	4	2,499
TILLMAN	32,296	37,343	39,626	5	1,117	7	3,922	11	9,672	5	10,063	9	3,428	7	1,923	5	1,681	19	2,510	5	1,396
Frederick	27,452	31,742	33,682	4	949	6	3,334	9	8,221	4	8,571	8	2,914	6	1,635	4	1,429	16	2,134	4	1,187
TULSA	3,286,504	4,095,871	4,211,424	140	273,632	69	475,826	407	786,904	244	1,284,383	220	135,518	361	280,022	282	281,513	787	415,753	104	76,271
Broken Arrow	197,190	245,752	252,685	8	16,418	4	28,550	24	47,214	15	77,063	13	11,731	22	16,801	17	16,891	47	24,945	6	4,576
Tulsa	2,760,663	3,440,532	3,537,596	118	229,851	58	399,694	342	660,999	205	1,078,882	185	164,235	303	235,218	237	236,471	661	349,233	87	64,068
WAGONER	64,295	85,795	91,468	9	7,019	3	9,525	28	32,308	15	8,007	7	3,403	7	2,441	7	6,271	30	6,717	6	1,520
WASHINGTON	267,825	324,982	338,313	18	28,832	5	44,882	37	73,265	27	80,534	23	16,633	34	19,794	31	19,437	66	31,914	10	7,226
Bartlesville	240,507	291,834	303,805	16	25,891	4	40,304	33	65,792	24	72,320	21	14,936	31	17,775	28	17,454	59	28,659	9	6,489
WASHITA	56,561	56,298	62,190	8	6,787	2	6,477	16	17,811	9	17,601	9	5,014	6	1,832	5	1,679	19	4,021	3	788
WOODS	59,117	68,525	70,826	6	4,419	5	7,375	14	16,571	7	22,459	10	1,933	6	2,836	12	4,688	21	5,864	4	2,138
Alva	54,388	63,043	65,160	6	4,085	5	6,785	13	15,245	6	20,662	9	1,778	6	2,609	11	4,313	19	5,395	4	1,967
WOODWARD	180,091	164,915	169,354	12	14,715	5	24,036	14	35,003	16	46,339	18	8,951	25	9,891	19	8,777	40	12,870	6	2,913
Woodward	172,887	158,318	162,580	12	14,126	5	23,075	13	33,603	15	44,485	17	8,593	24	9,495	18	8,426	38	12,355	6	2,796

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OREGON RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS............	12,634,032	17,371,779	18,472,611	941	1,019,000	369	2,643,854	2,370	3,502,291	1,221	4,229,051	1,492	1,086,618	1,354	838,363	1,253	894,045	4,581	1,982,322	465	543,436
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Eugene-Springfield, OR	1,237,952	1,709,353	1,816,700	79	104,324	30	257,044	312	360,200	129	434,597	139	98,947	130	77,079	138	105,146	427	190,467	42	53,077
Medford, OR	661,061	948,984	1,013,845	58	54,502	24	143,887	113	173,517	59	244,605	76	54,566	65	40,316	67	47,398	222	89,067	22	23,821
Portland, OR	6,060,275	8,430,177	8,941,676	290	383,448	130	1,597,222	897	1,510,537	426	1,994,627	547	485,391	573	433,668	549	478,846	1,876	995,203	159	163,186
Salem, OR	1,034,814	1,370,683	1,454,927	104	92,129	34	247,326	177	265,352	106	334,879	132	87,555	108	68,562	108	74,495	380	153,413	41	46,359
COUNTIES, Cities																					
BAKER	59,963	70,945	74,485	5	2,328	5	3,864	18	20,070	13	18,110	6	4,687	10	3,221	7	1,664	34	[illegible]	3	3,683
Baker	50,369	59,594	62,567	4	1,956	4	3,246	15	16,859	11	15,212	5	3,937	8	2,706	6	1,398	29	[illegible]	3	3,094
BENTON	250,508	368,743	399,363	22	15,965	6	49,248	50	92,373	29	75,061	29	18,890	42	18,969	30	18,979	99	51,805	8	16,155
Corvallis	230,467	339,244	367,414	20	14,688	6	45,308	46	84,983	27	69,056	27	17,379	39	17,451	28	17,461	91	47,661	7	14,863
CLACKAMAS	970,994	1,359,173	1,460,965	71	83,751	24	243,898	214	386,004	86	279,646	95	83,565	105	42,198	85	55,986	278	132,054	32	29,120
Oregon City	135,939	190,284	204,535	10	11,725	3	34,146	30	54,041	12	39,150	13	11,699	15	5,908	12	7,838	39	18,488	4	4,077
CLATSOP	151,192	200,003	211,517	17	13,854	9	5,146	40	53,106	16	35,535	17	8,940	27	12,197	14	7,951	100	32,837	9	14,307
Astoria	74,840	99,001	104,701	8	6,858	4	2,547	20	26,287	8	17,590	8	4,425	13	6,038	7	3,936	50	16,254	4	7,082
COLUMBIA	89,641	109,642	116,277	11	5,774	6	1,749	33	38,314	16	16,580	14	6,982	12	3,806	12	8,056	57	13,004	8	9,570
COOS	267,951	342,828	359,934	29	32,575	9	25,061	65	82,842	33	77,937	40	21,396	33	17,398	31	16,541	125	32,485	15	17,173
Coos Bay	120,578	154,273	161,970	13	14,659	4	11,277	29	37,279	15	35,072	18	9,629	15	7,829	14	7,443	56	14,618	7	7,728
North Bend	91,103	116,562	122,378	10	11,076	3	8,521	22	28,166	11	26,499	14	7,275	11	5,915	11	5,624	43	11,045	5	5,839
CROOK	34,084	48,920	52,551	5	3,051	2	3,269	14	19,815	5	7,673	7	1,801	7	3,835	2	910	17	3,819	3	2,599
CURRY	67,253	86,283	91,580	13	12,041	6	3,006	20	24,184	12	17,079	16	6,722	9	1,733	10	3,485	45	11,114	5	4,776
DESCHUTES	315,139	463,924	503,398	44	48,573	9	44,201	54	110,866	38	103,156	48	31,878	55	28,334	34	14,373	127	49,224	16	27,329
Bend	201,689	296,911	322,175	28	31,087	6	28,289	35	70,954	24	66,020	31	20,402	35	18,134	22	9,199	81	31,503	10	17,491
DOUGLAS	351,045	501,106	534,037	24	23,139	20	47,092	105	123,923	42	137,857	68	44,082	40	18,310	35	18,043	172	51,968	22	22,713
Roseburg	224,669	320,708	341,784	15	14,809	13	30,139	67	79,311	27	88,228	44	28,212	26	11,718	22	11,548	110	33,260	14	14,536
GILLIAM	4,784	9,418	9,925	2	1,023	0	617	3	931	2	1,878	5	1,949	0	0	0	173	5	1,804	2	490
GRANT	21,022	28,400	30,427	4	1,262	1	1,892	8	9,802	4	6,891	6	1,133	4	1,419	3	527	13	1,647	3	1,830
HARNEY	26,163	34,000	35,958	7	3,704	4	1,271	5	9,054	6	7,704	12	3,848	5	523	1	623	17	3,390	1	1,779
HOOD RIVER	70,969	94,822	101,841	12	10,549	3	6,097	14	28,786	13	23,963	10	4,493	6	2,206	6	2,943	27	11,337	3	2,260
JACKSON	661,061	948,984	1,013,845	58	54,502	24	143,887	113	173,517	59	244,605	76	54,566	65	40,316	67	47,398	222	89,067	22	23,821
Ashland	59,495	85,409	91,246	5	4,905	2	12,950	10	15,617	5	22,014	7	4,911	6	3,628	6	4,266	20	8,016	2	2,144
Medford	469,353	673,779	719,830	41	38,696	17	102,160	80	123,197	42	173,670	54	38,742	46	28,624	48	33,653	158	63,238	16	16,913
JEFFERSON	47,818	66,957	72,279	6	4,903	2	4,497	10	21,435	9	22,808	11	5,120	4	1,841	2	1,253	20	7,564	3	2,671
JOSEPHINE	285,788	398,369	426,687	33	35,202	5	32,487	63	83,710	38	120,194	45	37,697	28	19,043	28	16,880	99	35,872	8	16,413
Grants Pass	240,062	334,630	358,417	28	29,570	4	27,289	53	70,316	32	100,963	38	31,665	24	15,996	24	14,179	83	30,132	7	13,787
KLAMATH	262,355	347,737	369,088	21	25,655	9	41,442	60	81,751	32	85,729	45	20,025	33	18,650	35	16,080	113	35,594	8	18,252
Klamath Falls	162,660	215,597	228,835	13	15,906	6	25,694	37	50,686	20	53,152	28	12,416	20	11,563	22	9,970	70	22,068	5	11,316
LAKE	29,636	39,327	41,879	5	5,685	1	2,606	11	11,303	5	11,257	8	2,601	4	564	3	1,586	16	3,673	3	1,968
LANE	1,237,952	1,709,353	1,816,700	79	104,324	30	257,044	312	360,200	129	434,597	139	98,947	130	77,079	138	105,146	427	190,467	42	53,077
Eugene	730,392	1,008,518	1,071,853	47	61,551	18	151,656	184	212,518	76	256,412	82	58,379	77	45,477	81	62,036	252	112,376	25	31,315
LINCOLN	164,264	225,356	240,885	21	28,688	6	8,099	53	48,364	21	35,403	33	19,755	17	5,346	16	4,813	116	44,657	13	15,269
LINN	361,782	474,188	503,778	35	32,004	14	61,917	69	92,281	49	130,250	57	47,882	30	15,356	33	19,137	135	47,100	18	22,192
Albany	235,158	308,222	327,456	23	20,803	9	40,246	45	59,983	32	84,663	37	31,123	20	9,981	21	12,439	88	30,615	12	14,425
MALHEUR	137,741	165,260	175,648	14	13,814	12	18,385	25	36,471	22	43,796	17	9,569	22	8,232	11	5,086	45	17,438	7	7,105
Ontario	115,702	138,818	147,544	12	11,604	10	15,443	21	30,636	18	36,789	14	8,038	18	6,915	9	4,272	38	14,648	6	5,968
MARION	945,907	1,265,968	1,344,815	83	80,092	28	243,850	156	223,458	92	325,410	109	79,153	98	67,141	95	71,672	330	139,657	32	43,101
Salem	624,299	835,539	887,578	55	52,861	18	160,941	103	147,482	61	214,771	72	52,241	65	44,313	63	47,304	218	92,174	21	28,447
MORROW	17,921	23,169	25,998	5	2,375	1	1,618	11	5,156	4	4,787	7	3,978	4	746	3	451	11	3,244	2	1,286
MULTNOMAH	3,334,473	4,415,093	4,582,483	125	145,287	70	865,722	440	654,502	217	895,090	312	257,832	289	239,811	299	275,521	1,178	571,448	80	66,140
Portland	2,234,097	2,958,112	3,070,264	84	97,342	47	580,034	295	438,516	145	599,710	209	172,747	194	160,673	200	184,599	789	382,870	54	44,314
POLK	88,907	104,715	110,112	21	12,037	6	3,476	21	41,894	14	9,469	23	8,402	10	1,421	13	2,823	50	13,756	9	3,258
SHERMAN	8,307	10,614	11,103	1	922	1	557	3	840	0	1,696	6	3,228	0	0	0	156	8	2,707	1	443
TILLAMOOK	80,427	96,814	103,322	16	10,878	4	2,543	33	30,288	7	20,164	15	5,586	11	3,744	10	3,050	59	11,650	7	2,830
UMATILLA	290,892	392,348	420,091	27	26,484	7	16,655	51	101,719	48	121,903	40	29,604	37	17,926	31	12,467	116	38,485	13	22,452
Pendleton	107,630	145,169	155,434	10	9,799	3	6,162	19	37,636	18	45,104	15	10,953	14	6,633	11	4,613	43	14,239	5	8,307
UNION	91,688	123,488	132,647	13	9,302	3	2,695	21	30,344	13	33,398	15	9,886	15	5,688	15	6,433	39	13,225	9	11,935
La Grande	81,602	109,904	118,056	12	8,279	3	2,399	19	27,006	12	29,724	13	8,799	13	5,062	13	5,725	35	11,770	8	10,622
WALLOWA	26,806	36,943	39,974	8	3,291	1	2,357	8	10,843	9	14,040	7	1,359	7	1,188	3	838	16	2,497	5	1,562
WASCO	121,283	148,691	156,161	10	11,079	3	9,716	21	23,680	14	44,618	14	7,068	16	8,463	16	5,582	40	16,872	6	7,722
The Dalles	117,645	144,230	151,476	10	10,747	3	9,425	20	22,970	14	43,279	14	6,856	16	8,209	16	5,415	39	16,366	6	7,490
WASHINGTON	1,545,155	2,371,435	2,591,853	74	133,582	30	476,001	190	394,072	93	716,337	112	127,940	149	142,095	144	136,932	333	266,471	31	49,985
WHEELER	3,508	4,287	4,630	0	477	2	288	3	434	1	876	0	0	0	0	0	80	5	534	0	229
YAMHILL	209,653	284,476	306,375	20	20,828	6	11,601	53	75,959	30	103,554	28	16,054	30	9,564	21	10,407	87	25,230	16	17,941

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS............	50,775,600	68,193,380	72,558,078	2,985	3,764,572	1,551	8,854,071	8,594	15,032,584	4,209	16,022,826	5,781	4,102,931	6,474	3,767,175	4,191	3,361,160	16,228	6,324,680	2,628	2,372,390
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Altoona, PA	610,467	789,811	847,594	43	52,579	21	123,211	102	188,122	72	207,913	64	39,927	73	47,843	56	46,474	188	59,699	30	29,854
Beaver County,	751,924	745,057	783,283	44	32,407	29	144,789	158	204,546	59	122,907	96	49,104	104	31,359	66	33,012	237	55,994	44	28,764
Erie, PA	1,184,298	1,542,781	1,634,851	72	76,679	41	196,103	187	349,104	118	364,953	159	135,064	150	78,236	96	84,349	383	148,001	53	57,910

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Harrisburg-Lebanon-Carlisle, PA	2,892,765	4,092,594	4,382,873	130	220,635	70	451,651	454	914,247	207	948,558	339	307,079	310	161,764	220	190,810	784	357,719	110	134,558
Johnstown, PA	937,393	1,109,761	1,171,921	83	89,171	42	144,119	179	265,170	124	274,745	132	69,991	94	40,935	87	54,303	329	79,477	45	37,567
Lancaster, PA	1,677,169	2,355,749	2,539,011	79	177,833	54	269,851	357	540,180	163	561,293	170	113,648	185	111,114	161	151,448	468	224,230	61	72,932
Pittsburgh, PA	9,901,282	12,735,472	13,524,956	530	633,549	257	1,982,651	1,575	2,817,584	712	3,114,272	1,084	793,021	1,152	672,964	763	652,402	3,085	1,297,528	541	451,599
Reading, PA	1,509,148	2,178,163	2,329,666	68	80,454	38	275,746	263	433,699	112	544,916	158	113,122	198	254,312	127	113,291	496	200,013	41	51,774
Scranton-Wilkes Barre, PA	2,985,140	4,058,906	4,345,263	209	224,956	114	570,436	540	942,620	282	842,956	358	233,644	402	219,781	244	159,170	1,038	372,263	172	164,461
Sharon, PA	506,626	605,370	639,580	29	38,251	20	86,789	105	140,485	65	173,500	83	38,985	72	29,760	50	30,891	187	57,924	28	17,640
State College, PA	492,096	740,702	804,376	34	79,532	20	85,533	75	162,593	45	166,649	64	42,470	75	36,193	51	39,789	136	81,813	24	26,088
Williamsport,PA	516,292	677,968	720,145	29	39,558	19	91,274	98	168,964	61	174,016	55	27,854	92	46,519	43	34,457	189	51,423	29	23,574
York, PA	1,579,679	2,162,252	2,319,801	111	159,710	53	273,848	309	501,065	186	527,914	182	127,342	176	88,996	162	112,918	506	199,078	61	58,458
Allentown-Bethlehem, PA-NJ	3,008,001	4,020,954	4,288,727	153	191,559	76	498,313	456	875,252	234	956,832	347	265,277	325	186,836	228	178,065	902	357,385	116	122,235
Philadelphia, PA-NJ	20,903,587	29,634,106	31,542,208	1,014	1,441,881	475	3,845,035	3,293	6,147,189	1,247	7,130,170	2,017	1,641,698	2,851	1,840,852	1,602	1,540,065	6,230	2,836,197	1,069	983,530
COUNTIES, Cities																					
ADAMS	188,911	264,538	286,870	17	21,985	4	8,258	43	69,670	31	53,825	33	22,170	16	4,499	24	10,697	103	41,697	6	6,900
Gettysburg	98,234	137,560	149,172	9	11,432	2	4,294	22	36,228	16	27,989	17	11,528	8	2,339	12	5,562	54	21,682	3	3,588
ALLEGHENY	6,841,666	8,930,892	9,457,768	302	347,552	150	1,426,529	1,023	1,938,842	392	2,133,905	675	516,077	784	509,733	505	465,758	2,170	993,094	368	325,820
Brackenridge	47,892	62,516	66,204	2	2,433	1	9,986	7	13,572	3	14,937	5	3,613	5	3,568	4	3,260	15	6,952	3	2,281
Clairton	43,102	56,265	59,584	2	2,190	1	8,987	6	12,215	2	13,444	4	3,251	5	3,211	3	2,934	14	6,256	2	2,053
Duquesne	37,629	49,120	52,018	2	1,912	1	7,846	6	10,664	2	11,736	4	2,838	4	2,804	3	2,562	12	5,462	2	1,792
McKeesport	136,833	178,618	189,155	6	6,951	3	28,531	20	38,777	8	42,678	14	10,322	16	10,195	10	9,315	43	19,862	7	6,516
Pittsburgh	2,052,500	2,679,268	2,837,330	91	104,266	45	427,959	307	581,653	118	640,172	203	154,823	235	152,920	152	139,727	651	297,928	110	97,746
Tarentum	41,050	53,585	56,747	2	2,085	1	8,559	6	11,633	2	12,803	4	3,096	5	3,058	3	2,795	13	5,959	2	1,955
ARMSTRONG	247,594	318,841	340,324	28	24,105	9	20,797	63	96,520	40	76,281	55	27,147	35	8,780	28	12,990	101	24,462	21	14,460
Kittanning	66,850	86,087	91,887	8	6,508	2	5,615	17	26,060	11	20,596	15	7,330	9	2,371	8	3,507	27	6,605	6	3,904
BEAVER	751,924	745,057	783,283	44	32,407	29	144,789	158	204,546	59	122,907	96	49,104	104	31,359	66	33,012	237	55,994	44	28,764
Aliquippa	67,673	67,055	70,495	4	2,917	3	13,031	14	18,409	5	11,062	9	4,419	9	2,822	6	2,971	21	5,039	4	2,589
Ambridge	42,108	41,723	43,864	2	1,815	2	8,108	9	11,455	3	6,883	5	2,750	6	1,756	4	1,849	13	3,136	2	1,611
Beaver	47,371	46,939	49,347	3	2,042	2	9,122	10	12,886	4	7,743	6	3,094	7	1,976	4	2,080	15	3,528	3	1,812
Rochester	39,852	39,488	41,514	2	1,718	2	7,674	8	10,841	3	6,514	5	2,603	6	1,662	3	1,750	13	2,968	2	1,524
BEDFORD	170,079	217,917	232,732	15	11,992	9	4,176	33	40,774	20	52,165	37	37,924	18	3,401	18	6,913	71	31,914	11	7,608
Bedford	47,622	61,017	65,165	4	3,358	3	1,169	9	11,417	6	14,606	10	10,619	5	952	5	1,936	20	8,936	3	2,130
BERKS	1,509,148	2,178,163	2,329,666	68	80,454	38	275,746	263	433,699	112	544,916	158	113,122	198	254,312	127	113,291	496	200,013	41	51,774
Reading	347,104	500,977	535,823	16	18,504	9	63,422	60	99,751	28	125,331	36	26,018	46	58,492	29	26,057	114	46,003	9	11,908
BLAIR	610,467	789,811	847,594	43	52,579	21	123,211	102	188,122	72	207,913	64	39,927	73	47,843	56	46,474	188	59,699	30	29,854
Altoona	303,402	392,536	421,254	21	26,132	10	61,236	51	93,497	36	103,333	32	19,844	36	23,778	28	23,098	93	29,670	15	14,837
Tyrone	30,523	39,491	42,380	2	2,629	1	6,161	5	9,406	4	10,396	3	1,996	4	2,392	3	2,324	9	2,985	2	1,493
BRADFORD	207,220	277,954	297,105	23	24,665	8	18,775	43	68,581	32	89,104	28	15,752	29	10,770	18	9,231	75	16,409	20	16,700
Athens	33,155	44,473	47,537	4	3,946	1	3,004	7	10,973	5	14,257	4	2,520	5	1,723	3	1,477	12	2,625	3	2,672
Sayre	70,455	94,504	101,016	8	8,386	3	6,384	15	23,318	11	30,295	10	5,356	10	3,662	6	3,139	26	5,579	7	5,678
Towanda	18,650	25,016	26,739	2	2,220	1	1,690	4	6,172	3	8,019	3	1,418	3	969	2	831	7	1,477	2	1,503
BUCKS	2,660,873	3,875,435	4,197,336	134	278,114	58	493,385	349	809,586	189	1,253,649	256	217,174	264	168,420	174	165,875	565	316,748	92	93,463
Bristol	159,652	232,526	251,840	8	16,687	3	29,603	21	48,575	11	75,219	15	13,030	16	10,105	10	9,953	34	19,005	6	5,608
Doyleston	106,435	155,017	167,893	5	11,125	2	19,735	14	32,383	8	50,146	10	8,687	11	6,737	7	6,635	23	12,670	4	3,739
Langhorne	No Data Available For This City																				
Levittown	No Data Available For This City																				
BUTLER	576,311	721,883	774,680	45	46,999	21	93,925	91	158,992	72	190,768	74	62,526	63	28,892	48	40,174	188	71,218	30	24,415
Butler	190,183	238,221	255,644	15	15,510	7	30,995	30	52,467	24	62,953	24	20,634	21	9,534	16	13,257	62	23,502	10	8,057
CAMBRIA	681,438	783,319	821,690	52	62,488	30	119,970	124	186,409	73	160,194	101	49,381	78	34,918	62	34,652	223	52,323	31	27,553
Johnston	190,803	219,329	230,073	15	17,497	8	33,592	35	52,195	20	44,854	28	13,827	22	9,777	17	9,703	62	14,650	9	7,715
CAMERON	19,871	23,173	24,024	1	797	3	1,911	5	2,620	3	2,282	7	2,101	3	620	2	362	13	1,250	3	722
CARBON	153,894	184,928	196,904	15	13,134	7	6,213	48	61,631	23	42,259	28	11,564	11	4,315	19	7,836	50	11,285	16	7,403
Jim Thorpe	14,620	17,568	18,706	1	1,248	1	590	5	5,855	2	4,015	3	1,099	1	410	2	744	5	1,072	2	703
Lansford	15,236	18,308	19,493	1	1,300	1	615	5	6,101	2	4,184	3	1,145	1	427	2	776	5	1,117	2	733
Lehighton	75,408	90,615	96,483	7	6,436	3	3,044	24	30,199	11	20,707	14	5,666	5	2,114	9	3,840	25	5,530	8	3,627
Mouch Chunk	23,084	27,739	29,536	2	1,970	1	932	7	9,245	3	6,339	4	1,735	2	647	3	1,175	8	1,693	2	1,110
CENTRE	492,096	740,702	804,376	34	79,532	20	85,533	75	162,593	45	166,649	64	42,470	75	36,193	51	39,789	136	81,813	24	26,088
Bellefonte	59,052	88,884	96,525	4	9,544	2	10,264	9	19,511	5	19,998	8	5,096	9	4,343	6	4,775	16	9,818	3	3,131
State College	285,416	429,607	466,538	20	46,129	12	49,609	44	94,304	26	96,656	37	24,633	44	20,992	30	23,078	79	47,452	14	15,131
CHESTER	1,287,982	1,803,339	1,939,069	89	134,139	30	132,480	192	397,738	119	527,003	161	112,601	132	62,444	119	101,238	349	161,184	54	60,876
Coatesville	25,760	36,067	38,781	2	2,683	1	2,650	4	7,955	2	10,540	3	2,252	3	1,249	2	2,025	7	3,224	1	1,218
Honey Brook	No Data Available For This City																				
Phoenixville	64,399	90,167	96,953	4	6,707	2	6,624	10	19,887	6	26,350	8	5,630	7	3,122	6	5,062	17	8,059	3	3,044
West Chester	103,039	144,267	155,126	7	10,731	2	10,598	15	31,819	10	42,160	13	9,008	11	4,996	10	8,099	28	12,895	4	4,870
CLARION	163,762	207,923	220,178	18	17,380	5	14,986	38	45,006	24	46,703	39	22,429	27	13,016	13	7,125	63	20,870	12	8,513
CLEARFIELD	400,302	521,309	554,779	31	45,948	16	58,464	53	115,777	46	154,426	61	47,624	40	19,973	26	23,294	97	28,688	20	15,018
Clearfield	124,094	161,606	171,981	10	14,244	5	18,124	16	35,891	14	47,872	19	14,763	12	6,192	8	7,221	30	8,893	6	4,656
Curwensville	20,015	26,065	27,739	2	2,297	1	2,923	3	5,789	2	7,721	3	2,381	2	999	1	1,165	5	1,434	1	751
Du Bois	152,115	198,097	210,816	12	17,460	6	22,216	20	43,995	17	58,682	23	18,097	15	7,590	10	8,852	37	10,901	8	5,707
CLINTON	168,229	197,665	206,799	7	6,864	11	11,512	30	39,188	21	43,996	25	27,780	24	14,030	19	6,792	52	10,949	9	5,985
Lock Haven	87,479	102,786	107,535	4	3,569	6	5,986	16	20,378	11	22,878	13	14,446	12	7,296	10	3,532	27	5,693	5	3,112
Renovo	13,458	15,813	16,544	1	549	1	921	2	3,135	2	3,520	2	2,222	2	1,122	2	543	4	876	1	479
COLUMBIA	220,961	288,284	309,257	21	23,032	11	34,602	51	75,535	30	60,813	31	16,893	36	12,823	22	11,240	80	27,059	13	11,148
Berwick	79,546	103,782	111,333	8	8,292	4	12,457	18	27,193	11	21,893	11	6,081	13	4,616	8	4,046	29	9,741	5	4,013
Bloomsburg	90,594	118,196	126,795	9	9,443	5	14,187	21	30,969	12	24,933	13	6,926	15	5,257	9	4,608	33	11,094	5	4,571
CRAWFORD	336,682	439,877	466,539	40	40,113	16	48,001	60	103,765	46	105,919	49	30,166	43	19,410	26	15,629	148	45,008	16	13,702
Meadville	154,874	202,343	214,608	18	18,452	7	22,080	28	47,732	21	48,723	23	13,876	20	8,929	12	7,189	68	20,704	7	6,303
Titusville	74,070	96,773	102,639	9	8,825	4	10,560	13	22,828	10	23,302	11	6,637	9	4,270	6	3,438	33	9,902	4	3,014
CUMBERLAND	1,105,560	1,678,603	1,815,017	54	90,748	23	141,021	133	374,178	67	331,579	128	131,753	108	60,633	87	88,863	226	145,575	43	57,556
Carlisle	243,223	369,337	389,304	12	19,965	5	31,025	29	82,319	15	72,947	28	28,986	24	13,339	19	19,550	50	32,027	9	12,662
DAUPHIN	1,175,790	1,641,246	1,743,335	44	90,152	30	215,218	210	367,090	72	385,483	135	125,765	144	80,548	87	68,196	375	163,020	47	57,821
Harrisburg	270,432	377,487	400,967	10	20,735	7	49,500	48	84,431	17	88,661	31	28,926	33	18,526	20	15,685	86	37,495	11	13,299
DELAWARE	2,582,339	3,648,597	3,864,535	112	168,803	51	562,350	404	804,369	159	855,748	252	200,727	302	224,966	186	168,264	695	307,096	119	118,859
Chester	103,294	145,944	154,581	4	6,752	2	22,494	16	32,175	6	34,230	10	8,029	12	8,999	7	6,731	28	12,284	5	4,754
ELK	114,635	157,013	167,718	11	10,873	6	12,826	27	46,657	17	41,140	19	8,126	22	4,987	14	7,114	41	7,902	11	8,755
Ridgeway	16,049	21,982	23,481	2	1,522	1	1,796	4	6,532	2	5,760	3	1,138	3	698	2	996	6	1,106	2	1,226
St. Marys	75,659	103,629	110,694	7	7,176	4	8,465	18	30,794	11	27,152	13	5,363	15	3,291	9	4,695	27	5,215	7	5,778

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
ERIE	1,184,298	1,542,781	1,634,851	72	76,679	41	196,103	187	349,104	118	364,953	159	135,064	150	78,236	96	84,349	383	148,001	53	57,910
Cory	35,529	46,283	49,046	2	2,300	1	5,883	6	10,473	4	10,949	5	4,052	5	2,347	3	2,530	11	4,440	2	1,737
Erie	461,876	601,685	637,592	28	29,905	16	76,480	73	136,151	46	142,332	62	52,675	59	30,512	37	32,896	149	57,720	21	22,585
FAYETTE	612,476	745,422	794,516	46	51,719	29	122,056	112	188,023	69	159,019	77	43,650	68	35,225	52	28,254	184	52,275	37	30,694
Brownsville	24,499	29,817	31,781	2	2,069	1	4,882	4	7,521	3	6,361	3	1,746	3	1,409	2	1,130	7	2,091	1	1,228
Connellsville	79,622	96,905	103,287	6	6,723	4	15,867	15	24,443	9	20,672	10	5,675	9	4,579	7	3,673	24	6,796	5	3,990
South Connellsville	No Data Available For This City																				
Uniontown	257,240	313,077	333,697	19	21,722	12	51,264	47	78,970	29	66,788	32	18,333	29	14,795	22	11,867	77	21,956	16	12,891
FOREST	13,552	14,735	15,650	5	4,434	3	1,216	4	3,914	4	2,381	5	538	1	404	0	235	10	1,733	0	471
FRANKLIN	444,892	568,479	609,445	35	42,622	15	67,019	80	134,518	56	142,241	52	30,377	62	34,339	46	18,873	140	49,533	23	24,414
Chambersburg	253,588	324,033	347,384	20	24,295	9	38,201	46	76,675	32	81,077	30	17,315	35	19,573	26	10,758	80	28,234	13	13,916
Waynesboro	88,978	113,696	121,889	7	8,524	3	13,404	16	26,904	11	28,448	10	6,075	12	6,868	9	3,775	28	9,907	5	4,883
FULTON	27,998	37,045	39,688	3	1,425	3	1,571	10	11,758	7	12,212	8	3,079	1	1,025	3	573	15	3,690	2	1,194
GREENE	122,181	159,256	168,203	12	8,177	6	16,665	23	44,576	25	48,536	20	11,877	13	3,233	8	4,353	44	9,124	7	5,171
HUNTINGDON	120,480	154,511	164,324	18	12,837	8	12,767	26	41,642	18	26,316	17	6,900	13	5,705	8	3,636	45	12,319	5	4,611
Huntingdon	83,131	106,613	113,384	12	8,858	6	8,809	18	28,733	12	18,158	12	4,761	9	3,936	6	2,509	31	8,500	3	3,182
Mt. Union	24,096	30,902	32,865	4	2,567	2	2,553	5	8,328	4	5,263	3	1,380	3	1,141	2	727	9	2,464	1	922
INDIANA	334,527	418,509	444,003	23	27,052	17	76,109	49	65,944	39	125,627	52	30,165	45	18,632	35	19,073	91	35,208	17	12,450
Indiana	163,918	205,069	217,561	11	13,255	8	37,293	24	32,313	19	61,557	25	14,781	22	9,130	17	9,346	45	17,252	8	6,101
JEFFERSON	172,179	226,412	240,839	25	13,659	13	14,713	34	51,736	28	52,571	30	35,059	27	7,790	18	8,508	53	12,931	11	8,091
Punxsutawney	56,819	74,716	79,477	8	4,507	4	4,855	11	17,073	9	17,348	10	11,569	9	2,571	6	2,808	17	4,267	4	2,670
JUNIATA	50,601	65,509	71,278	6	4,534	6	3,611	15	16,405	7	26,346	7	6,324	3	387	7	1,073	18	4,037	4	2,144
LACKAWANNA	945,589	1,280,668	1,367,898	58	66,795	31	198,836	168	292,584	89	265,338	92	70,957	123	85,135	70	44,998	321	110,459	56	61,701
Carbondale	47,279	64,033	68,395	3	3,340	2	9,942	8	14,629	4	13,267	5	3,548	6	4,257	4	2,250	16	5,523	3	3,085
Scranton	416,059	563,494	601,875	26	29,390	14	87,488	74	128,737	39	116,749	40	31,221	54	37,459	31	19,799	141	48,602	25	27,148
LANCASTER	1,677,169	2,355,749	2,539,011	79	177,833	54	269,851	357	540,180	163	561,293	170	113,648	185	111,114	161	151,448	468	224,230	61	72,932
Columbia	33,543	47,115	50,780	2	3,557	1	5,397	7	10,804	3	11,226	3	2,273	4	2,222	3	3,029	9	4,485	1	1,459
Lancaster	335,434	471,150	507,802	16	35,567	11	53,970	71	108,036	33	112,259	34	22,730	37	22,223	32	30,290	94	44,846	12	14,586
LAWRENCE	395,477	497,572	527,460	35	25,705	20	54,568	85	133,180	49	114,279	55	45,067	62	19,553	39	19,422	141	36,355	26	19,313
Ellwood City	79,095	99,514	105,492	7	5,141	4	10,914	17	26,636	10	22,856	11	9,013	12	3,911	8	3,884	28	7,271	5	3,863
New Castle	189,829	238,835	253,181	17	12,338	10	26,193	41	63,926	24	54,854	27	21,632	30	9,385	19	9,323	68	17,450	12	9,270
LEBANON	512,984	639,460	681,518	26	36,051	14	84,302	90	141,726	56	184,700	62	39,949	54	20,212	39	30,197	142	41,290	14	15,515
Lebanon	148,765	185,443	197,640	8	10,455	4	24,448	26	41,101	16	53,563	18	11,585	16	5,861	11	8,757	41	11,974	4	4,499
LEHIGH	1,635,127	2,306,170	2,467,680	60	92,505	36	384,373	210	440,717	102	541,348	153	118,851	180	109,196	116	124,691	409	221,259	43	61,141
Allentown	621,348	876,345	937,718	23	35,152	14	146,062	80	167,472	39	205,712	58	45,163	68	41,494	44	47,383	155	84,078	16	23,234
LUZERNE	1,349,645	1,791,885	1,906,475	93	85,824	52	253,195	237	410,504	111	364,902	163	89,110	191	99,674	111	84,552	458	165,526	82	69,093
Hazleton	202,447	268,783	285,971	14	12,874	8	37,979	36	61,576	17	54,735	24	13,367	29	14,951	17	12,683	69	24,829	12	10,364
Pittstown	53,986	71,675	76,259	4	3,433	2	10,128	9	16,420	4	14,596	7	3,564	8	3,987	4	3,382	18	6,621	3	2,764
West Hazleton	26,993	35,838	38,130	2	1,716	1	5,064	5	8,210	2	7,298	3	1,782	4	1,993	2	1,691	9	3,311	2	1,382
Wilkes-Barre	296,922	394,215	419,425	20	18,881	11	55,703	52	90,311	24	80,278	36	19,604	42	21,928	24	18,601	101	36,416	18	15,200
LYCOMING	516,292	677,968	720,145	29	39,558	19	91,274	98	168,964	61	174,016	55	27,854	92	46,519	43	34,457	189	51,423	29	23,574
Jersey Shore	41,303	54,237	57,612	2	3,165	2	7,302	8	13,517	5	13,921	4	2,228	7	3,722	3	2,757	15	4,114	2	1,886
Williamsport	185,865	244,068	259,252	10	14,241	7	32,859	35	60,827	22	62,646	20	10,027	33	16,747	15	12,405	68	18,512	10	8,487
MCKEAN	175,073	225,275	237,433	18	14,083	16	24,064	24	58,902	31	59,384	41	12,901	28	7,708	20	7,757	77	18,110	19	10,775
Bradford	99,792	128,407	135,337	10	8,027	9	13,716	14	33,574	18	33,849	23	7,354	16	4,394	11	4,421	44	10,323	11	6,142
Kane	28,012	36,044	37,989	3	2,253	3	3,850	4	9,424	5	9,501	7	2,064	4	1,233	3	1,241	12	2,898	3	1,724
MERCER	506,626	605,370	639,580	29	38,251	20	86,789	105	140,485	65	173,500	83	38,985	72	29,760	50	30,891	187	57,924	28	17,640
Farrell	15,199	18,161	19,187	1	1,148	1	2,604	3	4,215	2	5,205	2	1,170	2	893	2	927	6	1,738	1	529
Greenville	70,928	84,752	89,541	4	5,355	3	12,150	15	19,668	9	24,290	12	5,458	10	4,166	7	4,325	26	8,109	4	2,470
Sharon	86,126	102,913	108,729	5	6,503	3	14,754	18	23,882	11	29,495	14	6,627	12	5,059	9	5,251	32	9,847	5	2,999
Sharpsville	10,133	12,107	12,792	1	765	0	1,736	2	2,810	1	3,470	2	780	1	595	1	618	4	1,158	1	353
Wheatland	No Data Available For This City																				
MIFFLIN	163,584	213,103	226,982	14	21,624	10	22,545	35	50,422	23	36,622	21	14,333	16	7,395	15	7,456	67	16,926	10	15,520
Lewiston	98,150	127,862	136,189	8	12,974	6	13,527	21	30,253	14	21,973	13	8,600	10	4,437	9	4,474	40	10,156	6	9,318
MONROE	379,523	572,036	625,834	28	37,509	16	73,253	62	129,115	38	124,119	59	46,923	47	20,104	33	15,447	149	60,453	18	18,435
East Stroudsburg	87,290	131,568	143,942	6	8,627	4	16,848	14	29,696	9	28,547	14	10,792	11	4,624	8	3,553	34	13,904	4	4,240
Stroudsburg	166,990	251,696	275,367	12	16,504	7	32,231	27	56,811	17	54,612	26	20,646	21	8,846	15	6,797	66	26,599	8	8,111
MONTGOMERY	3,960,817	6,067,769	6,503,099	185	281,304	86	985,444	488	1,150,572	233	1,486,753	369	320,035	592	442,924	307	317,146	915	515,644	165	194,940
Jenkintown		157,762	169,081	5	7,314	2	25,622	13	29,915	6	38,656	10	8,321	15	11,516	8	8,246	24	13,407	4	5,068
Lansdale	110,903	169,898	182,087	5	7,877	2	27,592	14	32,216	7	41,629	10	8,961	17	12,402	9	8,880	26	14,438	5	5,458
Norristown	186,158	285,185	305,646	9	13,221	4	46,316	23	54,077	11	69,877	17	15,042	28	20,817	14	14,906	43	24,235	8	9,162
Pottstown	205,962	315,524	338,161	10	14,628	4	51,243	25	59,830	12	77,311	19	16,642	31	23,032	16	16,492	48	26,813	9	10,137
MONTOUR	62,847	100,099	109,636	4	3,639	4	3,041	9	11,956	11	53,122	9	4,310	9	2,828	8	1,652	24	10,471	4	3,296
Danville	53,420	85,084	93,191	3	3,093	3	2,585	8	10,163	9	45,154	8	3,664	8	2,404	7	1,404	20	8,900	3	2,802
NORTHAMPTON	808,484	978,624	1,034,143	49	46,861	23	80,423	147	246,506	76	247,828	106	59,510	101	55,696	70	30,226	305	85,813	41	35,320
Bangor	32,339	39,145	41,366	2	1,874	1	3,217	6	9,860	3	9,913	4	2,380	4	2,228	3	1,209	12	3,433	2	1,413
Bethlehem	307,224	371,877	392,974	19	17,807	9	30,561	56	93,672	29	94,175	40	22,614	38	21,164	27	11,486	116	32,609	16	13,422
Easton	121,273	146,794	155,121	7	7,029	3	12,063	22	36,976	11	37,174	16	8,927	15	8,354	11	4,534	46	12,872	6	5,298
Wilson	56,594	68,504	72,390	3	3,280	2	5,630	10	17,255	5	17,348	7	4,166	7	3,899	5	2,116	21	6,007	3	2,472
NORTHUMBERLAND	331,220	421,685	447,250	36	37,174	19	33,645	78	105,571	47	107,361	51	23,699	44	13,929	31	18,972	122	23,978	26	22,401
Milton	39,746	50,602	53,670	4	4,461	2	4,037	9	12,669	6	12,883	6	2,844	5	1,671	4	2,277	15	2,877	3	2,688
Mount Carmel	29,810	37,952	40,253	3	3,346	2	3,028	7	9,501	4	9,662	5	2,133	4	1,254	3	1,707	11	2,158	2	2,016
Shamokin	76,181	96,988	102,868	8	8,550	4	7,738	18	24,281	11	24,693	12	5,451	10	3,204	7	4,364	28	5,515	6	5,152
Sunbury	102,678	130,722	138,648	11	11,524	6	10,430	24	32,727	15	33,282	16	7,347	14	4,318	10	5,881	38	7,433	8	6,944
PERRY	98,431	133,085	143,003	6	3,684	3	11,110	21	31,253	12	46,796	14	9,612	4	371	7	3,554	41	7,834	6	3,666
PHILADELPHIA	5,391,039	6,803,517	7,009,343	256	239,180	148	610,834	1,074	1,483,813	210	943,794	448	322,735	976	543,038	467	408,315	2,564	843,511	432	307,169
Philadelphia	5,391,039	6,803,517	7,009,343	256	239,180	148	610,834	1,074	1,483,813	210	943,794	448	322,735	976	543,038	467	408,315	2,564	843,511	432	307,169
PIKE	47,513	72,764	77,649	5	12,094	2	6,033	13	14,737	5	10,967	16	8,736	2	2,003	4	1,466	37	11,566	2	2,336
POTTER	44,679	61,726	66,675	8	7,558	3	575	20	19,660	10	17,402	13	4,057	4	1,778	6	2,767	24	3,145	6	3,102
SCHUYLKILL	547,326	708,323	752,990	42	30,677	25	105,736	125	197,125	58	114,768	76	31,207	76	28,115	54	34,327	188	46,846	42	32,347
Ashland	18,062	23,375	24,849	1	1,012	1	3,489	4	6,505	2	3,787	3	1,030	3	928	2	1,133	6	1,546	1	1,067
Mahanoy City	16,420	21,250	22,590	1	920	1	3,172	4	5,914	2	3,443	2	936	2	843	2	1,030	6	1,405	1	970
Pottsville	158,725	205,414	218,367	12	8,896	7	30,663	36	57,166	17	33,283	22	9,050	22	8,153	16	9,955	55	13,585	12	9,381
Shenandoah	21,893	28,333	30,120	2	1,227	1	4,229	5	7,885	2	4,591	3	1,248	3	1,125	2	1,373	8	1,874	2	1,294
SNYDER	175,048	255,935	278,786	13	12,159	8	56,491	28	45,513	19	73,024	16	8,120	24	13,703	14	11,189	52	24,982	5	8,383
SOMERSET	255,955	326,442	350,231	31	26,683	12	24,149	55	78,761	51	114,551	31	20,610	16	6,017	25	19,651	106	27,154	14	10,014
Somerset	87,025	110,990	119,079	11	9,072	4	8,211	19	26,779	17	38,947	11	7,007	5	2,046	9	6,681	36	9,232	5	3,405
SULLIVAN	16,644	20,951	22,426	3	744	1	1,742	4	4,094	2	5,026	4	2,119	1	579	0	338	10	1,326	3	1,010
SUSQUEHANNA	94,791	125,879	135,943	12	6,045	5	1,530	24	30,606	17	36,624	29	14,406	3	979	5	3,220	41	9,020	9	4,358
TIOGA	114,500	149,667	160,149	26	23,362	10	11,602	29	35,280	29	39,257	30	12,700	11	1,860	9	3,897	58	12,769	14	6,306

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PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) / NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
UNION	105,782	152,477	165,385	11	10,820	5	9,301	28	42,017	12	27,839	16	5,977	15	5,253	10	4,606	41	22,959	7	8,320
Lewisburg	NO DATA AVAILABLE FOR THIS CITY																				
VENANGO	225,605	264,616	278,258	21	15,038	12	38,225	39	62,118	31	58,230	40	19,380	33	14,166	29	11,903	74	22,311	11	8,966
Franklin	76,706	89,969	94,608	7	5,113	4	12,997	13	21,120	11	19,798	14	6,589	11	4,816	10	4,047	25	7,586	4	3,048
Oil City	58,657	68,800	72,347	5	3,910	3	9,939	10	16,151	8	15,140	10	5,039	9	3,683	8	3,095	19	5,801	3	2,331
WARREN	398,616	502,691	529,121	14	17,562	7	41,110	26	57,699	21	65,435	28	14,130	25	13,651	11	7,970	68	15,683	10	8,347
Warren	247,142	311,668	328,055	9	10,888	4	25,488	16	35,773	13	40,570	17	8,761	16	8,464	7	4,941	42	9,723	6	5,175
WASHINGTON	812,766	1,014,213	1,080,324	62	65,048	21	123,848	154	235,147	95	302,944	120	78,681	96	41,314	66	38,963	254	84,348	43	31,295
Charlerol	65,021	81,137	86,426	5	5,204	2	9,908	12	18,812	8	24,236	10	6,294	8	3,305	5	3,117	20	6,748	3	2,504
Donora	16,255	20,284	21,606	1	1,301	0	2,477	3	4,703	2	6,059	2	1,574	2	826	1	779	5	1,687	1	626
Washington	260,085	324,548	345,704	20	20,815	7	39,631	49	75,247	30	96,942	38	25,178	31	13,220	21	12,468	81	26,991	14	10,014
WAYNE	160,966	229,641	248,198	16	22,458	12	13,316	29	52,020	22	41,498	33	21,447	11	7,506	15	11,365	61	13,286	11	8,826
WESTMORELAND	1,634,374	2,044,945	2,192,348	120	169,230	57	310,218	286	455,572	156	518,404	212	154,613	204	86,692	140	119,427	477	167,811	93	63,790
Arnold	11,441	14,315	15,346	1	1,185	0	2,172	2	3,189	1	3,629	1	1,082	1	607	1	836	3	1,175	1	447
Greensburg	228,812	286,292	306,929	17	23,692	8	43,431	40	63,780	22	72,577	30	21,646	29	12,137	20	16,720	67	23,494	13	8,931
Irwin	49,031	61,348	65,770	4	5,077	2	9,307	9	13,667	5	15,552	6	4,638	6	2,601	4	3,583	14	5,034	3	1,914
Latrobe	114,406	143,146	153,464	8	11,846	4	21,715	20	31,890	11	36,288	15	10,823	14	6,068	10	8,360	33	11,747	7	4,465
Monessen	32,687	40,899	43,847	2	3,385	1	6,204	6	9,111	3	10,368	4	3,092	4	1,734	3	2,389	10	3,356	2	1,276
New Kensington	130,750	163,596	175,388	10	13,538	5	24,817	23	36,446	12	41,472	17	12,369	16	6,935	11	9,554	38	13,425	7	5,103
WYOMING	89,422	126,033	135,799	9	11,796	4	10,550	22	34,882	14	27,784	13	9,761	5	2,045	8	2,933	30	8,766	3	4,084
YORK	1,390,768	1,897,714	2,032,931	94	137,725	49	265,590	266	431,395	155	474,089	149	105,172	160	84,497	138	102,221	403	157,381	55	51 558
Hanover	236431	322611	345598	16	23413	8	45150	45	73337	26	80595	25	17879	27	14364	23	17378	69	26755	9	8765
York	152984	208749	223622	10	15150	5	29215	29	47453	17	52150	16	11569	18	9295	15	11244	44	17312	6	5671

RHODE ISLAND RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) / NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	4,162,811	5,964,802	6,399,852	238	332,005	94	689,217	780	1,241,506	361	1,238,640	519	378,317	492	348,401	376	262,544	1,571	620,718	222	262,526
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Providence-Pawntucket-Woonsocket,RI	3,791,923	5,377,779	5,761,458	217	293,377	83	649,846	718	1,141,515	319	1,069,957	479	348,550	437	322,202	348	246,411	1,396	530,786	202	238,833
COUNTIES, Cities																					
BRISTOL	141,752	193,156	207,653	15	11,896	3	36,696	33	42,163	18	45,312	20	15,230	16	7,868	15	4,573	57	25,487	10	8,046
KENT	916,117	1,347,907	1,454,847	36	44,123	19	295,075	125	240,680	64	284,198	88	73,710	100	81,653	63	51,221	240	117,564	32	51,050
West Warwick	128,256	188,707	203,679	5	6,177	3	41,311	18	33,695	9	39,788	12	10,319	14	11,431	9	7,171	34	16,459	4	7,147
NEWPORT	370,888	587,023	638,394	21	38,628	11	39,371	62	99,991	42	168,683	40	29,767	55	26,199	28	16,133	175	89,932	20	23,693
Newport	140,937	223,069	242,590	8	14,679	4	14,961	24	37,997	16	64,100	15	11,311	21	9,956	11	6,131	67	34,174	8	9,003
PROVIDENCE	2,271,040	3,147,013	3,341,685	133	155,144	50	279,769	475	700,567	194	599,305	309	209,863	266	199,808	224	159,761	903	308,910	140	157,864
Central Falls	29,524	40,911	43,442	2	2,017	1	3,637	6	9,107	3	7,791	4	2,728	3	2,598	3	2,077	12	4,016	2	2,052
Pawtucket	254,356	352,465	374,269	15	17,376	6	31,334	53	78,464	22	67,122	35	23,505	30	22,378	25	17,893	101	34,598	16	17,681
Providence	517,797	717,519	761,904	30	35,373	11	63,787	108	159,729	44	136,642	70	47,849	61	45,556	51	36,426	206	70,431	32	35,993
Woonsocket	43,150	59,793	63,492	3	2,948	1	5,316	9	13,311	4	11,387	6	3,987	5	3,796	4	3,035	17	5,869	3	2,999
WASHINGTON	463,014	689,703	757,273	33	82,214	11	38,306	85	158,105	43	141,142	62	49,747	55	32,873	46	30,856	196	78,825	20	21,873
Westerly	172,241	256,570	281,706	12	30,584	4	14,250	32	58,815	16	52,505	23	18,506	20	12,229	17	11,478	73	29,323	7	8,137

SOUTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) / NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	12,498,005	18,266,901	19,828,745	993	1,427,049	621	1,991,342	2,616	4,423,321	1,434	4,488,130	1,667	1,279,949	1,963	1,046,650	1,454	1,094,613	3,372	1,752,548	775	653,398
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Anderson, SC	539,700	746,590	808,778	43	68,789	29	90,723	120	183,424	63	181,312	76	50,653	86	36,903	71	46,976	138	59,183	42	29,932
Charleston, SC	1,917,608	2,802,055	3,029,915	120	193,212	62	329,419	323	675,731	185	788,600	192	171,736	275	159,880	194	176,325	454	311,165	86	79,245
Columbia, SC	1,780,735	2,675,748	2,898,688	113	185,955	59	371,659	297	540,516	132	696,430	194	211,616	240	149,067	179	147,923	474	280,543	83	80,724
Florence, SC	511,175	749,527	812,201	46	73,231	27	101,690	118	159,479	66	197,514	75	58,074	103	44,372	59	41,278	122	53,764	29	25,073
Greenville-Spartanburg,SC	2,558,383	3,727,984	4,043,753	181	283,085	98	465,775	441	877,561	253	885,063	333	272,961	344	212,064	302	224,045	695	343,661	161	132,971
COUNTIES, Cities																					
ABBEVILLE	38,117	50,012	53,757	5	2,761	5	4,122	17	22,318	10	5,987	6	911	9	1,479	6	723	11	3,386	6	3,648
AIKEN	356,210	510,549	549,799	30	37,576	19	56,683	81	142,706	43	119,995	49	38,377	45	31,431	36	13,527	91	35,688	26	24,877
Aiken	14,248	20,422	21,992	1	1,503	1	2,267	3	5,708	2	4,800	2	1,535	2	1,257	1	541	4	1,428	1	995
ALLENDALE	26,407	34,259	36,724	6	2,692	1	435	10	14,338	5	7,884	8	2,055	4	964	5	1,426	5	1,387	3	947
ANDERSON	539,700	746,590	808,778	43	68,789	29	90,723	120	183,424	63	181,312	76	50,653	86	36,903	71	46,976	138	59,183	42	29,932
Anderson	323,820	447,954	485,267	26	41,273	17	54,434	72	110,054	38	108,787	46	30,392	52	22,142	43	28,186	83	35,510	25	17,959
BAMBERG	42,110	53,803	57,890	5	4,408	7	3,635	18	19,801	8	8,213	8	1,758	10	3,957	7	3,219	13	3,920	6	3,658
BARNWELL	44,695	67,008	73,175	9	5,063	3	2,556	18	29,701	9	10,950	7	1,466	7	4,361	12	3,620	14	3,940	7	3,967

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

SOUTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BEAUFORT	348,986	535,616	583,230	25	47,625	12	27,456	63	129,682	35	127,049	24	24,767	65	36,175	54	55,777	111	72,681	9	12,196
Beaufort	111,676	171,397	186,634	8	15,240	4	8,786	20	41,498	11	40,656	8	7,925	21	11,576	17	17,849	36	23,258	3	3,903
Hilton Head Isl.	NO DATA AVAILABLE FOR THIS CITY																				
BERKELEY	175,115	275,939	303,524	17	14,038	7	21,413	48	94,671	29	64,361	36	24,239	12	5,716	19	11,841	37	22,534	11	11,426
CALHOUN	17,036	23,644	25,720	2	1,958	1	305	2	8,625	4	4,747	4	781	3	1,929	4	1,030	4	594	3	617
CHARLESTON	1,543,221	2,212,645	2,377,566	82	159,857	44	286,029	230	475,876	132	634,068	123	121,757	242	144,360	153	150,189	385	265,042	61	52,780
Charleston	694,449	995,690	1,069,905	37	71,936	20	128,713	104	214,144	59	285,331	55	54,791	109	64,962	69	67,585	173	119,269	27	23,751
CHEROKEE	136,073	203,290	222,449	18	16,009	6	22,849	43	64,345	18	30,820	26	15,156	19	16,625	18	8,370	48	18,214	7	9,281
CHESTER	80,031	108,253	117,619	7	5,795	8	7,832	31	35,487	11	23,285	16	8,670	14	5,788	11	3,614	26	8,068	8	7,157
CHESTERFIELD	99,651	151,227	166,107	13	15,079	15	11,580	33	45,217	22	26,162	14	8,875	21	8,360	12	6,153	34	8,887	13	8,905
CLARENDON	73,906	97,600	105,842	8	6,484	8	5,004	31	19,722	14	24,894	21	17,328	15	5,325	8	4,037	21	6,241	9	4,245
COLLETON	100,850	138,474	149,692	7	8,201	4	7,760	27	36,433	16	15,280	22	21,425	19	8,829	10	10,604	24	10,622	11	6,888
DARLINGTON	177,541	248,361	267,589	18	19,437	17	20,616	50	59,393	41	66,257	39	18,550	23	10,538	18	9,676	49	17,124	16	13,552
DILLON	100,562	148,710	164,346	8	8,097	7	10,092	24	34,390	19	25,224	14	17,247	20	8,971	12	7,574	22	13,199	10	6,427
DORCHESTER	199,272	313,471	348,825	21	19,317	11	21,977	45	105,184	24	90,171	33	25,740	21	9,804	22	14,295	32	23,589	14	15,039
EDGEFIELD	42,970	50,749	54,562	5	2,976	2	609	17	11,931	9	27,258	14	2,174	10	2,066	4	2,084	9	1,242	4	1,495
FAIRFIELD	42,068	59,055	65,339	4	4,974	7	4,852	20	18,690	6	10,232	9	5,267	6	2,451	5	1,322	16	3,066	7	3,728
FLORENCE	511,175	749,527	812,201	46	73,231	27	101,690	118	159,479	66	197,514	75	58,074	103	44,372	59	41,278	122	53,764	29	25,073
Florence	332,264	487,193	527,931	30	47,600	18	66,099	77	103,661	43	128,384	49	37,748	67	28,842	38	26,831	79	34,947	19	16,297
GEORGETOWN	180,751	278,298	303,918	20	24,065	11	17,473	39	79,157	25	78,472	18	12,643	35	16,865	28	17,999	61	36,578	13	8,763
GREENVILLE	1,462,243	2,155,167	2,337,301	98	164,351	48	317,955	219	460,254	135	520,485	176	150,067	203	122,723	186	144,039	384	193,424	81	66,140
Greenville	716,499	1,056,032	1,145,277	48	80,532	24	155,798	107	225,524	66	255,038	86	73,533	99	60,134	91	70,579	188	94,778	40	32,409
GREENWOOD	249,218	350,749	380,490	21	30,130	13	39,322	58	80,907	37	65,204	27	13,907	47	20,454	30	20,950	55	25,896	17	13,905
Greenwood	216,820	305,152	331,026	18	26,213	11	34,210	50	70,389	32	56,727	23	12,099	41	17,795	26	18,227	48	22,530	15	12,097
HAMPTON	60,484	83,608	89,326	8	8,733	3	4,179	20	24,312	14	18,899	17	8,371	16	6,220	8	3,776	9	2,410	4	2,882
HORRY	769,330	1,231,851	1,351,773	56	125,363	37	128,119	131	273,260	65	272,428	55	33,895	146	90,856	77	105,958	319	208,572	27	38,777
Myrtle Beach	384,665	615,926	675,887	28	62,682	19	64,060	66	136,630	33	136,214	28	16,948	73	45,428	39	52,979	160	104,286	14	19,389
JASPER	54,514	72,179	77,647	4	5,912	2	919	13	12,568	8	7,265	13	20,177	5	2,108	6	3,932	15	6,076	4	1,201
KERSHAW	142,276	199,618	216,258	19	14,366	9	19,837	32	52,084	22	58,822	31	20,124	16	5,458	18	8,597	45	13,934	13	7,435
LANCASTER	178,096	235,630	255,282	13	14,346	11	22,236	54	64,872	25	33,907	28	15,970	25	10,425	25	24,436	43	14,965	10	9,576
LAURENS	136,189	174,579	187,298	11	8,518	15	20,327	32	53,017	29	43,037	29	12,550	20	5,376	15	5,938	32	8,608	15	8,338
LEE	36,911	55,937	60,180	5	3,880	6	2,605	16	12,632	11	15,131	8	8,326	8	2,461	5	3,365	10	3,556	1	1,441
LEXINGTON	491,103	716,653	789,814	43	60,305	17	43,195	114	218,595	51	158,473	61	63,209	43	28,477	48	27,006	150	75,806	31	27,532
MCCORMICK	10,830	12,973	13,857	0	1,054	1	164	13	4,646	2	2,557	5	1,403	1	364	4	650	4	319	2	331
MARION	98,951	134,371	145,261	7	4,359	10	8,863	27	42,197	18	26,697	16	7,933	29	9,496	15	8,010	20	6,885	11	9,217
MARLBORO	67,304	86,315	92,823	7	3,849	8	5,005	30	29,667	14	20,682	13	2,641	13	5,080	10	3,007	17	5,310	9	3,790
NEWBERRY	106,022	140,343	151,855	14	9,474	10	13,025	32	39,038	16	30,483	24	11,191	24	8,447	16	9,300	24	9,489	10	6,022
OCONEE	148,571	221,689	243,823	18	13,441	11	15,948	33	59,622	23	60,132	20	19,140	25	8,854	22	11,351	45	13,611	12	11,354
ORANGEBURG	275,566	397,626	434,045	29	41,948	26	35,606	53	81,953	38	106,139	56	35,479	51	22,685	38	22,408	78	31,344	19	16,048
Orangeburg	179,118	258,457	282,129	19	27,266	17	23,144	34	53,269	25	68,990	36	23,061	33	14,745	25	14,565	51	20,374	12	10,431
PICKENS	270,229	379,391	415,892	29	45,770	15	29,819	56	101,153	32	92,450	43	26,505	31	17,733	30	15,600	92	45,565	20	19,079
RICHLAND	1,289,632	1,959,095	2,108,874	70	125,650	42	328,464	183	321,921	81	537,957	133	148,407	197	120,590	131	120,917	324	204,737	52	53,192
Columbia	580,334	881,593	948,993	32	56,543	19	147,809	82	144,864	36	242,081	60	66,783	89	54,266	59	54,413	146	92,132	23	23,936
SALUDA	32,713	46,068	50,098	9	6,225	4	1,586	16	16,311	5	9,747	8	3,461	7	1,852	6	2,568	11	1,191	3	2,522
SPARTANBURG	825,911	1,193,426	1,290,560	54	72,964	35	118,001	166	316,154	86	272,128	114	96,389	110	71,608	86	64,406	219	104,672	60	47,752
Spartanburg	429,474	620,582	671,091	28	37,941	18	61,361	86	164,400	45	141,507	59	50,122	57	37,236	45	33,491	114	54,429	31	24,831
SUMTER	316,877	464,350	501,209	27	65,008	15	41,399	71	94,765	30	134,320	49	32,517	56	32,992	32	25,835	65	31,559	15	11,840
Sumter	237,658	348,263	375,907	20	48,756	11	31,049	53	71,074	23	100,740	37	24,388	42	24,744	24	19,376	49	23,669	11	8,880
UNION	87,325	109,962	118,331	11	8,798	5	7,666	22	34,749	14	14,550	19	13,028	20	5,680	11	4,409	24	6,308	11	7,209
Union	68,987	86,870	93,481	9	6,950	4	6,056	17	27,452	11	11,495	15	10,292	16	4,487	9	3,483	19	4,983	9	5,695
WILLIAMSBURG	88,696	123,416	133,570	9	6,371	10	6,487	45	36,867	12	30,505	27	9,783	18	8,089	15	9,357	17	4,218	8	4,859
YORK	422,565	664,825	734,526	32	37,802	17	54,924	95	201,207	57	175,997	53	47,563	63	31,353	46	33,464	97	67,144	25	27,755
Rock Hill	261,990	412,192	455,406	20	23,437	11	34,053	59	124,748	35	109,118	33	29,489	39	19,439	29	20,748	60	41,629	16	17,208

SOUTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS............	2,989,152	4,111,628	4,373,500	430	368,370	146	377,462	583	778,735	360	1,093,721	533	350,273	488	204,008	317	193,172	1,286	397,860	194	157,032
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Rapid City, SD	472,704	645,976	667,919	27	53,818	15	88,041	50	110,165	43	183,309	51	41,584	71	30,880	38	41,053	139	65,626	14	17,024
Sioux Falls, SD	697,262	1,044,662	1,128,945	53	77,117	12	143,386	75	169,305	47	309,333	80	77,808	98	60,965	65	62,457	183	102,435	26	55,159
COUNTIES, Cities																					
AURORA	4,963	6,124	6,487	4	880	2	214	5	929	1	1,250	1	528	0	56	2	87	8	852	0	236
BEADLE	89,819	115,142	121,735	15	8,042	4	9,689	10	20,645	17	30,236	17	10,804	22	9,634	14	6,972	38	11,347	2	4,418
Huron	79,938	102,476	108,344	13	7,157	4	8,623	9	18,374	15	26,910	15	9,616	20	8,574	12	6,205	34	10,099	2	3,932
BENNETT	12,676	20,717	22,050	3	1,512	1	729	4	4,804	3	4,248	3	1,794	3	554	1	295	4	930	1	800
BON HOMME	22,343	29,323	32,542	8	2,709	1	1,076	13	7,560	5	5,843	8	4,132	6	584	2	433	19	2,176	3	1,181
BROOKINGS	105,921	160,308	178,666	15	15,616	6	8,595	19	44,172	14	32,413	18	14,854	29	11,694	12	6,142	45	19,059	7	5,729
Brookings	100,625	152,293	169,733	14	14,835	6	8,165	18	41,963	13	30,792	17	14,111	28	11,109	11	5,835	43	18,106	7	5,443
BROWN	203,409	277,927	296,663	19	23,340	6	33,332	22	49,961	22	81,148	21	19,605	29	16,893	28	17,728	75	29,680	12	10,755
Aberdeen	187,136	255,693	272,930	17	21,473	6	30,665	20	45,964	20	74,656	19	18,037	27	15,542	26	16,310	69	27,306	11	9,895
BRULE	28,769	39,183	41,893	6	2,522	1	1,384	6	2,851	3	15,731	11	8,299	4	925	2	558	16	2,594	4	1,520
BUFFALO	1,331	1,753	1,852	0	171	0	61	2	374	0	357	1	151	0	16	0	24	0	86	0	67
BUTTE	39,170	49,419	51,129	5	4,891	4	2,763	9	11,162	8	17,202	10	4,077	10	1,951	2	681	19	4,062	3	1,414
Belle Fourche	37,212	46,948	48,573	5	4,646	4	2,625	9	10,604	8	16,342	10	3,873	10	1,853	2	647	18	3,859	3	1,343
CAMPBELL	5,471	7,784	8,241	2	764	0	272	3	1,662	1	1,587	1	670	1	70	0	109	3	427	0	299

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SOUTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CHARLES MIX	23,631	29,316	30,894	8	3,816	2	1,021	10	8,379	6	6,208	10	2,231	3	264	3	796	18	2,683	4	686
CLARK	10,152	12,912	13,729	5	2,031	0	454	6	1,374	1	2,646	4	887	2	118	2	183	10	1,216	2	498
CLAY	35,571	42,095	44,839	5	2,687	3	1,482	7	9,373	3	8,639	9	3,137	6	1,664	7	1,500	28	6,860	4	2,113
CODINGTON	129,132	177,514	192,006	8	16,362	5	13,579	17	36,714	11	42,587	18	16,684	30	14,577	16	9,704	40	12,519	5	6,326
Watertown	126,549	173,964	188,166	8	16,035	5	13,307	17	35,980	11	41,735	18	16,350	29	14,285	16	9,510	39	12,269	5	6,199
CORSON	5,268	6,991	7,303	3	676	1	241	3	1,723	0	1,406	2	594	1	63	1	97	9	720	1	265
CUSTER	17,787	21,381	22,256	3	1,003	1	736	5	5,441	1	4,288	5	2,967	1	190	1	296	18	3,298	2	807
DAVISON	114,351	146,327	154,066	14	18,941	4	5,092	11	25,493	18	32,559	20	12,715	22	11,270	14	7,361	45	19,387	4	1,813
Mitchell	112,064	143,400	150,985	14	18,562	4	4,990	11	24,983	18	31,908	20	12,461	22	11,045	14	7,214	44	18,999	4	1,777
DAY	22,252	28,590	30,468	7	1,176	3	1,007	8	5,186	6	8,061	4	5,034	3	826	3	526	18	2,131	3	1,106
DEUEL	8,579	9,939	10,541	2	977	2	348	5	2,127	2	2,031	5	386	2	90	2	140	10	1,189	2	383
DEWEY	13,126	16,671	17,601	2	1,631	2	582	6	5,476	1	3,392	6	1,813	1	150	1	234	6	1,626	1	639
DOUGLAS	7,390	9,402	10,055	4	932	1	333	7	1,955	2	1,937	1	818	2	85	1	134	6	951	1	365
EDMUNDS	15,041	18,713	19,891	6	1,427	0	657	6	3,391	3	7,186	2	1,619	2	170	1	265	7	952	3	479
FALL RIVER	29,816	36,861	38,388	5	4,198	4	1,269	9	9,078	4	1,833	7	2,901	6	951	4	1,412	20	3,787	3	1,393
FAULK	5,551	7,219	7,660	3	710	1	253	4	794	1	1,476	0	623	1	65	0	102	4	480	2	278
GRANT	31,925	44,480	48,009	7	3,945	1	1,587	6	6,491	5	18,333	8	5,905	5	1,765	6	3,237	14	3,095	2	1,742
GREGORY	18,542	23,816	25,216	10	3,242	1	834	8	5,618	4	4,859	4	1,370	2	215	3	918	11	1,761	3	915
HAAKON	12,342	16,752	17,560	3	1,932	1	581	3	3,543	2	3,384	3	1,429	3	442	3	234	10	1,429	1	637
HAMLIN	11,265	13,939	14,878	6	1,806	0	492	7	1,820	0	2,866	5	1,211	0	128	0	198	9	1,063	1	539
HAND	14,696	19,297	20,342	3	2,082	1	673	5	6,103	4	3,052	2	1,656	3	670	1	270	8	1,498	2	739
HANSON	3,490	4,230	4,488	2	416	0	149	3	905	1	864	3	365	0	38	2	60	4	459	0	162
HARDING	3,136	4,504	4,756	2	441	0	157	2	959	0	916	1	388	0	41	0	63	2	221	1	172
HUGHES	79,767	103,307	107,085	6	5,982	6	7,590	7	21,606	10	33,672	11	6,565	18	7,005	10	5,117	20	8,132	3	3,887
Pierre	78,969	102,274	106,014	6	5,922	6	7,514	7	21,390	10	33,335	11	6,499	18	6,935	10	5,066	20	8,051	3	3,848
HUTCHINSON	26,361	34,158	36,333	11	6,482	2	1,201	12	7,209	4	4,481	7	2,361	4	812	1	484	17	2,206	5	1,319
HYDE	5,005	6,470	6,724	2	623	0	223	3	1,799	1	1,295	1	547	2	57	1	89	1	312	1	244
JACKSON	12,133	17,886	19,013	3	1,761	0	629	3	1,354	0	3,664	5	8,238	1	162	0	254	3	912	0	689
JERAULD	10,070	12,938	13,773	3	977	1	455	3	2,779	2	2,654	3	1,121	0	118	0	183	5	739	2	499
JONES	13,658	18,497	19,390	1	1,797	0	641	4	3,089	3	3,735	5	5,403	0	166	1	258	3	899	0	703
KINGSBURY	15,665	21,123	22,812	5	2,019	2	755	13	5,957	3	1,832	3	1,857	2	194	5	1,608	13	1,996	3	1,000
LAKE	38,984	52,293	55,460	7	5,182	2	1,583	6	9,660	5	22,994	9	2,572	9	2,231	5	2,233	23	4,714	3	1,518
Madison	32,357	43,403	46,032	6	4,301	2	1,314	5	8,018	4	19,085	7	2,135	7	1,852	4	1,853	19	3,913	2	1,260
LAWRENCE	72,818	99,985	104,297	9	5,778	6	3,894	17	26,207	9	27,474	18	8,535	13	5,128	10	3,130	51	14,278	6	2,545
Deadwood	19,515	26,796	27,952	2	1,549	2	1,044	5	7,023	2	7,363	5	2,287	3	1,374	3	839	14	3,827	2	682
Lead	9,102	12,498	13,037	1	722	1	487	2	3,276	1	3,434	2	1,067	2	641	1	391	6	1,785	1	318
LINCOLN	28,295	38,161	41,126	14	5,219	4	731	14	10,129	5	2,938	11	3,903	5	695	2	548	16	3,877	6	1,693
LYMAN	12,123	17,136	18,077	3	2,275	0	597	3	3,647	0	3,482	4	1,166	0	154	0	242	11	1,578	2	656
MCCOOK	17,386	21,813	23,0[illegible]	[illegible]	3,594	1	763	12	2,624	4	6,800	8	4,544	0	197	1	308	13	1,702	1	837
MCPHERSON	7,132	8,557	9,013	3	1,102	1	298	6	1,901	1	1,736	5	756	3	354	2	119	8	951	3	524
MARSHALL	13,995	20,579	22,458	6	2,254	2	742	5	3,626	4	4,586	9	2,214	2	192	1	299	12	2,165	3	815
MEADE	45,560	58,325	61,071	9	7,471	3	2,018	11	13,071	7	18,063	8	6,480	6	1,758	2	813	30	6,169	4	2,333
MELLETTE	797	1,054	1,114	0	104	2	36	1	225	0	215	1	90	1	9	0	15	1	52	1	40
MINER	8,617	11,374	12,177	3	3,068	1	402	7	1,499	1	2,347	2	991	0	104	0	161	14	1,551	1	442
MINNEHAHA	697,262	1,044,662	1,128,945	53	77,117	12	143,386	75	169,305	47	309,333	80	77,808	98	60,965	65	62,457	183	102,435	26	55,159
Sioux Falls	648,454	971,536	1,049,919	49	71,719	11	133,349	70	157,454	44	287,680	74	72,361	91	56,697	60	58,085	170	95,265	24	51,298
MOODY	10,898	15,409	16,659	4	2,041	2	551	6	3,385	2	3,209	4	1,356	4	492	1	221	14	1,676	1	605
PENNINGTON	472,704	645,976	667,919	27	53,818	15	88,041	50	110,165	43	183,309	51	41,584	71	30,880	38	41,053	139	65,626	14	17,024
Rapid City	430,161	587,838	607,806	25	48,974	14	80,117	46	100,250	39	166,811	46	37,841	65	28,101	35	37,358	126	59,720	13	15,492
PERKINS	16,636	22,602	23,806	7	3,442	1	787	5	5,703	3	4,587	3	2,322	5	1,241	1	316	6	1,094	3	764
POTTER	11,172	14,855	15,418	4	1,569	1	510	6	3,494	3	2,971	6	2,639	1	132	1	205	10	881	2	560
ROBERTS	26,558	33,522	35,719	11	6,453	3	4,601	11	5,072	3	6,883	7	3,815	1	305	3	939	24	4,079	3	1,075
SANBORN	4,910	6,603	7,059	2	653	0	234	1	1,424	2	1,360	2	575	1	60	0	94	5	661	0	257
SHANNON	6,887	8,532	8,795	0	816	0	291	5	3,545	0	1,695	2	716	0	75	0	118	2	408	0	319
SPINK	25,233	31,592	33,101	5	2,079	2	1,094	7	6,555	8	9,953	5	4,381	4	1,144	4	275	20	3,570	2	1,201
STANLEY	8,480	12,182	13,049	1	1,209	0	432	3	2,632	0	2,513	1	1,062	0	111	0	174	6	2,017	0	474
SULLY	10,243	14,709	15,412	1	1,064	0	380	2	2,319	3	9,076	3	339	0	98	0	153	5	795	1	418
TODD	11,260	15,945	16,504	3	1,116	1	546	3	3,331	1	3,181	6	4,021	0	142	0	219	3	423	0	599
TRIPP	29,474	39,530	40,908	6	3,856	5	3,882	9	7,536	8	12,542	6	4,828	4	1,689	4	2,284	9	1,887	3	602
TURNER	17,198	22,070	23,336	6	2,897	3	771	8	4,003	5	7,131	4	1,164	2	199	1	311	15	1,857	5	1,112
UNION	19,642	25,520	27,900	4	1,989	1	922	9	5,754	3	2,283	10	5,554	1	239	4	371	17	3,221	2	1,013
WALWORTH	39,504	49,498	50,839	7	5,300	1	1,680	12	7,704	7	14,828	9	4,806	10	3,128	6	1,421	17	4,380	3	1,981
YANKTON	123,996	163,764	176,424	12	16,152	8	17,071	12	33,854	14	27,876	14	6,108	21	7,591	14	5,907	44	11,962	5	5,457
Yankton	117,796	155,576	167,603	11	15,344	8	16,217	11	32,161	13	26,482	13	5,803	20	7,211	13	5,612	42	11,364	5	5,184
ZIEBACH	1,815	2,372	2,523	1	233	0	83	1	509	0	485	0	205	0	21	0	34	2	117	1	92

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	19,604,644	27,854,961	29,951,891	1,348	1,674,776	938	3,634,940	3,857	6,248,330	2,083	7,439,689	2,490	2,008,059	2,803	1,429,484	1,906	1,462,317	4,913	2,569,202	1,167	974,552
METRO AREAS (MSAs PMSAs CMSAs)																					
Jackson, TN	400,985	587,084	635,825	27	50,946	18	121,318	73	109,146	39	136,503	51	37,225	59	35,745	42	29,041	96	50,241	22	17,577
Knoxville, TN	2,880,814	4,067,349	4,388,585	192	274,880	105	492,544	515	937,180	228	961,283	313	292,778	366	217,202	270	226,907	715	488,536	137	129,840
Nashville, TN	4,212,811	6,304,583	6,788,253	214	318,966	138	880,644	690	1,317,596	321	1,763,338	479	507,011	[illegible]	298,665	362	331,408	1,009	656,496	217	196,169
Memphis, TN-AR-MS	4,308,708	6,146,394	6,561,289	185	271,993	154	844,892	731	1,302,584	347	1,701,398	439	504,581	[illegible]	370,064	350	366,851	939	529,028	161	218,838
Chattanooga, TN-GA	1,869,737	2,506,232	2,672,318	125	130,932	84	319,185	246	601,306	199	636,846	280	206,252	221	131,825	180	135,108	472	215,086	103	71,533

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TENNESSEE RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Clarksville-Hopkinsville,TN-KY	591,134	778,699	827,732	36	61,155	28	113,058	115	154,568	68	259,886	70	37,947	79	27,951	62	34,520	169	75,077	32	25,382
Johnson City-Kingsport-Bristol, TN-VA	1,787,685	2,417,910	2,593,596	127	159,883	82	337,043	355	572,040	203	726,356	195	122,767	234	115,943	162	118,467	404	202,493	105	83,100
COUNTIES, Cities																					
ANDERSON	300,662	404,960	434,472	28	27,532	22	41,012	61	104,212	29	114,963	31	21,904	28	11,076	21	17,033	61	22,618	19	14,707
Oak Ridge	189,417	255,125	273,717	18	17,345	14	25,838	38	65,654	18	72,427	20	13,800	18	6,978	13	10,731	38	14,249	12	9,265
BEDFORD	88,257	116,271	124,826	5	6,406	5	11,783	20	28,226	20	30,[illegible]73	17	10,078	15	4,108	15	6,479	18	7,282	7	5,236
Shelbyville	79,431	104,644	112,343	5	5,765	5	10,605	18	25,403	18	27,876	15	9,070	14	3,697	14	5,831	16	6,554	6	4,712
BENTON	48,718	68,412	74,567	6	3,972	4	7,039	17	25,625	10	12,855	11	6,807	10	1,858	7	1,834	15	3,912	3	2,523
BLEDSOE	15,088	21,523	23,453	5	4,756	2	2,214	8	5,399	4	7,155	1	1,182	1	421	2	900	3	530	2	794
BLOUNT	378,532	515,003	553,942	25	32,862	11	63,672	72	108,113	37	217,184	29	21,734	26	9,019	33	23,970	69	33,434	17	16,256
Alcoa	225,605	306,942	330,149	15	19,586	7	37,949	43	64,435	22	129,442	17	12,953	15	5,375	20	14,286	41	19,927	10	9,689
Maryville	121,130	164,801	177,261	8	10,516	4	20,375	23	34,596	12	69,499	9	6,955	8	2,886	11	7,670	22	10,699	5	5,202
BRADLEY	292,841	452,558	496,608	28	43,222	13	55,686	64	112,225	35	138,291	35	26,056	36	25,827	35	18,465	65	39,208	16	16,755
Cleveland	263,264	400,850	446,451	25	38,857	12	50,062	58	100,890	31	124,324	31	23,424	32	23,218	31	16,600	58	35,248	14	15,063
CAMPBELL	121,573	174,989	190,792	11	7,540	11	12,701	26	46,460	18	48,489	30	18,291	14	6,628	14	6,342	38	17,271	9	6,888
CANNON	21,516	28,422	30,613	5	2,214	3	1,423	9	9,398	2	8,100	3	1,543	5	484	3	1,174	5	759	3	1,036
CARROLL	79,785	123,237	137,569	18	11,601	6	13,412	32	34,155	10	36,160	19	4,318	24	4,134	8	7,680	31	5,707	12	6,250
CARTER	114,585	154,911	166,929	11	15,385	10	21,375	36	45,358	22	30,437	13	5,730	14	5,193	15	7,108	32	13,059	13	8,350
Elizabethton	91,553	123,774	133,376	9	12,293	8	17,079	29	36,24[illegible]	18	24,319	10	4,578	11	4,149	12	5,679	26	10,434	10	6,672
CHEATHAM	44,836	70,964	77,515	4	3,616	4	7,317	12	19,811	5	15,418	7	16,081	2	1,394	2	2,974	11	2,609	5	2,624
CHESTER	30,026	44,857	48,788	3	2,503	5	2,159	8	10,901	4	12,909	5	1,960	8	2,255	7	3,296	8	2,845	4	1,618
CLAIBORNE	51,287	70,308	76,900	5	8,524	5	6,266	26	19,854	12	6,586	14	2,994	6	1,166	13	6,496	23	6,012	4	2,836
CLAY	10,015	15,464	17,399	2	893	2	1,643	3	5,025	1	4,603	3	877	1	312	0	667	8	1,157	2	589
COCKE	91,080	111,301	120,485	9	8,932	6	12,267	23	27,433	16	20,677	14	9,441	17	6,869	10	6,007	23	8,687	8	3,978
COFFEE	180,493	263,553	283,186	18	17,805	15	42,746	34	55,811	20	67,209	27	17,607	34	8,224	23	12,668	52	23,300	17	10,649
CROCKETT	31,342	35,361	37,658	4	1,561	6	1,211	12	9,408	5	9,964	7	1,818	6	1,098	4	1,223	9	954	6	1,381
CUMBERLAND	123,066	178,421	196,625	7	13,795	8	17,995	31	39,363	21	49,710	22	20,614	16	7,119	10	3,700	37	15,368	9	7,320
DAVIDSON	2,912,982	4,293,429	4,569,547	118	179,955	75	699,347	382	787,238	180	1,190,725	277	301,526	355	207,196	236	248,630	726	500,031	127	124,225
Nashville	2,738,203	4,035,823	4,295,374	111	169,158	71	657,386	359	740,004	169	1,119,282	260	283,434	334	194,764	222	233,712	682	470,029	119	116,772
DECATUR	32,245	41,955	45,814	2	2,353	3	4,024	8	9,757	6	14,631	12	5,583	4	619	6	1,158	11	1,676	3	1,552
DEKALB	35,749	51,220	56,919	3	1,717	6	4,711	17	15,571	7	13,187	8	4,203	7	1,324	4	2,310	12	2,656	4	2,292
DICKSON	113,733	151,053	164,301	8	8,832	5	15,510	30	38,411	15	41,246	20	12,127	23	7,561	12	9,010	31	9,617	7	4,689
DYER	136,686	200,878	214,603	13	16,802	6	19,971	28	39,412	23	61,448	21	12,288	31	14,560	22	12,323	35	13,560	11	7,019
Dyersburg	117,550	172,755	184,559	11	14,450	5	17,175	24	33,894	20	52,845	18	10,568	27	12,522	19	10,598	30	11,662	9	6,036
FAYETTE	35,369	53,105	58,166	4	1,306	5	5,491	22	20,088	11	11,133	9	3,028	5	968	4	951	7	2,646	3	1,938
FENTRESS	41,635	60,732	66,978	3	9,593	3	3,588	11	14,917	8	4,801	10	5,492	9	10,104	6	1,606	9	2,352	2	2,268
FRANKLIN	98,920	121,589	129,856	13	16,550	6	13,420	28	29,676	16	31,572	13	6,507	5	2,417	13	4,171	25	8,311	12	4,633
GIBSON	161,344	223,956	241,550	20	14,241	18	26,854	51	58,692	30	69,965	35	14,859	46	9,575	21	7,513	49	10,919	19	12,001
Milan	48,403	67,187	72,465	6	4,272	5	8,056	15	17,608	9	20,990	11	4,458	14	2,873	6	2,254	15	3,276	6	3,600
GILES	89,734	120,631	130,166	8	5,495	6	11,277	26	25,061	15	20,527	18	16,300	16	5,102	8	6,942	28	6,629	10	6,140
GRAINGER	18,379	23,562	25,882	0	1,328	3	2,443	10	3,953	[illegible]	6,849	6	2,712	1	465	1	993	8	1,493	2	876
GREENE	205,265	312,775	342,294	21	22,871	15	33,885	45	75,458	[illegible]	76,096	23	30,904	28	13,431	18	13,049	46	22,031	11	12,093
Greeneville	180,633	275,242	301,219	18	20,126	13	29,819	40	66,403	[illegible]	66,964	20	27,196	25	11,819	16	11,483	40	19,387	10	10,642
GRUNDY	34,606	45,779	49,955	4	7,063	4	1,107	11	9,513	4	3,889	9	10,177	0	899	4	723	9	3,118	6	2,136
HAMBLEN	246,837	341,145	367,848	17	39,100	11	43,068	58	84,532	34	98,680	26	16,401	35	18,859	27	11,199	50	24,585	17	10,499
Morristown	234,495	324,088	349,456	16	37,145	10	40,915	55	80,305	32	93,746	25	15,581	33	17,916	26	10,639	48	23,356	16	9,974
HAMILTON	1,456,406	1,914,587	2,026,313	89	93,533	57	271,714	173	389,014	129	543,353	199	142,086	167	104,387	144	109,791	392	181,074	72	52,981
Chattanooga	1,179,689	1,550,815	1,641,314	72	75,762	46	220,088	140	315,101	104	440,116	161	115,090	135	84,553	117	88,931	318	146,670	58	42,915
HANCOCK	10,702	14,173	15,505	3	796	0	1,464	3	3,235	2	4,102	3	1,132	3	279	2	594	4	1,579	4	524
HARDEMAN	63,866	88,117	95,019	11	12,840	7	6,604	35	25,017	13	22,640	12	5,682	11	1,271	5	1,940	14	2,604	9	2,755
HARDIN	72,934	91,261	97,935	10	8,385	8	16,355	16	16,307	19	25,697	8	3,803	17	3,043	9	3,849	27	5,849	8	2,979
HAWKINS	95,685	121,043	132,331	11	9,533	10	8,523	33	43,412	12	28,725	14	5,387	11	2,955	7	1,656	22	6,796	11	6,596
HAYWOOD	53,005	73,062	77,571	7	4,593	4	7,322	17	19,596	7	9,634	12	12,093	14	2,819	9	3,176	16	3,944	7	3,244
HENDERSON	64,868	82,323	88,910	11	8,688	5	8,450	21	15,447	12	22,543	12	6,140	12	3,065	8	4,336	20	5,093	7	2,849
HENRY	105,346	161,593	176,158	8	10,317	9	20,554	28	39,339	15	35,646	16	10,634	27	10,655	10	6,849	36	12,534	8	7,337
Paris	84,277	129,274	140,926	6	8,254	7	16,443	22	31,471	12	28,517	13	8,507	22	8,524	8	5,479	29	10,027	6	5,870
HICKMAN	26,893	32,581	35,251	4	1,808	3	788	12	11,329	5	2,751	10	3,873	3	299	3	601	13	852	2	1,194
HOUSTON	12,665	16,822	18,154	1	931	1	1,713	7	6,982	3	953	3	1,065	1	327	2	697	6	712	5	4,491
HUMPHREYS	53,668	67,819	71,632	6	3,154	5	6,762	21	20,396	8	19,179	12	6,159	6	887	5	1,156	20	4,673	4	1,835
JACKSON	14,105	17,234	18,611	2	954	1	1,757	6	3,940	3	639	5	998	0	335	3	797	8	741	2	631
JEFFERSON	72,882	99,300	107,526	10	6,867	8	7,485	17	34,825	5	8,256	21	10,999	13	2,340	10	3,455	16	7,078	10	6,288
JOHNSON	26,212	33,691	36,673	4	1,882	4	2,469	12	13,070	7	2,922	6	2,956	4	893	3	710	7	2,563	3	1,241
KNOX	1,866,396	2,657,756	2,855,561	113	174,576	55	361,205	273	537,844	137	577,188	193	202,267	244	178,759	178	167,725	438	347,598	78	81,627
Knoxville	1,455,789	2,073,050	2,227,338	88	136,169	43	281,740	213	419,518	107	450,207	151	157,768	190	139,432	139	130,826	342	271,126	61	63,669
LAKE	13,939	15,849	16,457	4	764	2	1,403	10	4,793	3	3,936	6	1,113	3	267	2	570	9	1,647	4	1,140
LAUDERDALE	49,225	79,023	87,174	6	5,488	5	8,229	17	16,505	13	19,077	13	7,217	14	4,373	7	3,432	19	3,002	5	3,598
LAWRENCE	115,744	156,015	168,264	9	11,692	10	15,608	22	29,833	33	46,395	19	10,964	19	7,293	19	12,394	31	7,093	11	7,155
LEWIS	23,682	30,571	33,223	5	2,195	7	2,277	10	8,322	7	8,596	6	2,230	4	447	5	539	5	711	3	1,604
LINCOLN	78,924	104,781	113,457	12	4,876	5	10,710	26	32,374	15	13,945	12	9,008	16	4,792	10	3,531	23	6,054	6	5,187
LOUDON	96,018	129,310	140,235	8	11,081	6	9,126	29	34,304	21	43,694	17	12,001	15	4,174	10	7,081	26	8,657	9	5,366
MCMINN	164,195	233,280	251,858	9	13,310	6	18,357	35	90,625	24	35,415	32	11,576	30	14,718	21	8,741	46	17,780	11	9,846
Athens	132,998	188,957	204,005	7	10,781	5	14,869	28	73,406	19	28,686	26	9,377	24	11,922	17	7,080	37	14,402	9	7,975
MCNAIRY	57,609	82,990	91,388	10	3,617	4	8,627	14	20,088	16	22,033	10	4,314	11	2,056	7	2,948	17	3,664	7	3,257
MACON	38,242	51,360	56,632	7	6,185	6	3,811	15	18,122	5	6,038	8	3,237	4	1,019	3	1,355	8	1,112	4	2,249
MADISON	400,985	587,084	635,825	27	50,946	18	121,318	73	109,146	39	136,508	51	37,225	59	35,745	42	29,041	96	50,241	22	17,577
Jackson	380,936	557,730	604,034	26	48,399	17	115,252	69	103,689	37	129,683	48	35,364	56	33,958	40	27,589	91	47,729	21	16,698
MARION	73,074	95,795	101,765	8	5,222	8	8,079	14	24,613	15	21,749	17	9,948	11	1,831	4	3,904	14	4,773	8	4,088
MARSHALL	69,607	111,387	122,370	5	4,230	7	10,845	22	30,900	13	41,940	11	6,019	14	3,118	6	6,152	17	5,340	8	5,404
MAURY	194,004	258,843	276,426	23	16,852	12	31,762	55	64,846	24	51,621	35	15,839	39	16,095	32	15,066	55	21,650	19	11,280
Columbia	168,783	225,193	240,491	20	14,661	10	27,633	48	56,416	21	44,910	30	13,780	34	14,003	28	13,107	48	18,836	17	9,814
MEIGS	13,726	21,298	23,650	0	1,213	2	2,233	10	8,130	5	2,814	2	1,193	1	425	2	908	6	973	1	801
MONROE	92,258	127,756	140,203	12	14,591	9	11,132	29	26,578	19	32,288	17	11,919	15	7,323	10	4,145	33	11,670	7	3,933
MONTGOMERY	355,104	467,597	499,958	22	39,490	15	77,194	61	94,789	42	162,378	36	21,142	36	12,913	42	22,254	111	51,548	15	13,493
Clarksville	337,349	444,217	474,960	21	37,516	14	73,334	58	90,050	40	154,259	34	20,085	34	12,267	40	21,141	105	48,971	14	12,818
MOORE	4,981	8,542	9,627	1	414	1	764	7	4,110	1	2,137	3	585	0	145	0	310	4	406	1	274
MORGAN	15,193	20,616	22,626	2	1,160	2	2,136	12	7,994	5	5,986	3	1,141	3	123	0	868	2	1,178	2	765
OBION	128,875	204,353	221,106	17	20,165	8	22,347	26	44,580	26	58,134	18	12,713	33	12,216	17	5,976	34	18,928	9	7,084
South Fulton	10,439	16,553	17,910	1	1,633	1	1,810	2	3,611	2	4,709	1	1,030	3	989	1	484	3	1,533	1	574
Union City	105,678	167,569	181,307	14	16,535	7	18,325	21	36,556	21	47,670	15	10,425	27	10,017	14	4,900	28	15,521	7	5,809
OVERTON	40,155	50,978	55,478	5	8,592	5	4,618	14	15,383	6	5,024	8	2,692	10	1,360	4	3,294	10	2,155	5	2,932
PERRY	9,415	15,827	17,843	2	916	0	1,684	6	7,319	4	754	3	666	1	320	2	686	7	867	2	604

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PICKETT	10,373	14,850	16,[illegible]3	1	855	2	1,575	2	3,532	3	4,415	6	2,017	1	300	1	640	2	869	2	564
POLK	21,863	32,578	34,980	3	1,470	5	2,796	9	12,900	6	3,174	3	1,763	3	341	3	1,343	8	1,484	5	1,288
PUTNAM	207,514	316,639	349,253	20	22,605	9	34,954	44	82,123	25	47,143	35	28,959	44	27,571	20	12,974	61	30,332	12	13,414
Cookeville	188,838	288,141	317,820	18	20,571	8	31,808	40	74,732	23	42,900	32	26,353	40	25,090	18	11,806	56	27,602	11	12,207
RHEA	62,640	93,022	103,363	9	7,419	7	5,294	15	34,731	15	19,993	8	6,465	19	5,189	6	2,421	21	7,099	7	4,347
ROANE	162,610	214,733	231,148	14	12,547	13	17,665	38	63,681	24	79,857	19	9,188	22	8,732	16	9,712	38	15,129	15	9,810
Harriman	79,679	105,219	113,263	7	6,148	6	8,656	19	31,204	12	39,130	9	4,502	11	4,279	8	4,759	19	7,413	7	4,807
ROBERTSON	107,633	134,763	145,134	5	3,289	4	13,701	29	33,488	15	35,588	23	21,882	16	2,612	8	5,568	23	7,238	10	5,303
RUTHERFORD	351,096	607,740	682,913	24	47,490	16	64,691	66	155,612	36	148,102	59	58,447	64	40,364	40	30,899	74	58,603	22	20,694
Murfreesboro	277,366	480,115	539,501	19	37,517	13	51,106	52	122,933	28	117,001	47	46,173	51	31,888	32	24,410	58	46,296	17	16,348
SCOTT	51,624	79,780	88,697	3	3,007	4	8,372	19	28,216	11	12,490	11	3,738	9	1,693	1	3,402	10	3,400	4	4,602
SEQUATCHIE	22,118	31,194	34,126	1	1,750	4	1,467	7	14,556	4	6,066	6	2,687	2	615	2	1,310	8	1,313	3	1,013
SEVIER	229,382	346,690	384,025	13	29,513	9	14,624	70	82,612	15	30,946	31	32,039	54	15,142	27	12,876	121	75,155	10	9,331
Sevierville	NO DATA AVAILABLE FOR THIS CITY																				
SHELBY	3,816,663	5,461,907	5,821,183	151	211,167	125	784,534	604	1,130,200	273	1,523,360	369	403,490	530	350,272	324	351,005	850	492,935	138	199,005
Memphis	3,358,663	4,806,478	5,122,641	133	185,827	110	690,390	532	994,576	240	1,340,557	325	355,071	466	308,239	285	308,884	748	433,783	121	175,124
SMITH	37,446	50,025	54,010	5	3,553	8	2,569	13	12,970	6	8,479	9	4,238	6	1,801	5	2,073	10	1,812	7	2,154
STEWART	16,497	23,225	24,412	2	1,253	3	2,305	7	6,947	4	6,459	1	1,230	1	439	3	1,516	8	1,784	3	897
SULLIVAN	751,148	996,267	1,056,426	39	54,034	22	152,176	116	196,277	80	359,344	75	48,125	92	55,029	56	47,721	140	84,484	37	35,272
Bristol,TN-Bristol	398,108	528,022	559,906	21	28,638	12	80,653	61	104,027	42	190,452	40	25,506	49	29,165	30	25,292	74	44,777	20	18,694
Kingsport	473,223	627,648	665,548	25	34,041	[illegible]	95,871	73	123,655	50	226,387	47	30,319	58	34,668	35	30,064	88	53,225	23	22,221
SUMNER	275,722	396,283	433,938	26	41,539	13	34,533	64	110,375	38	119,325	32	24,680	37	14,008	26	13,543	54	27,554	22	17,411
TIPTON	86,674	131,057	140,599	10	13,981	10	16,199	34	33,191	21	34,800	13	8,360	13	4,078	7	2,904	16	6,462	7	3,735
TROUSDALE	16,671	24,823	26,255	2	1,347	2	2,479	10	10,150	2	6,946	6	1,045	2	473	2	1,008	2	1,366	3	1,264
UNICOI	32,237	43,176	46,128	5	2,700	5	6,002	7	12,465	11	9,490	6	1,727	5	844	6	2,046	17	5,653	4	1,571
UNION	14,581	20,078	22,263	3	1,902	1	2,103	12	5,621	2	5,897	2	1,123	0	401	0	855	2	1,160	1	755
VAN BUREN	2,770	4,581	5,188	0	266	0	490	4	1,099	0	1,372	0	262	0	93	0	198	1	270	0	176
WARREN	112,529	137,360	146,581	15	11,736	7	13,398	30	35,874	19	28,407	11	5,692	28	9,571	12	6,440	32	9,036	9	5,365
WASHINGTON	419,713	587,809	634,863	30	43,587	14	86,838	74	148,299	43	161,580	46	28,407	57	24,059	40	31,782	105	53,754	21	18,726
Johnson City	369,347	517,272	558,679	26	38,357	12	76,417	65	130,503	38	142,190	40	24,998	50	21,172	35	27,968	92	47,304	18	16,479
WAYNE	28,477	42,725	47,306	5	6,505	3	721	20	17,581	4	12,518	6	900	4	873	2	1,815	8	1,051	4	2,142
WEAKLEY	88,554	123,957	133,613	14	10,498	7	12,613	35	34,856	15	26,044	15	6,249	19	4,673	9	6,961	34	9,915	13	5,667
WHITE	53,526	72,407	78,928	7	4,337	5	5,254	19	16,150	13	33,838	9	3,920	9	1,449	5	1,400	12	3,025	5	2,463
WILLIAMSON	234,074	384,964	427,171	13	13,654	10	25,202	53	105,450	15	153,252	31	30,666	34	15,426	22	12,870	45	30,940	13	13,618
WILSON	172,735	265,387	287,734	16	20,591	11	20,343	54	67,211	17	59,682	30	41,602	33	10,104	16	7,914	45	19,904	11	7,605
Lebanon	138,188	212,310	230,187	13	16,473	9	16,274	43	53,769	14	47,746	24	33,282	26	8,083	13	6,331	36	15,923	9	6,084

TEXAS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS............	82,272,212	115,786,376	124,410,523	4,211	8,186,329	2,465	13,977,488	13,103	25,311,180	7,438	34,750,124	8,234	6,692,329	10,139	7,058,882	6,525	6,715,332	19,755	11,309,527	3,196	3,027,227
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Abilene, TX	804,342	999,637	1,039,779	36	75,237	23	82,427	106	173,473	71	322,471	79	55,437	115	46,277	74	55,154	169	83,145	27	23,895
Amarillo, TX	1,220,497	1,745,925	1,863,589	59	156,066	25	194,428	154	341,283	105	588,963	102	72,162	153	124,333	118	109,115	309	172,336	37	29,688
Austin, TX	3,399,672	5,808,055	6,262,807	152	550,940	72	692,551	497	1,208,714	245	1,698,854	313	301,519	392	358,011	311	396,973	1,005	695,606	130	123,805
Beaumont-Port Arthur, TX	2,093,311	2,627,158	2,776,937	107	172,072	56	316,133	385	556,743	203	766,656	209	166,037	228	176,429	164	142,527	447	226,629	97	79,541
Brazoria, TX	795,628	1,000,584	1,072,591	50	100,104	28	106,609	164	300,339	84	278,211	72	46,173	104	49,243	56	44,123	206	73,888	36	28,706
Brownsville-Harlingen, TX	1,025,512	.427,944	1,542,257	55	110,135	40	194,938	207	362,147	108	329,199	81	46,496	206	123,837	108	103,955	309	128,350	42	30,316
Bryan-College Station, TX	591,693	909,390	1,013,601	30	93,130	16	142,956	87	220,270	43	220,411	42	50,721	81	61,540	45	42,345	161	112,215	15	15,320
Corpus Christi,	1,844,288	2,462,494	2,637,937	73	155,522	53	274,809	311	597,406	170	724,129	206	175,506	211	127,318	147	151,878	512	245,855	68	49,382
Dallas, TX	13,066,550	21,207,003	22,925,534	492	1,113,326	274	2,517,925	1,507	4,117,725	936	6,639,555	1,137	1,345,583	1,564	1,308,552	932	1,341,720	2,782	2,298,672	371	569,137
El Paso, TX	2,120,722	3,044,858	3,300,805	83	183,109	82	507,961	334	630,710	184	817,198	179	161,196	320	221,907	194	219,267	664	314,566	73	70,822
Fort worth-Arlington, TX	6,122,691	8,924,636	9,666,117	267	561,461	141	1,177,712	827	1,919,165	511	2,853,729	527	497,501	689	487,064	438	462,436	1,491	909,695	191	224,717
Galveston-Texas City, TX	1,042,954	1,304,331	1,392,840	60	104,423	26	125,375	211	355,498	88	368,510	89	74,377	130	83,247	69	45,613	295	134,098	38	39,700
Houston, TX	18,823,229	24,779,197	26,437,284	685	1,621,762	259	3,066,248	2,371	5,218,386	1,138	7,434,357	1,408	1,444,019	1,723	1,551,935	1,241	1,498,448	3,678	2,562,968	515	707,613
Killeen-Temple	892,169	1,246,804	1,346,056	50	72,830	46	184,418	180	285,148	139	395,532	117	60,680	119	56,950	84	73,547	233	128,304	32	25,749
Laredo, TX	701,337	877,760	946,029	34	53,986	33	149,435	116	200,492	59	124,620	48	26,162	159	125,024	55	100,016	116	55,074	22	17,482
Longview-Marshall, TX	1,064,402	1,347,124	1,442,030	64	96,500	37	164,357	164	297,923	111	447,426	111	60,286	150	83,757	104	88,501	246	114,448	53	37,206
Lubbock, TX	1,344,799	1,845,397	1,971,031	54	146,069	26	246,364	161	349,376	105	656,650	103	59,024	162	108,122	132	135,210	289	175,510	43	31,235
McAllen-Edinburg-Mission, TX	1,352,119	1,890,610	2,071,537	71	178,659	53	297,422	261	435,342	162	455,827	104	56,866	238	212,385	121	133,183	318	142,675	50	48,693
Midland, TX	713,358	837,155	876,113	32	92,859	17	110,848	80	167,470	42	202,290	57	54,860	92	46,032	66	58,967	140	69,696	13	16,439
Odessa, TX	993,340	1,038,517	1,074,652	47	97,882	23	147,994	137	199,070	80	330,334	55	31,337	125	55,393	76	71,247	188	102,388	22	16,074
San Angelo, TX	571,448	744,783	771,463	31	63,869	16	99,623	93	151,179	54	233,674	41	21,556	88	43,017	62	44,567	140	67,943	22	14,340
San Antonio, TX	5,533,729	8,355,532	9,029,221	228	544,895	147	1,083,647	816	1,921,587	428	2,282,110	643	558,658	585	484,821	450	529,989	1,612	950,034	197	166,112
Sherman-Denison, TX	488,622	671,317	719,124	45	62,938	19	92,043	68	139,283	61	217,259	49	30,008	[illegible]	36,613	47	33,690	111	51,995	21	24,907
Tyler, TX	801,304	1,090,771	1,178,178	53	96,059	24	170,729	84	209,292	80	324,693	100	67,987	114	76,112	72	63,369	148	81,996	37	33,475
Victoria, TX	492,936	596,684	637,814	22	54,691	14	82,124	80	124,459	40	168,139	43	39,671	66	36,121	46	32,042	112	47,593	15	11,014
Waco, TX	943,336	1,359,768	1,466,269	48	105,664	36	192,611	165	301,567	93	394,168	116	69,823	123	68,730	84	71,606	245	133,235	36	30,882

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Wichita Falls, TX	750,305	909,497	943,136	38	72,752	25	74,765	108	156,766	82	336,696	63	41,096	108	43,001	80	29,171	182	75,430	28	23,594
Texarkana, TX-AR	585,884	807,772	867,162	36	59,112	21	127,351	115	180,659	65	206,474	60	55,123	94	48,844	58	40,332	150	65,869	28	24,330
COUNTIES, Cities																					
ANDERSON	178,100	250,062	273,420	18	26,385	9	16,349	42	66,739	31	76,473	18	9,508	26	14,533	15	11,284	46	15,622	12	8,572
Palestine	137,137	192,548	210,533	14	20,316	7	12,589	32	51,389	24	58,884	14	7,321	20	11,190	12	8,689	35	12,029	9	6,600
ANDREWS	61,362	69,522	73,708	3	5,333	3	3,070	13	18,653	9	29,467	9	3,928	11	3,460	4	902	16	5,708	4	2,209
ANGELINA	342,133	451,933	488,580	26	40,517	14	58,094	55	114,882	42	128,642	46	25,552	52	25,707	37	25,750	61	33,503	18	16,442
Lufkin	307,920	406,740	439,722	23	36,465	13	52,285	50	103,394	38	115,778	41	22,997	47	23,136	33	23,175	55	30,153	16	14,798
ARANSAS	68,176	93,945	101,589	5	18,151	3	8,053	20	34,001	9	8,327	13	8,956	7	1,535	11	5,045	20	10,358	4	1,739
ARCHER	21,545	25,231	26,702	0	1,932	1	2,117	11	6,582	4	9,532	4	1,065	3	1,188	0	826	6	974	1	668
ARMSTRONG	6,515	9,716	10,568	0	764	0	838	2	2,100	2	3,773	3	484	1	470	0	326	2	282	1	264
Poteet	10,229	15,254	16,592	0	1,199	0	1,316	3	3,297	3	5,924	5	760	2	738	0	512	3	443	2	414
ATASCOSA	85,879	109,444	118,383	12	16,459	6	5,920	38	39,192	17	23,389	19	8,021	6	5,556	4	1,772	23	6,237	6	2,367
AUSTIN	82,913	126,054	140,791	7	14,951	11	11,553	25	32,756	13	43,474	15	11,876	11	4,292	9	3,128	35	8,760	7	5,116
BAILEY	28,305	40,888	43,168	3	2,151	1	3,233	8	6,862	8	18,574	3	1,870	9	2,934	3	1,576	12	2,790	2	1,019
BANDERA	18,169	27,151	30,050	4	3,645	2	2,179	13	10,464	3	7,079	1	1,261	2	1,223	2	850	7	1,158	2	688
BASTROP	80,548	125,751	137,314	12	7,849	7	5,854	31	48,220	10	29,295	21	12,914	8	2,889	7	2,837	36	11,566	8	3,725
BAYLOR	29,092	32,953	34,347	2	2,317	3	2,538	6	5,641	8	10,803	5	6,934	7	1,124	2	991	7	1,480	2	801
BEE	105,311	135,121	145,563	11	12,020	4	9,486	30	37,371	13	35,123	17	9,519	18	11,571	12	7,067	40	10,640	7	4,245
BELL	786,685	1,091,288	1,174,219	44	68,485	35	160,680	149	235,382	119	354,450	100	53,587	111	54,849	71	59,640	206	114,733	26	21,705
Belton	45,628	63,295	68,105	3	3,972	2	9,319	9	13,652	7	20,558	6	3,108	6	3,181	4	3,459	12	6,655	2	1,259
Killeen	351,648	487,806	524,876	20	30,613	16	71,824	67	105,216	53	158,439	45	23,953	50	24,518	32	26,659	92	51,286	12	9,702
Temple	328,048	455,067	489,649	18	28,558	15	67,004	62	98,154	50	147,806	42	22,346	46	22,872	30	24,870	86	47,844	11	9,051
BEXAR	5,197,814	7,834,273	8,447,660	186	480,872	132	1,053,276	718	1,770,420	391	2,130,370	566	528,163	549	458,035	421	503,978	1,501	902,298	181	152,352
San Antonio	4,574,076	6,894,160	7,433,941	164	423,167	116	926,883	632	1,557,970	344	1,874,726	516	464,783	483	403,071	370	443,501	1,321	794,022	159	134,070
BLANCO	14,940	19,512	21,174	4	2,596	0	1,285	6	4,823	2	5,788	9	1,460	2	721	3	501	15	2,535	2	405
BORDEN	136	175	190	0	14	0	16	1	38	0	68	1	8	0	8	0	5	0	6	0	4
BOSQUE	41,322	53,686	58,580	8	6,514	6	2,326	15	11,752	6	17,524	11	4,886	6	886	1	1,812	12	2,299	5	2,469
BOWIE	430,569	576,754	617,902	28	44,252	16	94,446	79	102,289	56	194,378	41	32,134	71	36,012	46	30,998	93	44,361	21	14,652
Texarkana	443,486	594,057	636,439	29	45,580	16	97,279	81	105,358	58	200,209	42	33,098	73	37,092	47	31,928	96	45,692	22	15,092
BRAZORIA	795,628	1,000,584	1,072,591	50	100,104	28	106,609	164	300,339	84	278,211	72	46,173	104	49,243	56	44,123	206	73,888	36	28,706
Angleton	107,410	135,079	144,800	7	13,514	4	14,392	22	40,546	11	37,558	10	6,233	14	6,648	8	5,957	28	9,975	5	3,875
Clute	103,432	130,076	139,437	7	13,014	4	13,859	21	39,044	11	36,167	9	6,002	14	6,402	7	5,736	27	9,605	5	3,732
Freeport	83,541	105,061	112,622	5	10,511	3	11,194	17	31,536	9	29,212	8	4,848	11	5,171	6	4,633	22	7,758	4	3,014
Lake Jackson	124,118	156,091	167,324	8	15,616	4	16,631	26	46,853	13	43,401	11	7,203	16	7,682	9	6,883	32	11,527	6	4,478
BRAZOS	591,693	909,390	1,013,601	30	93,130	16	142,956	87	220,270	43	220,411	42	50,721	81	61,540	45	42,345	161	112,215	15	15,320
Bryan	334,898	514,715	573,698	17	52,712	9	80,913	49	124,673	24	124,753	24	28,708	46	34,832	25	23,967	91	63,514	8	8,671
College Static	248,511	381,944	425,712	13	39,115	7	60,042	37	92,513	18	92,573	18	21,303	34	25,847	19	17,785	68	47,130	6	6,434
BREWSTER	35,228	45,253	49,274	3	3,230	6	3,639	11	14,396	5	13,410	9	1,649	7	4,349	2	1,523	18	3,526	5	2,484
BRISCOE	5,277	7,793	8,195	4	850	0	565	5	2,587	3	2,548	1	328	1	318	0	220	2	190	1	179
BROOKS	34,622	42,332	46,141	4	3,783	2	3,658	13	13,942	6	13,459	2	2,117	4	2,407	5	1,952	13	3,483	3	1,154
BROWN	164,096	215,746	225,086	10	18,682	8	25,300	41	50,365	20	49,372	22	7,857	29	12,382	24	8,648	48	17,581	12	8,391
Brownwood	137,841	181,227	189,072	8	[illegible]	7	21,252	34	42,307	17	41,472	18	6,600	24	10,401	20	7,264	40	14,768	10	7,048
BURLESON	48,358	53,715	59,077	3	[illegible]	[illegible]	2,278	24	15,360	6	19,551	10	5,516	8	1,631	3	1,614	16	3,777	3	1,013
BURNET	99,661	154,869	170,067	13	[illegible]	[illegible]	27,505	24	32,073	12	30,991	11	7,761	13	2,797	11	9,597	30	12,081	8	4,426
CALDWELL	81,602	110,458	116,125	9	[illegible]	[illegible]	9,716	18	31,408	15	36,191	11	9,245	15	3,712	4	3,591	29	8,212	5	2,620
CALHOUN	93,846	107,077	112,281	10	11,910	[illegible]	8,900	21	32,273	17	22,702	14	7,233	8	5,282	5	3,588	34	7,166	5	3,190
Port Lavaca	81,271	92,729	97,235	9	10,314	[illegible]	7,707	18	27,948	15	19,660	12	6,264	7	4,574	4	3,107	29	6,206	4	2,763
CALLAHAN	27,339	33,674	35,600	0	2,418	[illegible]	2,649	15	10,569	6	10,688	9	1,850	2	1,487	0	1,034	8	2,132	5	992
CAMERON	1,025,512	1,427,944	1,542,257	55	110,135	40	194,938	207	362,147	108	329,199	81	46,496	206	123,837	108	103,955	309	128,350	42	30,316
Brownsville	533,266	742,531	801,974	29	57,270	21	101,368	108	188,316	56	171,183	42	24,178	107	64,395	56	54,057	161	66,742	22	15,764
Harlingen	328,164	456,942	493,522	18	35,243	13	62,380	66	115,887	35	105,344	26	14,879	66	39,628	35	33,266	99	41,072	13	9,701
CAMP	37,601	46,191	50,184	4	5,487	4	1,276	9	7,136	10	17,582	9	2,668	4	2,233	5	3,990	15	3,360	3	1,964
CARSON	15,244	20,728	22,367	1	1,337	0	1,465	10	5,492	2	6,599	7	3,485	1	622	0	572	8	1,012	1	463
CASS	89,597	119,146	128,021	12	8,191	8	14,521	32	40,813	12	26,642	14	2,977	16	6,330	11	4,802	21	5,859	9	4,208
CASTRO	29,195	47,183	50,012	4	2,361	1	3,965	10	14,468	8	15,068	2	2,294	5	2,388	2	1,546	7	1,627	2	1,252
CHAMBERS	64,803	87,637	97,429	9	6,103	4	2,227	28	29,237	8	30,138	13	13,612	7	1,559	3	1,212	12	3,429	6	3,376
CHEROKEE	152,878	193,499	207,391	12	15,877	10	20,208	27	40,946	25	71,974	26	10,616	20	19,290	6	3,549	28	9,452	9	4,952
Jacksonville	100,899	127,709	136,878	8	10,479	7	13,337	18	27,024	17	47,503	17	7,007	13	12,731	4	2,342	18	6,238	6	3,268
CHILDRESS	27,220	36,217	38,651	5	2,796	1	3,063	10	13,261	6	9,421	7	871	10	2,181	1	1,196	12	3,112	6	1,391
CLAY	32,398	37,143	38,806	3	1,433	1	2,823	6	6,518	5	12,712	9	8,952	3	513	1	1,102	10	1,922	2	890
COCHRAN	12,192	15,791	16,917	1	1,147	1	1,254	4	2,998	3	8,088	0	727	1	705	2	490	3	266	2	396
COKE	13,867	16,721	17,419	1	985	1	1,078	4	2,976	5	9,154	1	624	3	606	0	420	2	363	0	341
COLEMAN	33,724	38,889	39,996	5	3,405	4	1,498	12	12,287	8	9,349	6	2,566	6	2,090	1	1,237	11	1,596	6	1,455
COLLIN	767,651	1,308,462	1,469,967	37	93,891	18	200,469	99	337,224	54	337,208	79	83,408	[illegible]	84,469	77	101,615	152	107,901	29	44,158
McKinney	172,721	294,404	330,743	8	21,125	4	45,106	22	75,875	12	75,872	18	18,767	[illegible]	19,006	17	22,863	34	24,278	7	9,936
Plano	468,267	798,162	896,680	23	57,274	11	122,286	60	205,707	33	205,697	48	50,879	85	51,526	47	61,985	93	65,820	18	26,936
COLLINGSWOR	16,813	26,447	28,600	3	2,069	2	2,266	6	6,139	3	10,210	2	1,313	2	1,274	2	884	4	752	2	715
COLORADO	100,979	133,635	144,436	13	14,228	9	3,692	30	36,491	15	47,433	22	11,018	12	4,020	11	4,171	37	10,764	10	4,700
COMAL	170,568	273,083	305,274	17	36,289	8	17,208	49	87,560	17	77,884	23	13,057	28	13,757	15	9,504	50	26,110	8	6,216
New Brounfels	155,217	248,506	277,799	15	33,023	7	15,659	45	79,680	15	70,874	21	11,882	21	12,519	14	8,649	46	23,760	7	5,657
COMANCHE	43,429	50,151	52,713	5	1,629	6	4,655	16	15,677	12	14,276	14	1,897	9	1,628	7	1,045	9	2,188	4	1,513
CONCHO	12,190	17,995	18,910	4	1,369	2	1,499	5	2,660	2	6,750	3	867	0	842	0	584	2	505	1	473
COOKE	148,774	166,334	177,196	15	18,871	6	14,047	21	38,957	23	43,745	23	11,609	26	7,523	16	5,951	39	12,350	8	4,298
Gainesville	113,068	126,414	134,669	11	14,342	5	10,676	16	29,607	17	33,246	17	8,823	20	5,717	12	4,523	30	9,386	6	3,266
CORYELL	105,484	155,516	171,837	6	4,345	11	23,738	31	49,766	20	41,082	17	7,093	8	2,101	13	13,907	27	13,571	6	4,044
COTTLE	10,603	15,327	16,497	3	1,207	1	1,206	3	4,185	3	5,435	3	1,339	1	677	1	472	3	770	2	380
CRANE	23,252	27,890	29,428	1	1,885	2	2,064	6	10,174	4	9,301	5	531	4	1,421	2	805	5	1,123	1	652
CROCKETT	32,746	37,936	39,965	3	2,532	1	2,775	7	7,022	3	12,498	9	9,775	3	632	2	1,083	7	774	2	876
CROSBY	16,938	24,408	25,697	3	1,859	2	2,037	10	8,911	9	8,944	7	1,692	3	357	1	794	6	268	5	467
CULBERSON	26,405	33,799	35,838	2	2,593	1	2,841	5	4,424	3	5,640	13	13,037	4	405	1	1,108	11	2,094	1	896
DALLAM	32,599	47,837	51,647	4	2,847	2	4,095	8	10,266	11	18,438	9	5,540	6	2,298	0	1,598	14	5,196	3	1,291
Dalhart	28,035	41,140	44,416	3	2,448	2	3,522	7	8,829	9	15,857	8	4,764	5	1,976	0	1,374	12	4,469	3	1,110
DALLAS	11,097,280	17,853,096	19,168,048	360	872,565	207	2,072,249	1,160	3,193,577	748	5,709,658	912	1,115,619	1,270	1,149,266	765	1,174,096	2,353	2,028,935	281	452,572
Carrollton	221,946	357,062	383,361	7	17,451	4	41,445	23	63,872	15	114,193	18	22,312	25	22,985	15	23,482	47	40,579	6	9,051
Dallas	6,647,271	10,694,005	11,481,661	216	522,666	124	1,241,277	692	1,912,953	448	3,420,085	546	668,256	763	688,410	458	703,284	1,409	1,215,332	168	271,091
Garland	665,837	1,071,186	1,150,083	22	52,354	12	124,335	69	191,615	45	342,579	55	66,937	76	68,956	46	70,446	141	121,736	17	27,154
Grand Prairie	277,432	446,327	479,201	9	21,814	5	51,806	29	79,839	19	142,741	23	27,890	32	28,732	19	29,352	59	50,723	7	11,314
Irving	832,296	1,338,982	1,437,604	27	65,442	16	155,419	87	239,518	56	428,224	68	83,671	95	86,195	57	88,057	176	152,170	21	33,943
Richardson	7,435,178	11,961,574	12,842,592	241	584,619	139	1,388,407	774	2,139,697	501	3,825,471	611	747,465	853	770,008	513	786,644	1,577	1,359,386	188	303,223
DAWSON	72,727	83,354	88,103	6	4,894	3	6,985	18	24,447	9	26,507	13	2,539	17	5,947	8	3,677	20	5,953	8	4,009
DEAF SMITH	68,736	105,840	113,580	4	5,800	4	9,004	21	32,783	18	30,666	9	3,698	20	7,869	12	5,062	16	9,296	4	2,488
Hereford	65,987	101,606	109,037	4	5,568	4	8,644	20	31,472	17	29,439	9	3,550	19	7,554	12	4,860	15	8,924	4	2,388

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DELTA	9,648	12,053	13,122	1	949	2	1,041	6	4,287	1	4,684	1	602	0	584	1	406	3	137	1	328
DENTON	720,614	1,271,594	1,436,805	46	75,386	27	170,273	116	378,526	62	364,176	65	74,431	89	49,481	55	39,508	152	104,367	28	47,804
Denton	374,719	661,229	747,139	24	39,201	14	88,542	60	196,834	32	189,372	34	38,704	46	25,730	29	20,544	79	54,271	15	24,858
Lewisville	194,566	343,330	387,937	12	20,354	7	45,974	31	102,202	17	98,328	18	20,096	24	13,360	15	10,667	41	28,179	8	12,907
DE WITT	79,459	103,056	112,771	11	10,735	8	8,612	20	25,097	13	33,215	10	10,442	18	5,093	8	2,488	39	6,493	9	5,251
DICKENS	14,915	21,625	23,484	1	1,699	1	1,861	8	6,984	3	8,383	4	1,078	1	1,045	0	727	6	1,068	1	588
DIMMIT	28,473	34,480	37,542	2	2,717	3	2,976	13	13,771	3	3,131	6	1,829	6	1,012	2	1,161	9	2,114	2	940
DONLEY	28,087	35,743	38,076	2	2,756	1	3,018	5	6,592	4	13,594	6	1,669	1	1,694	2	1,178	7	1,122	2	952
DUVAL	26,677	31,907	34,304	3	2,483	1	2,719	21	12,155	7	6,081	8	3,284	5	1,019	3	537	10	1,853	3	589
EASTLAND	76,136	82,931	86,080	5	4,389	6	2,167	23	21,663	16	23,361	16	7,685	19	4,096	5	1,748	27	6,860	11	3,690
ECTOR	993,340	1,038,517	1,074,652	47	97,882	23	147,994	137	199,070	80	330,334	55	31,337	125	55,393	76	71,247	188	102,388	22	16,074
Odessa	933,740	976,206	1,010,173	44	92,009	22	139,114	129	187,126	75	310,514	52	29,457	118	52,069	71	66,972	177	96,245	21	15,110
EDWARDS	4,378	6,053	6,440	2	466	1	510	2	1,280	0	2,299	1	295	1	287	0	200	5	310	1	161
ELLIS	230,468	366,372	401,605	23	32,663	9	37,032	69	104,171	33	97,566	43	32,386	32	14,638	17	10,885	51	28,115	14	12,873
Ennis	66,836	106,248	116,465	7	9,472	3	10,739	20	30,210	10	28,294	12	9,392	9	4,245	5	3,157	15	8,153	4	3,733
Waxahachie	89,883	142,885	156,626	9	12,739	4	14,442	27	20,627	13	38,051	17	12,631	12	5,709	7	4,245	20	10,965	5	5,020
EL PASO	2,120,722	3,044,858	3,300,805	83	183,109	82	507,961	334	630,710	184	817,198	179	161,196	320	221,907	194	219,267	664	314,566	73	70,822
El Paso	2,057,100	2,953,512	3,201,781	81	177,616	80	492,722	324	611,789	178	792,682	174	156,360	310	215,250	188	212,689	644	305,129	71	68,697
ERATH	107,394	142,938	156,515	10	16,201	7	13,505	24	35,441	16	49,610	17	5,016	26	7,801	11	3,273	29	13,331	10	6,259
Stephenville	94,507	125,785	137,733	9	14,257	6	11,884	21	31,168	14	43,657	15	4,414	23	6,865	10	2,880	26	11,731	9	5,508
FALLS	56,771	67,171	71,212	8	4,561	10	8,481	22	18,793	11	9,659	10	5,233	10	8,397	6	1,454	15	2,611	7	4,373
Marlin	40,307	47,691	50,561	6	3,238	7	6,022	16	13,343	8	6,858	7	3,715	7	5,962	4	1,032	11	1,854	5	3,105
FANNIN	87,661	106,784	114,490	8	6,149	4	8,516	28	23,945	13	55,164	19	2,455	14	1,710	8	2,393	18	3,938	7	4,497
Bonham	72,759	88,631	95,027	7	5,104	3	7,068	23	19,874	11	45,786	16	2,038	12	1,419	7	1,986	15	3,269	6	3,733
FAYETTE	106,000	132,198	144,339	9	10,336	14	7,427	38	32,187	18	30,901	24	13,572	17	4,171	8	3,344	47	18,435	8	3,794
FISHER	13,385	14,614	15,166	3	1,026	1	1,125	6	3,719	4	4,774	2	651	2	631	1	439	6	1,027	5	1,016
FLOYD	25,336	34,309	35,968	4	1,931	3	2,851	7	6,474	7	14,934	5	4,357	5	1,246	1	1,113	13	1,545	4	1,070
FOARD	5,845	8,345	8,974	1	649	0	712	2	1,784	2	3,204	2	412	1	399	0	277	3	239	1	225
FORT BEND	495,179	768,252	848,632	37	123,743	9	25,357	80	227,783	53	284,283	54	51,036	40	35,753	32	26,417	94	45,953	20	22,613
Richmond-Rosenberg	227,782	353,396	390,371	17	56,922	4	11,664	37	104,780	24	130,770	25	23,477	18	16,446	15	12,152	43	21,138	9	10,402
FRANKLIN	21,584	29,949	32,427	2	2,193	1	2,402	8	8,004	2	10,821	5	2,511	2	1,349	2	938	8	828	3	1,759
FREESTONE	53,732	78,471	86,528	5	2,748	7	4,072	16	25,333	11	18,068	11	12,016	7	1,016	5	1,921	14	7,870	5	2,226
FRIO	33,911	42,409	45,845	8	3,800	2	3,634	15	14,681	6	11,222	7	1,805	7	1,465	2	1,417	11	3,173	3	1,590
GAINES	45,838	82,562	89,615	1	5,433	2	5,952	19	22,372	11	32,711	8	3,445	8	2,461	8	4,029	16	5,980	4	2,751
GALVESTON	1,042,954	1,304,331	1,392,840	60	104,423	26	125,375	211	355,498	88	368,510	89	74,377	130	83,247	69	45,613	295	134,098	38	39,700
Galveston	365,034	456,516	487,494	21	36,548	9	43,881	74	124,424	31	128,979	31	26,032	46	29,136	24	15,965	103	46,934	13	13,895
League City	62,577	78,260	83,570	4	6,265	2	7,523	13	21,330	5	22,111	5	4,463	8	4,995	4	2,737	18	8,046	2	2,382
Texas City	239,879	299,996	320,353	14	24,017	6	28,836	49	81,765	20	84,757	20	17,107	30	19,147	16	10,491	68	30,843	9	9,131
GARZA	19,688	24,055	26,049	4	1,689	1	2,065	9	9,191	4	1,301	10	4,331	3	1,160	2	805	8	1,444	2	652
GILLESPIE	78,647	104,752	112,153	5	20,627	7	5,461	22	27,364	10	25,891	11	6,169	11	3,053	14	5,342	34	8,637	4	2,327
GLASSCOCK	815	681	723	0	52	0	58	1	143	0	258	0	33	0	32	0	22	1	19	0	18
GOLIAD	15,749	19,258	21,278	2	1,302	1	1,425	9	7,300	4	6,421	1	825	1	801	1	557	6	1,133	1	451
GONZALES	70,748	80,714	86,092	7	6,719	8	10,922	26	22,550	10	19,033	14	5,435	12	3,563	5	3,849	25	5,079	9	3,025
Gonzales	55,183	62,957	67,152	5	5,241	6	8,519	20	17,589	8	14,846	11	4,239	9	2,779	4	3,002	20	3,962	7	2,360
GRAY	160,057	185,024	194,942	18	10,064	6	19,754	38	50,471	18	46,119	15	6,272	34	16,709	18	10,420	40	13,833	7	3,947
Pampa	153,655	177,623	187,144	17	9,661	6	18,964	36	48,452	17	44,274	14	6,021	33	16,041	17	10,003	38	13,280	7	3,789
GRAYSON	488,622	671,317	719,124	45	62,938	19	92,043	68	139,283	61	217,259	49	30,008	68	36,613	47	33,690	111	51,995	21	24,907
Denison	156,359	214,821	230,120	14	20,140	6	29,454	22	44,571	20	69,523	16	9,603	22	11,716	15	10,781	36	16,638	7	7,970
Sherman	268,742	369,224	395,518	25	34,616	10	50,624	37	76,606	34	119,492	27	16,504	37	20,137	26	18,530	61	28,597	12	13,699
GREGG	838,132	1,055,517	1,129,306	51	79,306	26	140,636	123	239,258	84	357,202	74	34,969	119	67,972	84	55,051	202	92,585	40	28,591
Kilgore	134,101	168,883	180,689	8	12,689	4	22,502	20	38,281	13	57,152	12	5,595	19	10,876	13	8,808	32	14,814	6	4,575
Longview	653,743	823,303	880,859	40	61,859	20	109,696	96	186,621	66	278,618	58	27,276	93	53,018	66	42,940	158	72,216	31	22,301
GRIMES	59,449	83,604	93,125	7	16,100	5	12,958	16	16,162	9	31,933	10	3,829	5	1,879	3	1,083	25	4,567	5	1,810
GUADALUPE	165,347	248,176	276,287	25	27,734	7	13,163	49	63,607	20	73,856	34	17,438	13	13,029	14	16,507	61	21,626	8	7,544
Sequin	140,545	210,950	234,844	21	23,574	6	11,189	42	54,066	17	62,778	29	14,822	11	11,075	12	14,031	52	18,382	7	6,412
HALE	150,732	203,188	217,377	16	11,215	13	28,753	37	48,249	26	71,048	15	3,753	24	13,037	19	10,037	44	15,784	12	7,392
Plainview	137,166	184,901	197,813	15	10,206	12	26,165	34	43,907	24	64,654	14	3,415	22	11,864	17	9,134	40	14,363	11	6,727
HALL	16,651	17,498	18,344	2	1,327	2	1,454	7	8,380	3	2,220	4	324	5	582	1	567	6	1,054	4	780
HAMILTON	26,306	33,355	35,465	6	2,230	2	2,811	17	9,401	8	5,430	7	2,115	4	1,012	5	1,556	11	1,810	5	1,843
HANSFORD	30,133	43,500	45,893	4	2,972	2	3,149	6	9,073	4	18,810	1	1,822	8	2,818	4	1,683	5	2,277	2	994
HARDEMAN	17,333	21,752	22,745	4	1,068	3	1,803	5	8,779	4	1,210	6	1,277	7	1,577	1	703	5	2,517	1	569
HARDIN	166,045	211,737	230,131	9	20,003	10	18,244	53	58,301	25	97,749	19	8,501	15	5,419	6	3,604	32	7,909	14	8,857
HARRIS	17,342,296	22,734,076	24,193,326	575	1,319,916	221	2,947,489	2,108	4,669,398	998	6,733,635	1,260	1,311,297	1,605	1,480,250	1,157	1,435,237	3,409	2,434,847	447	646,312
Baytown	346,846	454,682	483,867	12	26,398	4	58,950	42	93,388	20	134,673	25	26,226	32	29,605	23	28,705	68	48,697	9	12,926
Houston	13,353,568	17,505,239	18,628,861	443	1,016,335	170	2,269,567	1,623	3,595,436	768	5,184,899	970	1,009,699	1,236	1,139,793	891	1,105,132	2,625	1,874,832	344	497,660
Pasadena	693,692	909,363	967,733	23	52,797	9	117,900	84	186,776	40	269,345	50	52,452	64	59,210	46	57,409	136	97,394	18	25,852
HARRISON	226,270	291,607	312,724	13	17,194	11	23,721	41	58,665	27	90,224	37	25,317	31	15,785	20	33,450	44	21,863	13	8,615
Marshall	185,541	239,118	256,434	11	14,099	9	19,451	34	48,105	22	73,984	30	20,760	25	12,944	16	27,429	36	17,928	11	7,064
HARTLEY	12,370	17,043	18,092	1	1,310	0	1,434	3	3,596	2	6,458	1	830	1	805	2	560	2	482	0	452
HASKELL	31,059	39,488	41,365	5	2,346	6	2,333	10	8,725	7	17,167	8	1,001	12	4,106	3	878	10	2,008	4	1,650
HAYS	167,730	270,211	283,055	14	33,666	7	17,495	40	63,632	18	63,098	38	25,157	20	13,243	13	8,623	75	44,343	10	3,804
San Marcos	144,248	232,381	252,027	12	28,953	6	15,046	34	54,724	15	54,264	33	21,635	17	11,389	11	7,416	65	38,135	9	3,271
HEMPHILL	26,469	31,355	33,285	4	6,572	0	2,448	5	6,139	5	7,304	5	4,209	4	1,350	3	955	8	1,869	2	773
HENDERSON	165,223	229,905	249,217	14	17,787	11	20,916	29	60,650	18	68,596	22	21,845	25	10,596	15	4,460	39	11,996	14	10,670
Athens	104,090	144,840	157,007	9	11,206	7	13,177	18	38,210	11	43,215	14	13,762	16	6,675	9	2,810	25	7,557	9	6,722
HIDALGO	1,352,119	1,890,610	2,071,537	71	178,659	53	297,422	261	435,342	162	455,827	104	56,866	238	212,385	121	133,183	318	142,675	50	48,693
Edinburg	128,451	179,608	196,796	7	16,973	5	28,255	25	41,357	15	43,304	10	5,402	23	20,177	11	12,652	30	13,554	5	4,626
McAllen	716,623	1,002,023	1,097,915	38	94,689	28	157,634	138	230,731	86	241,588	55	30,139	126	112,564	64	70,587	169	75,618	27	25,807
HILL	109,706	150,329	160,534	17	11,044	7	12,271	29	36,890	18	41,594	24	17,558	12	2,783	9	2,741	25	10,397	11	4,872
Hillsboro	70,212	96,211	102,742	11	7,068	4	7,853	19	23,610	12	26,620	15	11,237	8	1,781	6	1,754	16	6,654	7	3,118
HOCKLEY	90,500	114,943	123,734	8	7,523	5	9,287	20	33,459	19	46,458	9	2,333	11	4,628	8	1,607	28	8,650	4	3,604
HOOD	97,599	171,858	192,128	6	18,832	5	15,231	23	39,964	10	73,898	10	6,372	11	6,390	6	5,943	22	15,594	6	4,167
HOPKINS	120,208	157,936	172,052	12	10,910	7	13,692	18	35,555	14	61,823	11	9,557	25	9,309	10	3,789	37	17,213	6	5,203
Sulphur Springs	112,996	148,460	161,729	11	10,255	7	12,870	17	33,422	13	58,114	10	8,984	24	8,750	9	3,562	35	16,180	6	4,891
HOUSTON	74,092	132,750	148,472	5	4,106	4	11,769	15	34,601	16	61,451	14	4,010	9	6,941	5	5,191	16	7,534	6	4,813
HOWARD	227,242	233,528	242,663	11	10,210	8	28,894	40	52,888	28	74,984	24	13,589	36	13,332	20	7,398	58	19,534	11	5,411
Big Spring	218,152	224,187	232,956	11	9,802	8	27,738	38	50,772	27	71,985	23	13,045	35	12,799	19	7,102	56	18,753	11	5,195
HUDSPETH	4,819	5,534	5,922	1	358	1	392	4	1,539	1	1,765	3	943	1	220	0	154	3	131	0	124
HUNT	252,562	346,585	374,439	25	30,189	11	34,459	50	92,890	39	85,135	32	16,913	41	18,074	25	17,408	81	29,961	14	11,126
Greenville	161,640	221,814	239,641	16	19,321	7	22,054	32	59,450	25	54,486	20	10,824	26	11,567	16	11,141	52	19,175	9	7,121

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	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
HUTCHINSON	129,576	162,433	174,811	11	13,478	4	13,858	30	49,489	14	45,332	12	3,931	26	14,296	16	6,140	38	13,774	10	6,295
Borger	115,323	144,565	155,582	10	11,995	4	12,334	27	44,045	12	40,345	11	3,499	23	12,723	14	5,465	34	12,259	9	5,603
IRION	2,273	2,958	3,175	1	229	0	252	2	631	0	1,133	0	145	0	142	0	98	0	85	0	80
JACK	24,843	29,135	31,365	6	2,769	2	2,487	7	7,851	6	8,069	6	1,646	8	876	3	970	9	3,816	2	784
JACKSON	52,454	56,999	60,249	4	4,270	5	2,420	25	19,013	15	24,349	11	2,701	11	1,740	5	1,506	20	2,642	6	1,469
JASPER	147,485	200,458	218,204	16	35,260	10	21,198	38	51,895	28	64,468	20	12,494	16	5,722	10	7,868	31	9,345	12	5,998
JEFF DAVIS	3,161	3,779	4,049	1	227	0	248	4	1,711	0	1,118	1	144	0	139	0	97	2	84	0	79
JEFFERSON	1,538,129	1,942,211	2,047,110	70	119,593	34	258,277	246	372,326	132	526,888	146	117,015	178	144,960	133	120,079	339	190,287	64	54,738
Beaumont	953,640	1,204,171	1,269,206	43	74,148	21	160,132	153	230,842	82	326,671	91	72,549	110	89,875	82	74,449	210	117,978	40	33,938
Port Arthur	323,007	407,864	429,893	15	25,115	7	54,238	52	78,188	28	110,646	31	24,573	37	30,442	28	25,217	71	39,960	13	11,495
JIM HOGG	27,089	27,343	29,036	3	2,101	1	2,302	10	5,804	7	8,044	7	3,290	3	391	2	899	8	1,257	2	726
JIM WELLS	190,663	221,122	235,645	17	20,171	9	15,297	46	61,825	28	76,413	25	11,754	21	11,362	14	8,936	48	15,720	8	4,739
Alice	NO DATA AVAILABLE FOR THIS CITY																				
JOHNSON	293,534	456,373	497,970	21	47,280	9	47,531	59	126,084	42	154,745	33	17,698	44	24,645	18	9,878	71	31,549	15	19,062
Cleburne	167,314	260,133	283,843	12	26,950	5	27,093	34	71,868	24	88,205	19	10,088	25	14,048	10	5,630	40	17,983	9	10,865
JONES	63,275	77,285	80,445	2	5,201	6	5,698	21	14,899	13	32,449	15	6,253	7	4,249	3	2,223	15	2,989	7	2,462
KARNES	62,232	71,956	77,707	8	7,010	5	3,002	29	20,650	9	29,029	16	4,920	7	1,498	7	2,199	26	5,091	5	1,465
KAUFMAN	184,628	289,184	317,349	19	21,798	11	27,457	49	78,991	28	83,908	31	25,941	25	9,613	16	11,541	55	19,795	15	8,540
Terrell	99,699	156,159	171,368	10	11,771	6	14,827	26	42,655	15	45,310	17	14,008	14	5,191	9	6,232	30	10,689	8	4,612
KENDALL	47,981	80,988	90,592	8	5,185	5	2,081	12	21,261	8	41,408	8	7,465	5	1,847	2	2,802	27	5,860	4	2,267
KENEDY	1,942	1,269	1,338	0	97	1	106	1	266	0	478	0	61	0	60	0	42	0	36	0	33
KENT	3,537	4,868	5,222	0	378	1	413	1	1,038	1	1,864	2	240	0	232	0	162	0	140	0	130
KERR	158,510	239,140	260,433	12	34,469	10	24,633	32	64,209	14	48,738	21	13,820	25	12,585	13	11,040	53	21,511	7	6,199
Kerrville	137,904	208,052	226,577	10	29,988	9	21,431	28	55,862	12	42,402	18	12,023	22	10,949	11	9,605	46	18,715	6	5,393
KIMBLE	26,513	33,448	34,966	1	2,530	2	2,772	7	6,853	4	8,152	8	7,457	1	1,557	1	1,081	11	2,520	1	875
KING	1,200	1,949	2,063	0	149	0	164	0	410	0	736	1	95	0	92	0	64	0	54	0	52
KINNEY	3,350	4,490	4,863	1	351	1	386	3	967	2	1,737	3	144	0	217	0	151	4	421	0	121
KLEBERG	154,450	211,419	226,374	7	16,524	8	15,105	35	69,817	15	54,954	20	9,341	20	11,616	11	9,430	50	23,926	9	3,823
KNOX	14,240	19,287	20,146	5	811	2	1,596	9	8,250	4	1,295	9	1,896	5	1,092	0	624	4	783	3	1,842
LAMAR	204,226	283,945	304,824	15	35,613	9	41,418	35	59,817	28	74,664	14	9,369	34	16,658	22	15,099	49	23,224	12	9,563
Paris	185,846	258,390	277,390	14	32,408	8	37,690	32	54,433	25	67,944	13	8,526	31	15,159	20	13,740	45	21,134	11	8,702
LAMB	55,671	78,815	84,443	15	5,512	4	6,694	18	24,597	9	22,743	8	5,311	15	5,728	6	2,422	18	4,282	5	3,450
LAMPASAS	42,613	64,204	72,555	4	4,138	5	7,334	9	15,739	10	26,163	10	5,844	7	2,899	5	1,823	16	4,258	4	2,227
LA SALLE	13,439	16,645	17,834	1	1,188	5	2,717	7	3,786	3	5,859	5	1,116	2	731	0	508	4	627	1	410
LAVACA	80,827	96,091	104,289	15	14,151	7	3,048	31	32,206	15	28,658	14	5,516	12	2,760	13	5,252	24	3,120	9	3,849
LEE	67,117	85,939	93,315	8	7,933	5	1,930	20	23,781	6	19,218	13	10,473	10	2,586	7	7,835	19	7,524	4	1,756
LEON	33,857	55,138	61,129	5	5,742	3	4,340	18	12,009	3	19,546	17	6,645	6	1,826	1	1,693	15	4,974	3	1,297
LIBERTY	254,463	299,624	319,456	22	23,116	13	25,324	64	87,593	34	114,045	30	15,611	27	8,285	11	5,221	47	17,464	17	10,919
LIMESTONE	72,009	122,938	135,107	5	11,363	5	10,709	31	41,929	10	27,044	13	7,397	13	6,191	10	5,507	19	5,354	5	3,621
Mexia	49,686	84,827	93,224	3	7,840	3	7,389	21	28,931	7	18,660	9	5,104	9	4,272	7	3,800	13	3,694	3	2,498
LIPSCOMB	11,104	13,959	14,985	2	888	2	971	6	3,179	2	4,377	4	2,364	2	546	1	379	7	1,225	1	307
LIVE OAK	41,434	49,761	54,641	4	3,954	2	4,332	18	13,267	7	17,858	14	8,217	6	1,103	3	236	14	3,320	3	942
LLANO	40,591	56,151	59,776	7	5,927	5	4,739	17	15,644	7	13,936	7	2,794	5	1,261	3	1,849	16	3,718	4	1,602
LOVING	441	688	733	0	53	0	57	0	146	0	263	0	33	0	32	0	23	0	20	0	18
LUBBOCK	1,344,799	1,845,397	1,971,031	54	146,069	26	246,364	161	349,376	105	656,650	103	59,024	162	108,122	132	135,210	289	175,510	43	31,235
Lubbock	1,237,215	1,697,765	1,813,349	50	134,383	24	226,655	148	321,426	97	604,118	95	54,302	149	99,472	121	124,393	266	161,469	40	28,736
LYNN	14,141	19,388	20,303	2	1,212	2	1,329	10	5,594	7	7,922	2	769	2	746	2	518	7	778	2	419
MCCULLOCH	37,979	51,076	53,408	4	2,189	3	3,472	12	16,360	8	15,848	8	1,706	13	2,596	5	4,094	10	3,345	5	824
MCLENNAN	943,336	1,359,768	1,466,269	48	105,664	36	192,611	165	301,567	93	394,168	116	69,823	123	68,730	84	71,606	245	133,235	36	30,882
Mart	NO DATA AVAILABLE FOR THIS CITY																				
Waco	754,669	1,087,814	1,173,015	38	84,531	29	154,089	132	241,254	74	315,334	93	55,858	98	54,984	67	57,285	196	106,588	29	24,706
MCMULLEN	1,392	1,727	1,834	0	133	0	146	2	364	0	656	1	84	1	81	0	57	1	50	0	46
MADISON	46,563	59,328	63,963	4	3,363	5	1,788	9	13,182	4	22,834	11	8,249	6	2,155	3	1,978	9	6,040	4	2,108
MARION	24,648	30,341	32,662	3	1,413	2	2,590	8	6,492	4	10,065	8	4,628	2	1,454	2	1,010	10	2,335	3	817
MARTIN	19,132	19,251	20,488	1	1,109	0	1,216	3	3,047	4	9,517	4	2,561	1	682	0	474	3	474	1	384
MASON	11,405	15,695	16,429	3	1,895	2	1,132	7	3,688	4	5,099	5	1,183	2	635	1	442	7	1,174	1	357
MATAGORDA	170,412	213,958	225,930	16	16,556	9	9,248	45	63,527	23	62,145	28	10,268	25	15,494	12	7,833	53	19,100	9	5,389
Bay City	141,442	177,585	187,522	13	13,741	7	7,676	37	52,727	19	51,580	23	8,522	21	12,860	10	6,501	44	15,853	7	4,473
MAVERICK	142,835	203,239	223,504	10	16,589	11	21,649	29	54,833	16	28,786	18	9,878	50	40,604	12	10,860	27	7,849	6	6,072
MEDINA	90,923	118,012	127,059	7	5,510	6	5,301	24	27,846	18	67,229	10	1,890	12	2,063	4	3,556	21	5,419	7	1,892
MENARD	7,133	8,984	9,419	3	611	0	669	7	3,190	2	3,016	1	387	2	376	0	262	1	225	1	212
MIDLAND	713,358	837,155	876,113	32	92,859	17	110,848	80	167,470	42	202,290	57	54,860	92	46,032	66	58,967	140	69,696	13	16,439
Midland	684,824	803,669	841,068	31	89,145	16	106,414	77	160,771	40	194,198	55	52,666	88	44,191	63	56,608	134	66,908	12	15,781
MILAM	63,616	82,393	88,114	9	7,416	10	9,965	21	19,020	14	24,898	16	6,737	15	2,979	8	2,365	19	3,821	6	2,580
MILLS	14,084	21,500	23,236	5	5,429	3	1,606	4	4,025	2	7,231	4	929	1	901	2	627	4	820	1	506
MITCHELL	40,257	51,953	54,064	2	3,912	2	4,286	9	14,405	6	11,714	11	5,831	6	4,409	5	1,671	13	3,330	4	3,104
MONTAGUE	71,318	81,634	86,800	9	7,265	5	12,335	19	18,675	14	29,555	12	2,132	13	1,488	10	2,893	20	4,463	7	3,545
MONTGOMERY	548,860	749,141	827,517	42	137,017	12	48,390	96	211,327	47	213,733	48	53,272	44	26,168	37	28,156	107	56,050	26	24,812
Conroe	400,668	546,873	604,087	31	100,022	9	35,325	70	154,269	34	156,025	35	38,889	32	19,103	27	20,554	78	40,917	19	18,113
MOORE	84,379	127,042	136,611	[illegible]	5,953	3	10,830	20	34,526	15	37,668	12	12,784	13	7,114	9	6,935	21	9,065	4	4,129
MORRIS	52,391	67,273	71,535	4	2,162	3	5,671	23	20,265	13	20,134	9	8,162	9	2,940	5	3,171	13	3,334	7	2,775
MOTLEY	4,196	5,525	5,847	2	422	1	464	3	1,162	3	2,087	1	268	0	260	0	181	2	156	1	147
NACOGDOCHES	219,676	285,092	310,540	23	33,097	8	21,487	41	69,035	34	79,888	26	11,055	34	23,332	19	15,492	49	20,713	15	11,657
Nacogdoches	204,299	265,136	288,802	21	30,780	7	19,983	38	64,203	32	74,296	24	10,281	32	21,699	18	14,408	46	19,263	14	10,841
NAVARRO	193,956	269,328	290,325	10	15,562	6	19,585	33	52,853	29	80,242	31	20,663	31	12,878	15	10,847	42	18,989	11	7,447
Corsicana	182,319	253,168	272,906	9	14,628	6	18,410	31	49,682	27	75,427	29	19,423	29	12,105	14	10,196	39	17,850	10	7,000
NEWTON	25,932	31,921	34,956	2	2,529	3	1,185	16	11,474	4	8,633	7	2,642	3	586	1	1,082	7	968	3	1,318
NOLAN	97,899	112,994	116,254	8	4,431	6	8,612	17	25,217	14	28,187	14	13,109	13	4,605	13	2,805	25	7,556	9	6,051
Sweetwater	83,214	96,045	98,816	7	3,766	5	7,320	14	21,434	12	23,959	12	11,143	11	3,914	11	2,384	21	6,423	8	5,143
NUECES	1,608,875	2,188,086	2,344,725	58	145,774	37	259,436	258	502,620	138	636,584	156	149,606	180	114,783	128	146,074	435	229,813	47	41,495
Corpus Christi	1,496,254	2,034,920	2,180,594	54	135,570	34	241,275	240	467,437	128	592,023	145	139,134	167	106,748	119	135,849	405	213,726	44	38,590
OCHILTREE	59,830	73,329	79,246	4	6,420	3	6,282	11	18,857	5	25,622	6	2,606	11	6,095	7	1,802	10	5,203	4	2,812
OLDHAM	6,959	9,570	10,152	0	649	0	712	2	1,784	0	3,204	4	1,571	1	399	0	277	4	827	1	224
ORANGE	389,137	473,210	499,696	28	32,476	12	39,612	86	126,116	46	142,019	44	40,521	35	26,050	25	18,844	76	28,433	19	15,946
Orange	217,917	264,998	279,830	16	18,187	7	22,183	48	70,625	26	79,531	25	22,692	20	14,588	14	10,553	43	15,922	11	8,930
PALO PINTO	131,377	164,343	174,451	8	16,975	4	13,829	42	41,808	19	52,022	23	14,476	16	5,507	10	5,922	46	11,150	7	4,364
Mineral Wells	90,650	113,397	120,371	6	11,713	3	9,542	29	28,848	13	35,895	16	9,988	11	3,800	7	4,086	32	7,694	5	3,011
PANOLA	74,234	97,970	107,068	5	7,372	5	6,210	15	26,214	16	37,366	13	7,805	15	3,772	5	2,231	18	5,755	6	4,126
PARKER	198,011	310,935	350,370	19	25,905	6	17,625	33	85,163	20	112,953	32	35,952	20	11,746	9	5,267	40	22,683	9	9,173
Weatherford	126,727	198,998	224,237	12	16,579	4	11,280	21	54,504	13	72,290	20	23,009	13	7,517	6	3,371	26	14,517	6	5,871

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PARMER	19,690	34,380	36,943	6	2,763	2	2,434	10	11,039	6	12,972	1	1,409	3	1,367	1	949	9	1,593	3	569
PECOS	86,106	100,191	105,504	9	9,522	5	5,569	21	28,158	13	22,523	22	12,052	13	5,122	9	3,643	28	7,224	6	2,021
POLK	107,793	145,343	159,598	10	28,738	7	19,916	23	38,016	15	42,931	16	6,396	7	2,211	10	5,033	25	8,159	5	3,400
POTTER	859,003	1,231,717	1,300,793	40	107,689	15	150,414	104	217,688	72	400,862	69	61,367	95	91,948	75	68,765	219	132,208	29	22,776
Amarillo	1,202,604	1,724,404	1,821,110	56	150,765	21	210,580	146	304,763	101	561,207	97	85,914	133	128,727	105	96,271	307	185,091	41	31,886
PRESIDIO	20,868	25,825	27,358	8	3,341	5	2,168	8	4,206	4	3,272	9	1,692	4	1,561	3	1,149	14	1,140	2	684
RAINS	12,284	17,215	19,368	2	1,259	0	1,379	5	7,006	1	6,208	3	337	1	774	2	539	2	463	1	435
RANDALL	361,494	514,208	562,796	19	48,377	10	44,014	50	123,595	33	188,101	33	10,795	58	32,385	43	40,350	90	40,128	8	6,912
REAGAN	17,340	22,391	23,549	2	1,584	3	1,736	5	5,639	1	7,815	6	2,202	0	975	0	677	4	1,196	1	548
REAL	4,975	6,699	7,403	2	536	0	587	5	2,146	4	717	2	340	1	330	0	230	3	648	3	185
RED RIVER	66,108	80,920	87,426	6	4,133	3	6,930	16	14,342	5	7,059	5	1,194	7	3,891	3	1,267	8	2,332	5	1,957
REEVES	72,160	91,806	96,426	4	3,894	5	6,396	17	26,685	11	34,764	15	4,410	12	6,965	5	2,689	21	5,763	4	3,270
Pecos	68,552	87,216	91,605	4	3,699	5	6,076	16	25,351	10	33,026	14	4,190	11	6,617	5	2,555	20	5,475	4	3,107
REFUGIO	44,747	55,056	58,679	2	3,897	2	4,270	14	11,663	7	16,036	14	10,062	8	2,603	2	1,666	20	4,195	4	1,353
ROBERTS	2,592	3,973	4,254	1	307	0	336	1	845	0	1,520	1	195	0	189	2	132	1	113	0	107
ROBERTSON	49,404	63,974	68,129	8	4,516	7	8,126	23	18,376	13	23,342	14	2,595	7	1,769	3	2,108	16	3,075	7	2,201
ROCKWALL	65,909	118,295	131,760	7	17,023	2	10,445	19	25,236	11	47,039	7	13,798	6	1,085	2	4,075	19	9,559	4	3,190
RUNNELS	50,712	59,485	61,640	9	3,492	5	3,430	18	17,974	8	18,681	7	2,828	8	2,939	3	1,025	16	2,886	5	1,477
RUSK	139,047	203,421	221,449	15	14,487	11	25,232	36	45,149	28	71,125	30	13,316	25	9,996	14	12,713	32	12,705	17	7,881
Henderson	108,457	158,668	172,730	12	11,300	9	19,681	28	35,216	22	55,478	23	10,386	20	7,797	11	9,916	25	9,910	13	6,147
SABINE	30,385	36,379	39,484	2	2,857	1	3,130	13	9,396	7	11,039	8	1,958	4	358	2	1,221	7	1,226	4	1,372
SAN AUGUSTIN	25,491	34,995	37,525	5	2,735	4	1,319	6	7,718	5	14,528	4	1,121	7	3,928	3	2,094	8	1,632	3	938
SAN JACINTO	16,696	22,729	25,042	3	1,557	1	1,704	14	7,574	5	7,676	5	1,886	0	956	0	665	8	1,235	2	537
SAN PATRICIO	235,413	274,408	293,212	15	9,748	16	15,373	53	94,786	32	87,545	50	25,900	31	12,535	19	5,804	77	16,042	21	7,887
SAN SABA	17,837	21,848	23,199	2	1,678	3	587	9	7,037	4	8,282	3	528	4	1,032	3	718	4	349	1	581
SCHLEICHER	5,963	7,130	7,501	1	430	3	589	5	2,962	1	2,119	0	272	1	264	0	183	2	158	0	149
SCURRY	89,080	106,642	110,801	3	3,989	4	8,783	22	26,599	21	33,028	16	5,678	18	6,866	16	5,646	26	10,204	7	4,263
Snyder	86,408	103,443	107,477	3	3,869	4	8,520	21	25,801	20	32,037	16	5,508	17	6,660	16	5,477	25	9,898	7	4,135
SHACKELFORD	14,065	15,417	16,208	2	1,095	2	1,200	5	4,505	4	4,448	4	1,677	2	673	1	468	5	954	1	379
SHELBY	92,089	125,140	134,086	13	11,071	9	15,165	27	34,908	9	27,668	18	8,033	11	4,603	5	5,598	13	3,601	9	5,901
SHERMAN	7,836	10,922	11,656	2	843	1	924	3	2,317	4	4,161	3	535	2	518	1	360	2	312	1	291
SMITH	801,304	1,090,771	1,178,178	53	96,059	24	170,729	84	209,292	80	324,693	100	67,987	114	76,112	72	63,369	148	81,996	37	33,475
Tyler	704,346	958,788	1,035,618	47	84,436	21	150,071	74	183,968	70	285,405	88	59,761	100	66,902	63	55,701	130	72,074	33	29,425
SOMERVELL	10,372	22,088	24,304	1	1,337	1	1,465	5	9,208	2	6,600	3	848	0	823	1	572	7	1,772	2	463
STARR	73,602	98,334	107,490	9	8,257	8	5,725	31	41,891	15	18,442	16	6,052	10	5,215	5	6,351	22	4,227	4	972
STEPHENS	51,591	54,985	56,949	3	1,399	3	1,406	11	14,644	14	20,543	6	867	10	3,126	4	1,298	20	3,950	6	4,912
STERLING	3,647	4,940	5,136	0	371	0	407	4	1,021	0	1,834	2	235	0	228	0	158	0	137	0	129
STONEWALL	6,839	8,598	9,055	1	544	0	595	4	2,325	1	2,680	2	345	1	334	0	232	3	1,359	1	187
SUTTON	26,728	30,093	31,589	1	2,074	2	2,273	4	6,878	3	10,237	6	2,608	6	989	2	888	10	3,345	1	717
SWISHER	32,452	38,065	39,675	6	2,267	6	1,618	10	11,120	5	10,016	5	2,062	3	1,765	2	1,227	12	2,358	6	4,386
TARRANT	5,631,146	8,157,328	8,817,777	227	488,276	126	1,112,556	735	1,707,918	449	2,586,031	462	443,851	625	450,673	411	447,291	1,380	855,463	167	196,482
Arlington	1,238,852	1,794,612	1,939,911	50	107,421	28	244,762	162	375,742	99	568,927	102	97,647	138	99,148	90	98,404	304	188,2[illegible]2	37	43,226
Euless	112,623	163,147	176,356	5	9,766	3	22,251	15	34,158	9	51,721	9	8,877	13	9,013	8	8,946	28	17,109	3	3,930
Fort Worth	2,702,950	3,915,517	4,232,533	109	234,372	60	534,027	353	819,801	216	1,241,295	222	213,048	300	216,323	197	214,700	662	410,622	80	94,311
Haltom City	168,934	244,720	264,533	7	14,648	4	33,377	22	51,238	13	77,581	14	13,316	19	13,520	12	13,419	41	25,664	5	5,894
Hurst	394,180	571,013	617,244	16	34,179	9	77,879	51	119,554	31	181,022	32	31,070	44	31,547	29	31,310	97	59,882	12	13,754
TAYLOR	804,342	999,637	1,039,779	36	75,237	23	82,427	106	173,473	71	322,471	79	55,437	115	46,277	74	55,154	169	83,145	27	23,895
Abilene	764,125	949,655	987,790	34	71,475	22	78,306	101	164,799	67	306,347	75	52,665	109	43,963	70	52,396	161	78,988	26	22,700
TERRELL	6,670	8,565	8,883	0	556	1	608	1	1,525	2	2,740	4	1,847	0	341	0	238	4	392	0	192
TERRY	67,250	85,893	90,593	7	5,439	5	5,920	18	22,976	10	34,338	8	3,685	12	5,447	6	1,948	13	5,144	6	4,359
THROCKMORT	5,542	6,532	6,891	0	499	0	546	4	1,635	2	2,460	2	316	1	307	0	213	2	183	1	172
TITUS	143,396	212,363	232,686	9	20,225	5	18,445	20	38,171	15	61,800	21	19,978	23	11,819	14	10,124	38	14,617	12	10,217
Mount Pleasa	134,792	199,621	218,725	8	19,012	5	17,338	19	35,881	14	58,092	20	18,779	22	11,110	13	9,517	36	13,740	11	9,604
TOM GREEN	571,448	744,783	771,463	31	63,869	16	99,623	93	151,179	54	233,674	41	21,556	88	43,017	62	44,567	140	67,943	22	14,340
San Angelo	565,734	737,335	763,748	31	63,230	16	98,627	92	149,667	53	231,337	41	21,340	87	42,587	61	44,121	139	67,264	22	14,197
TRAVIS	2,933,316	5,036,487	5,416,542	114	485,412	55	633,459	386	967,859	183	1,478,505	216	238,704	343	320,726	269	370,436	827	611,887	98	106,323
Austin	2,757,317	4,734,298	5,091,549	107	456,287	52	595,451	363	928,587	172	1,389,795	203	224,382	322	301,482	253	348,210	777	575,174	92	99,944
TRINITY	36,139	45,568	49,827	6	2,423	3	3,950	13	13,059	5	18,271	6	3,708	4	2,218	2	1,541	11	1,719	3	1,518
TYLER	48,722	70,869	77,145	6	2,858	4	10,974	18	23,168	7	26,154	11	2,581	3	3,433	4	1,337	11	2,319	5	2,915
UPSHUR	85,713	112,847	123,920	7	9,606	4	9,823	17	21,502	11	41,592	15	6,294	13	3,170	6	1,057	23	5,878	6	4,572
UPTON	13,524	16,573	17,387	3	2,117	3	1,005	9	5,249	1	4,523	8	1,578	0	564	1	392	9	774	1	317
UVALDE	95,428	131,861	141,894	8	15,595	4	10,855	25	41,895	20	27,000	23	6,366	18	10,387	10	4,770	30	10,365	7	4,068
VAL VERDE	170,732	235,551	252,246	12	21,495	8	17,974	33	62,243	27	76,189	18	9,594	41	19,809	17	8,625	54	20,108	5	3,065
Del Rio	169,025	233,195	249,724	12	21,280	8	17,794	33	61,621	27	75,427	18	9,498	41	19,611	17	8,539	53	19,907	5	3,034
VAN ZANDT	99,490	136,697	146,793	16	18,093	11	2,997	22	31,906	18	52,114	27	10,129	17	4,508	5	1,601	27	5,617	13	10,441
VICTORIA	492,936	596,684	637,814	22	54,691	14	82,124	80	124,459	40	168,139	43	39,671	66	36,121	46	32,042	112	47,593	15	11,014
Victoria	483,077	584,750	625,058	22	53,597	14	80,482	78	121,970	39	164,776	42	38,878	65	35,399	45	31,401	110	46,641	15	10,794
WALKER	201,309	313,339	350,478	16	37,223	6	28,427	35	73,411	20	92,586	21	24,563	25	13,379	12	10,256	60	45,925	8	9,197
Huntsville	189,230	294,539	329,449	15	34,990	6	26,721	33	69,006	19	87,031	20	23,089	24	12,576	11	9,641	56	43,170	8	8,645
WALLER	182,431	228,104	248,353	9	17,970	4	19,688	23	22,285	6	88,661	16	12,803	7	1,479	4	3,417	21	8,654	5	2,957
WARD	63,774	72,961	76,244	2	5,517	4	6,824	18	21,096	3	20,722	14	5,859	11	2,298	5	3,755	19	5,309	5	1,871
WASHINGTON	144,213	220,681	244,801	14	26,326	4	19,406	38	66,021	11	69,877	17	9,977	23	15,130	20	9,863	30	11,256	11	8,654
Brenham	134,118	205,233	227,665	13	24,483	4	18,048	35	61,400	10	64,986	16	9,279	21	14,071	19	9,173	28	10,468	10	8,048
WEBB	701,337	877,760	946,029	34	53,986	33	149,435	116	200,492	59	124,620	48	26,162	159	125,024	55	100,016	116	55,074	22	17,482
Laredo	687,310	860,205	927,108	33	52,906	32	146,446	114	196,482	58	122,128	47	25,639	156	122,524	54	98,016	114	53,973	22	17,132
WHARTON	207,045	255,682	270,312	16	15,815	10	19,284	49	65,227	35	99,296	26	11,524	33	14,662	24	12,886	55	18,766	13	7,587
WHEELER	35,365	38,665	40,888	6	3,932	3	3,242	9	11,593	7	10,079	6	3,033	4	1,462	3	1,201	11	3,321	3	1,253
WICHITA	750,305	909,497	943,136	38	72,752	25	74,765	108	156,766	82	336,696	63	41,096	108	43,001	30	29,171	182	75,430	28	23,594
Wichita Falls	660,268	800,357	829,960	33	64,022	22	65,793	95	137,954	72	296,292	55	36,164	95	37,841	[illegible]0	25,670	160	66,378	25	20,763
WILBARGER	72,988	97,889	102,770	7	4,560	5	8,147	15	24,819	13	24,889	17	7,577	16	6,089	7	3,898	19	8,897	4	4,327
Vernon	71,528	95,931	100,715	7	4,469	5	7,984	15	24,323	13	24,391	17	7,425	16	5,967	7	3,820	19	8,719	4	4,240
WILLACY	44,972	65,490	70,213	7	4,148	3	2,793	21	20,879	9	24,747	12	3,820	5	1,977	4	4,605	12	2,404	3	1,757
WILLIAMSON	298,626	501,357	553,210	24	31,862	10	41,597	71	157,223	44	157,251	59	37,658	29	24,042	29	17,914	103	39,376	22	13,678
Taylor	68,684	115,312	127,238	6	7,328	2	9,567	16	36,161	10	36,168	14	8,661	7	5,530	7	4,120	24	9,056	5	3,146
WILSON	53,957	76,138	82,652	5	5,275	6	4,108	23	26,403	9	29,386	9	3,721	7	3,860	1	2,557	16	2,366	3	1,322
WINKLER	49,414	[illegible]115	58,330	2	4,220	3	3,426	13	8,737	7	20,988	6	2,676	9	2,645	8	3,638	16	3,180	2	1,460
WISE	112,448	147,810	158,123	6	5,550	12	12,535	28	32,371	16	56,449	16	14,574	16	3,192	3	882	18	3,077	8	2,711
WOOD	94,076	121,816	131,623	9	10,929	8	11,882	23	34,223	21	37,202	16	4,765	16	4,354	13	3,265	23	6,162	7	4,769
YOAKUM	30,478	40,315	43,247	6	5,409	3	2,220	10	14,435	10	13,571	4	1,066	4	2,967	3	816	6	1,297	2	1,082
YOUNG	91,641	103,747	107,515	6	4,508	8	15,193	16	26,994	14	26,821	13	3,843	17	4,127	10	4,376	25	6,726	6	2,322
ZAPATA	14,808	18,881	20,567	3	494	1	1,631	15	7,101	4	2,037	6	2,183	1	915	1	636	10	1,480	2	514
ZAVALA	22,215	29,001	31,161	2	1,903	1	2,085	10	9,672	2	9,389	9	1,468	6	1,579	3	813	12	2,036	3	658

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

UTAH RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	6,327,012	9,327,842	10,131,410	383	735,398	205	1,150,017	867	2,132,452	615	2,456,682	842	705,858	742	455,430	537	605,032	1,693	816,569	225	257,537
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Provo-Orem,UT	771,604	1,120,167	1,218,581	53	94,631	28	154,926	109	260,349	93	292,835	104	84,204	109	58,427	60	70,773	199	82,340	34	38,474
Salt Lake City-Ogden, UT	4,220,819	6,283,206	6,798,057	203	454,056	88	811,752	504	1,385,232	326	1,716,187	421	397,435	464	343,950	370	459,638	1,011	562,795	120	159,445
COUNTIES, Cities																					
BEAVER	14,543	24,620	27,033	2	1,147	2	3,078	6	5,138	2	1,641	12	6,790	4	805	2	391	10	3,842	1	826
BOX ELDER	108,517	166,239	185,191	11	8,925	4	19,880	25	41,356	19	55,218	24	15,688	15	4,717	10	7,352	40	17,460	6	5,336
CACHE	213,991	319,864	354,722	18	31,761	9	47,970	32	76,152	23	69,655	28	21,348	33	12,410	29	20,974	56	23,352	12	9,772
Logan	179,752	268,686	297,966	15	26,679	8	40,295	27	63,968	19	58,510	24	17,932	28	10,424	24	17,618	47	19,616	10	8,208
CARBON	115,958	128,202	136,563	8	8,154	8	10,624	14	42,229	16	29,641	14	11,033	20	3,626	11	6,102	30	9,598	4	4,173
DAGGETT	3,170	3,736	3,943	0	167	1	449	2	594	0	239	3	402	0	21	0	57	1	226	0	120
DAVIS	506,448	699,892	761,968	26	47,659	13	74,679	69	176,017	39	263,261	56	50,155	55	24,416	40	56,803	85	40,237	15	8,402
DUCHESNE	61,339	87,914	96,587	3	4,098	4	6,955	12	24,586	12	28,016	11	10,841	5	720	3	1,398	19	3,466	3	4,360
EMERY	27,415	33,334	36,234	5	4,659	3	313	9	7,257	2	2,201	11	9,163	4	676	1	524	14	3,428	2	1,107
GARFIELD	7,549	9,855	10,730	2	456	2	1,221	6	2,410	3	1,054	7	979	0	58	0	155	5	1,447	1	328
GRAND	52,533	59,095	61,235	2	2,598	3	2,143	9	14,852	8	5,631	14	8,186	6	910	1	886	18	4,638	2	1,871
IRON	112,630	179,388	196,143	9	18,706	8	12,305	14	37,507	19	54,156	19	24,562	17	5,693	9	8,445	32	15,598	5	2,595
JUAB	20,211	27,552	30,567	2	1,297	0	3,479	3	4,604	7	8,000	8	6,079	1	163	2	442	12	3,488	2	934
KANE	16,451	21,566	23,733	3	1,581	3	2,701	4	3,574	1	1,441	13	6,730	1	127	1	343	11	3,660	2	726
MILLARD	29,028	60,214	67,210	6	7,084	3	1,281	5	20,077	5	8,899	18	8,809	2	360	2	972	16	3,929	3	1,717
MORGAN	7,295	9,778	10,463	0	324	0	871	2	1,155	4	5,662	2	780	0	41	1	111	3	762	1	234
PIUTE	1,118	1,238	1,313	0	55	1	150	2	197	0	80	1	133	0	7	0	19	1	75	0	40
RICH	4,005	5,221	5,661	0	216	1	580	1	769	0	309	4	2,476	0	27	0	74	5	770	0	157
SALT LAKE	3,037,190	4,579,897	4,945,078	135	324,891	57	612,892	367	987,538	219	1,158,800	295	292,769	314	272,437	262	349,652	740	439,360	83	123,029
Salt Lake City	1,184,504	1,786,160	1,928,580	53	126,707	22	239,028	143	385,140	85	451,932	115	114,180	122	106,250	102	136,364	289	171,350	32	47,981
SAN JUAN	26,099	39,636	42,029	2	1,783	3	5,943	11	7,941	5	2,551	10	8,484	0	225	1	608	10	2,408	2	1,284
SANPETE	25,681	35,759	39,492	3	2,071	5	1,823	14	11,273	7	6,146	11	2,964	5	1,266	4	2,045	16	2,009	6	1,702
SEVIER	67,563	90,414	98,693	8	7,758	6	5,598	9	20,181	10	24,071	25	13,936	18	5,099	5	2,406	24	6,320	6	2,076
SUMMIT	54,204	91,228	103,128	5	10,790	0	11,739	13	29,987	6	10,705	12	5,698	5	859	4	485	44	21,357	2	3,150
TOOELE	73,697	98,021	104,502	7	7,704	4	11,894	14	34,712	11	16,177	10	13,824	4	1,576	3	3,003	26	8,861	3	2,457
UINTAH	135,511	183,743	201,394	13	38,646	10	16,205	14	42,472	15	51,796	19	15,342	10	4,847	7	7,181	28	11,235	2	6,153
UTAH	771,604	1,120,167	1,218,581	53	94,631	28	154,926	109	260,349	93	292,835	104	84,204	109	58,427	60	70,773	199	82,340	34	38,474
Provo	254,629	369,655	402,132	17	31,228	9	51,126	36	85,915	31	96,636	34	27,787	36	19,281	20	23,355	66	27,172	11	12,696
WASATCH	29,853	41,928	46,297	3	2,664	3	1,619	5	11,560	5	8,073	11	8,018	2	247	0	670	20	6,349	1	1,415
WASHINGTON	123,591	202,417	228,049	14	23,904	5	14,079	26	45,706	16	56,063	29	21,561	17	8,552	11	9,922	36	16,598	5	6,967
St. George	96,401	157,885	177,878	11	18,645	4	10,982	20	35,651	12	43,729	23	16,818	13	6,671	9	7,739	28	12,946	4	5,434
WAYNE	2,637	3,507	3,860	1	163	1	439	2	582	0	235	1	393	0	21	0	56	4	558	0	118
WEBER	677,181	1,003,417	1,091,011	42	81,506	18	124,181	68	221,677	68	294,126	70	54,511	95	47,097	68	53,183	186	83,198	22	28,014
Ogden	521,429	772,631	840,078	32	62,760	14	95,619	52	170,691	52	226,477	54	41,973	73	36,265	52	40,951	143	64,062	17	21,571

VERMONT RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,600,585	3,800,594	4,110,297	265	346,432	155	274,785	662	848,142	286	957,503	359	230,903	316	164,550	255	148,598	908	350,939	142	107,518
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Burlington, VT	682,379	1,063,329	1,158,224	51	94,133	24	110,938	131	221,323	48	289,310	60	46,123	95	63,682	79	59,356	180	111,069	28	28,177
COUNTIES																					
ADDISON, VT	113,957	164,267	177,948	12	15,107	10	9,231	40	45,333	17	37,484	22	12,078	12	7,606	9	2,462	39	13,070	8	5,831
BENNINGTON, VT	256,230	377,239	407,334	17	26,435	13	21,377	49	65,761	21	59,869	22	14,856	31	15,258	21	13,537	73	27,570	9	8,808
Bennington	117,866	173,530	187,374	8	12,160	6	9,525	23	30,250	10	27,540	10	6,834	14	7,019	10	6,227	34	12,682	4	4,052
CALEDONIA, VT	123,848	167,207	179,436	17	16,492	9	14,155	30	41,191	16	44,419	19	9,769	14	6,833	14	5,458	32	10,816	10	4,603
St. Johnsbury	NO DATA AVAILABLE FOR THIS CITY																				
CHITTENDEN, VT	672,730	1,049,502	1,142,823	50	92,881	19	109,615	125	218,608	46	284,989	59	45,510	95	62,836	79	59,356	174	110,452	28	28,177
Burlington	228,728	356,831	388,560	17	31,580	6	37,269	43	74,327	16	96,896	20	15,473	32	21,364	27	20,131	59	37,554	10	9,580
ESSEX, VT	6,324	8,239	8,922	0	724	1	856	3	1,575	1	2,504	4	356	0	491	0	0	10	1,773	0	0
FRANKLIN, VT	152,858	209,157	226,498	15	15,616	8	13,087	51	56,460	22	64,748	22	17,104	20	7,795	12	6,578	50	10,981	7	6,848
St. Albans	97,829	133,860	144,959	10	9,994	5	8,376	33	36,134	14	41,439	14	10,947	13	4,989	8	4,210	32	7,028	4	4,383
GRAND ISLE, VT	9,649	13,827	15,401	1	1,252	5	1,323	6	2,715	2	4,321	1	613	0	846	0	0	6	617	0	0
LAMOILLE, VT	89,739	133,253	145,422	12	20,359	6	6,943	33	33,211	13	16,065	14	8,214	12	3,912	6	3,357	48	16,534	9	4,898
ORANGE, VT	72,824	103,056	112,314	15	23,805	11	4,456	28	26,438	6	12,325	14	7,701	6	6,176	6	812	30	6,949	6	3,269
ORLEANS, VT	82,821	110,624	119,227	8	9,690	10	11,436	28	31,712	13	33,457	16	7,075	6	1,357	8	2,604	31	7,296	7	3,852
Newport	55,490	74,118	79,882	5	6,492	7	7,662	19	21,247	9	22,416	11	4,740	4	909	5	1,745	21	4,888	5	2,581
RUTLAND, VT	315,013	459,033	493,720	33	37,841	24	32,781	89	95,985	48	134,064	44	21,416	40	21,593	30	17,324	121	42,662	19	13,391
Rutland	185,858	270,829	291,295	19	22,326	14	19,341	53	56,631	28	79,098	26	12,635	24	12,740	18	10,221	71	25,171	11	7,901
WASHINGTON, VT	261,564	377,064	403,094	31	29,325	16	27,963	67	85,017	38	107,652	36	21,089	31	9,465	38	22,139	101	36,771	14	11,790
Barre	94,163	135,743	145,114	11	10,557	6	10,067	24	30,606	14	38,755	13	7,592	11	3,407	14	7,970	36	13,238	5	4,244
Montpelier	75,854	109,349	116,297	9	8,504	5	8,109	19	24,655	11	31,219	10	6,116	9	2,745	11	6,420	29	10,664	4	3,419
WINDHAM, VT	214,718	325,991	[illegible]	24	28,443	11	11,898	52	80,178	14	49,400	45	37,909	30	14,289	20	10,104	100	38,339	12	9,954
Bellows Falls	32,208	[illegible]	[illegible]	4	4,266	2	1,785	8	12,027	2	7,410	7	5,686	5	2,143	3	1,516	15	5,751	2	1,493
Brattleboro	126,684	[illegible]	208,655	14	16,781	6	7,020	31	47,305	8	29,146	27	22,366	18	8,431	12	5,961	59	22,620	7	5,873
WINDSOR, VT	228,310	302,135	324,505	30	28,483	12	8,764	61	63,958	29	106,206	41	27,213	19	6,093	12	4,867	93	27,109	13	6,097
Hartford	41,096	54,384	58,411	5	5,127	2	1,578	11	11,512	5	19,117	7	4,898	3	1,097	2	876	17	4,880	2	1,097
Springfield	45,662	60,427	64,901	6	5,697	2	1,753	12	12,792	6	21,241	8	5,443	4	1,219	2	973	19	5,422	3	1,219
White River Junction	DATA NOT AVAILABLE FOR THIS CITY																				

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS............	24,706,372	36,859,422	39,791,701	1,277	2,171,252	984	4,678,751	4,465	8,290,490	2,208	9,503,625	2,652	2,582,285	2,846	1,920,035	2,314	2,260,826	6,024	3,474,040	1,076	1,403,912
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Charlottesville,VA	597,451	878,005	952,324	27	54,205	23	116,577	134	204,590	45	193,550	59	50,618	81	37,921	64	58,954	138	83,562	20	34,760
Danville, VA	394,769	537,709	575,641	22	38,248	30	49,872	109	141,730	57	139,112	58	27,248	48	42,479	38	22,320	118	48,712	21	25,651
Lynchburg, VA	666,943	899,827	964,867	46	57,136	26	146,184	148	208,944	66	194,538	77	61,298	86	40,903	62	52,964	157	78,640	35	34,612
Norfolk-Virginia Beach-Newport News, VA	5,370,031	7,950,550	8,569,279	213	451,083	144	1,049,869	889	1,614,641	455	2,135,426	434	496,792	706	458,015	480	494,126	1,502	845,100	188	226,334
Richmond-Petersburg,VA	3,824,238	5,500,334	5,891,886	153	277,325	92	779,982	598	1,221,702	311	1,314,309	394	416,067	432	287,420	322	296,882	954	503,580	162	228,196
Roanoke, VA	1,104,421	1,573,722	1,679,128	68	79,405	38	202,308	229	360,162	100	393,551	121	99,516	146	82,999	105	98,040	274	153,094	64	64,118
COUNTIES, Cities																					
ACCOMACK	102,321	136,411	147,663	9	4,677	11	10,637	40	44,566	11	16,626	17	6,141	12	4,456	11	4,748	36	12,546	6	5,492
ALBEMARLE	154,192	235,596	259,360	9	13,161	8	56,280	40	45,055	5	61,628	17	15,703	37	6,902	15	9,055	31	21,184	5	9,088
ALLEGHANY	743	1,209	1,357	0	69	1	81	3	261	0	323	0	93	0	35	0	92	2	170	0	48
AMELIA	16,454	23,092	24,927	0	1,265	3	1,482	7	5,645	3	5,686	5	5,585	1	663	1	1,696	4	515	2	874
AMHERST	90,081	127,082	137,257	8	6,966	5	8,157	32	43,449	12	31,184	16	14,003	5	3,653	4	9,340	25	9,993	5	4,810
APPOMATTOX	37,339	51,542	56,206	2	2,851	3	3,340	8	12,743	6	19,750	6	4,905	1	1,495	2	3,824	11	3,563	2	1,969
ARLINGTON	832,535	1,248,931	1,306,503	19	66,300	10	101,261	99	251,688	36	310,452	66	89,259	45	29,577	73	88,904	211	164,208	31	71,260
AUGUSTA	143,151	224,644	247,608	17	35,522	6	5,591	34	44,814	17	103,042	25	20,405	10	3,873	5	1,742	34	15,245	4	2,346
BATH	9,245	15,891	17,182	0	871	4	826	5	4,477	1	4,082	4	1,173	4	1,783	4	1,459	6	350	1	602
BEDFORD	18,293	26,099	28,399	6	7,587	0	1,688	16	8,819	5	2,314	4	1,941	0	756	4	1,433	10	1,779	4	1,319
BLAND	6,259	9,090	10,103	1	513	0	600	5	2,125	3	2,401	5	886	1	269	0	688	3	284	1	355
BOTETOURT	50,158	69,921	76,190	5	3,761	2	4,528	21	9,982	5	18,104	17	5,205	4	853	3	1,509	16	3,648	5	2,670
BRUNSWICK	28,679	39,272	42,606	3	2,345	7	1,726	24	14,602	6	11,906	5	1,457	5	1,970	1	2,899	5	977	2	1,494
BUCHANAN	103,931	138,791	146,801	6	7,726	13	17,359	15	21,171	15	26,853	17	7,892	18	5,182	10	10,421	18	8,304	9	7,921
BUCKINGHAM	17,364	25,780	28,299	0	1,435	6	2,766	8	8,195	5	4,477	7	3,805	1	753	0	1,927	9	1,342	1	991
CAMPBELL	95,679	136,084	149,350	13	14,230	7	6,237	30	47,172	17	35,515	24	8,665	6	2,211	12	6,573	26	9,844	7	9,421
CAROLINE	35,983	47,814	51,376	4	749	1	3,053	18	14,505	9	11,189	15	8,495	1	1,367	3	3,495	10	4,732	4	1,284
CARROLL	44,966	61,932	67,418	4	3,421	7	6,557	13	15,647	10	9,051	12	5,299	7	4,675	5	1,689	18	3,693	4	3,439
CHARLES CITY	2,163	3,176	3,389	0	173	0	201	2	653	0	806	2	231	0	90	0	230	1	425	0	119
CHARLOTTE	17,311	21,805	23,556	2	1,195	5	1,157	17	7,480	4	5,598	6	1,700	4	552	2	1,604	7	804	3	1,024
CHESTERFIELD	689,965	1,077,059	1,186,652	44	94,309	17	208,263	96	278,309	48	195,393	61	69,276	87	65,121	58	54,845	114	77,022	26	49,020
CLARKE	22,987	38,261	42,086	3	2,137	3	2,501	8	10,483	1	10,000	9	4,610	4	417	5	894	14	3,867	2	1,475
CRAIG	4,513	6,713	7,300	0	371	0	434	4	2,569	0	1,734	1	499	0	195	0	497	3	558	1	256
CULPEPER	78,514	107,567	115,341	10	5,707	7	14,865	23	33,458	11	19,592	12	7,650	11	3,600	9	6,753	15	6,679	4	6,110
Culpeper	66,737	91,432	98,040	9	4,851	6	12,635	20	28,439	9	16,653	10	6,503	9	3,060	8	5,740	13	5,677	3	5,194
CUMBERLAND	14,436	20,636	22,340	3	1,133	1	1,328	8	8,055	1	5,308	4	2,017	2	595	4	1,757	3	436	1	783
DICKENSON	55,766	74,935	79,522	3	4,035	9	4,186	15	22,671	10	23,352	9	3,207	5	587	7	2,125	15	3,355	4	2,235
DINWIDDIE	23,651	27,354	28,909	3	1,189	0	1,393	16	9,682	0	5,568	7	3,646	1	624	0	1,595	6	2,945	2	821
ESSEX	55,319	71,802	77,268	5	3,920	3	4,591	12	19,739	10	11,767	6	2,469	10	3,392	4	4,206	11	8,233	3	2,708
FAIRFAX	3,329,480	5,492,536	6,033,346	97	240,769	43	841,325	305	1,160,393	129	1,397,712	272	392,643	348	437,620	293	450,689	555	528,441	79	221,964
FAUQUIER	124,736	202,469	220,346	15	15,854	4	2,466	36	60,934	11	36,130	19	19,736	14	6,627	9	3,510	34	22,007	7	10,067
FLOYD	23,922	34,245	37,432	3	2,435	6	1,283	10	7,752	7	15,457	3	2,329	1	907	5	3,386	5	818	2	1,194
FLUVANNA	17,770	23,986	26,138	3	1,327	0	1,553	10	8,054	5	5,434	4	1,785	1	695	0	1,779	1	3,286	1	916
FRANKLIN	71,930	104,719	114,362	6	8,256	11	3,810	32	36,007	13	19,495	10	4,401	8	6,085	11	4,478	19	7,387	8	6,450
FREDERICK	71,319	110,901	119,237	5	20,374	3	6,395	26	25,903	10	34,409	13	10,988	3	2,863	8	3,721	19	4,851	1	3,772
GILES	69,622	91,584	98,000	4	8,577	8	6,150	25	34,881	9	28,628	8	2,847	5	1,464	8	3,819	12	2,524	6	4,429
GLOUCESTER	82,227	128,848	138,029	11	9,765	4	11,330	18	49,595	11	28,727	7	3,711	6	1,855	7	4,186	20	7,060	4	6,166
GOOCHLAND	23,024	33,174	35,115	1	1,782	2	2,086	9	6,764	7	8,344	7	6,264	1	935	4	2,389	7	4,413	1	1,230
GRAYSON	21,577	32,578	36,238	1	1,839	3	2,153	11	11,244	6	7,712	5	541	1	965	4	2,466	9	1,225	3	1,269
GREENE	15,787	24,171	26,547	0	1,347	4	1,577	10	7,385	3	6,309	2	1,813	1	706	0	1,807	5	3,336	1	930
GREENSVILLE	2,128	2,972	3,223	0	163	0	191	2	621	0	765	1	221	0	85	0	218	0	405	1	112
HALIFAX	20,589	25,750	27,814	5	3,574	3	1,223	10	6,595	4	2,295	8	3,313	0	740	1	1,893	11	856	2	975
HANOVER	207,866	318,484	356,594	13	17,709	5	8,050	41	77,418	20	40,109	43	84,134	9	9,489	13	7,543	48	28,688	12	12,495
HENRICO	1,063,072	1,591,127	1,732,167	28	57,593	27	313,911	117	349,053	70	415,635	85	97,842	111	100,188	85	95,601	220	145,351	38	71,718
HENRY	125,501	176,660	192,191	14	18,680	7	4,735	41	54,118	15	35,696	36	16,953	12	5,960	13	5,034	31	13,775	7	8,561
HIGHLAND	4,414	6,878	7,418	0	377	1	441	1	1,429	1	1,762	3	506	0	197	2	505	2	933	0	260
ISLE OF WIGHT	50,710	74,340	80,398	10	5,571	6	3,473	18	30,566	5	17,090	10	3,615	4	1,206	5	1,132	22	6,383	3	3,918
JAMES CITY	85,944	138,514	154,179	1	7,824	0	9,162	18	29,701	2	36,636	5	10,534	6	4,104	5	10,491	11	11,638	1	5,402
KING AND QUEEN	4,913	6,241	6,779	1	344	1	403	5	2,199	2	1,611	1	463	0	181	0	461	3	191	0	238
KING GEORGE	15,705	24,043	25,548	2	1,296	1	1,517	8	6,295	4	6,946	6	2,630	0	680	1	1,739	5	1,884	2	894
KING WILLIAM	38,767	54,323	59,020	2	2,996	3	1,013	11	16,784	6	18,263	8	7,408	3	1,570	6	3,299	6	1,054	4	2,123
LANCASTER	48,035	67,505	72,019	4	7,512	8	2,762	14	21,633	12	20,218	14	2,831	10	2,764	7	4,522	14	2,594	4	2,288
LEE	46,963	64,379	69,500	8	6,750	9	5,478	28	23,326	11	11,272	8	3,450	7	1,470	6	1,332	18	3,203	4	2,823
LOUDOUN	260,928	450,676	489,310	22	51,402	9	29,079	43	159,078	27	87,449	33	28,865	33	18,101	25	24,101	49	31,738	11	17,145
LOUISA	35,531	51,937	56,826	5	4,815	5	2,948	18	22,302	6	6,800	11	7,057	1	1,513	4	1,141	11	2,203	3	2,014
LUNENBERG	26,465	33,779	36,690	3	1,862	9	2,648	13	12,094	9	5,237	7	3,161	5	745	5	1,145	7	964	2	1,285
MADISON	23,210	33,109	35,978	3	1,827	3	2,138	13	13,374	3	8,550	8	3,519	1	958	0	2,448	7	1,232	1	1,261
MATHEWS	18,677	24,800	26,562	3	2,719	2	1,578	10	10,394	6	3,301	4	2,081	3	706	3	952	6	794	2	930
MECKLENBURG	113,490	153,299	165,913	13	8,769	16	10,303	33	42,845	23	35,881	22	14,158	20	8,082	14	5,889	25	8,906	10	6,818
MIDDLESEX	21,762	30,942	33,684	6	4,056	5	1,059	14	11,527	6	2,668	3	1,780	3	372	3	1,605	9	1,974	3	1,180
MONTGOMERY	260,493	397,333	434,472	17	25,649	17	51,773	47	93,482	35	108,630	31	32,552	29	14,190	31	17,582	72	41,339	13	11,585
Christiansburg	112,012	170,853	186,823	7	11,029	7	22,262	20	40,197	15	46,711	13	13,997	12	6,102	13	7,560	31	17,776	6	4,982
NELSON	30,216	46,693	51,142	2	2,595	5	504	18	6,839	4	12,153	7	3,551	2	1,361	2	3,480	7	1,843	2	1,792
NEW KENT	17,892	27,920	30,127	2	1,530	1	1,790	9	8,571	4	7,159	8	4,752	0	802	0	2,051	7	2,120	1	1,056
NORTHAMPTON	44,471	57,656	61,988	6	4,890	7	3,701	14	22,653	9	4,187	14	3,917	5	971	3	878	15	3,599	4	3,978
NORTHUMBERLAND	28,325	37,054	39,720	5	3,776	4	2,360	16	14,101	5	3,094	5	1,698	1	1,057	0	2,703	7	1,343	2	1,392
NOTTOWAY	47,855	66,661	71,459	4	3,627	6	2,647	19	18,845	10	17,563	11	4,034	8	2,880	7	6,155	19	4,922	6	3,898
ORANGE	60,355	84,146	91,541	4	5,400	10	4,802	11	19,922	15	26,404	12	10,815	4	2,275	3	6,229	9	4,233	5	5,510
PAGE	57,636	80,450	85,737	3	4,350	6	5,220	22	22,874	9	13,253	10	4,227	2	2,282	8	2,870	25	13,799	5	5,303
PATRICK	28,352	40,890	45,027	1	2,284	9	7,316	16	12,526	4	5,544	5	2,128	2	1,199	5	3,064	7	1,378	5	2,250

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VIRGINIA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PITTSYLVANIA	90,161	133,846	145,409	7	20,028	17	6,306	49	39,901	12	25,482	20	7,079	10	2,838	8	2,425	39	11,931	3	5,777
POWHATAN	18,249	27,707	31,009	1	1,197	1	1,401	10	6,826	5	12,400	3	1,611	0	628	1	1,604	2	2,964	1	826
PRINCE EDWARD	75,420	100,199	107,471	10	8,694	8	12,946	18	24,699	8	24,432	10	4,567	9	2,860	11	8,551	25	10,295	5	3,766
PRINCE GEORGE	36,557	53,549	56,780	1	2,881	2	3,374	7	11,238	4	13,491	8	5,599	1	1,511	1	3,864	4	7,137	0	1,990
PRINCE WILLIAM	858,012	1,424,875	1,578,288	30	114,073	18	107,387	115	314,261	67	478,243	80	129,524	55	51,807	70	79,166	157	128,877	21	41,484
Woodbridge	377,525	626,945	694,447	13	50,192	8	47,250	51	138,275	29	210,427	35	56,991	24	22,795	31	34,833	69	56,706	9	18,253
PULASKI	96,925	153,700	168,095	7	13,613	4	13,642	25	48,442	9	34,077	14	14,434	13	4,172	7	4,812	28	8,683	9	7,672
Pulaski	62,032	98,368	107,581	4	8,712	3	8,731	16	31,003	6	21,809	9	9,238	8	2,670	4	3,080	18	5,557	6	4,910
RAPPAHANNOCK	6,566	9,719	10,458	1	531	2	622	9	2,222	0	2,486	4	887	0	278	2	711	4	1,132	0	366
RICHMOND	25,814	35,117	38,205	0	1,939	5	1,927	12	15,804	8	5,445	3	2,610	5	1,162	6	3,114	5	4,802	1	1,338
ROANOKE	238,306	347,865	373,237	19	15,968	6	20,957	52	103,297	14	83,798	27	32,939	43	26,481	28	26,478	53	30,815	12	13,843
ROCKBRIDGE	65,331	86,840	93,434	7	8,261	2	5,553	18	12,057	9	13,267	23	31,651	0	2,486	4	6,359	14	4,503	2	3,273
ROCKINGHAM	99,364	155,836	170,405	16	33,955	8	8,134	40	39,813	17	36,028	23	7,263	13	4,251	16	4,695	43	12,097	7	4,343
RUSSELL	63,097	85,879	91,988	6	8,614	6	4,773	24	28,858	11	18,750	10	4,776	5	1,537	11	6,939	15	5,473	5	3,537
SCOTT	82,229	115,708	127,641	9	6,477	5	1,948	30	36,785	9	44,841	10	9,372	5	1,467	5	3,930	16	3,838	6	3,453
Gate City	NO DATA AVAILABLE FOR THIS CITY																				
SHENANDOAH	96,948	144,736	156,734	9	10,654	7	2,665	41	42,409	14	25,257	30	24,568	10	4,765	10	3,934	27	10,631	7	3,846
Strasburg	NO DATA AVAILABLE FOR THIS CITY																				
SMYTH	104,479	146,438	157,872	9	18,533	10	12,423	21	35,801	21	30,923	18	8,237	13	6,190	12	4,955	29	9,982	10	6,674
SOUTHAMPTON	32,456	43,821	47,198	5	1,572	6	1,091	21	10,434	6	15,623	10	5,623	1	1,256	4	1,843	12	2,374	2	1,653
SPOTSYLVANIA	164,558	258,904	281,044	3	13,546	8	69,572	27	54,805	13	73,452	16	17,068	26	10,228	5	7,483	29	17,673	3	3,164
STAFFORD	98,836	163,902	178,726	13	21,660	3	9,876	28	52,694	7	25,591	13	20,271	1	4,423	4	11,309	22	18,141	1	5,824
SURRY	6,810	9,779	10,119	0	423	1	496	4	4,016	2	1,979	1	569	0	222	1	567	3	1,047	1	292
SUSSEX	38,562	46,903	50,040	2	2,539	5	1,425	17	15,336	5	8,472	8	2,157	2	1,332	5	3,405	9	4,785	4	1,850
TAZEWELL	246,762	336,640	361,163	20	33,010	20	31,063	62	110,575	28	101,730	23	13,521	31	8,934	21	13,239	41	16,264	21	15,364
Bluefield	27,144	37,030	39,728	2	3,631	2	3,417	7	12,163	3	11,190	3	1,487	3	983	2	1,456	5	1,789	2	1,690
WARREN	81,095	122,973	131,864	9	8,777	4	7,837	31	42,650	8	20,593	16	11,170	12	5,778	9	4,644	31	10,128	3	4,620
WASHINGTON	105,343	150,917	164,149	13	14,713	7	10,895	22	48,795	7	25,757	15	10,219	18	5,300	9	11,079	27	15,333	8	3,480
WESTMORELAND	34,846	49,068	52,267	2	2,492	4	2,207	17	17,169	7	14,628	5	2,326	2	1,307	2	3,341	16	4,381	3	1,803
WISE	159,118	218,865	232,572	13	20,183	12	14,853	42	81,494	27	41,664	19	14,697	16	5,611	15	4,722	30	11,743	9	7,451
WYTHE	115,208	171,108	186,937	4	5,785	9	10,857	19	35,083	14	36,335	19	36,356	12	7,212	7	5,004	30	14,489	8	6,878
YORK	96,419	153,696	166,694	6	8,460	3	9,906	26	26,404	14	11,968	15	15,253	8	4,436	12	8,034	35	28,808	5	5,841
INDEPENDENT CITIES																					
ALEXANDRIA	790,334	1,280,445	1,386,687	21	39,241	10	231,616	72	199,880	39	481,795	52	63,209	63	52,888	60	81,567	173	160,079	21	41,810
BEDFORD CITY	61,051	83,570	89,403	6	6,079	8	10,331	26	30,623	12	17,048	13	5,256	5	1,608	4	2,276	20	4,710	5	2,917
BRISTOL	186,745	248,079	265,129	9	13,454	9	49,286	37	40,649	19	66,182	16	13,800	32	21,096	24	13,145	45	19,576	5	5,652
BUENA VISTA	21,480	26,468	28,388	2	1,364	5	1,475	8	7,917	1	6,390	7	3,111	2	715	2	1,830	10	2,422	4	1,744
CHARLOTTESVIL	409,702	594,252	640,279	15	38,370	11	57,167	74	144,096	32	120,179	36	31,317	42	29,618	49	46,313	101	55,756	13	23,826
CHESAPEAKE	424,507	641,901	701,957	24	66,868	9	80,354	79	159,305	40	189,652	38	69,021	47	18,228	28	19,515	91	48,002	14	18,695
CLIFTON FORGE	22,124	29,222	30,279	4	890	4	2,195	3	5,833	3	7,195	4	2,068	3	292	4	562	9	1,242	3	2,624
COLONIAL HEIGH	70,372	107,925	117,977	2	5,986	3	7,010	10	20,213	9	28,035	14	12,461	7	3,139	6	8,029	25	12,082	3	4,135
COVINGTON	85,084	110,300	113,994	10	10,517	8	11,261	13	23,634	9	31,099	9	6,838	14	7,800	9	5,007	22	8,035	5	4,455
DANVILLE	304,608	403,863	430,232	15	18,220	13	43,566	60	101,829	45	113,630	38	20,169	38	39,641	30	19,895	79	36,781	18	19,874
EMPORIA	62,594	83,572	89,369	6	2,299	3	4,209	14	20,300	11	16,319	14	13,214	11	4,475	10	5,500	20	7,903	6	2,968
FAIRFAX CITY	467,619	670,621	723,134	17	39,049	7	131,588	29	92,350	23	251,777	30	34,894	40	26,642	41	59,455	69	60,109	11	25,420
FALLS CHURCH	190,410	318,842	338,818	6	5,069	3	60,851	13	33,863	6	135,400	14	11,488	13	29,230	21	15,655	23	20,287	6	10,034
FRANKLIN	44,567	62,582	67,024	6	3,476	7	8,044	12	14,708	7	9,535	4	2,107	13	5,767	10	5,066	9	5,374	6	6,159
FREDERICKSBUR	227,952	400,120	427,980	13	27,282	7	43,044	30	68,831	17	72,741	24	36,523	39	18,465	24	29,103	64	45,843	10	22,909
GALAX	66,161	91,808	98,335	6	5,000	5	11,352	10	24,720	17	18,525	6	6,130	12	4,506	9	6,724	20	8,773	4	3,631
HAMPTON	723,726	1,117,120	1,203,974	15	20,617	18	172,777	99	204,381	49	235,241	47	46,221	96	70,841	57	63,721	144	91,655	18	20,773
HARRISONBURG	210,220	317,688	345,208	14	12,286	10	63,861	28	75,497	25	60,093	17	18,378	27	13,891	32	25,211	57	33,548	7	11,764
HOPEWELL	100,120	120,107	126,012	5	11,358	5	15,463	20	32,474	7	14,284	9	8,065	15	8,596	13	6,352	25	10,688	7	8,436
LEXINGTON	56,342	85,828	91,903	6	5,103	6	6,835	11	24,357	6	14,109	9	8,077	8	2,187	9	4,138	27	12,859	4	3,769
LYNCHBURG	481,183	636,661	678,260	25	35,940	14	131,790	86	118,323	37	127,839	37	38,630	75	35,039	46	37,051	106	58,803	23	20,381
MARTINSVILLE	146,273	203,602	221,085	7	4,355	10	36,308	21	47,393	20	44,440	12	8,016	28	10,317	21	12,645	27	15,654	7	9,114
NEWPORT NEWS	692,040	985,309	1,067,857	32	87,419	17	139,678	122	187,143	65	345,983	54	64,871	86	54,536	63	34,576	199	91,889	23	24,847
NORFOLK	1,210,315	1,631,195	1,705,841	38	64,785	35	223,688	187	280,996	101	432,190	90	88,129	156	120,035	121	117,990	412	197,465	42	43,201
NORTON	72,796	97,900	102,281	9	12,452	4	11,000	9	17,704	5	31,681	4	3,266	11	4,830	2	6,255	11	5,393	5	4,587
PETERSBURG	265,741	366,500	387,903	14	18,264	10	80,585	39	51,329	35	111,011	31	27,062	41	20,066	24	22,062	72	26,916	17	15,235
PORTSMOUTH	416,078	612,830	650,800	14	34,451	17	75,108	75	142,755	49	185,249	35	33,128	67	46,736	32	29,295	112	49,585	18	22,659
RADFORD	63,163	84,074	90,392	6	4,588	2	5,371	17	18,469	7	29,080	4	6,175	14	5,355	11	6,391	17	5,466	5	4,519
RICHMOND	1,305,566	1,746,252	1,799,252	39	63,354	19	136,455	222	369,172	102	462,074	116	95,124	159	76,231	117	90,717	423	182,829	54	61,115
ROANOKE	641,354	912,972	970,010	33	44,933	25	157,994	131	182,549	59	208,934	62	50,103	83	50,098	59	58,805	159	101,784	35	34,397
SALEM	174,603	242,964	259,691	11	14,743	5	18,829	25	64,334	22	82,715	15	11,269	16	5,567	15	11,248	46	16,847	12	13,208
SOUTH BOSTON	85,925	121,322	130,487	8	10,933	10	19,766	18	32,695	13	21,383	12	6,948	12	4,045	15	9,515	21	8,362	11	6,038
STAUNTON	137,831	178,262	188,854	15	10,660	12	33,397	18	50,397	13	24,901	14	10,120	20	6,962	17	10,989	38	15,071	9	9,645
SUFFOLK	202,959	254,015	269,355	16	13,668	8	16,006	39	61,936	21	64,004	20	14,890	20	7,169	16	10,925	35	12,300	12	9,438
VIRGINIA BEACH	1,263,086	2,060,775	2,216,041	51	132,178	30	297,921	191	415,731	93	564,847	110	137,433	193	112,850	121	179,433	390	258,721	43	62,096
WAYNESBORO	106,843	134,854	141,153	8	8,236	6	15,523	15	31,800	19	34,814	12	10,117	14	5,403	14	8,146	27	11,905	7	6,626
WILLIAMSBURG	172,730	226,347	234,552	5	5,048	3	13,939	35	56,694	10	40,929	13	13,601	21	17,225	18	15,960	53	47,977	8	7,216
WINCHESTER	211,040	304,422	319,222	10	14,256	11	45,531	39	65,650	23	77,381	19	11,239	40	16,978	26	19,259	74	31,632	13	20,162

WASHINGTON RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS............	20,007,660	27,793,387	29,673,886	1,335	2,037,892	480	3,269,261	3,299	6,416,808	1,880	6,197,042	2,144	1,683,961	1,909	1,404,853	1,958	1,503,736	6,543	3,393,655	842	1,179,281
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Bellingham,WA	539,403	743,050	796,589	50	77,638	19	92,594	97	172,432	62	154,184	62	42,632	55	30,548	67	44,418	207	96,483	20	28,366
Bremerton, Wa	566,598	812,597	877,791	45	81,071	12	79,305	105	205,076	63	179,713	64	47,258	65	25,645	72	47,229	181	95,670	36	58,262
Olympia, WA	588,942	836,827	904,133	43	67,769	16	118,864	110	216,425	60	164,881	54	51,442	67	32,431	55	48,798	193	96,684	19	34,204

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Richland-Kennewick-Pasco, WA	718,353	866,341	926,877	37	57,997	21	118,572	109	215,693	76	174,887	71	55,278	76	35,796	70	32,397	219	85,052	36	52,938
Seattle, WA	9,140,333	13,156,633	14,035,487	432	838,618	155	1,545,779	1,246	2,785,492	665	2,896,737	813	761,372	794	803,214	879	791,998	2,617	1,718,157	324	532,574
Spokane, WA	1,653,724	2,293,744	2,436,624	93	140,821	36	312,450	251	517,621	167	566,976	172	127,183	147	110,436	169	133,302	516	258,997	65	88,615
Tacoma, WA	2,121,085	2,889,591	3,083,135	126	252,660	34	384,502	326	602,579	206	732,080	242	199,089	158	118,213	200	153,050	616	325,101	78	103,135
Vancouver, WA	685,927	969,696	1,044,456	46	59,468	13	171,911	163	246,808	63	190,199	74	54,614	66	40,122	53	43,712	252	126,174	23	43,018
Yakima, WA	758,566	985,312	1,045,762	58	68,657	25	123,135	126	244,259	86	240,862	89	61,666	88	53,331	68	37,620	259	101,563	38	37,332
COUNTIES																					
ADAMS	46,489	61,086	65,092	8	5,351	1	3,358	13	17,102	10	8,992	12	5,444	4	1,720	6	1,838	29	7,652	6	3,441
ASOTIN	47,610	59,492	63,462	4	7,752	0	3,274	15	22,327	9	4,131	6	4,223	2	548	6	4,371	23	8,651	4	4,577
Clarkston	36,184	45,214	48,231	3	5,892	0	2,488	11	16,969	7	3,140	5	3,209	2	416	5	3,322	17	6,575	3	3,479
BENTON	514,913	640,996	686,838	28	45,581	15	91,628	88	171,142	51	129,596	51	39,602	67	31,384	58	24,007	152	63,357	26	41,231
Kennewick	314,097	391,008	418,971	17	27,804	9	55,893	54	104,397	31	79,054	31	24,157	41	19,144	35	14,644	93	38,648	16	25,151
Richland	149,325	185,889	199,183	8	13,218	4	26,572	26	49,631	15	37,583	15	11,485	19	9,101	17	6,962	44	18,374	8	11,957
CHELAN	257,776	359,091	382,676	25	36,775	12	36,345	48	78,137	39	91,631	41	20,722	40	14,157	29	17,087	105	37,971	15	18,701
Wenatchee	175,288	244,182	260,220	17	25,007	8	24,715	33	53,133	27	62,309	28	14,091	27	9,627	20	11,619	71	25,820	10	12,717
CLALLAM	228,661	294,126	314,197	31	23,337	16	28,400	49	75,014	36	69,019	26	17,165	23	9,570	18	10,590	78	33,409	12	17,890
Port Angelos	136,053	175,005	186,947	18	13,886	10	16,898	29	44,633	21	41,066	15	10,213	14	5,694	11	6,301	46	19,878	7	10,645
CLARK	685,927	969,696	1,044,456	46	59,468	13	171,911	163	246,808	63	190,199	74	54,614	66	40,122	53	43,712	252	126,174	23	43,018
Vancouver	212,637	300,606	323,781	14	18,435	4	53,292	51	76,510	20	58,962	23	16,930	20	12,438	16	13,551	78	39,114	7	13,336
COLUMBIA	11,755	14,823	15,831	4	1,236	2	816	6	4,800	2	2,988	3	2,599	0	137	2	553	9	1,977	2	487
COWLITZ	382,755	503,976	532,401	27	30,494	15	75,102	81	136,223	44	122,383	40	32,862	22	10,274	32	17,133	137	58,604	13	19,471
Kelso	49,758	65,517	69,212	4	3,964	2	9,763	11	17,709	6	15,910	5	4,272	3	1,336	4	2,227	18	7,619	2	2,531
Longview	267,929	352,783	372,681	19	21,346	11	52,571	57	95,356	31	85,668	28	23,003	15	7,192	22	11,993	96	41,023	9	13,630
DOUGLAS	76,796	102,118	109,672	8	8,560	1	5,659	16	38,777	5	10,544	7	2,453	9	6,860	10	2,497	37	11,971	5	6,204
FERRY	9,073	10,277	10,942	1	534	0	532	8	4,952	3	1,944	2	498	3	308	1	360	9	951	1	317
FRANKLIN	203,440	225,345	240,039	9	12,416	6	26,944	21	44,551	25	45,291	20	15,676	9	4,412	12	8,390	67	21,695	10	11,707
Pasco	174,958	193,797	206,434	8	10,678	5	23,172	18	38,314	22	38,950	17	13,481	8	3,794	10	7,215	58	18,658	9	10,068
GARFIELD	3,107	3,829	4,057	3	587	0	184	2	1,716	1	673	2	173	0	31	2	125	3	256	1	109
GRANT	192,561	247,396	262,801	34	35,099	8	6,496	42	71,032	33	52,836	26	14,958	31	11,900	15	7,261	88	28,656	11	14,747
Moses Lake	107,834	138,542	147,169	19	19,655	4	3,638	24	39,778	18	29,588	15	8,376	17	6,664	8	4,066	49	16,047	6	8,258
GRAYS HARBOR	289,227	339,816	357,045	31	31,416	8	18,113	65	110,621	25	56,343	48	19,269	45	12,317	30	18,681	140	40,225	18	17,421
Aberdeen	161,967	190,297	199,945	17	17,593	4	10,143	36	61,948	14	31,552	27	10,791	25	6,898	17	10,461	78	22,526	10	9,756
ISLAND	122,705	171,977	185,725	18	19,710	5	9,584	30	51,233	21	39,658	17	9,705	14	3,851	20	12,180	59	23,118	7	6,780
JEFFERSON	61,855	85,192	91,896	14	10,672	4	4,741	16	25,014	7	5,736	12	7,954	9	2,533	8	2,201	44	10,902	2	2,823
KING	7,553,166	10,997,463	11,706,296	315	682,756	121	1,261,299	993	2,280,790	519	2,390,804	641	616,195	628	700,634	718	659,680	2,164	1,476,996	269	455,947
Auburn	241,701	351,919	374,601	10	21,848	4	40,362	32	72,985	17	76,506	21	19,718	20	22,420	23	21,110	69	47,264	9	14,590
Bellevue	830,848	1,209,721	1,287,693	35	75,103	13	138,743	109	250,887	57	262,988	71	67,781	69	77,070	79	72,565	238	162,470	30	50,154
Kent	256,808	373,914	398,014	11	23,214	4	42,884	34	77,547	18	81,287	22	20,951	21	23,822	24	22,429	74	50,218	9	15,502
Renton	453,190	659,848	702,378	19	40,965	7	75,678	60	136,847	31	143,448	38	36,972	38	42,038	43	39,581	130	88,620	16	27,357
Seattle	2,945,735	4,289,011	4,565,455	123	266,275	47	491,907	387	889,508	202	932,414	250	240,316	245	273,247	280	257,275	844	576,028	105	177,819
KITSAP	566,598	812,597	877,791	45	81,071	12	79,305	105	205,076	63	179,713	64	47,258	65	25,645	72	47,229	181	95,670	36	58,262
Bremerton	305,963	438,802	474,007	24	43,778	6	42,825	57	110,741	34	97,045	35	25,519	35	13,848	39	25,504	98	51,662	19	31,461
KITTITAS	118,754	153,800	163,946	11	8,258	9	11,793	22	37,542	13	25,633	29	25,085	16	6,068	8	3,529	65	23,718	5	1,882
Ellensburg	97,378	126,116	134,436	9	6,772	7	9,670	18	30,784	11	21,019	24	20,570	13	4,976	7	2,894	53	19,449	4	1,543
KLICKITAT	36,871	50,705	54,256	8	5,624	3	585	15	13,985	9	12,032	12	5,808	5	1,071	1	1,897	24	5,111	5	2,277
LEWIS	259,079	325,261	348,461	26	27,538	10	40,050	62	86,572	30	59,491	40	29,193	26	9,521	24	11,846	104	34,622	14	14,621
Centralia	93,268	117,094	125,446	9	9,914	4	14,418	22	31,166	11	21,417	14	10,509	9	3,428	9	4,265	37	12,464	5	5,336
Chehalis	103,632	130,104	139,384	10	11,015	4	16,020	25	34,629	12	23,796	16	11,677	10	3,808	10	4,738	42	13,849	6	5,928
LINCOLN	23,448	31,949	33,960	4	4,260	2	1,752	15	11,873	7	6,456	9	1,925	4	293	1	1,187	18	2,975	5	1,877
MASON	102,054	135,269	145,241	14	13,681	6	6,487	23	51,066	10	17,868	22	12,605	8	2,728	13	5,348	51	14,680	5	3,321
OKANOGAN	117,811	146,938	155,891	20	12,016	6	8,045	29	41,682	18	19,132	22	9,854	19	6,105	8	4,636	68	15,720	12	6,405
PACIFIC	54,997	67,063	70,903	10	9,509	4	5,189	23	20,574	6	4,189	15	4,637	5	1,954	5	996	46	10,989	7	3,047
PEND OREILLE	23,426	39,583	45,167	2	2,341	2	2,330	8	22,502	2	8,522	8	3,001	1	390	0	1,578	14	2,830	2	1,387
PIERCE	2,121,085	2,889,591	3,083,135	126	252,660	34	384,502	326	602,579	206	732,080	242	199,089	158	118,213	200	153,050	616	325,101	78	103,135
Tacoma	1,039,332	1,415,900	1,510,736	62	123,803	17	188,406	160	295,264	101	358,719	119	97,554	77	57,924	98	74,995	302	159,299	38	50,536
SAN JUAN	31,193	47,234	52,270	8	10,522	2	2,399	13	15,634	1	8,771	4	2,324	5	1,216	1	1,626	26	5,737	2	1,428
SKAGIT	357,017	472,627	505,460	41	42,862	8	15,438	76	128,892	51	138,445	45	26,162	54	27,945	35	18,640	132	55,075	17	24,804
Mount Vernon	185,649	245,766	262,839	21	22,288	4	8,028	40	67,024	27	71,991	23	13,604	28	14,531	18	9,693	69	28,639	9	12,898
SKAMANIA	8,334	11,580	12,213	3	633	2	630	8	5,138	1	2,305	3	590	0	105	0	426	8	1,399	1	375
SNOHOMISH	1,587,167	2,159,170	2,329,191	117	155,862	34	284,480	253	504,702	146	505,933	172	145,177	166	102,580	161	132,318	453	241,161	55	76,627
Everett	472,976	643,433	694,099	35	46,447	10	84,775	75	150,401	44	150,768	51	43,263	49	30,569	48	39,431	135	71,866	16	22,835
SPOKANE	1,653,724	2,293,744	2,436,624	93	140,821	36	312,450	251	517,621	167	566,976	172	127,183	147	110,436	169	133,302	516	258,997	65	88,615
Spokane	1,041,846	1,445,059	1,535,073	59	88,717	23	196,844	158	326,101	105	357,195	108	80,125	93	69,575	106	83,980	325	163,168	41	55,827
STEVENS	84,921	115,599	124,503	20	17,707	9	3,735	23	35,591	12	24,063	17	9,564	14	5,604	11	4,862	49	12,798	5	3,590
THURSTON	588,942	836,827	904,133	43	67,769	16	118,864	110	216,425	60	164,881	54	51,442	67	32,431	55	48,798	193	96,684	19	34,204
Olympia	323,918	460,255	497,273	24	37,273	9	65,375	61	119,034	33	90,685	30	28,293	37	17,837	30	26,839	106	53,176	10	18,812
WAHKIAKUM	5,347	6,256	6,469	1	336	3	212	4	3,110	0	1,221	1	313	0	56	0	227	5	753	0	199
WALLA WALLA	191,487	265,549	284,063	17	18,359	7	29,542	25	59,799	23	71,176	19	10,111	24	15,221	23	14,671	68	27,623	12	17,679
Walla Walla	178,083	246,961	264,179	16	17,074	7	27,474	23	55,613	21	66,194	18	9,403	22	14,156	21	13,644	63	25,689	11	16,441
WHATCOM	539,403	743,050	796,589	50	77,638	19	92,594	97	172,432	62	154,184	62	42,632	55	30,548	67	44,418	207	96,483	20	28,366
Bellingham	375,964	517,906	555,223	35	54,114	13	64,538	68	120,185	43	107,466	43	29,715	38	21,292	47	30,959	144	67,249	14	19,771
WHITMAN	89,620	116,984	124,432	12	8,024	4	1,358	29	39,515	14	30,341	15	4,230	10	2,634	16	4,866	44	11,401	14	4,777
Pullman	58,253	76,040	80,881	8	5,216	3	883	19	25,685	9	19,722	10	2,750	7	1,712	10	3,163	29	7,411	9	3,105
YAKIMA	758,566	985,312	1,045,762	58	68,657	25	123,135	126	244,259	86	240,862	89	61,666	88	53,331	68	37,620	259	101,563	38	37,332
Sunnyside	75,857	98,531	104,576	6	6,866	3	12,314	13	24,426	9	24,086	9	6,167	9	5,333	7	3,762	26	10,156	4	3,733
Yakima	432,383	561,628	596,084	33	39,134	14	70,187	72	139,228	49	137,291	51	35,150	50	30,399	39	21,443	148	57,891	22	21,279

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

WEST VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	7,521,088	9,793,766	10,387,516	543	763,813	500	1,410,435	1,553	2,440,089	783	2,374,487	1,062	656,529	903	441,733	661	469,102	1,955	738,572	433	371,487
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Charleston, WV	1,326,599	1,708,122	1,805,043	71	126,118	43	248,721	196	393,907	92	502,325	146	121,162	125	84,156	91	74,966	307	137,596	54	62,731
Huntington-Ashland, WV-KY-OH	1,354,068	1,706,890	1,804,962	88	110,700	62	221,895	222	386,446	142	338,841	175	122,602	176	95,407	117	84,682	329	148,074	78	62,209
Parkersburg-Marietta,WV-OH	749,921	986,570	1,048,683	44	63,600	29	138,256	119	219,053	81	213,514	88	75,846	74	33,459	61	49,014	210	90,150	28	40,882
Wheeling,WV-OH	800,346	1,025,378	1,087,231	47	51,627	38	179,237	145	246,309	70	201,815	104	80,305	109	46,640	74	59,399	246	93,823	42	33,953
COUNTIES, Cities																					
BARBOUR	35,555	43,931	46,503	6	7,039	5	1,648	12	13,051	5	10,833	9	2,435	4	1,120	3	635	14	3,238	3	1,660
BERKELEY	181,272	237,434	252,280	16	14,189	7	22,544	40	70,035	21	45,368	25	23,391	26	16,949	14	4,449	58	15,693	8	9,692
Martinsburg	106,950	140,086	148,845	9	8,372	4	13,301	24	41,321	12	26,767	15	13,801	15	10,000	8	2,625	34	9,259	5	5,718
BOONE	99,133	113,083	119,028	9	14,191	14	14,750	23	35,852	9	18,035	22	7,687	7	2,795	9	4,798	15	6,244	7	5,952
BRAXTON	57,276	68,700	72,441	6	11,463	10	7,245	14	17,673	11	15,224	11	7,688	4	590	2	989	19	3,286	4	2,518
BROOKE	75,491	88,512	93,053	3	5,444	5	13,018	22	24,184	10	12,433	19	10,720	10	2,648	7	4,985	37	10,625	6	4,345
CABELL	646,738	828,836	875,403	31	57,055	25	130,702	89	160,261	45	175,076	65	48,493	95	55,589	53	44,656	168	79,281	35	26,062
Huntington	426,847	547,032	577,766	20	37,656	17	86,263	59	105,772	30	115,550	43	32,005	63	36,689	35	29,473	111	52,325	23	17,201
CALHOUN	16,638	22,035	23,735	3	2,232	5	1,835	7	4,798	5	3,885	5	539	1	794	1	323	1	140	3	1,642
CLAY	19,061	23,323	24,572	2	1,535	4	1,755	8	8,745	1	5,085	5	1,940	1	823	2	335	3	147	2	854
DODDRIDGE	7,860	8,754	9,270	2	579	2	1,384	2	1,874	1	1,919	3	1,161	2	310	1	126	3	321	1	323
FAYETTE	189,828	245,584	259,534	19	17,881	15	25,348	46	55,627	17	82,627	31	15,471	31	8,797	23	16,253	48	14,165	15	14,156
GILMER	15,515	18,714	20,289	3	1,251	3	925	7	6,749	4	5,078	2	610	1	679	1	277	9	1,418	2	705
GRANT	26,628	36,709	39,319	5	5,852	4	1,532	11	13,132	5	11,475	7	1,980	0	1,316	4	537	7	1,730	1	1,367
GREENBRIER	160,044	214,464	227,816	15	10,768	14	22,263	39	71,320	23	58,027	26	15,242	23	7,008	9	2,323	40	12,692	14	10,035
Lewisburg	25,607	34,314	36,451	2	1,723	2	3,562	6	11,411	4	9,284	4	2,439	4	1,121	1	372	6	2,031	2	1,606
Ronceverte	24,007	32,170	34,172	2	1,615	2	3,339	6	10,698	3	8,704	4	2,286	3	1,051	1	348	6	1,904	2	1,505
White Sulpher Springs	19,205	25,736	27,338	2	1,292	2	2,672	5	8,558	3	6,963	3	1,829	3	841	1	279	5	1,523	2	1,204
HAMPSHIRE	36,163	54,341	58,637	4	7,305	4	1,851	13	15,896	8	12,151	7	4,602	3	2,041	2	799	10	2,260	3	2,037
HANCOCK	135,245	149,368	154,470	11	9,646	4	23,064	35	50,693	15	23,010	22	10,765	12	5,176	9	4,442	62	15,776	12	7,108
Weirton	102,786	113,520	117,397	8	7,331	3	17,529	27	38,527	11	17,488	17	8,181	9	3,934	7	3,376	47	11,990	9	5,402
HARDY	29,913	41,780	45,292	5	2,828	4	6,763	11	14,268	2	9,371	10	4,214	2	1,515	2	618	11	2,359	3	1,942
HARRISON	310,493	396,095	420,083	19	32,844	13	61,277	63	100,798	38	98,215	36	25,238	29	12,824	25	14,370	84	32,529	20	17,941
Clarksburg	127,302	162,399	172,234	8	13,466	5	25,124	26	41,327	16	40,268	15	10,348	12	5,258	10	5,892	34	13,337	8	7,356
JACKSON	78,772	94,105	99,442	10	6,628	7	7,228	23	34,219	8	6,921	19	11,977	11	2,961	10	2,612	22	7,809	6	3,456
JEFFERSON	73,570	115,054	123,674	10	9,429	3	18,465	24	36,558	6	11,723	15	7,032	7	3,719	8	5,190	39	21,833	4	3,882
KANAWHA	1,198,033	1,522,587	1,600,775	57	107,980	38	239,005	174	346,874	78	437,288	123	93,762	118	81,976	84	71,756	278	124,227	47	55,632
Charleston	599,017	761,294	800,388	29	53,990	19	119,503	87	173,437	39	218,644	62	46,881	59	40,988	42	35,878	139	62,114	24	27,816
LEWIS	66,109	83,775	89,247	7	4,455	4	12,613	13	21,592	13	20,852	16	4,696	9	4,764	11	6,109	23	6,782	5	2,921
LINCOLN	31,436	37,402	39,861	5	2,350	9	3,078	14	11,822	6	5,301	13	4,038	1	1,333	5	1,522	12	1,726	3	1,385
LOGAN	199,461	277,085	293,677	12	19,588	24	43,467	37	67,442	24	65,859	33	18,851	26	12,793	13	14,580	51	16,362	14	14,149
Logan	97,736	135,772	143,902	6	9,598	12	21,299	18	33,047	12	32,271	16	9,237	13	6,269	6	7,144	25	8,017	7	6,933
MCDOWELL	115,635	175,058	184,059	7	7,875	17	12,752	37	59,939	10	39,694	19	10,841	17	7,479	19	10,771	27	8,293	9	6,814
Welch	62,443	94,531	99,392	4	4,253	9	6,886	20	32,367	5	21,435	10	5,854	9	4,039	10	5,816	15	4,478	5	3,680
MARION	310,234	382,460	402,677	17	27,348	19	84,239	69	95,267	36	83,648	35	23,416	39	20,218	30	23,257	72	21,194	16	13,331
Fairmont	223,368	275,371	289,927	12	19,691	14	60,652	50	68,592	26	60,227	25	16,860	28	14,557	22	16,745	52	15,260	12	9,598
MARSHALL	134,102	166,798	175,809	12	10,403	8	29,618	28	54,620	17	31,589	13	7,154	15	6,755	11	6,621	40	11,189	9	6,616
Moundsville	77,779	96,743	101,969	7	6,034	5	17,178	16	31,680	10	18,322	8	4,149	9	3,918	6	3,840	23	6,490	5	3,837
MASON	66,900	83,218	89,655	10	10,044	2	13,386	24	27,908	3	18,550	13	3,538	8	1,261	6	1,400	21	5,123	5	5,463
Point Pleasant	36,126	44,938	48,414	5	5,424	1	7,228	13	15,070	2	10,017	7	1,911	4	681	3	756	11	2,766	3	2,950
MERCER	363,737	475,638	505,568	21	35,782	26	95,793	66	99,835	37	131,665	36	25,318	57	23,609	37	31,516	74	34,835	22	17,257
Bluefield	149,132	195,012	207,283	9	14,671	11	39,275	27	40,932	15	53,983	15	10,380	23	9,680	15	12,922	30	14,282	9	7,075
MINERAL	49,721	68,047	73,398	4	3,399	8	7,271	21	16,210	9	15,508	12	5,098	10	2,516	10	3,174	26	6,698	7	3,206
Keyser	33,313	45,591	49,177	3	2,277	5	4,872	14	10,861	6	10,390	8	3,416	7	1,686	7	2,127	17	4,488	5	2,148
MINGO	150,699	182,030	191,879	12	21,480	15	17,918	28	33,406	11	52,052	25	11,933	26	14,366	12	17,425	28	6,157	7	8,392
Williamson	73,843	89,195	94,021	6	10,525	7	8,780	14	16,369	5	25,505	12	5,847	13	7,039	6	8,538	14	3,017	3	4,112
MONONGALIA	299,723	399,543	423,463	18	37,244	10	59,240	51	96,599	26	75,195	42	28,183	45	21,246	35	28,588	68	30,614	15	15,273
Morgantown	230,787	307,648	326,067	14	28,678	8	45,615	39	74,381	20	57,900	32	21,701	35	16,359	27	22,013	52	23,573	12	11,760
MONROE	12,440	16,627	17,856	3	1,116	5	1,241	8	3,602	5	3,010	4	951	3	598	3	316	4	233	4	2,066
MORGAN	19,668	30,404	32,484	4	3,797	4	4,850	8	8,438	6	5,014	5	3,150	1	1,086	2	444	13	1,765	1	1,128
NICHOLAS	103,319	140,683	150,126	7	14,866	13	23,356	18	40,684	11	29,193	22	7,275	10	3,304	9	3,438	19	6,543	6	5,211
OHIO	290,628	376,271	399,473	10	23,280	11	30,305	54	70,894	21	98,042	32	35,574	24	13,527	35	37,995	92	43,089	13	12,408
Wheeling	252,846	327,356	347,542	9	20,254	10	26,365	47	61,678	18	85,297	28	30,949	21	11,768	30	33,056	80	37,487	11	10,795
PENDLETON	15,183	24,270	26,679	1	1,665	3	1,114	4	5,393	7	6,938	2	803	4	1,240	1	363	5	916	1	928
PLEASANTS	17,444	21,275	22,867	3	1,322	3	3,161	6	6,225	6	6,927	4	995	2	707	1	289	6	1,361	2	736
POCAHONTAS	31,691	45,326	49,547	4	2,592	7	2,189	13	11,401	6	15,884	10	3,540	1	1,658	2	675	18	6,729	2	1,721
PRESTON	78,290	102,395	109,282	11	7,406	8	15,125	19	26,511	18	40,818	15	4,675	6	1,922	5	1,564	19	3,763	3	2,034
PUTNAM	128,566	185,535	204,268	14	18,138	5	9,716	22	47,033	14	65,037	23	27,400	7	2,180	7	3,210	29	13,369	7	7,099
RALEIGH	418,734	558,547	590,658	25	48,416	22	109,372	77	128,814	28	133,807	49	31,034	47	30,169	40	32,809	68	39,379	19	19,109
Beckley	297,301	396,568	419,367	18	34,375	16	77,654	55	91,458	20	95,003	35	22,034	33	21,420	28	23,294	48	27,959	13	13,567
RANDOLPH	121,183	161,290	172,277	10	17,553	9	18,370	21	39,449	14	43,748	25	9,216	17	7,694	8	5,612	40	12,799	5	6,311
Elkins	87,252	116,129	124,039	7	12,638	6	13,226	15	28,403	10	31,499	18	6,636	12	5,540	6	4,041	29	9,215	4	4,544
RITCHIE	26,128	35,400	38,503	4	924	5	1,533	15	13,501	7	12,831	5	2,328	2	1,288	2	525	9	2,046	2	1,338
ROANE	54,052	63,993	67,789	4	9,057	5	5,747	14	19,500	12	19,730	7	2,998	8	1,896	2	873	10	1,970	4	2,628
SUMMERS	34,610	48,135	50,667	4	3,678	5	6,378	14	16,661	3	10,484	8	3,604	7	2,210	4	1,518	8	1,748	3	1,761
TAYLOR	37,256	49,046	52,207	6	5,714	3	7,795	13	13,087	8	10,039	8	3,832	4	643	6	2,023	14	4,135	3	1,814
TUCKER	27,496	38,038	41,167	4	1,937	5	2,214	5	10,460	2	8,517	8	3,070	1	1,378	1	561	10	3,491	2	1,431
TYLER	19,516	26,027	27,893	3	3,131	2	4,165	8	6,994	5	6,793	6	2,335	3	933	2	381	10	1,438	3	969
UPSHUR	88,492	106,572	115,537	9	13,036	4	16,343	19	27,557	13	28,954	14	5,316	13	4,025	4	1,494	22	9,108	4	3,927
WAYNE	107,190	141,765	154,803	7	9,365	8	23,112	23	37,343	19	25,382	18	12,523	19	6,156	6	3,231	24	9,375	4	2,001
WEBSTER	29,790	40,907	43,246	5	2,927	6	2,281	9	11,426	3	6,568	7	6,801	2	1,447	0	591	5	633	4	1,200
WETZEL	92,274	118,555	126,534	10	10,848	6	18,892	19	37,273	9	25,620	13	6,243	12	5,742	13	5,203	22	9,220	8	5,215
WIRT	5,306	6,610	7,259	1	453	1	1,084	2	1,467	1	1,502	5	1,098	1	243	0	99	5	564	0	252
WOOD	480,778	654,090	695,550	24	43,434	17	103,850	76	140,594	47	143,913	35	34,430	58	23,272	41	34,761	117	57,232	20	19,536
Purkersburg	317,313	431,699	459,063	16	28,666	11	68,541	50	92,792	31	94,983	23	22,724	38	15,360	27	22,942	77	37,773	13	12,894
WYOMING	100,069	147,542	155,935	9	13,051	15	16,265	35	48,535	14	42,079	18	9,325	11	2,445	9	5,691	16	2,920	5	4,548

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

WISCONSIN RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS............	20,553,996	28,367,729	30,315,581	1,805	1,912,585	739	3,607,615	3,107	5,941,902	1,844	6,595,816	2,701	2,089,824	2,413	1,196,653	1,879	1,538,894	9,493	3,272,093	961	802,951
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Appleton-Oshkosh-Neenah, WI	1,287,214	1,868,357	2,004,402	99	123,736	43	276,727	168	364,067	126	442,833	149	130,650	155	83,029	132	110,455	553	207,531	52	41,947
Eau Claire, WI	646,064	877,612	937,503	47	79,568	21	118,344	92	151,052	64	249,475	82	62,324	66	37,651	65	43,838	264	93,813	25	19,938
Green Bay, WI	875,583	1,286,424	1,389,159	60	81,854	31	274,191	104	200,621	62	321,845	85	87,598	131	67,728	93	86,022	360	154,104	28	23,499
Janesville-Beloit, WI	623,390	879,130	936,856	39	47,840	22	93,257	85	189,303	46	167,677	82	80,562	93	37,660	53	36,420	257	94,828	32	27,341
Kenosha, WI	454,807	586,958	617,988	34	24,405	13	70,832	75	152,518	33	91,631	75	56,023	41	18,754	46	25,205	250	75,664	22	17,508
La Crosse, WI	511,606	738,497	795,016	31	52,239	17	124,140	66	139,905	47	176,930	55	45,943	86	39,834	59	52,464	226	91,254	18	21,511
Madison, WI	1,783,865	2,590,994	2,778,906	101	127,718	44	329,050	241	446,805	102	629,004	180	178,245	221	128,817	133	302,311	628	330,117	74	66,989
Milwaukee, WI	6,483,257	8,822,907	9,368,299	351	411,187	127	1,241,383	735	1,885,340	360	2,077,126	664	602,247	631	393,037	567	494,860	2,394	1,007,016	289	284,887
Racine, WI	736,356	977,692	1,038,576	44	60,845	23	130,870	121	224,224	74	227,927	83	70,274	90	43,630	77	52,204	309	104,392	32	31,039
Sheboygan, WI	385,038	539,489	577,308	33	46,565	14	93,324	58	124,690	37	122,701	49	35,606	38	15,416	34	21,539	185	57,469	16	17,896
Wausau, WI	453,278	597,959	636,325	45	57,664	15	92,475	59	122,736	50	146,838	60	43,918	57	28,691	39	30,803	181	50,864	17	9,382
COUNTIES, Cities																					
ADAMS	23,618	34,611	37,610	3	1,856	3	2,565	8	10,898	4	8,226	6	3,291	3	311	2	616	16	3,956	2	950
ASHLAND	74,941	102,511	110,384	13	9,874	4	8,716	13	18,062	8	21,910	20	7,965	11	5,860	6	2,800	39	9,810	6	2,830
Ashland	61,452	84,059	90,515	11	8,097	3	7,147	11	14,811	7	17,966	16	6,531	9	4,805	5	2,296	32	8,044	5	2,321
BARRON	174,189	243,099	262,327	25	25,256	12	25,983	46	44,237	39	73,726	29	20,033	22	9,612	20	8,147	102	25,516	12	8,279
BAYFIELD	29,369	40,407	44,016	7	5,488	4	1,567	11	11,578	3	5,410	8	3,090	4	372	1	721	52	9,069	3	1,398
BROWN	875,583	1,286,424	1,389,159	60	81,854	31	274,191	104	200,621	62	321,845	85	87,598	131	67,728	93	86,022	360	154,104	28	23,499
Green Bay	523,599	769,282	830,717	36	48,949	19	163,966	62	119,971	37	192,463	51	52,384	78	40,501	56	51,441	215	92,154	17	14,052
BUFFALO	31,656	41,058	43,816	7	3,608	1	4,361	18	10,560	5	8,282	8	3,396	1	391	5	719	36	6,259	3	1,474
BURNETT	38,141	59,524	66,622	8	11,714	6	2,706	11	14,219	8	15,279	8	4,875	2	595	2	1,093	41	7,927	3	1,685
CALUMET	87,175	121,196	130,069	13	9,806	6	12,947	26	29,206	11	31,990	13	6,770	11	2,358	8	3,752	56	14,974	5	3,288
CHIPPEWA	202,325	292,687	316,824	29	29,349	8	14,674	34	49,046	32	109,593	27	20,589	16	6,827	13	7,441	108	25,152	9	6,848
Chippewa Falls	105,209	152,197	164,748	15	15,261	4	7,630	18	25,504	17	56,468	14	10,706	8	3,550	7	3,869	56	13,079	5	3,561
CLARK	74,721	92,860	99,235	20	12,713	11	4,744	23	25,991	15	26,326	16	4,620	8	778	10	3,057	62	9,007	7	3,466
COLUMBIA	187,806	255,444	273,924	25	27,924	10	7,410	40	51,849	21	60,051	46	28,901	30	9,963	17	6,927	147	35,842	13	7,491
Portage	78,879	107,286	115,048	11	11,728	4	3,112	17	21,777	9	25,221	19	12,138	13	4,184	7	2,909	62	15,054	5	3,146
CRAWFORD	58,127	78,465	84,285	8	6,953	6	6,302	17	20,027	8	27,279	8	3,736	7	3,634	5	2,787	45	9,068	3	1,839
DANE	1,783,865	2,590,994	2,778,906	101	127,718	44	329,050	241	446,805	102	629,004	180	178,245	221	128,817	133	302,311	628	330,117	74	66,989
Madison	1,052,480	1,528,686	1,639,555	60	75,354	26	194,140	142	263,615	60	371,112	106	105,165	130	76,002	78	178,363	371	194,769	44	39,524
DODGE	230,844	306,076	326,511	33	36,968	13	46,401	39	65,676	34	61,925	35	20,320	43	15,776	20	9,137	134	28,552	13	6,802
Beaver Dam	113,114	149,977	159,990	16	18,114	6	22,736	19	32,181	17	30,343	17	9,957	21	7,730	10	4,477	66	13,990	6	3,333
DOOR	119,594	164,879	177,897	18	19,302	6	12,621	32	39,654	12	29,604	19	13,273	22	4,786	11	5,232	79	29,706	5	2,948
DOUGLAS	187,905	236,142	247,535	22	27,555	7	20,375	37	43,614	16	40,877	27	17,804	27	10,203	12	5,644	134	38,533	9	6,645
Superior	161,598	203,082	212,880	19	23,697	5	17,523	32	37,508	14	35,154	23	15,311	23	8,775	10	4,854	115	33,138	8	5,715
DUNN	106,969	135,839	144,166	14	9,023	6	14,053	20	30,736	11	30,648	25	15,349	14	5,221	11	3,400	70	16,823	6	4,653
EAU CLAIRE	443,739	584,925	620,679	18	50,219	13	103,670	58	102,006	32	140,882	55	41,735	50	30,824	52	36,397	156	68,661	16	13,090
Eau Claire	417,115	549,830	583,438	17	47,206	12	97,450	55	95,886	30	132,429	52	39,231	47	28,975	49	34,213	147	64,541	15	12,305
FLORENCE	6,688	7,910	8,587	1	373	0	754	2	3,265	2	930	1	248	0	67	0	124	17	2,205	1	191
FOND DU LAC	379,939	526,742	562,793	27	27,031	14	75,071	63	125,234	46	129,345	45	29,605	50	23,152	44	28,787	161	56,752	16	18,775
Fond du Lac	258,359	358,185	382,699	18	18,381	10	51,048	43	85,159	31	87,955	31	20,131	34	15,743	30	19,575	109	38,591	11	12,767
FOREST	15,316	21,681	23,819	4	3,063	3	957	9	7,267	3	956	10	2,726	1	213	1	390	23	2,168	2	602
GRANT	176,843	248,255	269,222	38	30,104	11	14,230	33	60,962	28	68,371	44	21,795	24	7,800	22	10,330	111	27,174	15	6,422
GREEN	200,956	270,388	289,297	18	12,610	8	9,501	33	48,204	22	62,086	19	9,438	24	7,304	11	7,318	67	19,273	8	6,102
Monroe	162,774	219,014	234,331	15	10,214	6	7,696	27	39,045	18	50,290	15	7,645	19	5,916	9	5,928	54	15,611	6	4,943
GREEN LAKE	91,927	123,126	131,914	16	9,569	7	13,131	19	26,299	12	25,973	15	9,696	8	4,493	6	3,409	48	12,180	5	2,092
IOWA	137,098	176,199	187,141	12	9,135	3	18,628	16	18,280	11	25,051	13	3,305	13	1,939	5	3,702	33	8,353	5	4,732
IRON	31,304	39,006	42,263	8	6,192	2	4,207	5	10,871	4	5,194	12	5,822	0	377	1	693	22	4,236	2	1,069
Hurley	14,087	17,553	19,018	4	2,786	1	1,893	2	4,892	2	2,337	5	2,620	0	170	0	312	10	1,906	1	481
JACKSON	72,256	90,946	96,937	13	11,282	4	1,132	18	22,760	14	21,580	14	14,602	10	934	4	1,052	45	9,190	2	2,451
JEFFERSON	221,624	315,026	339,919	27	21,656	12	43,041	32	78,649	27	45,617	36	32,742	33	13,110	23	14,307	145	43,566	12	8,786
Fort Atkinson	57,622	81,907	88,379	7	5,631	3	11,191	8	20,449	7	11,860	9	8,513	9	3,409	6	3,720	38	11,327	3	2,284
Waterton	93,082	132,311	142,766	11	9,096	5	18,077	13	33,033	11	19,159	15	13,752	14	5,506	10	6,009	61	18,298	5	3,690
JUNEAU	82,872	111,517	121,241	18	14,164	9	4,091	22	19,082	8	26,307	25	22,898	6	1,343	5	2,036	57	13,109	6	2,965
KENOSHA	454,807	586,958	617,988	34	24,405	13	70,832	75	152,518	33	91,631	75	56,023	41	18,754	46	25,205	250	75,664	22	17,508
Kenosha	336,557	434,349	457,311	25	18,060	10	52,416	56	112,863	24	67,807	56	41,457	30	13,878	34	18,652	185	55,991	16	12,956
KEWAUNEE	53,085	68,582	73,650	7	7,161	4	1,217	16	17,965	9	18,186	8	5,640	6	1,173	12	4,767	36	7,804	4	1,355
LA CROSSE	511,606	738,497	795,016	31	52,239	17	124,140	66	139,905	47	176,930	55	45,943	86	39,834	59	52,464	226	91,254	18	21,511
La Crosse	414,401	598,183	643,963	25	42,314	14	100,553	53	113,323	38	143,313	45	37,214	70	32,266	48	42,496	183	73,916	15	17,424
LAFAYETTE	34,307	45,122	47,747	10	6,527	3	4,752	10	9,990	9	10,817	8	1,558	6	1,163	5	783	35	4,931	3	1,207
LANGLADE	105,989	145,116	155,445	9	11,322	4	10,601	16	32,574	11	38,528	19	22,266	12	5,419	5	1,502	46	11,815	4	3,488
Antigo	90,091	123,349	132,128	8	9,624	3	9,011	14	27,688	9	32,749	16	18,926	10	4,606	4	1,277	39	10,043	3	2,965
LINCOLN	87,341	118,986	127,283	12	8,391	8	5,988	17	39,919	10	11,304	19	11,923	14	3,429	11	3,690	62	14,161	8	4,487
Merrill	51,531	70,202	75,097	7	4,951	5	3,533	10	23,552	6	6,669	11	7,035	8	2,023	6	2,177	37	8,355	5	2,647
MANITOWOC	287,121	360,514	383,332	28	24,855	16	67,934	52	74,241	35	80,312	52	30,447	39	9,109	30	16,187	168	38,061	11	10,204
Manitowoc	192,371	241,544	256,832	19	16,653	11	45,516	35	49,741	23	53,809	35	20,399	26	6,103	20	10,845	113	25,501	7	6,837
Two Rivers	51,682	64,893	69,000	5	4,474	3	12,228	9	13,363	6	14,456	9	5,480	7	1,640	5	2,914	30	6,851	2	1,837
MARATHON	453,278	597,959	636,325	45	57,664	15	92,475	59	122,736	50	146,838	60	43,918	57	28,691	39	30,803	181	50,864	17	9,382
Wausau	262,901	346,816	369,069	26	33,445	9	53,636	34	71,187	29	85,166	35	25,472	33	16,641	23	17,866	105	29,501	10	5,442
MARINETTE	156,768	218,000	233,673	22	19,279	8	23,569	32	50,556	15	44,908	28	15,505	21	11,269	14	7,372	96	23,171	7	7,068
Marinette	86,222	119,900	128,520	12	10,603	4	12,963	18	27,806	8	24,699	15	8,528	12	6,198	8	4,055	53	12,744	4	3,887
MARQUETTE	22,732	32,425	35,447	7	3,727	3	540	11	9,372	4	6,474	5	3,054	2	317	2	581	44	7,502	3	896
MILWAUKEE	4,540,875	5,940,311	6,239,378	200	221,669	80	864,131	522	1,207,815	228	1,188,340	431	385,063	470	292,828	393	375,663	1,750	738,753	209	201,371
Milwaukee	2,406,664	3,148,365	3,306,870	106	117,485	42	457,989	277	640,142	121	629,820	228	204,083	249	155,199	208	199,101	928	391,539	111	106,727
MONROE	133,553	175,694	109,313	25	20,517	7	13,053	20	38,070	13	32,261	34	26,771	17	5,088	12	4,413	85	24,910	7	5,249
OCONTO	68,370	88,892	95,429	14	13,485	7	2,289	27	20,561	12	20,821	15	11,604	3	852	5	1,326	63	10,382	4	2,041
ONEIDA	180,038	243,893	260,758	22	26,474	11	22,907	24	55,514	27	61,160	28	14,996	24	12,421	19	8,083	99	29,299	10	4,829
Rhinelander	84,618	114,630	122,556	10	12,443	5	10,766	11	26,092	13	28,745	13	7,048	11	5,838	9	3,799	47	13,771	5	2,270
Stevens Point	201,793	302,411	326,080	23	23,570	7	31,715	24	56,991	16	58,287	22	14,213	24	17,537	18	13,884	91	38,721	7	7,070

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WISCONSIN RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
OUTAGAMIE	634,770	927,034	995,979	51	73,274	22	176,346	67	172,455	64	257,786	62	53,097	77	35,007	62	65,651	228	91,725	18	16,451
Appleton	291,994	426,436	458,150	23	33,706	10	81,119	31	79,329	29	118,582	29	24,425	35	16,103	29	30,199	105	42,194	8	7,567
OZAUKEE	269,938	343,789	369,068	20	24,725	5	33,960	38	74,936	28	126,473	41	26,340	22	7,458	29	12,702	109	32,277	14	11,743
PEPIN	23,186	30,144	31,939	6	5,513	1	3,180	5	5,477	4	8,360	3	884	3	857	6	1,433	18	4,561	4	807
PIERCE	93,158	123,699	133,592	21	10,191	2	13,298	30	27,390	17	30,018	24	14,122	7	2,289	12	5,411	83	20,919	10	6,430
POLK	111,928	154,622	168,133	24	17,414	6	3,842	27	36,618	19	32,199	28	14,633	13	3,478	10	4,853	83	20,919	9	6,303
PORTAGE	243,124	364,351	392,867	28	28,397	8	38,211	29	68,664	19	70,225	26	17,124	29	21,129	22	16,728	110	46,652	9	8,518
PRICE	52,952	81,686	89,312	15	9,002	4	2,578	15	25,657	10	16,791	13	6,877	12	2,379	5	2,384	31	6,753	4	2,819
RACINE	736,356	977,692	1,038,576	44	60,845	23	130,870	121	224,224	74	227,927	83	70,274	90	43,630	77	52,204	309	104,392	32	31,039
Racine	427,086	567,061	602,374	26	35,290	13	75,905	70	130,050	43	132,198	48	40,759	52	25,305	45	30,278	179	60,547	19	18,003
RICHLAND	61,965	74,926	79,474	12	7,887	3	3,186	17	18,601	11	22,499	9	4,454	9	4,306	7	2,349	29	5,542	4	2,302
ROCK	623,390	879,130	936,856	39	47,840	22	93,257	85	189,303	46	167,677	82	80,562	93	37,660	53	36,420	257	94,828	32	27,341
Beloit	211,953	298,904	318,531	13	16,266	7	31,707	29	64,363	16	57,010	28	27,391	32	12,804	18	12,383	87	32,242	11	9,296
Janesville	336,631	474,730	505,902	21	25,834	12	50,359	46	102,224	25	90,546	44	43,503	50	20,336	29	19,667	139	51,207	17	14,764
RUSK	44,247	59,169	63,552	11	13,769	3	2,984	8	13,504	4	7,812	14	6,370	8	2,319	6	1,093	22	3,196	2	1,606
ST. CROIX	150,143	223,506	242,632	18	16,957	11	17,879	22	42,485	18	69,046	33	29,725	15	4,528	16	4,669	82	25,425	8	7,905
SAUK	196,977	277,121	298,447	32	32,957	9	14,913	45	91,094	22	42,484	36	17,015	22	11,380	16	9,362	122	38,949	15	9,762
Baraboo	68,942	96,992	104,456	11	11,535	3	5,220	16	31,883	8	14,869	13	5,955	8	3,983	6	3,277	43	13,632	5	3,417
SAWYER	55,389	77,780	84,109	12	11,995	4	1,390	16	20,694	4	11,399	10	8,905	6	1,503	4	1,493	47	8,457	4	2,127
SHEBOYGAN	385,038	539,489	577,308	33	46,565	14	93,324	58	124,690	37	122,701	49	35,606	38	15,416	34	21,539	185	57,469	16	17,896
Sheboygan	261,826	366,853	392,569	22	31,664	10	63,460	39	84,789	25	83,437	33	24,212	26	10,483	23	14,647	126	39,079	11	12,169
TAYLOR	45,890	69,880	76,441	9	6,454	2	7,608	16	12,751	9	23,452	8	7,224	8	2,060	4	3,921	29	5,709	4	2,223
TREMPEALEAU	87,500	116,660	125,715	20	14,092	10	2,866	31	25,445	17	38,954	18	8,928	8	958	4	3,101	68	12,655	6	1,757
VERNON	63,337	77,608	83,193	15	7,002	4	1,100	26	24,166	10	10,621	16	7,683	15	5,086	12	4,557	40	8,460	4	2,939
VILAS	81,167	106,458	113,691	17	9,411	6	2,757	27	34,650	14	15,807	21	8,230	10	2,537	7	1,194	80	13,870	7	2,622
WALWORTH	313,589	440,265	474,687	30	33,561	15	18,182	46	104,043	34	108,731	58	34,708	32	15,108	23	8,998	193	77,017	14	12,047
WASHBURN	54,792	68,678	73,405	6	7,130	3	1,739	17	21,555	8	13,789	10	4,964	4	655	5	1,655	59	8,851	2	1,856
WASHINGTON	291,099	394,835	427,341	27	35,158	11	42,539	41	104,996	22	64,054	39	31,256	29	16,855	42	21,441	144	46,229	16	12,816
WAUKESHA	1,381,345	2,143,972	2,332,512	104	129,635	31	300,753	134	497,593	82	698,259	153	159,588	110	75,896	103	85,054	391	189,757	50	58,957
Waukesha	317,709	493,114	536,478	24	29,816	7	69,173	31	114,446	19	160,600	35	36,705	25	17,456	24	19,562	90	43,644	12	13,560
WAUPACA	166,229	225,566	242,626	25	14,225	14	23,246	37	52,018	35	63,504	26	15,883	23	6,961	17	9,252	105	27,461	8	5,591
WAUSHARA	58,949	83,443	89,132	13	8,290	7	3,909	14	16,097	13	22,285	17	8,924	4	896	1	1,461	35	5,535	2	2,253
WINNEBAGO	565,269	820,127	878,354	35	40,656	15	87,434	75	162,406	51	153,057	74	70,783	67	45,664	62	41,052	269	100,832	29	22,208
Menasha	56,527	82,013	87,835	4	4,066	2	8,743	8	16,241	5	15,306	7	7,078	7	4,566	6	4,105	27	10,083	3	2,221
Neenah	107,401	155,824	166,887	7	7,725	3	16,612	14	30,857	10	29,081	14	13,449	13	8,676	12	7,800	51	19,158	6	4,220
Oshkosh	322,203	467,472	500,662	20	23,174	9	49,837	43	92,571	29	87,242	42	40,346	38	26,028	35	23,400	153	57,474	17	12,659
WOOD	409,429	571,715	611,148	41	37,382	16	90,542	48	105,955	46	152,441	42	25,464	57	31,225	36	23,031	144	46,918	12	10,222
Marshfield	163,772	228,686	244,459	16	14,953	6	36,217	19	42,382	18	60,976	17	10,186	23	12,490	14	9,212	58	18,767	5	4,089
Wisconsin Rapids	188,337	262,989	281,128	19	17,196	7	41,649	22	48,733	21	70,123	19	11,713	26	14,364	17	10,594	66	21,582	6	4,702
SHAWANO (INCL. MENOMINEE)	115,580	155,493	167,610	25	22,184	8	14,215	35	37,041	23	35,688	20	10,523	12	4,278	9	4,696	86	16,882	8	5,454
Shawano	80,559	108,382	116,824	17	15,462	6	9,908	24	25,818	16	24,875	14	7,335	8	2,982	6	3,273	60	11,767	5	3,801

WYOMING RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS............	2,818,525	3,455,352	3,642,269	270	324,820	123	248,213	315	721,051	265	820,691	430	346,074	386	171,686	252	148,598	897	367,904	110	117,900
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Casper, WY	502,022	559,818	575,327	32	47,492	11	51,062	50	112,990	38	181,042	48	29,206	68	33,764	46	33,427	105	50,736	12	19,533
Cheyenne, WY	392,658	486,671	498,392	30	31,251	11	53,915	39	71,614	35	119,551	40	43,467	53	27,422	40	30,285	109	47,583	11	14,607
COUNTIES, Cities																					
ALBANY	153,847	201,344	207,259	17	12,721	4	5,879	16	39,584	17	43,073	31	24,818	21	9,987	19	10,566	54	28,096	6	8,419
Laramie	143,078	187,250	192,751	16	11,831	4	5,467	15	36,813	16	40,058	29	23,081	20	9,288	18	9,826	50	26,129	6	7,830
BIG HORN	29,753	38,895	41,585	9	2,448	6	1,584	7	10,048	5	5,991	11	3,431	6	1,212	5	2,208	23	4,729	5	1,254
CAMPBELL	187,943	189,053	197,567	17	28,002	3	11,738	14	44,208	15	41,736	13	11,797	23	9,032	17	9,802	41	18,918	4	9,008
Gillette	180,425	181,491	189,664	16	26,882	3	11,268	13	42,440	14	40,067	12	11,325	22	8,671	16	9,410	39	18,161	4	8,648
CARBON	120,705	153,590	161,836	13	9,738	6	7,221	16	33,238	12	25,620	34	31,958	14	6,249	6	2,693	41	12,017	6	6,909
Rawlins	80,872	102,905	108,430	9	6,524	4	4,838	11	22,269	8	17,165	23	21,412	9	4,187	4	1,804	27	8,051	4	4,629
CONVERSE	69,702	79,351	84,985	8	8,244	3	2,410	11	19,843	6	21,085	11	9,957	7	2,139	7	2,454	26	9,573	3	2,054
CROOK	14,571	19,414	20,444	4	1,708	3	580	7	3,759	1	3,307	7	4,502	2	496	0	209	13	3,147	2	426
FREMONT	196,973	264,595	282,325	24	30,369	10	19,343	24	57,918	25	70,226	28	21,117	26	14,076	21	10,212	69	24,838	7	11,111
Riverton	116,214	156,111	166,572	14	17,918	6	11,412	14	34,172	15	41,433	17	12,459	15	8,305	12	6,025	41	14,654	4	6,555
GOSHEN	47,049	63,518	67,312	9	8,375	2	1,909	7	16,432	6	8,871	11	7,706	11	3,440	3	523	22	6,014	3	2,826
HOT SPRINGS	33,091	41,186	43,475	6	5,198	3	909	5	14,647	3	6,774	6	3,458	5	1,929	1	447	13	3,961	2	904
JOHNSON	38,987	47,056	49,091	7	5,341	2	1,392	5	7,914	3	7,944	15	9,275	4	1,661	3	914	20	5,545	3	1,020
LARAMIE	392,658	486,671	498,392	30	31,251	11	53,915	39	71,614	35	119,551	40	43,467	53	27,422	40	30,285	109	47,583	11	14,607
Cheyenne	345,539	428,270	438,585	26	27,501	10	47,445	34	63,020	31	105,205	35	38,251	47	21,131	35	26,651	96	41,873	10	12,854
LINCOLN	66,496	92,586	101,784	7	5,390	4	1,497	7	20,683	9	29,626	15	14,188	13	3,372	2	1,046	39	12,556	5	3,135
NATRONA	502,022	559,818	575,327	32	47,492	11	51,062	50	112,990	38	181,042	48	29,206	68	33,764	46	33,427	105	50,736	12	19,533
Casper	466,880	520,631	535,054	30	44,168	10	47,488	47	105,081	35	168,369	45	27,162	63	31,401	43	31,087	98	47,184	11	18,166
NIOBRARA	17,228	23,880	25,629	1	1,509	3	728	2	6,193	1	4,146	8	5,509	3	622	1	263	8	3,084	1	533
PARK	136,292	184,694	198,196	13	16,275	18	24,974	13	43,519	13	46,539	24	14,119	25	10,781	16	5,986	48	16,179	6	4,778
PLATTE	40,453	47,498	49,851	6	3,914	4	2,855	9	13,203	8	10,997	12	5,812	8	1,537	2	511	19	4,422	2	1,037

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WYOMING RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1988 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1987 estimate	E&P 1988 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SHERIDAN	140,755	187,396	199,928	15	17,381	5	13,900	13	34,977	17	50,596	16	11,516	21	10,398	17	11,302	48	19,488	9	9,902
Sheridan	126,680	168,656	179,935	14	15,648	5	12,510	12	31,479	15	45,536	14	10,364	19	9,358	15	10,172	43	17,539	8	8,912
SUBLETTE	24,063	29,952	32,177	3	1,895	1	913	7	11,900	3	5,206	10	4,792	4	782	4	932	17	3,069	2	670
SWEETWATER	249,082	259,479	278,031	21	29,757	10	25,570	25	62,922	22	55,981	45	26,670	26	11,397	18	10,887	68	25,647	6	7,655
Rock Springs	184,321	192,014	205,743	16	22,020	7	18,922	19	46,562	16	41,426	33	19,736	19	8,434	13	8,056	50	18,979	4	5,665
TETON	114,374	177,828	196,455	6	18,436	5	6,695	12	31,012	6	14,867	18	16,242	20	10,843	11	7,861	55	30,275	5	6,232
UINTA	149,226	190,203	206,588	10	29,290	3	5,861	16	39,563	8	29,058	19	40,708	10	5,040	3	2,583	26	30,464	7	2,797
WASHAKIE	53,918	70,568	75,164	7	7,209	3	5,892	4	13,254	7	30,549	4	2,200	10	3,738	7	3,074	16	4,083	3	1,406
Worland	52,300	68,451	72,909	7	6,993	3	5,715	4	12,856	7	29,633	4	2,134	10	3,626	7	2,982	16	3,961	3	1,364
WESTON	39,337	46,777	48,868	5	2,871	3	1,386	6	11,630	5	7,906	4	3,026	6	1,769	3	413	17	3,480	4	1,584

CANADA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			1988 ESTIMATE OF SALES (THOUSANDS)								
METRO AREAS PROVINCES Cities	E&P 1971 estimate	E&P 1987 estimate	E&P 1988 estimate	Gen. Mdse.	Apparel	Furniture	Groceries	Bldg. Matls.	Restaurants	Autos	Gasoline Fuel Oil	Drugs
CANADA TOTALS	32,681,075	166,070,445	174,847,909	20,975,283	9,350,712	5,074,629	38,884,144	1,470,982	23,084,618	41,394,766	12,177,208	6,705,445
CANADIAN METRO AREAS												
Calgary	767,104	5,191,778	5,810,808	987,305	437,594	342,750	1,117,102	7,003	319,927	1,416,691	248,155	195,693
Chicoutimi Jonquiere	189,542	848,034	939,193	93,780	80,103	52,145	255,035	5,832	73,449	212,589	75,259	32,010
Edmonton	921,464	5,072,618	6,792,883	1,301,875	451,619	327,255	1,227,748	17,239	319,370	1,671,906	254,054	274,634
Halifax	400,042	1,952,698	2,168,199	252,127	136,134	47,539	451,496	12,264	284,528	507,205	128,016	124,564
Hamilton	797,791	3,290,881	3,635,115	482,885	161,196	79,449	818,141	23,862	469,984	918,647	232,446	142,188
Kitchener	408,284	828,534	884,550	236,863	55,879	19,950	54,589	3,702	118,006	276,393	55,056	2,262
London	499,891	2,301,057	2,550,622	326,004	123,226	49,649	516,321	11,996	413,648	622,500	162,822	98,724
Montreal	4,127,742	20,435,718	22,700,090	2,084,727	1,529,750	889,658	6,004,180	280,297	2,940,158	4,672,715	1,690,568	1,018,160
Oshawa	174,738	85,630	75,773	3,172	3,769	639	16,716	1,085	9,727	16,186	13,345	4,184
Ottawa-Hull	1,008,308	4,145,473	4,578,590	572,632	216,446	88,731	1,003,577	35,759	833,410	997,171	258,917	165,736
Quebec	822,551	5,177,835	5,786,211	521,706	438,751	235,792	1,409,619	63,466	688,063	1,354,680	394,055	199,731
Regina	311,601	1,254,440	1,384,516	183,886	50,787	285,407	256,169	10,015	135,080	233,438	37,434	49,823
St. Catherenes-Niagra	499,715	566,287	574,732	154,572	59,993	8,109	115,368	5,667	16,301	147,272	28,309	1,774
St. John	160,867	643,617	710,204	102,119	37,946	13,652	168,586	2,305	84,079	168,965	47,391	22,642
St. John's	226,104	1,133,737	1,259,807	134,652	93,385	38,802	310,528	12,982	56,600	356,948	87,816	67,272
Saskatoon	227,243	1,037,909	1,150,206	193,664	88,739	25,043	222,450	5,889	178,192	206,258	36,788	57,187
Sudbury	287,814	1,040,695	1,144,161	116,407	61,209	23,683	268,472	6,047	168,933	298,651	68,750	37,215
Thunder Bay	199,335	857,702	948,732	130,368	33,423	12,090	209,064	3,344	184,621	199,842	52,098	39,345
Toronto	4,557,563	24,147	27	2,729	1,373	527	5,358	154	5,135	6,667	1,538	1,117
Trois-Rivieres	141,796	485,663	532,820	46,239	48,775	17,094	139,681	17,663	54,727	138,650	6,991	25,396
Vancouver	1,937,706	623,304	493,278	165,908	8,932	2,973	27,018	374	17,817	165,972	69,809	18,975
Victoria	341,157	562,723	591,853	115,081	29,860	22,589	11,846	2,060	89,696	84,145	29,459	18,267
Windsor	425,065	1,814,462	2,006,520	251,234	106,352	52,480	404,758	10,482	320,278	508,379	118,152	80,780
Winnepeg	851,980	3,951,495	4,381,051	741,165	210,007	160,012	1,148,661	14,894	451,274	783,156	338,155	143,660
PROVINCES, Cities												
ALBERTA	2,675,088	16,980,641	17,924,433	2,989,359	1,230,872	807,236	3,298,129	71,777	1,139,592	4,674,204	802,068	750,691
Calgary	767,104	5,191,778	5,810,808	987,305	437,594	342,750	1,117,102	7,003	319,927	1,416,691	248,155	195,693
Edmonton	871,784	573,378	64,140	129,191	43,961	31,999	112,984	1,514	30,908	151,186	22,474	26,332
Fort McMurray	50,083	451,643	508,114	23,034	6,633	1,907	25,002	568	411,148	18,779	3,049	5,768
Grande Prairie	35,678	237,755	266,018	54,387	14,869	8,564	36,877	1,947	17,675	70,385	14,741	16,116
Lethbridge	106,513	503,479	550,525	79,043	54,607	38,184	104,653	2,135	28,692	144,929	16,445	22,689
Medicine Hat	53,519	285,364	317,621	38,315	30,720	21,882	63,380	2,008	11,719	84,702	12,866	15,033
Red Deer	79,426	469,529	523,943	72,111	30,482	20,309	60,956	2,512	22,138	209,745	10,214	18,633
BRITISH COLUMBIA	3,743,512	18,961,093	19,962,418	2,801,743	818,141	542,174	4,271,246	119,948	3,390,201	3,503,387	1,320,577	671,547
Cranbrook	32,703	278,824	313,405	25,129	19,701	10,115	65,796	3,119	34,128	61,036	25,715	22,232
Dawson Creek	29,265	238,344	267,698	28,947	9,715	2,924	57,609	6,214	41,287	81,419	17,803	10,011
Fort St. John	24,934	203,097	228,110	34,655	7,721	3,327	34,783	5,432	46,932	57,880	12,629	11,373
Kamloops	83,445	110,191	113,639	9,100	6,871	3,222	16,619	360	37,877	20,136	4,660	2,560
Kelowna	54,812	91,071	95,840	8,002	7,046	4,067	19,084	555	13,947	16,880	5,852	6,613
Kimberley	12,806	81,954	91,616	10,574	4,881	4,439	28,806	1,359	6,979	12,689	5,351	5,360
Nanaimo	53,930	45,689	44,682	6,855	2,517	1,663	8,866	286	7,399	8,384	2,022	955
Nelson	27,970	197,001	220,668	24,104	14,397	8,322	52,377	2,282	20,914	33,755	14,946	16,056
Penticton	44,801	34,669	33,447	2,252	2,004	918	6,345	375	3,396	6,277	2,537	2,089
Port Alberni	41,235	307,185	344,440	85,294	16,011	15,849	60,192	5,940	31,738	61,229	14,361	12,450
Prince George	108,877	721,738	807,443	138,476	29,048	30,140	124,172	2,460	107,436	211,761	38,701	13,249
Prince Rupert	30,273	32,306	32,562	3,410	2,454	935	7,293	74	6,654	3,775	1,091	2,232
Terrace	15,287	124,504	139,837	31,010	5,773	1,781	29,929	2,343	25,154	25,204	5,514	5,713
Trail	28,136	177,546	198,417	33,064	11,541	5,829	38,549	1,043	16,382	48,892	11,338	10,288
Vancouver	945,456	500,654	450,611	65,109	23,150	18,902	68,757	1,197	103,847	74,443	16,758	19,707
Vernon	45,192	62,949	65,250	8,708	2,980	2,033	11,212	462	8,122	16,746	3,181	3,822
Victoria	230,645	385,056	405,376	97,133	25,570	18,776	48,198	974	65,608	63,176	12,386	12,545
MANITOBA	1,346,444	6,244,362	6,566,263	1,066,506	315,801	230,806	1,634,207	44,182	668,773	1,320,360	556,682	219,397
Brandon	62,765	256,434	283,167	49,701	20,802	13,910	50,620	1,373	22,611	77,739	15,312	8,271
Dauphin	20,607	92,070	101,963	17,766	7,712	2,915	17,810	277	9,908	25,883	9,586	2,717
Flin Flon	11,883	46,653	51,445	18,046	5,704	0	12,294	0	6,641	0	0	0
Portage La Prairie	25,116	106,308	117,528	9,489	8,332	5,103	30,393	764	13,588	26,927	10,725	3,278
Roblin	1,133	5,623	6,246	581	483	66	1,401	323	264	2,229	689	89
Swan River	13,307	59,475	65,866	15,754	4,054	1,608	9,240	544	5,562	14,067	8,173	1,574
Thompson	31,959	124,953	137,769	17,208	4,329	1,846	38,585	342	20,758	24,148	11,319	5,170
Winnipeg	553,450	2,478,096	2,744,545	626,594	175,076	121,587	547,023	11,323	289,602	489,705	161,098	86,814

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CANADA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS PROVINCES Cities	TOTAL RETAIL SALES (THOUSANDS)			1988 ESTIMATE OF SALES (THOUSANGS)								
	E&P 1971 estimate	E&P 1987 estimate	E&P 1988 estimate	Gen Mdse	Apparel	Furniture	Groceries	Bldg Matls	Restaurants	Autos	Gasoline Fuel Oil	Drugs
NEW BRUNSWICK	851,489	3,849,348	4,046,300	590,260	193,154	107,026	861,907	25,258	432,561	957,771	375,700	166,339
Caraquet												
Fredericton	68,344	427,525	474,591	91,934	33,033	10,020	71,045	1,997	41,987	133,856	29,423	22,075
Moncton	110,900	564,902	627,990	115,375	43,887	19,272	121,892	743	67,719	130,582	34,259	31,655
Saint John	153,715	616,263	680,067	100,869	37,214	13,038	156,936	1,864	81,442	168,976	40,514	21,097
NEWFOUNDLAND	599,435	2,905,740	3,057,408	471,628	186,224	84,496	858,111	42,274	178,258	615,259	273,860	141,761
Corner Brook	47,136	203,806	225,472	25,725	13,400	8,313	60,006	0	13,601	53,989	23,789	8,862
St. John's	180,111	891,282	990,027	127,736	91,936	36,349	246,060	11,692	46,802	233,167	48,768	59,040
NOVA SCOTIA	1,122,563	5,978,425	6,298,144	810,864	297,974	143,052	1,462,984	75,300	675,219	1,395,389	513,486	321,595
Amherst	21,278	117,147	130,497	16,548	6,412	2,345	32,580	2,213	7,920	32,046	13,782	6,844
Halifax	246,804	1,202,101	1,334,683	188,062	100,821	30,735	248,916	7,009	196,046	292,019	66,542	73,024
New Glasgow	37,133	195,658	217,707	26,023	17,058	5,637	46,536	6,566	12,559	56,694	21,088	10,494
Sydney	78,441	340,011	376,186	53,169	28,372	11,900	96,566	1,522	24,686	101,882	16,445	11,389
Truro	38,930	205,153	228,273	31,457	10,910	8,087	37,586	3,276	15,654	61,569	24,011	14,672
ONTARIO	12,605,695	64,749,901	68,181,643	7,317,514	3,182,028	1,317,372	13,957,734	491,979	11,186,479	17,776,159	4,539,394	2,594,951
Barrie	86,035	524,960	586,230	51,210	19,048	10,085	98,227	6,621	69,895	229,888	32,506	18,086
Belleville	82,589	386,029	428,092	32,321	22,801	11,138	76,878	3,031	58,346	147,543	17,702	17,248
Brampton	108,207	725,049	811,329	56,913	38,008	14,878	196,785	4,940	67,727	262,838	76,952	34,660
Brantford	101,063	497,842	552,927	45,852	37,304	15,853	133,644	3,011	70,213	160,063	28,269	18,723
Brockville	45,876	215,226	238,704	23,830	10,435	3,560	44,587	2,170	41,091	55,073	20,525	14,060
Cambridge												
Chatham	84,557	514,053	574,001	82,504	35,406	16,431	111,177	2,874	86,836	139,022	28,786	23,788
Cobourg	28,696	136,098	150,992	18,036	9,411	3,982	37,903	1,767	26,109	26,043	6,638	69,595
Cornwall	85,051	315,476	347,173	40,889	17,788	7,695	77,255	1,382	50,594	88,053	19,139	10,450
Fort Frances	22,600	96,998	107,284	5,743	6,019	1,993	21,726	1,010	21,061	27,181	7,090	5,814
Guelph	109,148	508,850	564,253	56,086	30,867	10,899	134,296	2,211	63,175	162,256	32,284	23,198
Hamilton	538,778	2,210,662	2,441,466	380,466	114,000	64,988	503,310	14,331	316,744	589,167	142,004	137,976
Ingersoll	17,080	83,742	92,996	2,321	1,592	1,395	12,315	533	24,572	33,636	7,117	3,574
Kenora	42,273	190,126	210,598	5,525	5,761	1,152	22,666	1,033	125,573	20,208	9,343	7,263
Kingson	117,595	493,908	545,898	55,764	40,712	14,812	117,325	2,407	90,338	115,168	33,129	23,448
Kirkland Lake												
Kitchner	226,542	502,178	292,917	140,149	31,545	11,746	71,778	2,179	60,420	159,975	27,715	12,540
Lindsay	33,695	463,440	1,486,539	32,911	24,131	11,355	110,971	6,511	50,741	154,226	42,151	30,123
London	408,680	234,511	32,571	35,368	13,657	5,066	53,344	1,103	42,237	61,330	14,150	10,239
Niagra Falls	124,831	502,178	554,236	33,669	19,747	9,167	98,125	2,021	190,311	102,312	28,837	26,315
North Bay	94,969	463,440	514,582	65,310	21,168	11,054	102,939	3,802	86,720	135,021	34,800	9,187
Orillia	49,837	234,511	260,115	27,743	10,674	5,099	56,027	3,481	37,107	59,629	18,157	15,855
Oshawa	155,171	666,759	737,491	136,296	35,845	16,682	152,383	8,028	88,490	173,428	33,049	31,824
Ottawa	636,858	2,675,155	2,956,763	384,591	178,327	61,723	520,086	10,215	571,242	719,652	122,897	112,343
Owen Sound	41,949	206,165	228,962	18,200	15,705	5,648	53,941	3,392	21,383	52,769	16,240	11,903
Pembroke	41,324	169,950	187,708	24,905	13,949	3,649	41,088	1,870	17,337	47,346	11,046	9,964
Peterborough	129,559	536,375	592,553	71,706	31,291	15,589	124,961	2,908	67,445	176,812	23,363	19,544
Port Colborne	29,724	130,801	144,787	12,799	7,041	2,309	40,259	1,027	21,902	34,029	8,677	6,291
Port Hope	15,290	76,329	84,806	3,463	4,114	729	19,081	1,184	10,620	17,673	15,234	4,775
St. Catherines	213,400	1,405,925	1,572,671	238,130	10,830	30,052	337,376	8,715	182,648	407,028	89,871	51,744
St. Thoma	53,409	264,501	293,811	21,265	14,710	5,013	58,413	2,045	29,050	96,995	27,095	14,737
Sarnia	89,857	444,042	493,218	51,001	27,791	14,489	100,216	2,806	63,170	158,850	25,794	16,292
Saulte Ste. Marie	131,344	972,130	1,089,968	154,051	54,435	21,135	253,769	8,564	151,077	257,979	62,685	24,949
Simce	34,744	171,641	190,648	14,701	15,865	4,791	40,222	2,279	14,363	54,757	11,783	11,980
Sioux Lookout	8,205	40,030	44,447	7,568	752	502	8,644	452	13,420	5,146	2,384	2,099
Stratford	51,328	249,619	277,137	32,132	12,406	4,193	57,267	1,634	38,415	73,842	17,483	14,939
Sudbury	222,365	798,904	878,117	109,909	53,940	18,749	183,836	3,821	118,368	245,330	42,665	28,614
Thunder Bay	189,897	774,144	854,782	129,442	33,363	12,043	204,724	3,338	102,918	199,100	47,996	38,701
Timmins	53,155	301,438	336,035	32,690	24,642	1,537	93,187	2,675	61,404	57,598	13,014	16,851
Toronto	1,534,094	8,080,165	8,990,624	1,246,037	619,325	206,666	1,571,330	51,011	2,225,221	1,515,428	266,361	425,100
Waterloo	61,547	367,929	410,677	56,344	15,228	7,336	94,690	1,843	45,639	110,275	20,414	22,127
Welland	74,311	349,667	387,844	26,737	21,133	10,558	84,756	1,199	48,137	125,029	25,892	16,678
Whitby	58,815	295,836	328,761	45,623	6,089	2,324	62,135	2,832	31,081	121,368	28,796	10,712
Windsor	365,351	1,530,291	1,691,222	243,560	101,823	47,447	351,499	7,083	274,332	376,841	94,780	66,808
Woodstock	59,709	283,613	314,665	28,599	12,858	5,759	56,650	1,433	60,878	102,993	15,604	6,860
PRINCE EDWARD ISLAND	146,763	696,853	733,016	154,696	36,086	5,790	129,080	5,150	83,650	177,502	52,684	26,243
Charlottetown	53,162	248,399	275,463	67,479	23,230	3,025	44,890	796	35,164	54,091	9,137	10,577
Summerside	23,916	98,925	109,283	28,265	8,192	1,102	19,571	2,159	4,047	29,518	7,187	2,730
QUEBEC	8,324,718	39,465,290	41,512,537	3,628,179	3,810,828	1,714,380	10,908,161	495,674	4,572,518	9,617,461	3,485,693	1,534,817
Chicoutimi	77,551	357,544	396,341	30,422	48,667	15,984	82,881	1,788	25,215	133,685	21,549	12,715
Granby	56,978	202,071	221,996	22,860	19,443	10,377	56,779	1,553	20,479	62,204	9,371	6,784
Montreal	2,085,284	10,207,095	11,334,451	1,160,305	930,357	530,122	2,754,871	142,942	1,833,142	1,809,395	666,700	588,305
Quebec	429,267	2,691,792	3,007,811	293,528	268,542	115,153	712,702	14,364	353,324	732,114	130,632	113,616
Rouyn	39,614	171,690	189,955	17,067	21,203	7,401	38,522	592	13,637	65,391	16,106	3,168
Sherbrooke	141,507	503,946	553,726	34,835	59,092	25,110	126,991	3,713	47,977	146,871	43,514	21,135
Trois Rivieres	91,434	312,448	342,755	35,191	39,257	12,884	82,178	6,127	36,722	77,357	18,029	14,111
SASKATCHEWAN	1,187,559	5,753,098	6,053,335	1,045,123	325,607	118,134	1,386,637	88,230	693,631	1,308,246	239,416	269,709
Lloydminster	10,463	56,137	62,492	11,211	2,683	911	15,301	2,383	4,796	17,205	2,899	1,501
Moose Jaw	55,213	254,860	282,525	54,391	14,781	7,969	64,398	4,648	28,821	60,153	7,176	9,351
Prince Albert	52,596	223,880	247,554	33,309	16,021	7,318	58,463	981	22,146	65,274	7,543	9,350
Regina	239,519	1,002,786	1,108,226	184,129	60,867	28,578	256,507	10,028	121,690	233,745	36,717	48,094
Saskatoon	222,243	987,817	1,093,779	193,502	88,665	25,022	222,264	5,884	122,578	206,086	36,757	57,140
YUKON NW TERRITORIES	77,809	485,694	512,599	159,161	6,023	4,317	112,263	11,647	62,232	50,867	15,726	8,626

Estimates produced for Editor & Publisher by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

Profile of a Landslide Winner

ATLANTA

For the second time in a row, corporate leaders across the nation have chosen Atlanta as the most desirable business location in the U.S. The winning margin, 14 percentage points, prompted pollster Louis Harris to note that "in politics, even 10 percent is considered a landslide." An interesting comparison.

Put into the role of "candidate," Atlanta seems highly qualified for a leadership position, gifted at attracting good people and possessing a keen business sense. Its population grew at 2½ times the national rate between 1975 and 1985. From 1980 to 1986, Atlanta gained 326,000 new jobs, a 33% increase.

The ability to cater to everyone's special interests is certainly here. In 1986, nearly 1.6 million convention delegates attended 1,470 Atlanta conventions, spending over $666 million. And in 1988, the Democratic Party will launch its own political campaign in Atlanta.

What's the prospect for this winning streak to continue? Over a half-million new jobs are projected between 1987 and 1997. During that period, Atlanta will be the #2 U.S. market for office development potential. And population usually follows employment.

Indeed, Atlanta's prospects seem easy to predict, no matter what the measurement you use. Atlanta is a winner—by a landslide.

If you're opening a business or expanding your business in Atlanta, our market book, "Atlanta--Something to Boast About," is filled with information you'll want to see. To receive your copy, write to us on your letterhead.

Atlanta Journal-Constitution
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P.O. Box 4689
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SOURCES: Cushman & Wakefield Business America Real Estate Monitor, Louis Harris & Associates. U.S. Bureau of Labor Statistics. Georgia Labor Department Statistics. Atlanta Convention and Visitors Bureau. MIT Center for Real Estate Development and Arthur Anderson & Co. Photo: Wayne Smith.

ARIZONA
Flagstaff *Arizona Daily Sun (D)*
Extra!

CALIFORNIA
Banning *The Record-Gazette (D)*
Pass Area This Week
Hanford *The Hanford Sentinel (D)*
Kings County News
Napa *Napa Register (D)*
Novato *Novato Advance (W)*
North Marin Shopping News
Petaluma *Argus-Courier (D)*
Rohnert Park *Rohnert Park-Cotati Clarion (W)*
Santa Maria *Santa Maria Times (D)*
Central Coast This Week
Santa Paula *The Santa Paula Chronicle (D)*
Taft *Daily Midway Driller (D)*
Westside Shopping News

CONNECTICUT
Manchester *Manchester Herald (D)*

FLORIDA
Crestview *Okaloosa News Journal (W)*
Spotlight
Niceville/Valparaiso *Bayou Times*

HAWAII
Honolulu *Waikiki Beach Press (W)*
Honolulu *Japanese Beach Press (W)*
Honolulu *Kauai Beach Press (W)*
Honolulu *Maui Beach Press (W)*
Kauai *The Garden Island (D)*

ILLINOIS
DeKalb *The Daily Chronicle (D)*
Chronicle Shopper

KENTUCKY
Georgetown *Georgetown News & Times (W)*
Hazard *The Hazard Herald Voice (W)*

MASSACHUSETTS
Haverhill *The Haverhill Gazette (D)*

MISSOURI
Flat River *The Daily Journal (D)*

MONTANA
Hamilton *Ravalli Republic (D)*
Postscript
Bitteroot Valley Real Estate Directory

OREGON
Coos Bay *The World (D)*
South Coast Week
Business Review
Oregon City *The Enterprise Courier (D)*
Today's Home
The Dalles *The Dalles Chronicle (D)*

UTAH
Provo *The Daily Herald (D)*
The Herald Magazine

VERMONT
Newport *The Newport Daily Express (D)*

WASHINGTON
Pullman *Pullman Herald (W)*

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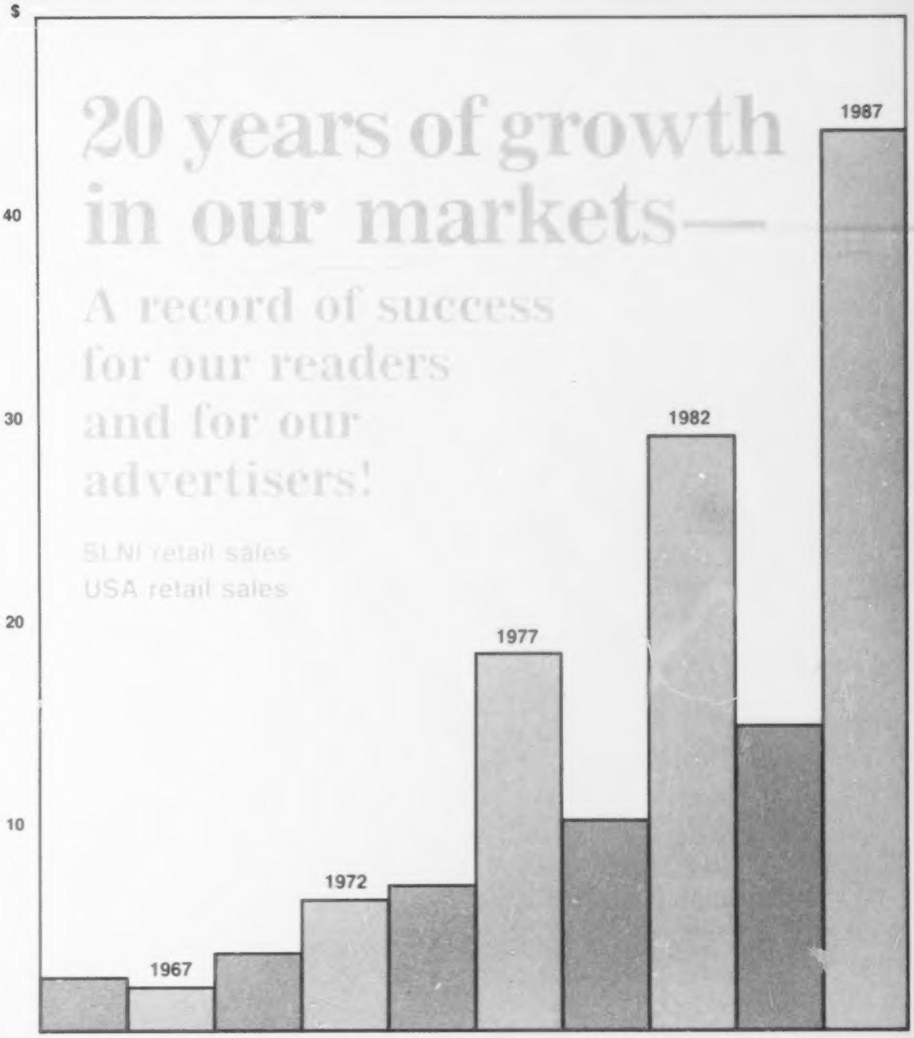

Source: Editor & Publisher Market Guide estimates, home counties of Scripps League Newspapers

US totals in $100 billions
SLNI totals in billions

"Proclaim liberty through all the land unto all the inhabitants thereof."
[Lev. 25:10]

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